



**COLLINSVILLE SPORTS COMPLEX** | SPORTS, FITNESS & RECREATION  
CITY OF COLLINSVILLE, ILLINOIS

**THE SPORTS FACILITIES COMPANIES**





SPORTS COMPLEX

# AGENDA:

- Introductions
- About SFC: Overview, Process, & Experience
- The Collinsville Sports Complex
- Partnerships and Funding Discussions





# EXECUTIVE SUMMARY

Based on the work completed, SFA believes that there is an opportunity for the City of Collinsville to meet the goals of the Project by developing facility assets that will:

- Improve the quality of life and sense of place for Collinsville residents through access to amenities and programming.
- Create a driver of economic impact that supports local businesses by generating consumer spending and room nights from non-local visitors.

## Project Goals (continued):

- Create a best-in-market asset that features diverse, multi-generational, and flexible programming capabilities such as sports, community, civic, school activities, etc. that serves the community and a wide variety of potential partners and stakeholders, while maintaining the flexibility to adapt to future programs.
- Leverage revenue generating opportunities, strategic partnerships, corporate sponsorships, and other development opportunities to limit ongoing operational subsidy.





SPORTS COMPLEX

# PRIME LOCATION

Collinsville is a suburb of St. Louis located in Madison County. Just ten interstate miles from St. Louis, Collinsville provides residents with a charming small town atmosphere and excellent accessibility to a wide array of cultural and entertainment activities.

Five interstate highways surround the City making Collinsville easily accessible to other communities in the region.



MARKET OPPORTUNITY REPORT

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA



# KEY DEMOGRAPHICS

## ■ POPULATION

POPULATION SIZE IS A POSITIVE FACTOR RELATED TO THE VIABILITY OF LOCAL PROGRAMMING.

## ■ growth

POPULATION GROWTH COULD BE A CHALLENGING FACTOR BASED ON THE GROWTH EXPECTED IN THE IMMEDIATE AREA IN THE NEXT 5 YEARS.

## ■ age

AGE IS A POSITIVE FACTOR BASED ON THE MEDIAN AGE IN THE LOCAL MARKET.

## ■ Household income

HOUSEHOLD INCOME LEVELS ARE ABOVE THE NATIONAL AVERAGE AFTER ADJUSTING FOR COST OF LIVING, WHICH IS A POSITIVE FACTOR.

## ■ Recreation fees

THERE IS GOOD RECREATIONAL LESSON SPENDING RELATIVE TO HOUSEHOLD INCOME, WHICH IS A POSITIVE FACTOR.

Category	10 minutes	15 minutes	30 minutes	60 minutes	90 minutes	240 minutes
Population	35,696	122,405	1,158,514	2,627,147	3,362,146	14,048,893
Population Trend – Next 5 Years	-2.50%	-1.60%	-1.75%	-0.55%	-0.45%	-1.75%
Median Age (U.S. Median: 38.5)	39.6	39.3	38.4	40.0	40.2	39.4
Median HH Income (U.S. Median: \$67,521)	\$63,628	\$61,524	\$58,649	\$74,012	\$70,573	\$62,792
Median HH Income % Above/Below Adjusted Cost of Living (Index: 84)	+12.18%	+8.47%	+3.41%			
Spending Rec. Lessons (U.S Avg.: \$143)	\$123.67	\$122.66	\$121.78	\$152.71	\$142.45	\$120.80



# PARTICIPATION rates

Potential Participants by Traditional Sport (Sample)

Sport	Core Participation	Participants (10 Minutes)	Participants (15 Minutes)	Participants (30 Minutes)	Participants (60 Minutes)	Participants (90 Minutes)	Participants (240 Minutes)
Basketball	6.91%	2,467	8,460	80,074	181,582	232,383	971,025
Volleyball	2.50%	893	3,061	28,975	65,706	84,089	351,368
Martial Arts	1.13%	402	1,378	13,044	29,579	37,854	158,175
Gymnastics	1.04%	371	1,272	12,037	27,297	34,934	145,972
Pickleball	0.84%	299	1,024	9,690	21,973	28,121	117,503
Wrestling	0.81%	289	990	9,367	21,242	27,185	113,596
Cheerleading	0.75%	269	922	8,722	19,779	25,313	105,771
Futsal	0.69%	245	840	7,949	18,027	23,070	96,400



Source: SFA, National Sporting Goods Association, Sports & Fitness Industry Association

## CORE COURT PARTICIPANT HIGHLIGHTS

89,784

LOCAL PARTICIPANTS  
(WITHIN 30 MIN)

203,603

REGIONAL PARTICIPANTS  
(WITHIN 60 MIN)

OF ALL OF COURT-BASED CORE PARTICIPANTS WITHIN THE REGION WILL BE SERVED BY THE NEW COLLINSVILLE SPORTS COMPLEX



# THE COMPETITION

Indoor Court Facilities	Drive time (minutes)
Collinsville Maryville Troy YMCA	11
Cherokee Center	19
Downtown Belleville YMCA - Kern Center	20
Dunn-Marquette Center - St. Louis City	22
Edwardsville YMCA Niebur Center	22
Winston Brown Recreation Complex	22
Emerson YMCA	25
Mid County YMCA	26
Family Sportsplex - Belleville Sportsplex	26
Center of Clayton	27
Shrewsbury Recreational Center	27

Fitness-YMCA Facilities	Drive time (minutes)
Leisure World Health Club	2
Club Fitness - Collinsville	6
Infuzion Fitness	8
Collinsville Maryville Troy YMCA	9
Maryville Fitness Personal Training	11
American Fitness	11
Focus Fitness Gym and Personal Training	12
CrossFit Ten Twenty	14
I-Koach Fitness	14
Catalyst Fitness Labs	14
Fast Fitness Boot Camp	16

Esports Facilities	Drive time (minutes)
Local Host Esports	33

## EXISTING SERVICE PROVIDERS

Sample of Regional Indoor Court Facilities		
Facility	City	Amenities
Center St. Louis	St. Louis, MO	6 BB Courts/8 VB Courts
Lamborghini Gold Coast - Athletic Centre	St. Charles, MO	4 BB Courts/8 VB Courts, and 3 Futsal Courts
Farminaton Civic Center	Farminaton, MO	3 BB Courts
Cape Girardeau SportsPlex	Cape Girardeau, MO	121,000sf Indoor Facility, 2 Indoor Turf Fields, 6 High School BB Courts/12VB Courts

NOTE: The distances are from the location used in the assessment and that the facility's actual location will determine the impact of competition on the opportunity.



