



September 2, 2024

Mr. Tad Brown  
CEO, Harris Blitzer Sports & Entertainment  
*via email*

Dear Tad,

I am writing today to confirm the State of New Jersey's strong interest in jointly developing with you a large-scale redevelopment project in the City of Camden that would include a world class sports and entertainment arena to serve as the new home of the 76ers. Governor Murphy and our entire team know how important this decision is to the future of the franchise and Harris Blitzer Sports and Entertainment, and we are committed to bringing the 76ers to Camden.

We envision a multi-billion dollar privately-led comprehensive mixed-use development north of the Ben Franklin Bridge that would serve as a transformative catalyst for Camden and New Jersey. Anchored by a world-class arena, we believe that this project will enable development of significant residential, commercial, and retail offerings within the City of Camden. We also recognize the importance of incorporating open space and pedestrian-friendly amenities into this potential game-changing development project for our state.

The Governor and I are proud of the longstanding relationship that HBSE and the 76ers already have with Camden and New Jersey, including the team's headquarters and practice facility in Camden, the Prudential Center in Newark which proudly hosts the New Jersey Devils and your ongoing redevelopment of the Loews Theater in Jersey City. We have a demonstrated track record of working together to advance major projects, and I am confident we can build on that heritage of success to develop this major project together.

New Jersey is a leading destination for sports. We are already home to five professional sports franchises, and in 2026 the eyes of the world will be on New Jersey when we host the FIFA World Cup final. New Jersey is a major league sports state.

Throughout Governor Murphy's time in office, we have successfully advanced numerous complex and significant economic development projects – including the development of a 300-acre world class film production campus by Netflix at the former Fort Monmouth campus, development of the first purpose-built offshore wind port on 200 acres in Salem County, and the HELIX life sciences innovation campus in New Brunswick. When New Jersey commits to the success of a project, we deliver.

The results of our focus on economic growth are clear: New Jersey has added more than 200,000 new jobs since 2018, (leading the Northeast in private sector job creation since 2020) and New Jersey now ranks third among American states for venture capital investment.

Camden also continues to experience significant momentum, with major new corporate headquarters opening on the Camden waterfront (including of course, the 76ers' headquarters) and new residential developments



springing to life. Campbell's has brought hundreds of new jobs to the city and Cooper University Hospital is embarking upon a \$2 billion campus transformation. Camden recently received its third credit rating upgrade from S&P in the last ten years. Gov. Murphy recently committed \$300 million to revision the Walter Rand Transportation Center in downtown Camden, a vital link to the City of Philadelphia and a major regional transit hub. A world class sports and entertainment arena would also complement existing downtown destinations including the Freedom Mortgage Pavilion and Adventure Aquarium, which attract millions of visitors annually.

We know that developing a world-class sports and entertainment venue in Camden, as part of a broader mixed-use development will require significant effort, resources and coordination across multiple agencies and levels of government. Under the Economic Recovery Act Governor Murphy signed in 2021, the New Jersey Economic Development Authority has been empowered with substantial financial incentives to compete for significant economic opportunities like this, and our administration is prepared to work with our partners in the legislature to support any needed legislation to enable this project to proceed.

We believe the Aspire program, a critical component of the ERA toolkit, could support two awards of up to \$400 million of tax credits: one to support an arena and ancillary infrastructure (parking, open space etc.) and one to support significant residential, retail and office development as part of a broader mixed use neighborhood development strategy with potential to transform the surrounding areas of the City. An Aspire award supporting development of arena would be subject to a standard Net Benefit Test, ensuring that New Jersey taxpayers are more than paid back for their investment via incremental state, county and local tax revenues.

Furthermore, we are also prepared to work with the legislature to enable the structuring of up to \$500 million of special-purpose bonds supported by fees and surcharges on tickets, concessions and parking (with no impact to New Jersey taxpayers) to support the development of an arena. The legislation would also enable the contribution of one or more parcels of state-owned land adjacent to the Delaware River, north of the Ben Franklin Bridge, (together, generally known as the "Former State Prison Site Area") to the development project for low or no cost, subject to final negotiation of a successful transaction.

We would also expect this legislation to require a comprehensive Community Benefits Agreement, strong local hiring and union labor provisions, and other elements designed to ensure that the residents of the City of Camden and the State of New Jersey participate fully in the prosperity and rejuvenation that an arena and major mixed-use development would bring about.

We also recognize that implementing a vision of the scale we have jointly discussed will require a comprehensive planning effort. We are committed to working collaboratively with you (as well as city, county and regional governments) to develop a tailored approach to traffic and transportation planning, including needed infrastructure investments, that will ensure a smooth fan experience as well as mitigate the impacts of additional visitors and residents to the City of Camden.

To that end, Governor Murphy has also committed to a "whole of government" approach to this project, particularly as it relates to infrastructure, transportation, land use, property assemblage and any required environmental remediation, to facilitate this project.

I am confident that as you identify potential locations for the new home of the 76ers, you will find no better partner than the State of New Jersey and the City of Camden. Choosing Camden as the 76ers' new home will



be the best decision you will ever make. I look forward to continuing our discussions to bring this dream project for Camden to reality.

Sincerely,

A handwritten signature in black ink, appearing to read "T. Sullivan", is written over a light gray horizontal line.

Tim Sullivan

CEO, New Jersey Economic Development Authority

cc: The Honorable Philip D. Murphy, Governor of New Jersey  
The Honorable Nicholas Scutari, Senate President  
The Honorable Craig Coughlin, Assembly Speaker  
The Honorable Louis Greenwald, Majority Leader  
The Honorable Paul Sarlo, Deputy Majority Leader  
Mayor Victor Carstarphen, City of Camden  
Tim Hillman, Chief of Staff, Office of the Governor  
Eric Brophy, Deputy Chief of Staff Economic Growth, Office of the Governor  
Mary Maples, Chief Strategy and Infrastructure Officer, NJEDA  
Jorge Santos, Chief Real Estate Development Officer, NJEDA