



**SPORTS FACILITIES  
COMPANIES**



# ST. CHARLES COUNTY SPORTS COMPLEX

ST. CHARLES COUNTY, MISSOURI



**ST. CHARLES  
COUNTY**  
SPORTS COMPLEX



**SPORTS FACILITIES  
COMPANIES**

# AGENDA

1. Introductions/Opening Comments
2. Project Overview Summary
3. Facility Program + Opinion of Cost
4. Financial Forecast + Economic Impact
5. RFP Proposal Content/Scoring
6. Key Dates/Deadlines
7. Next Steps

# AN OPEN INVITATION

1. FOR **QUALIFIED MUNICIPALITIES, CITIES AND/OR DEVELOPERS** TO RESPOND TO AN RFP ISSUED BY THE ST. CHARLES COUNTY CONVENTION AND SPORTS FACILITIES AUTHORITY FOCUSED ON THE DEVELOPMENT OF **A PREMIER INDOOR AND OUTDOOR SPORTS TOURISM COMPLEX** TO BE LOCATED IN ST CHARLES COUNTY.
2. THE ENVISIONED SPORTS TOURISM COMPLEX IS EXPECTED TO **DRIVE SIGNIFICANT NON-LOCAL VISITATION AND INCREMENTAL SPENDING** IN THE RETAIL, RESTAURANT AND LODGING SECTORS.
3. THROUGH ISSUANCE OF THE RFP THE AUTHORITY IS BEGINNING THE PROCESS OF **TRANSITIONING THE PROJECT** FROM FEASIBILITY AND FINANCIAL FORECASTING TO THE FUNDING, FINANCE AND STRATEGIC PARTNERSHIP DEVELOPMENT PHASE
4. THE AUTHORITY WILL ULTIMATELY INTERVIEW SELECT RFP RESPONDENTS THAT WILL BE ENGAGED IN **MORE DETAILED PARTNERSHIP CONVERSATIONS/NEGOTIATIONS** IN ORDER TO MOVE THE PROJECT INTO THE VENUE PLANNING AND DESIGN PHASE.

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 2026.**

**SFC** SPORTS FACILITIES COMPANIES

# SPORTS TOURISM

\*SOURCE: SPORTS EVENTS & TRAVEL ASSOCIATION (SPORTS ETA)

TRACKING THE  
EXPLOSIVE GROWTH  
IN YOUTH SPORTS

THE INDUSTRY IS  
EXPECTED TO  
GROW TO

**\$80+**  
BILLION

BY 2026

**\$53**  
BILLION  
YOUTH SPORTS  
INDUSTRY

A photograph of a crowd of people, including men and children, cheering enthusiastically at a sports event. They are wearing blue clothing and caps, with their arms raised and mouths open in excitement. The background is slightly blurred, focusing attention on the people in the foreground.

# UNLEASHING THE POWER OF SPORTS TOURISM

ST. CHARLES  
COUNTY  
SPORTS COMPLEX

The logo for St. Charles County Sports Complex, featuring a stylized blue and green wave graphic below the text.



*The St. Charles County Convention and Sports Facilities Authority is looking to harness the power of sports tourism through the development of an indoor and outdoor sports venue that will become a driver of non-local visitation, direct spending and a catalyst for ancillary development in St. Charles County.*

**ST. CHARLES  
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SPORTS COMPLEX**



# THE CHALLENGE

## AN UNDERSERVED MARKET

St. Charles County 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 St. Charles marketplace, with very little opportunity to host non-local visitors that generate direct spending within the market.

## THE RACE TO BUILD

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.

# ST. CHARLES COUNTY SPORTS COMPLEX

# THE VISION

## AN ECONOMIC ENGINE

The St. Charles County Sports Complex represents an opportunity to develop in a tournament quality venue that will accommodate local demand and become a driver of direct spending, non-local visitation and annual tax revenues for St. Charles County.

## A CATALYST FOR ANCILLARY DEVELOPMENT

The investment in the St. Charles Sports Complex will generate economic impact for St. Charles County and the greater regional marketplace and become a catalyst for ancillary development in the retail, restaurant, hotel and entertainment sectors that are anticipated to follow the sports complex.

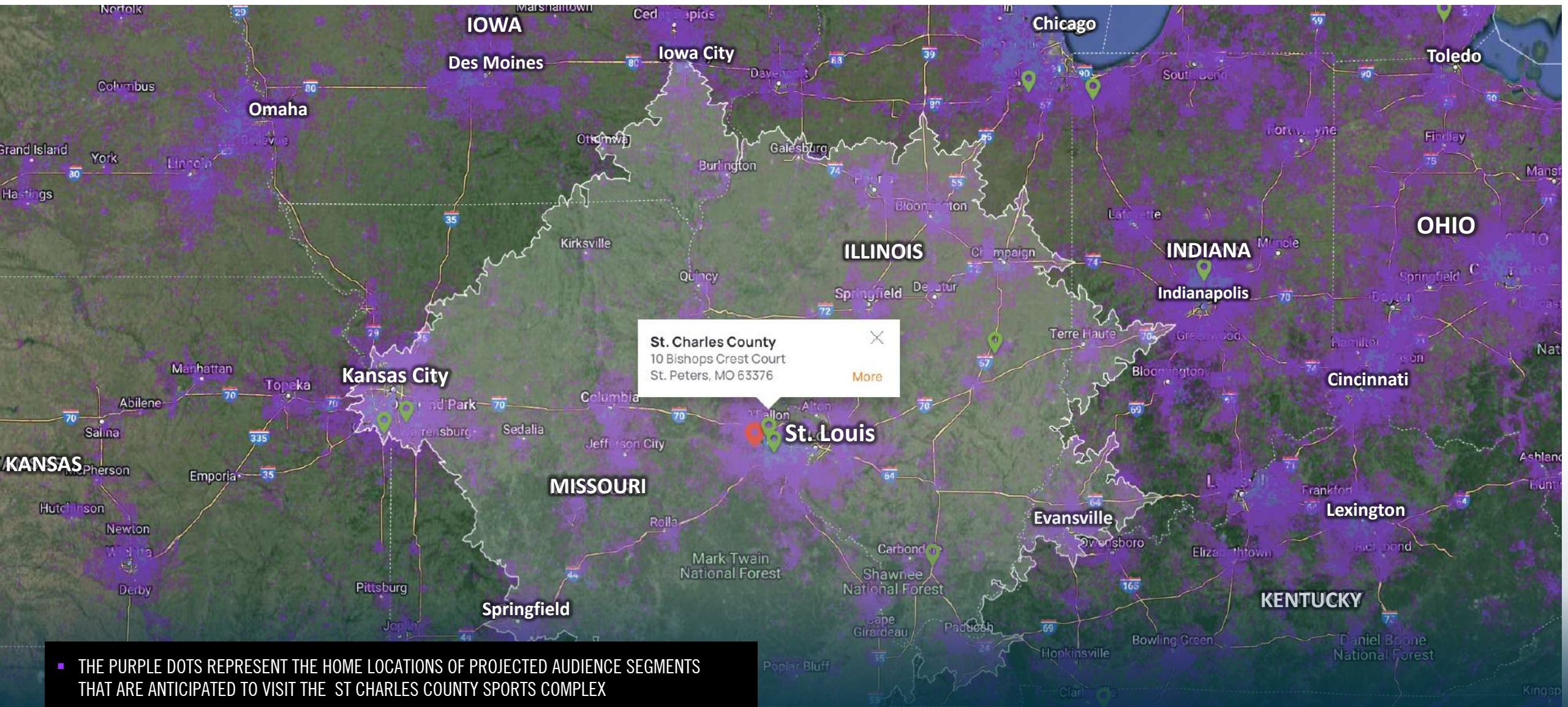


## ST. CHARLES COUNTY SPORTS COMPLEX: ECONOMIC IMPACT (YEAR 5)

**\$47.5 M**  
in Annual Revenue  
(Direct Spending)

**72,000 K**  
Room Nights by more than  
308,000 non-local visitors

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA





SPORTS FACILITIES ADVISORY WAS  
FOUNDED IN 2003

# SF THE 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

[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

## 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

# 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\***
- **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.

\* Includes both development costs and operational subsidy



# 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\***
- **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.

\* 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:** \$213 million+
- **Economic Impact (2021):** \$68 million+
- **Room Nights (2021):** 85,000+
- **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:** \$26.5 million\*
- **Economic Impact (2021):** \$14.5 million+\*
- **Room Nights (2021):** 25,544
- **Hotels:** New downtown hotels developed

\* 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:** \$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.

\* Includes both development costs and operational subsidy

\* Facility Opened January 11<sup>th</sup>, 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\***
- **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.

\* Includes Kansas Star Bond subsidy through City of Overland Park

\* Facility To Open Summer, 2023



BLUHAWK





# INDOOR ATHLETIC FACILITY

ST. CHARLES  
COUNTY  
SPORTS COMPLEX



**SFA** SPORTS FACILITIES  
**COMPANIES**

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA

# ST. CHARLES COUNTY SPORTS COMPLEX

## INDOOR ATHLETIC FACILITY

- TOTAL SITE ACREAGE: 72.40 ACRES
- INDOOR FACILITY: 258,745 SF
- OUTDOOR FIELDS: 27.4 ACRES
- PARKING: 2,115 SPOTS

## INDOOR COURTS

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

## INDOOR ICE ARENAS

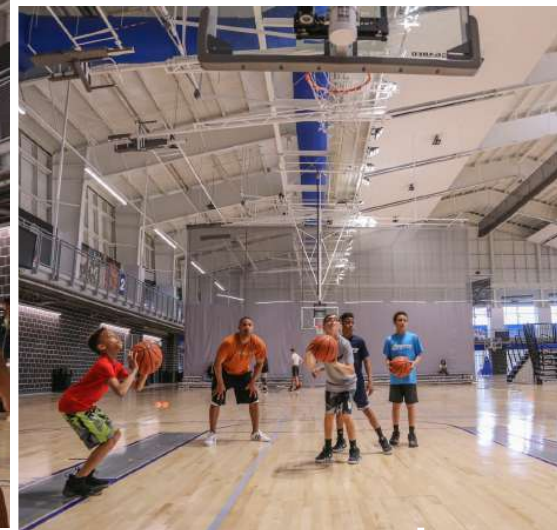
- 2 PRIMARY ICE RINKS (WITH 600 SEATS EACH)
- 1 SECONDARY ICE RINK W/ TEMPORARY COURTS (4 BB OR 4 VB COURTS)

## ENTERTAINMENT

- LEASED BAR AND GRILL
- ARCADE CENTER
- VIRTUAL REALITY
- PLAY CLIMB/ADVENTURE
- ESPORTS

## MEDICAL TENANT

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



## INDOOR COURTS

BASKETBALL/VOLLEYBALL HARDWOOD FLOORS

### SIZE

66,560 SF

### LOCATION

INDOOR ATHLETIC FACILITY

### FACILITY COMPARABLES

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

Featuring an Indoor Court Area with approximately 66,560 square feet of indoor court space, the facility can 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 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.





# ICE ARENA

PRIMARY AND SECONDARY ICE RINKS (WITH 600 SEATS)

## SIZE

87,550 SF

## LOCATION

INDOOR FIELDHOUSE

## FACILITY COMPARABLES

- FOX CITIES, WI
- AVIATOR, NJ

Featuring Two Primary Ice Rinks (each with 600 seats), one Secondary Ice Rink that can temporarily convert to either four basketball courts (over the ice) or four volleyball courts (over the basketball courts) and can host variety of indoor court sports, including; basketball, volleyball, futsal, pickleball, and other indoor court-based sports and special events.