NOTE: The study identified more than 105 local and regional existing service providers, though not all will be direct competitors. This data was used to identify the needs, opportunities, and challenges in the market related to competition; the recommendations and projections were developed with a full analysis of the existing service providers and their impact on the opportunity for the Collinsville Sports Complex to be successful.





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COLLINSVILLE SPORTS PARK

# OUTDOOR ATHLETIC FACILITIES





### KEY FACILITY FEATURES

- TOTAL SITE ACREAGE: 56.80 ACRES
- SITE DEVELOPMENT: 35.67 ACRES
- PARKING: 900 SPOTS

### BASEBALL/SOFTBALL

- (10) 300' BASEBALL & SOFTBALL FIELDS WITH DUGOUTS, WARM-UP AND VIEWING AREAS
- (10) MULTI-PURPOSE FIELDS (OVER 300' BB/SB FIELD AREA)

### OUTDOOR PLAYGROUND

- INCLUSIVE PLAYGROUND
- SHADED STRUCTURE
- PEDESTRIAN PATHS

### SUPPORT BUILDINGS

- 1 PRIMARY SUPPORT BUILDING
- 2 SECONDARY SUPPORT BUILDINGS
- TICKETING BUILDING
- MAINTENANCE AND STORAGE BUILDINGS



## KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- **\$38.3** MILLION IN DEVELOPMENT COSTS (62 ACRES)
- **223,925 VISITORS** ANNUALLY (AT STABILIZATION)
- **\$1.1 MILLION** IN TOP LINE REVENUE AT MATURITY



SPORTS COMPLEX

A best-in-class Sports, Fitness & Recreation Complex anchored by indoor and outdoor sports assets. The facility has been right-sized for the market and is supported by the Sports Facilities Companies (SFC) and the SFM Network, which represent the leading sports tourism and community based sports venues in America.

### KEY FACTORS

#### INFLUENCING PERFORMANCE

<b>SFM Network</b>	Exclusive Rights & Resources to the leading sports tourism and community based sports destinations in the country. Including talent, analytics, key performance indicators, benchmarking, best practices, and access to event owners and operators.
<b>Multiple Revenue Sources</b>	Next generation best-in-class youth and amateur sports experience for families and athletes of all ages. High quality program driven design, focused on multiple revenue sources including indoor basketball and volleyball court programming, membership fitness, family entertainment, food & beverage, medical tenant lease space, sponsorships, and special events.
<b>Medical</b>	Tenant Lease Space is available for a variety of Medical Sector Partners.
<b>The Customer Experience</b>	Youth sports continues to be recognized as a reliable recession resistant driver of traffic. This venue will deliver a unique multi-generational experience for athletes and families, ranging from indoor court programming and multi-purpose turf to special events along with on-site family entertainment and food and beverage options.
<b>Site Location</b>	City of Collinsville, Illinois
<b>Value</b>	The facility will provide the flexibility of hosting both sports as well as special events with pricing varying by season. Pricing will be competitive when compared to other youth sports, fitness and recreation venues in the area.

#### SUMMARY COMMENTS





## OUTDOOR BASEBALL/SOFTBALL FIELDS

300' BASEBALL AND SOFTBALL FIELDS

### SIZE

13.6 ACRES

### LOCATION

OUTDOOR FIELD COMPLEX

### FACILITY COMPARABLES

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

Featuring tournament quality outdoor regulation Baseball/Softball fields, the facility will feature ten (10) 300'-foot synthetic turf diamonds along with ten (10) multi-purpose fields (over the 300' baseball/softball field area).

The complex will also feature an outdoor playground with shade structures along with several support buildings that will elevate the customer experience, providing convenient access to entertainment as well as food & beverage operations and other tournament and event amenities.







SPORTS COMPLEX

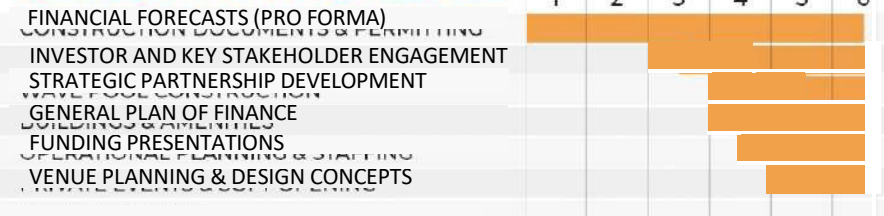
VISITATION & ECONOMIC IMPACT

- 23,345 HOTEL ROOM NIGHTS ANNUALLY
- 77,805 NON-LOCAL VISITORS ANNUALLY
- \$11 MILLION DIRECT SPENDING ANNUALLY
- 14.3 FULL TIME JOBS CREATED ANNUALLY
- \$1.2 MILLION NEW ANNUAL TAX REVENUE

