

BLOOMINGTON-NORMAL AREA MULTI-PURPOSE SPORTS COMPLEX

Presentation of Findings

July 2018



AGENDA

- **Project Overview** – Scope of Work, Definitions of Success
- **SFA|SFM Overview** – Who We Are, What We Do
- **Youth Sports Trends & Impacts** – Sports Tourism, Activity and Obesity, Why Sport Matters
- **Local Market Overview** – Demographic Highlights, Local Access, Insights
- **Regional Market Overview** – Regional Access, Regional Facilities & Events, Insights
- **Facility Features & Costs** – Indoor, Outdoor, Summary, Opinion of Cost
- **Financial Performance Overview** – Revenue, Expenses, EBITDA
- **Economic Impact Overview** – Number of Events, Per Person Spending, Economic Impact
- **Conclusion** – Financial Impact, Community Impact, Assessing Success



A close-up, blue-tinted photograph of a lacrosse player's hands and stick. The player is wearing a white jersey with the number '5' visible. The stick is held in a ready position, and the netting is clearly visible.

PROJECT OVERVIEW

PROJECT OVERVIEW

SFA was engaged by the Town of Normal, City of Bloomington, and the CVB to produce a feasibility study related to the development of a new **multi-purpose sports tourism destination and local recreation complex** in the Bloomington/Normal market.

- Step 1: Market Analysis and Data Review
- Step 2: Business Planning Session, Market Tour, and Interviews
- Step 3: Detailed Financial Forecast and Economic Impact Analysis
- Step 4: Summary Report
- Step 5: Final Presentation



DEFINING SUCCESS

Fast forward 10 years from now – what has this facility achieved that has made it a successful development for Normal/Bloomington?

- 1. Create a significant driver of economic impact*
 - New spending from non-locals*
- 2. Become a regional destination*
 - Tournament class asset size, quality, and events*
- 3. Achieve operational sustainability*
 - Minimize or eliminate subsidy requirements, contribute to capital improvement if possible*
- 4. Drive sense of place and quality of life in the community*
 - Improve local access: time, cost, location*





SFA|SFM OVERVIEW

ABOUT SFA|SFM



“Concept to Concrete”
Planning & Funding Services
Strategic Program Planning
Institutional-Grade Forecasting
National Benchmarks and KPIs
Project Finance Support Services



Industry-Leading
Development & Management Services
Facility Development
Outsourced Management
National Network of Venues
Operational Efficiency and Effectiveness

THE SPORTS FACILITIES
ADVISORY

THE SPORTS FACILITIES
MANAGEMENT

History

- Founded in 2003
- 1,500+ Clients Served
- \$8 Billion+ in Planned Venues

Clients

- Public
- Private
- Institutional
- Public/Private Partnerships

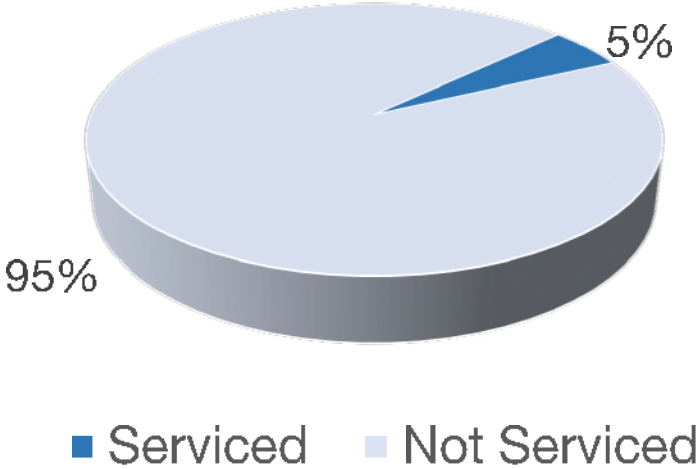
Results & Reach

- 50 Million+ Visits Since 2015
- 27 Facilities in Development or Full Time Management
- The Largest Youth & Amateur Sports Database in the U.S.
- Partners in Improving the Health & Economy of Communities



STUDY RESULTS

SFA Opportunities



- 30% = “Feasibility: No”
 - Definitions of Success and Opportunities Do Not Mesh
- 20% = “Feasibility: Yes”
 - Definitions of Success and Opportunities Mesh with Minor Changes
- 50% = “Feasibility: Yes, If...”
 - Definitions of Success and Opportunities Mesh with Major Changes



THE ASPEN INSTITUTE
PROJECT PLAY
 — 2020 —



RALPH C. WILSON, JR.
 FOUNDATION



AMERICAN COLLEGE
 of SPORTS MEDICINE



PGA



SPORTS FACILITIES
ADVISORY

SPORTS FACILITIES
MANAGEMENT



YOUTH SPORTS TRENDS & IMPACTS



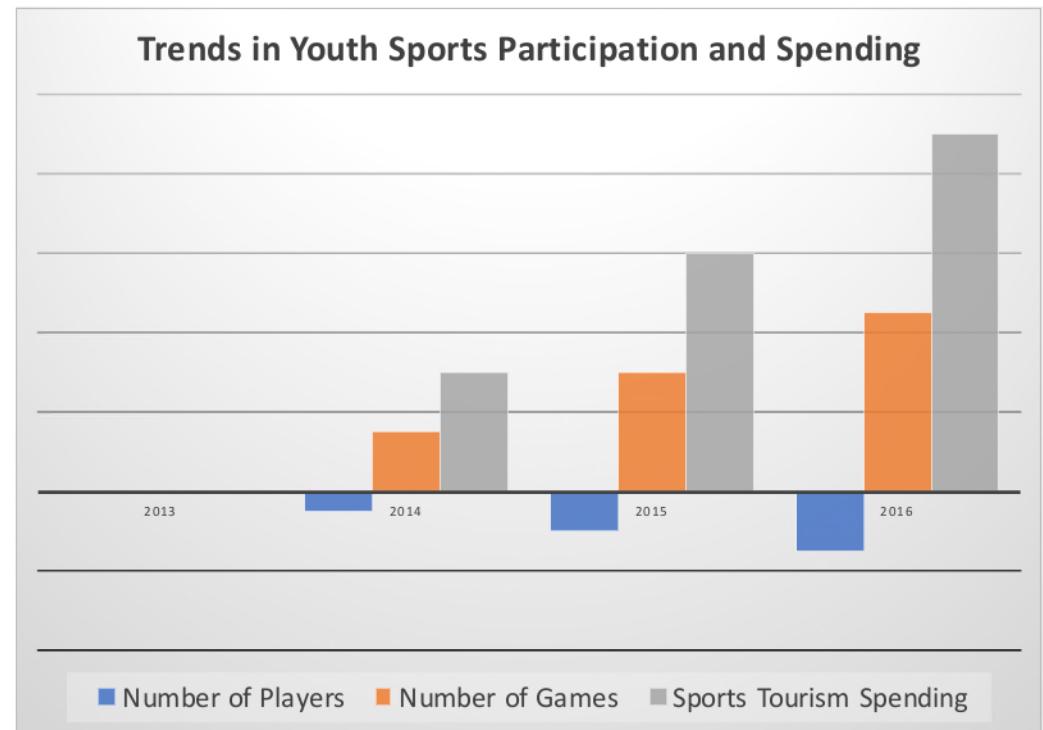
SPORTS TOURISM TRENDS

Sports tourism is **recession resistant**

- Only segment with no decline in any quarter of the recession

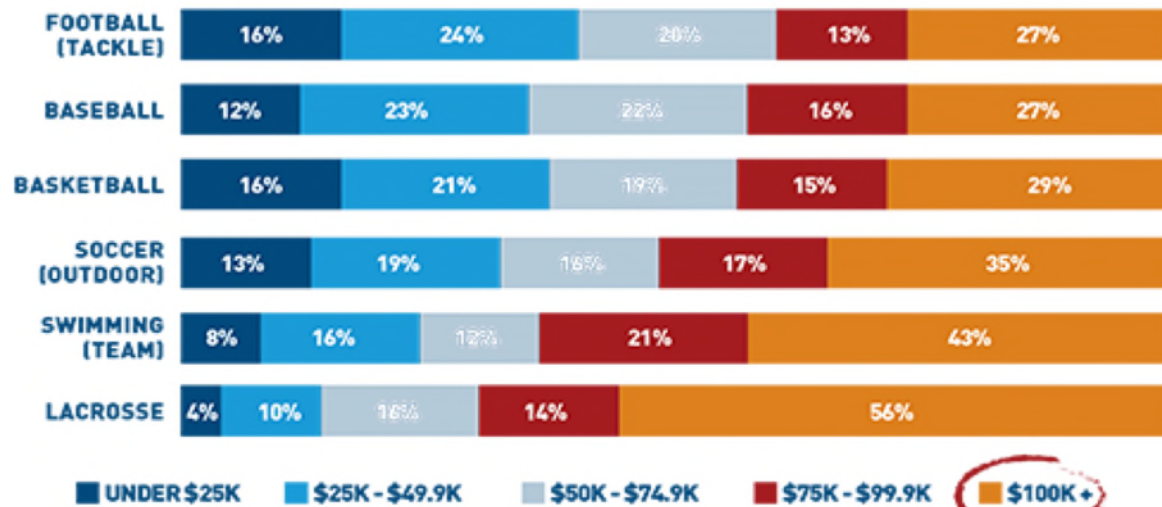
Youth and amateur sports is the fastest growing segment of the sports tourism industry

- Wintergreen Research, Inc.: \$15B spent on youth sports tourism
- Next 7-10 Years: \$30B+



COSTS AND INCOME DISPARITY

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



Families that can afford more, play more.