As a result, the facility will have the ability to tap into the growing sports tourism industry, hosting 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

WITH LEASED BAR AND GRILL

**SIZE**  
20,000 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.





# MEDICAL PARTNER

**ST. CHARLES  
COUNTY  
SPORTS COMPLEX**





# MEDICAL TENANT LEASE SPACE

SPORTS MEDICINE AND 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 a medical sector partner interested in providing Sports Medicine and Physical Therapy and/or Rehabilitation services.

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.





# OUTDOOR FIELD COMPLEX

ST. CHARLES  
COUNTY  
SPORTS COMPLEX





THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA

# ST. CHARLES COUNTY SPORTS COMPLEX



## OUTDOOR FIELD COMPLEX

- SITE ACREAGE: 27.74 ACRES
- OUTDOOR BASEBALL/SOFTBALL FIELDS
- MAINTENANCE/SUPPORT BUILDINGS
- RECOMMENDED PARKING: 1,080 SPOTS

## 400' BB/SB FLEX FIELDS

- 4 SYNTHETIC 400' BASEBALL/SOFTBALL TURF FIELDS
- 8 SYNTHETIC 225' YOUTH BASEBALL/SOFTBALL TURF FIELDS (OVER 400' DIAMONDS)

## 275' BB/SB FIELDS

- 8 SYNTHETIC BASEBALL/SOFTBALL TURF FIELDS
- WITH DUGOUTS WARM-UP AND VIEWING AREA

## SUPPORT BUILDINGS

- 3 SECONDARY SUPPORT SUPPORT BUILDINGS
- PRESS BOX
- MAINTENANCE BUILDING



## BASEBALL/SOFTBALL FIELDS

SYNTHETIC TURF FIELDS

### SIZE

27.74 ACRES

### LOCATION

OUTDOOR FIELD COMPLEX

### FACILITY COMPARABLES

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

Featuring tournament quality outdoor regulation Baseball/Softball fields, the facility will feature four (4) 400' synthetic turf diamonds with the capability to convert to eight (8) 225' softball/youth baseball fields, (over the 400' baseball/softball field area).

The facility will also feature eight (8) 275' baseball/softball fields.

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



# KEY FACILITY PERFORMANCE DATA

SPORTS HOTEL  
ST. CHARLES  
COUNTY  
SPORTS COMPLEX



## COMBINED ATHLETIC FACILITY

### KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- **\$143.4** MILLION IN DEVELOPMENT COSTS (72.4 ACRES)
- **809,530 VISITORS** ANNUALLY (AT STABILIZATION)
- **\$6.2 MILLION** IN TOP LINE REVENUE AT MATURITY

## ST. CHARLES COUNTY SPORTS COMPLEX

A best-in-class Indoor and outdoor Sports, Entertainment 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 synthetic turf field complex baseball and softball programming and indoor court programming for basketball and volleyball, family entertainment, food & beverage, sports performance, medical lease space, and special events.

##### Lease

Tenant Lease Space is 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

St. Charles County, MO

##### 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



COMBINED ATHLETIC FACILITY

# ST. CHARLES COUNTY SPORTS COMPLEX



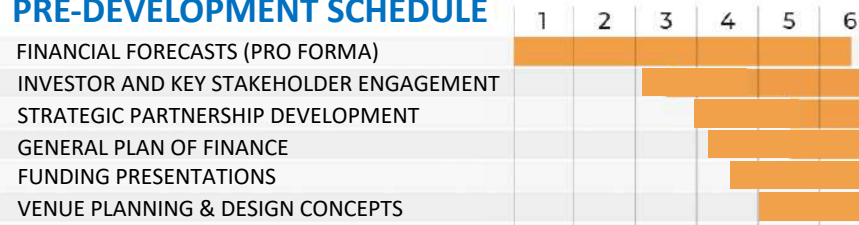
## VISITATION & ECONOMIC IMPACT

- **77** EVENTS & COMPETITIONS AT MATURITY
- **72,904** HOTEL ROOM NIGHTS ANNUALLY
- **308,073** NON-LOCAL VISITORS ANNUALLY
- **\$47.5 MILLION** DIRECT SPENDING

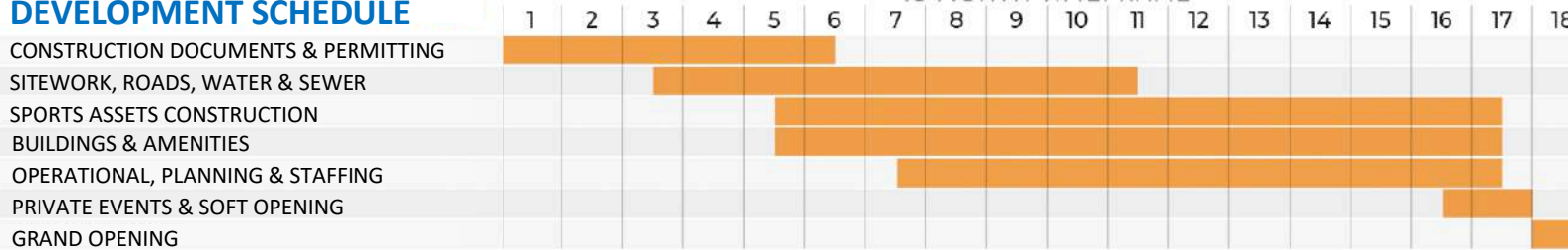
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### PRE-DEVELOPMENT SCHEDULE



### DEVELOPMENT SCHEDULE



18 MONTH TIMEFRAME

# MIXED-USE DEVELOPMENT

ST. CHARLES  
COUNTY  
SPORTS COMPLEX





# RETAIL & COMMERCIAL DEVELOPMENT

RETAIL, RESTAURANTS AND HOTELS

## SIZE

TBD

## LOCATION

ADJACENT 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.





# MIXED-USE HOUSING WITH RETAIL

RETAIL, COMMERCIAL AND INDUSTRIAL

SIZE

TBD

LOCATION

ADJACENT DEVELOPMENT

LOCATION

- BLUHAWK SPORTS PARK, KS
- MATTOON, ILLINOIS
- ROCKY MOUNT, NC

Now more than ever, the development of mixed-use buildings is rising across the entire country. Mixed use development is a development project that combines housing, office, recreational, retail, commercial, or industrial components. These projects may comprise a single building with retail shops on the ground and apartment units on the upper floors.

Others may comprise comprehensive urban village development featuring multiple buildings dedicated to separate but compatible uses, such as office buildings, retail centers, medical facilities, and an adjacent multi-family housing complex.

With many people looking for flexibility and hybridization in their personal and professional lives, urban planning that blends multiple functions is in demand.





# COMMUNITY ACCESS

ST. CHARLES  
COUNTY  
SPORTS COMPLEX



ST. CHARLES  
COUNTY  
SPORTS COMPLEX

# 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.

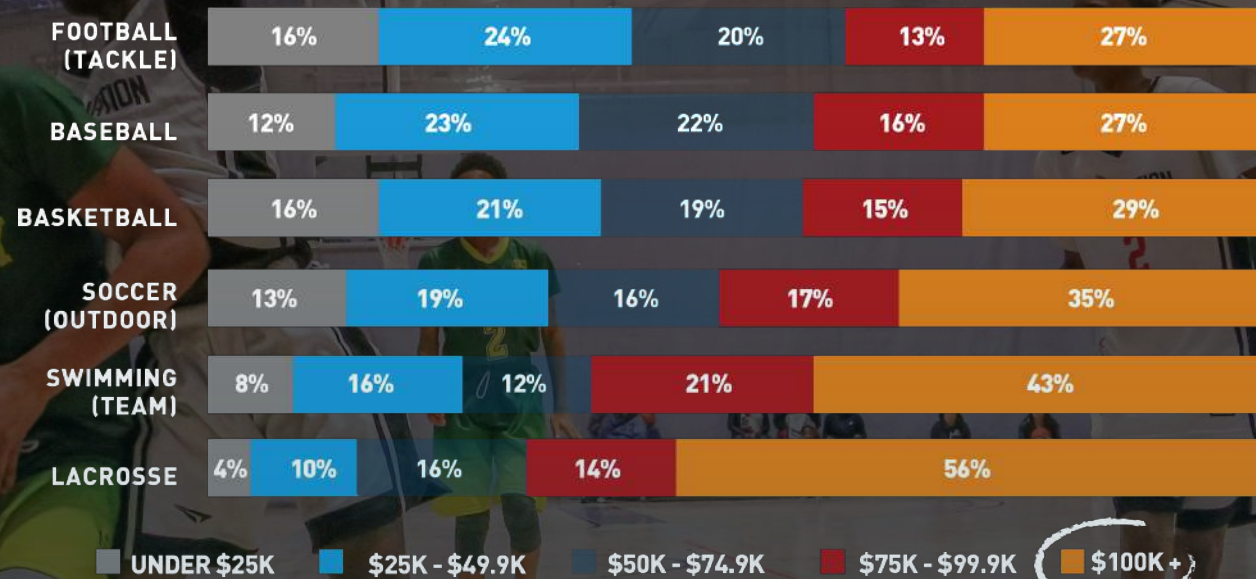
And for those facing the steepest barriers, the benefits of play and sport will have an especially powerful ripple effect.

Our approach to the sports experience at our venues is grounded in the knowledge that kids and adults who move will move the world.

 SPORTS FACILITIES  
THE COMPANIES

# A GROWING NEED FOR ACCESS

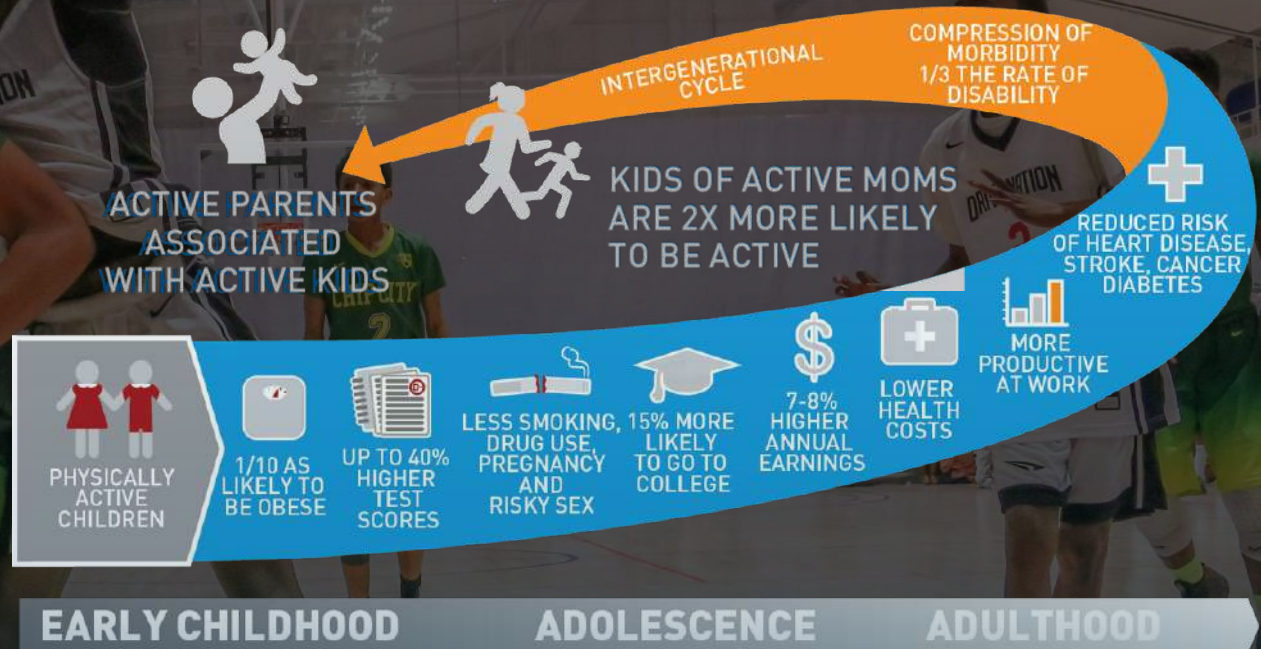
**INCOME IMPACTS SPORT PARTICIPATION**  
PERCENTAGE OF CORE PARTICIPANTS, BY HOUSEHOLD INCOME



