CITY OF ALEXANDRIA

Cameron Run Community Information Session

November 12, 2026



Cameron Run Regional Park

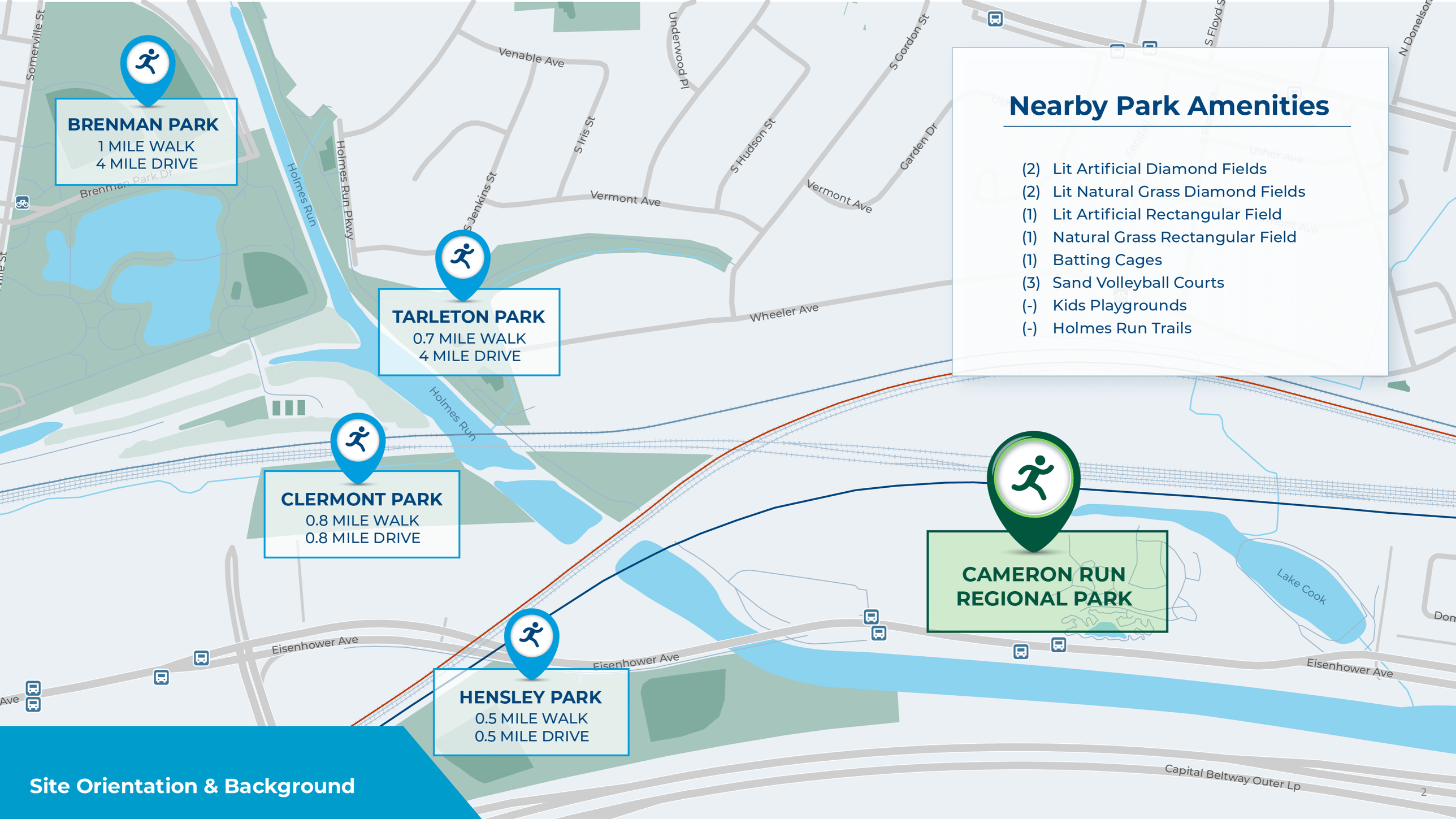
NOVA Parks lease expires in December 2028



