







THE SPORTS FACILITIES COMPANIES







THE MACOMB SPORTS COMPLEX

CITY OF MACOMB, ILLINOIS

macomb illinois

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.



THE SPORTS FACILITIES COMPANIES

SPORTS TOURISM

*SOURCE: SPORTS EVENTS AND TOURISM INDUSTRY (SPORTS ETA); STATE OF THE INDUSTRY REPORT

TRACKING THE EXPLOSIVE GROWTH IN YOUTH SPORTS

$53 BILLION
YOUTH SPORTS INDUSTRY

THE INDUSTRY IS EXPECTED TO GROW TO

$80 BILLION
BY 2028



The City of Macomb, Illinois is looking to harness the power of sports and community through the development of indoor athletic facility that will not only serve local community needs but become a catalyst for ancillary development and driver of non-local visitation and direct spending for the greater Macomb, Illinois marketplace.

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SPORTS COMPLEX
CITY OF MACOMB, ILLINOIS

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THE VISION

ECONOMIC IMPACT

The Macomb Sports Complex represents an opportunity to develop a premier tournament quality sports tourism asset that will not only accommodate local demand but also become a recession resistant driver of direct spending, non-local visitation and annual tax revenues for the City.

ECONOMIC DEVELOPMENT

The Macomb Sports Complex will generate significant returns in the form of not only direct economic impact for the regional marketplace, but as a catalyst for incremental ancillary retail and commercial development in the greater Macomb, Illinois marketplace as well.



MACOMB SPORTS COMPLEX: ECONOMIC IMPACT FORECAST (YEAR 5)

$15.5M
in Annual Revenue (Direct Spending)

24,176K
Annual Room Nights by Non-local Visitors



SPORTS FACILITIES ADVISORY WAS FOUNDED IN 2003

THE 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

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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

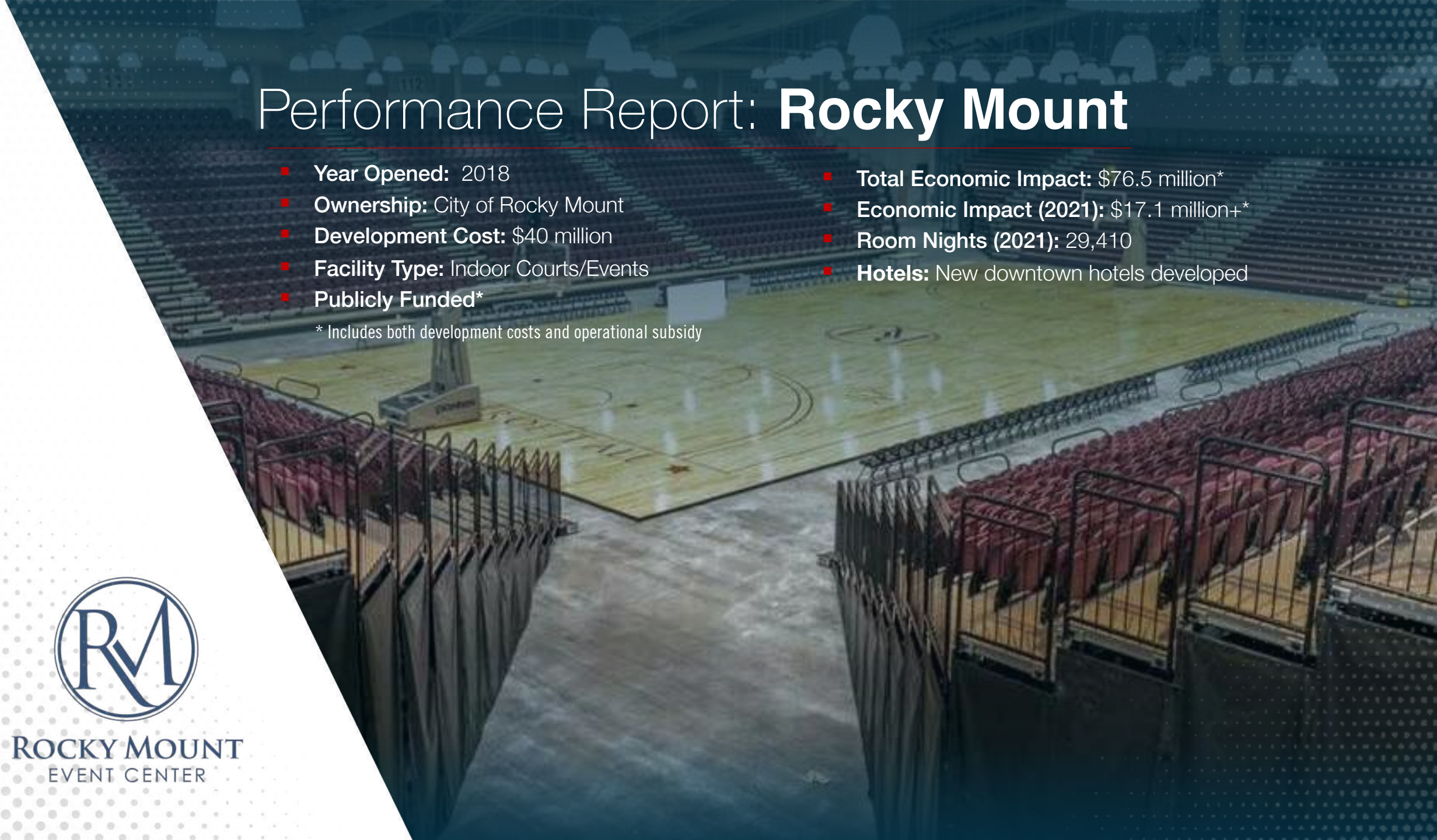
SFNETWORK AMERICA'S LARGEST NETWORK OF TOURNAMENT AND COMMUNITY BASED SPORTS DESTINATIONS