*Families that can afford more, play more.*

# ACTIVE KIDS DO BETTER IN LIFE

WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



**THE COMPANIES** SPORTS FACILITIES

**SFM NETWORK**

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



# YOUTH DEVELOPMENT PROGRAMS

ACCESS TO SPORTS THROUGH COMMUNITY OUTREACH

LOCATION  
INDOOR FIELDHOUSE

- PROGRAM EXAMPLES
- ASPEN INSTITUTE PROJECT PLAY
  - SFM ACCESS PROGRAM
  - YOUTH MENTORING PROGRAMS

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.




**ST. CHARLES  
COUNTY  
SPORTS COMPLEX**



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**SF** SPORTS FACILITIES  
**COMPANIES**

**SFNETWORK**



**SFC** SPORTS FACILITIES  
COMPANIES

# CASE STUDY + SUPPORT DATA

THE FINLEY CENTER

# CASE STUDY 1

Case Study: **Hoover Met Complex**



SPECIFICATIONS	LOCATIONS
Indoor / Outdoor Sports Complex	Hoover, AL
FACILITIES & AMENITIES	
<ul style="list-style-type: none"><li>• 150-acre facility</li><li>• 155,000 sq-ft indoor facility</li><li>• 11 Basketball Hardwood Courts or 16 Volleyball Courts</li><li>• .2-mile Suspended Indoor Walking Track</li><li>• Hoover Climbing &amp; Adventure Indoor Climbing Center</li><li>• Flexible Meeting and Event Spaces</li><li>• Food Court and Concessions for Events</li></ul>	<ul style="list-style-type: none"><li>• Hoover Met Stadium with Seating for 10,000+</li><li>• Baseball Complex with 5 Baseball or Softball Fields</li><li>• 5 Multipurpose Fields for Lacrosse/Soccer/Football</li><li>• 16 Hard Court Tennis Center</li><li>• Disability-Inclusive Splash Pad &amp; Playground</li><li>• 170 Asphalt Pull-Thru Space RV Park</li></ul>





**IN 2016, THE CITY REIMAGINED THE PROPERTY AND INVESTED IN EXPANDING IT INTO A WORLD CLASS YOUTH SPORTS DESTINATION**

GOALS WERE TO RETAIN THE SEC TOURNAMENT, SERVE LOCAL RESIDENTS, AND GENERATE ECONOMIC DEVELOPMENT

IN 2017, THE  
155,000 SF  
INDOOR CENTER'S  
PARTIAL YEAR  
PERFORMANCE  
WAS **\$16.6** MILLION  
IN ECONOMIC  
IMPACT

HOTELS WERE FILLED AND  
RESTAURANTS STARTED  
RUNNING OUT OF FOOD ON  
EVENT WEEKENDS



YEAR 2 PRODUCED  
**\$49** MILLION IN  
ECONOMIC IMPACT  
THROUGH YOUTH  
AND AMATEUR  
SPORTS & OTHER  
SPECIAL EVENTS

TRADE SHOWS, PARKING LOT  
CONCERTS, DRIVE-IN MOVIES,  
ETC.



## CASE STUDY | HOOVER MET

**“An example of a Sports Tourism facility that can do it all.”**

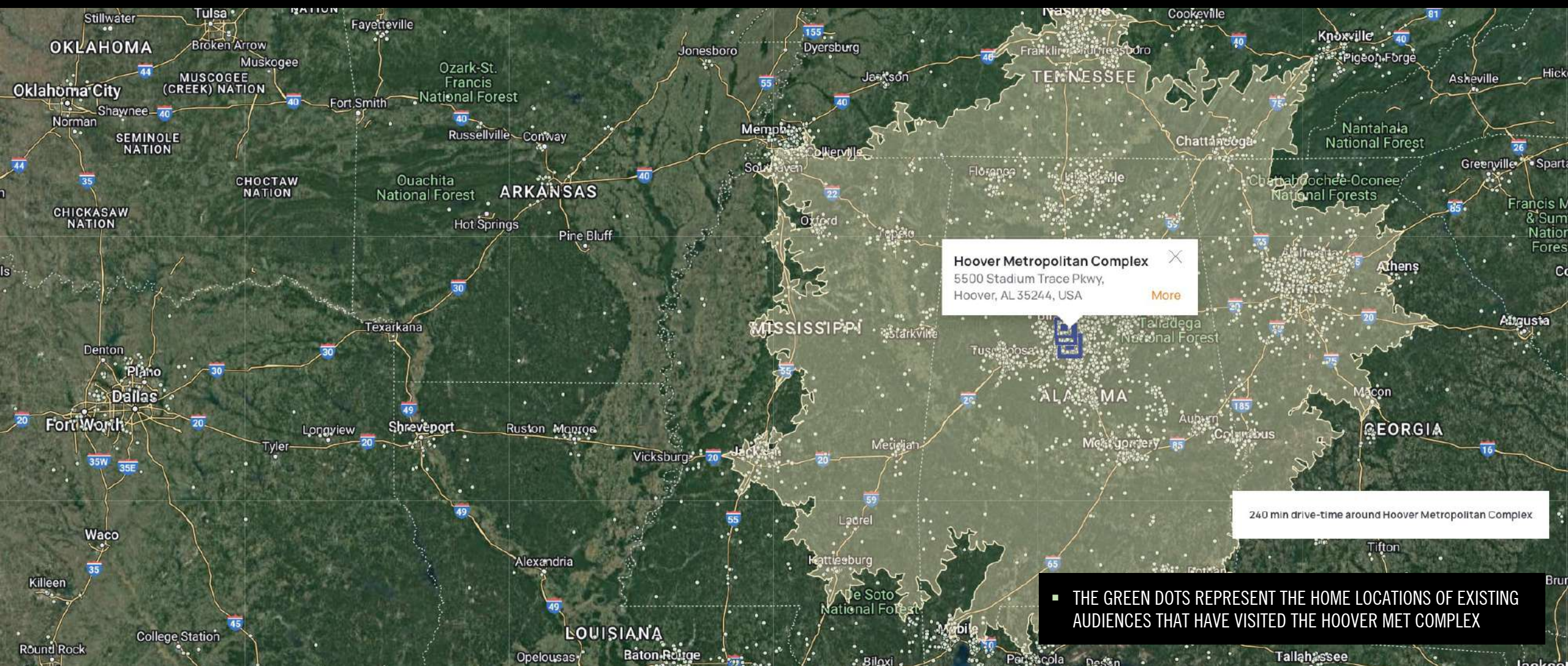
— Jason Clement, CEO SFC Companies

### SF NETWORK COMPONENTS:

- Operating in the Black
- More than \$450,000 in free community recreation programming in 2022
- More than \$300 million in Economic Impact since opening in 2017
- Host to SEC Baseball Tournament and Fan Fest
- Hosts of USA Pickleball National Indoor Championships
- Host to Perfect Game Baseball
- Tradeshows
- Philanthropic Community Events