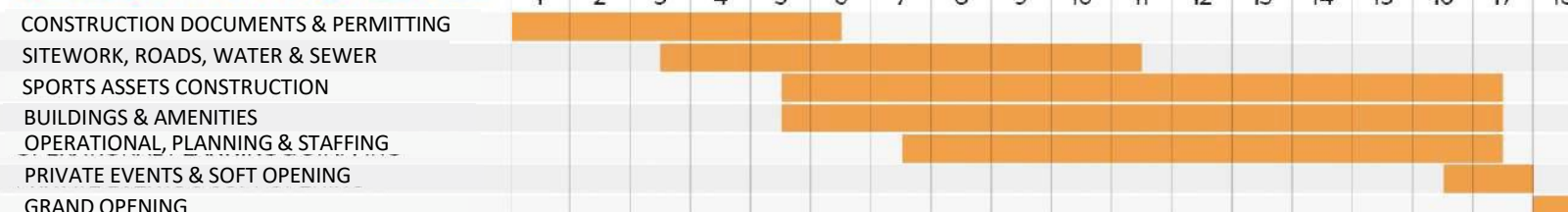
**THE** SPORTS FACILITIES  
**ADVISORY**

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**PRE-DEVELOPMENT SCHEDULE**



**DEVELOPMENT SCHEDULE**



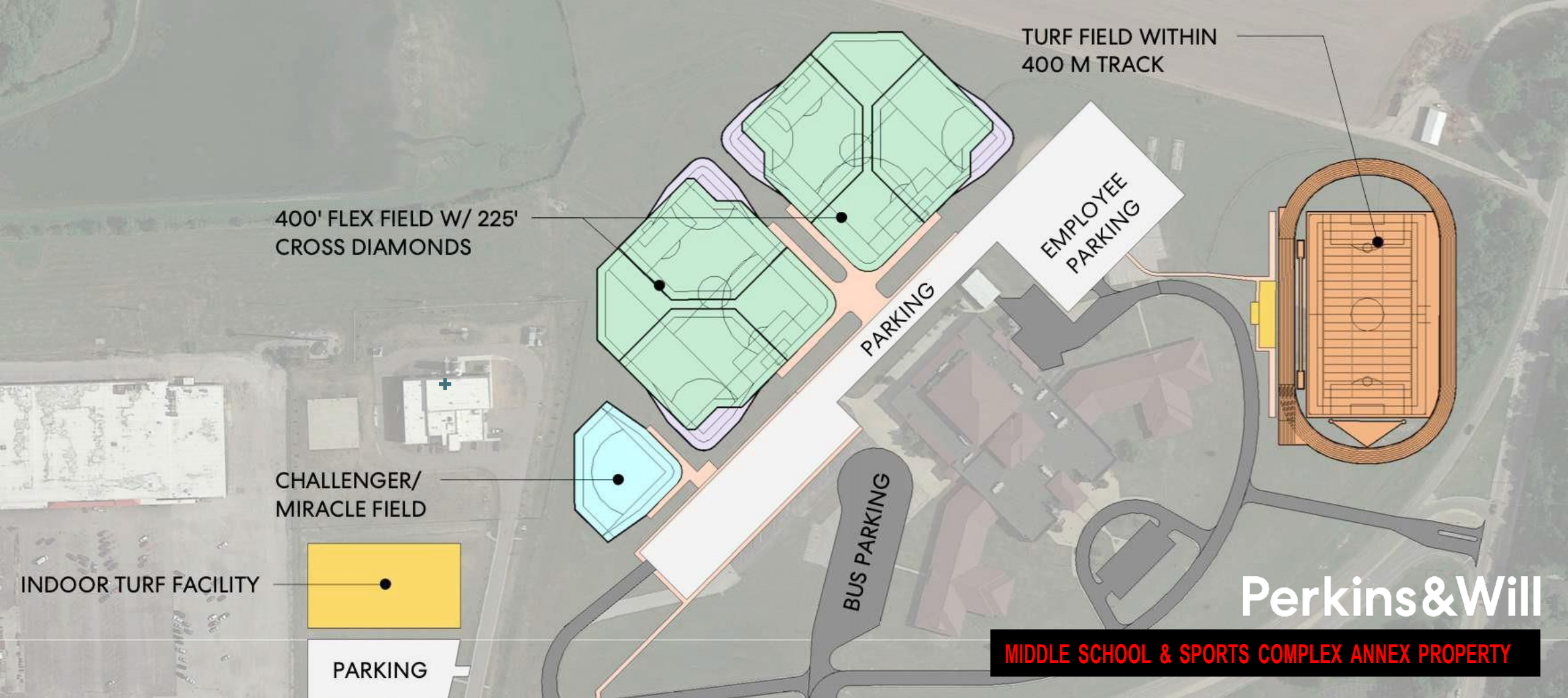
18 MONTH TIMEFRAME



MIDDLE SCHOOL & SPORTS COMPLEX ANNEX

# INDOOR SPORTS ANNEX + OUTDOOR ATHLETIC FACILITIES





### KEY FACILITY FEATURES

- TOTAL SITE ACREAGE: 22.94 ACRES
- SITE DEVELOPMENT: 11.66 ACRES
- PARKING: 545 SPOTS

### INDOOR TURF FACILITY

- 1 MULTI-PURPOSE TURF AREA
- 3 SMALL-SIDED FIELDS\*
- 1 BASEBALL/SOFTBALL INFIELD\*
- 4 BATTING CAGES/PITCHING TUNNELS\*
- \*ALL OVER TURF AREA

### MULTI-PURPOSE FIELDS

- 2 MULTI-PURPOSE SYNTHETIC TURF FLEX FIELDS
- 4 BASEBALL/SOFTBALL YOUTH FIELDS (OVER FLEX FIELDS)
- LITTLE LEAGUE CHALLENGER FIELD

### 400M TRACK FACILITY

- 1 MULTI-PURPOSE TURF FIELD
- 1 400M TRACK FACILITY
- 1 SECONDARY SUPPORT BUILDING



## KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- **\$22.9** MILLION IN DEVELOPMENT COSTS:  
(HARD STRUCTURE MULTI-PURPOSE INDOOR FIELD), OR
- **\$16.4** MILLION IN DEVELOPMENT COSTS:  
(DOME STRUCTURE OVER INDOOR SYNTHETIC FIELD)
- **123,991 VISITORS** ANNUALLY (AT STABILIZATION)
- **\$826,686** IN TOP LINE REVENUE AT MATURITY



SPORTS COMPLEX

A best-in-class Sports, Fitness & Recreation Complex anchored by indoor and outdoor sports assets. The facility has been right-sized for the market and is supported by the Sports Facilities Companies (SFC) and the SFM Network, which represent the leading sports tourism and community based sports venues in America.

