



THE SPORTS FACILITIES
COMPANIES



LITTLE ROCK SPORTS VENUES

CITY OF LITTLE ROCK, ARKANSAS

CITY OF
LITTLE ROCK
ARKANSAS

Little Rock
CONVENTION &
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Parks & Recreation

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.**

THE SPORTS FACILITIES COMPANIES

SPORTS TOURISM

*SOURCE: WINTERGREEN RESEARCH | THE PREMIER GLOBAL MARKET RESEARCH COMPANY

TRACKING THE EXPLOSIVE GROWTH IN YOUTH SPORTS

THE INDUSTRY IS EXPECTED TO GROW TO



UNLEASHING THE POWER OF COMMUNITY + SPORT

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Parks & Recreation

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.

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Little Rock

INDOOR/OUTDOOR SPORTS VENUES

THE CHALLENGE

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.

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THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA

Little Rock

INDOOR/OUTDOOR SPORTS VENUES

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

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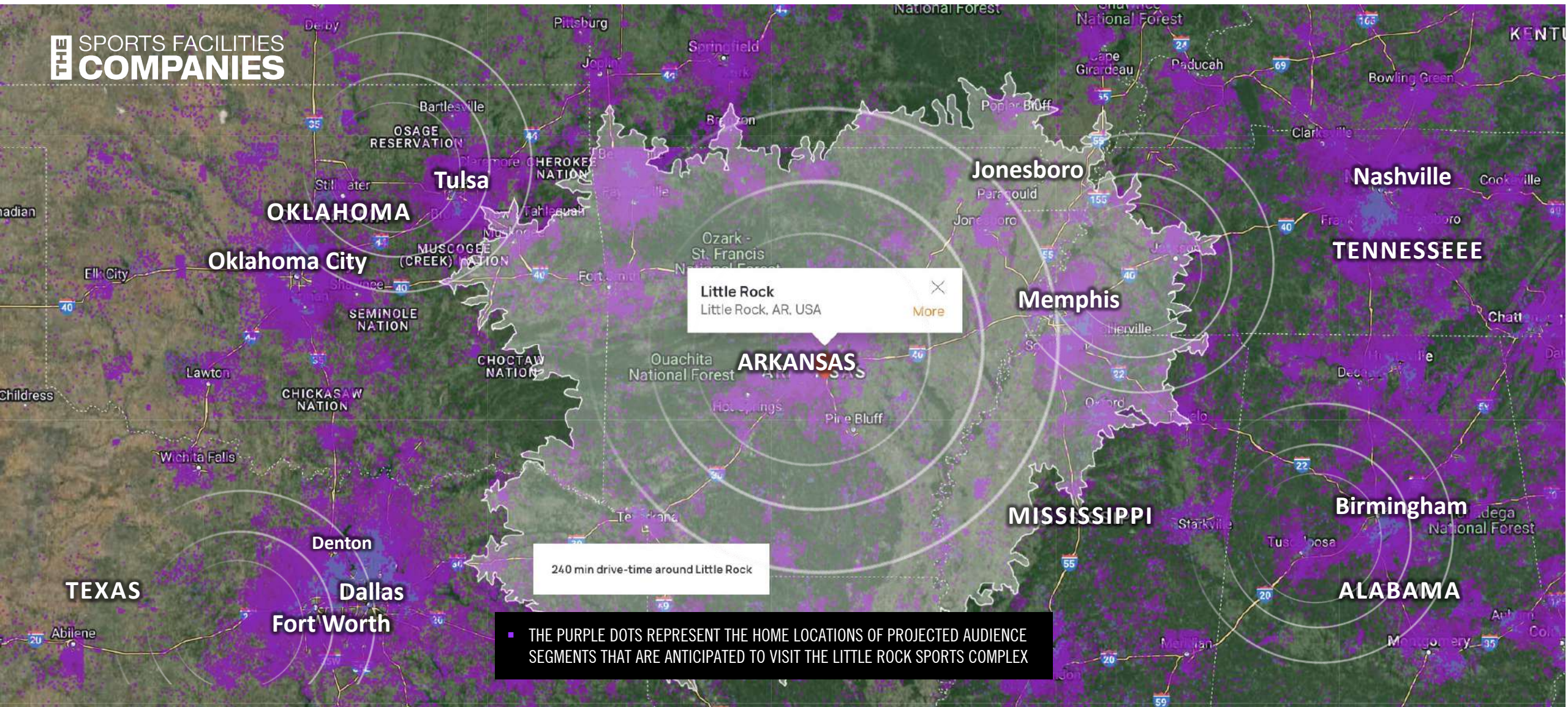