Kids that can afford to pay are disproportionately represented on travel sports teams

Low-income children have fewer opportunities to reap the benefits of sport

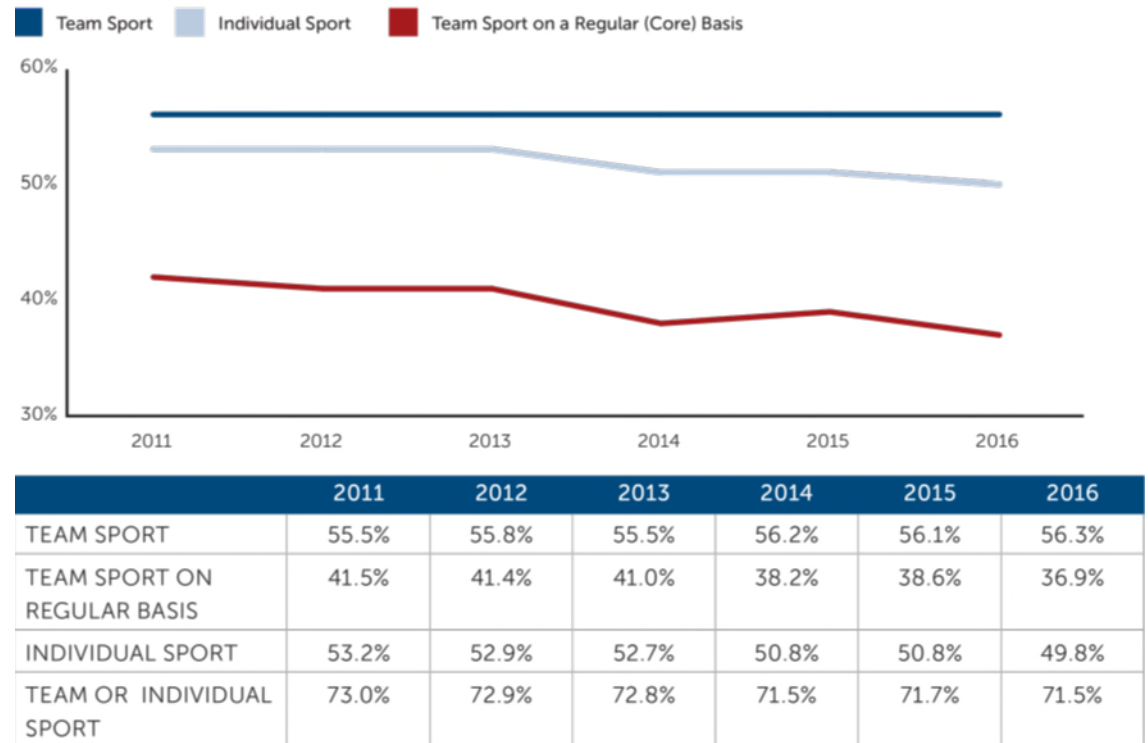
The average family spends \$900+ per youth sports travel event weekend

*courtesy of the Aspen Institute, State of Play

PARTICIPATION TRENDS

Total participation ebbs and flows by sport, but on the whole **fewer kids are playing team sports** at a core participation rate

The decline in participation at healthy activity rates is **most prevalent at lower income households**

