



 **SPORTS FACILITIES
COMPANIES**



BERKELEY COUNTY SPORTS & EVENT CENTER
WEST VIRGINIA



THRASHER

AGENDA

1. Project History + Vision
2. SFC + Industry Overview
3. Conceptual Master Site Plan
4. Facility Program Overview:
 - Phase 1: Indoor
 - Phase 2: Outdoor
5. Visitation + Economic Impact
6. Next Steps



SPORTS FACILITIES
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FUELING THE POWER OF SPORTS TOURISM + COMMUNITY

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA



Berkeley County is looking to harness the power of sports and community through the development of a premier athletic venue that will not only serve local sports, events and training needs but become a catalyst for incremental retail/commercial development as well as a driver of non-local visitation and direct spending for the greater regional marketplace.

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA



**SPORTS +
RECREATION**



**MIXED USE
CAMPUS**

COMMUNITY PLAYMAKING



**HEALTH + ELITE
PERFORMANCE**



**SOCIAL +
EMOTIONAL**



SPORTS FACILITIES
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BERKELEY COUNTY SPORTS & EVENT CENTER WEST VIRGINIA

THE VISION

THE NEXT LEVEL

The Berkeley County Sports Complex will provide athletes with the very best in sports training, instruction and competition in order to help get them to the next level of their chosen sport.

The facility will be recognized as an elite tournament quality sports, fitness and recreation venue, serving athletes, coaches and fitness enthusiasts of all ages and abilities.

The facility will not only accommodate local demand across Berkeley County but generate significant direct spending and non-local visitation to the marketplace annually.



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BERKELEY COUNTY SPORTS & EVENT CENTER

WEST VIRGINIA

THE IMPACT

ECONOMIC IMPACT

The Berkeley County Sports Complex will provide a regional sports tourism asset that will not only accommodate local user demand across multiple sports, but also be a driver of direct spending, both regional and national visitation to the marketplace.

ECONOMIC DEVELOPMENT

As a year-round economic driver tied to tourism, retail, entertainment and wellness, the facility will play a significant role in generating not only direct economic impact on an annual basis, but becoming a catalyst for incremental retail, hotel and commercial development in the greater regional marketplace as well.

BERKELEY COUNTY SPORTS & EVENT CENTER: ECONOMIC IMPACT (YR5)

\$61.1M
in Annual Revenue
(Direct Spending)

100,264 K
Annual Room Nights by
Non-local Visitors

BERKELEY COUNTY SPORTS & EVENT CENTER: ANNUAL JOBS IMPACT (Y5)

58.4 Total Jobs
at the Berkeley County
Sports & Event Center

\$1.3M Annual
Payroll
at the Berkeley County
Sports & Event Center



SFC SPORTS FACILITIES
COMPANIES

SPORTS FACILITIES COMPANIES OVERVIEW

YOUTH SPORTS CONTINUES TO BE A RELIABLE, RECESSION RESISTANT DRIVER OF TRAFFIC. THE SPORTS TOURISM INDUSTRY IS NOW BIGGER THAN THE NFL AND IS CURRENTLY FORECASTED TO GROW TO **MORE THAN \$80+ BILLION BY 2028.**

SPORTS FACILITIES COMPANIES

SPORTS TOURISM

*SOURCE: SPORTS EVENTS & TRAVEL ASSOCIATION (SPORTS ETA)

TRACKING THE EXPLOSIVE GROWTH IN YOUTH SPORTS

THE INDUSTRY IS EXPECTED TO GROW TO

\$80+
BILLION

BY 2028

\$53
BILLION
YOUTH SPORTS INDUSTRY



SPORTS FACILITIES ADVISORY WAS
FOUNDED IN 2003

SFC SPORTS FACILITIES COMPANIES

..... OUR MISSION

**IMPROVE THE
HEALTH & ECONOMIC
VITALITY OF THE
COMMUNITIES**

WE SERVE

\$15 Billion

IN PLANNED & FUNDED FACILITIES

3000 COMMUNITIES
SERVED

30 Million

VISITS AT SFC VENUES

- Institutional Grade Financial Forecasting
 - Economic Impact Projections
 - Strategic Program Planning
- Project Finance Support Services
 - Outsourced Management
 - National Network of Venues
- Operational Efficiency and Effectiveness

ICMA
INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION

THE ASPEN INSTITUTE
PROJECT PLAY

FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

SFNETWORK

THE SINGLE LARGEST SPORTS TOURISM NETWORK

WWW.THESFNETWORK.COM

LEADING THE INDUSTRY SINCE 2003



PLANNING

- Market Opportunity
- Feasibility
- Facility Program Plans
- Site Selection
- Institutional-Grade Financial Modeling



FINANCE SUPPORT

- Partnership Prospecting & Development
- Negotiations
- Funding Strategy
- Development Partners
- P3 Development
- Project Management



DEVELOPMENT

- Owner's Representation
- FFE/OSE Procurement
- Venue Planning
- Operational Readiness
- Vendor Negotiations
- Sport Comfort & Compliance



OPENING

- Turn-Key Management
- Daily Operations
- Brand Development & Marketing Strategies
- Strategic Partnerships
- Event Booking & Sales
- Legal & Risk Management



SFNETWORK

- Largest Sports Tourism Network in the US
- National Marketing
- Event Booking Platform
- Industry Expertise & Analytics
- Vendors & Partners

ADVISORY

DEVELOPMENT

MANAGEMENT

MANAGED PROPERTIES

INDOOR FACILITIES

1. ROCKY MOUNT EVENT CENTER - ROCKY MOUNT, NC
2. MYRTLE BEACH SPORTS CENTER - MYRTLE BEACH, SC
3. THE BRIDGE SPORTS COMPLEX - BRIDGEPORT, WV
4. HIGHLANDS SPORTS COMPLEX - WHEELING, WV
5. CEDAR POINT SPORTS CENTER - SANDUSKY, OH
6. WINTRUST SPORTS COMPLEX - BEDFORD PARK, IL
7. MORRISTOWN LANDING - MORRISTOWN, IN
8. LEGENDS EVENT CENTER - BRYAN, TX
9. WEST MONROE SPORTS & EVENTS - WEST MONROE, LA
10. FORT BEND EPICENTER - FORT BEND, TX

INDOOR/ OUTDOOR FACILITIES

1. IRON PEAK SPORTS & EVENTS - HILLSBOROUGH, NJ
2. HORIZONS EDGE SPORTS CAMPUS - HARRISONBURG, VA
3. ROCKY TOP SPORTS WORLD - GATLINBURG, TN
4. HOOVER MET COMPLEX - HOOVER, AL
5. SAND MOUNTAIN PARK - ALBERTVILLE, AL
6. ADVENT HEALTH SPORTS PARK - OVERLAND PARK, KS
7. SCHEELS SPORTS PARK - SPRINGFIELD, IL
8. EMERALD ACRES SPORTS - MATTOON, IL
9. ARTESIA AQUATIC CENTER - ARTESIA, NM
10. BUENA VISTA SPORTS COMPLEX - LAREDO, TX
11. ALLISON SPORTS TOWN - SPRINGFIELD, MO

OUTDOOR FACILITIES

1. ATHLETES IN ACTION - XENIA, OH
2. ELIZABETHTOWN SPORTS PARK - ELIZABETHTOWN, KY
3. PUBLIX SPORTS PARK - PANAMA CITY BEACH, FL
4. EMPOWER ADVENTURES - OLDSMAR, FL
5. BALLPARKS OF AMERICA - BRANSON, MO
6. PELICAN BAY AQUATICS - EDMOND, OK
7. CYCLONE BALLPARKS - PECOS, TX
8. CORNERSTONE SPORTS COMPLEX - STARKVILLE, MS
9. PARADISE COAST SPORTS COMPLEX - NAPLES, FL
10. MCCracken SPORTS COMPLEX - PADUCAH, KY
11. SHO-ME BASEBALL CAMP - REEDS SPRING, MO
12. THE BASIN SPORTS COMPLEX - ODESSA, TX
13. BRANDON PARKS & RECREATION - BRANDON, MS
14. BILL NOBLE PARK - GARDENDALE, AL
15. ADVENTURE COVE AQUATICS PARK - ABILENE, TX
16. CAPORELLA AQUATIC CENTER - TAMARAC, FL

93+ FACILITIES

IN MORE THAN 36 STATES ARE MANAGED BY SFC

SFNETWORK

AMERICA'S LARGEST NETWORK OF TOURNAMENT AND COMMUNITY BASED SPORTS DESTINATIONS

Performance Report: Myrtle Beach

- **Year Opened:** 2015
- **Ownership:** City of Myrtle Beach
- **Facility Type:** Indoor Courts/Events
- **Development Cost:** \$12.5 million
- **Publicly Funded***

* Includes both development costs and operational subsidy

- **Total Economic Impact:** \$230 million
- **Economic Impact (2024):** \$31.9 million+
- **Room Nights (2024):** 60,000
- **Hotels:** Located at the Myrtle Beach Convention Center and Sheraton Hotel site. Purpose was to fill existing hotels.



Performance Report: Rocky Top Sports World

- **Year Opened:** 2014
 - **Ownership:** City of Gatlinburg/Sevier County
 - **Development Cost:** \$23 million
 - **Facility Type:** Indoor Courts/Events and Outdoor Fields
 - **Publicly Funded***
- * Includes both development costs and operational subsidy
- **Total Economic Impact:** \$400 million+
 - **Economic Impact (2024):** \$80 million+
 - **Room Nights (2024):** 108,800
 - **Hotels:** Goal was to fill existing hotel rooms. Additionally, two new limited-service hotels have been developed and opened since facility opened its doors.



Performance Report: Hoover

- **Year Opened:** 2017
- **Ownership:** City of Hoover, Alabama
- **Development Cost:** \$80 million
- **Facility Type:** Indoor Courts/Events
Outdoor Stadium & Fields
- **Publicly Funded***
- **Total Economic Impact:** \$400 million+
- **Economic Impact (2024):** \$91.3 million+
- **Room Nights (2024):** 92,000+
- **Hotels:** This venue produces overnight hotel bookings throughout the Hoover/Birmingham marketplace.

* Includes both development costs and operational subsidy



Performance Report: **Rocky Mount**

- **Year Opened:** 2018
- **Ownership:** City of Rocky Mount
- **Development Cost:** \$40 million
- **Facility Type:** Indoor Courts/Events
- **Publicly Funded***
- **Total Economic Impact:** \$76.5 million*
- **Economic Impact (2021):** \$17.1 million+*
- **Room Nights (2021):** 29,410
- **Hotels:** New downtown hotels developed

* Includes both development costs and operational subsidy



ROCKY MOUNT
EVENT CENTER

Performance Report: Cedar Point

- **Year Opened:** 2020
- **Ownership:** Cedar Fair
- **Development Cost:** \$42 million
- **Facility Type:** Indoor Courts/Events
- **Publicly Funded***

* Includes both development costs and operational subsidy

- **Total Economic Impact:** \$56 million
- **Economic Impact (2023):** 22.7 million
- **Room Nights (2023):** 20,570
- **Hotels:** This venue produces overnight hotel bookings throughout the Sandusky Regional marketplace.

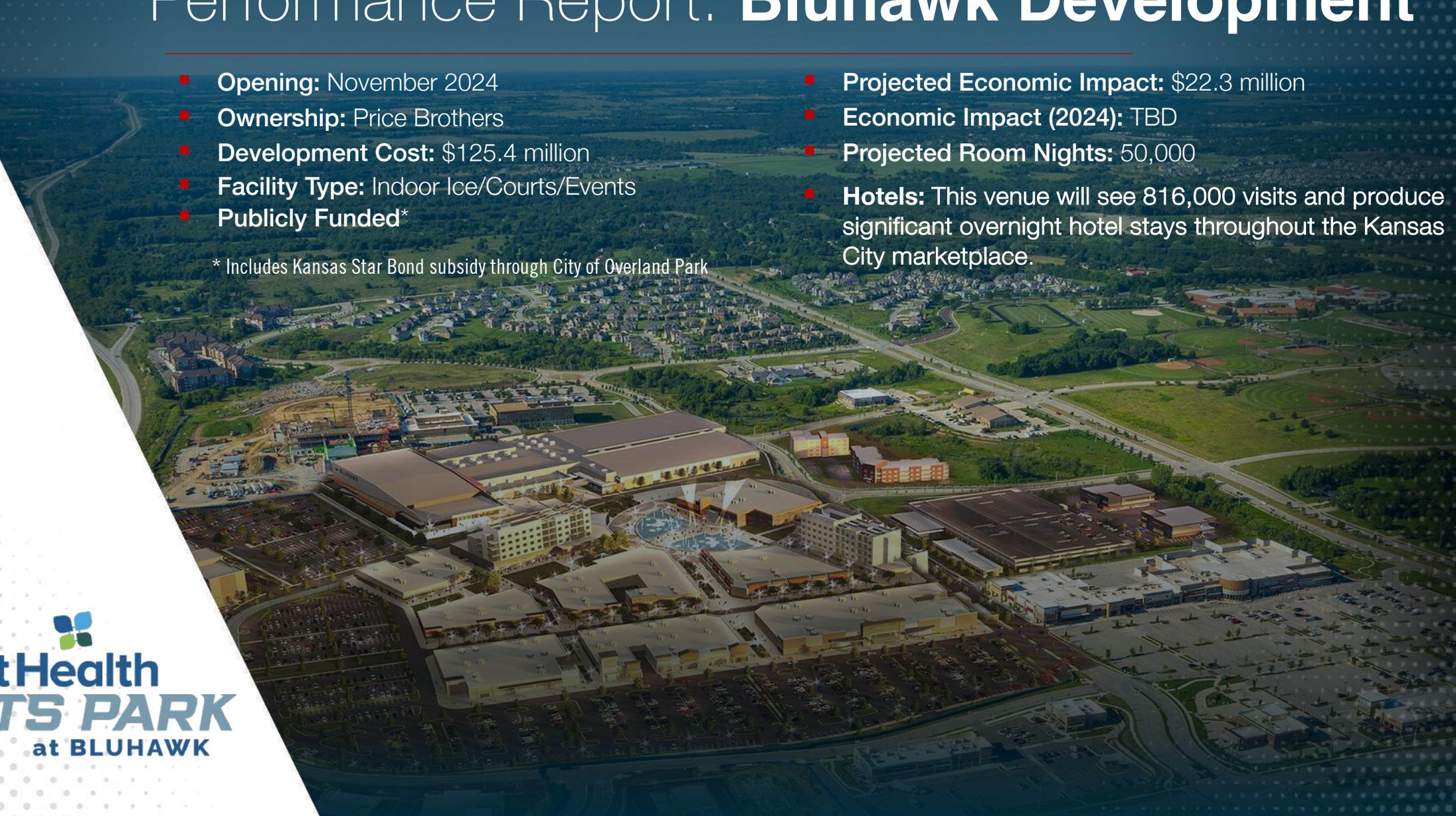
* Facility Opened January 11th, 2020



Performance Report: **Bluhawk Development**

- **Opening:** November 2024
- **Ownership:** Price Brothers
- **Development Cost:** \$125.4 million
- **Facility Type:** Indoor Ice/Courts/Events
- **Publicly Funded***
- **Projected Economic Impact:** \$22.3 million
- **Economic Impact (2024):** TBD
- **Projected Room Nights:** 50,000
- **Hotels:** This venue will see 816,000 visits and produce significant overnight hotel stays throughout the Kansas City marketplace.

* Includes Kansas Star Bond subsidy through City of Overland Park




Advent Health
SPORTS PARK
at **BLUHAWK**

Market Feasibility + Financial Forecast

General Plan of Funding/Finance

Strategic Partnership Development

Development Partner Evaluation & Selection

Venue Planning + Design Concept Development

Retail/Commercial Market Analysis

Capital Stack Refinement

**BERKELEY COUNTY
SPORTS & EVENT CENTER**

WEST VIRGINIA

-  Previous Phase
-  Current Phase
-  Future Phase

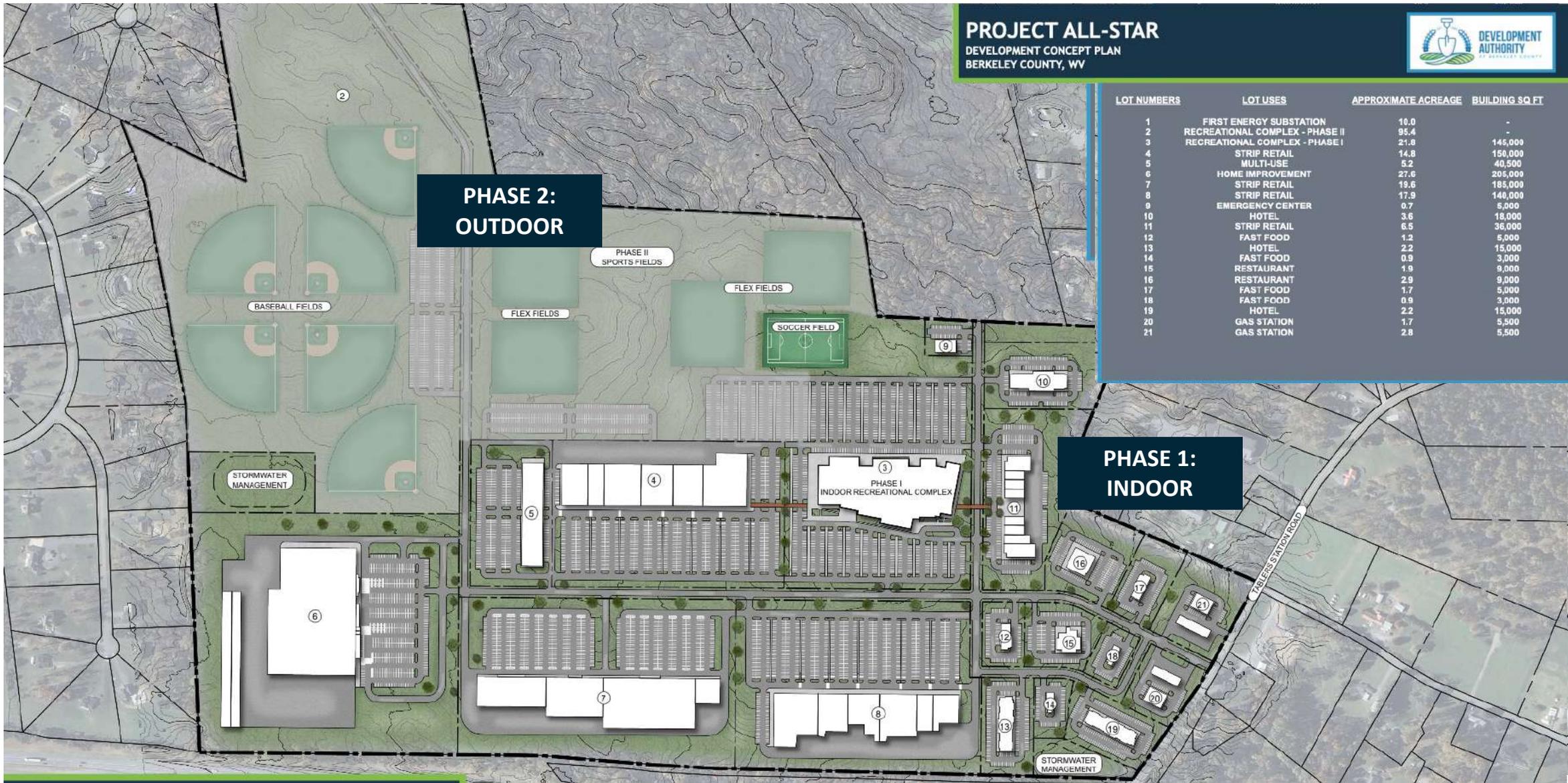
THE SPORTS FACILITIES
COMPANIES

CONCEPTUAL MASTER SITE PLAN

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA

PROJECT ALL-STAR

DEVELOPMENT CONCEPT PLAN
BERKELEY COUNTY, WV



LOT NUMBERS	LOT USES	APPROXIMATE ACREAGE	BUILDING SQ. FT.
1	FIRST ENERGY SUBSTATION	10.0	-
2	RECREATIONAL COMPLEX - PHASE II	95.4	-
3	RECREATIONAL COMPLEX - PHASE I	21.8	145,000
4	STRIP RETAIL	14.8	150,000
5	MULTI-USE	5.2	40,500
6	HOME IMPROVEMENT	27.6	205,000
7	STRIP RETAIL	19.6	185,000
8	STRIP RETAIL	17.9	140,000
9	EMERGENCY CENTER	0.7	5,000
10	HOTEL	3.6	18,000
11	STRIP RETAIL	6.5	36,000
12	FAST FOOD	1.2	5,000
13	HOTEL	2.2	15,000
14	FAST FOOD	0.9	3,000
15	RESTAURANT	1.9	9,000
16	RESTAURANT	2.9	9,000
17	FAST FOOD	1.7	5,000
18	FAST FOOD	0.9	3,000
19	HOTEL	2.2	15,000
20	GAS STATION	1.7	5,500
21	GAS STATION	2.8	5,500