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Primary Sports Tourism Market Area (240-minute Drive Time)
Sports Tourism Audience Segment Visitation

 **SPORTS FACILITIES
COMPANIES**



Little Rock
Little Rock, AR, USA
[More](#)

240 min drive-time around Little Rock

THE PURPLE DOTS REPRESENT THE HOME LOCATIONS OF PROJECTED AUDIENCE SEGMENTS THAT ARE ANTICIPATED TO VISIT THE LITTLE ROCK SPORTS COMPLEX



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

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 11th, 2020



Performance Report: **Bluhawk Development**

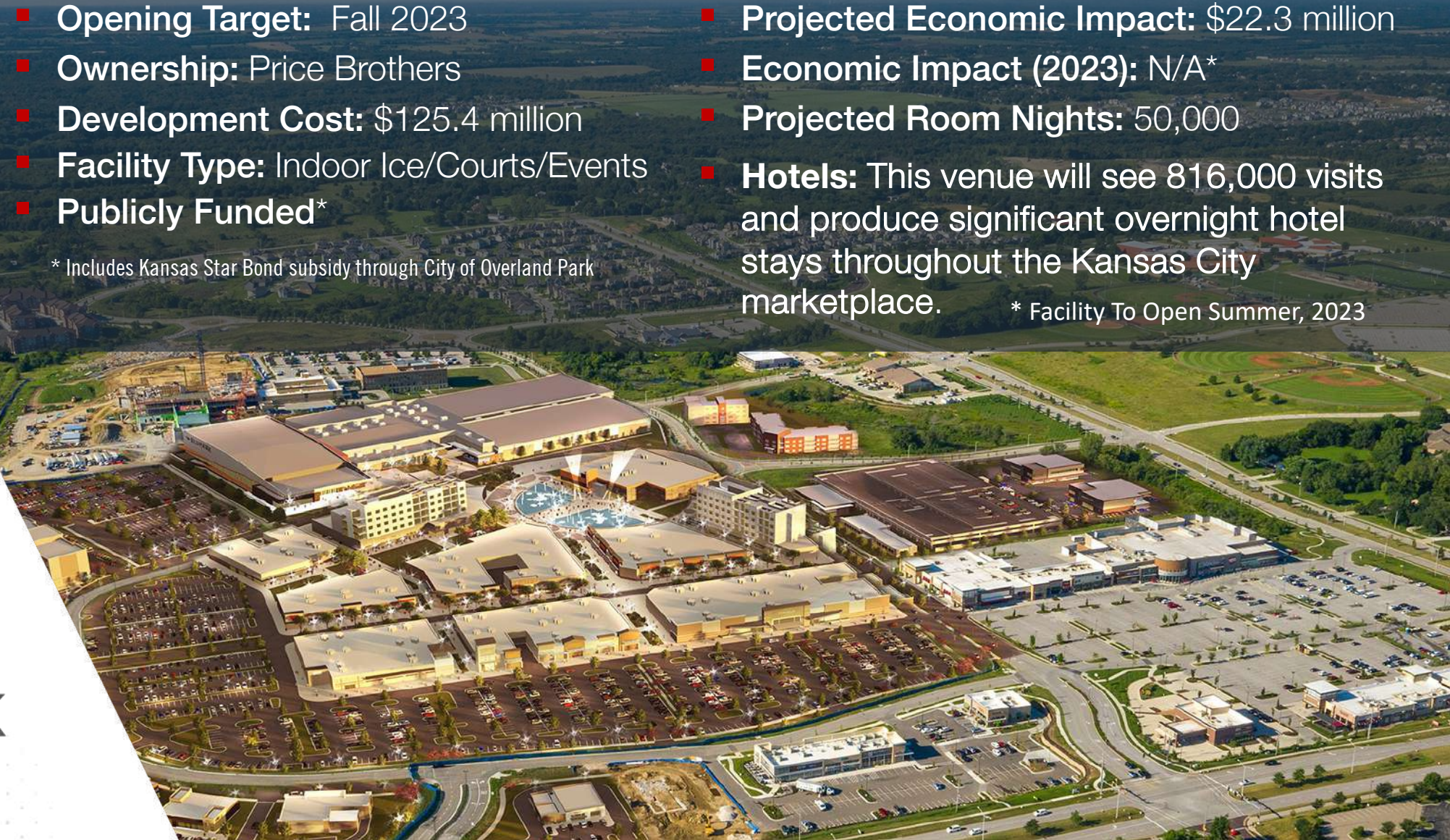
- **Opening Target:** Fall 2023
- **Ownership:** Price Brothers
- **Development Cost:** \$125.4 million
- **Facility Type:** Indoor Ice/Courts/Events
- **Publicly Funded***
- **Projected Economic Impact:** \$22.3 million
- **Economic Impact (2023):** N/A*
- **Projected Room Nights:** 50,000
- **Hotels:** 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

