SFA

THE SPORTS FACILITIES ADVISORY™

SFM

THE SPORTS FACILITIES MANAGEMENT™

Plan Fund Open Manage

STATS

"Here to Help"

- ✓ Founded 2003
- ✓ Portfolio Totals $4 Billion in Planned/Operational
- ✓ Court, Turf, Aquatics, Ice, Adventure, Winter, etc.
- ✓ Full Time Team of 90 + Industry Leaders
- ✓ Over 12 Million Visits in Client Assets this Year
- ✓ 2013-2014 Opened 1.5 Million Sq. Ft and 600+ Acres
- ✓ Having fun!

Results

SFA is known for producing accurate financial forecasts for community sport and recreation centers in markets around the world. Each of our recent sports tourism projects is outperforming forecast through proven marketing and management.

PLAN FUND OPEN MANAGE

NOTABLE CLIENTS

"Here to Help"

NSA National Sports Authority BAHAMAS

LAKE BARRINGTON FIELDHOUSE Experience Success

City Beach

BSC SPORTS ★ EVENTS ★ LASER TAG ★

GATLINBURG TENNESSEE

EMPOWER LEADERSHIP SPORTS & ADVENTURE CENTER

NATIONAL SPORTS SERVICES

RIPKENdesign Design Feasibility Consulting Management

HALIFAX REGIONAL MUNICIPALITY

THE SALVATION ARMY EAT AND JOAN KIDS CORPS COMMUNITY CENTER

SONO ★ FIELD HOUSE ★ EXCELLENCE IN ACTION Sports And Special Events

VALLEY SPORTS CENTER

Legends SPORTS COMPLEX

CITY OF MYRTLE BEACH SOUTH CAROLINA

UPWARD SPORTS

Chick-fil-A

Canada Games Centre It happens here.

LS LOUISVILLE Slugger®

CORNELL OUTDOOR EDUCATION

WESTIN® HOTELS & RESORTS

QUEEN ANNE'S COUNTY 1706

CONVENTIONS SPORTS CSL LEISURE

Bo Jackson's ELITE SPORTS DEVELOPMENT GROUP

PERFECT GAME USA

ROUND ROCK SPORTS CENTER

NATIONAL PARK SERVICE

TOWN OF FAIRVIEW TEXAS

QUEEN ANNE'S COUNTY 1706

LARGO 1905 FLORIDA

AVIATOR sports and recreation

THE RITZ-CARLTON

PLAN FUND OPEN MANAGE

NATIONAL MEDIA COVERAGE

"Here to Help"

MarketWatch
THE WALL STREET JOURNAL.

NBC NEWS

The Dallas Morning News

CNBC

Forbes

NYDailyNews.com
DAILY NEWS

NEW YORK POST

VISIT TRAFFIC

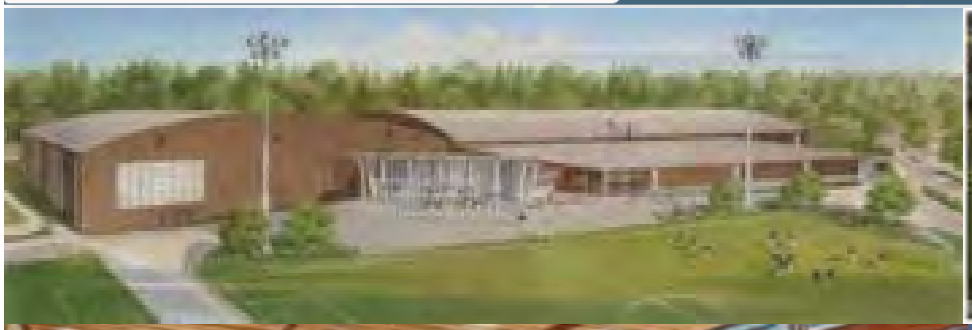
"Here to Help"