Performance Report: **Rocky Mount**

- **Year Opened:** 2018
- **Ownership:** City of Rocky Mount
- **Development Cost:** $40 million
- **Facility Type:** Indoor Courts/Events
- **Publicly Funded***

* Includes both development costs and operational subsidy

- **Total Economic Impact:** $76.5 million*
- **Economic Impact (2021):** $17.1 million+*
- **Room Nights (2021):** 29,410
- **Hotels:** New downtown hotels developed



ROCKY MOUNT
EVENT CENTER

EMERALD ACRES SPORTS CONNECTION

MATTOON, ILLINOIS

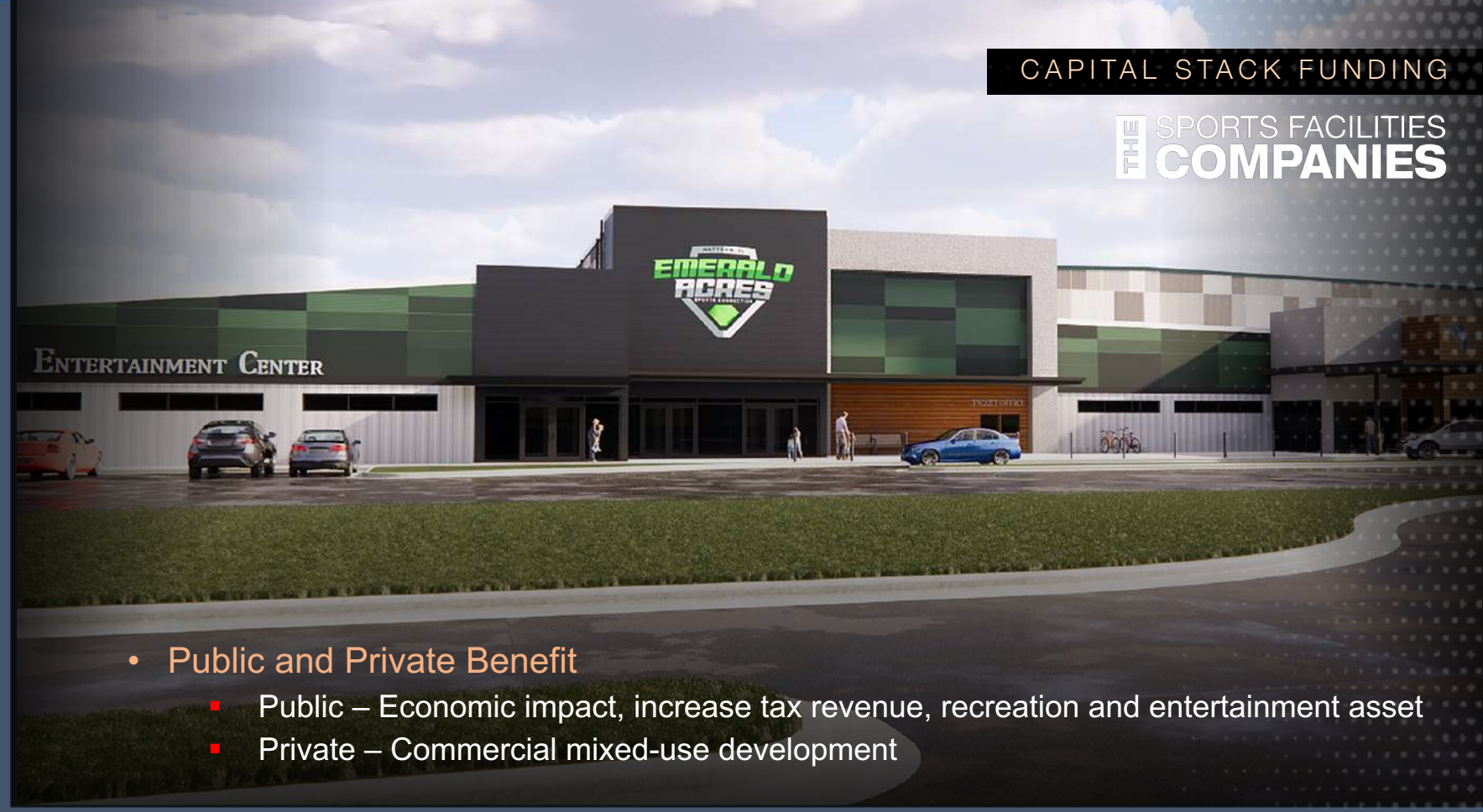


FUNDING OVERVIEW:

- LOCATION: MATTOON, ILLINOIS
- DEVELOPMENT: $66 MILLION (SPORTS ONLY)
- FACILITY: 144,000 SF INDOOR + OUTDOOR FIELD COMPLEX
- OWNERSHIP: PUBLIC-PRIVATE PARTNERSHIP
- FUNDING:
  - BOND FINANCING- $20 MILLION
  - BANK DEBT- $7 MILLION
  - DONATIONS- $7 MILLION
  - CITY TIF FINANCING – FUTURE SALES + PROPERTY TAX

CAPITAL STACK FUNDING

THE SPORTS FACILITIES COMPANIES



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









THE SPORTS FACILITIES COMPANIES

FACILITY PROGRAM OVERVIEW

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CITY OF MACOMB, ILLINOIS

INDOOR ATHLETIC FACILITY

- TOTAL SITE ACREAGE: 8.18 ACRES
- INDOOR FACILITY: 123,750 SF
- MEDICAL LEASE SPACE: 5,000 SF
- PARKING: 434 SPOTS

INDOOR COURTS

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

ENTERTAINMENT