THE SPORTS FACILITIES
COMPANIES

FACILITY PROGRAM OVERVIEW





SPORTS FACILITIES
COMPANIES



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SPORTS FACILITIES
COMPANIES

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA

BERKELEY COUNTY SPORTS & EVENT CENTER

WEST VIRGINIA

INDOOR ATHLETIC FACILITY

- TOTAL SITE ACREAGE: 11.5 ACRES
- INDOOR FACILITY: 161,000 SF
- MEDICAL LEASE SPACE: 10,000 SF
- PARKING: 644 SPOTS

INDOOR COURTS

- 8 BASKETBALL COURTS
- 16 VOLLEYBALL COURTS (OVER BASKETBALL FLOOR)
- 4000 RETRACTABLE SEATS
- 24 PICKLEBALL COURTS

SPECIAL EVENTS

- EVENT SPACE
- MEETING SPACE
- BALLROOM SPACE
- PRE-FUNCTION AREA
- CATERING KITCHEN

ENTERTAINMENT

- ARCADE
- REDEMPTION STORE
- VIRTUAL REALITY
- PLAY CLIMB/ADVENTURE
- ESPORTS/BOWLING

MEDICAL TENANT

- PHYSICAL THERAPY
- SPORTS MEDICINE
- SPORTS PERFORMANCE
- ORTHOPEDICS
- REHABILITATION

BASKETBALL COURT CONFIGURATION



VOLLEYBALL COURT CONFIGURATION



MASTER COURT FLOOR CONFIGURATION





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INDOOR ATHLETIC + EVENTS FACILITY

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WALKABLE RETAIL/COMMERCIAL ACCESS

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SPORTS FACILITIES COMPANIES



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MASTER COURT FLOOR WITH 4,000 RETRACTABLE SEATS

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SPORTS FACILITIES
COMPANIES



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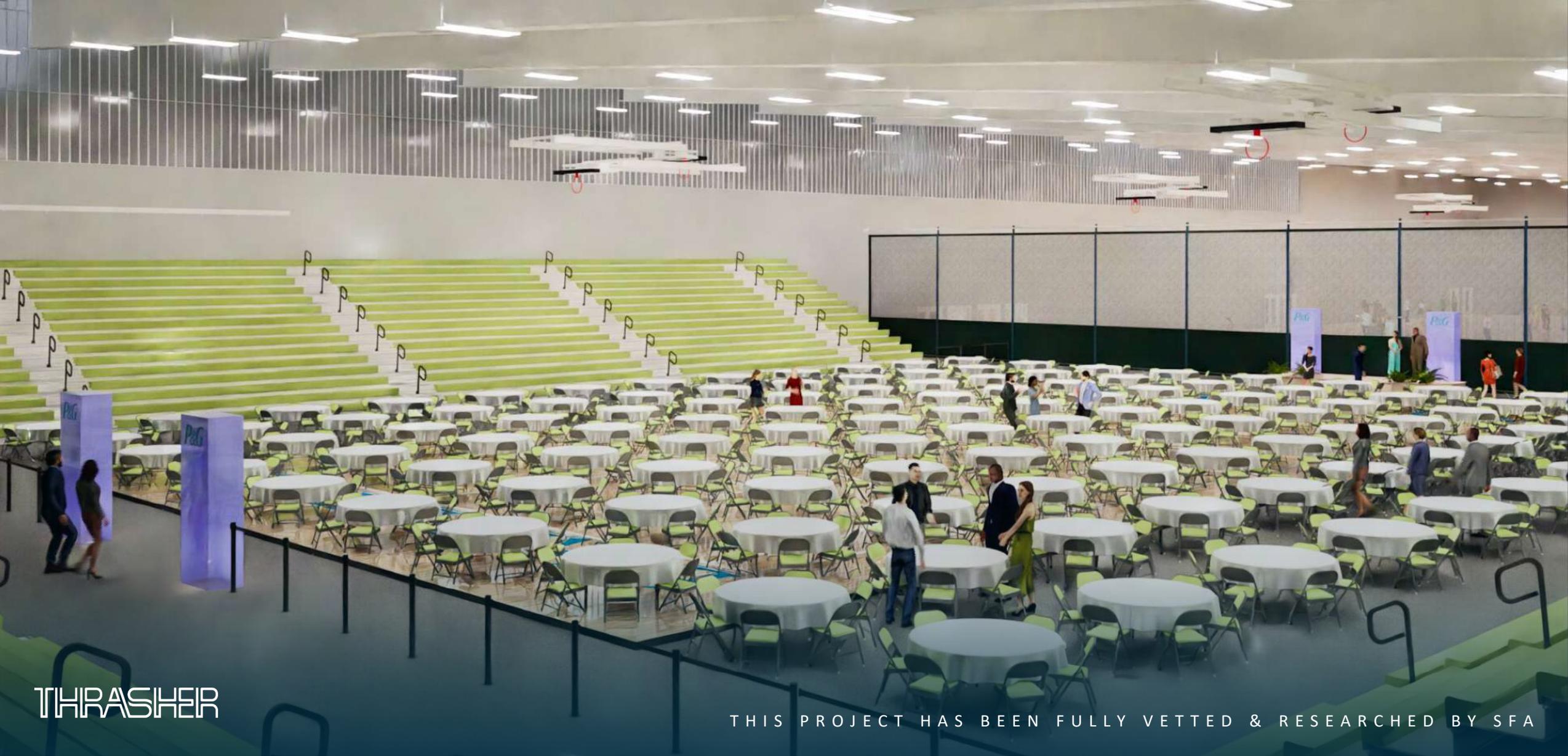
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MAJOR TRADE SHOWS, CONFERENCES + EVENTS

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SPORTS FACILITIES COMPANIES



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SPECIAL EVENT CATERING WITH SPEAKER/STAGE SET-UP

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 WVU Medicine

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INTEGRATED SPORTS MEDICINE PARTNER

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SPORTS FACILITIES COMPANIES



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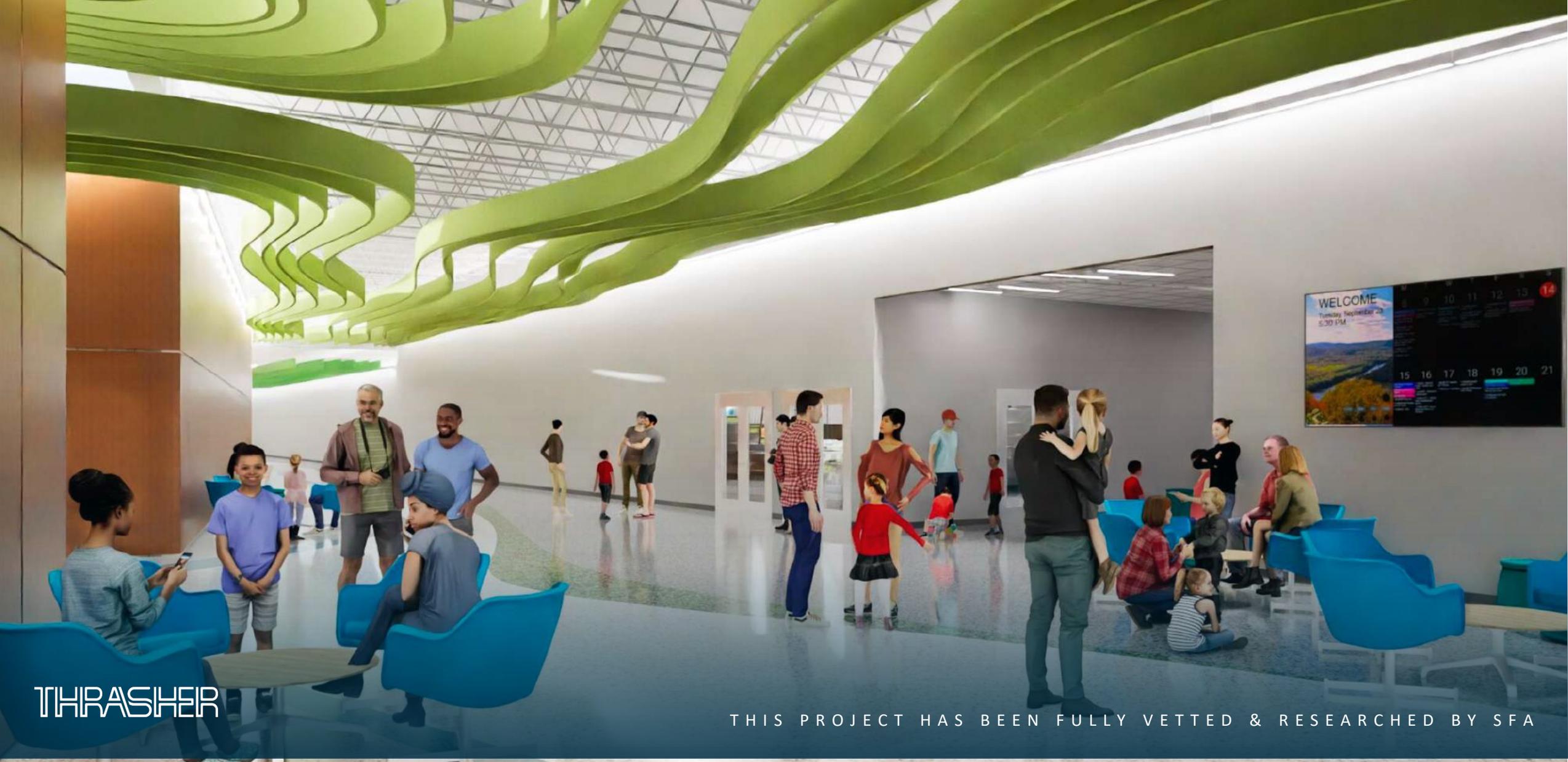
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INTEGRATED SPORTS MEDICINE PARTNER

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SPORTS FACILITIES COMPANIES



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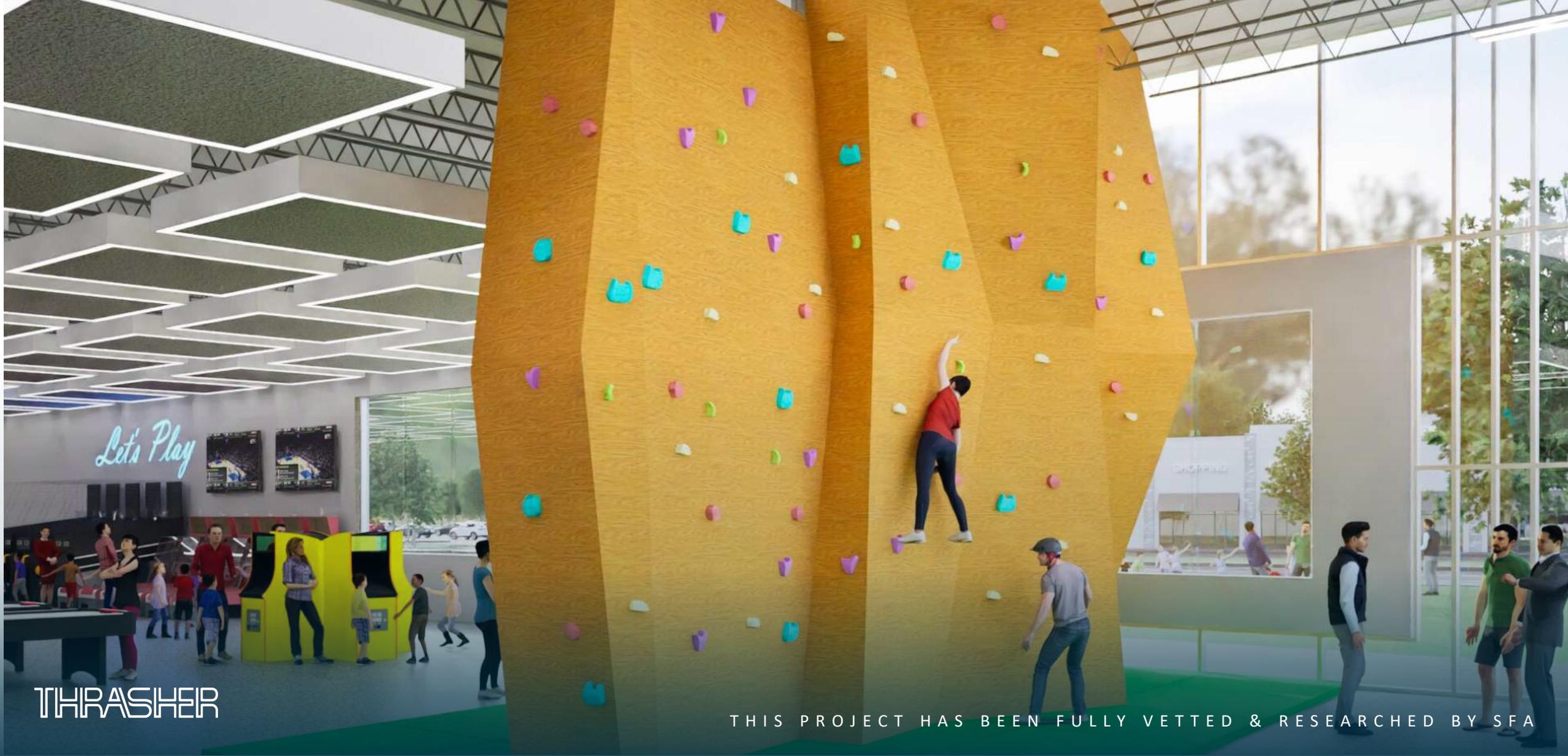
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PRE-EVENT FUNCTION GATHERING AREA

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FAMILY ENTERTAINMENT CENTER

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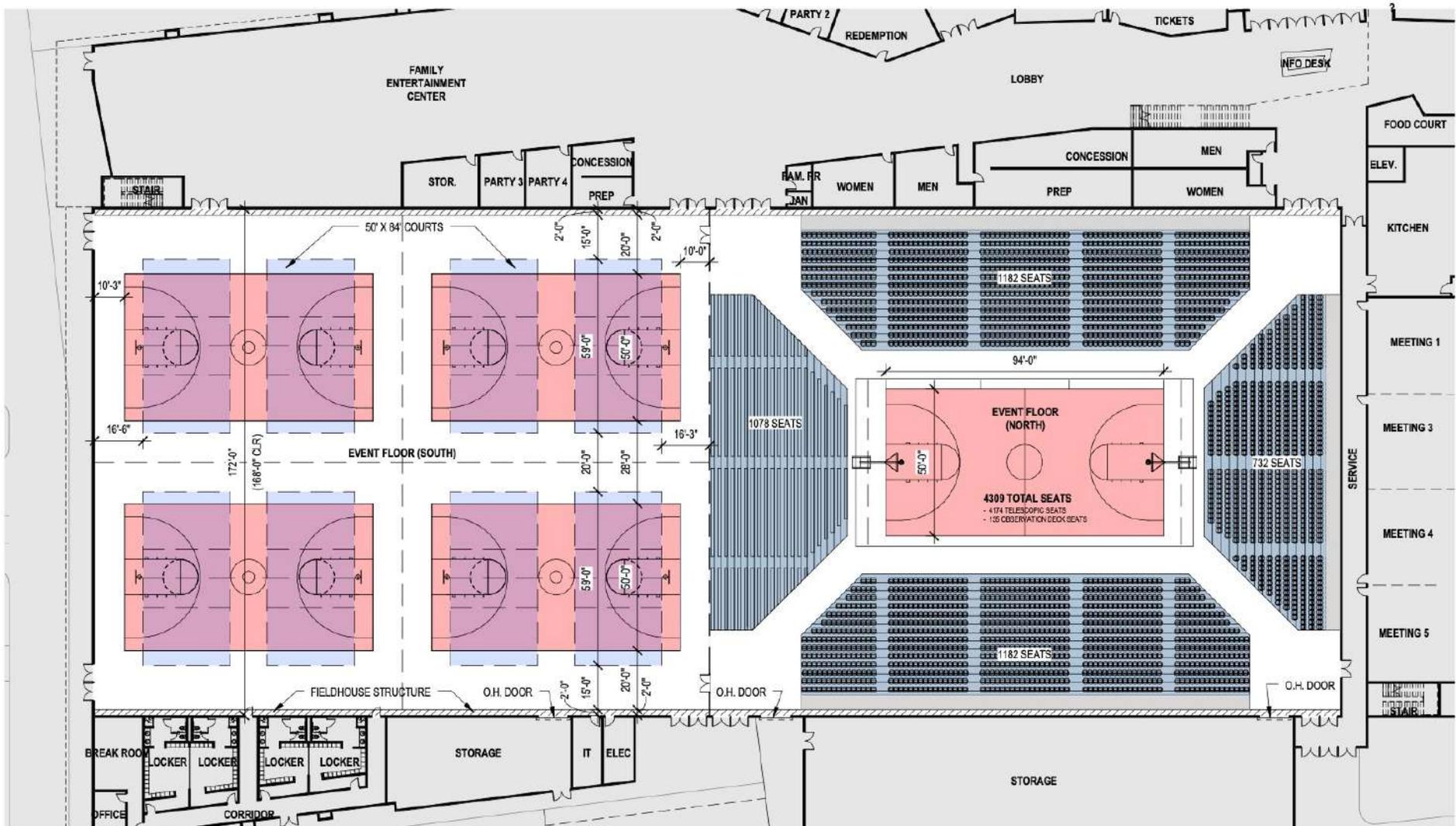


SPORTS FACILITIES COMPANIES

FLOOR PLAN OVERVIEW

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA





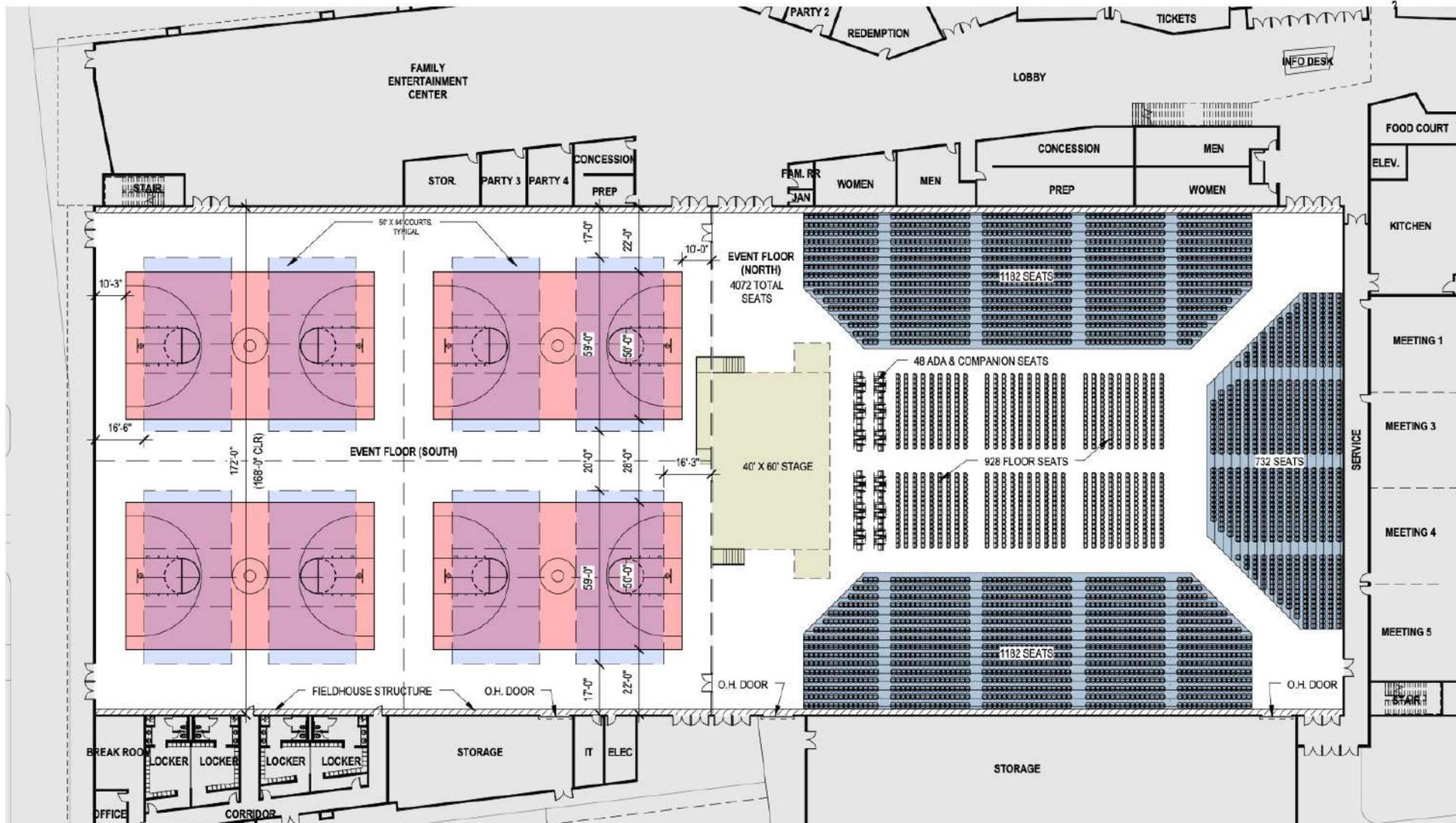
BERKELEY COUNTY SPORTS & EVENT CENTER

WEST VIRGINIA

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SPORTS FACILITIES COMPANIES



BERKELEY COUNTY SPORTS & EVENT CENTER

WEST VIRGINIA

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SPORTS FACILITIES
COMPANIES

PHASE ONE

INDOOR COURT FACILITY

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA



INDOOR HARDWOOD COURTS

BASKETBALL/VOLLEYBALL + PICKLEBALL, GYMNASTICS, WRESTLING

SIZE

72,800 SF

LOCATION

INDOOR ATHLETIC FACILITY

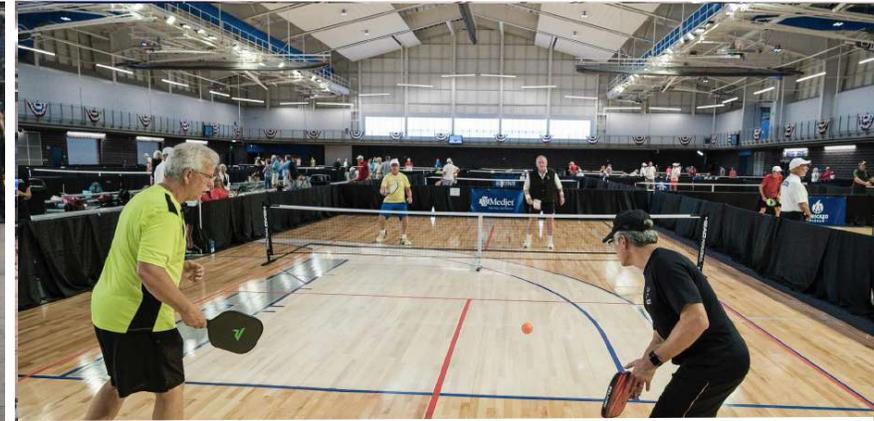
FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR POINT SPORTS CENTER, OH
- ROCKY MOUNT EVENT CENTER, NC
- ROCKY TOP SPORTS WORLD, TN

Featuring an Indoor Court Area with approximately 72,800 square feet of indoor court space, facility has the ability to host a wide variety of indoor court sports, including; basketball, volleyball, futsal, wrestling and pickleball, as well as other indoor court-based sports and special events.