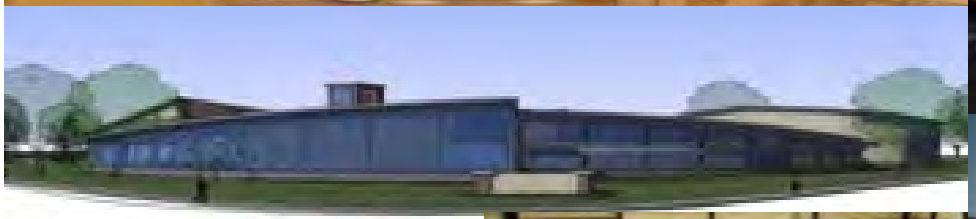
Facility Name	Location	Status	Square footage	Annual Visits
Operational Facilities				
Spooky Nook Sports Complex	Lancaster, PA	Operational	600,000	1,000,000
Aviator Sports & Events Center	Brooklyn, NY	Operational	175,000	1,200,000
Lake Barrington Field House	Lake Barrington, IL	Operational	175,000	750,000
Legends Sports Complex	The Woodlands, TX	Operational	100,000	650,000
City Beach Freemont	Fremont, CA	Operational	50,000	500,000
City Beach Santa Clara	Santa Clara, CA	Operational	40,000	250,000
BucksMont Indoor Sports Center	Hatfield, PA	Operational	78,000	450,000
Salvation Army RJKCCC	South Bend, IN	Operational	150,000	650,000
Brick City	Ocala, FL	Operational	20,000	125,000
Valley Sports Center	Canton, CT	Operational	28,000	175,000
Bo Jackson's Elite Sports	Lockport, IL	Operational	80,000	550,000
SONO Field House	South Norwalk, CT	Operational	52,000	450,000
Branchburg Sports Complex	Branchburg, NJ	Operational	78,000	750,000
The Fieldhouse-Merrillville	Merrillville, IN	Operational	50,000	625,000
Empower Leadership Sports	Middletown, CT	Operational	Outdoor - Adv	75,000
Coppermine Fieldhouse	Baltimore, MD	Operational	40,000	550,000
New Life Community Church	Chantilly, VA	Operational	65,000	450,000
National Stadium of the Bahamas	Nassau, Bahamas	Operational	Stadium	550,000
Coastal Sports	Hauppauge, NY	Operational	40,000	350,000
MVP Fieldhouse	Grand Rapids, MI	Operational	75,000	325,000

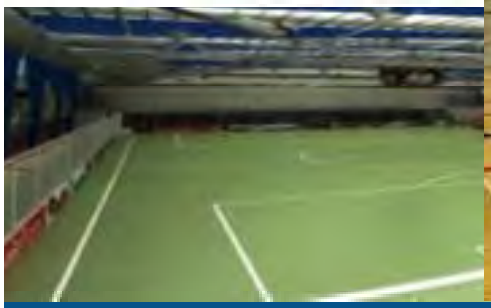
PLAN FUND OPEN MANAGE

PARTIAL PORTFOLIO

"Here to Help"