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

MEDICAL TENANT

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

FLEX SPACE

- LOBBY/WELCOME AREA
- CAFÉ KITCHEN
- CAFÉ SEATING AREA
- EVENT/TEAM MEETING SPACE
- OFFICE SPACE







INDOOR HARDWOOD COURTS

BASKETBALL/VOLLEYBALL, GYMNASTICS, WRESTLING + EVENTS

SIZE
72,800 SF

LOCATION
INDOOR ATHLETIC FACILITY

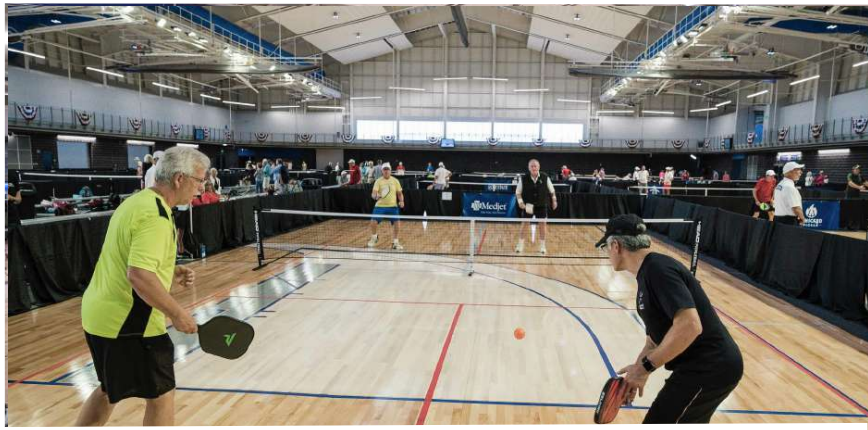
FACILITY COMPARABLES
- HOOVER MET COMPLEX, AL
- CEDAR POINT SPORTS CENTER, OH
- ROCKY MOUNT EVENT CENTER, NC
- ROCKY TOP SPORTS WORLD, TN

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 well as a telescopic bleacher system with 4,000 seats.

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









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FAMILY ENTERTAINMENT CENTER

ARCADE, REDEMPTION, BOWLING AND ADVENTURE AREA

SIZE
7,200 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.







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SPORTS MEDICINE PARTNER

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MEDICAL TENANT LEASE SPACE

SPORTS MEDICINE AND/OR PHYSICAL THERAPY

SIZE
UP TO 5,000 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

There is up to 5,000 SF of on-site Medical Tenant Lease Space for medical specialty practices like Sports Medicine and Physical Therapy and Rehabilitation.