The indoor court space can accommodate 8 full-size high school regulation courts and 16 full-size volleyball courts (over the basketball courts). There is also the capability for 24 pickleball courts (over the basketball floor area).

As a result, the facility will have the ability to tap into local, sub-regional as well as regional court-based tournaments and events that will drive both non-local visitation and direct spending to the marketplace on an annual basis.





INDOOR COMMUNITY EVENTS

TRADE SHOWS, CONFERENCES + CONCERTS

SIZE

72,800 SF

LOCATION

INDOOR ATHLETIC FACILITY

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR POINT SPORTS CENTER, OH
- ROCKY MOUNT EVENT CENTER, NC
- LEGENDS EVENT CENTER, TX

The Indoor Court Area with approximately 72,800 SF square feet of indoor court space, has the ability to host a wide variety of indoor specialty events.

The indoor court space can accommodate a variety of special events, including, small concerts, graduations, expos, conferences, as well as trade shows.

Special events that honor coaches and players, career fairs, casino nights are supported by in-house catering services to maximize food and beverage revenues and elevate the customer experience.

The opportunities to leverage the contiguous space when combined with adjacent ballroom, event meeting space are endless.





FAMILY ENTERTAINMENT CENTER

ARCADE, REDEMPTION, BOWLING AND ADVENTURE AREA

SIZE
15,000 SF

LOCATION
INDOOR ATHLETIC FACILITY

- FACILITY COMPARABLES**
- HOOVER MET COMPLEX, AL
 - CEDAR SPORTS PARK, OH
 - BLUHAWK SPORTS PARK, KS
 - ROCKY MOUNT EVENT CENTER

When it comes to elevating the customer experience, family entertainment and adventure centers are the perfect compliment to the overall sports tournament experience, where there is something to do for the whole family.

From Virtual Reality Simulators and Boutique Bowling to Arcade and Redemption Stores, complemented by a variety of food and beverage options, family entertainment centers generate some of the highest revenues per square foot, increase customer dwell times and retention.

There are a wide range of one-of-a-kind experiences designed to get consumers off the couch, creating powerful emotions and memories with immersive attractions that range from simulators to virtual reality, esports gaming and more.



 WVU Medicine

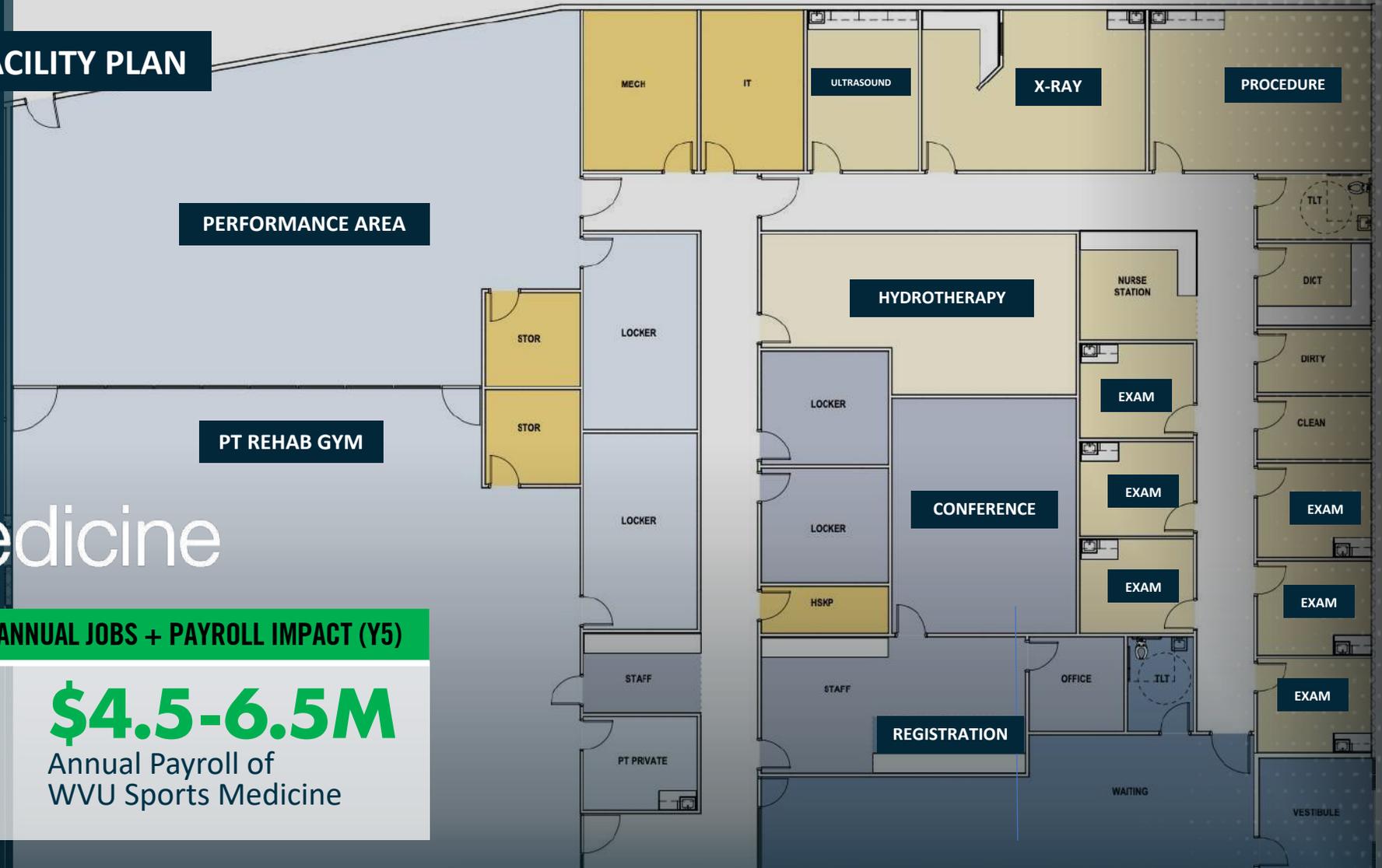
SPORTS MEDICINE PARTNER

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA

SPORTS MEDICINE FACILITY PLAN

Department Legend

- CLINIC & IMAGING
- LOBBY/WAITING
- RECOVERY & SPECIALIZED THERAPY
- REHAB & PERFORMANCE
- STAFF
- SUPPORT



WVU SPORTS MEDICINE CENTER: ANNUAL JOBS + PAYROLL IMPACT (Y5)

30-40

Full-time Staff at
WVU Sports Medicine

\$4.5-6.5M

Annual Payroll of
WVU Sports Medicine



WVU MEDICINE: BERKELEY COUNTY SPORTS & EVENT CENTER FIT-OUT CONCEPT



WVU MEDICINE SPORTS MEDICINE

SPORTS MEDICINE AND PHYSICAL THERAPY

SIZE
10,000 SF

LOCATION
INDOOR ATHLETIC FACILITY

SFM FACILITY COMPARABLES

- CEDAR POINT SPORTS CENTER, OH
- BLUHAWK SPORTS PARK, KS
- IRON PEAK, NJ
- BO JACKSON ELITE SPORTS, OH

WVU is the Official Sports Medicine Partner of the Berkeley County Sports complex, providing athletic training staff who will work in conjunction with physicians and athletic administration to assure the athletes who participate at the Berkeley County Sports Complex receive quality care at the tournaments and events hosted by the facility.

The 10,000 SF Sports Medicine Training Center will feature cutting edge training and rehabilitation technology and specialty care for athletes of all ages.



SPORTS FACILITIES
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VISITATION + ECONOMIC IMPACT

BERKELEY COUNTY

SPORTS & EVENT CENTER

WEST VIRGINIA

SPORTS & EVENT CENTER

SPORTS HOTEL

SPORTS



INDOOR ATHLETIC FACILITY

KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

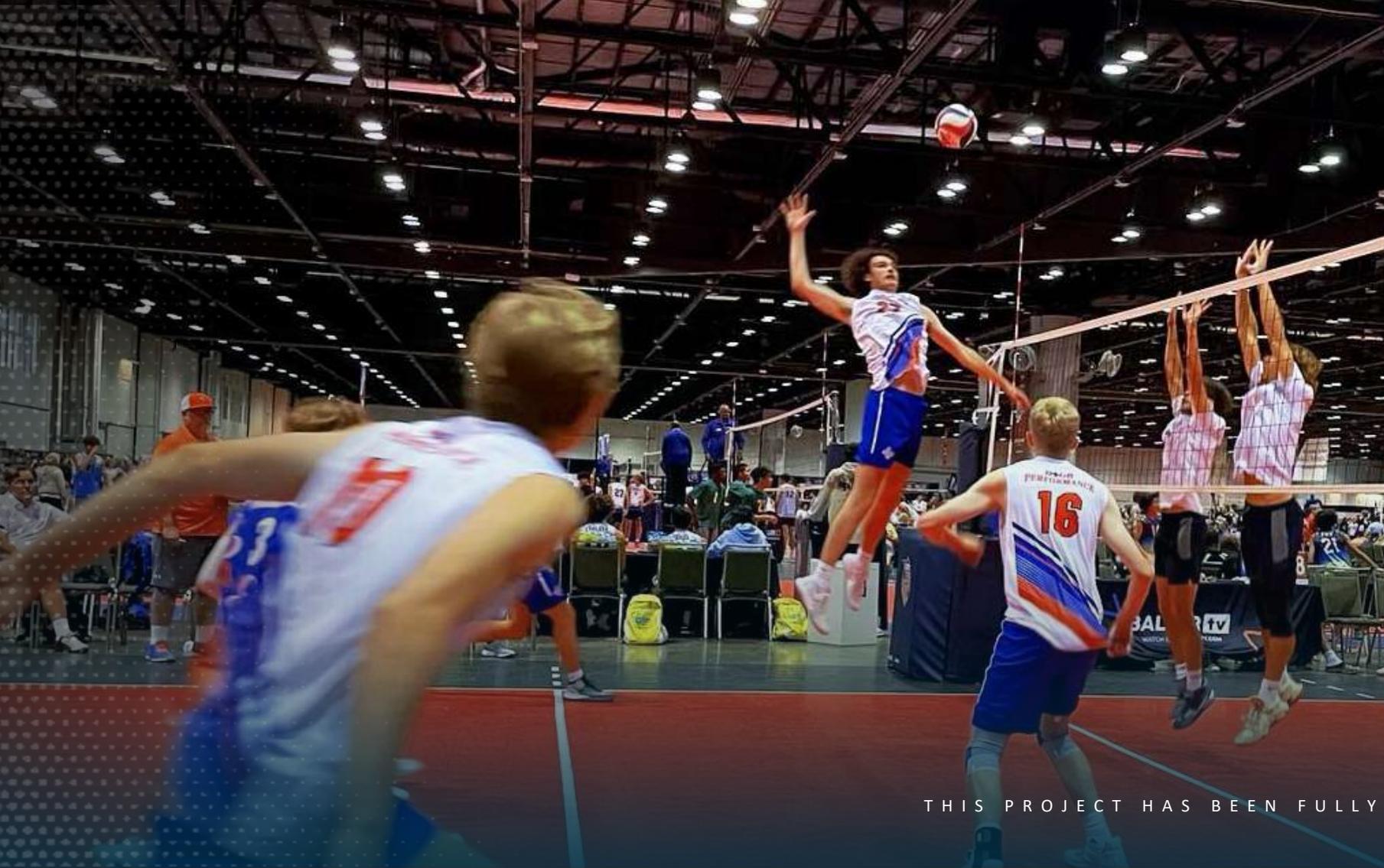
- **\$75.3** MILLION IN DEVELOPMENT COSTS (11.55 ACRES)
- **309,000K VISITORS** ANNUALLY (AT STABILIZATION)
- **\$4.2 MILLION** IN TOP LINE REVENUE AT MATURITY

BERKELEY COUNTY
SPORTS & EVENT CENTER

WEST VIRGINIA

SF SPORTS FACILITIES
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INDOOR ATHLETIC FACILITY

BERKELEY COUNTY SPORTS & EVENT CENTER

WEST VIRGINIA

VISITATION & ECONOMIC IMPACT

- 57+ SPORTS + EVENTS AT MATURITY
- 37,258K HOTEL ROOM NIGHTS ANNUALLY
- 155,480K NON-LOCAL VISITORS ANNUALLY
- \$22.7 MILLION IN DIRECT SPENDING

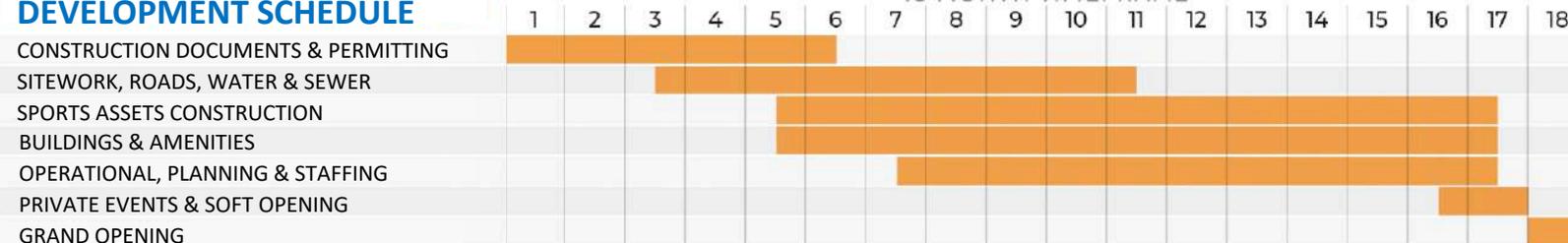
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PRE-DEVELOPMENT SCHEDULE



DEVELOPMENT SCHEDULE



18 MONTH TIMEFRAME



PHASE TWO

OUTDOOR FIELD COMPLEX

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA

FLEX FIELD DESIGN: **OUTDOOR ATHLETIC FACILITY**



FLEX FIELD SET-UP: **SOCCER**

FLEX FIELD DESIGN: OUTDOOR ATHLETIC FACILITY



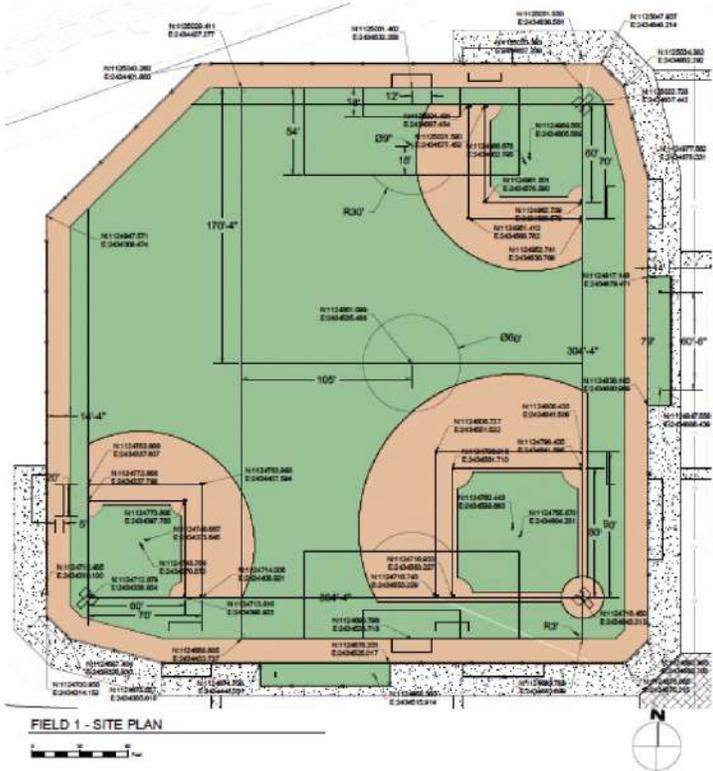
FLEX FIELD SET-UP: **FOOTBALL**

FLEX FIELD DESIGN: **OUTDOOR ATHLETIC FACILITY**

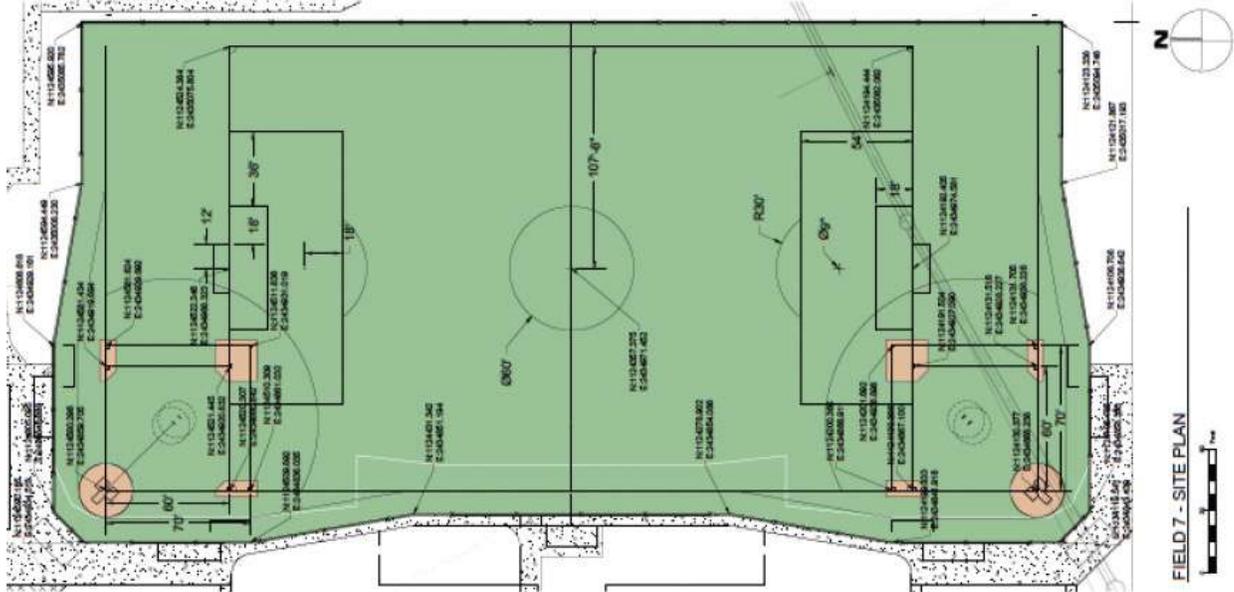


FLEX FIELD SET-UP: **BASEBALL/SOFTBALL**

SYNTHETIC TURF FLEX FIELDS



DIAMOND FIELD



MULTI-PURPOSE FIELD

DIAMOND FLEX FIELDS



BERKELEY COUNTY SPORTS & EVENT CENTER
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SPORTS FACILITIES
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DIAMOND FLEX FIELDS



BERKELEY COUNTY SPORTS & EVENT CENTER
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SPORTS FACILITIES
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MULTI-PURPOSE FLEX FIELDS



BERKELEY COUNTY SPORTS & EVENT CENTER
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THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA

BERKELEY COUNTY SPORTS & EVENT CENTER

WEST VIRGINIA

OUTDOOR FIELD COMPLEX

- TOTAL SITE ACREAGE: 60.24 ACRES
- OUTDOOR MULTI-PURPOSE FLEX FIELDS
- OUTDOOR BB/SB FLEX FIELDS
- PARKING: 1,100 SPOTS

BASEBALL FLEX FIELDS

- (6) 400' SYNTHETIC TURF FIELDS
- (12) 225' YOUTH BB/SB FIELDS (OVER BB/SB DIAMONDS)
- (6) FULL SIZED MULTI-PURPOSE FIELDS (OVER BB/SB DIAMONDS)

MP FLEX FIELDS

- 4 FULL-SIZE MULTI-PURPOSE FLEX FIELDS (SYNTHETIC)
- 8 YOUTH BB/SB FIELDS WITH A 225' FENCE (OVER FLEX MP TURF FIELDS)

SUPPORT BUILDINGS

- 2 SECONDARY CONCESSION + SUPPORT BUILDINGS
- MAINTENANCE BUILDING
- MAINTENANCE STORAGE



BASEBALL/SOFTBALL FLEX FIELDS

SYNTHETIC TURF FLEX FIELDS

SIZE

31.74 ACRES

LOCATION

OUTDOOR FIELD COMPLEX

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- PANAMA CITY BEACH, FL
- SAND MOUNTAIN PARK, AL

Featuring tournament quality outdoor regulation Baseball/Softball fields, the facility will feature six (6) 400' synthetic turf diamonds with the capability to convert to twelve (12) 225' softball/youth baseball fields, and six (6) multi-purpose fields (over the 400' baseball/softball field area).