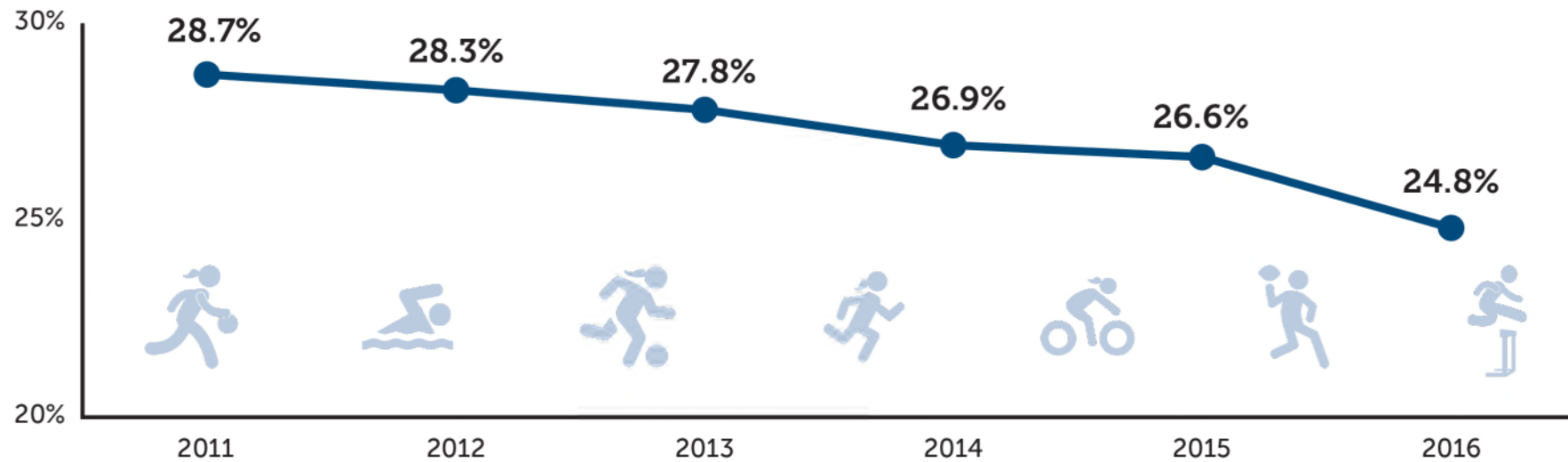


Source: Aspen Institute, State of Play

PARTICIPATION TRENDS

ACTIVE TO A HEALTHY LEVEL

Percentage of kids who regularly participated in high-calorie-burning sports



source: the Aspen Institute, State of Play

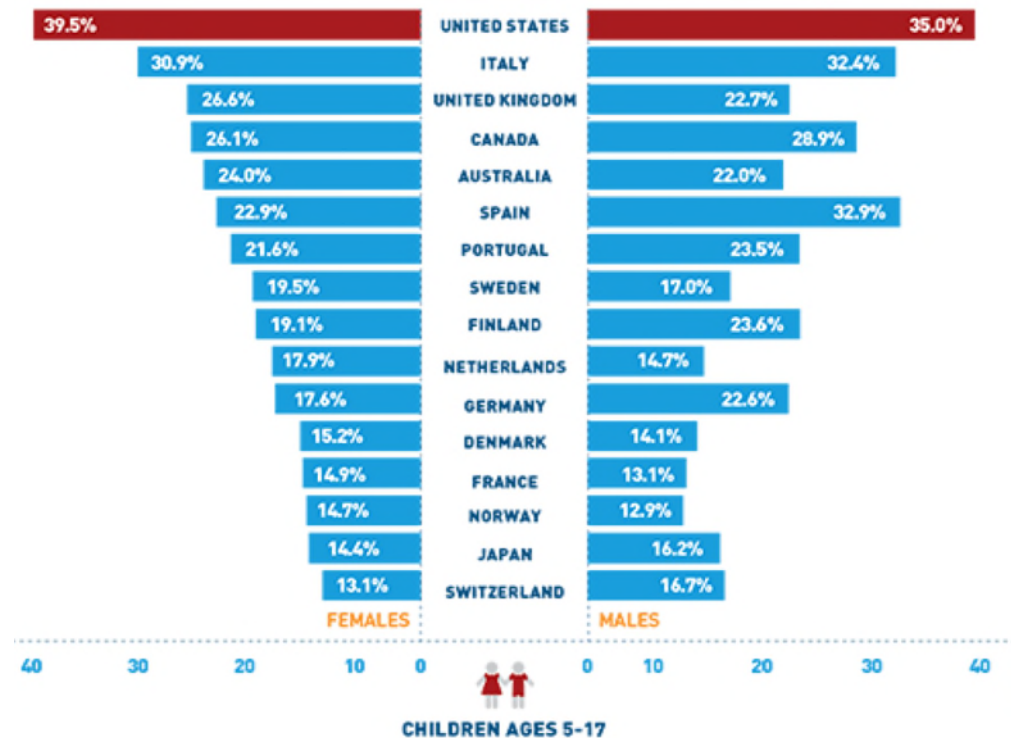
THE OBESITY EPIDEMIC

The **U.S. ranks lowest** against peer countries in children's weight metrics

Almost 40% of girls in the U.S. are overweight

35% of boys in the U.S. are overweight

THE RACE WE DON'T WANT TO WIN
PREVALENCE OF OVERWEIGHT/OBESE CHILDREN IN 16 PEER COUNTRIES

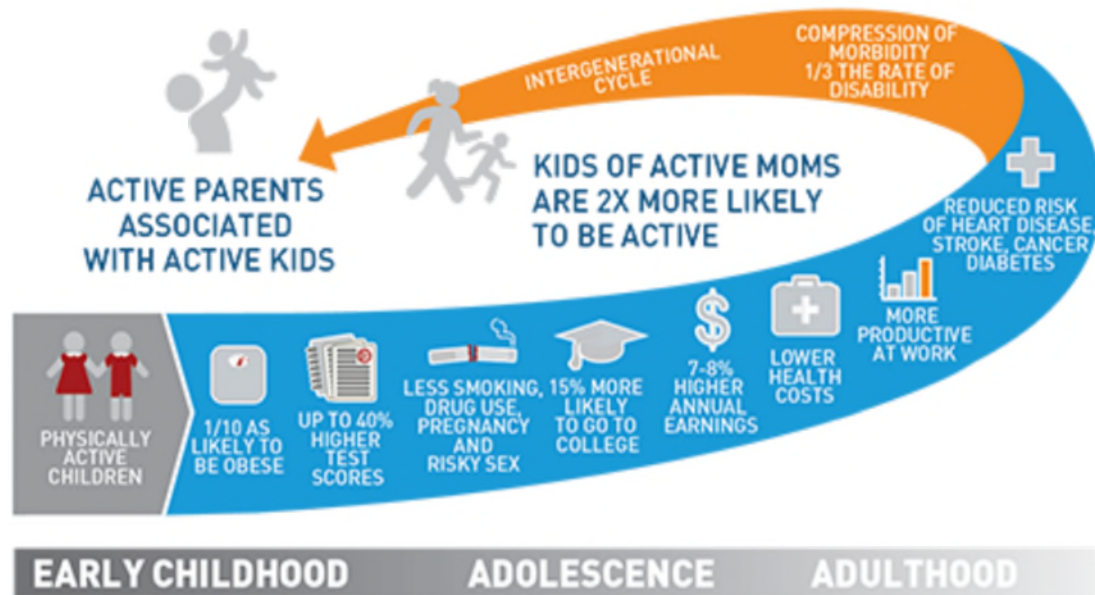


source: the Aspen Institute, State of Play

THE IMPACT OF ACTIVITY

ACTIVE KIDS DO BETTER IN LIFE

WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS



Active kids prosper

Active kids are **nearly six times more likely** to become active adults

Active kids are **two times as likely** to have active kids

Getting kids active today creates a **multi-generational community impact**

Source: the Aspen Institute, State of Play



LOCAL MARKET OVERVIEW

DEMOGRAPHIC HIGHLIGHTS

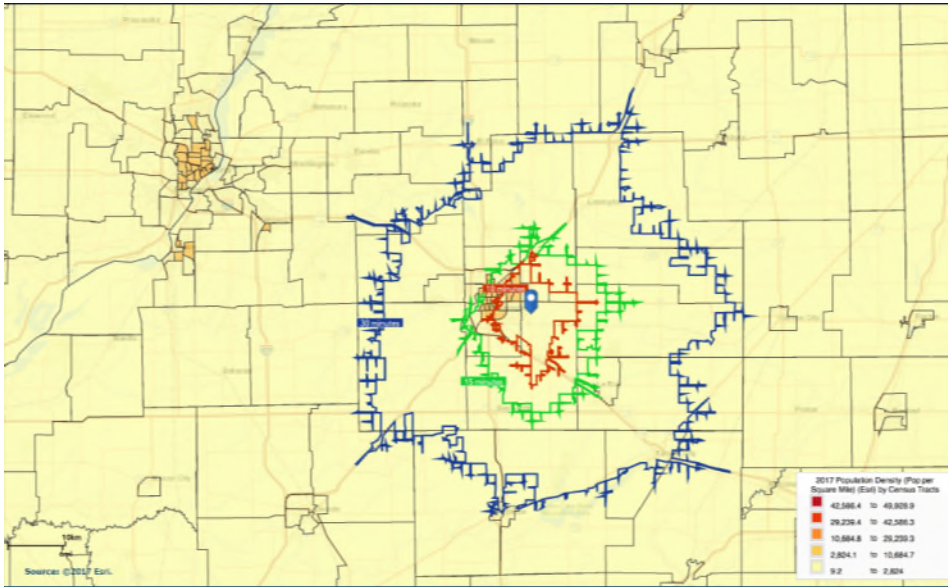
Local Demographics by Site (30-minute drive time)				
Category	Site 2	Site 6	Site 8	Site 11
Population	206,856	180,785	180,693	198,253
Median Age (U.S. Avg.: 38)	34.2	33.4	33.5	34.1
Median HH Income (U.S. Avg.: \$56,000)	\$61,594	\$61,460	\$60,524	\$59,903
% Above/Below Adjusted Cost of Living (Index: 91.5)	20%	20%	18%	17%
Spending (Rec. Lessons)	\$130	\$131	\$130	\$127

DEMOGRAPHIC HIGHLIGHTS

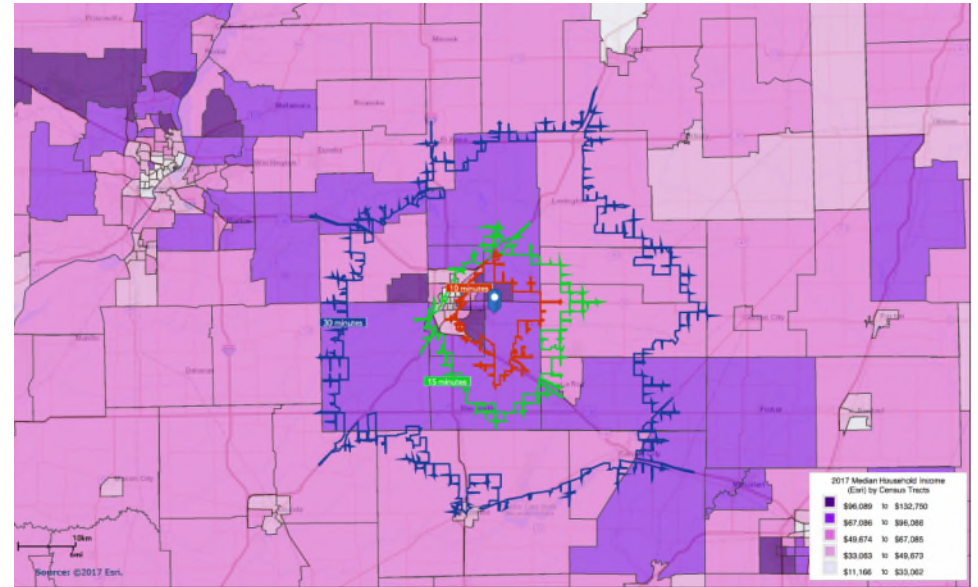
Key Demographic Factors				
Category	10 Minutes	15 Minutes	30 Minutes	60 Minutes
Total Population	24,571	80,584	178,467	810,744
Projected 5-Year Population Growth	4.95%	3.35%	2.65%	1.20%
Median Age	36.1	32.8	33.3	36.1
Median Household Income	\$106,774	\$77,203	\$61,228	\$53,934
Fees for Recreational Lessons	\$255	\$164	\$131	\$109



