



PROJECT OVERVIEW: SPRINGFIELD, ILLINOIS

LEGACY POINTE SPORTS

A PREMIER SPORTS TOURISM, FITNESS AND RECREATION ASSET

SFM NETWORK

SFA **SFM**
SPORTS FACILITIES ADVISORY | SPORTS FACILITIES MANAGEMENT

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SPORTS FACILITIES ADVISORY
WAS FOUNDED IN 2003



..... OUR MISSION
**IMPROVE THE
HEALTH & ECONOMIC
VITALITY OF THE
COMMUNITIES**
.....
WE SERVE

\$10 Billion
IN PLANNED & FUNDED FACILITIES
.....
2000 COMMUNITIES
SERVED
.....
50 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

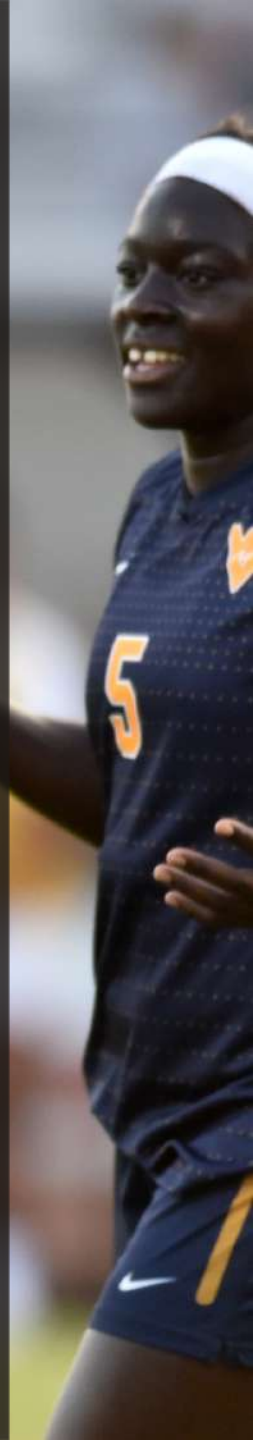
THE ASPEN INSTITUTE
PROJECT PLAY
— 2020 —

FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

SFM NETWORK

THE SINGLE LARGEST SPORTS TOURISM NETWORK

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THE ASPEN INSTITUTE
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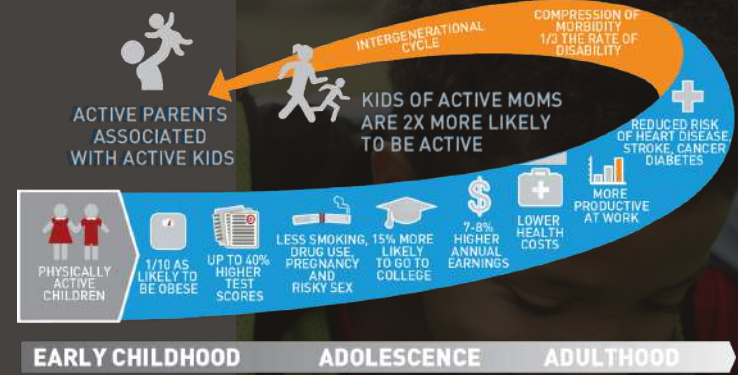


CENTERS FOR DISEASE CONTROL & PREVENTION | KETCHUM SPORTS & ENTERTAINMENT
TECHNICAL ADVISORS

YOUTH & AMATEUR INDUSTRY OVERVIEW

THE ASPEN INSTITUTE
PROJECT PLAY
— 2020 —

ACTIVE KIDS DO BETTER IN LIFE
WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



EARLY CHILDHOOD ADOLESCENCE ADULTHOOD

THE RESEARCH SHOWS THAT ACTIVE KIDS PROSPER AND ARE MORE THAN 6 TIMES MORE LIKELY TO BECOME ACTIVE ADULTS WITH ACTIVE KIDS, CREATING A MULTI-GENERATIONAL IMPACT.

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



KIDS THAT CAN AFFORD TO PAY ARE DISPROPORTIONATELY REPRESENTED ON TRAVEL TEAMS

LOWER INCOME CHILDREN DO NOT HAVE ACCESS TO SPORT.