### KEY FACTORS

#### INFLUENCING PERFORMANCE

<b>SFM Network</b>	Exclusive Rights & Resources to the leading sports tourism and community based sports destinations in the country. Including talent, analytics, key performance indicators, benchmarking, best practices, and access to event owners and operators.
<b>Multiple Revenue Sources</b>	Next generation best-in-class youth and amateur sports experience for families and athletes of all ages. High quality program driven design, focused on multiple revenue sources including indoor basketball and volleyball court programming, membership fitness, family entertainment, food & beverage, medical tenant lease space, sponsorships, and special events.
<b>Medical</b>	Tenant Lease Space is available for a variety of Medical Sector Partners.
<b>The Customer Experience</b>	Youth sports continues to be recognized as a reliable recession resistant driver of traffic. This venue will deliver a unique multi-generational experience for athletes and families, ranging from indoor court programming and multi-purpose turf to special events along with on-site family entertainment and food and beverage options.
<b>Site Location</b>	City of Collinsville, Illinois
<b>Value</b>	The facility will provide the flexibility of hosting both sports as well as special events with pricing varying by season. Pricing will be competitive when compared to other youth sports, fitness and recreation venues in the area.

#### SUMMARY COMMENTS





## INDOOR SYNTHETIC TURF FIELD

1 MULTI-PURPOSE INDOOR FIELD

### SIZE

32,625 SF

### LOCATION

INDOOR FIELDHOUSE

### FACILITY COMPARABLES

- BO JACKSON ELITE SPORTS, OH
- BO JACKSON ELITE SPORTS, IL
- IRON PEAK, NJ

The facility will feature a 32,625 indoor turf field that will have the flexibility to accommodate a wide variety of training and competitions for soccer, lacrosse, baseball, football, and other multi-purpose field sports.

The field will play host to a variety of clinics, camps, leagues and tournaments as well as other community-based events and programming.







## OUTDOOR MULTI-PURPOSE FIELDS

MULTI-PURPOSE FIELDS + BASEBALL/SOFTBALL YOUTH FIELDS

### SIZE

10.3 ACRES

### LOCATION

OUTDOOR FIELD COMPLEX

### FACILITY COMPARABLES

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

The outdoor facility features two (2) multi-purpose synthetic turf fields that can be used for a variety of turf based sports along with four (4) baseball and/or softball youth fields (over the multi-purpose flex fields).

There is also a Little League challenger field that can host a variety of specialty baseball and softball experiences for some of the games youngest players and their families.







## OUTDOOR TRACK WITH TURF FIELD

400M TRACK WITH MULTI-PURPOSE SYNTHETIC TURF FIELD

### SIZE

10.3 ACRES

### LOCATION

OUTDOOR FIELD COMPLEX

### FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- PANAMA CITY BEACH, FL
- ROCKY TOP SPORTS WORLD, TN

The complex will also feature a 400m track for dedicated track and field events along with a multi-purpose synthetic turf field which will have the flexibility to host a variety of turf-based sports and events including but not limited to; soccer, football, lacrosse, field hockey, and other multi-purpose field sports from around the region.



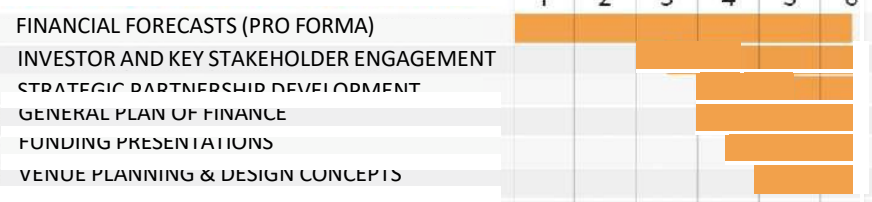




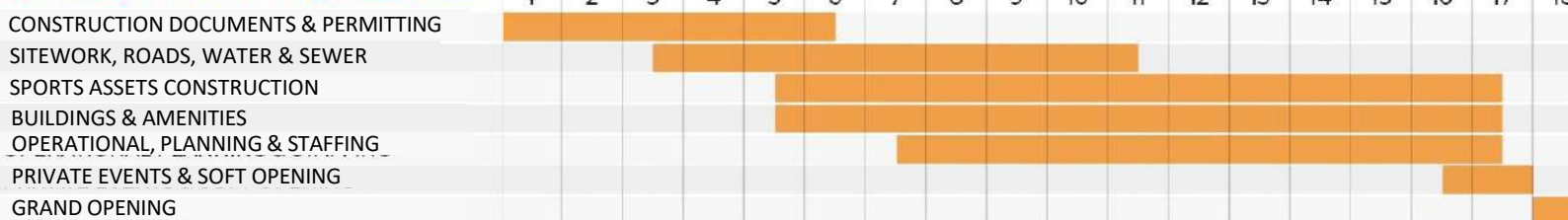
VISITATION & ECONOMIC IMPACT

- 4,585 HOTEL ROOM NIGHTS ANNUALLY
- 15,238 NON-LOCAL VISITORS ANNUALLY
- \$2.1 MILLION DIRECT SPENDING ANNUALLY
- 6.7 FULL TIME JOBS CREATED ANNUALLY
- \$241,409 NEW ANNUAL TAX REVENUE