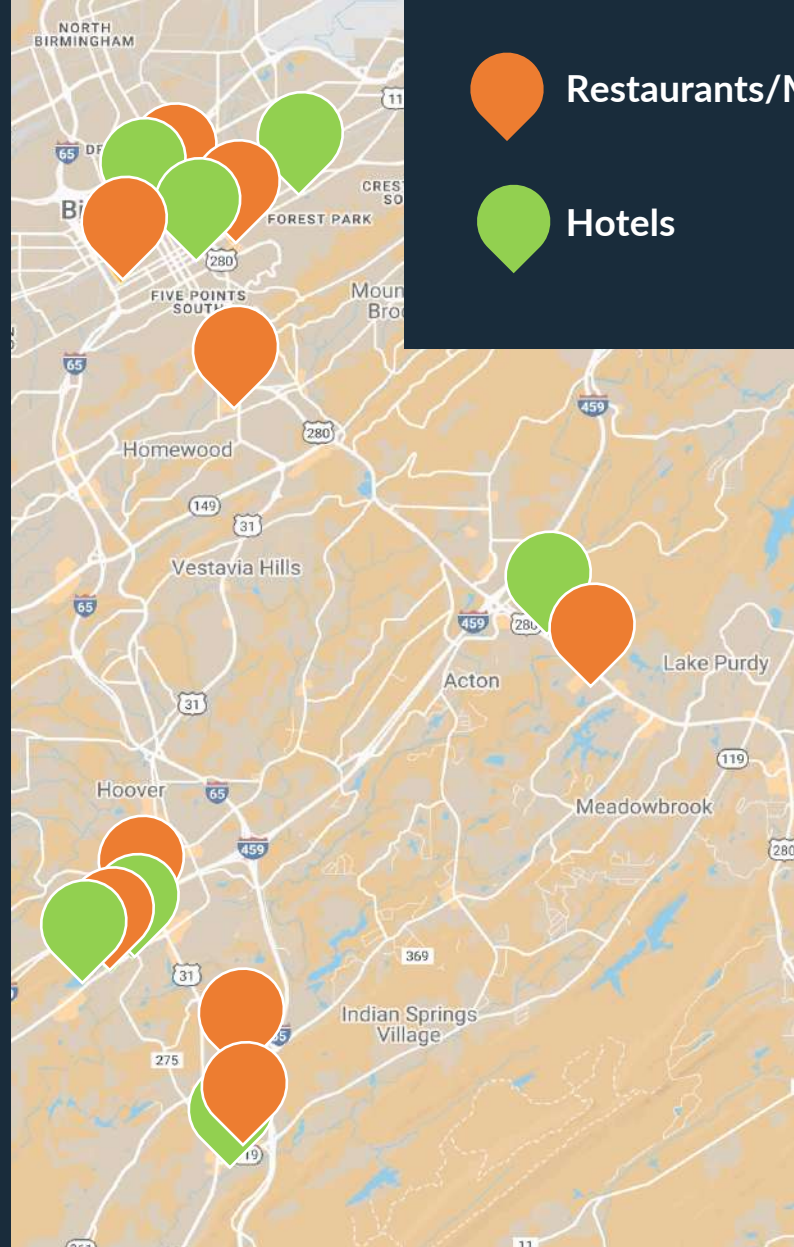


# Regional & National Audience Visitation to the Hoover Met Complex

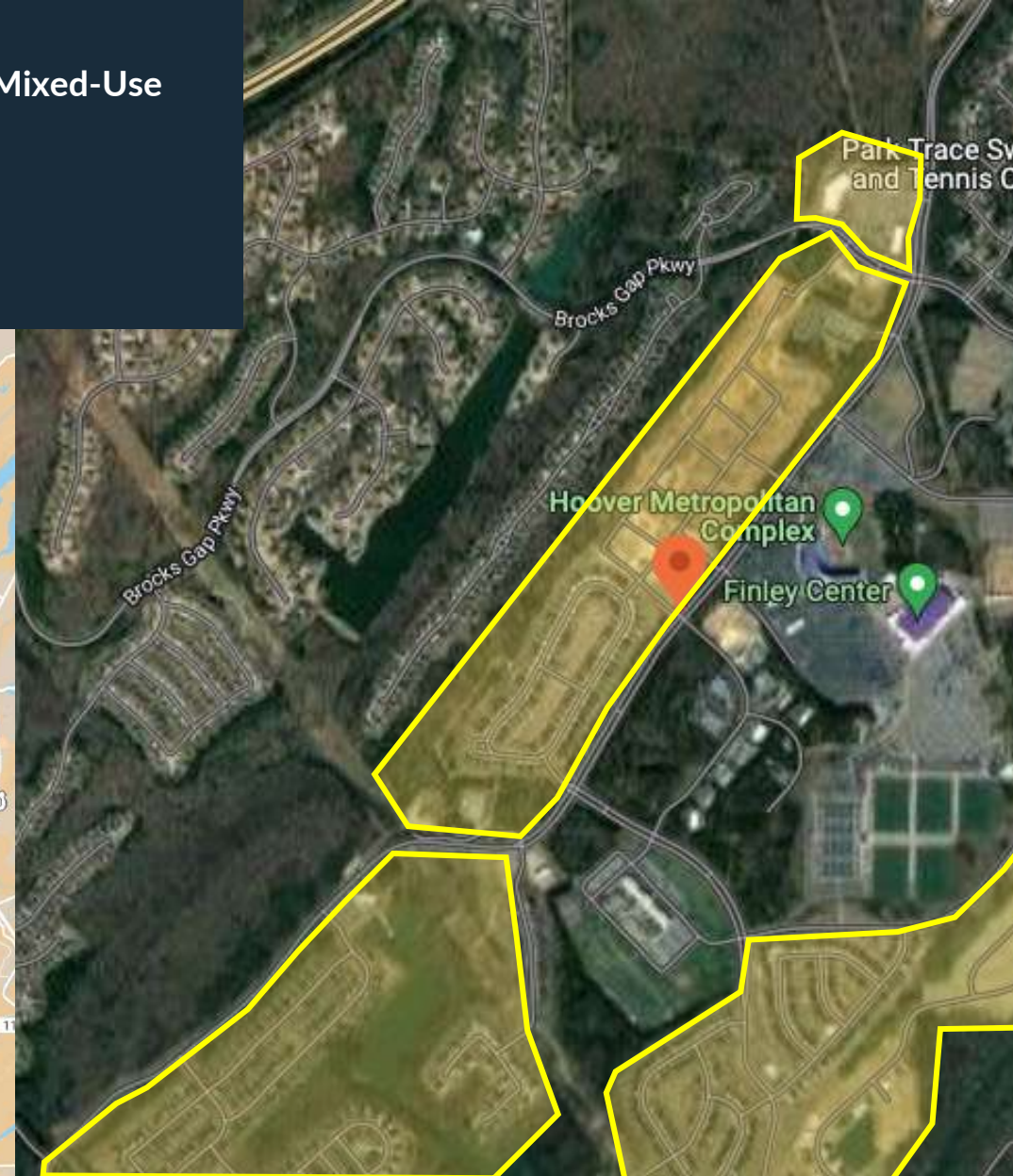


**NEW**  
**RESTAURANTS,  
HOTELS, AND  
SINGLE-FAMILY  
HOMES WERE  
DEVELOPED  
SURROUNDING THE  
PROPERTY**

SPORTS TOURISM VISITORS ARE  
A PREMIUM DEMOGRAPHIC WITH  
HIGH DISPOSABLE INCOME



Restaurants/Mixed-Use  
Hotels



JUST DOWN THE STREET, THIS MIXED-USE DEVELOPMENT WAS SPURRED BY THE HOOVER MET COMPLEX

INCLUDES RESTAURANTS, RETAIL, GROCERY, AND MEDICAL





# CASE STUDY 2

Case Study: **AdventHealth Sports Park at Bluhawk**

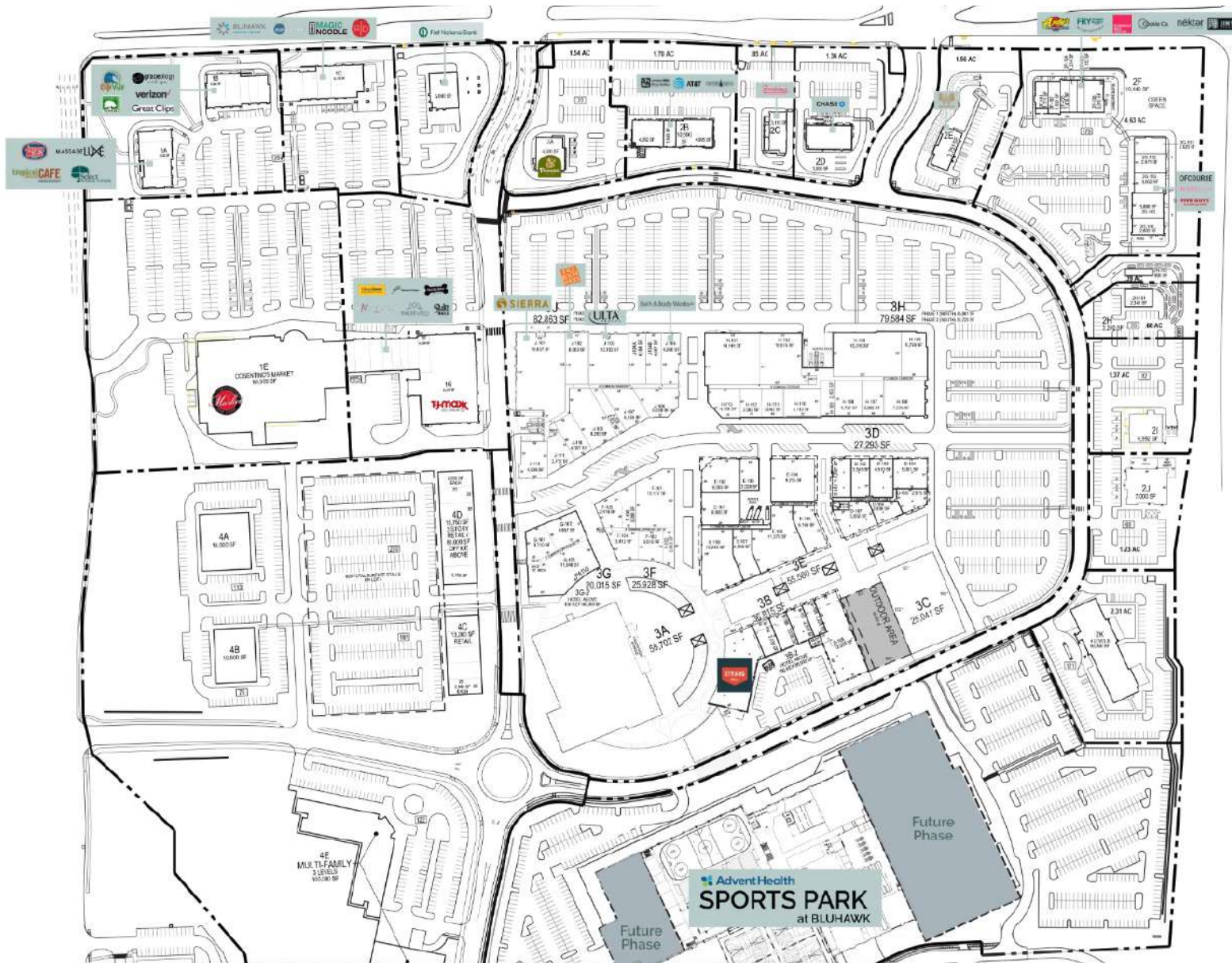




- ### FACILITY OVERVIEW:
- THE SPORTS PARK FEATURES A 4,000-SEAT MULTIPURPOSE ARENA
  - A FULL-SIZE NHL ICE RINK
  - 8 BASKETBALL COURTS (CONVERTIBLE TO 16 VOLLEYBALL/PICKLEBALL COURTS),
  - A 40,000-SQUARE-FOOT TURF FIELD, LOCKER ROOMS, TRAINING AREA, SPRINTING TRACK AND SPORTS MEDICINE CENTER.
  - A FAMILY ENTERTAINMENT CENTER WILL BE HOME TO AN ESPORTS CENTER, BOWLING, LASER TAG, GOLF SIMULATORS AND MORE.

  
**Advent Health**  
**SPORTS PARK**  
at BLUHAWK





**IN 2024, THE  
COUNTRY'S  
LARGEST YOUTH &  
AMATEUR SPORTS  
AND MIXED-USE  
DEVELOPMENT  
WILL OPEN IN  
OVERLAND PARK.**

FEATURING MORE THAN 1.2  
MILLION SQUARE FEET OF RETAIL  
DEVELOPMENT AT THE DOORSTEP  
OF THE COMPLEX, ATTRACTING  
3.8 MILLION VISITORS A YEAR

# ADVENTHEALTH SPORTS PARK AT BLUHAWK

OVERLAND PARK, KANSAS



## FUNDING OVERVIEW:

- **LOCATION:** OVERLAND PARK, KS
- **DEVELOPMENT:** \$125 MILLION (SPORTS ONLY)
- **FACILITY:** 460,000 SF INDOOR FACILITY
- **OWNERSHIP:** PUBLIC-PRIVATE PARTNERSHIP
- **FUNDING:**
  - PRIVATE EQUITY
  - TRADITIONAL FINANCING
  - STATE FUNDS ALLOCATED THROUGH STAR BONDS\*