Site Orientation & Background

A large part of the property is leased to NOVA Parks, which operates:

Great Waves Waterpark:	late May - Labor Day
Mini-golf course & batting cages:	mid-March - mid-October
Holiday lights experience:	mid-Nov - December



Nearby Park Amenities

- (2) Lit Artificial Diamond Fields
- (2) Lit Natural Grass Diamond Fields
- (1) Lit Artificial Rectangular Field
- (1) Natural Grass Rectangular Field
- (1) Batting Cages
- (3) Sand Volleyball Courts
- (-) Kids Playgrounds
- (-) Holmes Run Trails

Cameron Run Planning

- In 2014, NOVA Parks requested a 40-year lease extension
- The City Department of Recreation, Parks & Cultural Activities (RPCA) and the Park & Recreation Commission engaged the greater public in multiple conversations, studies and planning exercises



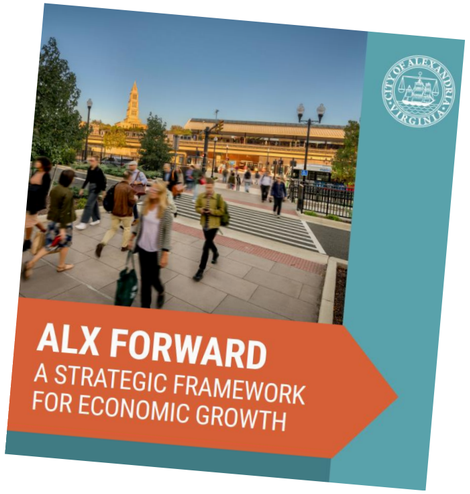
  - **Majority** of respondents chose to **eliminate the existing waterpark entirely**
  - Highest percentage of respondents chose a design with an **indoor recreation center**
  - Additional 48% responded that they wanted an **athletic/sports component** incorporated into the design

- In 2018, City Council agreed to extend NOVA Parks lease for 10 years, to expire in 2028, and signaled the City's intent to pursue alternative uses

City Council Priorities & ALX Forward

City Council Priorities

- Reduce Community Disparities
- Strengthen our Economy



ALX Forward Catalytic Initiatives

Leverage City assets.

- Deploy underutilized assets using a strategic approach that considers highest and best use to inform trade offs.
- Leverage tools and partnerships, such as the Industrial Development Authority, to finance and fast-track priority projects, reducing costs and accelerating delivery.
- Invest in place-based initiatives- to drive foot traffic, attract local/visitor spending, and boost resident pride

Focus on the experience economy.

- Target and attract new uses that enhance Alexandria's arts, culture, entertainment, and sports assets (e.g. esports, youth and sporting tournaments, theaters and performance venues, meetings, special events and convention center space, and wellness spas.)