THE AVERAGE FAMILY SPENDS \$900 PER EVENT WEEKEND

Legend: ■ UNDER \$25K ■ \$25K - \$49.9K ■ \$50K - \$74.9K ■ \$75K - \$99.9K ■ \$100K +

Families that can afford more, play more

SFM IS A FOUNDING PARTNER OF THE ASPEN INSTITUTE'S PROJECT PLAY 2020. THESE 20 PARTNERS ARE HELPING TO REIMAGINE SPORTS IN AMERICA AND PROVIDE ACCESS FOR THE UNDERSERVED.

DELIVERING ACROSS THE DEVELOPMENT SPECTRUM

THE CONCEPT TO CONCRETE PROCESS TIMELINE



Planning

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



Finance Support

- Project Management
- Prospecting Partners
- Development of Key P3 Partnerships
- Negotiating
- Funding and Financing
- IRR Projections
- Development Partners



Development

- Site Plan Development
- Design/Build Services
- Project Management
- Development Phase:
 - Owners Rep
 - Procurement
 - Construction Management



Management

- Full-time Management
- Advisory Management
- Pre-Opening Services
- Marketing
- Strategic Partnership Development
- Venue Performance and Optimization



SFM Network

- The Largest Sports Tourism Network in the US
- Event Bookings
- Vendors
- Industry Expertise
- Real World Analytics
- Staff Training

 SPORTS FACILITIES
ADVISORY

 SPORTS FACILITIES
DEVELOPMENT

 SPORTS FACILITIES
MANAGEMENT

SPORTS TOURISM IS RECESSION RESISTANT. IT WAS THE ONLY SEGMENT OF THE TRAVEL INDUSTRY WITH NO DECLINE IN ANY QUARTER OF THE RECESSION.

** According to Wintergreen Research.*



INDUSTRY OVERVIEW



TRACKING THE EXPLOSIVE GROWTH IN YOUTH SPORTS

\$17
BILLION
YOUTH SPORTS
INDUSTRY

* THE INDUSTRY IS EXPECTED TO GROW BY **20%**

ANNUALLY OVER THE NEXT 5-7 YEARS

** According to Wintergreen Research/Time Magazine*

In 2018, youth sports was estimated to be a *\$15 Billion Industry. Based on recent estimates the industry could be closing in on \$18 Billion, which means communities/ investors have already missed out on 20% growth in the last 12 months.

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SFM NETWORK

THE SINGLE LARGEST SPORTS TOURISM NETWORK

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THIS PROJECTED HAS BEEN FULLY VETTED AND RESEARCHED BY SFA



SPORTS TOURISM VENUES

SFM NETWORK

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SFM Network Map

SFM Network | Premier Youth Sports Tourism Destinations

SFM NETWORK

SFM NETWORK OVERVIEW

25 MILLION
GUEST VISITS ANNUALLY

\$250 MILLION
IN OVERNIGHT HOTEL STAYS

700 MEMBERS
IN THE SFM TEAM NETWORK

\$1.0 BILLION
5 YEAR ECONOMIC IMPACT FORECAST

- | | | |
|----|------------------------------|-----------------------------------|
| 1 | HILLSBOROUGH, NJ | Apex Sports & Events |
| 2 | ROCKY MOUNT, NC | Rocky Mount Event Center |
| 3 | MYRTLE BEACH, SC | Myrtle Beach Sports Center |
| 4 | HARRISONBURG, VA | Horizons Edge Sports Campus |
| 5 | BRIDGEPORT, WV | The Bridge |
| 6 | WHEELING, WV | The Highlands Sports Complex |
| 7 | CLEVELAND, OH | Bo Jackson's Elite Sports |
| 8 | SANDUSKY, OH | Cedar Point Sports Center |
| 9 | XENIA, OH | Athletes in Action |
| 10 | BEDFORD PARK, IL | Midway Central Station |
| 11 | GRAND CHUTE, WI | Community First Champions Center |
| 12 | ELIZABETHTOWN, KY | Elizabethtown Sports Park |
| 13 | GATLINBURG, TN | RockyTop Sports World |
| 14 | HOOVER, AL | Hoover Met Complex |
| 15 | ALBERTVILLE, AL | Sand Mountain Park & Amphitheater |
| 16 | PANAMA CITY BEACH, FL | Panama City Beach Sports Complex |
| 17 | OLDSMAR, FL | Empower Adventures |
| 18 | BRANSON, MO | Ballparks of America |
| 19 | EDMOND, OK | Pelican Bay Aquatics |
| 20 | HUTTO, TX | Perfect Game (Coming Soon) |
| 21 | WINDSOR, CO | Future Legends |

