

October 12, 2021



Discover Midway Team Announces Intent to Bid for Sports Arena Site

Local affordable housing, entertainment and mixed-use development collaborative unveils approach to new Sports Arena site bid with inclusion, community input, global resources and expertise

SAN DIEGO – Following the release of the City of San Diego’s [Notice of Availability \(NOA\)](#) for the Sports Arena site, Discover Midway is excited to share that it plans to pursue redevelopment of the 48-acre property with a fresh, community-crafted approach. Discover Midway is led by affordable housing, sports and entertainment venue and mixed-use development experts including [Affirmed Housing](#), [ASM Global](#), [Brookfield Properties](#) and [National CORE](#).

“Our team is fully committed to creating a bright future for the Sports Arena site and understands the unique needs of the Midway community and San Diego,” said Jessica Jones, Senior Director at Brookfield Properties. “We are taking this opportunity to create an enhanced and more robust mixed-use destination that builds on our existing experience collaborating with the city, input gathered from the community and our hands-on partnership with Affirmed Housing, National CORE and ASM Global.”

Discover Midway envisions delivering a world-class mixed-use neighborhood that includes a variety of housing with at least 25 percent onsite designated as affordable, options for a reimagined or brand-new Sports Arena, office, retail, parks and green spaces. The team also plans to incorporate new transit, pedestrian and bicycle connections, enhancements and amenities to help expand safe, efficient, equitable, and sustainable access to surrounding communities.

“The Sports Arena site is a once-in-a-generation opportunity to add to the fabric of what makes San Diego a special place for all,” said Jimmy Silverwood, Executive Vice President at Affirmed Housing. “Our team, backed by experience and resources, is ready to further aid in addressing our region’s housing crisis and creating far-reaching community benefits that can be celebrated for years to come.”

Over the past year, Discover Midway has been working closely with the Sports Arena Community Advisory Board (CAB) to gather community input that will ultimately shape the team’s strategy and was actively involved in the successful passage of Measure E in November 2020. The broad-based 20-person advisory board is comprised of local leaders in business, higher education, transportation, and environmental sustainability.

“Our priority is building stronger bridges with working families and traditionally underserved communities to ensure they not only are involved in this one-of-a-kind opportunity but reap the long-

term, place-making benefits,” said John Seymour, Vice President at National CORE, “We envision the Sports Arena Site as a place where all families can find housing that is affordable, enjoy sports, recreation and entertainment through easily accessible mobility and transit connections.”

The Discover Midway team has deep San Diego roots with decades of experience in their respected fields. Combining unparalleled design, construction, financing and management prowess with transformative housing, state-of-the-art sports and entertainment venues and innovative mixed-use districts in San Diego and beyond – the team’s collective expertise is unmatched.

"ASM Global, which manages and operates the world’s largest and most iconic portfolio of venues, looks forward to continuing to curate the best content for San Diego," said Chuck Steedman, Executive Vice President at ASM Global, “Alongside the rest of the Discover Midway team, we’re excited to further raise the bar by delivering options for an exceptional, new sports and entertainment hub that reflects the authenticity of our home."

####

About ASM Global

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 325 of the world’s most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. asmglobal.com

About Brookfield Properties

Brookfield Properties is a leading global developer and operator of high-quality real estate assets. We are active in nearly all real estate sectors, including office, retail, multifamily, hospitality and logistics, operating more than 800 properties and over 375 million square feet of real estate in gateway markets on behalf of Brookfield Asset Management, one of the largest asset managers in the world. With a focus on sustainability, a commitment to excellence, and the drive for relentless innovation in the planning, development and management of buildings and their surroundings, Brookfield Properties is reimagining real estate from the ground up. For more information, visit www.brookfieldproperties.com.

About Affirmed Housing

Headquartered in San Diego for 30 years, Affirmed Housing is dedicated to improving and sustaining the viability of California through the development of affordable housing. The company aims at enhancing communities and our environment by building dynamic, professionally-managed, high-quality green multifamily housing. Areas of expertise include site selection, engineering, architecture, construction, relocation, and marketing. Affirmed also has extensive knowledge in public finance, low-income housing tax credit acquisition, and tax-exempt bond financing. The company has financed over \$2 billion in affordable and supportive development, with 5,000 units developed or under development in 64 communities. For more information, visit www.affirmedhousing.com.

About National CORE

National Community Renaissance (National CORE) is one of the nation's premier affordable housing developers, building award-winning communities as a platform for social change. For nearly 30 years, National CORE has been creating strong, healthy communities where residents can thrive for generations to come. Through its Hope through Housing Foundation, National CORE provides impactful resident programs and services to help children and teens achieve success, improve families' financial well-being, promote senior health and wellness, and foster stability and independence. Headquartered in Southern California, National CORE manages approximately \$1.1 billion in assets, with 85+ communities, and impacting the lives of more than 27,000 residents annually. In 2021, National CORE earned an A+ credit rating from S&P, one of only two affordable housing developers to earn such a rating. For more information on National CORE, please visit www.nationalcore.org.