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### Meadowlands Xanadu: Moving Ahead

At long last, it appears as though Meadowlands Xanadu is within the region's grasp. Real work – a prelude to a groundbreaking -- began at the Sports Complex in June on the “deep utility” upgrades, preliminary on-site improvements that are necessary for construction to begin on the \$1.3 billion family entertainment project.

A Labor Day groundbreaking is hoped for. Achieving it depends upon passing final regulatory hurdles over the Summer.

Long familiar with the significant benefits to be derived from this unprecedented redevelopment initiative, the Meadowlands community is poised and anxious. The many benefits include real property tax relief, dramatic economic impacts, roadway improvements, job generation, and open space preservation. The nearly 600 acre Empire tract is to be preserved in its entirety, securing a historic victory for environmental advocates who have long fought to protect what is the largest contiguous wetlands parcel in the northeast. Clearly redefining land use and redevelopment paradigms, Meadowlands Xanadu will usher in a new era for the region.

Experts, local residents praise exciting entertainment project

The \$1.3 billion Meadowlands Xanadu project recently received strong backing from a broad spectrum of local residents and technical experts as officials from the New Jersey Meadowlands Commission and the Department of Environmental Protection concluded five days of public hearings in April on the preliminary environmental impact statement.

Local residents attended to express their support for Meadowlands Xanadu, the ultimate sports, leisure, shopping and family entertainment complex, citing the potential for entertainment and recreational opportunities that are currently unavailable in the region. Meadowlands Xanadu will feature five themed districts: Sports; Children's Education; Entertainment; Food & Home; and Fashion. There also will be a hotel and office space.

Residents also urged regulators to work toward a rapid, yet thorough, conclusion of the review process, noting the project's contribution and preservation of the aforementioned 600 acres of undeveloped wetlands and the significant investment in both on and off-site transportation infrastructure improvements.

In addition, Meadowlands business leaders were on hand to extol the virtues of the economic benefits to the regional economy.

Local environmental leaders also attended the hearings to express their support and encouraged state officials to recognize the project for its important environmental

contributions to the Meadowlands Region – most notably, the dedication of a wetlands preserve almost as large as New York City’s Central Park, to an Environmental Trust.

Meadowlands Xanadu -- a boon to regional economy

The Meadowlands region will experience immediate economic benefit as soon as construction of the \$1.3 billion Meadowlands Xanadu begins.

For up to four years of planned construction, thousands of local engineers, architects, planners, tradesmen and construction workers will be employed to build Meadowlands Xanadu. They will help the local economy by patronizing local merchants – from construction material vendors to restaurants and retailers – and by paying local taxes and making other contributions to Meadowlands communities.

Once built, Meadowlands Xanadu will generate millions of dollars in immediate real property tax relief every year. In addition, the more than 20,000 permanent employees will continue to help promote local businesses in the region. What is more, as a significant tourist destination, Meadowlands Xanadu will attract visitors from far and wide.

“The positive regional economic impact on businesses in the area will be incredible once Meadowlands Xanadu begins its construction, and even more so once it is fully operating,” said Jim Kirkos, President and CEO of the Meadowlands Regional Chamber of Commerce. “As our friends from the Mills Corporation have long said, it is, in every way, a project to die for.”

Clearly, Meadowlands Xanadu will usher in a new era of success at the Meadowlands Sports Complex. As the project continues to grow in popularity and stature, additional high-profile events could well be attracted to the Sports Complex and to the Meadowlands.

“Because of this project,” said Kirkos, “the future economic opportunities available to our members and other regional businesses, both large and small, will grow exponentially. In a very real way, the sky’s the limit.”

Meadowlands Xanadu to create 40,000 construction and permanent jobs – and training program

Among the most significant economic development projects in New Jersey history, Meadowlands Xanadu will create nearly 20,000 construction jobs – more than the number of jobs created by construction of the Erie Canal and the Empire State Building combined.

Meadowlands Xanadu is one of the largest construction projects this region – or the Northeast, for that matter – has ever seen. The project ensures tens of thousands of much-needed, good-paying jobs in the region and positive economic impacts statewide.

Once opened, Meadowlands Xanadu will generate more than 20,000 permanent jobs – from entry level to executive, with hundreds of management positions – from its numerous entertainment, fashion and sports venues, as well as from its hotel and office components, which will attract leading businesses to the area.

Meadowlands Xanadu is partnering with Bergen Community College to lead a consortium of local colleges to identify, recruit, train, educate, place and mentor local citizens for a wide array of jobs. Similar to successful programs the developer has implemented in Maryland, Tennessee, and Texas, specific workforce development training and education programs, including GED and English as a second language, will be provided.