A Reimagined Cameron Run

- **The Alexandria Sports & Events Complex at Cameron Run**

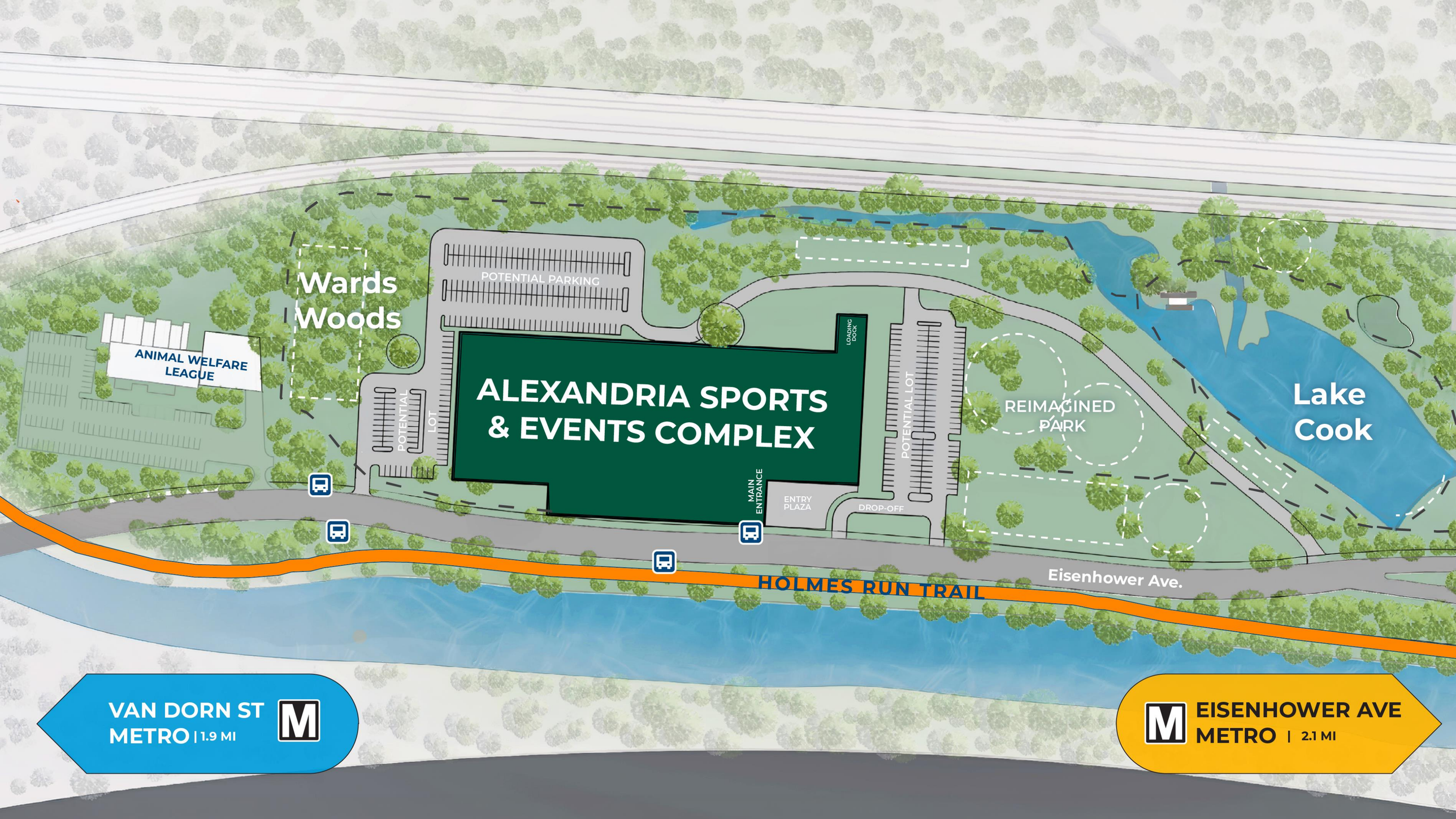
- A 210,000 SF indoor sports and events complex- flexible courts and turf for:
  - Volleyball
  - Basketball
  - Pickleball
  - Futsal
  - Soccer
  - Baseball
  - Field hockey
  - Lacrosse
  - Track, and
  - other sports and events.



- Operated by a local nonprofit entity required to provide community benefit and access.

- Convert underutilized space and a seasonal asset into a modern gathering and sports facility and park—uses the community has requested and that offer the opportunity to generate revenue.

