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Community Empowerment Plan.

PROPOSED FOR THE REDEVELOPMENT OF THE
PIMLICO RACING AND LAUREL PARK RACING FACILITIES

Pimlico and Laurel Park have the opportunity to serve as vital centers of their community and drivers of local economic and workforce development. The redevelopment of Pimlico Racing and Laurel Park Racing can set a world-class standard for involving and impacting the community through the course of the development, and well into the future. As such, our team centers communities in the redevelopment of the Pimlico and Laurel Park Racing Facilities by defining—as well as investing in our capacity to meet—targeted goals for community engagement, economic development, and workforce development in our Community Empowerment Plan.



We will employ strategies such as neighborhood canvassing, community advisory boards, and townhalls to ensure community voices impact decisions.

ELEVATING AND SHARING POWER WITH THE PIMLICO COMMUNITY

In our initial submission, we detailed our commitment to heavily involving community in the development process. We want to revisit that commitment here: we believe the success of Pimlico Racing begins with the community's understanding of and belief in the goals of the redevelopment. To achieve this goal, the community must take a leading role in shaping the goals of the redevelopment. Community buy-in begins with concerted proactive outreach and intentional power-sharing by our team.

To that end, our team's responsibility is to ensure that the community:

- **substantively informs and helps to drive major elements and aspects of the development**
- **provides significant, ongoing input about programming space in and around both facilities**
- **identifies areas of priority in economic and workforce development that translate into measurable goals to which our team is accountable for fulfilling over the course of the development**

To meet our responsibilities, our team will pursue concerted and comprehensive community engagement at every stage of the development. Specifically, we will employ strategies such as neighborhood canvassing, community advisory boards, and townhalls to ensure community voice and priorities inform both the shape and ultimate outcomes of the redevelopment. Our commitment to community empowerment informs how we will inclusively and equitably drive economic and workforce outcomes over the life of the development.

ENGAGING COMMUNITY AROUND LAUREL PARK RACETRACK

Our team will build channels for connectivity throughout the development process.

We will gain and maintain buy-in from the local community: Situated on the edge of Anne Arundel County and nestled against the Historic City of Laurel in Prince George's County and Maryland City in Anne Arundel County, community engagement for Laurel Park presents a different landscape than Pimlico. Unlike at Pimlico, the Laurel Park constituency includes residents and businesses of varying sizes. Our team will build channels for connectivity with those constituents throughout the development process through an ongoing series of community engagement initiatives:

- **integration into the local economic development strategy of municipal and county governments to integrate the upgraded Laurel Park into a multijurisdictional economic development approach**
- **continuous community presence: attend and host community meetings in the City of Laurel, Maryland City, and surrounding communities, and convene and participate in conversations with business community groups, providing meaningful opportunities for stakeholders to engage with lead designers and architects**
- **Digital, Social, and Web Presence: build development landing page with FAQ and the latest project information; social media channels reinforce key messages of the development and solicit ongoing input and feedback; and publication of a regular newsletter**

Community Action Partners and the entire Ayers Saint Gross and Populous team is committed to engaging the Laurel community, broadly defined, and integrating it in the development and the future of Laurel Park.





ECONOMIC DEVELOPMENT

Ensuring healthy, thriving, and engaged communities that surround the Pimlico and Laurel Park Racing Facilities will only serve to strengthen the success of both locations. Large-scale redevelopment, in every context, should have substantial impact on economic opportunity in its community. This redevelopment is no exception. To do so, we will take intentional, affirmative steps to hire from and invest in the community across the life of each development.

