



Peter Kirk, Chairman

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Mayor and Council
City of Rockville
City Hall
111 Maryland Avenue
Rockville, MD 20850

Re: RedGate Education and Family Entertainment Campus

Dear Mayor Marcuccio and Members of Council:

We understand that you are examining ways to make the RedGate Golf Course financially sustainable.

On behalf of myself, Brooks Robinson, who is one of our partners, and our entire Opening Day Partners organization, we would appreciate an opportunity to propose to you a concept and process for creating a world class education and family entertainment campus on the site of the RedGate Golf Course - while retaining a self-supporting golf course on the site as a public amenity.

There are very few pieces of land in the greater Washington region better suited to hosting a special gathering place that will serve the family and community values for which Rockville is famous. The RedGate Golf Course, a community jewel in the 20th Century, could now provide the City of Rockville with the opportunity to create a unique community jewel for the 21st Century. The RedGate Education and Family Entertainment Campus that we envision can be much more than just a center for education and entertainment. It can be the essential infrastructure for a renewed civic life for Rockville.

Attached is a proposal for a "**Brooks Robinson Youth Learning Center**", **Banquet Hall**, and **Minor League Ballpark** that could be the centerpiece of an education and family entertainment campus on the RedGate Golf Course site. The Brooks Robinson Youth Learning Center would be the creative driver of a comprehensive and countywide out-of-school time program for Rockville's and Montgomery County's youth that could become a national model. The ballpark's restaurant/banquet hall would fill a market niche for mid-sized banquets, conferences, and social events year-round. The minor league ballpark would provide Rockville with affordable, family oriented entertainment, over 200 full time job equivalents, and over \$15 million annually in economic activity (based on independent studies of similar projects).

The combined facility would provide a host of career and workforce development opportunities. By building the three facilities as one integrated building, the project will incorporate green building principles and cost saving economies of scale. In addition, by clustering talent in shared spaces, the project will be a center of creativity and inspiration by and for Rockville's youth and families.

The learning center/banquet hall/ballpark structure would take less than 20 of the 140 acres of the site, including the baseball playing field. Parking would require an additional 20 acres, but we envision most of the parking to be on stabilized grass and not paving - areas that could be used for youth sports when not needed for evening events. This design would retain more than 110 acres of the green environment that the City of Rockville residents value so much (100 acres of golf course and driving range, plus 10

acres of green youth playing fields that could double as evening overflow parking areas). During the master planning, consideration could be given to including additional youth athletic fields, hiking and biking trails, and other amenities

We further propose that the costs of operating and maintaining the golf course be taken on by our full time ballpark staff, thereby eliminating the need for further subsidy by the City of Rockville.

The City of Rockville would receive admission and amusement taxes from events held at the facility and would also save significant money by no longer having to subsidize the RedGate Golf Course. Conservatively, this would generate between **\$750,000 and \$1,000,000 per year for the City**. The additional park and youth features that we propose for your consideration would also provide significant benefit to Twinbrook, East Rockville and Lincoln Park, as they are the communities closest to the proposed education and entertainment campus.

In addition, we have spoken with business leaders interested in building an indoor sports and entertainment arena, and we know that there is strong support for a science center in Rockville. An arena and a science center are among the many possible community assets that could complement the learning center/banquet hall/ballpark on the site.

Although we have our vision for the project, we propose working together with the City of Rockville, Montgomery County, and the State of Maryland in a true **public-private partnership** to master plan the entire site in order to ensure a comprehensive and sustainable final product that will be the envy of the region. We believe that the best results will come from involving the entire community in this process. The master planning process would include design, community goals, and financing options in this difficult economic environment.

Our preliminary cost estimate for this exciting project is \$50 million in 2010 dollars, excluding an escalation contingency. We would expect that the contribution to the project by the City of Rockville would be limited to providing access to the land.

For the last three decades, my partners and I have developed minor league ballparks and community facilities worldwide. Among our successful projects are the Maryland ballparks in Frederick, Bowie (in partnership with the Maryland-National Capital Park and Planning Commission), Salisbury, Aberdeen (with Cal Ripken, Jr.), and Charles County, as well as ballparks in Lancaster and York, Pennsylvania. We have also developed planned communities, office buildings and retail projects, including Anne Arundel County's Piney Orchard Community, which includes an indoor ice rink and other amenities.

We take great pride in our community involvement programs during both design and operation. We also believe that the direct participation of Hall-of-Famer and Maryland icon Brooks Robinson brings great credibility to the endeavor. Attached are more detailed descriptions of our prior work.

We would appreciate an opportunity to meet with you at your earliest convenience.

Sincerely,


Peter Kirk
Chairman


Brooks Robinson
Partner


Jon Danos
President

Cc: City Manager Scott Ullery
Director of Recreation and Parks Burt Hall