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 $77 BILLION BY 2026.

*SOURCE: WINTERGREEN RESEARCH | THE PREMIER GLOBAL MARKET RESEARCH COMPANY
UNLEASHING THE POWER OF COMMUNITY + SPORT
The City of Little Rock is partnering with the Convention & Visitors Bureau and Parks and Recreation to harness the power of sports tourism through the development of indoor and outdoor sports venues that will not only serve local community needs but become drivers of non-local visitation and direct spending and catalysts for ancillary development in the greater Little Rock marketplace.
AN UNDERSERVED MARKET
Little Rock represents an underserved market of young athletes and families when it comes to access to youth sports facilities. The lack of tournament quality facilities has local families traveling and spending money outside of the Little Rock marketplace, with very little opportunity to host non-local visitors that generate direct spending within the market.

THE RACE
The competition to capitalize on sports tourism venues is becoming more and more prevalent with winning communities being those that can build alignment and move quickly on being first to market — dissuading others from entering the space.

THE CHALLENGE

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA
THE VISION

AN ECONOMIC ENGINE

The Little Rock Sports Venues represent an opportunity to invest in tournament quality sports tourism assets that will accommodate local demand and become recession resistant drivers of direct spending, non-local visitation and annual tax revenues for the City of Little Rock and the surrounding region.

A CATALYST FOR ANCILLARY DEVELOPMENT

The investment in the Little Rock Sports Venues will generate significant returns not only in the form of economic impact for the regional marketplace, but also as catalysts for incremental ancillary development in the retail, restaurant and lodging sectors as well.

LITTLE ROCK SPORTS VENUES: COMBINED ECONOMIC IMPACT (YEAR 5)

$38.4 M in Annual Revenue (Direct Spending)  
80,300 K Annual Room Nights by Non-local Visitors

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA
Primary Sports Tourism Market Area (240-minute Drive Time)

Sports Tourism Audience Segment Visitation

The purple dots represent the home locations of projected audience segments that are anticipated to visit the Little Rock Sports Complex.
$15 Billion
IMPROVE THE
HEALTH & ECONOMIC
VITALITY OF THE
COMMUNITIES

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

SPORTS FACILITIES ADVISORY WAS
FOUNDED IN 2003

SPORTS FACILITIES
COMPANIES

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**
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

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 - OLDOSMAR, 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. MCCRAKEN 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 - GARDENOALE. AL
15. ADVENTURE COVE AQUATICS PARK - ABILENE, TX
16. CAPORELLA AQUATIC CENTER - TAMARAC, FL

MANAGED PROPERTIES
64+ FACILITIES IN MORE THAN 40 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:** $140.8 million
- **Economic Impact (2021):** $23.0 million+
- **Room Nights (2021):** 49,000
- **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: $172.1 million
- Economic Impact (2021): $54 million+
- Room Nights (2021): 73,489
- 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**
  *Includes both development costs and operational subsidy*

- **Total Economic Impact:** $213 million+
- **Economic Impact (2021):** $68 million+
- **Room Nights (2021):** 85,000+
- **Hotels:** This venue produces overnight hotel bookings throughout the Hoover/Birmingham marketplace.
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:** $26.5 million*
- **Economic Impact (2021):** $14.5 million+
- **Room Nights (2021):** 25,544
- **Hotels:** New downtown hotels developed
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

- **Projected Economic Impact:** $16 million
- **Economic Impact (2021):** 22.1 million
- **Projected Room Nights (2021):** 20,570
- **Hotels:** This venue produces overnight hotel bookings throughout the Sandusky Regional marketplace.

* Facility Opened January 11th, 2020
Performance Report: Bluhawk Development

- **Opening Target:** Fall 2023
- **Ownership:** Price Brothers
- **Development Cost:** $125.4 million
- **Facility Type:** Indoor Ice/Courts/Events
- **Publicly Funded**
  *Includes Kansas Star Bond subsidy through City of Overland Park*

- **Projected Economic Impact:** $22.3 million
- **Economic Impact (2023):** N/A*
- **Projected Room Nights:** 50,000
- **Hotels:** This venue will see 816,000 visits and produce significant overnight hotel stays throughout the Kansas City marketplace.
  *Facility To Open Summer, 2023*
INDOOR ATHLETIC FACILITY
TOTAL SITE ACREAGE: 9-11 ACRES
INDOOR FACILITY: 125,000 SF
MEDICAL LEASE SPACE: 5,000 SF
PARKING: 400-500 SPOTS