It truly is the next generation of the regional economy in the Meadowlands – and in the New York/Metro region.

Meadowland Xanadu project yields preservation of major wetlands tract

Meadowlands Xanadu also is a "smart growth" construction project – building on land previously developed. The project will provide major environmental benefits to the region and offer enjoyment to future generations of nature enthusiasts.

According to the terms of the Meadowlands Xanadu construction agreement, the 592-acre Empire Tract, the largest contiguous remaining open-space wetlands parcels in the Meadowlands, will be donated to New Jersey's Meadowlands Conservation Trust for preservation and wildlife management.

The Empire Tract, a parcel of land with a strategic location – within minutes of midtown Manhattan and adjacent to the New Jersey Turnpike – has long been sought for development as well as by local environmental activists who wish to preserve the region's remaining open space. By developing Meadowlands Xanadu on the Sports Complex property, Authority leaders helped ensure the Empire Tract will remain open space in perpetuity.

This is a "win-win" for the State of New Jersey, environmental groups and citizens of the state, and is strongly backed by local environmental groups, including the Hackensack Riverkeepers organization.

Through the vision of the New Jersey Sports and Exposition Authority, Meadowlands Xanadu strikes a balance between much-needed economic development and environmental protection.

Road, rail improvements will improve traffic

The Meadowlands Xanadu project will pump substantial private funding into local transportation infrastructure upgrades that will cut congestion, decrease traffic and air pollution, and enhance quality of life.

In addition, the New Jersey Sports and Exposition Authority has secured funding from the Port Authority of New York and New Jersey for a new rail link to the Meadowlands Sports Complex from New Jersey Transit's existing Pascack Valley line. The state recently has issued a "request for proposal" to build the spur and expects to receive bids soon.

These investments to upgrade the Meadowlands area will provide new transportation options for residents, visitors, and commuters.

Profiles: The developers behind Meadowlands Xanadu

Meadowlands Xanadu is a joint partnership of two industry leaders – The Mills Corporation, based in Arlington, Virginia, and Mack-Cali Realty Corporation, headquartered in Cranford, New Jersey. The Mills, which specializes in developing entertainment and retail destinations, will create the family destination portion of Meadowlands Xanadu, while leading office developer Mack-Cali will build state-of-the-art office buildings and a hotel.

A recognized leader in developing entertainment-oriented destinations, Laurence C. Siegel, chairman and CEO of The Mills Corporation, has revolutionized the way consumers spend leisure time today.

"Our mission is to create for consumers an unforgettable, meaningful leisure experience," says Siegel. "We do that by understanding what people enjoy doing, and creating destinations with innovative entertainment concepts that fulfill – and exceed – expectations."

A case in point: Madrid Xanadú. "We were the first U.S. developer to open a dominant entertainment and shopping destination in Europe," notes Siegel, "because we came in with a fresh vision. We combined innovative entertainment venues – from Spain's first indoor ski resort, to nightclubs, children's theme parks, indoor Formula One-style go-carts and great restaurants – with top-flight international retailers." Siegel and The Mills will adapt that format to create the ultimate sports, leisure, shopping and family entertainment complex in the United States.

Guided by President and Chief Executive Officer Mitchell Hersh, Mack-Cali Realty Corporation owns and manages 30 million square feet of Class A office and office/flex properties, located primarily in the Northeast, serving approximately 2,100 tenants.

"Mack-Cali has become the office owner of choice in its core markets," explains Hersh. "The success we have obtained is built around our ability to anticipate the evolving needs of business and providing superior work environments and services to our clients."

“I believe Meadowlands Xanadu will become one of the dominant entertainment destinations in the country,” Hersh continued, “and with our expertise in this market, we will create one of the great business addresses in the region.”

### Sports Complex Wins

“It also is important to remember that the project benefits the New Jersey Sports and Exposition Authority directly,” added Jim Kirkos. “With the upfront payment that will be made by the redevelopers to the NJSEA, the entire \$165 million debt service on the Continental Airlines Arena building – a debt that has been sitting on the shoulders of the taxpayers of the State of New Jersey – will be eliminated. You can’t talk about Meadowlands Xanadu without taking your hats off to George Zoffinger, Carl Goldberg and the entire Commission for having the vision and the moxie to go so boldly forward.”

### Side Bar:

#### Moving Ahead

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We’ll see you at the groundbreaking.