The complex will also feature several secondary support buildings including press boxes that will elevate the customer experience, providing convenient access to food & beverage operations and other tournament and event amenities.





MULTI-PURPOSE FLEX FIELDS

SYNTHETIC TURF MULTI-PURPOSE FIELDS

SIZE

31.74 ACRES

LOCATION

OUTDOOR FIELD COMPLEX

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- PANAMA CITY BEACH, FL
- SAND MOUNTAIN PARK

The facility will also feature four (4) multi-purpose flex fields that can accommodate (8) 225' baseball/softball fields.

The outdoor facility will feature a total of ten (10) full-size multi-purpose synthetic turf fields that can be used for a variety of turf-based sports including soccer, football, lacrosse and field hockey.

The fields will play host to a number of clinics, camps, leagues and tournaments as well as other special community events throughout the year and will be a major driver of traffic and non-local visitation for the complex on an annual basis.



SPORTS FACILITIES
COMPANIES

VISITATION + ECONOMIC IMPACT

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA



OUTDOOR FIELD COMPLEX

KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- \$57.5 MILLION IN DEVELOPMENT COSTS (60.24 ACRES)
- 427, 467K VISITORS ANNUALLY (AT STABILIZATION)
- \$2.7 MILLION IN TOP LINE REVENUE AT MATURITY

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA



SF SPORTS FACILITIES
COMPANIES

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA



OUTDOOR FIELD COMPLEX

**BERKELEY COUNTY
SPORTS & EVENT CENTER**

WEST VIRGINIA

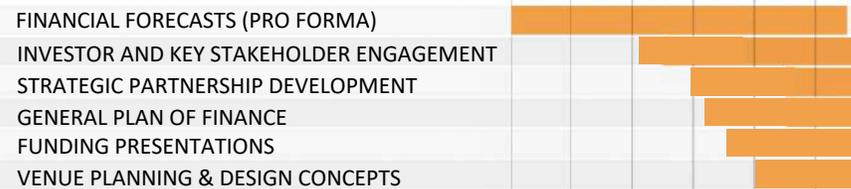
VISITATION & ECONOMIC IMPACT

- 29+ SPORTS EVENTS AT MATURITY
- 63,000K HOTEL ROOM NIGHTS ANNUALLY
- 261,000K NON-LOCAL VISITORS ANNUALLY
- \$38.2 MILLION IN DIRECT SPENDING

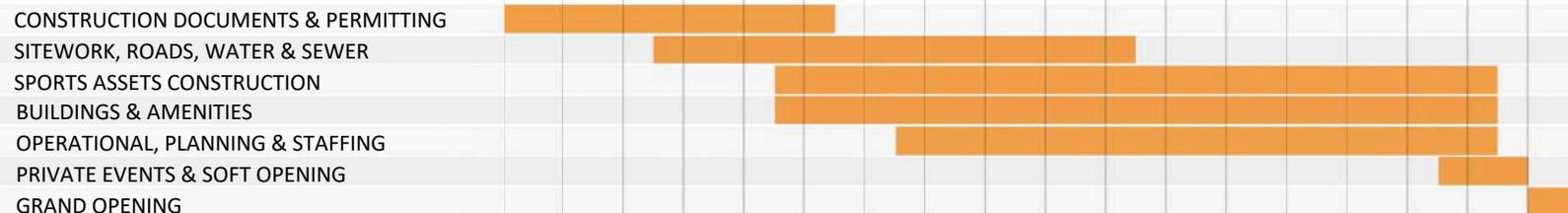
SFA SPORTS FACILITIES
COMPANIES

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA

PRE-DEVELOPMENT SCHEDULE



DEVELOPMENT SCHEDULE



18 MONTH TIMEFRAME

ANCILLARY DEVELOPMENT

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA



RETAIL & COMMERCIAL DEVELOPMENT

RETAIL, RESTAURANTS AND HOTELS

SIZE

TBD

LOCATION

ANCILLARY DEVELOPMENT

SFM FACILITY COMPARABLES

- BLUHAWK SPORTS PARK, KS
- HAMILTON, OHIO
- ROCKY MOUNT, NC

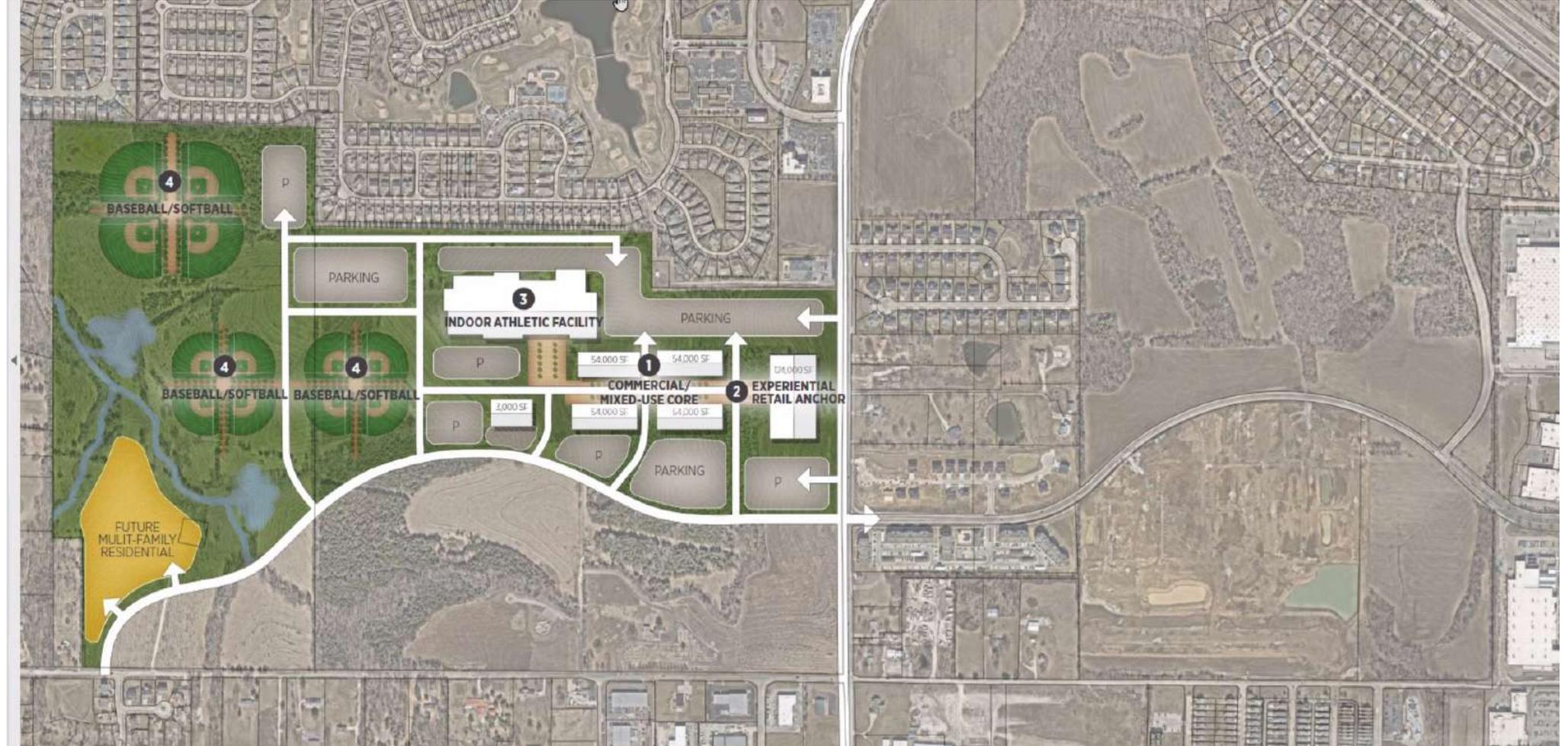
It's a fact. Ninety percent of the money in youth travel sports is spent outside of the walls of the venue. Restaurants, hotels and retail are the natural recipients of the incremental spend when it comes to tournament weekends.

As a reliable, recession-resistant driver of traffic the venue will help spur non-local visitation and drive immediate direct spending to the local marketplace on an annual basis as a part of the "tourney-cation" weekends for both the indoor and outdoor sports assets at the complex.

Consumer analytics confirms that the youth sports tourism audience represents some of the wealthiest lifestyle segments in America today with strong buying power.



DESIGN TRENDS: INTEGRATED MIXED-USE CORE SITE PLAN



DESIGN TRENDS: INTEGRATED MIXED-USE CORE SITE PLAN



DESIGN TRENDS: INTEGRATED RETAIL TENANT LEASE SPACE



COMMUNITY ACCESS

BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA



BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA

SPORT MATTERS

Research shows that active kids do better in every way when they are exposed to sport and play. They're healthier, happier and more successful — in the classroom, in their careers and in their communities. The difference isn't potential — because regardless of their surroundings, all kids are born with potential.

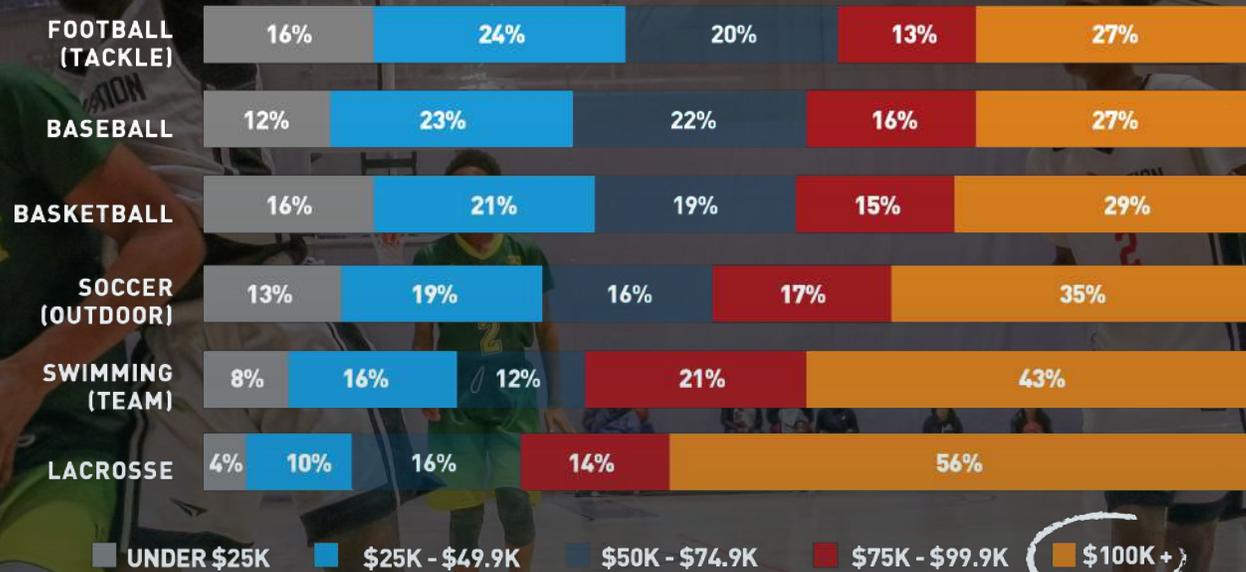
And for those facing the steepest barriers, the benefits of play and sport will have an especially powerful ripple effect.

Our approach to the sports experience at our venues is grounded in the knowledge that kids and adults who move, will move the world.

BERKELEY COUNTY SPORTS & EVENT CENTER WEST VIRGINIA

A GROWING NEED FOR ACCESS

INCOME IMPACTS SPORT PARTICIPATION
PERCENTAGE OF CORE PARTICIPANTS, BY HOUSEHOLD INCOME



Families that can afford more, play more.

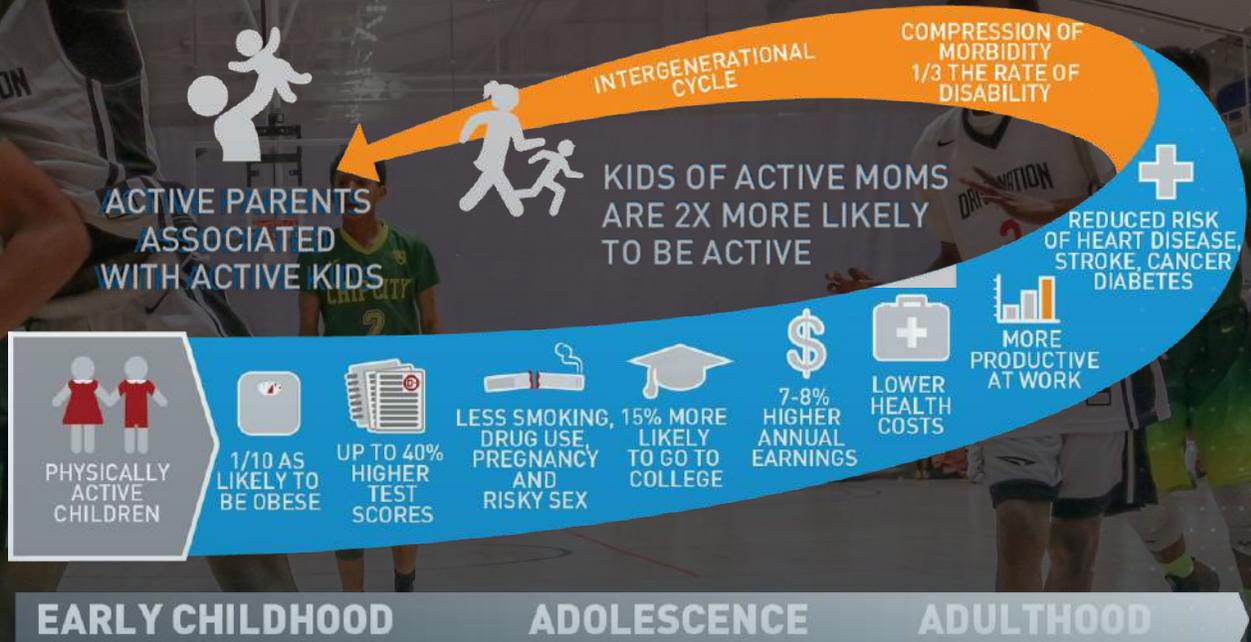
SPORTS FACILITIES
COMPANIES

SFNETWORK

THE ASPEN INSTITUTE
PROJECT PLAY

ACTIVE KIDS DO BETTER IN LIFE

WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



BERKELEY COUNTY
SPORTS & EVENT CENTER
WEST VIRGINIA

ACCESS TO SPORT

This facility will become a local and regional asset that will provide a sense of place and quality of life for the local community, focused on opportunities for young athletes and families to access organized sport and fitness programs under the banner of Project Play.

Project Play is a public policy initiative by leading organizations to grow national sports participation and make sports more accessible to all kids, regardless of zip code or ability.

This facility will partner with local and regional school districts and businesses to provide both in-the-classroom sports, fitness and nutrition programs as well as field trip experiences.



FOCUSED ON DELIVERING ON THE FOLLOWING 8 PROJECT PLAY INITIATIVES:

1. **ASK KIDS WHAT THEY WANT:** Given exposure, kids are always willing to try new sports experiences.
2. **REINTRODUCE FREE PLAY:** Creating more opportunities for free play through public play spaces.
3. **ENCOURAGE SPORT SAMPLING:** Encourage sports sampling through the educational and promotion of sports.
4. **REVITALIZE IN-TOWN LEAGUES:** Revitalize, re-introduce and play to neighborhoods.
5. **THINK SMALL:** Accommodate large numbers of participants in a small footprint.
6. **DESIGN FOR DEVELOPMENT:** Deliver the experiences that kids need to grow as both athletes and people.
7. **TRAIN ALL COACHES:** Coaches are the delivery mechanism for providing quality sport programming.
8. **EMPHASIZE PREVENTION:** Encourage kids to participate safely in a variety of sports.



YOUTH DEVELOPMENT PROGRAMS

ACCESS TO SPORTS THROUGH COMMUNITY OUTREACH

LOCATION

INDOOR FIELDHOUSE

PROGRAM EXAMPLES

- ASPEN INSTITUTE PROJECT PLAY
- SFM ACCESS PROGRAM
- YOUTH MENTORING PROGRAMS

The complex will become a local and regional asset that will provide a sense of place and quality of life for the local community and an opportunity for young athletes and families to actively participate in organized sports and fitness programs.

Project Play is a public policy initiative by leading organizations to grow national sports participation rates and make sports more accessible to all kids, regardless of zip code or ability.

SFM Access Program partners with local and regional businesses to provide new opportunities for youth and the disabled to enjoy sport by creating low or no cost program options for underserved children.




BERKELEY COUNTY

SPORTS & EVENT CENTER

WEST VIRGINIA

 SPORTS FACILITIES
COMPANIES

THRASHER



SFC SPORTS FACILITIES
COMPANIES

CASE STUDY + SUPPORT DATA

PROJECT CONSTRUCTION COSTS

	<u>Cost Estimate</u>	<u>Financing Source</u>
Site Development	\$ 39,000,000	TIF Bonds
Off-Site Water	\$ 15,000,000	TIF Bonds or WDA
Off-Site Sanitary	\$ 3,000,000	TIF Bonds or WDA
Recreation Complex Phase I (Indoor)	\$ 73,000,000	SDEX Bonds
Recreation Complex Phase II (Outdoor)	\$ 56,000,000	SDEX Bonds

TOTAL **\$186,000,000**

Subtotal TIF Bonds	\$ 39,000,000
Subtotal WDA (or TIF Bonds)	\$ 18,000,000
Subtotal SDEX Bonds	\$129,000,000



CASE STUDY 1

Case Study: **AdventHealth Sports Park at Bluhawk**



ADVENTHEALTH SPORTS PARK AT BLUHAWK

OVERLAND PARK, KANSAS



FUNDING OVERVIEW:

- **LOCATION:** OVERLAND PARK, KS
- **DEVELOPMENT:** \$125 MILLION (SPORTS ONLY)
- **FACILITY:** 460,000 SF INDOOR FACILITY
- **OWNERSHIP:** PUBLIC-PRIVATE PARTNERSHIP
- **FUNDING:**
 - PRIVATE EQUITY
 - TRADITIONAL FINANCING
 - STATE FUNDS ALLOCATED THROUGH STAR BONDS*

CAPITAL STACK FUNDING

SPORTS FACILITIES
COMPANIES



- **Public and Private Benefit**
 - Public – Economic impact, increased tax revenue, recreation & entertainment asset
 - Private – Commercial mixed-use development





Advent Health **SPORTS PARK** at BLUHAWK

FACILITY OVERVIEW:

- THE SPORTS PARK FEATURES A 4,000-SEAT MULTI-PURPOSE ARENA
- A FULL-SIZE NHL ICE RINK
- 8 BASKETBALL COURTS (CONVERTIBLE TO 16 VOLLEYBALL/PICKLEBALL COURTS),
- A 40,000-SQUARE-FOOT TURF FIELD, LOCKER ROOMS, TRAINING AREA, SPRINTING TRACK AND SPORTS MEDICINE CENTER.
- A FAMILY ENTERTAINMENT CENTER FEATURING AN ESPORTS CENTER, BOWLING, LASER TAG, GOLF SIMULATORS AND MORE.





IN 2024, THE COUNTRY'S LARGEST YOUTH & AMATEUR SPORTS AND MIXED-USE DEVELOPMENT OPENED IN OVERLAND PARK.