-  **INDOOR FACILITIES**
-  **OUTDOOR FACILITIES**
-  **INDOOR & OUTDOOR FACILITIES**

SFM NETWORK

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“SFM REPRESENTS THE SINGLE LARGEST NETWORK OF SPORTS TOURISM VENUES IN THE COUNTRY. AN UNPARALLELED NETWORK OF EVENTS, VENDORS, TALENT, AND ANALYTICS.”

SFM NETWORK

— JASON CLEMENT, CEO
SPORTS FACILITIES ADVISORY

Performance Report: Myrtle Beach

- **Year Opened:** 2015
- **Ownership:** City of Myrtle Beach
- **Facility Type:** Indoor Courts/Events
- **Development Cost:** \$12.5 million
- **Publicly Funded***
- **Total Economic Impact:** \$119.8 million
- **Economic Impact (2018):** \$20.6 million+
- **Room Nights (2018):** 43,841
- **Hotels:** Located at the Myrtle Beach Convention Center and Sheraton Hotel site. Purpose was to fill existing hotels.

* Includes both development costs and operational subsidy



Performance Report: **Rocky Top**

- **Year Opened:** 2014
- **Ownership:** City of Gatlinburg/Sevier County
- **Development Cost:** \$30 million
- **Facility Type:** Indoor Courts/Events and Outdoor Fields
- **Publicly Funded***
- **Total Economic Impact:** \$126.1 million
- **Economic Impact (2019):** \$46 million+
- **Room Nights:** 63,348
- **Hotels:** Goal was to fill existing hotel rooms. Additionally, two new limited service hotels have been developed and opened since facility opened its doors.

* Includes both development costs and operational subsidy



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:** \$45.8 million
- **Economic Impact (2019):** \$54 million+
- **Room Nights:** 69,630
- **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:** \$12 million
- **Economic Impact (2019):** \$12 million+
- **Room Nights:** 24,150
- **Hotels:** New downtown hotels now underway

* 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***
- **Projected Economic Impact:** \$20 million
- **Economic Impact (2020):** N/A*
- **Projected Room Nights:** 25,000
- **Hotels:** This venue produces overnight hotel bookings throughout the Sandusky Regional marketplace.

* Includes both development costs and operational subsidy

* Facility Opened January 11th, 2020



CEDAR POINT SPORTS CENTER

LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS

AN SFM NETWORK PROJECT



PROJECT OVERVIEW.

A UNIQUE
**SPORTS TOURISM
ENTERTAINMENT
& MIXED USE VENUE**

\$66 Million
IN CONSTRUCTION COSTS

95.1 ACRES

PROJECTED
ECONOMIC IMPACT:

540 Thousand
PROJECTED ANNUAL VISITS

\$240

MILLION

10-YEAR CUMULATIVE
NEW DIRECT SPENDING

\$395

MILLION

15-YEAR CUMULATIVE
NEW DIRECT SPENDING

\$571

MILLION

20-YEAR CUMULATIVE
NEW DIRECT SPENDING

INDOOR FACILITIES:

- 8 BASKETBALL COURTS
- 8 VOLLEYBALL COURTS
- 1 PERFORMANCE AREA
- 1 TURF TRAINING AREA
- 1 LEASED SPACE

FAMILY ENTERTAINMENT:

- 1 LASER TAG ARCADE
- REDEMPTION ARCADE
- REDEMPTION STORE
- VIRTUAL REALITY
- ESPORTS CENTER
- NINJA WARRIOR COURSE

OUTDOOR FACILITY:

- (4) 400' BASEBALL FIELDS
- (8) 225' BASEBALL FIELDS
- (4) 300' BASEBALL FIELDS
- (12) MULTI-PURPOSE FIELDS
- (4) MULTI-PURPOSE FIELDS (NATURAL GRASS)

\$25.4 Million+
IN DIRECT SPENDING ANNUALLY
FOR SPRINGFIELD, ILLINOIS

227,040
NON-LOCAL DAYS IN MARKET

64,505
ANNUAL ROOM NIGHTS

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LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS



FACILITY PROGRAM PLAN: SITE DEVELOPMENT

FACILITIES

	Quantity	Dimensions		Approx.	Total SF	% of Total
		L (')	W (')	SF each		
Parking Spaces Total	Parking Spaces Total (10'x18') (20' x 20' Inc. aisles)	1,895	20	400	757,913	38.1%
	Setbacks, Green Space, etc.			25-50% of SF	1,232,231	61.9%
Total Estimated Site Development SF					1,990,143	100%
Total Site Development Acreage					45.7	
Total Complex Acreage					95.1	

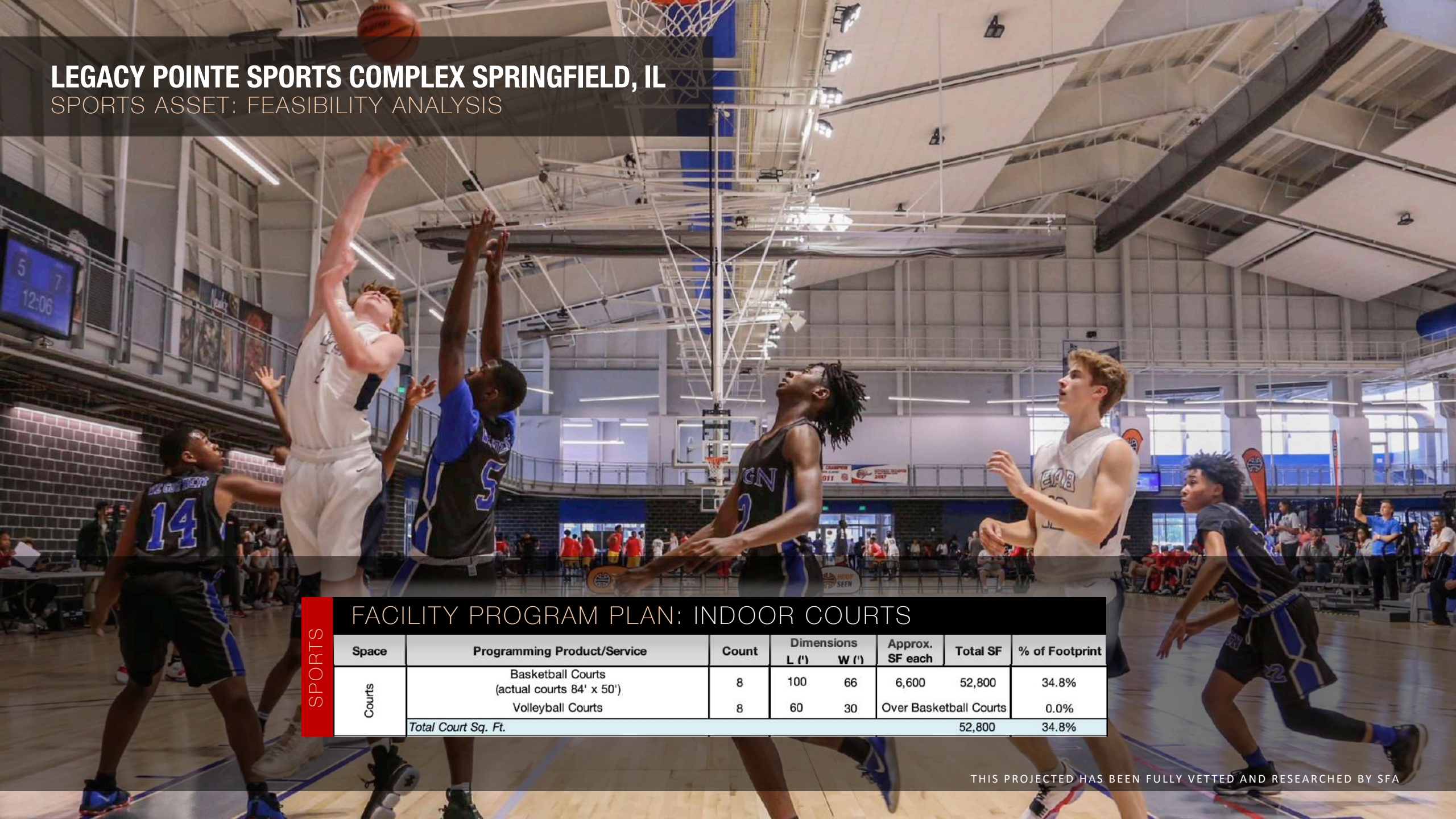
TOTAL ESTIMATED INDOOR ATHLETIC FACILITY: 151,250 SF/3.1 ACRES

TOTAL ESTIMATED OUTDOOR ATHLETIC FACILITY SF: 46.3 ACRES

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LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS



SPORTS

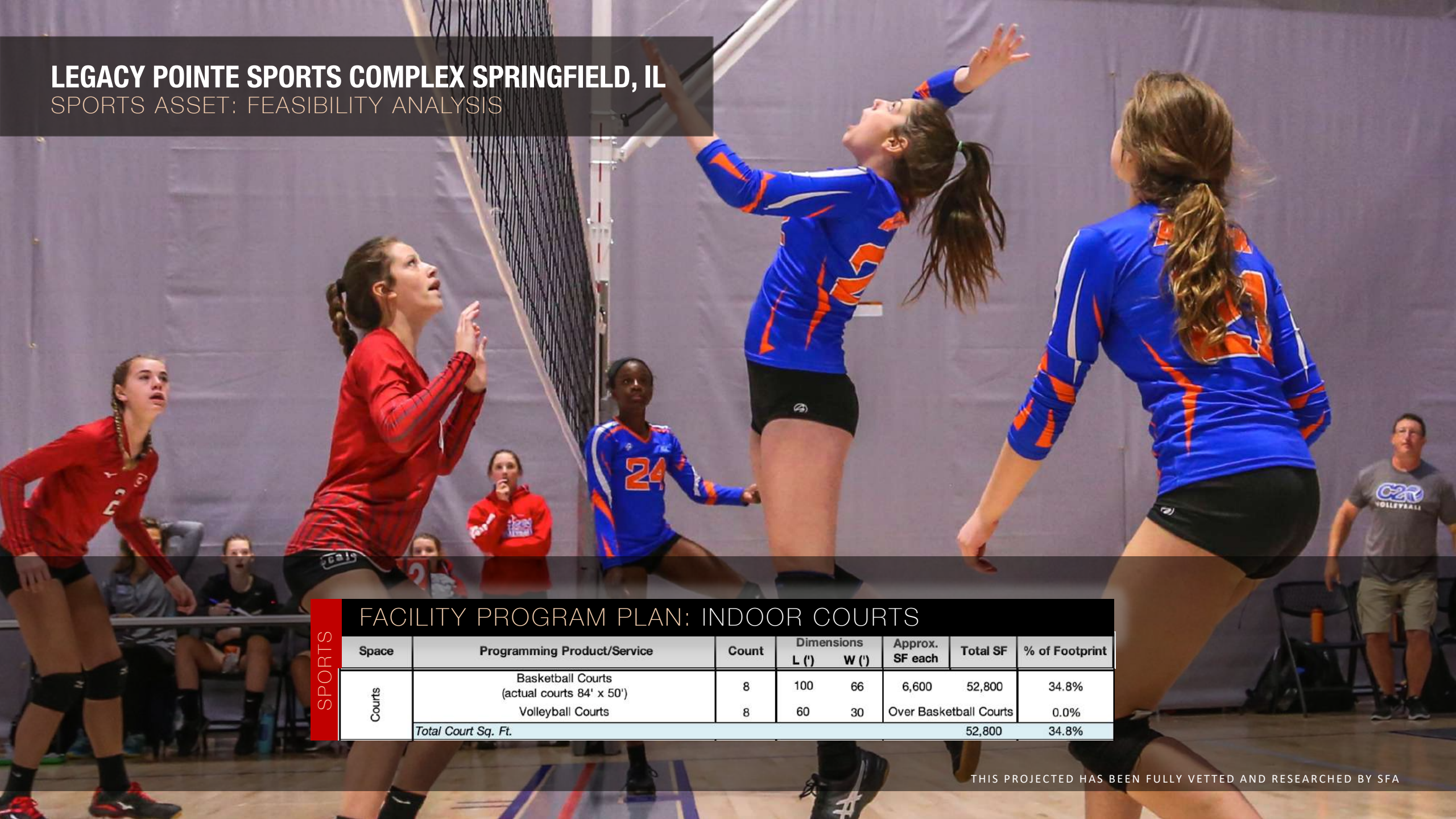
FACILITY PROGRAM PLAN: INDOOR COURTS

Space	Programming Product/Service	Count	Dimensions L (') W (')		Approx. SF each	Total SF	% of Footprint
Courts	Basketball Courts (actual courts 84' x 50')	8	100	66	6,600	52,800	34.8%
	Volleyball Courts	8	60	30	Over Basketball Courts		0.0%
	Total Court Sq. Ft.						52,800

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LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS



FACILITY PROGRAM PLAN: INDOOR COURTS							
Space	Programming Product/Service	Count	Dimensions L (') W (')		Approx. SF each	Total SF	% of Footprint
Sports Courts	Basketball Courts (actual courts 84' x 50')	8	100	66	6,600	52,800	34.8%
	Volleyball Courts	8	60	30	Over Basketball Courts		0.0%
	Total Court Sq. Ft.						52,800

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LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS

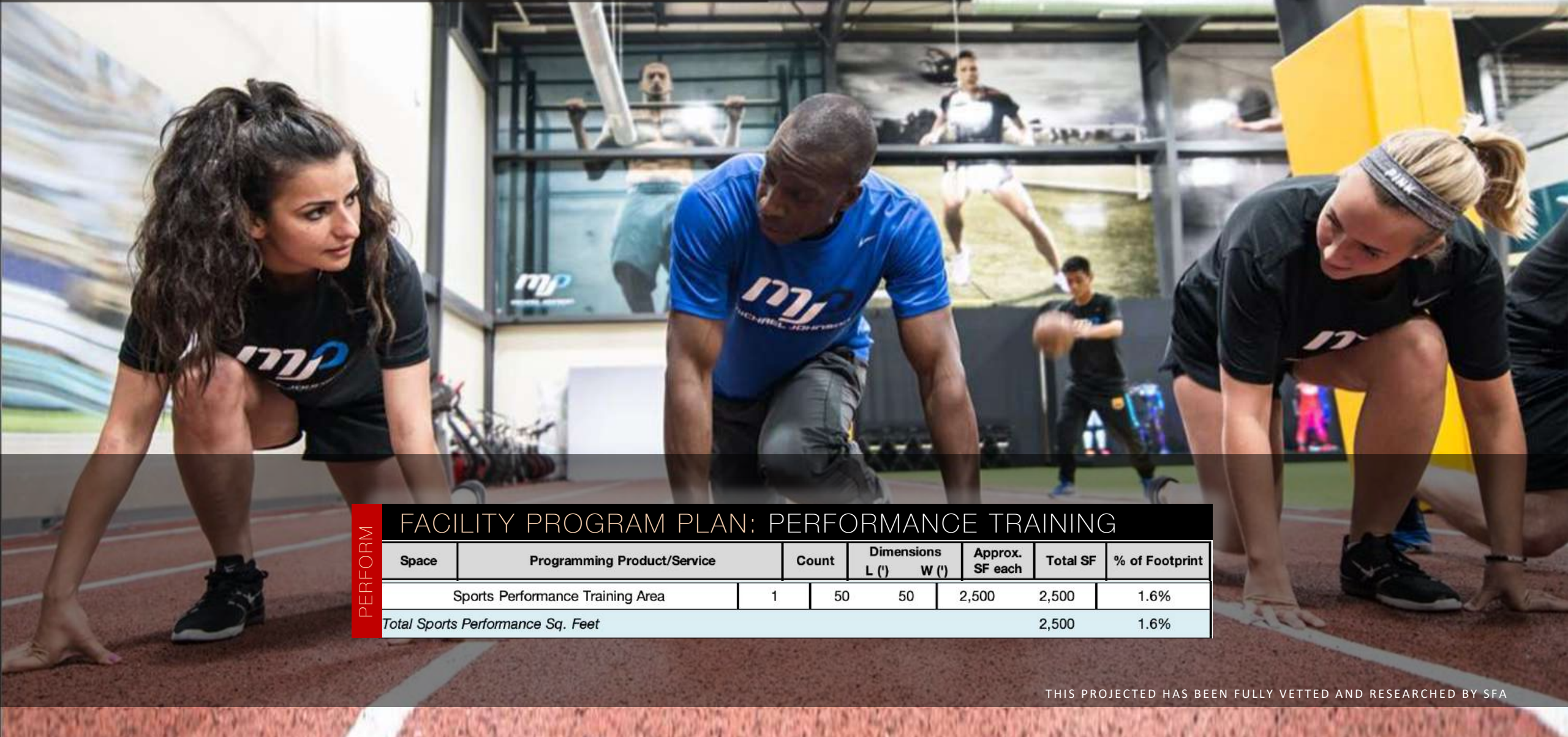
SPORTS

FACILITY PROGRAM PLAN: INDOOR TURF

Space	Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint
			L (')	W (')			
Turf	Small-Sided Multi-Purpose Field	3	130	65	Over Turf Area		0.0%
	Baseball/Softball Infield	1	135	135	Over Turf Area		0.0%
	Batting Cages/Pitching Tunnels	6	75	15	Over Turf Area		0.0%
<i>Total Turf Sq. Ft</i>						32,625	21.5%

LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS



PERFORM

FACILITY PROGRAM PLAN: PERFORMANCE TRAINING

Space	Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint
			L (')	W (')			
	Sports Performance Training Area	1	50	50	2,500	2,500	1.6%
<i>Total Sports Performance Sq. Feet</i>						2,500	1.6%

LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS



FEC AREA

FACILITY PROGRAM PLAN: FAMILY ENTERTAINMENT

Space	Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint
			L (')	W (')			
FEC	Laser Tag	1	-	-	2,500	2,500	1.6%
	Redemption Arcade	1	-	-	2,600	2,600	1.7%
	Redemption Store	1	-	-	400	400	0.3%
	Virtual Reality	1	-	-	400	400	0.3%
	Voxel Augmented Reality	1	-	-	200	200	0.1%
	eSports Terminal (20 Stations)	1	-	-	350	350	0.2%
	Ninja Warrior Course	1	-	-	3,550	3,550	2.3%
Total FEC/Adventure Sq. Ft.						10,000	6.6%

LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS



FACILITY PROGRAM PLAN: OUTDOOR BASEBALL FIELDS

Space	Programming Product/Service	Count	Dimensions L (') W (')	Approx. SF each	Total SF	% of Footprint
400' Baseball/Softball Fields	Regulation Field (with dugouts, warm-up, and viewing area)	4	400' Fence	193,600	774,400	38.4%