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INDOOR SPORTS VENUE

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

INDOOR ATHLETIC FACILITY

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

Little Rock

INDOOR SPORTS VENUE

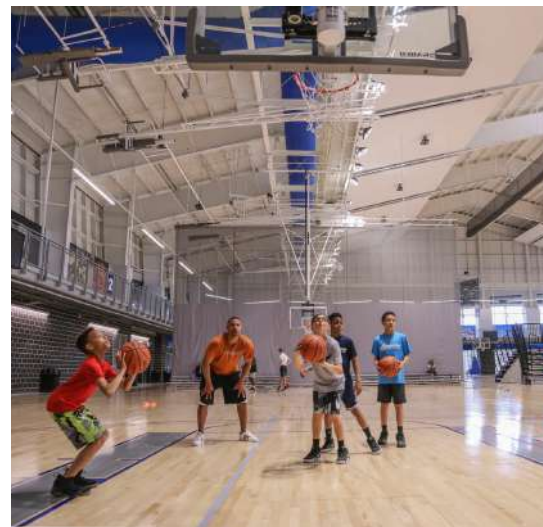
A best-in-class Indoor Sports and Recreation Venue. A facility that has been right-sized for the market and is supported by the Sports Facilities Companies (SFC) and the SF Network, which represent the leading sports tourism and community-based sports venues in America.

KEY FACTORS

INFLUENCING PERFORMANCE

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 multiple revenue sources including indoor court programming for basketball and volleyball, food & beverage, 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	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



INDOOR COURTS

BASKETBALL/VOLLEYBALL HARDWOOD FLOORS

SIZE

83,200 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 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.





FAMILY ENTERTAINMENT CENTER

ARCADE, REDEMPTION, BOWLING AND ADVENTURE AREA

SIZE
9,600 SF

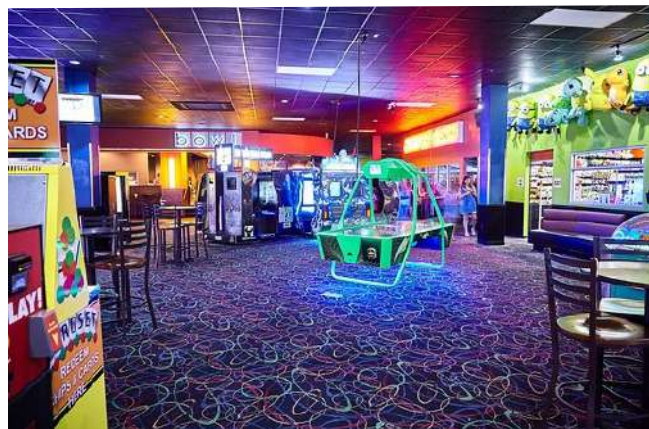
LOCATION
INDOOR ATHLETIC FACILITY

- 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 TENANT LEASE SPACE

SPORTS PERFORMANCE 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 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.