FEATURING MORE THAN 670,000 SQUARE FEET OF RETAIL DEVELOPMENT AT THE DOORSTEP OF THE COMPLEX, ATTRACTING 3.8 MILLION VISITORS A YEAR




Advent Health
SPORTS PARK
at BLUHAWK


Advent Health
SPORTS PARK
at BLUHAWK




Advent Health
SPORTS PARK
at BLUHAWK




Advent Health
SPORTS PARK
at BLUHAWK




Advent Health
SPORTS PARK
at BLUHAWK

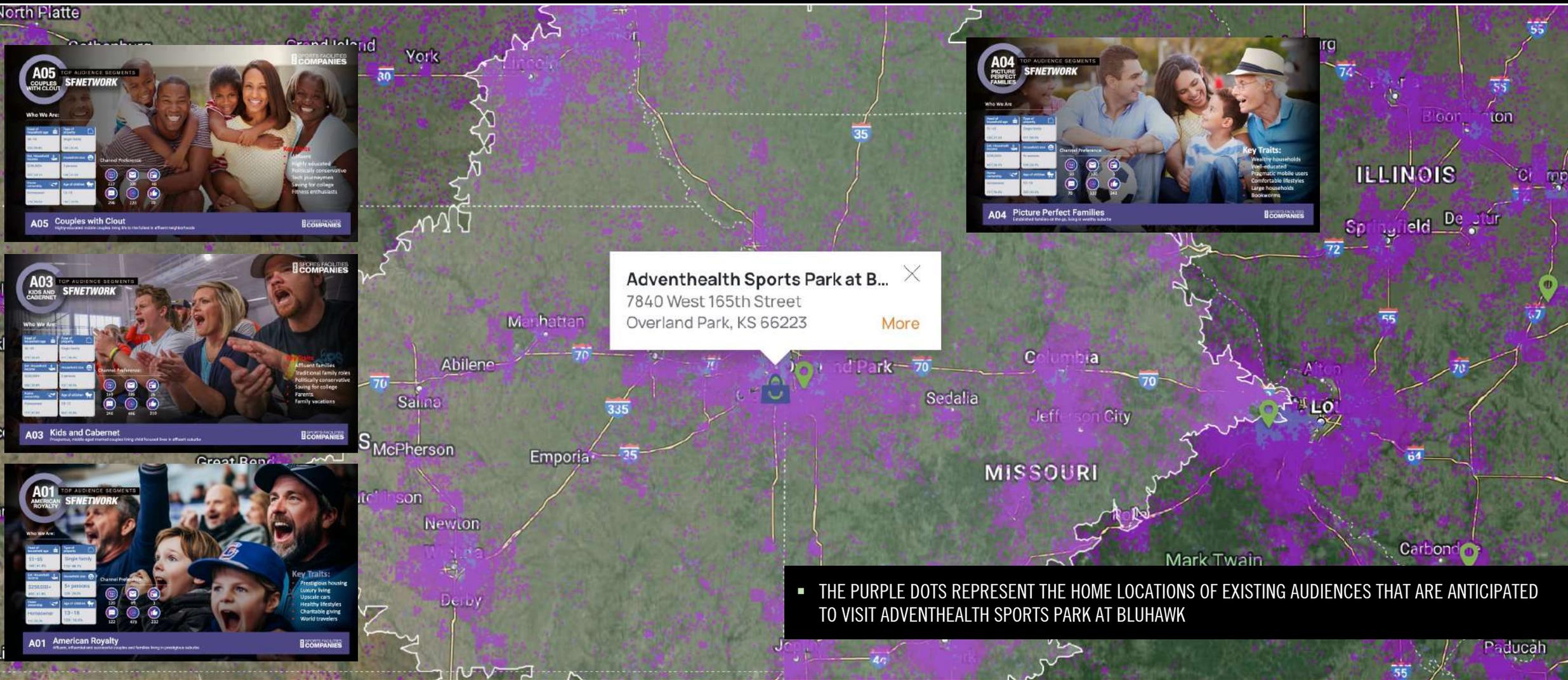

Advent Health
SPORTS PARK
at BLUHAWK




Advent Health
SPORTS PARK
at BLUHAWK



Regional & National Audience Visitation to AdventHealth Sports Park at Bluhawk



A05 COUPLES WITH CLOUT
TOP AUDIENCE SEGMENTS
SFNETWORK

Who We Are:

Age	35-44
Gender	50% Male, 50% Female
Income	\$75,000 - \$100,000
Education	College Graduate
Home Value	\$250,000 - \$500,000
Marital Status	Married
Household Size	2-3
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft

Channel Preference:

TV	111
Mobile	138
Web	204
Smart TV	131
Tablet	131

Key Traits:

- Highly educated
- Politically conservative
- Homeowners
- Saving for college
- Fitness enthusiasts

A05 Couples with Clout
Highly educated middle-class couples living in the suburbs in affluent neighborhoods

A04 PICTURE PERFECT FAMILIES
TOP AUDIENCE SEGMENTS
SFNETWORK

Who We Are:

Age	35-44
Gender	50% Male, 50% Female
Income	\$75,000 - \$100,000
Education	College Graduate
Home Value	\$250,000 - \$500,000
Marital Status	Married
Household Size	3-4
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft

Channel Preference:

TV	111
Mobile	138
Web	204
Smart TV	131
Tablet	131

Key Traits:

- Walthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Large households
- Bookworms

A04 Picture Perfect Families
Established families in the suburbs living in wealthy suburbs

A03 KIDS AND CABERNET
TOP AUDIENCE SEGMENTS
SFNETWORK

Who We Are:

Age	18-24
Gender	50% Male, 50% Female
Income	\$50,000 - \$75,000
Education	College Graduate
Home Value	\$150,000 - \$300,000
Marital Status	Married
Household Size	3-4
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft

Channel Preference:

TV	111
Mobile	138
Web	204
Smart TV	131
Tablet	131

Key Traits:

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Family vacations

A03 Kids and Cabernet
Programs, middle-aged married couples living child-focused lives in affluent suburbs

A01 AMERICAN ROYALTY
TOP AUDIENCE SEGMENTS
SFNETWORK

Who We Are:

Age	35-44
Gender	50% Male, 50% Female
Income	\$100,000 - \$150,000
Education	College Graduate
Home Value	\$500,000 - \$1,000,000
Marital Status	Married
Household Size	3-4
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft
Home Type	Single-Family Home
Home Age	10-20 years
Home Size	1,500 - 2,500 sq ft

Channel Preference:

TV	111
Mobile	138
Web	204
Smart TV	131
Tablet	131

Key Traits:

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers

A01 American Royalty
Affluent, well-educated and successful couples and families living in prestigious suburbs

AdventHealth Sports Park at B... ✕
7840 West 165th Street
Overland Park, KS 66223
[More](#)

THE PURPLE DOTS REPRESENT THE HOME LOCATIONS OF EXISTING AUDIENCES THAT ARE ANTICIPATED TO VISIT ADVENTHEALTH SPORTS PARK AT BLUHWAK



ADDITIONAL CASE STUDY DETAILS + SUPPORT DATA



CASE STUDY 2

WWW.UTZARCHITECTS.COM



UTZ+Associates Architects P.C.
ARCHITECTURE AND INTERIOR DESIGN

Case Study: **Emerald Acres Sports Connection**



EMERALD ACRES SPORTS CONNECTION

MATTOON, ILLINOIS



- **FACILITY:** 150,000 SQUARE FOOT INDOOR SPORTS AND EVENTS WITH 12 OUTDOOR DIAMOND AND MULTI-PURPOSE FIELDS
- **TOTAL ACREAGE:** 150 ACRES
- **OWNERSHIP:** NON-PROFIT BOARD
- **PUBLIC PARTNERSHIP:** \$75 MILLION (SPORTS)
- **FUNDING PHASE 1:** \$35 MILLION
 - BOND FINANCING- \$20 MILLION
 - BANK DEBT- \$10 MILLION
 - DONATIONS- \$10 MILLION
- **FUNDING PHASE 2:** \$40 MILLION: LAND, BONDS ON NEW COMMERCIAL ACTIVITY (TBD)

SPORTS FACILITIES
COMPANIES



- **Public and Private Benefit**

- Public – Economic impact, increase tax revenue, recreation and entertainment asset
- Private – Commercial mixed-use development





17,000 VPD (21)

LEONIS 16

CHARLESTON AVE E

60 AC AVAILABLE

SITE



\$100M indoor & outdoor sports & shopping complex

130,000 SF shopping center with 20 outlots; 8 outdoor baseball/softball fields, 8 outdoor soccer fields; 135,000 SF indoor fieldhouse with 8 basketball courts and 16 volleyball courts

Case Study: Emerald Acres Sports Connection



**UP TO 8,638 SF
AVAILABLE**

**18,670 SF
AVAILABLE**

**140,000 SF
INDOOR FIELDHOUSE
NOW OPEN**

**FAIRFIELD
INN & SUITES
Marriott
UNDER
CONSTRUCTION**

- bealls
- FAMOUS footwear
- Bath & Body Works
- HOMEcentric
- Michaels
- SIERRA
- five BELOW
- ULTA BEAUTY
- ROSS DRESS FOR LESS

**CHIPOTLE
MEXICAN GRILL**

maurices

**SportClips
HAIRCUTS**

**THE HOME
DEPOT**

**PANDA EXPRESS
COURTESY CHINESE FOOD**

**1.45 AC
AVAILABLE**

**2,016 SF
AVAILABLE**

**Hampton Inn
UNDER
CONTRACT**



**CULTIVATED BY
RURAL KING**

ON RAMP

CHARLESTON AVE E 18,008 VPD (25)

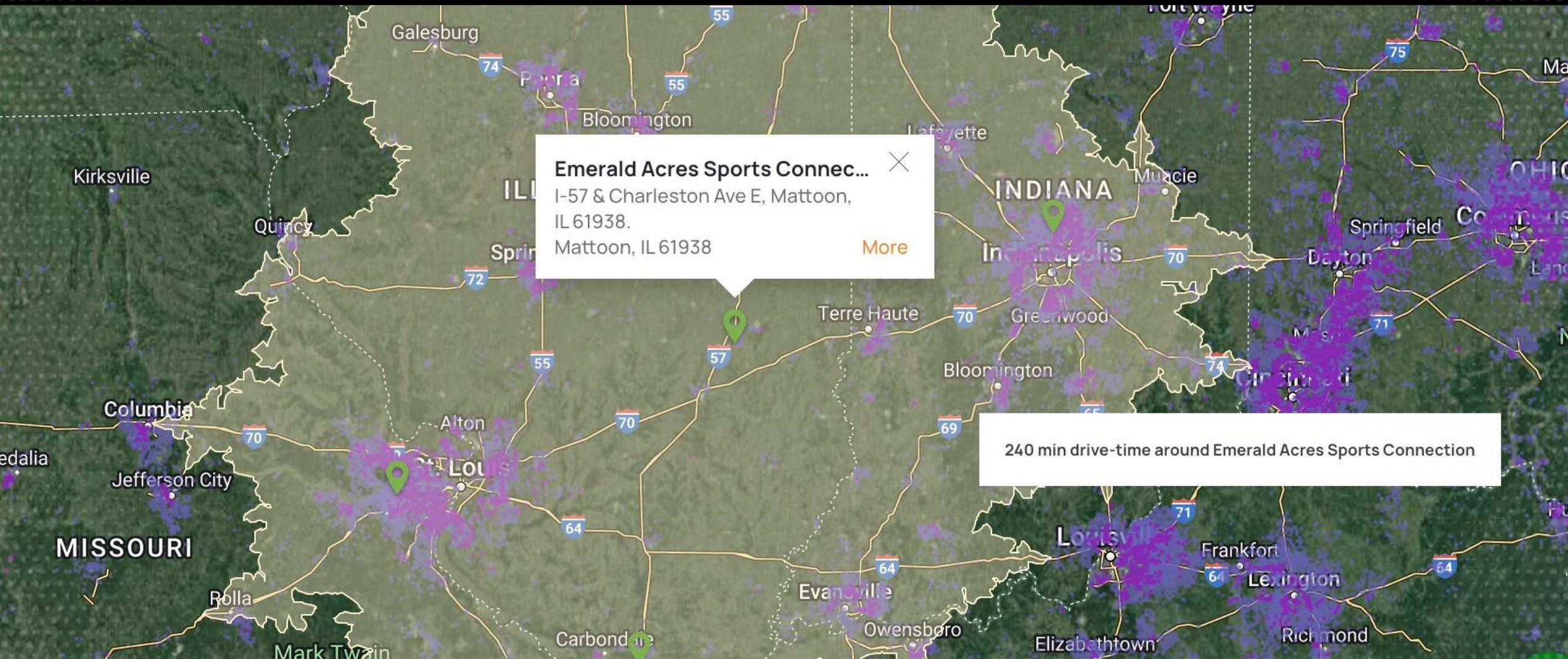
**ILLINOIS
16**





Case Study: Emerald Acres Sports Connection

Regional & National Audience Visitation to the Emerald Acres Sports Complex





CEDAR POINT SPORTS CENTER

TICKETS

CASE STUDY 3

Case Study: **Cedar Point Sports Center**

CEDAR POINT SPORTS CENTER

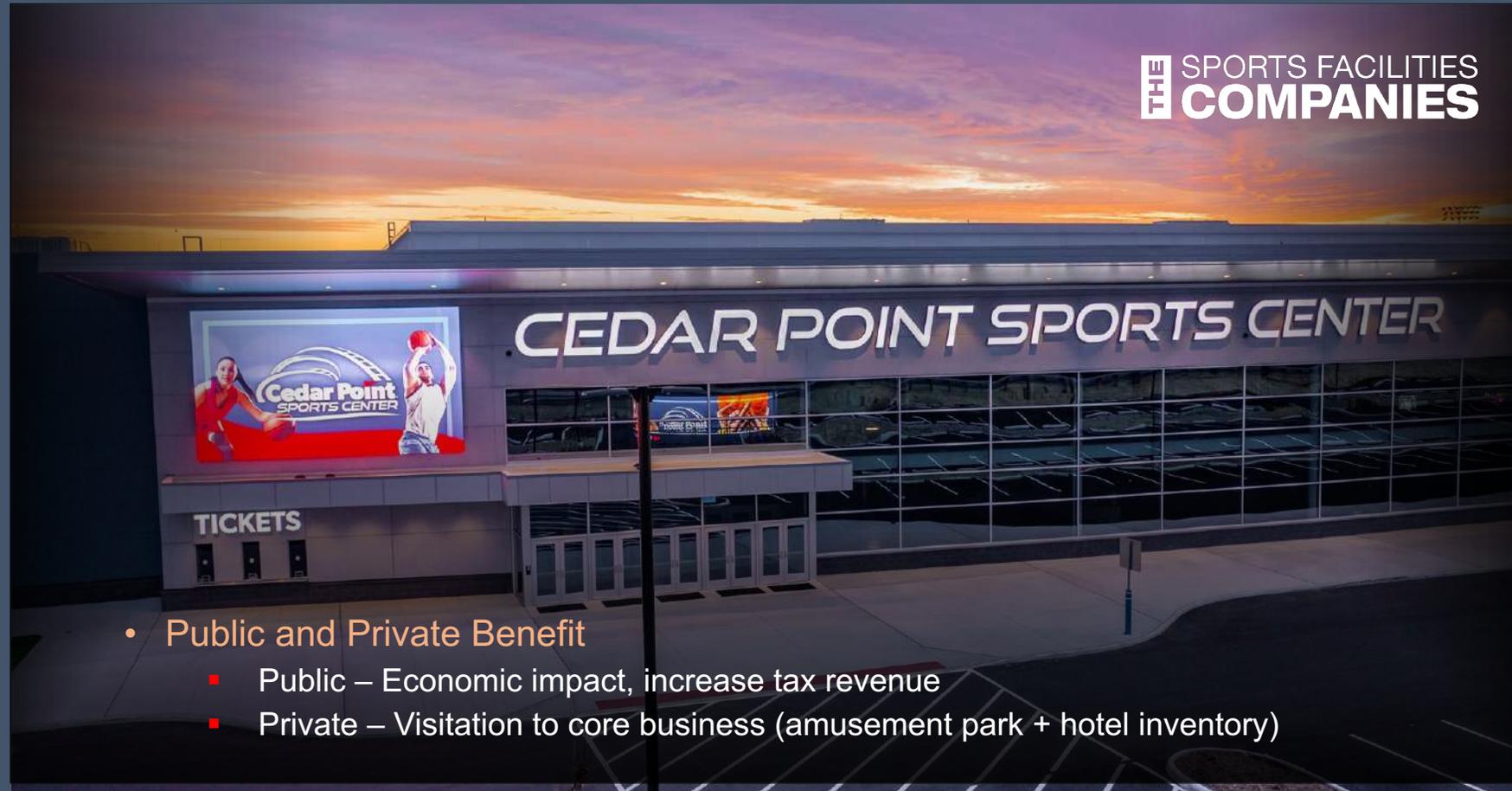
SANDUSKY, OHIO



FUNDING OVERVIEW:

- **DEVELOPMENT:** \$42 MILLION (SPORTS ONLY)
- **FACILITY:** 185,000 SF INDOOR
- **OWNERSHIP:** PUBLIC-PRIVATE PARTNERSHIP
- **FUNDING:**
 - COUNTY HOTEL TAX - \$23 MILLION
 - FIRELANDS MEDICAL - \$11 MILLION
 - PRIVATE EQUITY - \$6 MILLION
 - CITY TAX FINANCING - \$2 MILLION
- **PERFORMANCE:** \$22.7 MILLION (2023)

SPORTS FACILITIES
COMPANIES



- **Public and Private Benefit**
 - Public – Economic impact, increase tax revenue
 - Private – Visitation to core business (amusement park + hotel inventory)





SPECIFICATIONS

Indoor Sports Complex

FACILITIES & AMENITIES

- 10 Basketball Courts
- 20 Volleyball Courts
- Champion Court Arena
- Food Court & Concessions
- Indoor Climbing Area
- Ninja Obstacle Course

LOCATIONS

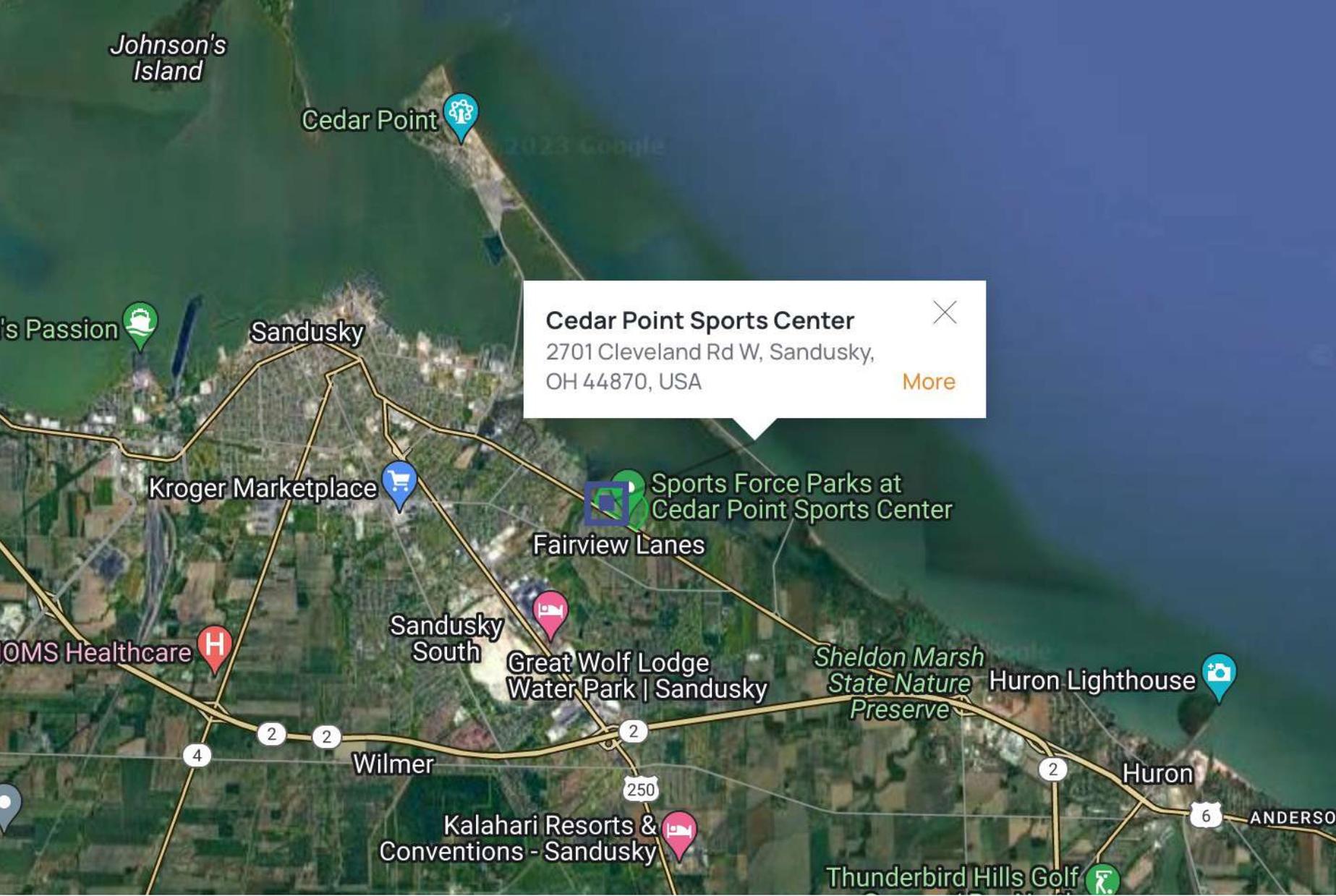
Sandusky, OH

- 3 Party/Team Rooms
- Redemption Arcade
- Second-Story Mezzanine with Walking Track
- Access / Ticketing to Cedar Point Amusement Park

Cedar Point[®]

SPORTS CENTER





THE CEDAR POINT SPORTS CENTER OPENED ITS DOORS **IN 2020** TO BECOME AN INDOOR YOUTH SPORTS TOURISM DESTINATION

GOALS WERE TO SOLVE FOR THE OFF-SEASON IN ERIE COUNTY, SERVE LOCAL RESIDENTS, AND GENERATE ANCILLARY ECONOMIC DEVELOPMENT

IN 2021, THE CEDAR POINT SPORTS CENTER GENERATED **\$20MM** IN ECONOMIC IMPACT, EXCEEDING THE ORIGINAL FORECAST OF **\$16MM**

HOTELS PREVIOUSLY EMPTY IN WINTER AND SHOULDER SEASON WERE FILLED AND RESTAURANTS STARTED RUNNING OUT OF FOOD ON EVENT WEEKENDS



SF NETWORK COMPONENTS:

- Sports Events that included more than 42 volleyball, basketball, wrestling, cheer and dance, futsal and baton twirling competitions
- 38,526 athletes and 51,923 spectators
- Non-sports events, included the Best of the Bay, a food competition featuring local vendors, music events featuring DrumLine Live and the Firelands Symphony Orchestra, and many other community events

“In 2022 Cedar Point Sports Center was voted Top All-Star Indoor Sports Venue.”