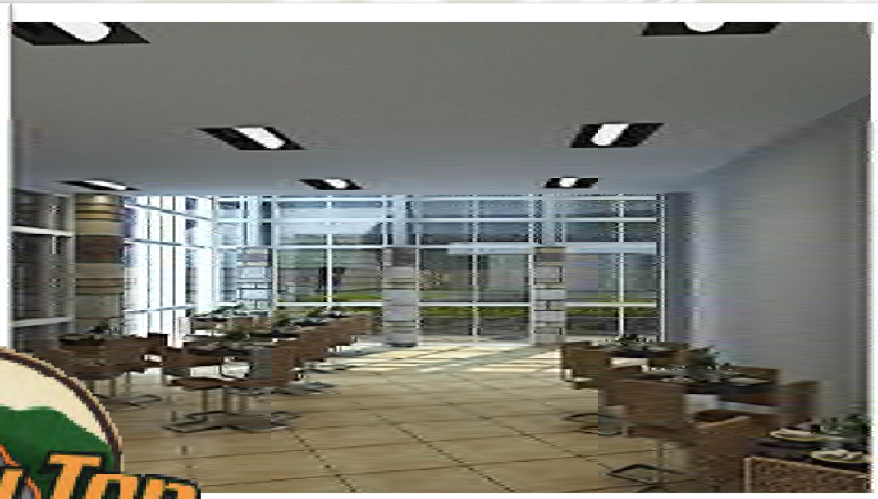




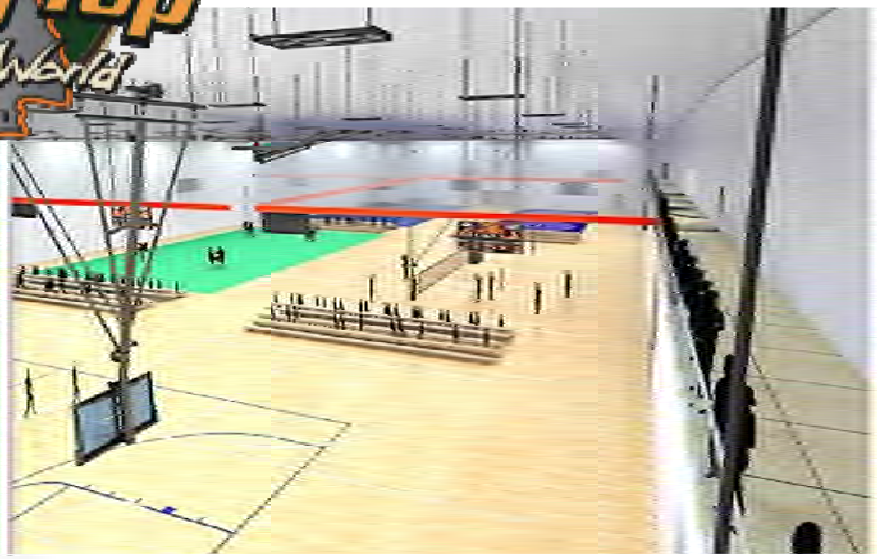
PLAN FUND OPEN MANAGE

Sports Tourism

"Here to Help"