Alternative Development Opportunity


Wards Woods
POTENTIAL PARKING
ANIMAL WELFARE LEAGUE
POTENTIAL LOT
ALEXANDRIA SPORTS & EVENTS COMPLEX
LOADING DOCK
MAIN ENTRANCE
ENTRY PLAZA
DROP-OFF
POTENTIAL LOT
REIMAGINED PARK
Lake Cook
HOLMES RUN TRAIL
Eisenhower Ave.
VAN DORN ST METRO | 1.9 MI
EISENHOWER AVE METRO | 2.1 MI

Operational Partners

- In order to deliver a facility purpose-built to host tournaments, which draw overnight visitors and can require hotel stays within the City, would transfer ownership of the Cameron Run property to the **Industrial Development Authority (IDA).**

- The IDA would then lease the property to a new nonprofit entity, **ALX Sports**, established by the **Alexandria Soccer Association (ASA).** ALX Sports serves as the proposed operator and manager of the complex.

Proposed Partners

Choosing a Local Partner

Competitive Business Retention- Alexandria Soccer Association

- Alexandria-based non-profit serving the community since 1970
- Operates year-round youth and adult soccer and futsal programming
- Sustained record of organization growth and program expansion
- Significant experience managing programs, facility improvements and operations, and tournaments
- Outgrown existing Alexandria facilities
- Neighboring jurisdictions responding to their growth demands

Local Model Advantages

- Regional first mover: Site, Financial Structure and Operating Partner
- Nonprofit with experience and commitment to raise community capital
- Lease commitment and obligations

Deal Structure

- Public ownership and financing of facility, paired with long-term private operation
- Operator capital contribution, annual rent, commitment to events and economic activity
- Target Groundbreaking – Q1 2029
  Target Opening – Q2 2031

FINANCE	City issues GO bonds to fund development of the facility.
DEVELOP	IDA leads entitlement, design, and development of the sports complex.
LEASE	IDA lease the facility to ASA / ALX Sports under a 30-year structure.
OPERATE	ALX Sports operates and programs the facility, including local use, tournaments, and events.

The structure maintains public ownership while assigning day-to-day operations to ALX Sports under a long-term lease.

Key Terms and Protections

1. **Operator Minimum Capital Contribution: $10 million**
   - At least $4 million required before any City financing is issued
   - City/IDA may seek an alternative operator if capital contribution is not met
2. **Annual Rent to Support Debt Service**
   - Beginning at $2.5 million annually with escalation
3. **Financial Guaranty**
   - ASA to provide a guaranty of 2 years' base rent and remaining capital contribution
4. **Operator Responsible for all Operating and Maintenance Costs**
   - Shared Capital Reserve - 50/50 to fund major repairs, replacements, and capital needs
5. **Operator Event Performance & Local Economic Impact**
   - Minimum requirements for the number, type, and attendance at national, regional, and local events
   - Minimum requirements for hotel, food & beverage spin-off activity
   - Financial penalties if requirements are not met

Community Benefits

1. **Broader Community**
   - More indoor space for sports organizations, schools, leagues, camps and recreational programming.
   - Opportunities for local athletes and families to participate in tournaments and competitions closer to home.
   - Flexible venue for community gatherings, tournaments and other events.
   - Opportunities to attract regional and national sporting events that bring visitors to Alexandria → increased business activity for local hotels, restaurants, retailers and other businesses.

2. **Alexandria First – Facility Usage**
   - Minimum of 10 signature City events annually
   - Preference for local organizations and businesses