— Sports Events Media Group



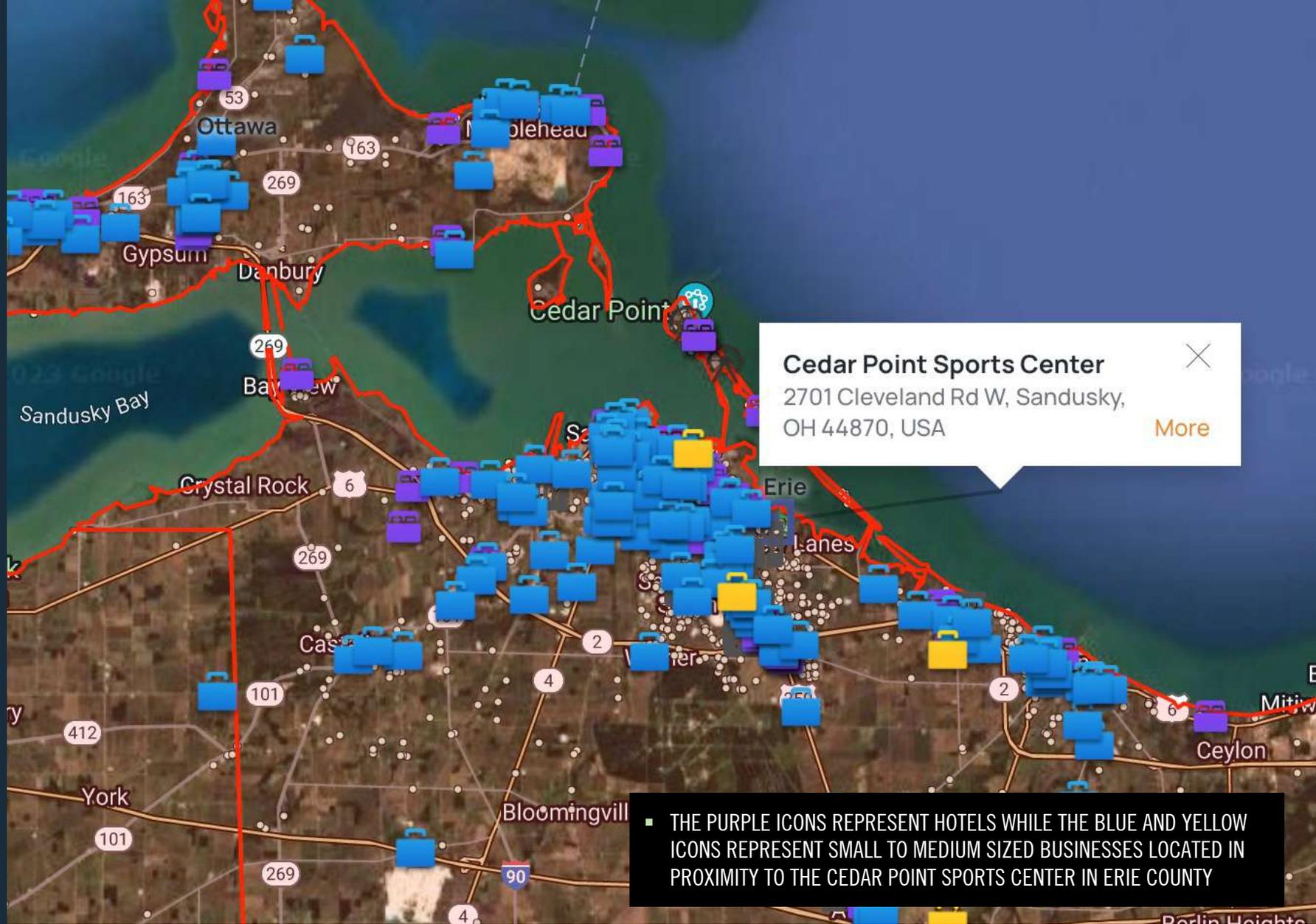
IN 2022, THE
CEDAR POINT
SPORTS CENTER
PRODUCED **\$22MM**
and **17K ROOM**
NIGHTS THROUGH
SPORTS & NEW
EVENTS

NON-SPORTS EVENTS INCLUDED
TRADE SHOWS, PARKING LOT
CONCERTS AND MORE.



SINCE THE INCEPTION OF THE SPORTS COMPLEX IN 2020 THERE HAS BEEN MORE THAN **\$100 MM** IN ANCILLARY ECONOMIC DEVELOPMENT AS A RESULT OF THE COMPLEX

— **PATRICK SHENAGO**,
COUNTY COMMISSIONER



The image shows the exterior of a modern building, identified as 'THE FINLEY CENTER'. The building features a prominent entrance with a large overhang supported by several columns. The facade is composed of light-colored panels and large glass windows. The sky is a deep blue, suggesting dusk or dawn. The building's name is displayed in large, illuminated letters on the upper part of the structure. In the foreground, there is a paved area and some landscaping with flowers. Light trails from a moving vehicle are visible in the lower right corner.

THE FINLEY CENTER

CASE STUDY 4

Case Study: **Hoover Met Complex**

THE HOOVER MET COMPLEX

HOOVER, ALABAMA



- **FACILITY:** 155,000 SF INDOOR WITH 11 BASKETBALL/16 VOLLEYBALL COURTS, 10,000 SEAT STADIUM, 5 MULTI-PURPOSE + 5 BASEBALL/SOFTBALL FIELDS + RV PARK
- **TOTAL ACREAGE:** 120 ACRE
- **DEVELOPMENT:** \$80 MILLION (SPORTS ONLY)
- **OWNERSHIP:** PUBLIC
- **FUNDING:** GENERAL OBLIGATION BOND
- **PERFORMANCE:** \$90 MILLION IN ANNUAL ECONOMIC IMPACT

SPORTS FACILITIES
COMPANIES



- **Public Benefit**

- Economic impact, increase in tax revenue, recreation and entertainment asset





SPECIFICATIONS	LOCATIONS
Indoor / Outdoor Sports Complex	Hoover, AL
FACILITIES & AMENITIES	
<ul style="list-style-type: none"> • 150-acre facility • 155,000 sq-ft indoor facility • 11 Basketball Hardwood Courts or 16 Volleyball Courts • .2-mile Suspended Indoor Walking Track • Hoover Climbing & Adventure Indoor Climbing Center • Flexible Meeting and Event Spaces • Food Court and Concessions for Events 	<ul style="list-style-type: none"> • Hoover Met Stadium with Seating for 10,000+ • Baseball Complex with 5 Baseball or Softball Fields • 5 Multipurpose Fields for Lacrosse/Soccer/Football • 16 Hard Court Tennis Center • Disability-Inclusive Splash Pad & Playground • 170 Asphalt Pull-Thru Space RV Park





IN 2016, THE CITY REIMAGINED THE PROPERTY AND INVESTED IN EXPANDING IT INTO A WORLD CLASS YOUTH SPORTS DESTINATION

GOALS WERE TO RETAIN THE SEC TOURNAMENT, SERVE LOCAL RESIDENTS, AND GENERATE ECONOMIC DEVELOPMENT

Case Study: **Hoover Met Complex**

**IN 2017, THE
155,000 SF
INDOOR CENTER'S
PARTIAL YEAR
PERFORMANCE
WAS \$16.6 MILLION
IN ECONOMIC
IMPACT**

HOTELS WERE FILLED AND
RESTAURANTS STARTED
RUNNING OUT OF FOOD ON
EVENT WEEKENDS



YEAR 2 PRODUCED
\$49 MILLION IN
ECONOMIC IMPACT
THROUGH YOUTH
AND AMATEUR
SPORTS & OTHER
SPECIAL EVENTS

TRADE SHOWS, PARKING LOT
CONCERTS, DRIVE-IN MOVIES,
ETC.



CASE STUDY | HOOVER MET

“An example of a Sports Tourism facility that can do it all.”

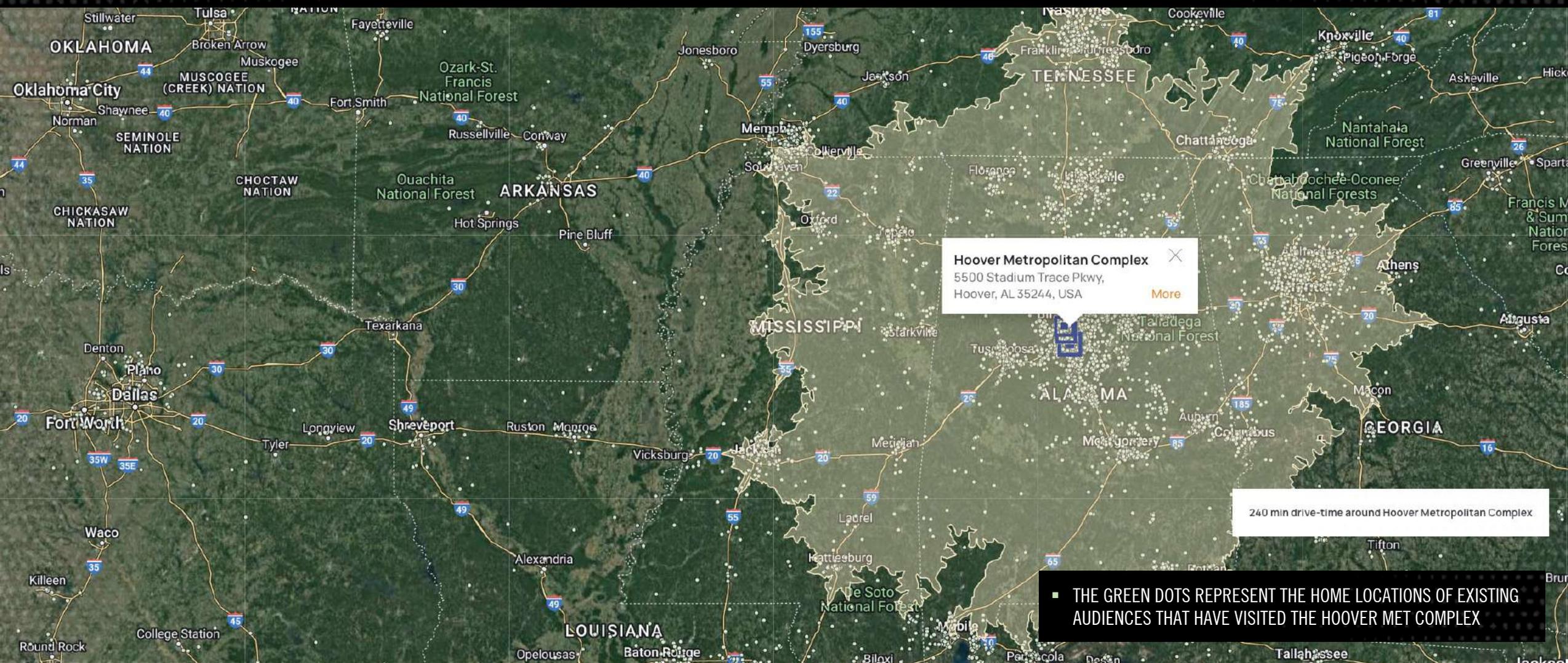
— Jason Clement, CEO SFC Companies

SF NETWORK COMPONENTS:

- Operating in the Black
- More than \$450,000 in free community recreation programming in 2022
- More than \$300 million in Economic Impact since opening in 2017
- Host to SEC Baseball Tournament and Fan Fest
- Hosts of USA Pickleball National Indoor Championships
- Host to Perfect Game Baseball
- Tradeshows
- Philanthropic Community Events

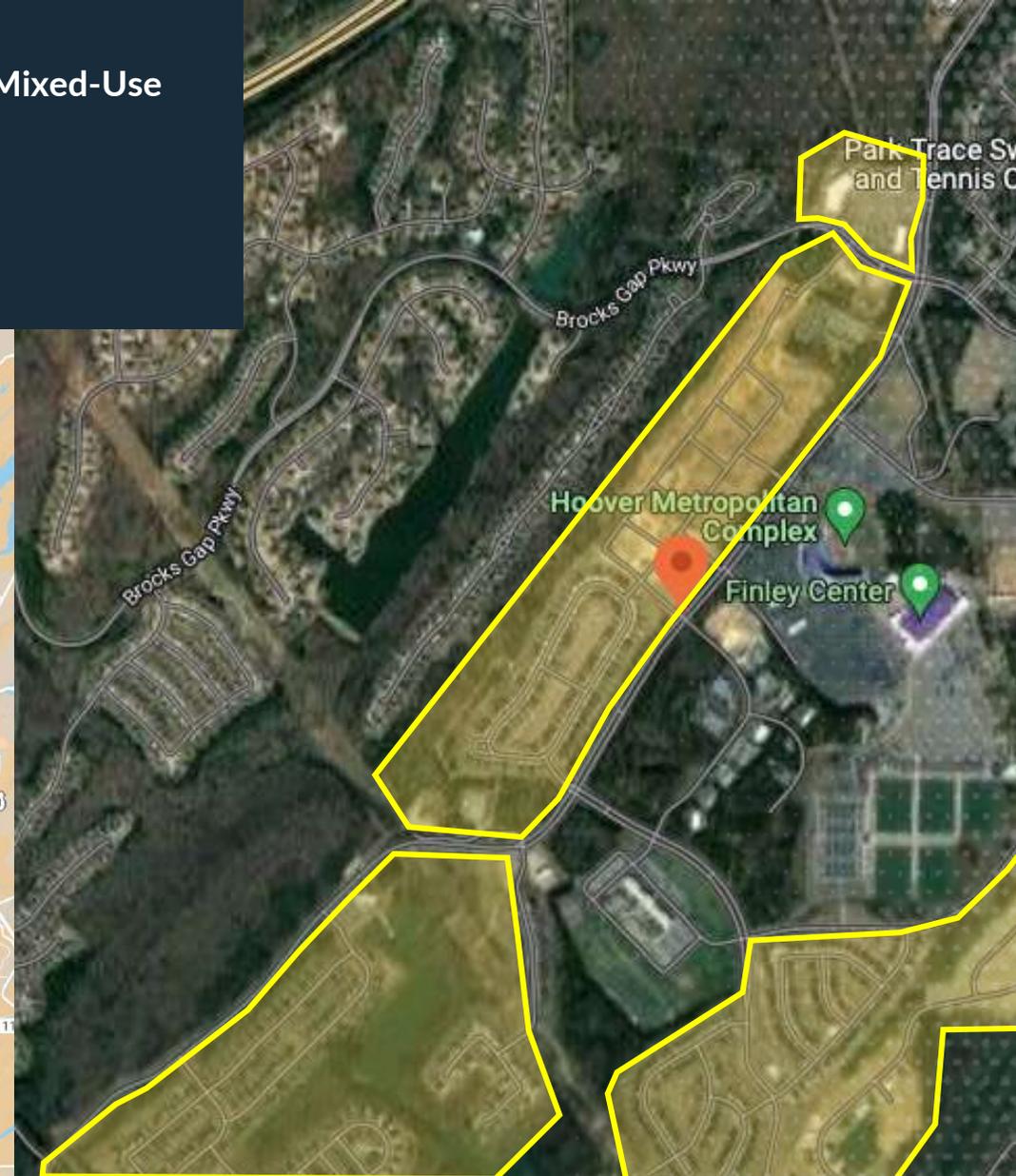
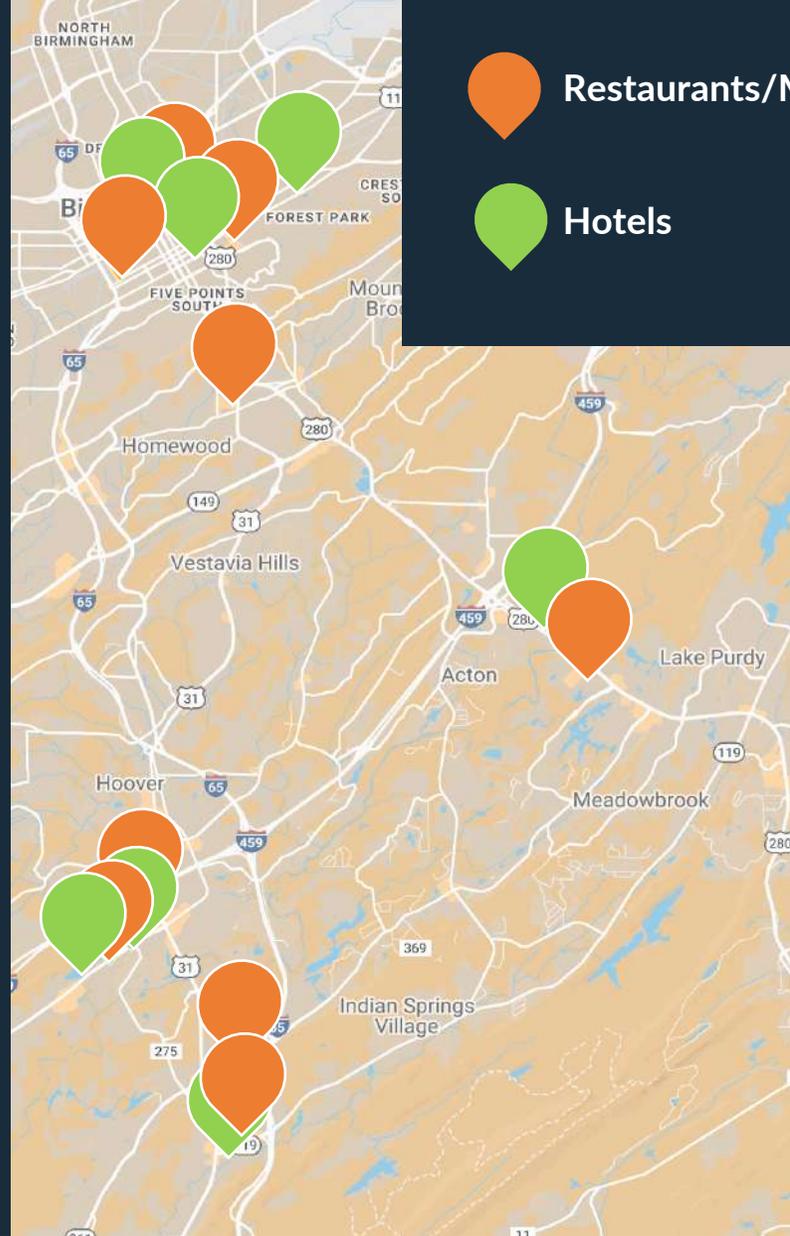


Regional & National Audience Visitation to the Hoover Met Complex



NEW
**RESTAURANTS,
HOTELS, AND
SINGLE-FAMILY
HOMES WERE
DEVELOPED
SURROUNDING THE
PROPERTY**

SPORTS TOURISM VISITORS ARE
A PREMIUM DEMOGRAPHIC WITH
HIGH DISPOSABLE INCOME



JUST DOWN THE STREET, THIS MIXED-USE DEVELOPMENT WAS SPURRED BY THE HOOVER MET COMPLEX

INCLUDES RESTAURANTS, RETAIL, GROCERY, AND MEDICAL





CASE STUDY 5

Case Study: **Cedar Park, Texas**

A NATIONAL PLATFORM

BEGINNING IN JANUARY EVERY YEAR, PERFECT GAME KICKS OFF A SEASON THAT ENCOMPASSES 10,841 EVENTS FOR MORE THAN 1.5 MILLION PLAYERS AND 7.6 MILLION FANS IN 42 STATES ACROSS THE COUNTRY.