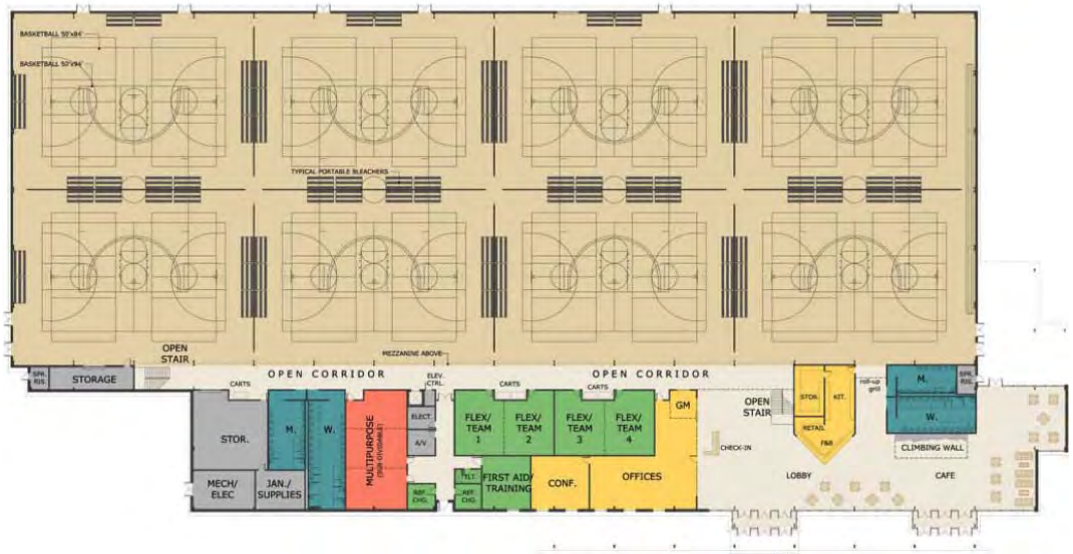


Rocky Top Sports World



Gatlinburg, TN

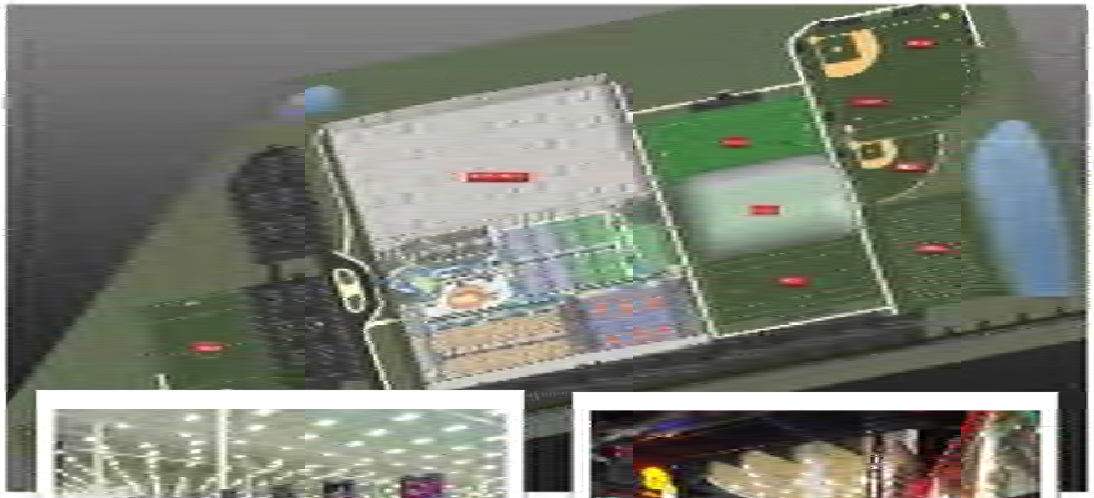
Myrtle Beach Sports Center



MYRTLE BEACH SPORTS CENTER

Myrtle Beach, SC

SPORTS/EVENTS/FITNESS

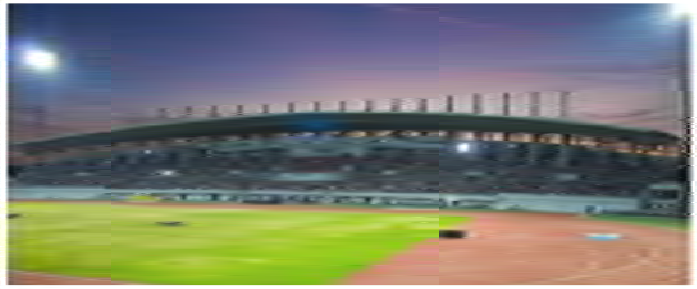


Manheim, PA

PLAN FUND OPEN MANAGE

STADIUM & SPORTS TOURISM

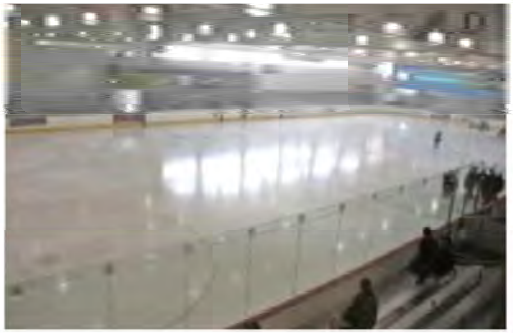
"Here to Help"