LOCAL MARKET ACCESS



Population Density by Drive Time



Median Household Income by Drive Time



LOCAL SPORTS PARTICIPATION

Potential Participants by Traditional Sport (Sample)		
Sport	Core Participation	Local Participants (30 Minutes)
Basketball	5.01%	9,468
Soccer	3.14%	5,932
Baseball	2.61%	4,931
Volleyball	2.55%	4,832
Softball	2.08%	3,942
Football	1.54%	2,921
Ice/Figure Skating	1.44%	2,720
Gymnastics	1.28%	2,415
Flag Football	1.12%	2,116
Pickleball	0.95%*	1,797
Ice Hockey	0.78%	1,481
Cheerleading	0.69%	1,306
Swim Team	0.49%	923
Wrestling	0.48%	905
BMX	0.45%	858
Lacrosse	0.34%	643
Field Hockey	0.25%	472



EXAMPLE: LOCAL FACILITIES

Court Facilities	Location
Game Time Gym II	404 Olympia Dr, Bloomington, IL 61704
Four Seasons I	904 Four Seasons Rd, Bloomington, IL 61701
YMCA - Bloomington-Normal	602 S Main St, Bloomington, IL 61701
Normal Community High School	3900 E Raab Rd, Normal, IL 61761
LA Fitness	2103 Veterans Pkwy, Bloomington, IL 61704
Illini Elite VBC	3 Quest Dr # 209, Bloomington, IL 61705
Lawrence Irvin Neighborhood Center	1615 Illinois St, Bloomington, IL 61701

Outdoor Long Field Facilities	Location
Clearwater Park	2716 Clearwater Ave, Bloomington, IL 61704
PCSL Soccer Complex	County Rd 1200 N, Bloomington, IL 61704
Northpoint Elementary School	2602 E College Ave, Bloomington, IL 61704
MFC Fields	3516 White Eagle Dr, Bloomington, IL 61704
Gaelic Park	3102 Cave Creek Rd, Bloomington, IL 61704
Eastview Christian Church	1500 North Airport Rd, Normal, IL 61761
Normal Community High School	3900 E Raab Rd, Normal, IL 61761



LOCAL MARKET INSIGHTS

Site-Based Insights

- Large number and wide variety of sites able to accommodate a new complex
- 30-minute local market shows minimal differentiation across sites
- Sub-30-minute drive times show significant differentiation
- Site location will matter for funding and service

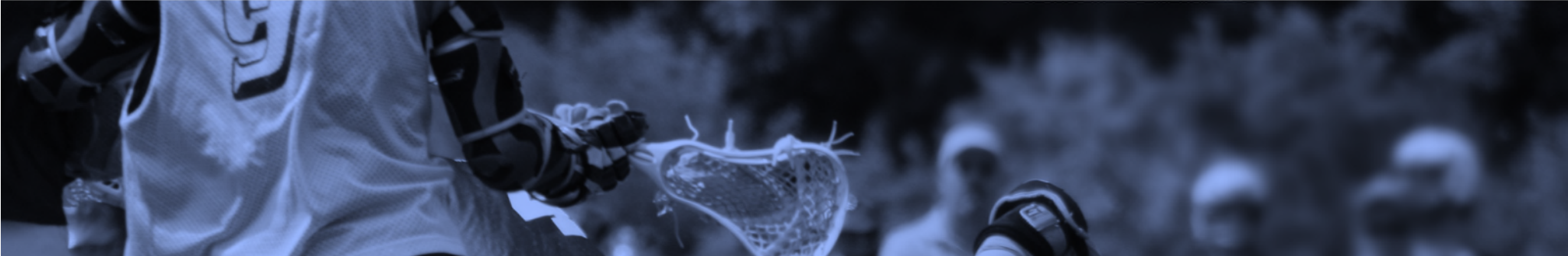
Market-Based Insights

- Highly participative population, similar to much of Midwest
- Strong local income and spending on recreation compared to surrounding areas/state
- Greatest need based on data and stakeholder/user group interviews is for indoor turf
- Loss of soccer fields at airport would shift greatest need to multi-purpose fields
- Current field usage rates are significantly under market value

Facility-Based Insights

- Indoor/outdoor field-based complex meets greatest current/future need
- Tournament-capable dry spaces have greatest opportunity to meet definitions of success
- Fields must be multi-purpose to maximize use and service to the community

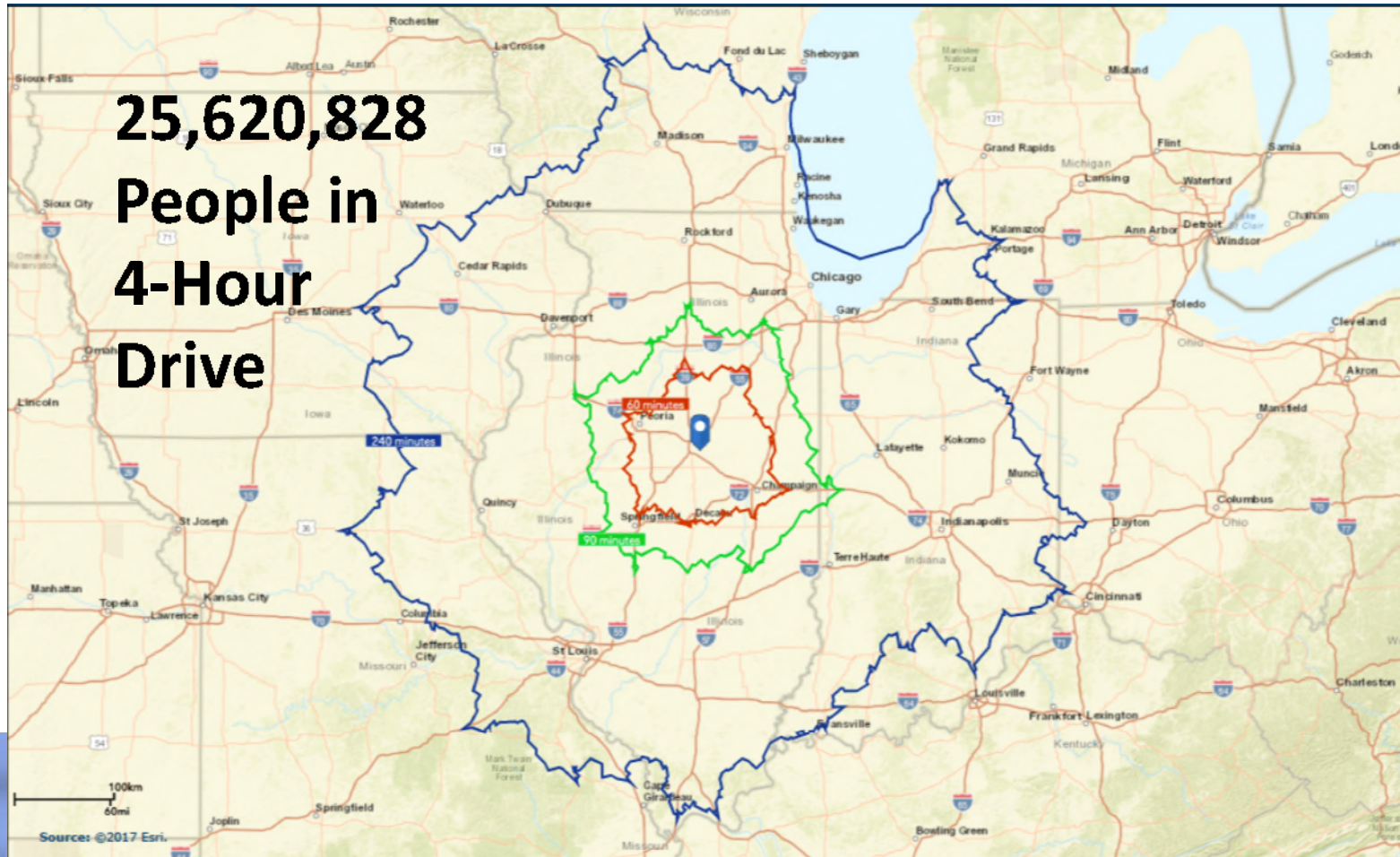




REGIONAL MARKET OVERVIEW



REGIONAL MARKET SIZE



REGIONAL SPORTS PARTICIPATION

Potential Participants by Traditional Sport (Sample)			
Sport	Core Participation	Sub-Regional Participants (60 Minutes)	Regional Participants (240 Minutes)
Basketball	5.01%	44,278	1,282,163
Soccer	3.14%	27,741	803,308
Baseball	2.61%	23,059	667,724
Volleyball	2.55%	22,598	654,384
Softball	2.08%	18,435	533,808
Football	1.54%	13,662	395,614
Ice/Figure Skating	1.44%	12,722	368,379
Gymnastics	1.28%	11,295	327,083
Flag Football	1.12%	9,897	286,574
Pickleball	0.95%*	8,406	243,408
Ice Hockey	0.78%	6,925	200,528
Cheerleading	0.69%	6,110	176,919
Swim Team	0.49%	4,315	124,938
Wrestling	0.48%	4,234	122,591
BMX	0.45%	4,013	116,213
Lacrosse	0.34%	3,005	87,021
Field Hockey	0.25%	2,207	63,900