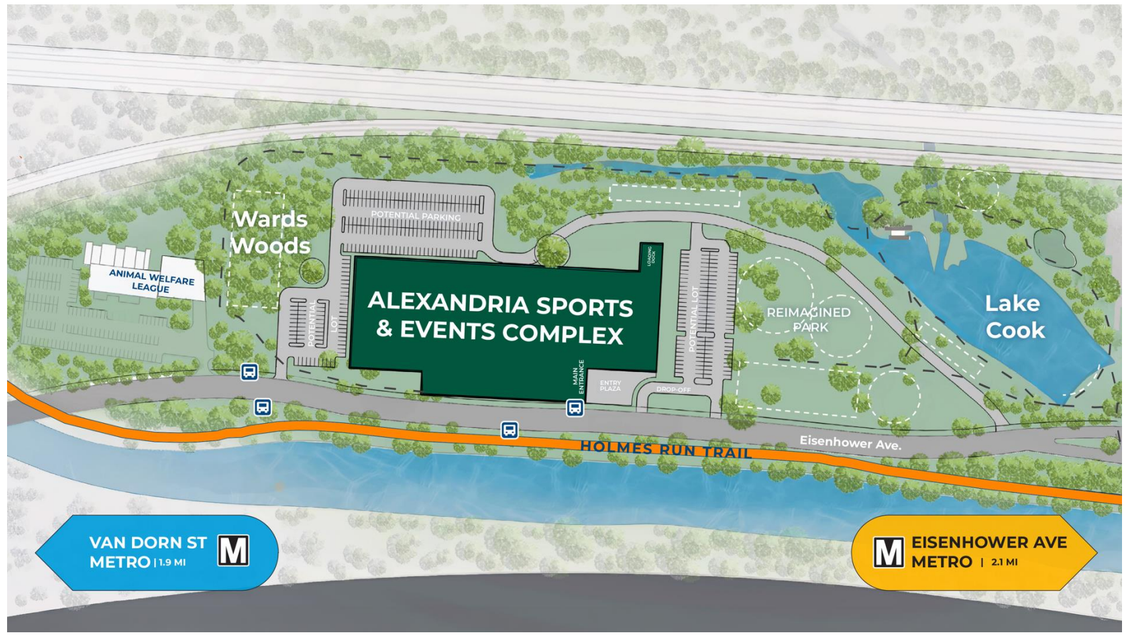
Community Site Access

Reimagined Park

- New public open space, available 12 months a year, without admission fee
- Minimum of 50,000 square feet of new uses

Facility

- Regional and national events are booked first to ensure economic development targets are met
- Local groups get preference for weekdays and times without a tournament
- Frees up space in existing rec centers for additional programming and open play



Deal Terms & Structure

Financial Plan

- The project would be financed by the City, to achieve the most favorable borrowing rates and lowest total cost for delivery

- Debt would be repaid using direct project revenues (operator base rent) and visitor-driven tax revenues generated by the facility:
  - Admissions tax
  - Hotel taxes
  - On- and off-site food & beverage tax

Funding Source	Amount
City Contribution	$107 M
ALX Sports Contribution	$10 M
Total Project Costs	**$117 M**

Economic Impact

WATERPARK | BASELINE SCENARIO

$10.9M 30-year direct local tax revenues

PROJECT | 30-YEAR CASH FLOW

$160.0 M Available for fiscal services

INCLUDING FOR AFFORDABLE HOUSING

$20.4 M Combined 30-year revenue



Process and Community Engagement

Finalize term sheet for Council Consideration

- Financial structure
- Roles and Responsibilities
- Performance criteria
- Protections

Community Engagement

- Calendar available on **alexandriava.gov/ALXSportsandEvents**

Community Engagement

Community Session	Date
Virtual Community Session #1	Thursday, November 12
Planning & Zoning Community Update	Tuesday, November 17
Potential Site Pop Up	Saturday, November 21
Potential Site Pop Up	Sunday, December 6
Virtual Community Session #2	Thursday, December 10
City Council Public Hearing	Saturday, December 12
City Council Legislative Meeting & Vote	**Tuesday, January 12**

Sample Presentations to Groups, Boards, Commissions	Date
Closest Neighborhood Groups	Scheduling
Youth Sports Advisory Committee	Monday, November 16
Eisenhower Partnership	Monday, November 16
Business Associations	Thursday, November 19
Parks and Recreation Commission	Thursday, November 19

Full and updated calendar available at **alexandriava.gov/ALXSportsandEvents**

COMMUNITY Q&A