A broader medical sector partnership opportunity centers around the facility's ability to provide access to direct revenues onsite as well as the ability to build emotional equity with a multi-generational audience of young athletes and families from around the regional marketplace.

The complex will be a community-facing venue that can be leveraged on behalf of medical sector partners as a multi-faceted platform for accomplishing a number of strategic business objectives including direct and downstream revenues.









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FLOOR PLAN OVERVIEW

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MASTER COURT FLOOR WITH 4,000 RETRACTABLE SEATS



SMALL CONCERT VENUE WITH 4,500 SEATS

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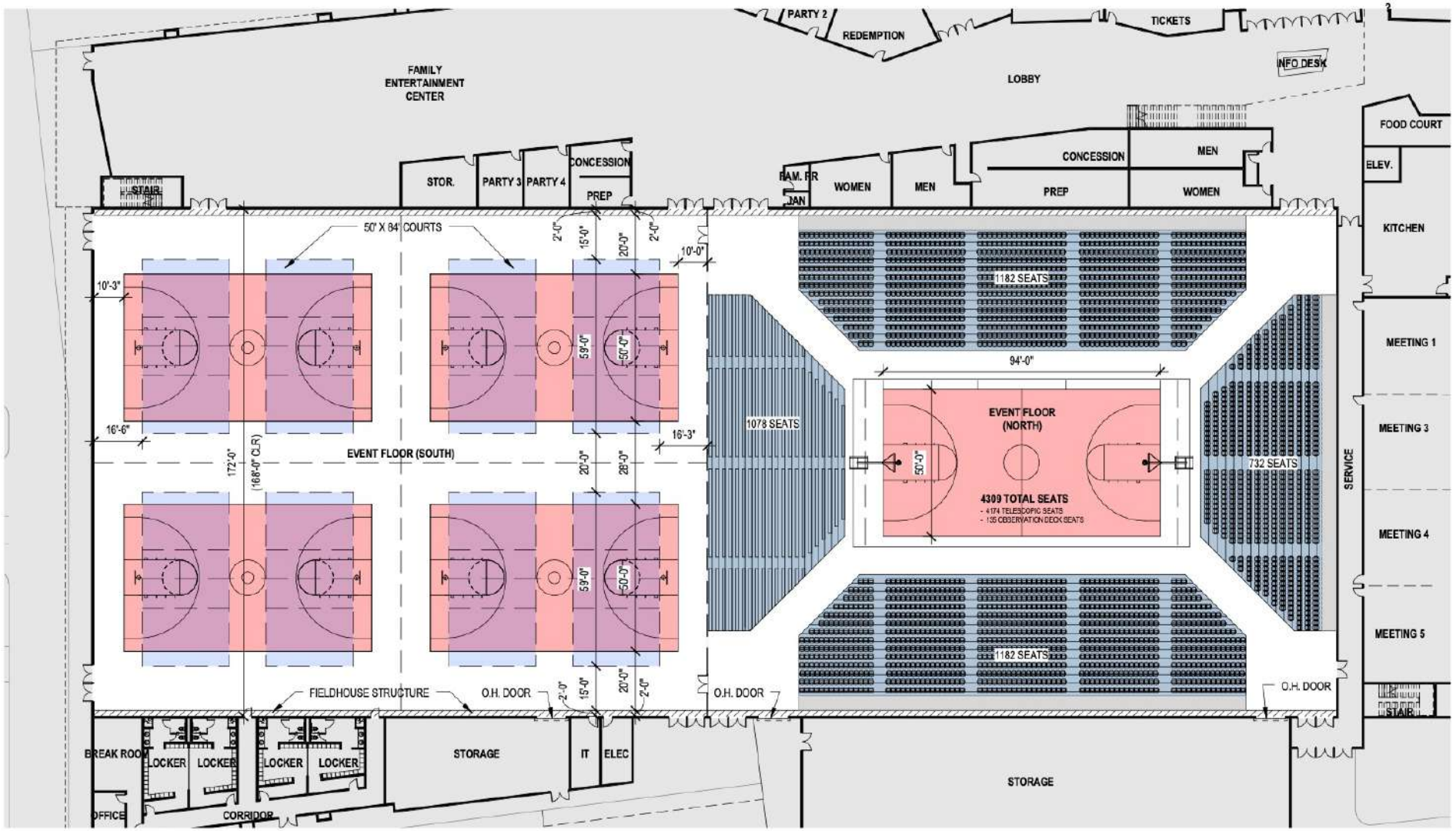
GYMNASTICS COMPETITION WITH 2,000 SEATS