EXAMPLE: REGIONAL EVENTS

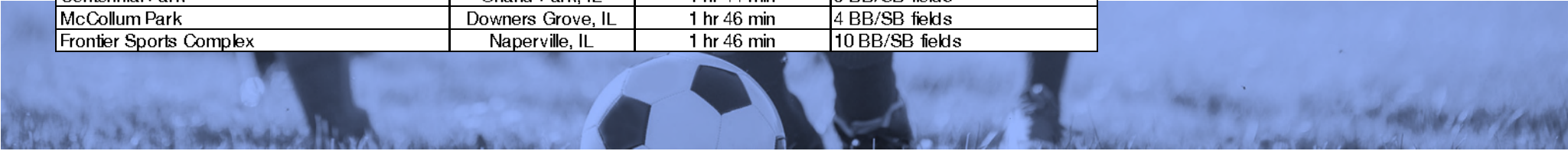
Tournament Name	Location	Dates	Price	Teams	Level
Soccer					
Spring 2017 Illinois Cup	Arlington Heights, IL	4/1-4/4	\$325-\$425	50	U12-U16
Puma Illinois College Showcase 2017	Aurora, IL	6/9-6/11	\$850	116	U13-U19
Classic At the Rock 2017	Bargersville, IN	6/9-6/11	\$525-\$650	185	U9-U19
Mightmare at the Rock 2017	Bargersville, IN	10/27-10/29	\$525-\$625	136	U9-U15
Legacy Spring Classic	Belleville, IL	5/4-5/7	\$250-\$650	92	U8-U14
Legacy Fall Classic	Belleville, IL	10/19-10/22	\$300-\$700	133	U8-U19
Illinois Fusion 2017 Spring Shootout	Bloomington, IL	5/19-5/21	\$400-\$600	168	U8-U15
Jerry Yeagley Soccer Classic	Bloomington, IN	8/25-8/26	\$450-\$600	75	U9-U14
Bolingbrook Labor Day Soccer Festival 2017	Bolingbrook, IL	9/1-9/3	\$395-\$585	145	U9-U19
Schwaben Cup 2017	Buffalo Grove, IL	9/1-9/3	\$450-\$550	63	U8-U14
2017 Illinois FC Spring Invite	Champaign, IL	5/5-5/7	\$550-\$650	166	U9-U15
2017 Illinois FC Fall Cup	Champaign, IL	9/22-9/24	\$550-\$650	231	U8-U19
KICS CUP Chicago Youth International Tournament	Chicago, IL	7/6-7/9	\$695-\$995	76	U8-U19
Sockers Nike Classic Cup Fall 2017	Chicago, IL	10/6-10/8	\$750	216	U9-U19
Nike Academy College Showcase	Chicago, IL	3/23-3/25	\$750-\$800	148	U13-U19
Crystal Lake Force Classic	Crystal Lake, IL	8/18-8/20	\$550-\$700	151	U8-U19
Midstate Cup 2017	Decatur, IL	5/12-5/14	\$300-\$650	106	U8-U19
EMSSC Labor Day Shootout 2017 - 32nd Annual Tournament	East Moline, IL	9/1-9/4	\$425-\$600	56	U10-U19
The Deutsche Cup	Elgin, IL	6/9-6/11	\$500-\$600	50	U8-U16
The Elmhurst Cup 2017	Elmhurst, IL	8/11-8/13	\$525-\$625	31	U10-U19
Fire Invitational	Evansville, IN	5/12-5/13	\$475-\$575	28	U10-U14
Veteran's Invitational Tournament - U12 & Below	Evansville, IN	11/4-11/5	\$500-\$575	27	U10-U12
Veteran's Invitational Tournament - U13& Up	Evansville, IN	11/11-11/12	\$795	62	U13-U19
Southern Indiana Showcase 2018	Evansville, IN	3/16-3/18	\$795	49	U16-U19
Indy Premier Halloween Classic 2017	Fishers, IN	10/27-10/29		371	U8-U15
Spring Fort Wayne United FC Shoot for a Cure 2017	Fort Wayne, IN	4/21-4/23		164	U10-U19
Fall Fort Wayne United FC Puma Cup 2017	Fort Wayne, IN	8/19-8/20	\$350-\$600	75	U10-U15
Glen Ellyn Lakers FC 2017 Fall Classic	Glen Ellyn, IL	9/29-10/1	\$475-\$600	164	U7-U17
2017 Jr. Irish Memorial Day Invitational	Granger, IN	5/27-5/28	\$300-\$600	170	U9-U19
Chicago International College Showcase	Homer Glen, IL	7/7-7/9	\$725-\$825	192	U12-U18
2017 Nike Summer Heat Challenge	Huntley, IL	8/18-8/20	\$500-\$700	82	U9-U19
Indy Burn Cup 2017	Indianapolis, IN	4/7-4/9	\$325-\$799	162	U9-U19
2017 Red Lion Invitational	Indianapolis, IN	4/28-4/30	\$300-\$750	263	U8-U19
Dynamo FC MVP 2017	Indianapolis, IN	5/12-5/14	\$495-\$695	28	U8-U15
St. Francis Cup	Indianapolis, IN	6/2-6/10	\$300-\$525	113	U8-U19
Pike Fest 2017	Indianapolis, IN	8/18-8/20	\$325-\$725	102	U10-U15
St. Francis Fall Classic 2017	Indianapolis, IN	9/23-9/24	\$325-\$600	77	U10-U15
2017 FC Pride Cup	Indianapolis, IN	9/29-10/1	\$200-\$750	160	U8-U19
Fusion Fall Classic 2017	Indianapolis, IN	11/3-11/5	\$325-\$799	160	U9-U19
2017 Libertyville Cup Youth Soccer Festival	Libertyville, IL	5/26-5/30	\$500-\$675	266	U8-U19
Route 66 Shootout	Lincoln, IL	9/15-9/17	\$550-\$625	99	U8-U19

- 675+ Regional Sports Tourism Events Researched
 - Dates
 - Locations
 - Event Format
 - Number of Players
 - Ages
 - Price
 - Travel Details
- Analysis of:
 - Previous Events
 - Current Events
 - Trends

EXAMPLE: REGIONAL FACILITIES

Facility	City	Drivetime	Amenities
Pony Baseball	Bloomington, IL	7 min	5 BB, 1 SB field
Fairview Park Baseball Field	Normal, IL	17 min	3 BB, 6 SB, 1 miracle field
Gregory Street Fields	Normal, IL	18 min	6 BB/SB fields
Champion Fields	Normal, IL	19 min	2 BB, 8 SB fields
Le Roy Baseball & Softball Fields	Le Roy, IL	23 min	1 BB, 2 SB, 2 youth fields
Pontiac RecPlex Baseball Fields	Pontiac, IL	40 min	5 BB/SB fields
Westwood Park	Morton, IL	41 min	6 BB, 1 SB fields
Jan Smith Softball Field	Washington, IL	48 min	6 BB/SB fields
Marquette Heights	Illinois, IL	48 min	5 BB/SB fields
EastSide Centre	Peoria, IL	48 min	1 BB, 9 SB fields
Dodds Park	Champaign, IL	48 min	8 BB/SB fields
Bert Seaman Field	Champaign, IL	51 min	1 BB, 3 SB fields
Dodds Softball Complex	Champaign, IL	52 min	1 BB, 8 SB fields
Univ. of IL Urbana-Champaign	Urbana, IL 61802	54 min	1 BB, 5 SB fields
Pekin Park District Sports Complex	Pekin, IL	57 min	1 BB, 5 SB fields
Mossville Little League	Peoria, IL	58 min	1 BB/5 SB fields
Louisville Slugger Sports Complex	Peoria, IL	1 hr	10 BB/SB fields (turf)
Southside Diamond	Streator, IL	1 hr 4 min	4 BB fields
South Shores Park	Decatur, IL	1 hr 8 min	5 BB/SB fields
Rotary Park	Decatur, IL	1 hr 9 min	5 BB/SB fields
Gregory B. Bott Community Park	Plainfield, IL	1 hr 29 min	4 BB/SB fields
Dellwood Park Baseball Field	Lockport, IL	1 hr 36 min	9 BB/SB fields
Walona Park	New Lenox, IL	1 hr 36 min	5 BB/SB fields
New Lenox Baseball Association	New Lenox, IL	1 hr 38 min	15 BB/SB fields
Lemont Park District Fitness and Aquatic Center	Lemont, IL	1 hr 41 min	6 BB/SB fields
DuPage River Sports Complex	Naperville, IL	1 hr 42 min	5 BB fields
Centennial Park	Orland Park, IL	1 hr 44 min	9 BB/SB fields
McCullum Park	Downers Grove, IL	1 hr 46 min	4 BB/SB fields
Frontier Sports Complex	Naperville, IL	1 hr 46 min	10 BB/SB fields