PRE-DEVELOPMENT SCHEDULE



DEVELOPMENT SCHEDULE



18 MONTH TIMEFRAME





SPORTS COMPLEX



**THE** SPORTS FACILITIES  
**COMPANIES**





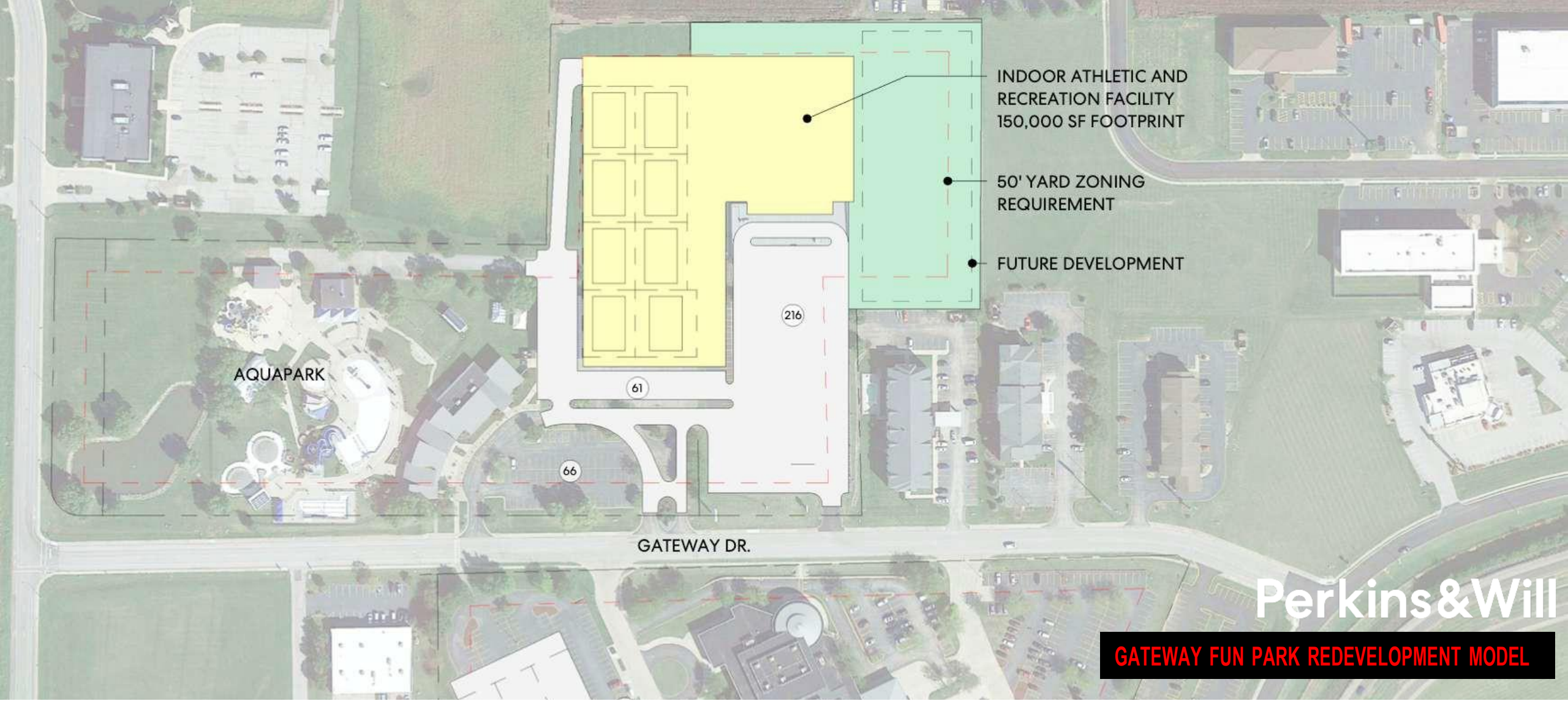
SPORTS COMPLEX

+ GATEWAY FUN PARK REDEVELOPMENT

# INDOOR ATHLETIC FACILITY







AQUAPARK

GATEWAY DR.

INDOOR ATHLETIC AND RECREATION FACILITY  
150,000 SF FOOTPRINT

50' YARD ZONING REQUIREMENT

FUTURE DEVELOPMENT

Perkins & Will

**GATEWAY FUN PARK REDEVELOPMENT MODEL**



**INDOOR FACILITY FEATURES**

- § TOTAL SITE ACREAGE: 11.6 ACRES
- § INDOOR FACILITY: 166,050 SF
- § FITNESS CENTER: 17,330 SF
- § ENTERTAINMENT: 13,700 SF
- § PARKING: 664 SPOTS

**INDOOR COURTS**

- § 7 BASKETBALL COURTS
- § 16 VOLLEYBALL COURTS
- § 1 CHAMPIONSHIP COURT
- § MAIN ENTRY LOBBY AREA
- § CAFÉ SEATING AREA

**FITNESS CENTER**

- § MEMBERSHIP BASED
- § FITNESS CENTER
- § GROUP FITNESS
- § LOCKER ROOMS

**ENTERTAINMENT**

- § LAZER TAG/ARCADE
- § REDEMPTION STORE
- § VIRTUAL REALITY
- § PLAY CLIMB
- § E-SPORTS TERMINAL

**MEDICAL TENANT LEASE**

- § PHYSICAL THERAPY
- § SPORTS MEDICINE
- § ORTHOPEDICS
- § SPORTS PERFORMANCE
- § OTHER





## KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- **\$54.8** MILLION IN DEVELOPMENT COSTS (13.2 ACRES)
- **365,846 VISITORS** ANNUALLY (AT STABILIZATION)
- **\$3.2 MILLION** IN TOP LINE REVENUE AT MATURITY



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### KEY FACTORS

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<b>Medical</b>	Tenant Lease Space is available for a variety of Medical Sector Partners.
<b>The Customer Experience</b>	Youth sports continues to be recognized as a reliable recession resistant driver of traffic. This venue will deliver a unique multi-generational experience for athletes and families, ranging from indoor court programming and multi-purpose turf to special events along with on-site family entertainment and food and beverage options.
<b>Site Location</b>	City of Collinsville, Illinois
<b>Value</b>	The facility will provide the flexibility of hosting both sports as well as special events with pricing varying by season. Pricing will be competitive when compared to other youth sports, fitness and recreation venues in the area.