CAPITAL STACK FUNDING

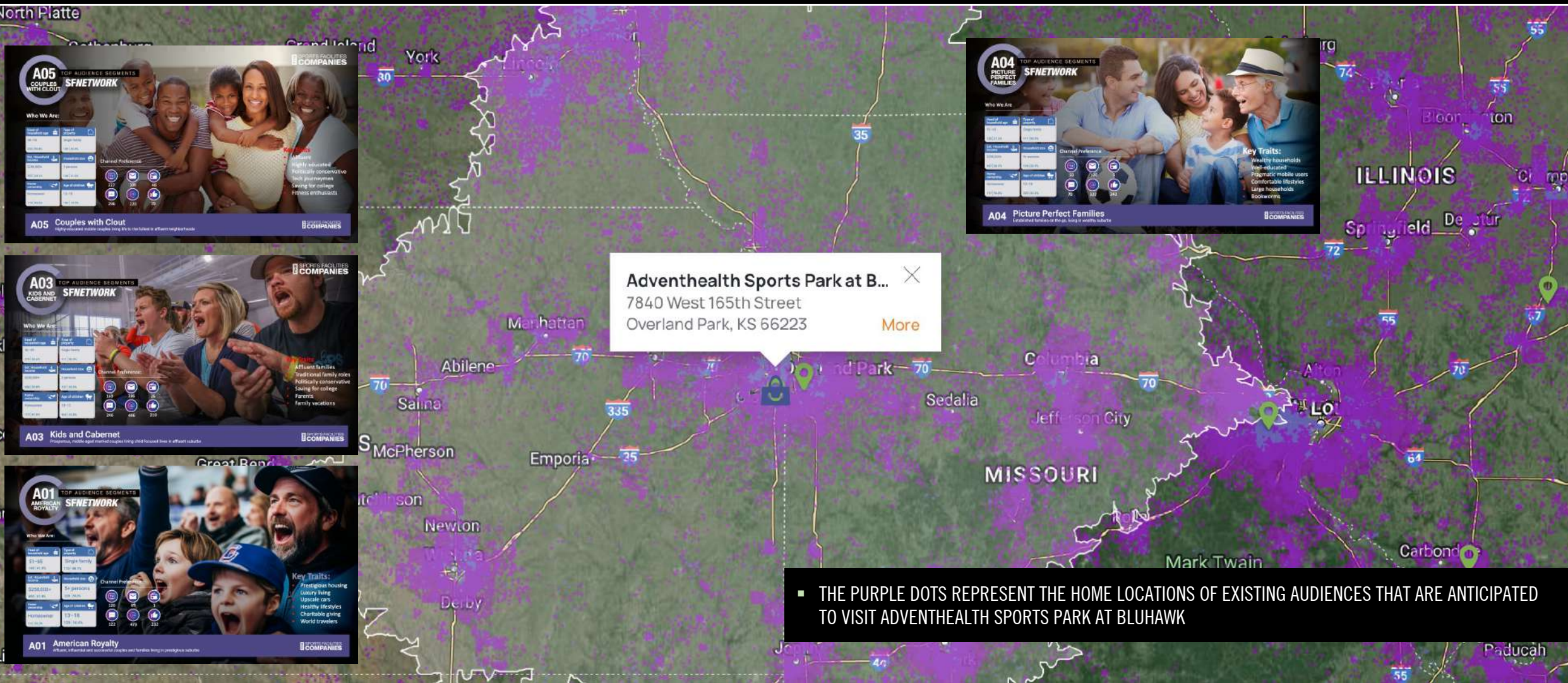
SPORTS FACILITIES  
COMPANIES



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



# Regional & National Audience Visitation to AdventHealth Sports Park at Bluhawk





# CASE STUDY 3



#### SPECIFICATIONS

Indoor Sports Complex

#### FACILITIES & AMENITIES

- 10 Basketball Courts
- 20 Volleyball Courts
- Champion Court Arena
- Food Court & Concessions
- Indoor Climbing Area
- Ninja Obstacle Course

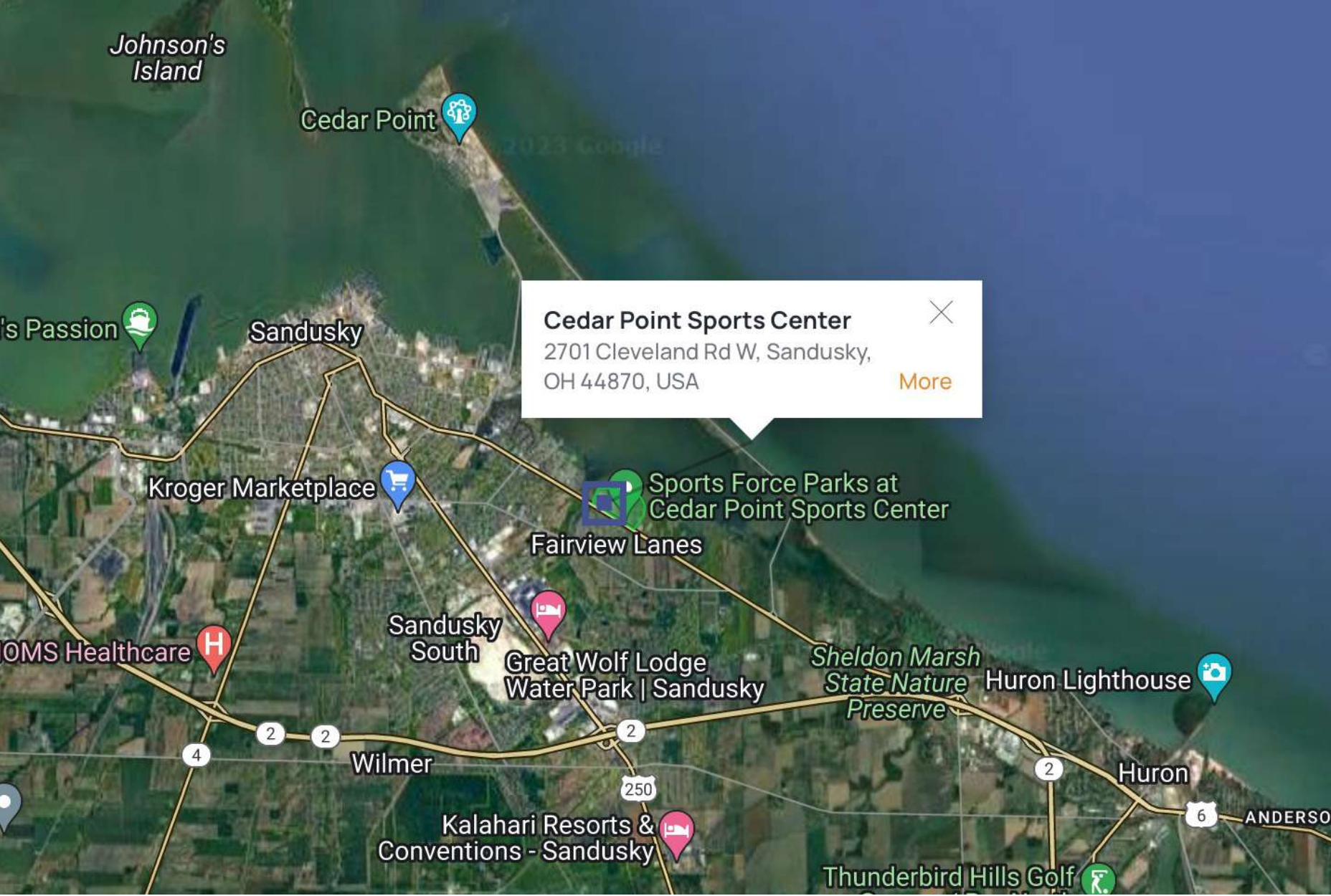
#### LOCATIONS

Sandusky, OH

- 3 Party/Team Rooms
- Redemption Arcade
- Second-Story Mezzanine with Walking Track
- Access / Ticketing to Cedar Point Amusement Park

**Cedar Point**  
SPORTS CENTER





# THE CEDAR POINT SPORTS CENTER OPENED ITS DOORS **IN 2020** TO BECOME AN INDOOR YOUTH SPORTS TOURISM DESTINATION

GOALS WERE TO SOLVE FOR THE OFF-SEASON IN ERIE COUNTY, SERVE LOCAL RESIDENTS, AND GENERATE ANCILLARY ECONOMIC DEVELOPMENT

IN 2021, THE CEDAR POINT SPORTS CENTER GENERATED **\$20MM** IN ECONOMIC IMPACT, EXCEEDING THE ORIGINAL FORECAST OF **\$16MM**

HOTELS PREVIOUSLY EMPTY IN WINTER AND SHOULDER SEASON WERE FILLED AND RESTAURANTS STARTED RUNNING OUT OF FOOD ON EVENT WEEKENDS



## SF NETWORK COMPONENTS:

- Sports Events that included more than 42 volleyball, basketball, wrestling, cheer and dance, futsal and baton twirling competitions
- 38,526 athletes and 51,923 spectators
- Non-sports events, included the Best of the Bay, a food competition featuring local vendors, music events featuring DrumLine Live and the Firelands Symphony Orchestra, and many other community events

“In 2022 Cedar Point Sports Center was voted Top All-Star Indoor Sports Venue.”

— Sports Events Media Group



IN 2022, THE  
CEDAR POINT  
SPORTS CENTER  
PRODUCED **\$22MM**  
and **17K ROOM**  
NIGHTS THROUGH  
SPORTS & NEW  
EVENTS

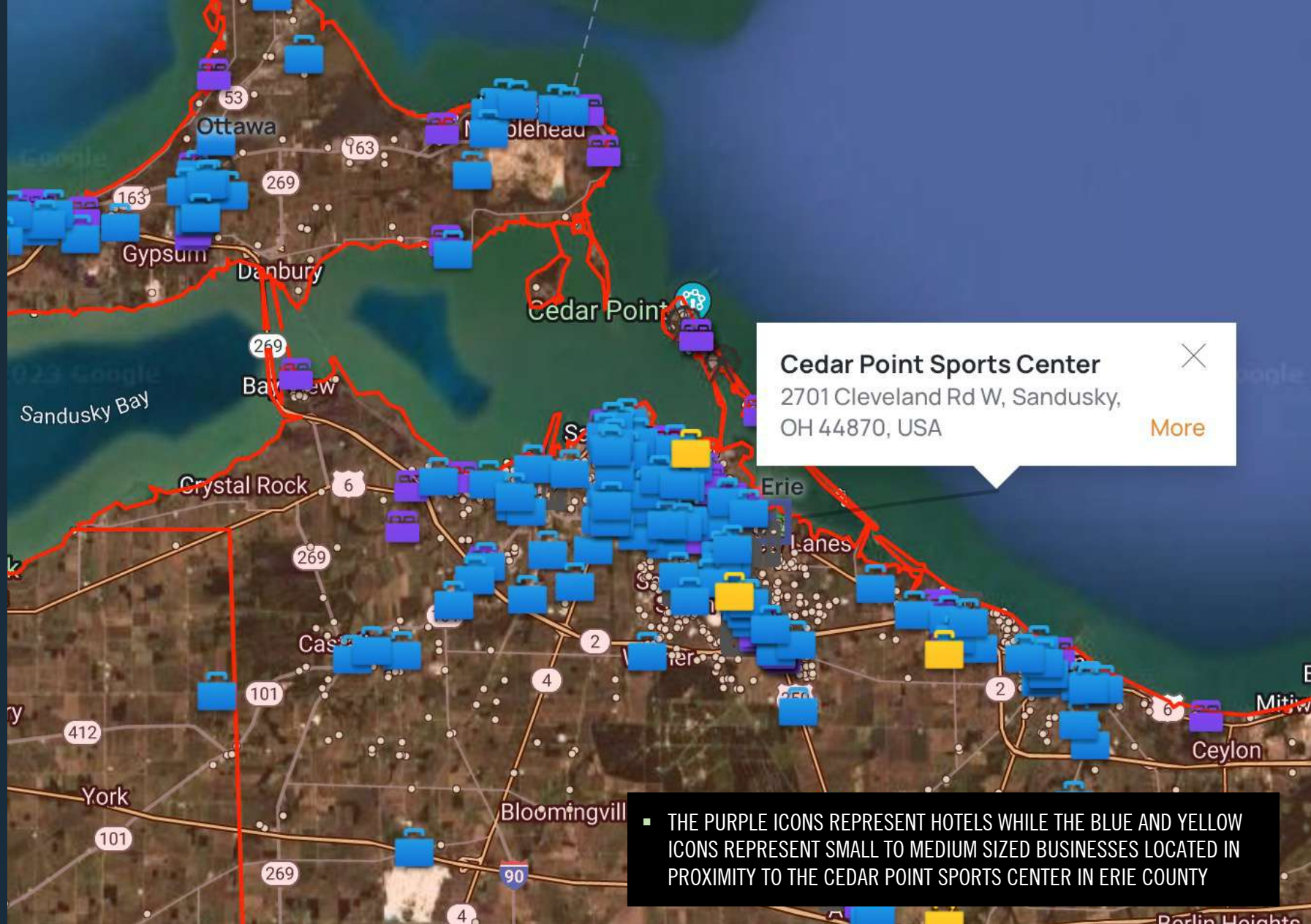
NON SPORTS EVENTS INCLUDED  
TRADE SHOWS, PARKING LOT  
CONCERTS AND MORE.