- 250+ Regional Facilities Assessed
 - Locations
 - Size
 - Amenities
 - Number of Events
 - Quality
- Analysis of:
 - Existing Facilities
 - Planned Facilities
 - Regional Facility Trends



REGIONAL MARKET INSIGHTS

Site-Based Insights

- Central Illinois location and ease of access are key differentiators and benefits
- 60-minute and 240-minute regional market shows minimal differentiation across sites
- Site location will matter for funding and tax generation more than service

Market-Based Insights

- Highly participative region
- Large regional drive-in population base
- Sub-regional and regional success indicators for indoor turf
- Regional success indicators for courts, diamond fields, ice, multi-purpose fields, and special-purpose venues
- Greater number of support service providers (hotels and restaurants) compared to average comparable markets

Facility-Based Insights

- Must invest in size and quality in order to attract regional events
- Synthetic turf will be critical for seasonality and reliability





RECOMMENDED FACILITY FEATURES & COSTS

FACILITY PROGRAM: INDOOR

Primary Support Building - Hard Structure

Space	Indoor Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint	
			L (')	W (')				
Support Spaces	Lobby/Welcome Area	1	30	30	900	900	4.8%	
	Control Room	1	15	10	150	150	0.8%	
	Manager's Office	3	15	10	150	450	2.4%	
	Office Area	1	30	30	900	900	4.8%	
	Kitchen	1	40	40	1,600	1,600	8.5%	
	Café and Seating Area	1	50	50	2,500	2,500	13.2%	
	Flex/Team Rooms	1	60	25	1,500	1,500	7.9%	
	Ref Rooms	2	15	10	150	300	1.6%	
	Training Room	1	20	15	300	300	1.6%	
	Restrooms	2	30	25	750	1,500	7.9%	
Leased Space	1	-	-	5,000	5,000	26.5%		
Total Support Sq. Ft						15,100	80.0%	
Required SF for Products and Services						15,100	80.0%	
Mechanical, Electrical, Storage, etc.						10% of P&S SF	1,510	8.0%
Common Area, Stairs, Circulation, etc.						15% of P&S SF	2,265	12.0%
Total Estimated Indoor Athletic Facility SF						18,875	100%	
Estimated Building Footprint						18,875		
Total Building Acreage						0.4		



Dome Structure

Space	Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint
			L (')	W (')			
Dome	Turf Field	1	520	250	130,000	130,000	100.0%
	Multi-Purpose Fields	5	180	95	Over Turf Field		0.0%
	Baseball/Softball Fields	2	225	225	Over Turf Field		0.0%
	Batting Cages/Pitching Tunnels	4	75	10	Over Turf Field		0.0%
Total Dome Structure Sq. Ft.						130,000	100.0%
Required SF for Products and Services						130,000	100.0%
Total Estimated Dome SF						130,000	100%
Estimated Building Footprint						130,000	
Total Building Acreage						3.0	



FACILITY PROGRAM: OUTDOOR

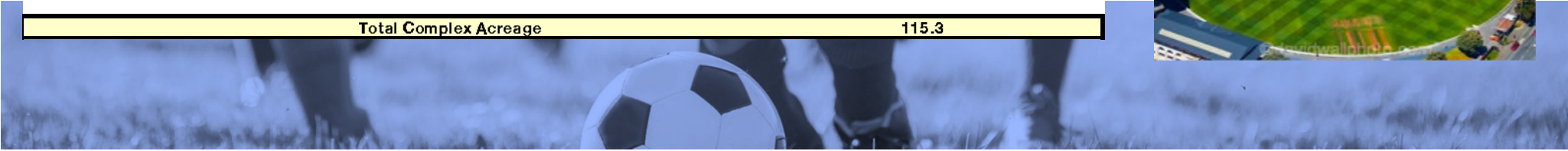
Outdoor Athletic Facilities

Space	Programming Product/Service	Count	Dimensions		Approx. SF each	Total SF	% of Footprint
			L (')	W (')			
Multi-Purpose Fields	Synthetic Turf Field - (With 12' Apron)	12	384	249	95,616	1,147,392	72.3%
	<i>Total Outdoor Multi-Purpose Fields Sq. Ft.</i>					1,147,392	72.3%
Natural Grass Sports Fields	Natural Grass Sports Fields	1	768	558	428,544	428,544	27.0%
	Natural Grass Multi-Purpose Field - (With 12' Apron)	4	384	249	Over Natural Grass Fields		0.0%
	Natural Grass Cricket Field - (With 9' Apron)	1	558	558	Over Natural Grass Fields		0.0%
<i>Total Natural Grass Sports Fields Sq. Ft.</i>					428,544	27.0%	
Support Buildings	Secondary Support Buildings	3	40	40	1,600	4,800	0.3%
	Pavilion Seating Area	1	50	50	2,500	2,500	0.2%
	Maintenance Buildings	2	40	40	1,600	3,200	0.2%
<i>Total Support Buildings Sq. Ft.</i>					10,500	0.7%	
Total Estimated Outdoor Athletic Facilities SF						1,586,436	100%
Total Outdoor Athletic Facility Acreage						36.4	



Site Development

Parking Spaces Total	Quantity	Dimensions		Approx. SF each	Total SF	% of Total	
		L (')	W (')				
Parking Spaces Total	Parking Spaces Total (10'x18') (20' x 20' Inc. aisles)	2,126	20	20	400	850,200	25.9%
	Setbacks, Green Space, etc.					2,436,636	74.1%
Total Estimated Site Development SF					3,286,836	100%	
Total Site Development Acreage					75.5		
Total Complex Acreage					115.3		



FACILITY PROGRAM: SUMMARY

16 Multi-Purpose Fields

- 12 Lighted
- 12 Synthetic
- 4 Natural Grass
- 1 Cricket (Over Natural Grass)

Sports Dome

- 130,000 SF
- Over-Sized Full Field
 - Full MP Field
 - 5 Youth MP Fields
 - 2 Youth Diamonds

Support Buildings

- 19,000 Primary Support Building
- 3 Secondary Buildings
- 1 Open-Air Pavillion



FACILITY DEVELOPMENT COSTS

USES OF FUNDS

Land Cost	\$2,882,316
Hard Cost	\$19,345,771
Field and Sport Equipment Cost	\$14,464,175
Furniture, Fixtures, and Equipment	\$1,269,778
Soft Costs Construction	\$4,322,349
Soft Costs Operations	\$1,300,686
Working Capital Reserve	TBD
Total Uses of Funds	\$43,585,074





FINANCIAL PERFORMANCE
OVERVIEW



The image features two horizontal panels of a lacrosse game. The top panel shows a close-up of a player in a white jersey with the number 15, holding a lacrosse stick. The bottom panel shows a wider view of players in white and dark jerseys running on a grass field. The text 'FINANCIAL PERFORMANCE OVERVIEW' is centered between the two panels.