#### SUMMARY COMMENTS





## INDOOR BASKETBALL/VOLLEYBALL COURTS

8 BASKETBALL/16 VOLLEYBALL COURTS

### SIZE

77,920 SF

### LOCATION

INDOOR FIELDHOUSE

### FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR SPORTS PARK, OH
- MYRTLE BEACH, SC
- ROCKY MOUNT EVENT CENTER, SC
- ROCKY TOP SPORTS, TN

Featuring an Indoor Hardwood Court Area with approximately 77,920 square feet of indoor court space, the Indoor Athletic Facility has the ability to host a wide variety of indoor court sports, including; basketball, volleyball, futsal, pickleball, and other indoor court based sports and special events.

The indoor court space can accommodate eight full-size high school regulation courts and sixteen full-size volleyball and pickleball courts (over the basketball courts).

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







## FAMILY ENTERTAINMENT CENTER

VIDEO REDEMPTION, ARCADE + E-SPORTS GAMING CENTER

### SIZE

13,700 SF

### LOCATION

INDOOR FIELDHOUSE

### FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR SPORTS PARK, OH
- BLUHWALK SPORTS PARK, KS
- ROCKY MOUNT EVENT CENTER

When it comes to elevating the customer experience, family entertainment centers are the perfect complement to the traditional sports tournament and event environment, providing a variety of experiences for everyone.

Complimented by food and beverage options, family entertainment and adventure centers generate some of the highest revenues per square foot, increasing both customer dwell times as well as retention rates.

There are a wide range of experiences designed to get consumers off the couch, creating powerful emotions and memories that feature immersive attractions, ranging from the latest video arcade games to virtual reality, redemption prize games, e-sports gaming and more.







## MEMBERSHIP FITNESS CENTER

MEMBERSHIP BASED FITNESS CLUB

### SIZE

17,330 SF

### LOCATION

INDOOR FIELDHOUSE

### SFM FACILITY COMPARABLES

- ROCKY MOUNT EVENT CENTER
- CEDAR SPORTS PARK, OH
- BLUHAWK SPORTS PARK, KS
- MYRTLE BEACH, SC

Featuring the latest cardio equipment, strength training, group fitness as well as individualized personal training and all of the amenities you'd expect to find at a top quality health club, the membership-based fitness center will offer annual memberships, summer and/or short term memberships along with daily passes for players, parents and spectators who want to experience a top notch fitness facility.

The club will offer a high energy, exciting environment that will feature the latest in equipment and technology, offering personalized training programs, group fitness experiences and a variety of class times for members of all ages and fitness levels.







## MEDICAL TENANT LEASE SPACE

PHYSICAL THERAPY, ORTHOPEDIC AND SPORTS MEDICINE OPTIONS

### SIZE

10,000 SF

### LOCATION

INDOOR FIELDHOUSE

### SFM FACILITY COMPARABLES

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

There is more than 10,000 SF of on-site Medical Tenant Lease Space for medical practices like Sports Medicine and Physical Therapy.

This non-clinical environment will help medical sector partners tap into both direct and downstream revenues, as well as build brand equity and drive preference within the marketplace.

A broader medical sector partnership opportunity centers around the complex's ability to provide access to a multi-generational audience of young athletes and families.

A community-facing venue that can be leveraged as a multi-faceted platform for accomplishing a number of strategic business objectives.







**GATEWAY FUN PARK**



**SPORTS COMPLEX**

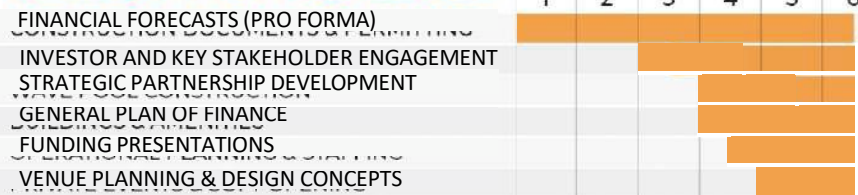
**VISITATION & ECONOMIC IMPACT**

- **20,309** HOTEL ROOM NIGHTS ANNUALLY
- **68,520** NON-LOCAL VISITORS ANNUALLY
- **\$9.7 MILLION** DIRECT SPENDING ANNUALLY
- **38.1** FULL TIME JOBS CREATED ANNUALLY
- **\$1.1 MILLION** NEW ANNUAL TAX REVENUE

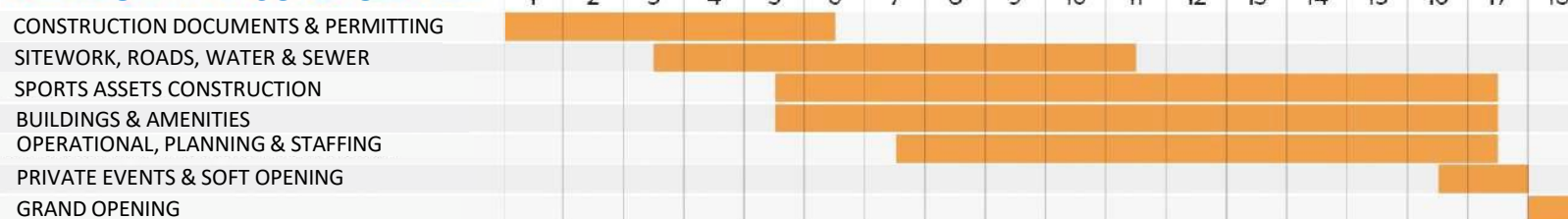
**SPORTS FACILITIES  
ADVISORY**

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**PRE-DEVELOPMENT SCHEDULE**



**DEVELOPMENT SCHEDULE**



18 MONTH TIMEFRAME



## CURRENT PHASE OF THE PROJECT:

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1. WE ARE BUILDING GENERAL SUPPORT AND AWARENESS FOR THE PROJECT.
2. TRANSITIONING THE PROJECT FROM FEASIBILITY TO THE FUNDING, FINANCE AND STRATEGIC PARTNERSHIP DEVELOPMENT PHASE.
3. COLLABORATING WITH INTERESTED PUBLIC AND PRIVATE PARTNERS ON WAYS IN WHICH THEY CAN FINANCIALLY AND/OR MATERIALLY IMPACT THE PROJECT.
4. ESTABLISHING AN OPEN LINE OF COMMUNICATION WITH INTERESTED INVESTORS, USER GROUPS & OTHER PARTNERS.