SINCE THE INCEPTION OF THE SPORTS COMPLEX IN 2020 THERE HAS BEEN MORE THAN **\$100 MM** IN ANCILLARY ECONOMIC DEVELOPMENT AS A RESULT OF THE COMPLEX

— PATRICK SHENAGO,  
COUNTY COMMISSIONER





# CASE STUDY 4

WWW.UTZARCHITECTS.COM

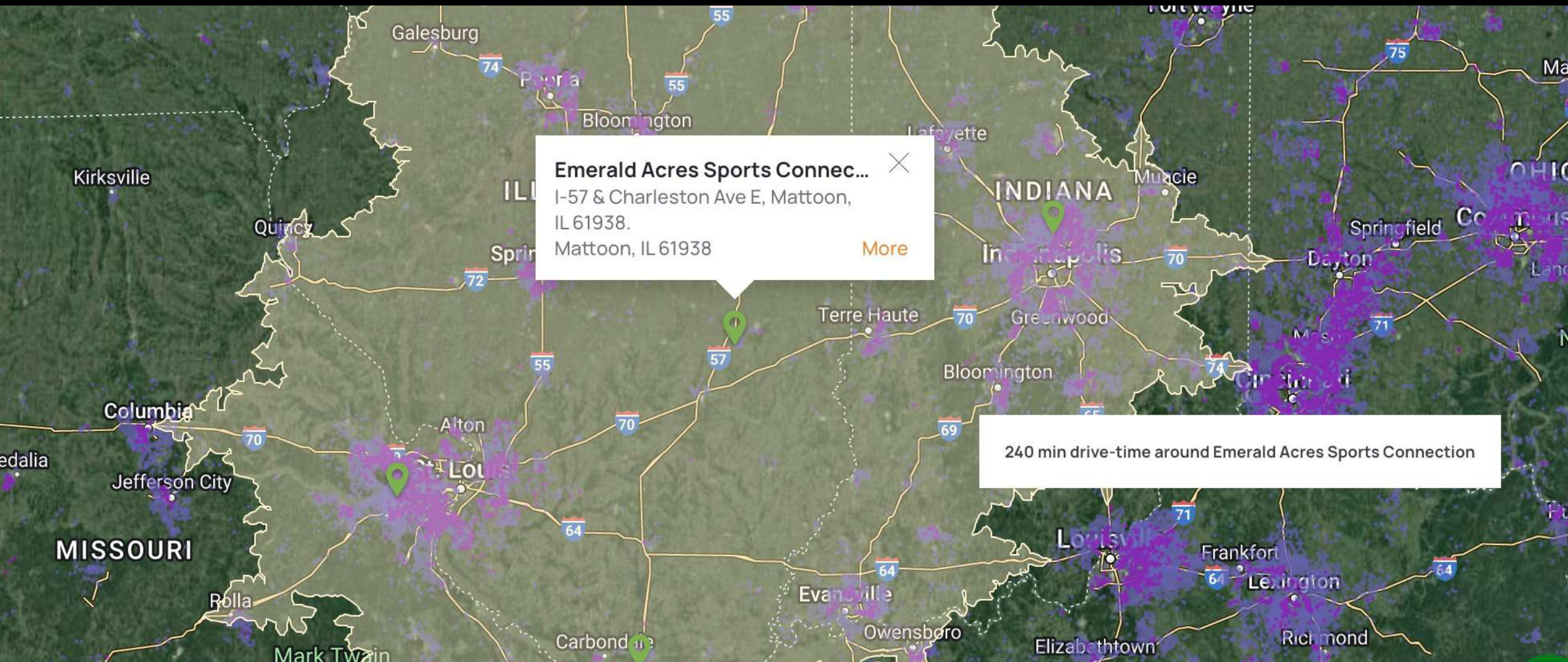


UTZ+Associates Architects P.C.  
ARCHITECTURE AND INTERIOR DESIGN

Case Study: **Emerald Acres Sports Connection**



# Regional & National Audience Visitation to the Emerald Acres Sports Complex





17,000 VPD (21)

LEONIS 16

CHARLESTON AVE E

**60 AC AVAILABLE**

**SITE**



\$100M indoor & outdoor sports & shopping complex

130,000 SF shopping center with 20 outlots; 8 outdoor baseball/softball fields, 8 outdoor soccer fields; 135,000 SF indoor fieldhouse with 8 basketball courts and 16 volleyball courts

# Case Study: Emerald Acres Sports Connection





# Case Study: Emerald Acres Sports Connection



**SFC** SPORTS FACILITIES  
COMPANIES

# FUNDING STRUCTURE EXAMPLES

# THE HOOVER MET COMPLEX

HOOVER, ALABAMA



## FUNDING OVERVIEW:

- LOCATION: HOOVER, ALABAMA
- DEVELOPMENT: \$80 MILLION (SPORTS ONLY)
- FACILITY: 155,000 SF INDOOR
- TOTAL ACREAGE: 120 ACRES
- OWNERSHIP: PUBLIC
- FUNDING:
  - GENERAL OBLIGATION BOND



# COMMUNITY FIRST CHAMPIONS CENTER

APPLETON, WISCONSIN



## FUNDING OVERVIEW:

- LOCATION: APPLETON, WI
- DEVELOPMENT: \$30 MILLION (SPORTS ONLY)
- FACILITY: 164,000 SF INDOOR
- OWNERSHIP: PUBLIC
- FUNDING:
  - HOTEL/MOTEL TAX INCREASE
  - PUBLIC BOND



CAPITAL STACK FUNDING

SPORTS FACILITIES  
COMPANIES

# CEDAR POINT SPORTS CENTER

SANDUSKY, OHIO



## FUNDING OVERVIEW:

- LOCATION: SANDUSKY, OH
- DEVELOPMENT: \$42 MILLION (SPORTS ONLY)
- FACILITY: 185,000 SF INDOOR
- OWNERSHIP: PUBLIC-PRIVATE PARTNERSHIP
- FUNDING:
  - COUNTY HOTEL TAX - \$23 MILLION
  - FIRELANDS MEDICAL - \$11 MILLION
  - PRIVATE EQUITY - \$6 MILLION
  - CITY TAX FINANCING - \$2 MILLION

CAPITAL STACK FUNDING

**ME** SPORTS FACILITIES  
COMPANIES



- Public and Private Benefit
  - Public – Economic impact, increase tax revenue
  - Private – Visitation to core business (amusement park + hotel inventory)



# ADVENTHEALTH SPORTS PARK AT BLUHAWK

OVERLAND PARK, KANSAS



## FUNDING OVERVIEW:

- **LOCATION:** OVERLAND PARK, KS
- **DEVELOPMENT:** \$125 MILLION (SPORTS ONLY)
- **FACILITY:** 250,000 SF INDOOR FACILITY
- **OWNERSHIP:** PUBLIC-PRIVATE PARTNERSHIP
- **FUNDING:**
  - PRIVATE EQUITY
  - TRADITIONAL FINANCING
  - STATE FUNDS ALLOCATED THROUGH STAR BONDS\*

CAPITAL STACK FUNDING

SPORTS FACILITIES  
COMPANIES



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



# 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

SPORTS FACILITIES  
COMPANIES



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

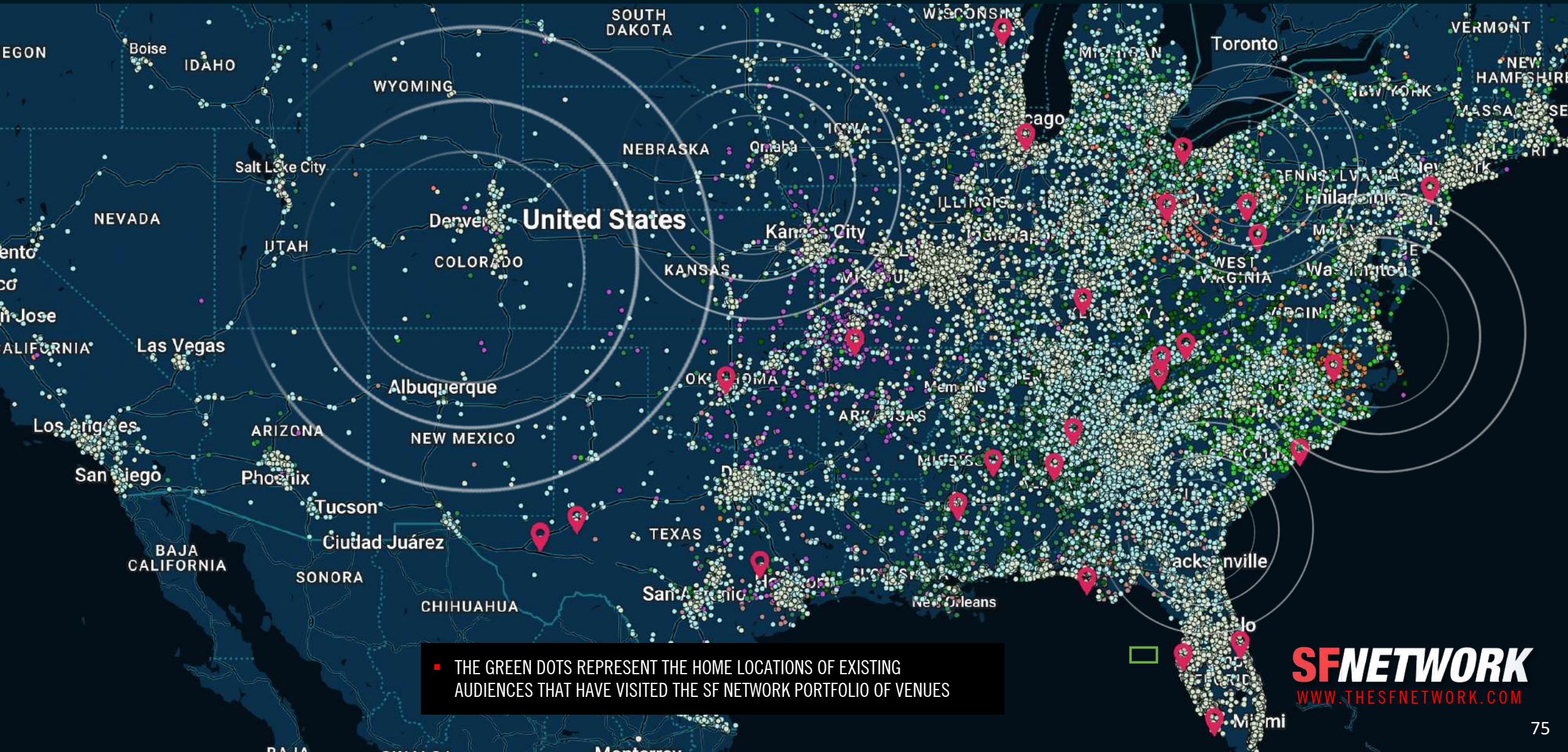




SPORTS FACILITIES  
COMPANIES

# AUDIENCE INSIGHTS DATA

# Regional & National Audience Visitation to the SF Network

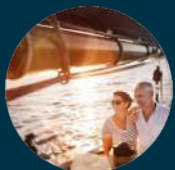


■ THE GREEN DOTS REPRESENT THE HOME LOCATIONS OF EXISTING AUDIENCES THAT HAVE VISITED THE SF NETWORK PORTFOLIO OF VENUES



# A PREMIUM DEMOGRAPHIC

THE TOP 5 SPORTS TOURISM AUDIENCE SEGMENTS



**A01**

American Royalty  
250K+  
HH Income



**A03**

Kids and Cabernet  
175-200K  
HH Income



**A04**

Picture Perfect Families  
125-150K  
HH Income

Affluent and educated, the sports tourism audience represents some of the wealthiest households in America.