	225' Fields (with dugouts, warm-up, and viewing area)	8	225' Fence	Over 400' Fields		0.0%
	Multi-Purpose Field	4	360 249	Over 400' Fields		0.0%
	Total 400' Baseball/Softball Fields Sq. Ft.					774,400
300' Baseball/Softball Fields	Regulation Field (with dugouts, warm-up, and viewing area)	4	300' Fence	115,600	462,400	22.9%
	Multi-Purpose Field	4	249 165	Over 300' Fields		0.0%
	Total 300' Baseball/Softball Fields Sq. Ft.					462,400

SPORTS

LEGACY POINTE SPORTS COMPLEX SPRINGFIELD, IL

SPORTS ASSET: FEASIBILITY ANALYSIS

FACILITY PROGRAM PLAN: OUTDOOR MULTI-PURPOSE

SPORTS

Space	Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint
			L (')	W (')			
Multi-Purpose Fields	Natural Grass Field - (With 12' Apron)	4	384	249	95,616	382,464	19.0%
	Synthetic Turf Field - (With 12' Apron)	4	384	249	95,616	382,464	19.0%
	<i>Total Outdoor Multi-Purpose Fields Sq. Ft.</i>					764,928	37.9%

SITE SUMMARY

LEGACY POINTE SPORTS COMPLEX



Legacy Pointe is truly a unique opportunity. It checks all the boxes to create a unique and desirable sports tourism development destination: access, visibility, large acreage for future development, existing infrastructure, all located within an underserved sports market with existing tourist attractions.



The existence of a first class sports retailer like Scheels and the ability to attract other retail growth as part of a “world class” sports tourism campus can change the landscape of Springfield for generations.



THANK YOU

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ODELL