Below, we have outlined the strategies that we will employ to engage business owners and neighborhood workforce in the architecture, engineering, and construction related fields for young adults and adults. Specifically, we will partner with Park Heights Renaissance, the Mount Washington Improvement Association, Comprehensive Housing Assistance, the Pimlico Community Development Authority, and other neighborhood groups (at Pimlico), and the Anne Arundel Economic Development Corporation, the Prince George's County Economic Development Corporation, the City of Laurel, Maryland City, and local business associations, such as the BWI Business Partnership (at Laurel) to meet the following goals:

- **partner with local nonprofits to support Park Heights residents retaining home ownership and community leadership as investment in the area increases**
- **fully commit to meet the MBE and sub-contracting goals enumerated in this contract. We commit to award contracts worth 33% of the project to MBE firms and to exceed the required sub goals of 9% Woman-owned, 6% of African-American owned, 2% Hispanic owned firms, as well as to contract with non-required Asian-owned and Service Disabled-owned firms— additionally, 42% of the work will be performed by Maryland based firms**
- **provide technical assistance for training services to build capacity of our MBE sub-contracted firms, expanding the pool from which we can subcontract**
- **commit to creating a preference for the hiring of people of color and women from the Park Heights neighborhood and Laurel communities, and to build pathways for permanent job placement**
- **participate in community job fairs and partner with other workforce development agencies to recruit people of color and women into the development.**

We will partner with local nonprofits to support Park Heights residents retaining homeownership.

Ultimately, we believe that the redevelopment can serve as a highly visible example of inclusive hiring, contracting, and sub-contracting. Our goals are aggressive and will exceed the standards maintained by our industry; we will take care to build a talented and inclusive team capable of activating the slate of partnerships needed to meet and exceed the goals articulated above.

Our team has an important responsibility to activate the workforce native to Park Heights, Laurel, and the surrounding communities.

WORKFORCE DEVELOPMENT

In addition to driving economic development, our team has a responsibility to activate the workforce native to both Park Heights and surrounding communities and those enveloping the Laurel Park race track. Our team looks forward to working with community leaders, schools, and universities to augment cradle-to-career pipelines in STEAM fields. Our team envisions engaging youth and adults in Park Heights and the surrounding communities and in Laurel to ensure that they have access to a quality education in order to prepare them for jobs and careers in STEAM and construction related fields.

First, we recognize that successful workforce development requires a baseline of good health, quality education, and, importantly, trust. Therefore, we will ensure and curate flex space to be available for health fairs, job fairs, community resource clinics, and farmers markets. We will work with our local schools to organize a school supplies drive to ensure that students in need have the necessary supplies for a good education, and organize food drives to ensure that families in need are fortified. These basic measures are all the more important in the age of COVID-19 when many are cut off from vital supports and social safety nets. We recognize that it is difficult for families and young adults to engage with our work when basic needs are not met. For these reasons, and more, we will do our part. For our team, this is an annual commitment.

Second, we will create pathways for STEAM jobs and careers; we will:

- **provide job shadowing opportunities for local school-age students to learn about jobs and careers in the context of the development; we would complement the job shadow experience with STEAM training and programming as well as augmenting the ACE Mentorship Program**
- **contribute computers and school supplies to local schools for students in need**
- **pair interested local students with career mentors from local workforce development agencies and training centers**
- **arrange physical tours, virtual learning tours, and design charettes to highlight project related career pathways in partnership with Morgan State, Coppin State, Anne Arundel Community College, Baltimore Design School, and others**
- **use portions of the Pimlico and Laurel projects as a studio design assignment for local students. We plan to provide architects to assist in teaching the studio, provide site plans, surveys and other drawings for the students' use, and will participate in end-of-semester design critiques. We will partner with Morgan State University School of Architecture and Anne Arundel Community College**
- **fund and award college scholarships for local high school students interested in pursuing one of the design professions at a college or university**



Conclusion.

This redevelopment is a generational project that must have generational impact. We are committed to bringing community voices into every stage of the development and will align key aspects of the development to key metrics in workforce and economic development. This proposal also makes clear our commitment to provide for the basic needs in our community, especially with respect to neighborhood families and students. With intention, and the right team, we are confident in our abilities to meet the goals and objectives articulated throughout this proposal. We standby for feedback and additional insight as we refine and prepare to implement this plan.



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