INDOOR ATHLETIC FACILITY
- TOTAL SITE ACREAGE: 9-11 ACRES
- INDOOR FACILITY: 125,000 SF
- MEDICAL LEASE SPACE: 5,000 SF
- PARKING: 400-500 SPOTS

INDOOR COURTS
- 8 BASKETBALL COURTS
- 16 VOLLEYBALL COURTS (OVER BASKETBALL FLOOR)
- PORTABLE BLEACHER SYSTEM

INDOOR FLEX SPACE
- MAIN ENTRY LOBBY AREA
- CAFÉ SEATING AREA
- OFFICES SPACE
- KITCHEN
- FLEX TEAM ROOMS

ENTERTAINMENT
- ARCADE
- REDEMPTION STORE
- VIRTUAL REALITY
- PLAY CLIMB/ADVENTURE
- BOUTIQUE BOWLING

MEDICAL TENANT
- PHYSICAL THERAPY
- SPORTS MEDICINE
- SPORTS PERFORMANCE
- ORTHOPEDICS
- REHABILITATION
Key Performance Indicators
(Financial Forecast by Sports Facilities Advisory)

- $60 Million in Development Costs (9-11 acres)
- 400-500,000 Visitors Annually (at stabilization)
- $1.1-1.6 Million in Top Line Revenue at Maturity

Indoor Athletic Facility

A best-in-class Indoor Sports and Recreation Venue. A facility that has been right-sized for the market and is supported by the Sports Facilities Companies (SFC) and the SF Network, which represent the leading sports tourism and community-based sports venues in America.

Key Factors Influencing Performance

<table>
<thead>
<tr>
<th>SFM Network</th>
<th>Exclusive Rights &amp; Resources to the leading sports tourism and community recreation-based sports destinations in the country. Including talent, analytics, key performance indicators, benchmarking, best practices, and access to event owners and operators.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Revenue Sources</td>
<td>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 court programming for basketball and volleyball, food &amp; beverage, lease space, and special events.</td>
</tr>
<tr>
<td>Lease</td>
<td>Tenant Lease Space is available.</td>
</tr>
<tr>
<td>The Customer Experience</td>
<td>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 and community programming to outdoor multi-purpose turf fields and special events along with on-site family entertainment and food and beverage options.</td>
</tr>
<tr>
<td>Site Location</td>
<td>Little Rock, AR TBD</td>
</tr>
<tr>
<td>Value</td>
<td>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, event centers and fitness venues in the area.</td>
</tr>
</tbody>
</table>

Summary Comments
Featuring an Indoor Court Area with approximately 83,200 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 10 full-size high school regulation courts and 20 full-size volleyball courts (over the basketball courts). There is also the capability for 30 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.
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.
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.
This project has been fully vetted and researched by SFA Pre-Development Schedule:

- Financial Forecasts (Pro Forma)
- Investor and Key Stakeholder Engagement
- Strategic Partnership Development
- General Plan of Finance
- Funding Presentations
- Venue Planning & Design Concepts

Development Schedule:

- Construction Documents & Permitting
- Site Work, Roads, Water & Sewer
- Sports Assets Construction
- Buildings & Amenities
- Operational, Planning & Staffing
- Private Events & Soft Opening
- Grand Opening

18 Month Timeframe:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18

Indoor Athletic Facility

Little Rock Convention & Visitors Bureau

Visitation & Economic Impact:

- 30+ Events & Competitions at Maturity
- 29-35K Hotel Room Nights Annually
- $16-19 Million in Direct Spending

Sports Facilities Advisory

This Project has been fully vetted and researched by SFA
OUTDOOR FIELD COMPLEX
OUTDOOR FIELD COMPLEX
- TOTAL SITE ACREAGE: 55-70 ACRES
- OUTDOOR SYNTHETIC FLEX FIELDS
- MAINTENANCE/SUPPORT BUILDINGS
- RECOMMENDED PARKING: 900 SPOTS

BASEBALL FLEX FIELDS
- (6) 400’ SYNTHETIC TURF FIELDS
- 12 225’ YOUTH BB/SB FIELDS (OVER BB/5B DIAMONDS)
- 6 FULL SIZED MULTI-PURPOSE FIELDS (OVER BB/5B DIAMONDS)

MP FLEX FIELDS
- 4 FULL-SIZE MULTI-PURPOSE FLEX FIELDS (SYNTHETIC)
- 4 YOUTH BB/5B FIELDS WITH A 250’ FENCE (OVER FLEX MP TURF FIELDS)

SUPPORT BUILDINGS
- KITCHEN + CAFE SEATING
- CHECK-IN/TICKETING
- PRESS BOX
- TRAINING ROOM
- LARGE MEETING/FLEX SPACE

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA
Baseball/Softball Flex Fields

Synthetic Turf Flex Fields

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) softball/youth baseball fields, or six (6) multi-purpose fields (over the 400’ baseball/softball field area).