PERFECT GAME OVERVIEW



WITH MORE THAN **7.6 MILLION FANS** THROUGH THE TURNSTILE EACH YEAR, PERFECT GAME IS BASEBALL'S PREEMINENT SCOUTING ORGANIZATION

1.5 MILLION PLAYERS ACROSS THE COUNTRY PARTICIPATE IN MORE THAN

10,841 EVENTS TOURNAMENTS AND SHOWCASES

157,321 GAMES

ARE HOSTED BY MORE THAN

42 STATES

THE SPORTS FACILITIES COMPANIES

MIKE TROUT

CHRISTIAN YELICH

GERRIT COLE

MANNY MACHADO

CODY BELLINGER

FRANCISCO LINDOR

2,152 MLB PLAYERS | **310K+** COLLEGE COMMITTS | **15,033** PLAYERS DRAFTED



PERFECT GAME

CITY OF CEDAR PARK, TEXAS

VISITATION & ECONOMIC IMPACT FORECASTS

(MARKET RESEARCH BY SPORTS FACILITIES ADVISORY)

- 8,810 TEAMS WILL VISIT THE MARKET ANNUALLY
- 313,887 HOTEL ROOM NIGHTS ANNUALLY
- 982,962 NON-LOCAL VISITORS TO MARKET ANNUALLY
- \$132.6 MILLION IN DIRECT SPENDING ANNUALLY

Case Study: **Cedar Park, Texas**

PERFECT GAME DEVELOPMENT

CEDAR PARK, TX | NEW HOPE ROAD & RONALD RAEGAN, BLVD



IN 2021, THE CITY OF CEDAR PARK PARTNERED WITH PERFECT GAME TO BUILD A NATIONAL YOUTH BASEBALL DESTINATION

THE GOALS WERE TO TO BUILD A 16-FIELD BASEBALL COMPLEX THAT WILL ANCHOR ANCILLARY RETAIL DEVELOPMENT

Case Study: **Cedar Park, Texas**

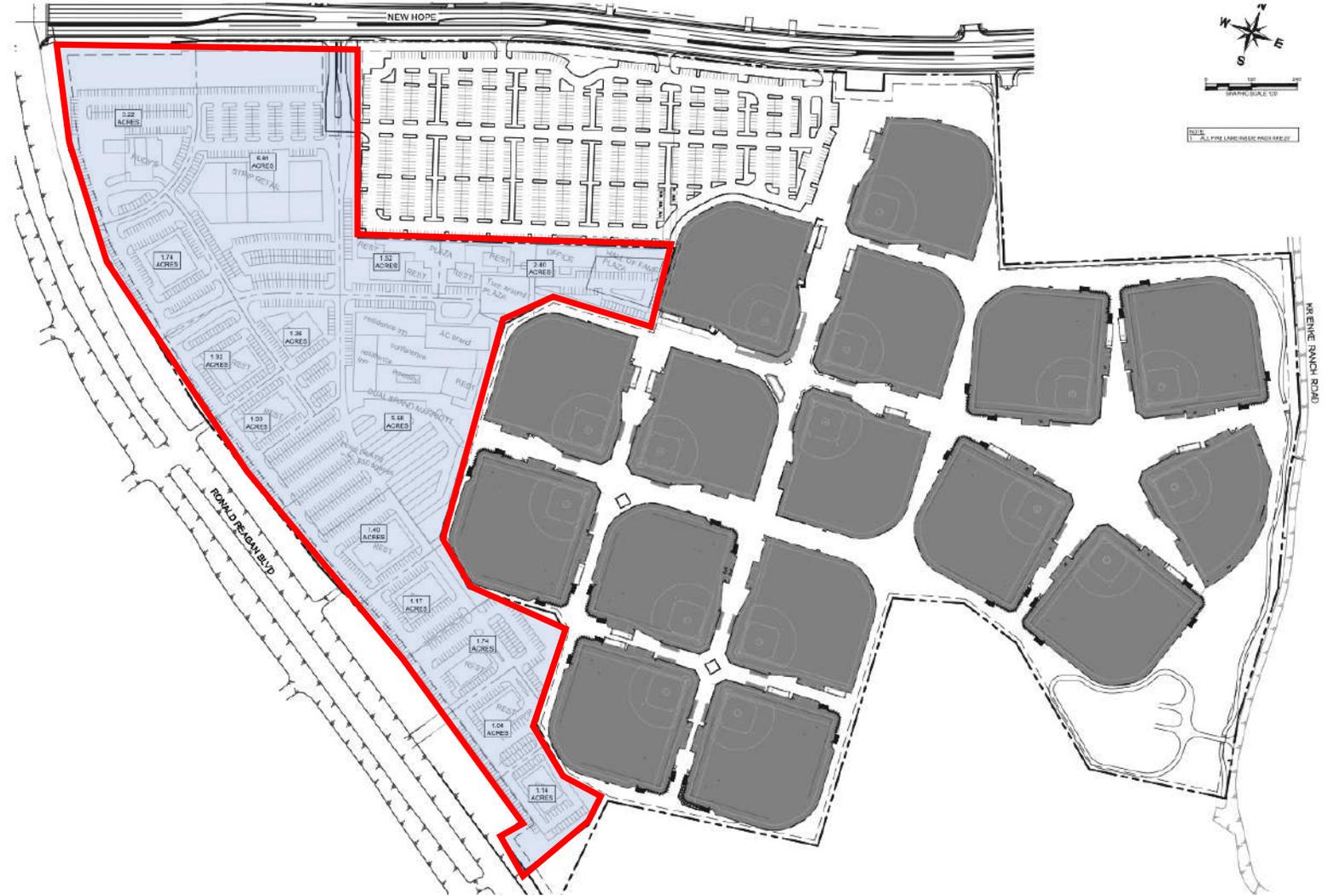
SPORTS FACILITIES
COMPANIES

CURRENTLY THE FACILITY HAS BEEN MASTER PLANNED TO INCLUDE RETAIL, HOTEL AND RESTAURANTS IMMEDIATELY ADJACENT TO THE COMPLEX

THERE ARE 11 LOTS REPRESENTING 20 ACRES OF ANCILLARY DEVELOPMENT

PERFECT GAME DEVELOPMENT

CEDAR PARK, TX | NEW HOPE ROAD & RONALD RAEGAN, BLVD



**THE RETAIL, HOTEL
AND RESTAURANTS
ON THE ADJACENT
20 ACRE PARCEL
WILL PRODUCE
TAXABLE SALES
AND PROPERTY
TAXES IN EXCESS
OF \$41.3 MILLION
ANNUALLY**

THERE ARE 11 LOTS
REPRESENTING 20 ACRES OF
ANCILLARY DEVELOPMENT

PERFECT GAME DEVELOPMENT

CEDAR PARK, TX | NEW HOPE ROAD & RONALD RAEGAN, BLVD

New Commercial Development Scenario: (20 acres) - 36K Retail, 5k Restaurant + (2)140 Key Hotels

Development Program					
Basic Tenant, Term Info		Sales Information		County Appraised Value	
Category	Square Feet	Sales PSF	Taxable Sales	Appraised Value Unit/PSF	Total Appraised Value
Retail/Restaurant					
Retail	23,000	\$ 250.00	\$ 5,750,000	\$ 125.00	\$ 2,875,000
Retail	13,000	\$ 250.00	\$ 3,250,000	\$ 125.00	\$ 1,625,000
Restaurant	5,000	\$ 400.00	\$ 2,000,000	\$ 325.00	\$ 1,625,000
Retail/Restaurant Total	41,000		\$ 11,000,000		\$ 6,125,000
Hotel					
Hotel (140 keys)	140		\$ 5,104,890	\$ 50,000.00	\$ 7,000,000
Hotel (140 keys)	140		\$ 5,104,890	\$ 50,000.00	\$ 7,000,000
Hotel Total			\$ 10,209,780		\$ 14,000,000
Total	41,000		\$ 21,209,780		\$ 20,125,000

Grand Total (Sales + Property Tax) \$ 41,334,780



CASE STUDY SUMMARIES + SUPPORT DATA

THE HOOVER MET COMPLEX

HOOVER, ALABAMA



- **FACILITY:** 155,000 SF INDOOR WITH 11 BASKETBALL/16 VOLLEYBALL COURTS, 10,000 SEAT STADIUM, 5 MULTI-PURPOSE + 5 BASEBALL/SOFTBALL FIELDS + RV PARK
- **TOTAL ACREAGE:** 120 ACRE
- **DEVELOPMENT:** \$80 MILLION (SPORTS ONLY)
- **OWNERSHIP:** PUBLIC
- **FUNDING:** GENERAL OBLIGATION BOND
- **PERFORMANCE:** \$90 MILLION IN ANNUAL ECONOMIC IMPACT

 SPORTS FACILITIES
COMPANIES



- **Public Benefit**

- Economic impact, increase in tax revenue, recreation and entertainment asset



EMERALD ACRES SPORTS CONNECTION

MATTOON, ILLINOIS



- **FACILITY:** 150,000 SQUARE FOOT INDOOR SPORTS AND EVENTS WITH 12 OUTDOOR DIAMOND AND MULTI-PURPOSE FIELDS
- **TOTAL ACREAGE:** 150 ACRES
- **OWNERSHIP:** NON-PROFIT BOARD
- **PUBLIC PARTNERSHIP:** \$75 MILLION (SPORTS)
- **FUNDING PHASE 1:** \$35 MILLION
 - BOND FINANCING- \$20 MILLION
 - BANK DEBT- \$10 MILLION
 - DONATIONS- \$10 MILLION
- **FUNDING PHASE 2:** \$40 MILLION: LAND, BONDS ON NEW COMMERCIAL ACTIVITY (TBD)

SPORTS FACILITIES
COMPANIES



- **Public and Private Benefit**

- Public – Economic impact, increase tax revenue, recreation and entertainment asset
- Private – Commercial mixed-use development



SAND MOUNTAIN PARK & AMPHITHEATER

ALBERTVILLE, ALABAMA



- **FACILITY:** 9 DIAMOND FIELDS, 5 MULTI-PURPOSE FIELDS, AMPHITHEATER, INDOOR RECREATION CENTER, OUTDOOR WATER PARK, 12 TENNIS COURTS
- **TOTAL ACREAGE:** 130 ACRES
- **PUBLIC PARTNERSHIP:** \$86 MILLION (2020)
 - 1% SALES TAX APPROVED IN 2017
 - BONDS
- **PERFORMANCE:** \$23 MILLION IN ANNUAL ECONOMIC IMPACT

SPORTS FACILITIES
COMPANIES



- **Public and Private Benefit**
 - Public – Economic impact, increase tax revenue, recreation and entertainment asset



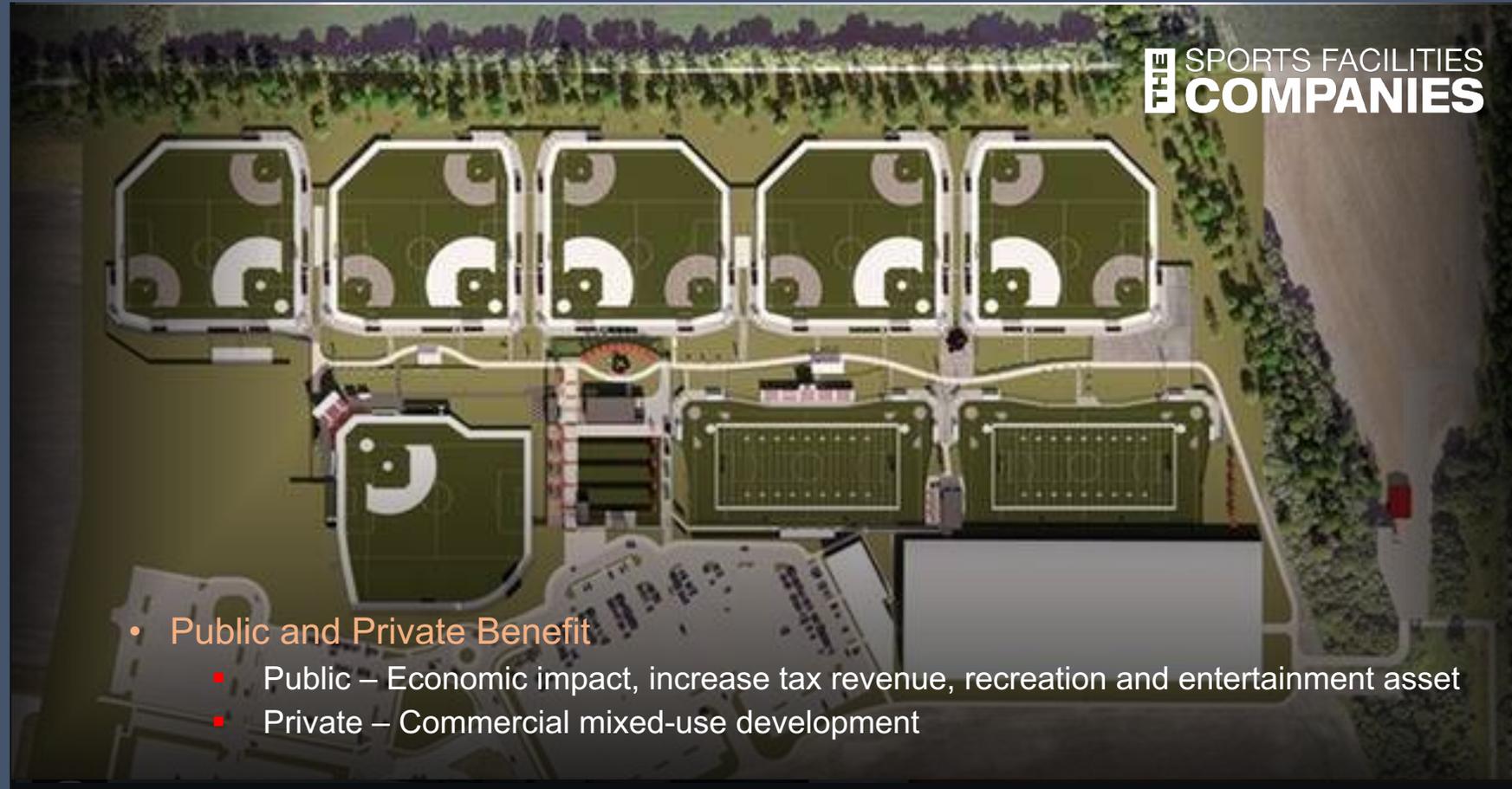
SCHEELS SPORTS PARK AT LEGACY POINTE

SPRINGFIELD, ILLINOIS



- **FACILITY:** 95 ACRE, 170,000 SQUARE FOOT INDOOR SPORTS AND EVENTS + 8 OUTDOOR DIAMOND AND MULTI-PURPOSE FIELDS
- **PUBLIC-PRIVATE PARTNERSHIP:** \$67 MILLION
- CITY OF SPRINGFIELD MATCH PRIVATE INVESTMENT
- HOTEL TAX + INCENTIVES (MIXED USE) - \$26M
- BUSINESS DISTRICT SALES TAX REBATE + EXTENSION
- PRIVATE DEVELOPER (LEGACY POINTE) – BALANCE
- LOANS AGAINST FOUNDING SPONSOR COMMITMENTS - LAND AND SITE MIXED USE LEVERAGED BY BANK (GUARANTEE)
- **PERFORMANCE:** OPENING IN 2025 (TBD)

SPORTS FACILITIES
COMPANIES



- **Public and Private Benefit**
 - Public – Economic impact, increase tax revenue, recreation and entertainment asset
 - Private – Commercial mixed-use development



LEGENDS EVENT CENTER

BRYAN, TEXAS

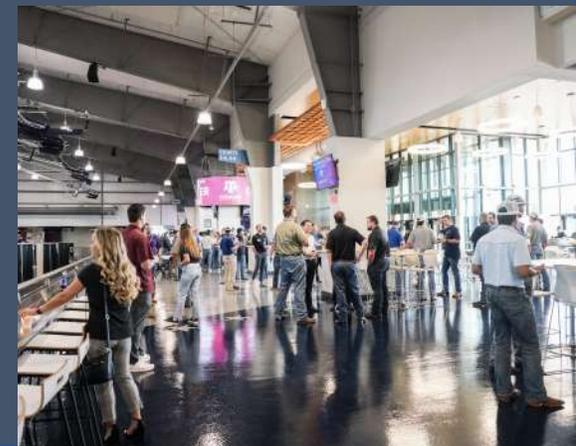


- **FACILITY:** 120,000+ SQUARE FOOT MULTI-PURPOSE FACILITY THAT FEATURES 8 BASKETBALL COURTS, 16 VOLLEYBALL COURTS, E-SPORTS LOUNGE, CATERING KITCHEN + PRIVATE MEETING SPACES
- **DEVELOPMENT:** \$41 MILLION (SPORTS ONLY)
- **OWNERSHIP:** PUBLIC
- **FUNDING:** GENERAL OBLIGATION BOND
- **PERFORMANCE:** \$10.8 MILLION IN ANNUAL ECONOMIC IMPACT IN 2023



- **Public Benefit**

- Economic impact, increase in tax revenue, recreation and entertainment asset

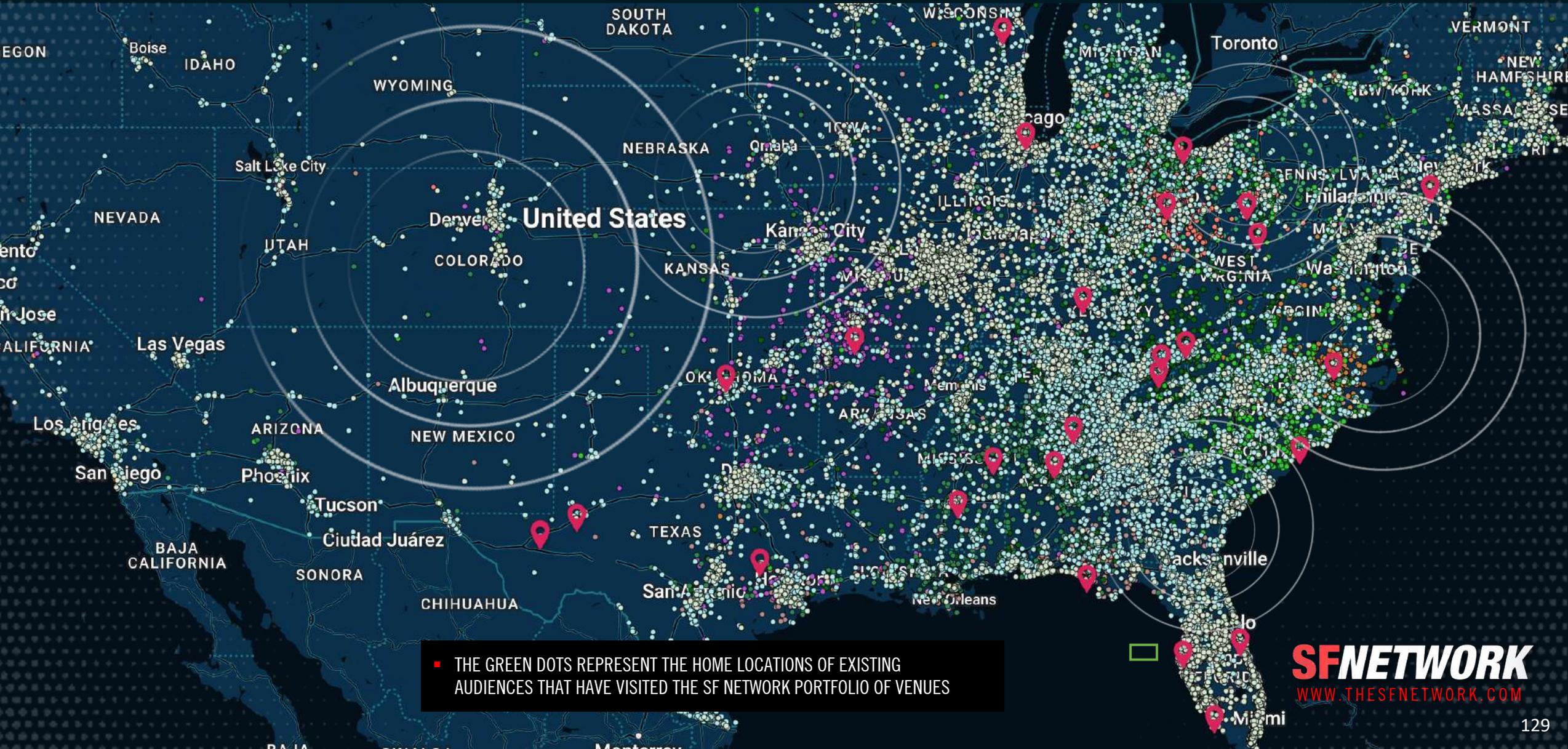




EF SPORTS FACILITIES
COMPANIES

AUDIENCE INSIGHTS DATA

Regional & National Audience Visitation to the SF Network





A PREMIUM DEMOGRAPHIC

THE TOP 5 SPORTS TOURISM AUDIENCE SEGMENTS



A01

American Royalty
250K+
HH Income

Affluent and educated, the sports tourism audience represents some of the wealthiest households in America.

Based on annual visitation data the following audience segments can reliably be found across the entire SF Network's portfolio of venues on annual basis.