Based on annual visitation data the following audience segments can reliably be found across the entire SF Network's portfolio of venues on annual basis.



**A05**

Couples with Clout  
175-200K  
HH Income



**D15**

Sport Utility Families  
75-100K  
HH Income



**A01**  
AMERICAN  
ROYALTY

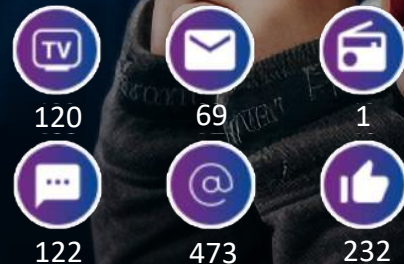
TOP AUDIENCE SEGMENTS

**SFNETWORK**

Who We Are:

<p>Head of household age </p> <p><b>51-65</b></p> <p>149   41.9%</p>	<p>Type of property </p> <p><b>Single family</b></p> <p>110   98.1%</p>
<p>Est. Household income </p> <p><b>\$250,000+</b></p> <p>690   41.8%</p>	<p>Household size </p> <p><b>5+ persons</b></p> <p>208   24.0%</p>
<p>Home ownership </p> <p><b>Homeowner</b></p> <p>112   92.3%</p>	<p>Age of children </p> <p><b>13-18</b></p> <p>129   16.6%</p>

Channel Preference:



**Key Traits:**

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers

**A01 American Royalty**

Affluent, influential and successful couples and families living in prestigious suburbs

**D15**  
SPORT  
UTILITY  
FAMILIES

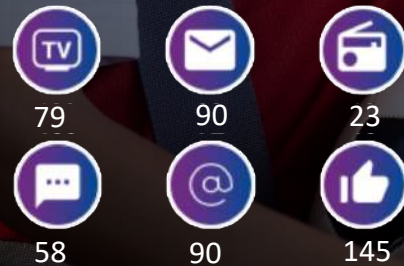
TOP AUDIENCE SEGMENTS

**SFNETWORK**

Who we are:

<b>Head of household age</b> 36-45 322   58.4%	<b>Type of property</b> Single family 111   98.6%
<b>Est. Household income</b> \$125,000-\$149,999 253   23.2%	<b>Household size</b> 2 persons 136   38.2%
<b>Home ownership</b> Homeowner 116   95.5%	<b>Age of children</b> 10-12 417   39.3%

Channel Preference



**Key Traits**

- Suburb living
- Comfortable spending
- Athletic activities
- Outdoor leisure
- Saving for college
- Parents

**D15 Sport Utility Families**

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs

**A04**  
PICTURE  
PERFECT  
FAMILIES

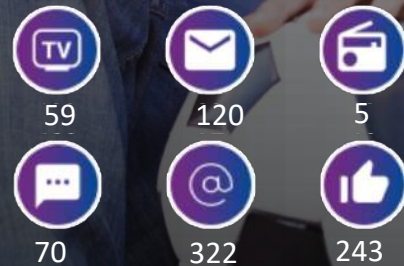
TOP AUDIENCE SEGMENTS

**SFNETWORK**

Who we are:

<b>Head of household age</b> 51-65 133   37.5%	<b>Type of property</b> Single family 111   99.0%
<b>Est. Household income</b> \$250,000+ 467   28.3%	<b>Household size</b> 5+ persons 198   22.9%
<b>Home ownership</b> Homeowner 117   96.8%	<b>Age of children</b> 13-18 323   41.4%

Channel Preference



**Key Traits**


- Wealthy households
- Well-educated
- Pragmatic mobile users
- Comfortable lifestyles
- Large households
- Bookworms

**A03**  
KIDS AND CABERNET

TOP AUDIENCE SEGMENTS

**SFNETWORK**

Who We Are:

**Head of household age** 

36-45

279 | 50.6%

**Type of property** 

Single family

111 | 98.9%

**Est. Household income** 

\$250,000+

656 | 39.8%

**Household size** 

2 persons

137 | 38.6%

**Home ownership** 

Homeowner







117 | 97.0%

**Age of children** 

10-12

465 | 43.8%

Channel Preference:

 169	 106	 26
 246	 496	 210

**Key Traits**

- Affluent families
- Traditional family roles
- Politically conservative
- Saving for college
- Parents
- Family vacations

**A03 Kids and Cabernet**

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs

**A05**  
COUPLES WITH CLOUT

TOP AUDIENCE SEGMENTS

**SFNETWORK**

Who We Are:

<b>Head of household age</b> 36-45 330   59.8%	<b>Type of property</b> Single family 109   96.9%
<b>Est. Household income</b> \$250,000+ 397   24.1%	<b>Household size</b> 2 persons 148   41.6%
<b>Home ownership</b> Homeowner 113   93.2%	<b>Age of children</b> 13-18 104   13.3%

Channel Preference

227	106	46
296	220	79

**Key Traits**

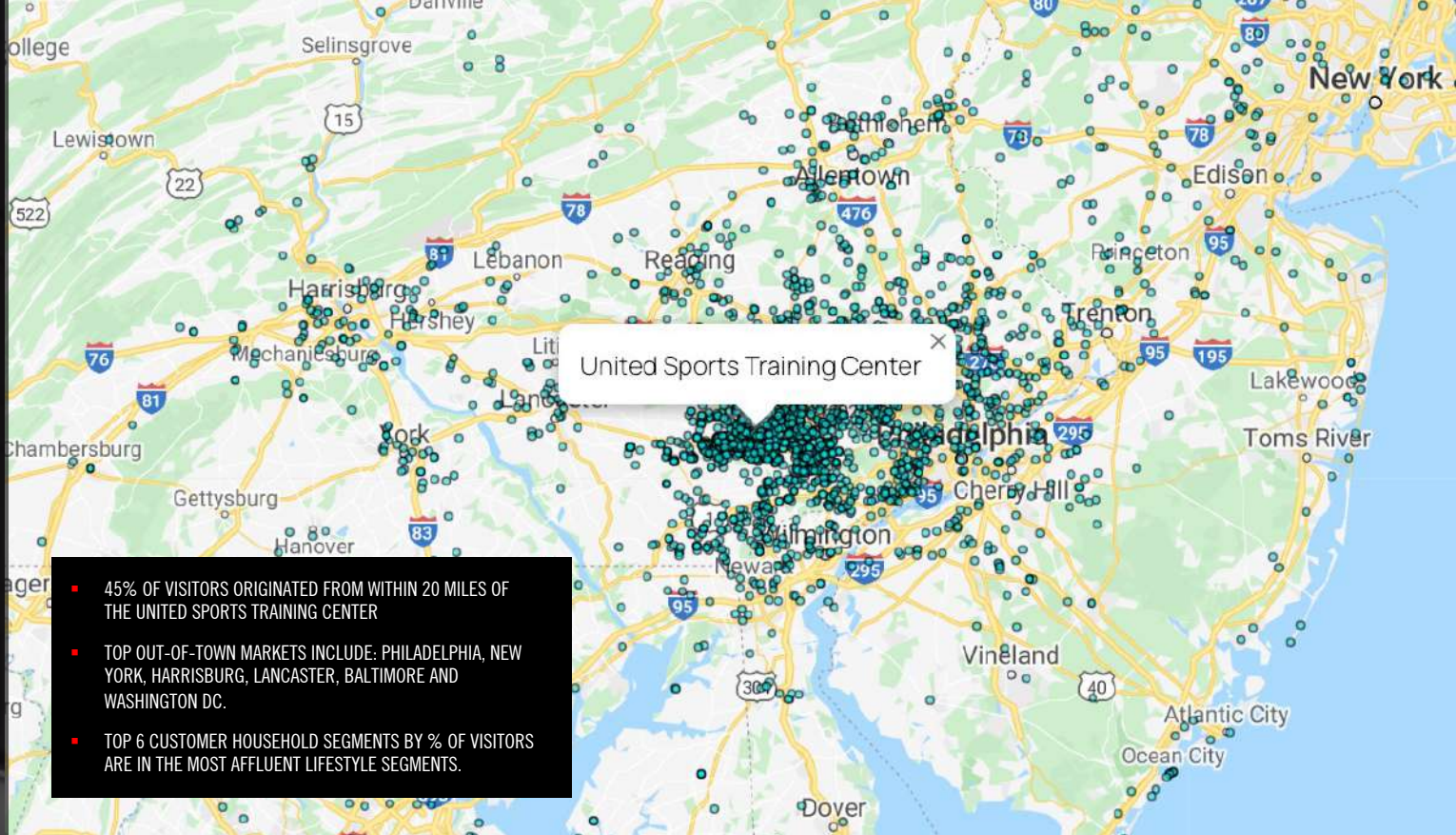
- Affluent
- Highly educated
- Politically conservative
- Tech journeymen
- Saving for college
- Fitness enthusiasts

**A05 Couples with Clout**

Highly-educated mobile couples living life to the fullest in affluent neighborhoods

**AUDIENCE INSIGHTS:**

**UNITED SPORTS TRAINING CENTER IN DOWNINGTOWN, PENNSYLVANIA.**



**KEY AUDIENCE SEGMENTS:**



**A01: American Royalty**

Affluent, influential and successful couples and families living in prestigious suburbs  
[View Details](#)



**A05: Couples with Clout**

Highly-educated mobile couples living life to the fullest in affluent neighborhoods  
[View Details](#)

**1.52X**  
VERY HIGH



**A03: Kids and Cabernet**

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs  
[View Details](#)



**A04: Picture Perfect Families**

Established families on the go, living in wealthy suburbs  
[View Details](#)

**1.61X**  
VERY HIGH



**B07: Across the Ages**

Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia  
[View Details](#)