# SUPPORTING INFORMATION



# TRACKING THE EXPLOSIVE GROWTH IN YOUTH SPORTS

## INDUSTRY OVERVIEW

**\$45.1  
BILLION**

BILLION IN SPENDING IN THE UNITED STATES IN 2019. AN INCREASE OF OVER

**5%**

FROM THE PREVIOUS YEAR  
IN ADDITION THAT SPENDING IS ESTIMATED TO HAVE GENERATED

**\$103  
BILLION**

IN DIRECT, INDIRECT AND INDUCED BUSINESS SALES

AND GENERATED MORE THAN  
**69 MILLION**  
HOTEL ROOM NIGHTS

**SPORTS FACILITIES  
COMPANIES**

YOUTH SPORTS CONTINUES TO BE A RELIABLE, RECESSION RESISTANT DRIVER OF TRAFFIC. THE YOUTH AND AMATEUR SPORTS TOURISM INDUSTRY **IS NOW BIGGER THAN THE NFL** AND IS FORECASTED TO GROW BY 5-7% PER YEAR ANNUALLY.

\*SOURCE: SPORTS ETA, LONGWOODS INTERNATIONAL, US TRAVEL ASSOCIATION, TOURISM ECONOMICS





SPORTS FACILITIES ADVISORY  
WAS FOUNDED IN 2003

# SF THE SPORTS FACILITIES COMPANIES

— OUR MISSION —  
**IMPROVE THE**  
HEALTH & ECONOMIC  
VITALITY OF THE  
COMMUNITIES  

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**WE SERVE**

**\$15 Billion**  
IN PLANNED & FUNDED FACILITIES

**3000** COMMUNITIES  
SERVED

**30 Million**  
VISITS AT SFM FACILITIES

- 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](http://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

**SFNETWORK**

[WWW.THESFNETWORK.COM](http://WWW.THESFNETWORK.COM)

1 HILLSBOROUGH, NJ	IRON PEAK SPORTS & EVENTS	17 OLDSMAR, FL	EMPOWER ADVENTURES
2 ROCKY MOUNT, NC	ROCKY MOUNT EVENT CENTER	18 BRANSON, MO	BALLPARKS OF AMERICA
3 MYRTLE BEACH, SC	MYRTLE BEACH SPORTS CENTER	19 MORRISTOWN, TN	MORRISTOWN LANDING
4 HARRISONBURG, VA	HORIZONS EDGE SPORTS CAMPUS	20 OVERLAND PARK, KS	BLUHAWK MULTI-SPORT
5 BRIDGEPORT, WV	THE BRIDGE SPORTS COMPLEX	21 KINGSPORT, TN	TNT SPORTSPLEX
6 WHEELING, WV	THE HIGHLANDS SPORTS COMPLEX	22 EDMOND, OK	PELICAN BAY AQUATICS
7 CLEVELAND, OH	BO JACKSON'S ELITE SPORTS	23 COCOA, FL	LAUNCHPAD SPORTS COMPLEX
8 SANDUSKY, OH	CEDAR POINT SPORTS CENTER	24 CARSON, CA	CREEK AT DOMINGUES HILLS
9 XENIA, OH	ATHLETES IN ACTION	25 BRYAN, TX	LEGENDS EVENT CENTER
10 BEDFORD PARK, IL	WINTRUST SPORTS COMPLEX	26 PECOS, TX	CYCLONE BALLPARKS
11 GRAND CHUTE, WI	COMMUNITY FIRST CHAMPIONS CENTER	27 STARKVILLE, MS	CORNERSTONE SPORTS COMPLEX
12 ELIZABETHTOWN, KY	ELIZABETHTOWN SPORTS PARK	28 ODESSA, TX	UTPB SPORTS COMPLEX
13 GATLINBURG, TN	ROCKYTOP SPORTS WORLD	29 BRANDON, MS	SHILOH PARK & QUARRY FIELDS
14 HOOVER, AL	HOOVER MET COMPLEX	30 NAPLES, FL	PARADISE COAST SPORTS COMPLEX
15 ALBERTVILLE, AL	SAND MOUNTAIN PARK & AMPHITHEATER	31 WEST MONROE, LA	WEST MONROE SPORTS AND EVENTS
16 PANAMA CITY BEACH, FL	PANAMA CITY BEACH SPORTS COMPLEX	32 SPRINGFIELD, IL	SCHEELS SPORTS PARK AT LEGACY POINTE