NSA
National Sports Authority
BAHAMAS

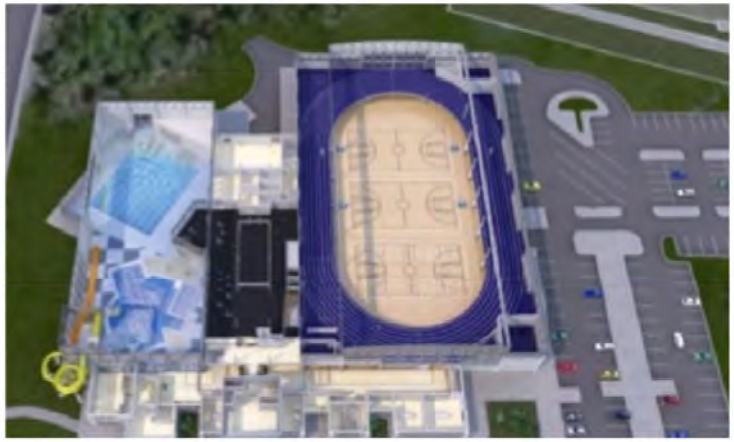
Nassau, Bahamas

SPORTS/EVENTS/ENTERTAINMENT



Brooklyn, NY

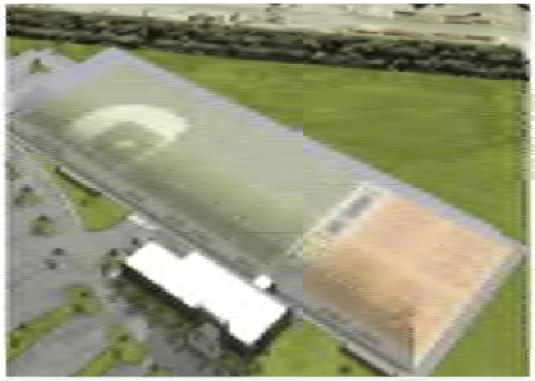
EVENT HOSTING/TRAINING/RECREATION

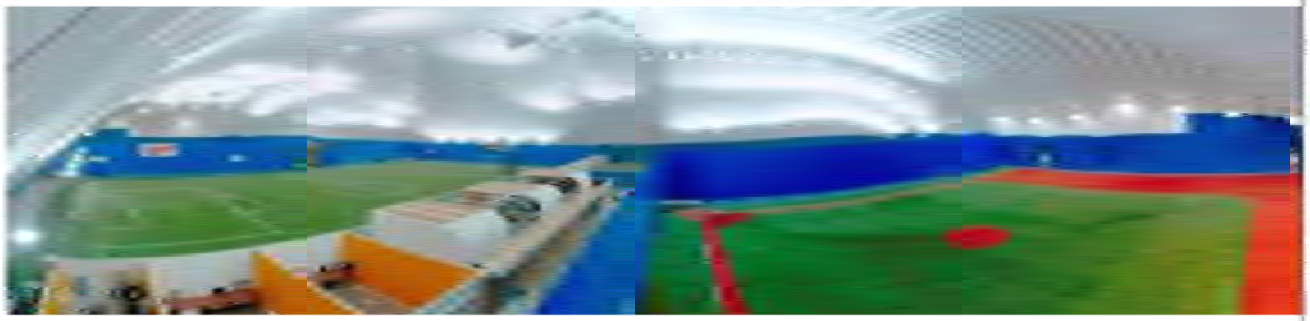


Halifax, Nova Scotia

TRAINING & YOUTH DEVELOPMENT

Bo Jackson's
ELITE SPORTS
DEVELOPMENT GROUP



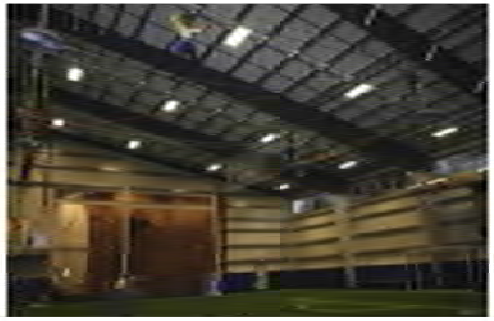


Lockport, IL

LOCAL USAGE/EVENT HOSTING

The Woodlands, TX

TEAM TRAINING

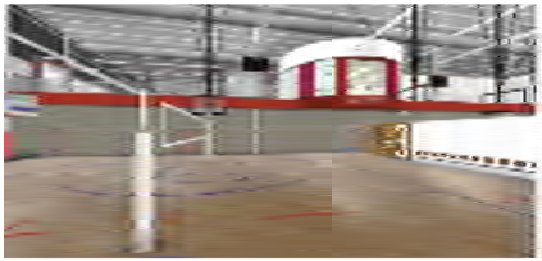


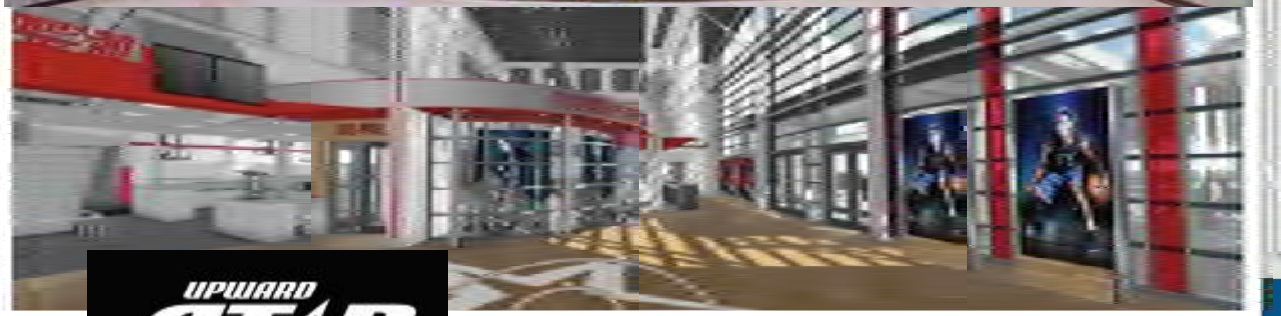
SONO
★ FIELD HOUSE ★

EXCELLENCE IN ACTION
Sports And Special Events

South Norwalk, CT

TEAM AND PLAYER PERFORMANCE





UPWARD STAR CENTER

Spartanburg, SC

EVENTS AND SPORTS

City Beach

Fremont & Santa Clara, CA

SPORTS TURNAROUND

LAKE BARRINGTON FIELDHOUSE
Experience Success

Lake Barrington, IL

YOUTH & AMATEUR SPORTS TOURISM UPDATE

PLAN FUND OPEN MANAGE

SPORTS TOURISM UPDATE

"Here to Help"

1. A $200 billion travel industry with a major portion dedicated to youth and amateur events.

2. The fastest growing segment of the travel industry.

3. In 2012, 27% of all trips taken in the U.S. were for the purpose of attending organized sporting events.

4. Y&A has been recession resistant because these events meet societal needs.

5. It is common for properly planned Y&A sports tourism destinations to drive 30,000 + room nights or more into a market in year 1.