The facility will also feature four (4) multi-purpose flex fields with the capability to convert to four (4) 250’ softball/youth baseball fields, (over the MP flex fields).

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

KEY PERFORMANCE INDICATORS
(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- $60 MILLION IN DEVELOPMENT COSTS (55-70 ACRES)
- 319,428 VISITORS ANNUALLY (AT STABILIZATION)
- $1.3 MILLION IN TOP LINE REVENUE AT MATURITY

OUTDOOR SPORTS VENUE

Little Rock

A best-in-class Outdoor Sports Tourism and Recreation Venue. A facility that has been right-sized for the market and is supported by the Sports Facilities Companies (SFC) and the SF Network, which represent the leading sports tourism and community-based sports venues in America.

KEY FACTORS INFLUENCING PERFORMANCE

| SFM Network | Exclusive Rights & Resources to the leading sports tourism and community recreation-based sports destinations in the country, including talent, analytics, key performance indicators, benchmarking, best practices, and access to event owners and operators. |
| Multiple Revenue Sources | Next generation best-in-class youth and amateur sports experience for families and athletes of all ages. High quality program driven design, focused on outdoor flex fields that accommodate both baseball and softball as well as multi-purpose field programming with supporting food & beverage, flex meeting space and press box amenities. |
| Lease | Tenant Lease Space is not available. |
| The Customer Experience | 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 and community programming to outdoor multi-purpose turf fields and special events along with on-site family entertainment and food and beverage options. |
| Site Location | Little Rock, AR TBD |
| Value | 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, event centers and fitness venues in the area. |

SUMMARY COMMENTS

27
THIS PROJECT HAS BEEN FULLY VETTED AND RESEARCHED BY SFA

PRE-DEVELOPMENT SCHEDULE
- Financial Forecasts (Pro Forma)
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- General Plan of Finance
- Funding Presentations
- Venue Planning & Design Concepts

DEVELOPMENT SCHEDULE
- Construction Documents & Permitting
- Site Work, Roads, Water & Sewer
- Sports Assets Construction
- Buildings & Amenities
- Operational, Planning & Staffing
- Private Events & Soft Opening
- Grand Opening

OUTDOOR FIELD COMPLEX

Visitation & Economic Impact
- 33 Events & Competitions at Maturity
- 45,324 Hotel Room Nights Annually
- 152,000 Non-Local Visitors Annually
- $19.4 Million Direct Spending
MIXED-USE DEVELOPMENT
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.
COMMUNITY ACCESS
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.
A GROWING NEED FOR ACCESS

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

<table>
<thead>
<tr>
<th>Sport</th>
<th>UNDER $25K</th>
<th>$25K - $49.9K</th>
<th>$50K - $74.9K</th>
<th>$75K - $99.9K</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football (Tackle)</td>
<td>16%</td>
<td>24%</td>
<td>20%</td>
<td>13%</td>
<td>27%</td>
</tr>
<tr>
<td>Baseball</td>
<td>12%</td>
<td>23%</td>
<td>22%</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>Basketball</td>
<td>16%</td>
<td>21%</td>
<td>19%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>Soccer (Outdoor)</td>
<td>13%</td>
<td>19%</td>
<td>16%</td>
<td>17%</td>
<td>35%</td>
</tr>
<tr>
<td>Swimming (Team)</td>
<td>8%</td>
<td>16%</td>
<td>12%</td>
<td>21%</td>
<td>43%</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>4%</td>
<td>10%</td>
<td>16%</td>
<td>14%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Families that can afford more, play more.
ACTIVE KIDS DO BETTER IN LIFE
WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS

ACTIVE PARENTS ASSOCIATED WITH ACTIVE KIDS

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

INTERGENERATIONAL CYCLE

PHYSICALLY ACTIVE CHILDREN
1/10 AS LIKELY TO BE OBSESE
UP TO 40% HIGHER TEST SCORES
LESS SMOKING, 15% MORE LIKELY TO ATTEND COLLEGE
7-8% HIGHER ANNUAL EARNINGS
LOW HEALTH COSTS
MORE PRODUCTIVE AT WORK
REDUCED RISK OF HEART DISEASE, STROKE, CANCER, DIABETES

EARLY CHILDHOOD
ADOLESCENCE
ADULTHOOD

INDOOR/OUTDOOR SPORTS VENUES

THE ASPEN INSTITUTE
PROJECT PLAY
2020
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.