Indoor Facilities

Outdoor Facilities

**30 Million**  
GUEST VISITS ANNUALLY

**\$250 Million**  
IN OVERNIGHT HOTEL STAYS

**1,500 Members**  
IN THE SFC TEAM NETWORK

**\$1.8 Million SF**  
OF MANAGED SPACE IN NETWORK

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

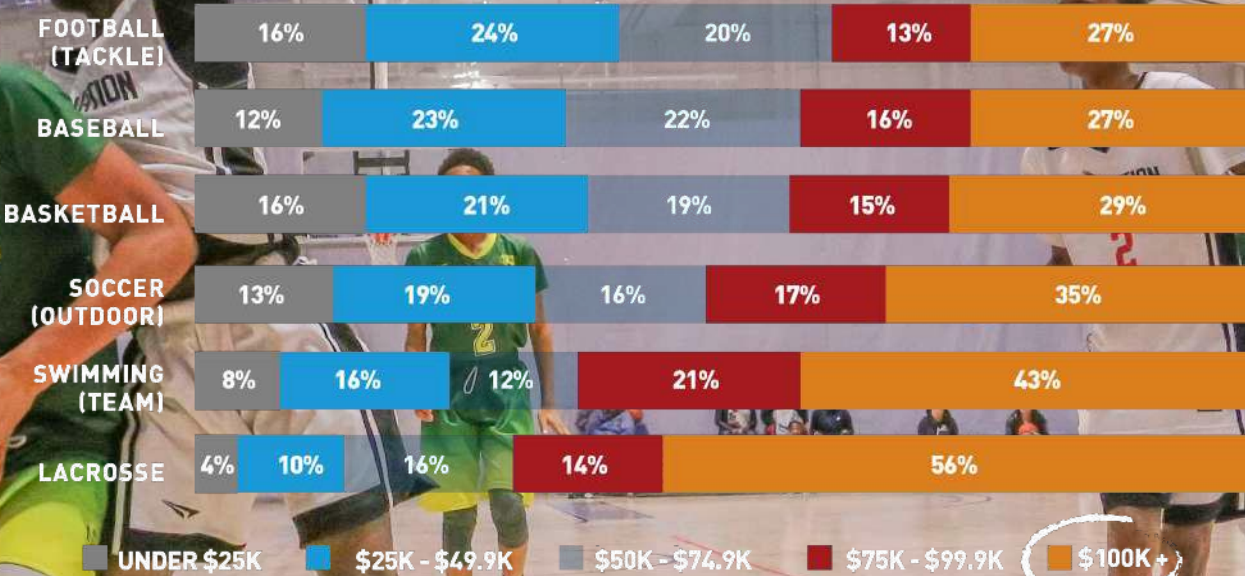




SPORTS COMPLEX

# 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

SFM NETWORK

THE ASPEN INSTITUTE  
PROJECT PLAY  
— 2020 —



# ACTIVE KIDS DO BETTER IN LIFE

WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



ACTIVE PARENTS  
ASSOCIATED  
WITH ACTIVE KIDS

INTERGENERATIONAL  
CYCLE

COMPRESSION OF  
MORBIDITY  
1/3 THE RATE OF  
DISABILITY

KIDS OF ACTIVE MOMS  
ARE 2X MORE LIKELY  
TO BE ACTIVE

REDUCED RISK OF  
HEART DISEASE,  
STROKE, CANCER,  
DIABETES

MORE  
PRODUCTIVE  
AT WORK



PHYSICALLY  
ACTIVE  
CHILDREN



1/10 AS  
LIKELY TO  
BE OBESE



UP TO 40%  
HIGHER  
TEST  
SCORES



LESS SMOKING,  
DRUG USE,  
PREGNANCY  
AND  
RISKY SEX



15% MORE  
LIKELY  
TO GO TO  
COLLEGE



7-8%  
HIGHER  
ANNUAL  
EARNINGS



LOWER  
HEALTH  
COSTS

EARLY CHILDHOOD

ADOLESCENCE

ADULTHOOD



# BUILDING HEALTHY COMMUNITIES

SPORTS FACILITIES  
**COMPANIES**

## THE ROAD MAP TO HEALTHY COMMUNITIES

A FOCUS ON INFRASTRUCTURE & ACTIVATION

CHAMPIONS OF HEALTHY COMMUNITIES USE THE 5 ACCESS FACTORS TO CREATE SELF-SUSTAINING ENVIRONMENTS THAT REDUCE HEALTHCARE COSTS, IMPROVE QUALITY OF LIFE AND PRODUCE POSITIVE ECONOMIC IMPACT ANNUALLY. THEY ARE HYPER-FOCUSED ON MONITORING, MEASURING AND JUSTIFYING HEALTH AND SOCIAL IMPACTS TO ENSURE THAT ACCESS TO PHYSICAL ACTIVITY, FREE PLAY AND SPORTS ARE A HIGHLY VALUED, EXPECTED AND ENJOYABLE PART OF COMMUNITY LIFE.



### MONITOR & MEASURE IMPACT ANNUALLY

INVESTMENTS OF JUST \$10 PER PERSON IN COMMUNITY HEALTH PROMOTION PROGRAMS GENERATE AN ROI OF 500% WITHIN 5 YEARS. 6

### ENJOY LOWER CRIME AND SAFER COMMUNITIES

PARTICIPATION IN SPORTS HAS A PROVEN EFFECT ON COMMUNITY COHESION. 5



### HEALTHY COMMUNITIES & THE FIVE ACCESS FACTORS

#### SUPPORT NO/LOW COST EARLY, POSITIVE EXPERIENCES FOR KIDS IN SPORTS & RECREATION

3 OUT OF 4 ADULTS AGE 30+ PLAYED SPORTS AS CHILDREN, 1

#### UNDERSTAND THE HEALTH AND SOCIAL IMPACTS RELATED TO PHYSICAL ACTIVITY & SPORT

25 MINUTES/DAY 3 DAYS PER WEEK:  
• 243,830 FEWER OBESE YOUTH  
• \$20 BILLION IN SAVED MEDICAL COSTS 2

#### INVEST IN INFRASTRUCTURE THAT INTEGRATES PHYSICAL ACTIVITY INTO DAILY LIFE

90% OF ALL VIGOROUS EXERCISE HAPPENS IN PARKS, 3

#### ESTABLISH POLICY AND CULTIVATE PARTNERSHIPS

WHERE ARE THE RESOURCES?  
• GOVERNMENTS: \$3.1 TRILLION  
• NON-PROFITS: \$1.2 TRILLION  
• CORPORATIONS: \$20. TRILLION 4

1 SAFE AND FREE SPACES TO PLAY

2 ACTIVITY-FOCUSED URBAN DESIGN

3 SCHOOLS, SPORTS AND RECREATION FACILITIES

4 MULTI-GENERATIONAL PROGRAMS AND EVENTS

5 MULTI-MODAL TRANSPORTATION

SPORTS FACILITIES  
**COMPANIES**

**SFM NETWORK**

THE ASPEN INSTITUTE  
**PROJECT PLAY**  
— 2020 —