6. Rocky Mount hosted 85,000 + 20,000 in 2014

Project History

2012 AECOM

- AECOM Feasibility Study
- AECOM Economic Impact Study

2014 SFA

- SFA Review, Market Visits & Study, Cross Reference
- SFA Research – Demographics , Drive Time & Income Analysis, Comparable Review
- SFA Pro Forma Development
- SFA Economic Impact Study

Benefits

Years 1-5

- Total years 1 - 5 $69.8 million
- $23,800,000 + in Economic Impact in Year 5

Years 1-10

- Total 10 Year Economic Impact $264 million
- $45,500,000 + in Economic Impact in Year 10

- This program model produces 2x the economic impact of the previously studied program model.

Benefits

- Increased sales tax revenues for city and counties. $5.2 million (10 yr. cumulative)
- Downtown revitalization
- Jobs creation
- Community asset
- Expand upon prior success

Conclusion

- A properly sized and programed facility will significantly expand its' economy through sports tourism.
- These events attract the ideal visitor demographic for the region. (Active Families/Multi-Day Stays)
- With this plan the city will be prepared to host a wide range of events.
- The venue will also create an expanded marketing presence for other types of sport and non-sporting events.
- The venue will be available for community usage.

A look at the Pro-Forma

PLAN FUND OPEN MANAGE

Pro-Forma

"Here to Help"

Indoor Athletic Facility (IAF)

Space	Indoor Programming Product/Service	Count	Dimensions L (')	Dimensions W (')	Approx. SF each	Total SF	% of Footprint
Court	Basketball Courts 84' x 50' (cross-lined two volleyball courts; each pair cross-lined for one college court)	8	114	80	9,120	72,960	54.5%
	Volleyball - Hard Court	16	30	60	Over Courts		0.0%
Flex/Admin Space	Satellite Concessions Areas	4	30	20	600	2,400	1.8%
	Café & Retail with Seating Area	1	60	50	3,000	3,000	2.2%
	Lobby/Welcome Area	1	25	25	625	625	0.5%
	Admin/Check-In Area	1	30	20	600	600	0.4%
	Flex Locker/Team Rooms	4	25	25	625	2,500	1.9%
	Restrooms	6	30	20	600	3,600	2.7%
	Bellocity & Soft Play Area	1	60	40	2,400	2,400	0.6%
	Adventure/Ropes Course Area	1	80	80	6,400	6,400	1.6%
	Harnessing Area	1	30	30	900	900	0.2%
	Arcade Area	1	30	50	1,500	1,500	0.4%
	Redemption Counter	1	20	20	400	400	0.1%
	Redemption Storage	1	20	10	200	200	0.1%
	Clip N' Climb	1	100	50	5,000	5,000	1.3%
	Telescopic Bleacher System: 1500 Seats Each (Closed)	3	114	6	684	2,052	1.5%
	Catering Kitcher	1	50	50	2,500	2,500	1.9%
	FFE Storage Area	1	100	50	5,000	5,000	3.7%
	Air Wall Storage Area	1	12	6	72	72	0.1%
	Multi-purpose Rooms (2nd floor)	4	60	25	1,500	6,000	4.5%
	Mezzanine (2nd floor)	1	428	10	4,280	4,280	3.2%
	Meeting/Conference Space	1	100	100	10,000	10,000	7.5%
	Office Space	1	40	40	1,600	1,600	1.2%
	Required SF for Products and Services					133,989	100.0%
	Mechanical, Electrical, Storage, etc.				10% of P&S SF	13,399	
	Common Area, Circulation, etc.				20% of P&S SF	26,798	
	Estimated Building Size					**174,186**	
	Estimated Building Footprint					**163,906**	
	Total Building Acreage					**3.76**	

Pro-Forma

"Here to Help"

Parking, Setbacks, and Common Areas

Space	Outdoor Programming Product/Service	Count	Dimensions L (')	Dimensions W (')	Approx. SF each	Total SF	% of Footprint
Parking	Parking Spaces	697	20	20	400	278,697	71.1%
Set-backs	Setbacks, green space, etc.	25% of IAF and Parking				113,221	28.9%
	Estimated Outdoor Footprint					*391,918*	*100%*
	Total Outdoor Acreage					9.00	
	Total Complex SF					555,824	
	Total Complex Acreage					12.76	