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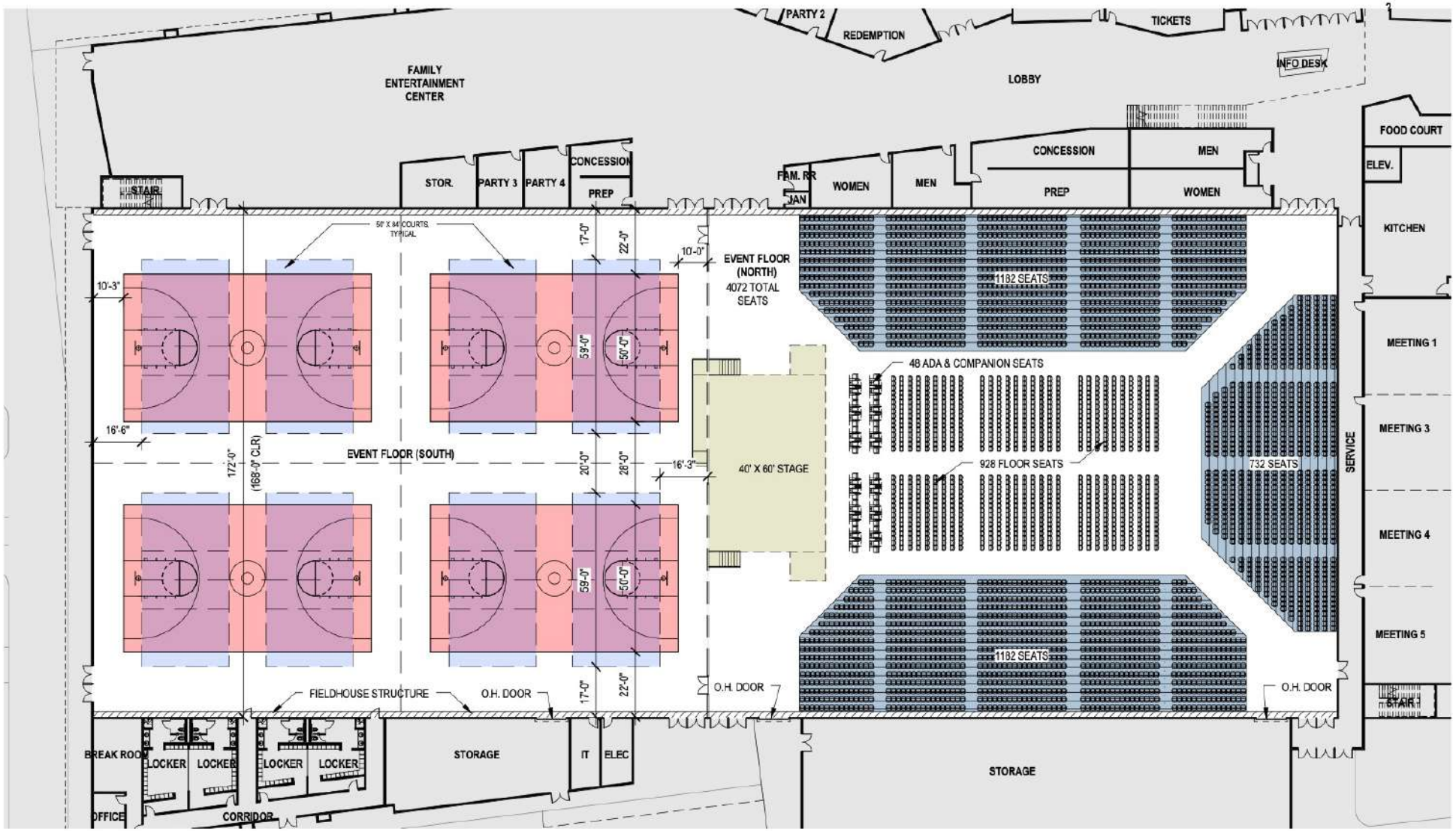
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