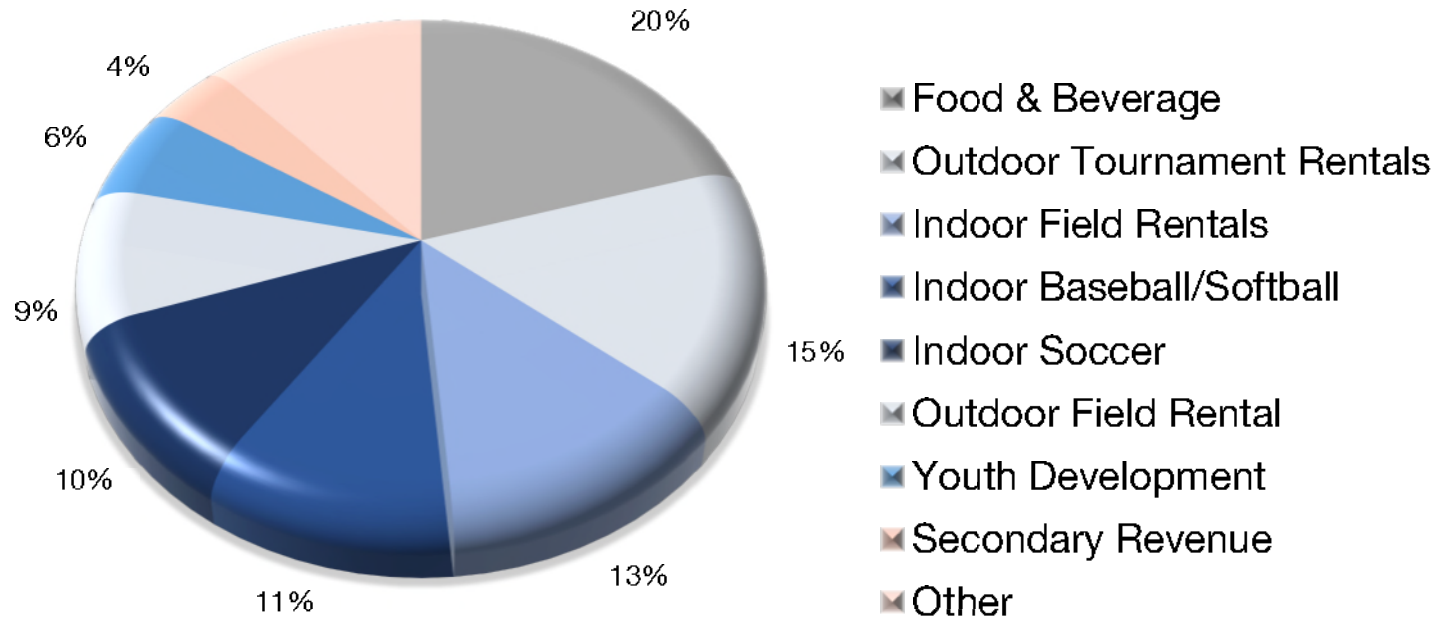
PROGRAMS & REVENUE

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Multi-Purpose Field Rental Tournaments	\$133,976	\$193,672	\$256,540	\$319,736	\$366,408
Outdoor Field Rental	\$121,320	\$140,125	\$161,844	\$186,930	\$205,623
Indoor Soccer	\$135,566	\$160,144	\$199,288	\$218,080	\$239,128
Indoor Lacrosse	\$32,218	\$41,120	\$55,468	\$63,333	\$72,604
Indoor Football	\$33,951	\$40,887	\$51,915	\$57,408	\$63,642
Indoor Baseball/Softball	\$131,520	\$160,428	\$206,436	\$229,876	\$256,709
Indoor Field Rental	\$213,120	\$223,776	\$258,461	\$271,384	\$299,201
Birthday Parties	\$16,800	\$20,160	\$23,285	\$24,449	\$26,955
Youth Development	\$97,829	\$112,503	\$123,753	\$129,941	\$136,438
Food & Beverage	\$220,106	\$296,347	\$358,502	\$433,839	\$476,456
Retail	\$12,240	\$17,280	\$21,600	\$26,640	\$29,520
Tenant Revenue	\$75,000	\$77,250	\$79,568	\$81,955	\$84,413
Secondary Revenue	\$75,000	\$80,000	\$84,000	\$88,200	\$92,610
Total Revenue	\$1,298,645	\$1,563,691	\$1,880,659	\$2,131,771	\$2,349,707



PROGRAMS & REVENUE

Revenue By Category



EXPENSES: COST OF GOODS SOLD

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Multi-Purpose Field Rental Tournaments	\$29,432	\$42,004	\$53,950	\$66,872	\$75,312
Outdoor Field Rental	\$6,066	\$7,006	\$8,092	\$9,346	\$10,281
Indoor Soccer	\$40,820	\$48,221	\$58,402	\$63,910	\$69,161
Indoor Lacrosse	\$8,489	\$10,834	\$14,370	\$16,408	\$18,658
Indoor Football	\$11,299	\$13,607	\$16,832	\$18,613	\$20,375
Indoor Baseball/Softball	\$68,434	\$83,475	\$105,736	\$117,743	\$130,493
Indoor Field Rental	\$10,656	\$11,189	\$12,923	\$13,569	\$14,960
Birthday Parties	\$6,312	\$7,574	\$8,567	\$8,995	\$9,817
Youth Development	\$32,283	\$37,126	\$40,839	\$42,880	\$45,024
Food & Beverage	\$110,053	\$148,173	\$179,251	\$216,919	\$238,228
Retail	\$8,568	\$12,096	\$15,120	\$18,648	\$20,664
Tenant Revenue	\$0	\$0	\$0	\$0	\$0
Secondary Revenue	\$22,500	\$24,000	\$25,200	\$26,460	\$27,783
Total Cost of Goods Sold	\$354,912	\$445,306	\$539,283	\$620,365	\$680,756
Gross Margin	\$943,733	\$1,118,384	\$1,341,376	\$1,511,406	\$1,668,951
<i>% of Revenue</i>	<i>73%</i>	<i>72%</i>	<i>71%</i>	<i>71%</i>	<i>71%</i>



EXPENSES: OPERATING COSTS

Operating Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Facility Expenses	\$564,511	\$569,978	\$580,002	\$590,238	\$600,018
Operating Expense	\$281,922	\$240,854	\$254,857	\$266,246	\$276,328
Management Payroll	\$401,000	\$417,040	\$469,722	\$488,510	\$508,051
Payroll Taxes/Benefits/Bonus	\$195,114	\$216,638	\$251,982	\$273,379	\$291,725
Total Operating Expenses	\$1,442,546	\$1,444,510	\$1,556,563	\$1,618,374	\$1,676,122

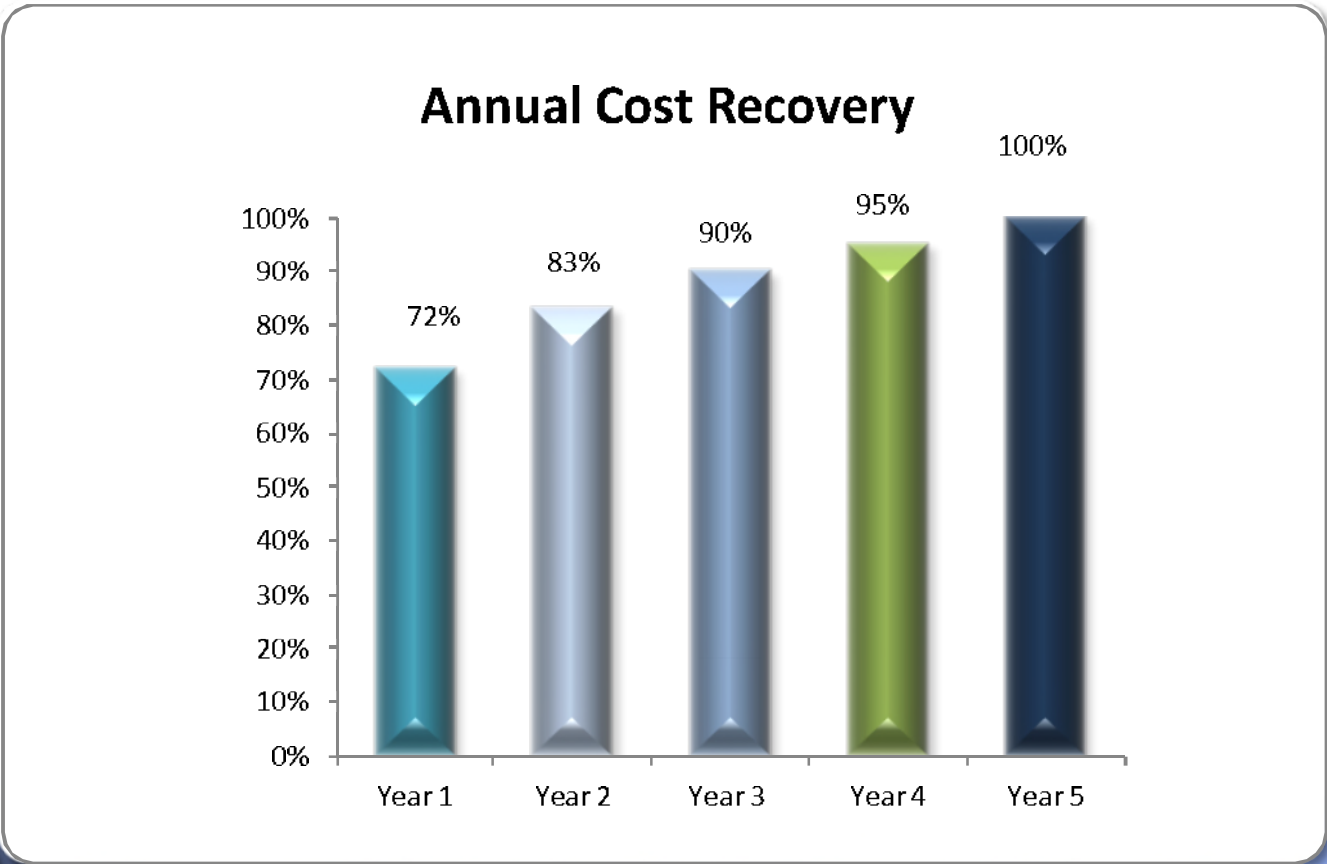


EBITDA

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$1,298,645	\$1,563,691	\$1,880,659	\$2,131,771	\$2,349,707
Total Cost of Goods Sold	\$354,912	\$445,306	\$539,283	\$620,365	\$680,756
Gross Margin	\$943,733	\$1,118,384	\$1,341,376	\$1,511,406	\$1,668,951
Total Operating Expenses	\$1,442,546	\$1,444,510	\$1,556,563	\$1,618,374	\$1,676,122
EBITDA	(\$498,813)	(\$326,125)	(\$215,187)	(\$106,968)	(\$7,171)