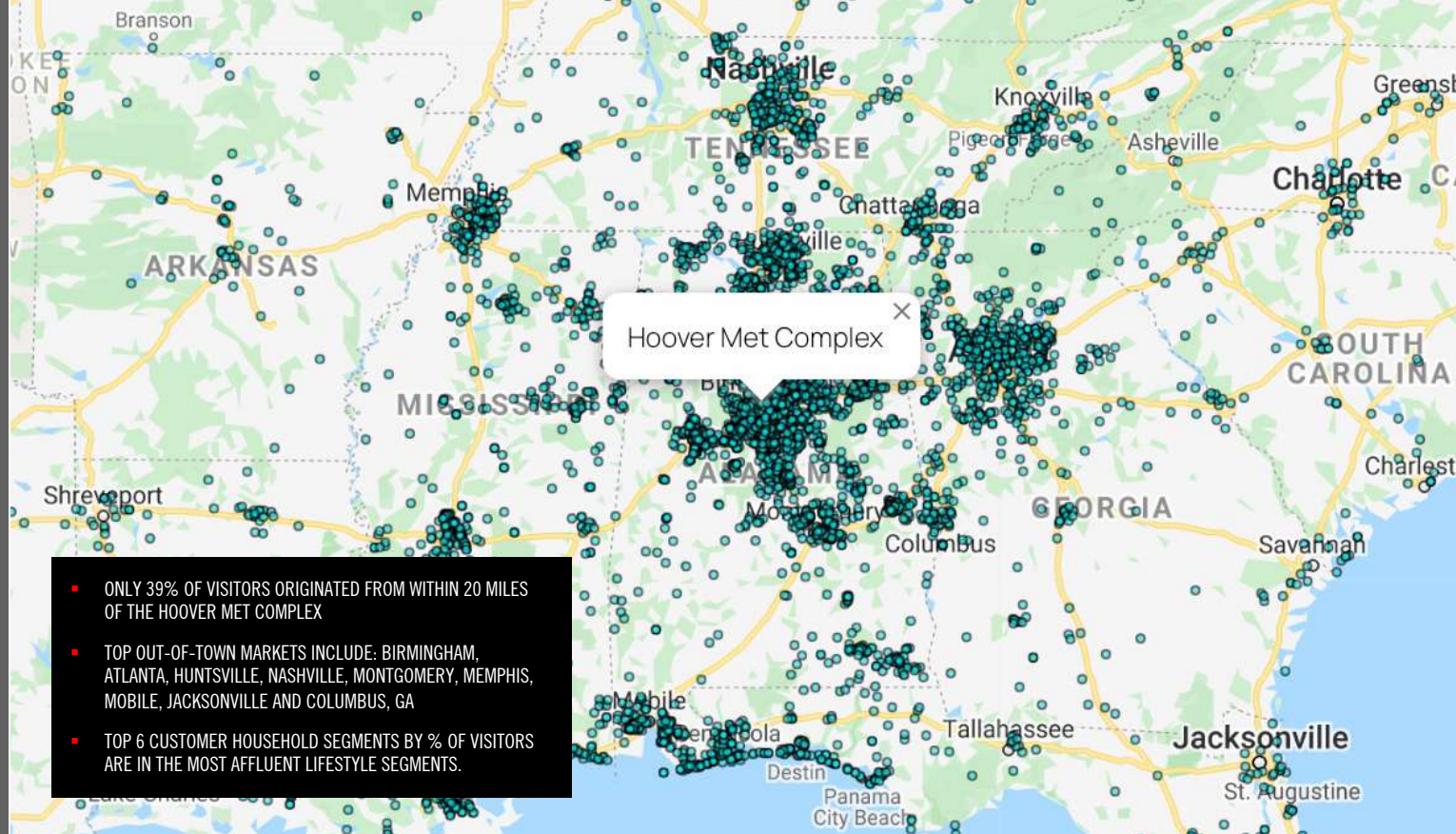
**D15: Sport Utility Families**

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs  
[View Details](#)

**1.32X**  
VERY HIGH

**AUDIENCE INSIGHTS:**

# THE HOOVER MET COMPLEX IN HOOVER, ALABAMA.



- ONLY 39% OF VISITORS ORIGINATED FROM WITHIN 20 MILES OF THE HOOVER MET COMPLEX
- TOP OUT-OF-TOWN MARKETS INCLUDE: BIRMINGHAM, ATLANTA, HUNTSVILLE, NASHVILLE, MONTGOMERY, MEMPHIS, MOBILE, JACKSONVILLE AND COLUMBUS, GA
- TOP 6 CUSTOMER HOUSEHOLD SEGMENTS BY % OF VISITORS ARE IN THE MOST AFFLUENT LIFESTYLE SEGMENTS.

**KEY AUDIENCE SEGMENTS:**



**A01: American Royalty**

Affluent, influential and successful couples and families living in prestigious suburbs  
[View Details](#)



**A04: Picture Perfect Families**

Established families on the go, living in wealthy suburbs  
[View Details](#)

**2.87X**  
VERY HIGH



**A03: Kids and Cabernet**

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs  
[View Details](#)



**D15: Sport Utility Families**

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs  
[View Details](#)

**2.22X**  
VERY HIGH



**N48: Rural Southern Bliss**

Lower to middle-income multi-generational families living in small towns  
[View Details](#)



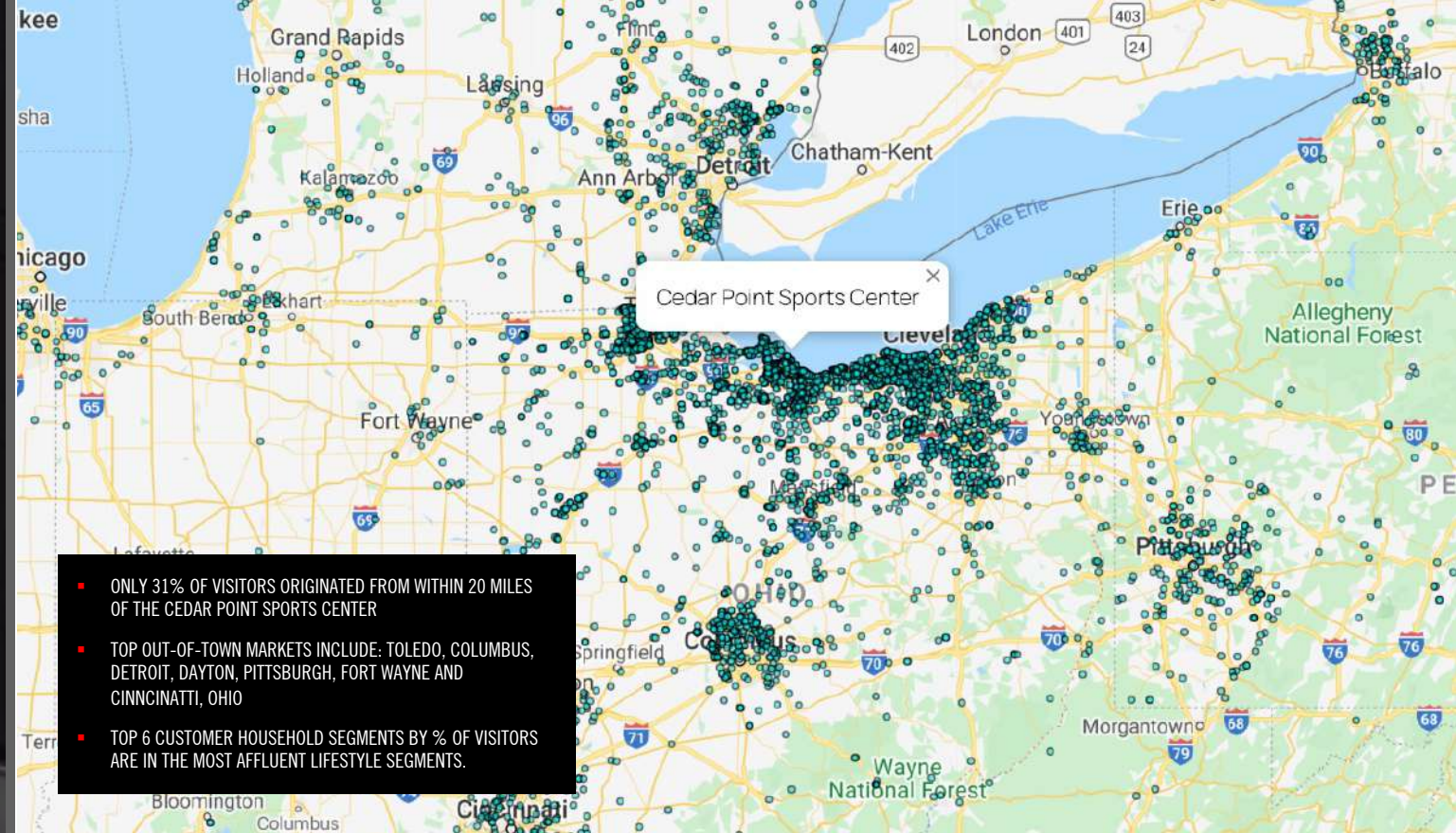
**A05: Couples with Clout**

Highly-educated mobile couples living life to the fullest in affluent neighborhoods  
[View Details](#)

**1.76X**  
VERY HIGH

**AUDIENCE INSIGHTS:**

# THE CEDAR POINT SPORTS CENTER IN SANDUSKY, OHIO.



**KEY AUDIENCE SEGMENTS:**



**D15: Sport Utility Families**

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs  
[View Details](#)



**A03: Kids and Cabernet**

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs  
[View Details](#)

**3.14X**

VERY HIGH



**I30: Potlucks and the Great Outdoors**

Comfortably established, middle-income couples with children living in suburbia  
[View Details](#)



**B08: Babies and Bliss**

Middle-aged couples with families and active lives in affluent suburbia  
[View Details](#)

**1.96X**

VERY HIGH



**A04: Picture Perfect Families**

Established families on the go, living in wealthy suburbs  
[View Details](#)



**Q64: Established in Society**

Stable, sophisticated seniors living in older homes and leading sedentary lifestyles  
[View Details](#)

**2.16X**

VERY HIGH



 **SPORTS FACILITIES  
COMPANIES**



# ST. CHARLES COUNTY SPORTS COMPLEX

ST. CHARLES COUNTY, MISSOURI



# RFP CONTENT + SCORING

RFP ISSUANCE, EVALUATION AND SELECTION

- 1.0 Executive Summary**
- 2.0 Scope of Project (up to 20 points)**
- 3.0 Project Capital Budget + Funding Sources (up to 25 points)**
- 4.0 Project Timeline (up to 20 points)**
- 5.0 Project Operating, Maintenance/Cap X Plan (up to 25 points)**
- 6.0 Organizational Information (up to 10 points)**

## KEY DATES + DEADLINES

RFP ISSUANCE, EVALUATION AND SELECTION

1. Proposal Issued: May 20, 2024
2. Project Update/Presentation May 30, 2024
3. Pre-Bid Information Meeting: June 4, 2024
4. Follow-up Questions Due: June 20, 2024
5. Response to Questions: July 1, 2024
6. RFP Submission Deadline: July 15, 2024
7. Presentation/Interviews: August 5, 2024
8. Evaluation Team presents recommendation to the Authority: August 12, 2024
9. The Authority's Decision: August 2024

- Previous Phase
- Current Phase
- Future Phase

Market Opportunity/Feasibility Analysis

Facility Program + Financial Pro Forma

RFP Issuance, Evaluation & Selection

Strategic Partnership Development

Venue Planning + Design Concept Development

Retail/Commercial Market Analysis

General Plan of Funding/Finance