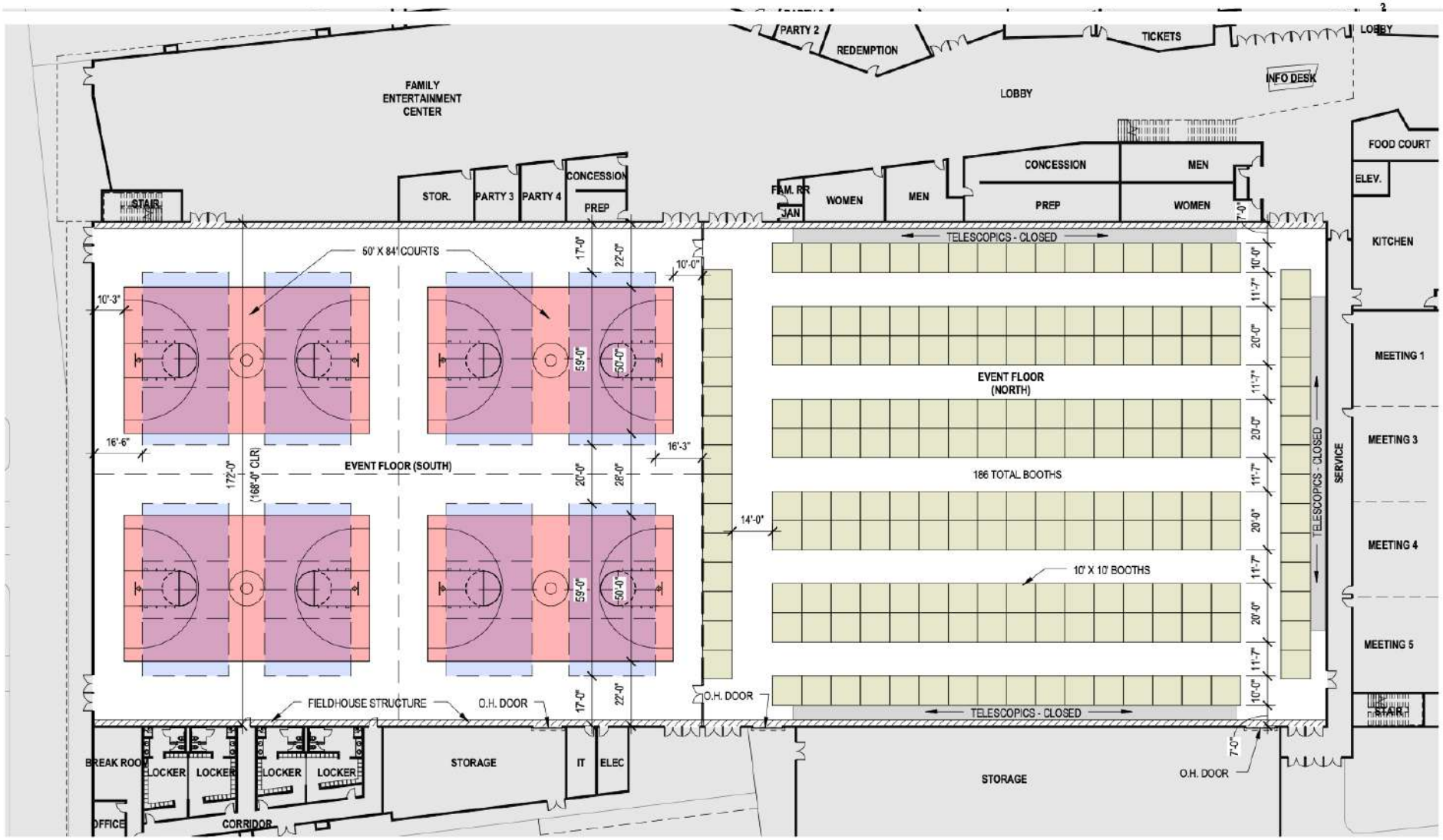
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THE SPORTS FACILITIES COMPANIES