Revenue Years 1-5

"Here to Help"

Total Facility Revenue & Expenses- OPS LLC

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
In-House Basketball Tournaments	$18,480	$67,648	$123,616	$227,552	$287,880
In-House Volleyball Tournaments	$32,352	$113,664	$199,344	$286,656	$261,144
Outsourced Basketball Tournaments	$55,656	$93,564	$124,236	$134,766	$172,301
Outsourced Volleyball Tournaments	$28,740	$75,000	$118,740	$118,740	$170,919
Outsourced Cheer and Dance Events	$108,250	$109,750	$153,075	$169,275	$195,270
Outsourced "Other Events"	$18,840	$40,104	$42,554	$65,068	$67,103
Convenience Fee	$53,637	$129,038	$182,592	$239,931	$279,291
Secondary Rev. Areas	$110,000	$140,000	$200,000	$275,000	$350,000
Concessions	$207,120	$395,580	$544,740	$687,480	$788,040
Retail	$18,208	$38,184	$50,088	$64,048	$71,472
Parking	$120,198	$221,677	$301,769	$376,475	$431,599
Play Climb	$144,155	$165,778	$200,592	$210,621	$232,210
Adventure Area and FEC	$104,691	$115,160	$133,010	$139,660	$146,643
Corportate Group and Entertainment Events	$606,200	$757,750	$938,355	$1,032,191	$1,173,463
Court Rental	$20,025	$22,028	$24,285	$24,285	$25,500
Total Revenue	**$1,646,552**	**$2,484,924**	**$3,336,996**	**$4,051,748**	**$4,652,834**

PLAN FUND OPEN MANAGE

Revenue Years 6-10

"Here to Help"

Total Facility Revenue & Expenses- OPS LLC

(Years 6-10 Based on Escalation Formula, Not Itemized)

Revenue	Year 6	Year 7	Year 8	Year 9	Year 10
In-House Basketball Tournaments	$302,274	$317,388	$333,257	$349,920	$367,416
In-House Volleyball Tournaments	$274,201	$287,911	$302,307	$317,422	$333,293
Outsourced Basketball Tournaments	$180,916	$189,961	$199,459	$209,432	$219,904
Outsourced Volleyball Tournaments	$179,465	$188,438	$197,860	$207,753	$218,141
Outsourced Cheer and Dance Events	$205,034	$215,285	$226,049	$237,352	$249,220
Outsourced "Other Events"	$70,458	$73,981	$77,680	$81,564	$85,642
Convenience Fee	$293,256	$307,919	$323,315	$339,480	$356,455
Secondary Rev. Areas	$367,500	$385,875	$405,169	$425,427	$446,699
Concessions	$827,442	$868,814	$912,255	$957,868	$1,005,761
Retail	$75,046	$78,798	$82,738	$86,875	$91,218
Parking	$453,179	$475,838	$499,630	$524,611	$550,842
Play Climb	$243,821	$256,012	$268,812	$282,253	$296,365
Adventure Area and FEC	$153,976	$161,674	$169,758	$178,246	$187,158
Corportate Group and Entertainment Events	$1,232,136	$1,293,743	$1,358,430	$1,426,351	$1,497,669
Court Rental	$26,775	$28,113	$29,519	$30,995	$32,545
Total Revenue	**$4,885,476**	**$5,129,750**	**$5,386,237**	**$5,655,549**	**$5,938,327**

PLAN FUND OPEN MANAGE

Expenses Years 1-5

"Here to Help"

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
In-House Basketball Tournaments	$14,263	$51,448	$85,945	$131,420	$151,333
In-House Volleyball Tournaments	$10,432	$36,550	$70,861	$98,119	$88,987
Outsourced Basketball Tournaments	$2,783	$4,678	$6,212	$6,738	$8,615
Outsourced Volleyball Tournaments	$1,437	$3,750	$5,937	$5,937	$8,546
Outsourced Cheer and Dance Events	$942	$2,005	$2,128	$3,253	$3,355
Outsourced "Other Events'	$5,413	$5,488	$7,654	$8,464	$9,764
Convenience Fee	$0	$0	$0	$0	$0
Secondary Rev. Areas	$11,000	$14,000	$20,000	$27,500	$35,000
Concessions	$134,628	$257,127	$354,081	$446,862	$512,226
Retail	$12,746	$26,729	$35,062	$44,834	$50,030
Parking	$36,973	$66,646	$90,775	$112,026	$127,373
Play Climb	$70,636	$74,600	$90,266	$94,780	$104,495
Adventure Area and FEC	$66,437	$73,081	$84,408	$88,629	$93,060
Corportate Group and Entertainment Events	$441,479	$533,513	$630,230	$686,751	$766,844
Court Rental	$1,001	$1,101	$1,214	$1,214	$1,275
Total Cost of Goods Sold	**$810,169**	**$1,150,716**	**$1,484,773**	**$1,756,526**	**$1,960,903**
Gross Margin	**$836,383**	**$1,334,208**	**$1,852,223**	**$2,295,222**	**$2,691,932**
% of Revenue	*51%*	*54%*	*56%*	*57%*	*58%*