A03

Kids and Cabernet
175-200K
HH Income



A05

Couples with Clout
175-200K
HH Income



A04

Picture Perfect Families
125-150K
HH Income



D15

Sport Utility Families
75-100K
HH Income



A01
AMERICAN
ROYALTY

TOP AUDIENCE SEGMENTS

SFNETWORK

Who We Are:

Head of household age 51-65 149 41.9%	Type of property Single family 110 98.1%
Est. Household income \$250,000+ 690 41.8%	Household size 5+ persons 208 24.0%
Home ownership Homeowner 112 92.3%	Age of children 13-18 129 16.6%

Channel Preference:

120	69	1
122	473	232

Key Traits:

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers

A01 American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs

D15
SPORT
UTILITY
FAMILIES

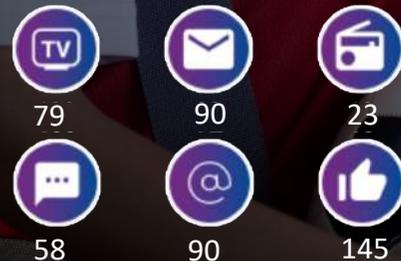
TOP AUDIENCE SEGMENTS

SFNETWORK

Who we are:

Head of household age 36-45 322 58.4%	Type of property Single family 111 98.6%
Est. Household income \$125,000-\$149,999 253 23.2%	Household size 2 persons 136 38.2%
Home ownership Homeowner 116 95.5%	Age of children 10-12 417 39.3%

Channel Preference



Key Traits

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Parents

D15 Sport Utility Families

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs

A04
PICTURE
PERFECT
FAMILIES

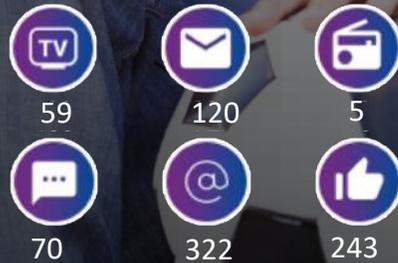
TOP AUDIENCE SEGMENTS

SFNETWORK

Who we are:

Head of household age 51-65 133 37.5%	Type of property Single family 111 99.0%
Est. Household income \$250,000+ 467 28.3%	Household size 5+ persons 198 22.9%
Home ownership Homeowner 117 96.8%	Age of children 13-18 323 41.4%

Channel Preference



Key Traits

- Wealthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Large households
- Bookworms

A03
KIDS AND CABERNET

TOP AUDIENCE SEGMENTS

SFNETWORK

Who We Are:

Head of household age 🎂

36-45

279 | 50.6%

Type of property 🏠

Single family

111 | 98.9%

Est. Household income 💰

\$250,000+

656 | 39.8%

Household size 👨‍👩‍👧

2 persons

137 | 38.6%

Home ownership 🏡

Homeowner

117 | 97.0%

Age of children 👶

10-12

465 | 43.8%

Channel Preference:

 169	 106	 26
 246	 496	 210

Key Traits

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Parents
- Family vacations

A03 Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs

A05
COUPLES WITH CLOUT

TOP AUDIENCE SEGMENTS

SFNETWORK

Who We Are:

Head of household age 36-45 330 59.8%	Type of property Single family 109 96.9%
Est. Household income \$250,000+ 397 24.1%	Household size 2 persons 148 41.6%
Home ownership Homeowner 113 93.2%	Age of children 13-18 104 13.3%

Channel Preference

227	106	46
296	220	79

Key Traits

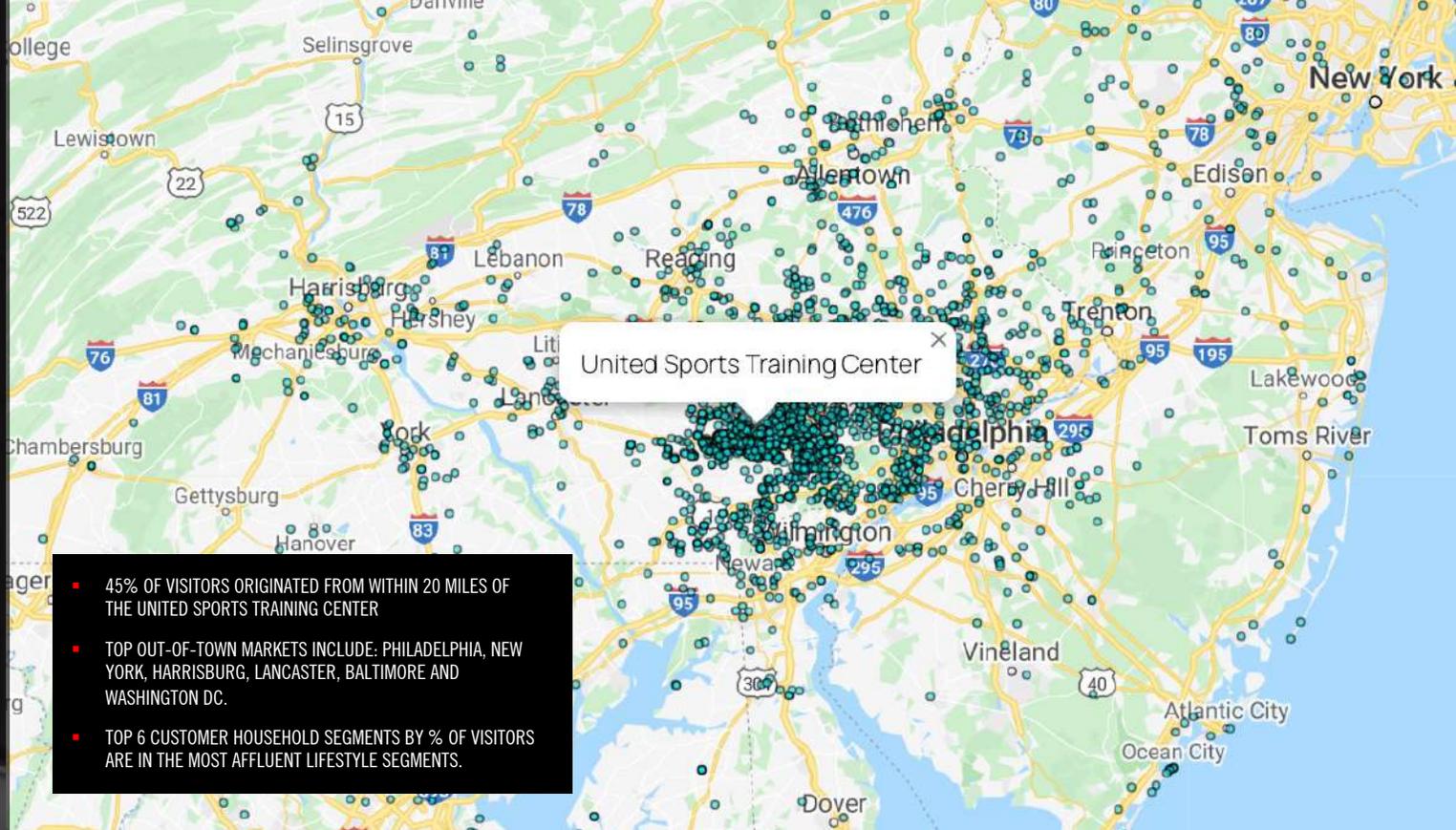
- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Saving for college
- Fitness enthusiasts

A05 Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods

AUDIENCE INSIGHTS:

UNITED SPORTS TRAINING CENTER IN DOWNINGTOWN, PENNSYLVANIA.



KEY AUDIENCE SEGMENTS:



A01: American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs
[View Details](#)



A05: Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods
[View Details](#)

1.52X
VERY HIGH



A03: Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs
[View Details](#)



A04: Picture Perfect Families

Established families on the go, living in wealthy suburbs
[View Details](#)

1.61X
VERY HIGH



B07: Across the Ages

Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia
[View Details](#)



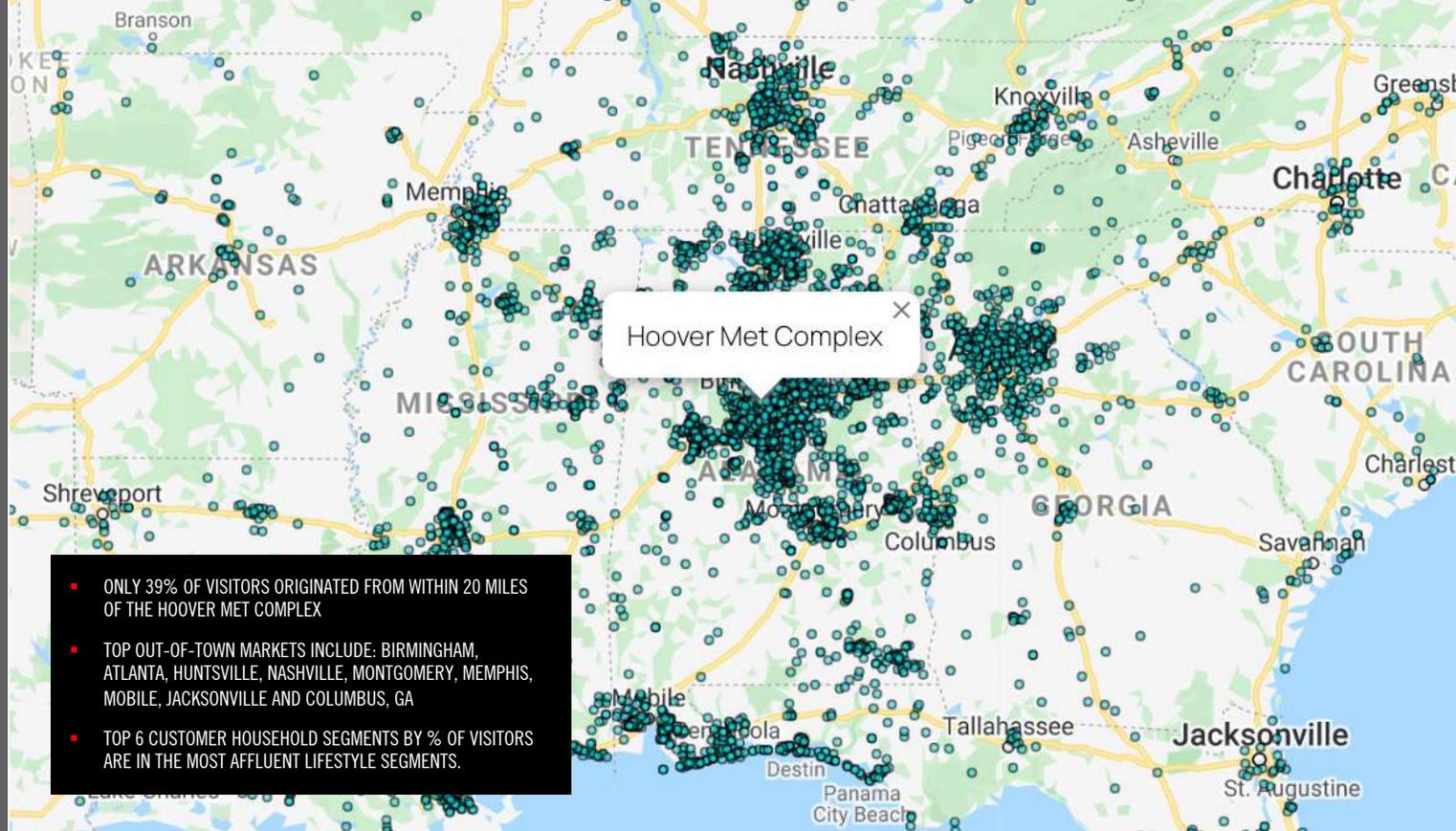
D15: Sport Utility Families

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
[View Details](#)

1.32X
VERY HIGH

AUDIENCE INSIGHTS:

THE HOOVER MET COMPLEX IN HOOVER, ALABAMA.



KEY AUDIENCE SEGMENTS:



A01: American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs
[View Details](#)



A04: Picture Perfect Families

Established families on the go, living in wealthy suburbs
[View Details](#)

2.87X
VERY HIGH



A03: Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs
[View Details](#)



D15: Sport Utility Families

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
[View Details](#)

2.22X
VERY HIGH



N48: Rural Southern Bliss

Lower to middle-income multi-generational families living in small towns
[View Details](#)



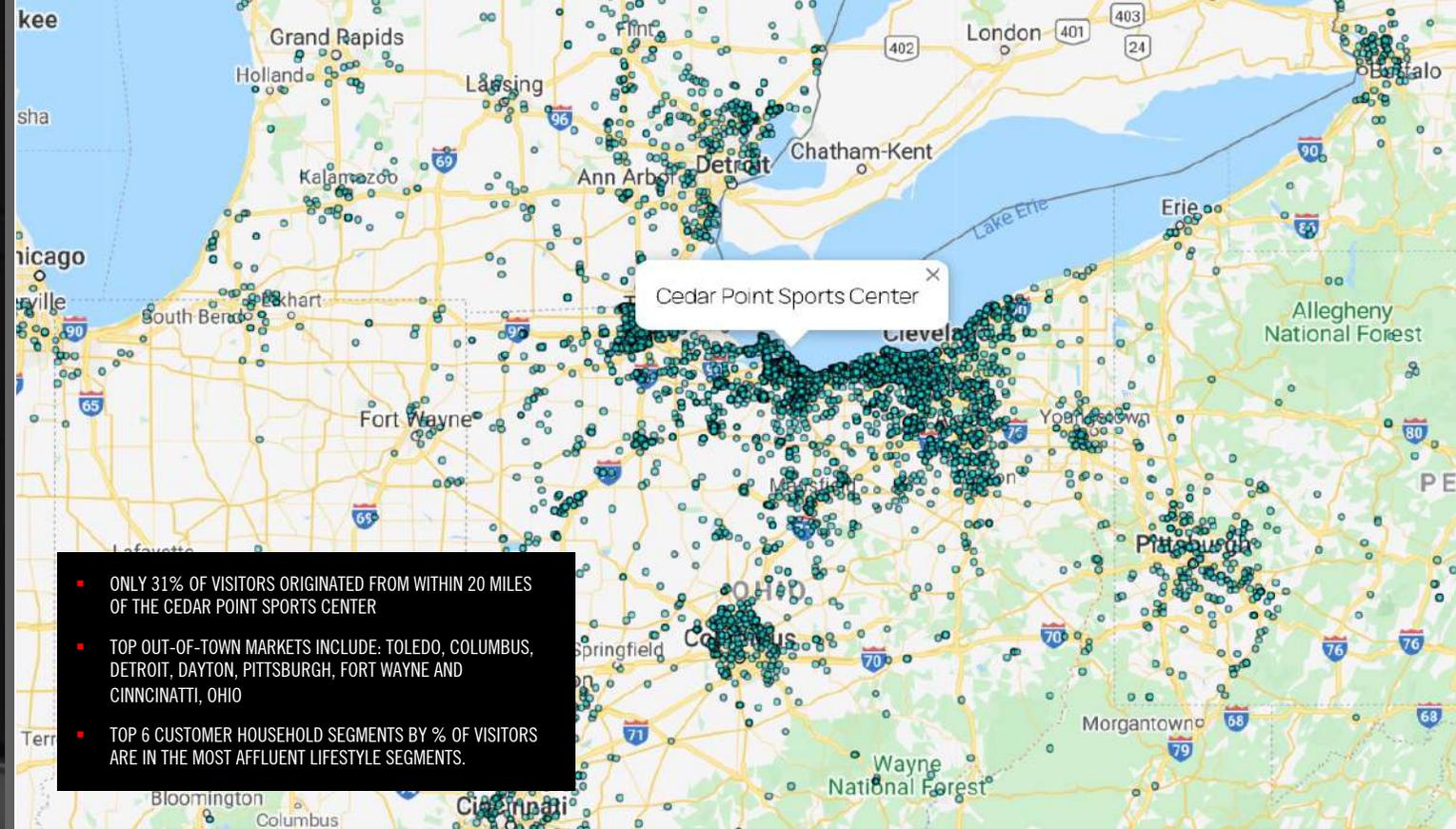
A05: Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods
[View Details](#)

1.76X
VERY HIGH

AUDIENCE INSIGHTS:

THE CEDAR POINT SPORTS CENTER IN SANDUSKY, OHIO.



KEY AUDIENCE SEGMENTS:



D15: Sport Utility Families

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
[View Details](#)



A03: Kids and Cabernet

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs
[View Details](#)

3.14X

VERY HIGH



I30: Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia
[View Details](#)



B08: Babies and Bliss

Middle-aged couples with families and active lives in affluent suburbia
[View Details](#)

1.96X

VERY HIGH



A04: Picture Perfect Families

Established families on the go, living in wealthy suburbs
[View Details](#)

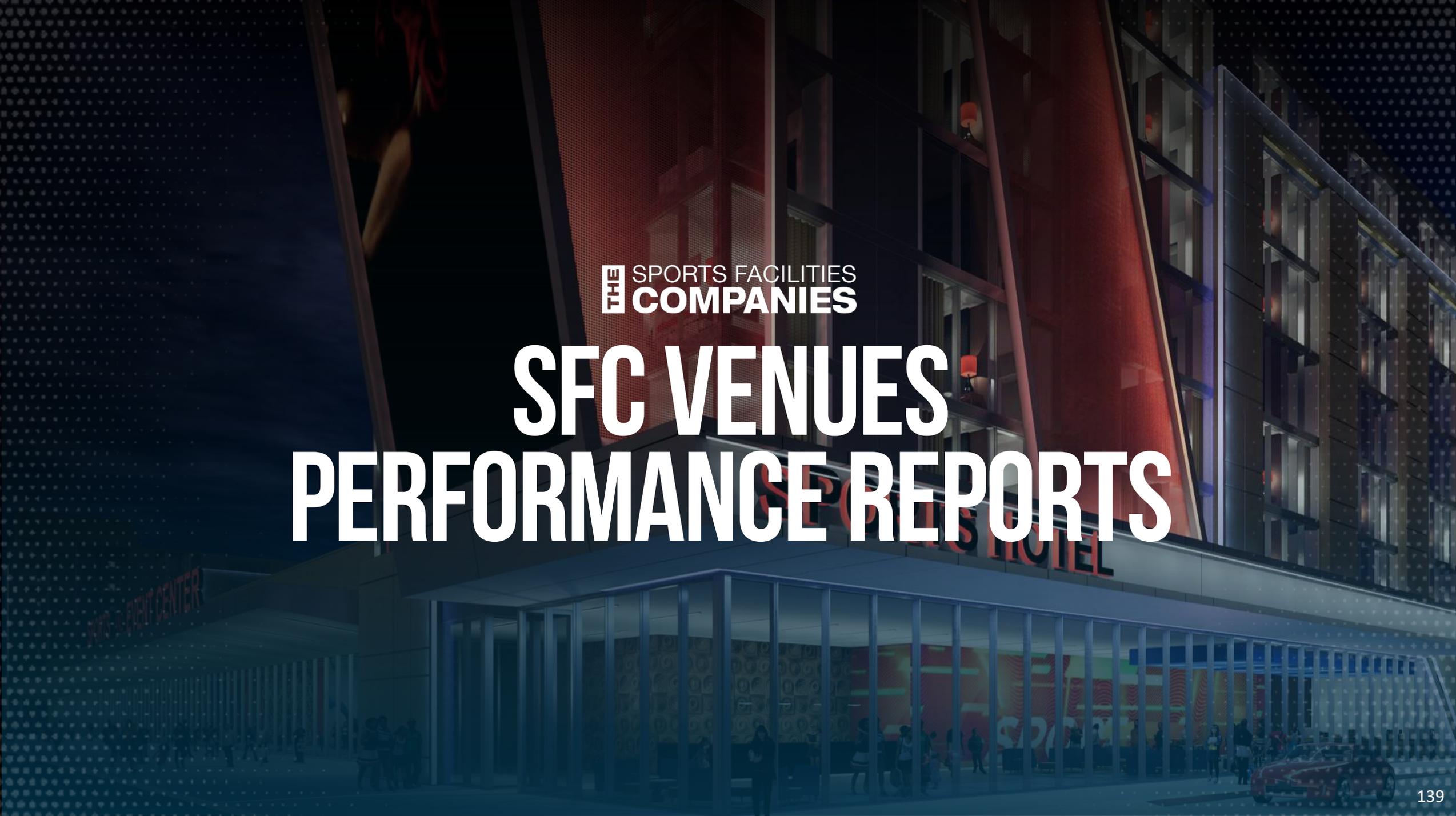


Q64: Established in Society

Stable, sophisticated seniors living in older homes and leading sedentary lifestyles
[View Details](#)

2.16X

VERY HIGH



SFC SPORTS FACILITIES
COMPANIES

SFC VENUES PERFORMANCE REPORTS

Performance Report: Myrtle Beach

- **Year Opened:** 2015
- **Ownership:** City of Myrtle Beach
- **Facility Type:** Indoor Courts/Events
- **Development Cost:** \$12.5 million
- **Publicly Funded***

* Includes both development costs and operational subsidy

- **Total Economic Impact:** \$230 million
- **Economic Impact (2024):** \$31.9 million+
- **Room Nights (2024):** 60,000
- **Hotels:** Located at the Myrtle Beach Convention Center and Sheraton Hotel site. Purpose was to fill existing hotels.



Performance Report: Rocky Top Sports World

- **Year Opened:** 2014
 - **Ownership:** City of Gatlinburg/Sevier County
 - **Development Cost:** \$23 million
 - **Facility Type:** Indoor Courts/Events and Outdoor Fields
 - **Publicly Funded***
- * Includes both development costs and operational subsidy
- **Total Economic Impact:** \$400 million+
 - **Economic Impact (2024):** \$80 million+
 - **Room Nights (2024):** 108,800
 - **Hotels:** Goal was to fill existing hotel rooms. Additionally, two new limited-service hotels have been developed and opened since facility opened its doors.



Performance Report: Hoover

- **Year Opened:** 2017
- **Ownership:** City of Hoover, Alabama
- **Development Cost:** \$80 million
- **Facility Type:** Indoor Courts/Events
Outdoor Stadium & Fields
- **Publicly Funded***
- **Total Economic Impact:** \$400 million+
- **Economic Impact (2024):** \$91.3 million+
- **Room Nights (2024):** 92,000+
- **Hotels:** This venue produces overnight hotel bookings throughout the Hoover/Birmingham marketplace.

* Includes both development costs and operational subsidy



Performance Report: **Rocky Mount**

- **Year Opened:** 2018
- **Ownership:** City of Rocky Mount
- **Development Cost:** \$40 million
- **Facility Type:** Indoor Courts/Events
- **Publicly Funded***
- **Total Economic Impact:** \$76.5 million*
- **Economic Impact (2021):** \$17.1 million+*
- **Room Nights (2021):** 29,410
- **Hotels:** New downtown hotels developed

* Includes both development costs and operational subsidy



ROCKY MOUNT
EVENT CENTER

Performance Report: Cedar Point

- **Year Opened:** 2020
- **Ownership:** Cedar Fair
- **Development Cost:** \$42 million
- **Facility Type:** Indoor Courts/Events
- **Publicly Funded***

* Includes both development costs and operational subsidy

- **Total Economic Impact:** \$56 million
- **Economic Impact (2023):** 22.7 million
- **Room Nights (2023):** 20,570
- **Hotels:** This venue produces overnight hotel bookings throughout the Sandusky Regional marketplace.

* Facility Opened January 11th, 2020



CEDAR POINT SPORTS CENTER

Performance Report: **Bluhawk Development**

- **Opening:** November 2024
- **Ownership:** Price Brothers
- **Development Cost:** \$125.4 million
- **Facility Type:** Indoor Ice/Courts/Events
- **Publicly Funded***
- **Projected Economic Impact:** \$22.3 million
- **Economic Impact (2024):** TBD
- **Projected Room Nights:** 50,000
- **Hotels:** This venue will see 816,000 visits and produce significant overnight hotel stays throughout the Kansas City marketplace.

* Includes Kansas Star Bond subsidy through City of Overland Park




Advent Health
SPORTS PARK
at **BLUHAWK**