PREMIER INDOOR ATHLETIC FACILITY

KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

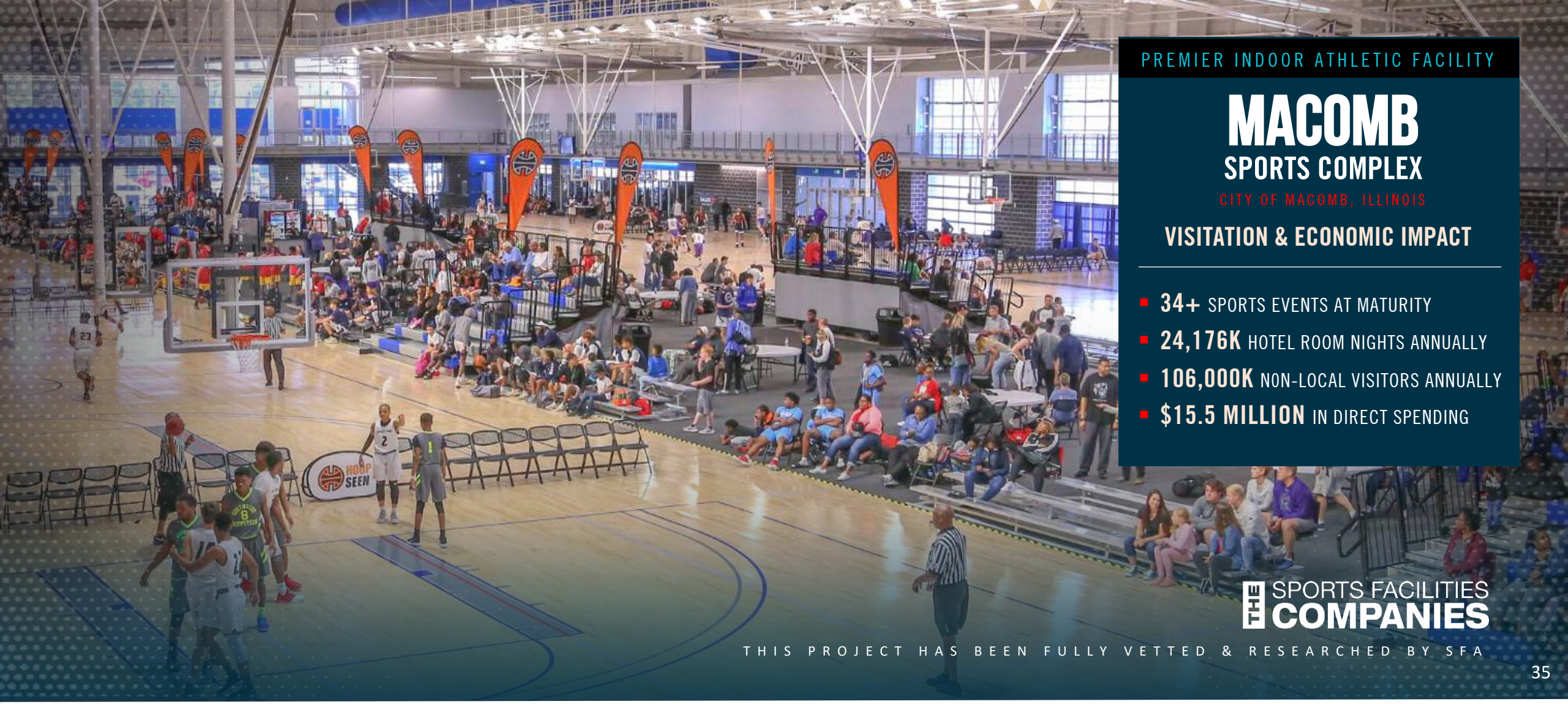
- **$58.4** MILLION IN DEVELOPMENT COSTS (8.18 ACRES)
- **156,586 VISITORS** ANNUALLY (AT STABILIZATION)
- **$1.9 MILLION** IN TOP LINE REVENUE AT MATURITY

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THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA



PREMIER INDOOR ATHLETIC FACILITY

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VISITATION & ECONOMIC IMPACT

- **34+** SPORTS EVENTS AT MATURITY
- **24,176K** HOTEL ROOM NIGHTS ANNUALLY
- **106,000K** NON-LOCAL VISITORS ANNUALLY
- **$15.5 MILLION** IN DIRECT SPENDING

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PRE-DEVELOPMENT SCHEDULE

	1	2	3	4	5	6
FINANCIAL FORECASTS (PRO FORMA)						
INVESTOR AND KEY STAKEHOLDER ENGAGEMENT						
STRATEGIC PARTNERSHIP DEVELOPMENT						
GENERAL PLAN OF FINANCE						
FUNDING PRESENTATIONS						
VENUE PLANNING & DESIGN CONCEPTS						

DEVELOPMENT SCHEDULE

18 MONTH TIMEFRAME

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
CONSTRUCTION DOCUMENTS & PERMITTING																		
SITEWORK, ROADS, WATER & SEWER																		
SPORTS ASSETS CONSTRUCTION																		
BUILDINGS & AMENITIES																		
OPERATIONAL, PLANNING & STAFFING																		
PRIVATE EVENTS & SOFT OPENING																		
GRAND OPENING																		

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THE SPORTS FACILITIES COMPANIES

- Market Opportunity + Financial Forecast
- Refine Facility Program + Financial Pro Forma
- Development Partner RFP, Evaluation & Selection
- Strategic Partnership Development
- Venue Planning + Design Concept Development
- Retail/Commercial Market Analysis
- General Plan of Funding/Finance

- Previous Phase
- Current Phase
- Future Phase

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ANCILLARY DEVELOPMENT

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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.

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COMMUNITY ACCESS

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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.