Expenses Years 6-10

"Here to Help"

Expenses	Year 6	Year 7	Year 8	Year 9	Year 10
In-House Basketball Tournaments	$158,900	$166,845	$175,187	$183,946	$193,144
In-House Volleyball Tournaments	$93,436	$98,108	$103,014	$108,164	$113,572
Outsourced Basketball Tournaments	$9,046	$9,498	$9,973	$10,472	$10,995
Outsourced Volleyball Tournaments	$8,973	$9,422	$9,893	$10,388	$10,907
Outsourced Cheer and Dance Events	$3,523	$3,699	$3,884	$4,078	$4,282
Outsourced "Other Events"	$10,252	$10,764	$11,302	$11,868	$12,461
Convenience Fee	$0	$0	$0	$0	$0
Secondary Rev. Areas	$36,750	$38,588	$40,517	$42,543	$44,670
Concessions	$537,837	$564,729	$592,966	$622,614	$653,745
Retail	$52,532	$55,159	$57,916	$60,812	$63,853
Parking	$133,742	$140,429	$147,450	$154,823	$162,564
Play Climb	$109,719	$115,205	$120,966	$127,014	$133,364
Adventure Area and FEC	$97,713	$102,599	$107,729	$113,115	$118,771
Corporate Group and Entertainment Events	$805,186	$845,445	$887,717	$932,103	$978,708
Court Rental	$1,339	$1,406	$1,476	$1,550	$1,627
Total Cost of Goods Sold	**$2,058,948**	**$2,161,895**	**$2,269,990**	**$2,383,489**	**$2,502,664**
Gross Margin	**$2,826,528**	**$2,967,855**	**$3,116,247**	**$3,272,060**	**$3,435,663**
% of Revenue	*58%*	*58%*	*58%*	*58%*	*58%*

PLAN FUND OPEN MANAGE

Pro-Forma

"Here to Help"

	Year 1	Year 2	Year 3	Year 4	Year 5
Facility Expenses	$519,557	$572,166	$601,402	$632,203	$664,653
Operating Expense	$433,531	$678,825	$707,225	$757,119	$789,989
Management Payroll	$595,000	$606,900	$619,038	$631,419	$644,047
Payroll Taxes/Benefits/Bonus	$130,458	$159,133	$189,336	$213,687	$234,225
Total Operating Expenses	**$1,708,546**	**$2,017,024**	**$2,117,001**	**$2,234,427**	**$2,332,915**
EBITDA	**($872,163)**	**($682,815)**	**($264,778)**	**$60,795**	**$359,017**
% of Revenue	*-53%*	*-27%*	*-8%*	*2%*	*8%*
Economic Impact	**$4,229,144**	**$9,601,156**	**$13,629,098**	**$18,519,175**	**$23,886,022**

PLAN FUND OPEN MANAGE

Pro-Forma

"Here to Help"

	Year 6	Year 7	Year 8	Year 9	Year 10
Facility Expenses	$697,886	$732,780	$769,419	$807,890	$848,284
Operating Expense	$829,489	$870,963	$914,511	$960,237	$1,008,249
Management Payroll	$676,249	$710,062	$745,565	$782,843	$821,985
Payroll Taxes/Benefits/Bonus	$245,936	$258,233	$271,145	$284,702	$298,937
Total Operating Expenses	**$2,449,560**	**$2,572,038**	**$2,700,640**	**$2,835,672**	**$2,977,456**
EBITDA	**$376,968**	**$395,816**	**$415,607**	**$436,388**	**$458,207**
% of Revenue	8%	8%	8%	8%	8%
Economic Impact	**$29,618,667**	**$35,246,214**	**$40,180,684**	**$43,796,946**	**$45,548,823**

Q&A