ANNUAL COST RECOVERY





ECONOMIC IMPACT OVERVIEW

EVENTS & VISITOR SPENDING

Number of Events Per Year

	Year 1	Year 2	Year 3	Year 4	Year 5
Multi-Purpose Field Tournaments	8	10	12	14	15
Total Events Per Year	8	10	12	14	15

Economic Impact Drivers

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	34,920	55,620	71,820	92,520	105,120
Room Nights	7,982	12,713	16,416	21,147	24,027

Per Person Spending By Category

	Amount	% of Total
Lodging/Accommodations	\$22.00	24.3%
Dining/Groceries	\$34.50	38.1%
Transportation	\$5.87	6.5%
Entertainment/Attractions	\$2.76	3.0%
Retail	\$16.22	17.9%
Miscellaneous	\$9.32	10.3%
Total	\$90.66	100%



EVENTS & ECONOMIC IMPACT

Number of Events Per Year

	Year 1	Year 2	Year 3	Year 4	Year 5
Multi-Purpose Field Tournaments	8	10	12	14	15
Total Events Per Year	8	10	12	14	15

Economic Impact

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Direct Spending	\$3,165,673	\$5,042,231	\$6,510,842	\$8,387,401	\$9,529,654
Total Indirect Spending	\$0	\$0	\$0	\$0	\$0
Total Economic Impact	\$3,165,673	\$5,042,231	\$6,510,842	\$8,387,401	\$9,529,654



NEW TAX REVENUE

Number of Events Per Year

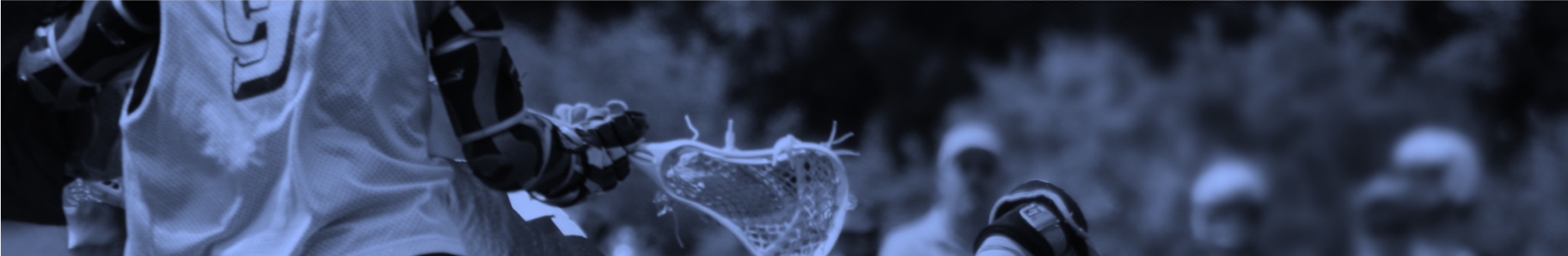
	Year 1	Year 2	Year 3	Year 4	Year 5
Multi-Purpose Field Tournaments	8	10	12	14	15
Total Events Per Year	8	10	12	14	15

Economic Impact

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Direct Spending	\$3,165,673	\$5,042,231	\$6,510,842	\$8,387,401	\$9,529,654
Total Indirect Spending	\$0	\$0	\$0	\$0	\$0
Total Economic Impact	\$3,165,673	\$5,042,231	\$6,510,842	\$8,387,401	\$9,529,654

New Tax Revenue - City/Town	\$118,541	\$188,810	\$243,803	\$314,072	\$356,844
New Tax Revenue - County	\$5,994	\$9,546	\$12,327	\$15,880	\$18,043
New Tax Revenue - State	\$119,872	\$190,930	\$246,540	\$317,598	\$360,851





CONCLUSION



FINANCIAL IMPACT

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Revenue	\$1,298,645	\$1,563,691	\$1,880,659	\$2,131,771	\$2,349,707
Total Cost of Goods Sold	\$354,912	\$445,306	\$539,283	\$620,365	\$680,756
Gross Margin	\$943,733	\$1,118,384	\$1,341,376	\$1,511,406	\$1,668,951
Total Operating Expenses	\$1,442,546	\$1,444,510	\$1,556,563	\$1,618,374	\$1,676,122
EBITDA	(\$498,813)	(\$326,125)	(\$215,187)	(\$106,968)	(\$7,171)
New Tax Revenue - City/Town	\$118,541	\$188,810	\$243,803	\$314,072	\$356,844
Net Financial Impact	(\$380,872)	(\$137,924)	\$27,998	\$206,477	\$349,037

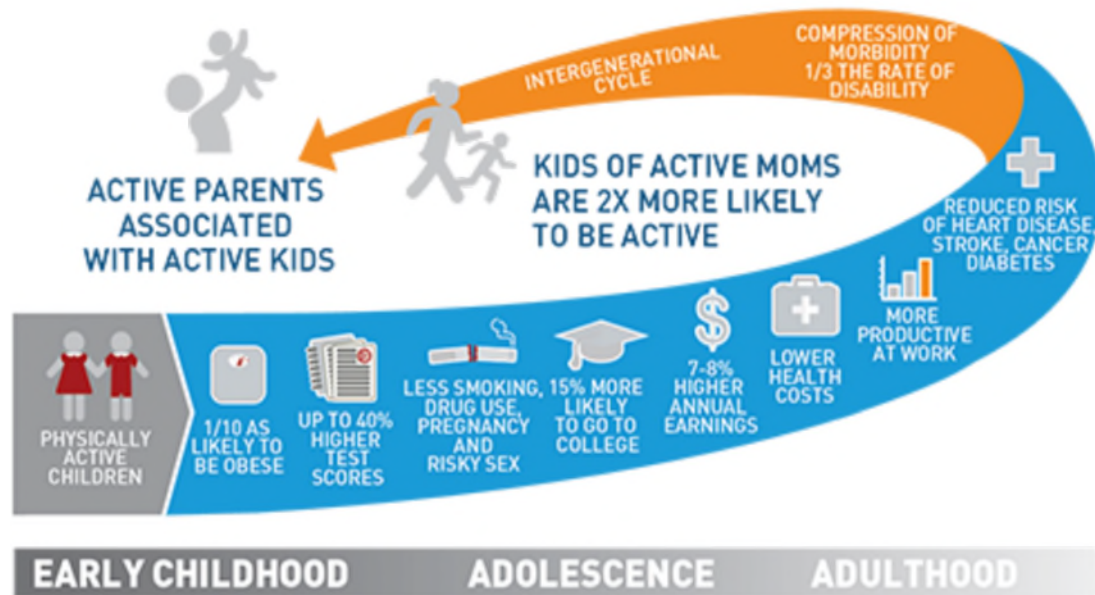
Economic Impact

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Direct Spending	\$3,165,673	\$5,042,231	\$6,510,842	\$8,387,401	\$9,529,654
Total Indirect Spending	\$0	\$0	\$0	\$0	\$0
Total Economic Impact	\$3,165,673	\$5,042,231	\$6,510,842	\$8,387,401	\$9,529,654



COMMUNITY IMPACT

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



Active kids prosper

Active kids are **nearly six times more likely** to become active adults

Active kids are **two times as likely** to have active kids

Getting kids active today creates a **multi-generational community impact**

Source: the Aspen Institute, *State of Play*



ASSESSING SUCCESS

Fast forward 10 years from now – what has this facility achieved that has made it a successful development for Normal/Bloomington?

- ✓ *Create a significant driver of economic impact*
 - *New spending from non-locals*
- ✓ *Become a regional destination*
 - *Tournament class asset size, quality, and events*
- ✓ *Achieve operational sustainability*
 - *Minimize or eliminate subsidy requirements, contribute to capital improvement if possible*
- ✓ *Drive sense of place and quality of life in the community*
 - *Improve local access: time, cost, location*





OPEN DISCUSSION