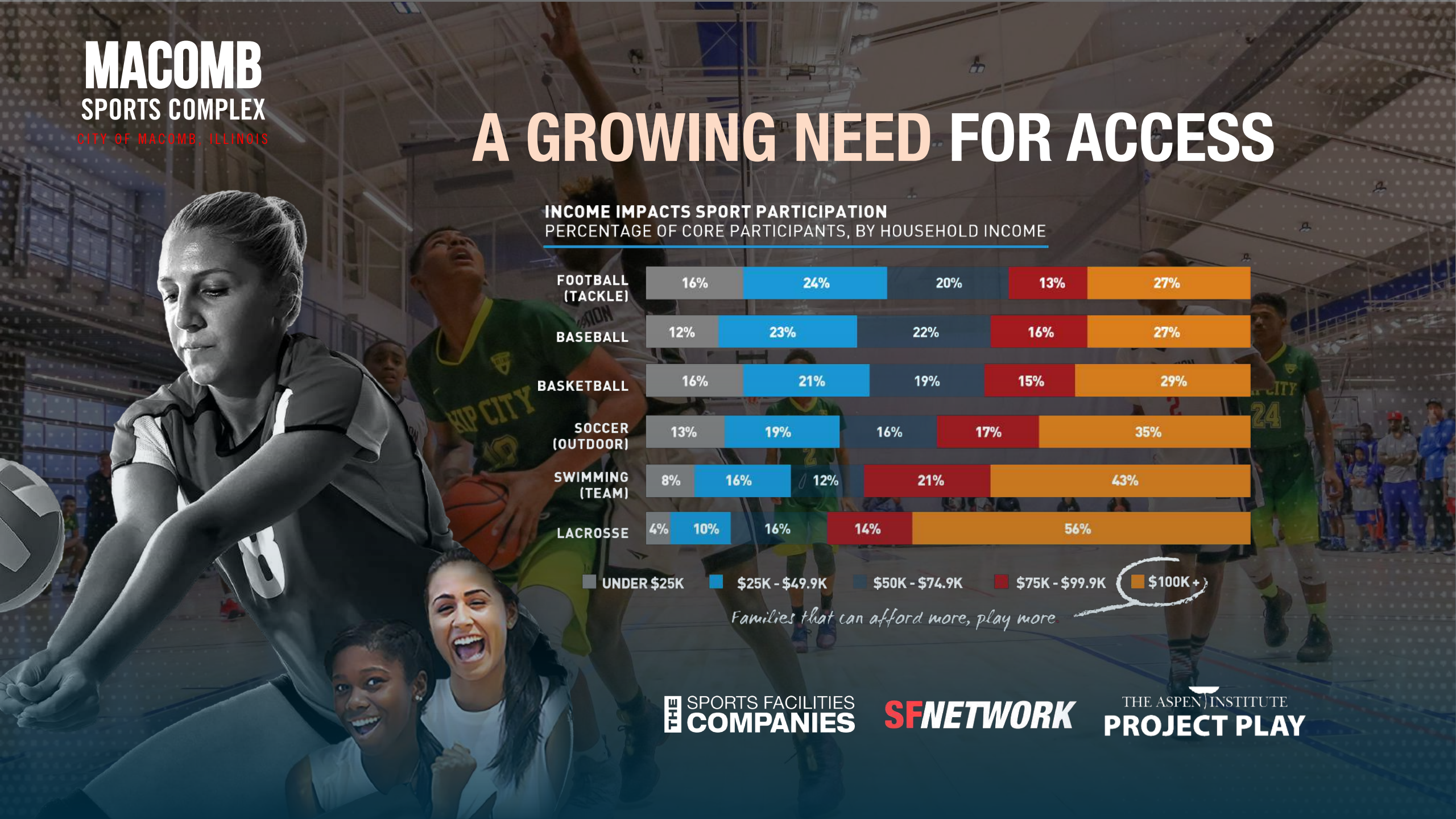
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A GROWING NEED FOR ACCESS



INCOME IMPACTS SPORT PARTICIPATION

PERCENTAGE OF CORE PARTICIPANTS, BY HOUSEHOLD INCOME

	UNDER $25K	$25K - $49.9K	$50K - $74.9K	$75K - $99.9K	$100K +
FOOTBALL (TACKLE)	16%	24%	20%	13%	27%
BASEBALL	12%	23%	22%	16%	27%
BASKETBALL	16%	21%	19%	15%	29%
SOCCER (OUTDOOR)	13%	19%	16%	17%	35%
SWIMMING (TEAM)	8%	16%	12%	21%	43%
LACROSSE	4%	10%	16%	14%	56%

Families that can afford more, play more

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THE ASPEN INSTITUTE PROJECT PLAY

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ACTIVE KIDS DO BETTER IN LIFE

WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



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