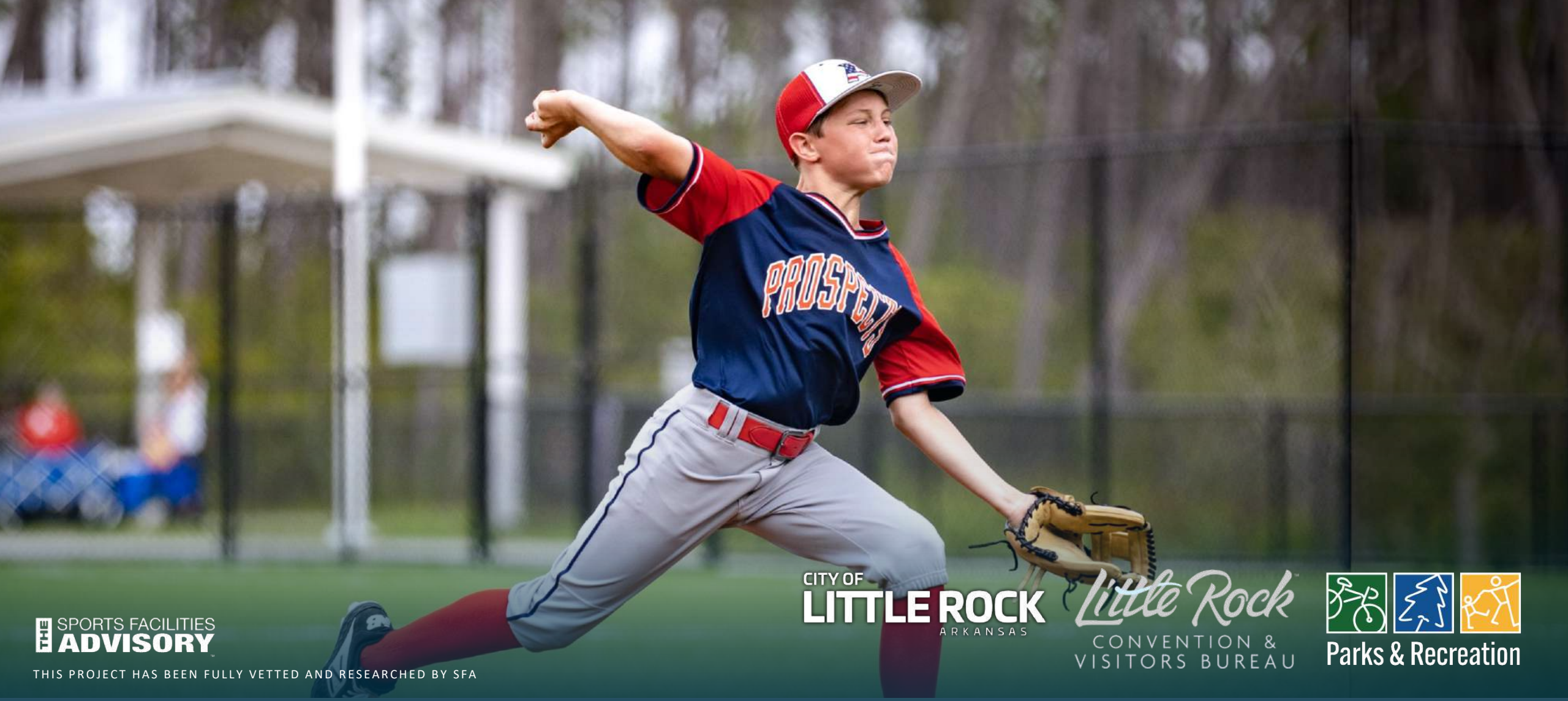
OUTDOOR FIELD COMPLEX

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SFA SPORTS FACILITIES
ADVISORY

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OUTDOOR SPORTS VENUE

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/SB DIAMONDS)
- 6 FULL SIZED MULTI-PURPOSE FIELDS (OVER BB/SB DIAMONDS)

MP FLEX FIELDS

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

SUPPORT BUILDINGS

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



BASEBALL/SOFTBALL FLEX FIELDS

SYNTHETIC TURF FLEX FIELDS

SIZE

30.2 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 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

Little Rock OUTDOOR SPORTS VENUE

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



OUTDOOR FIELD COMPLEX

Little Rock

OUTDOOR SPORTS VENUE

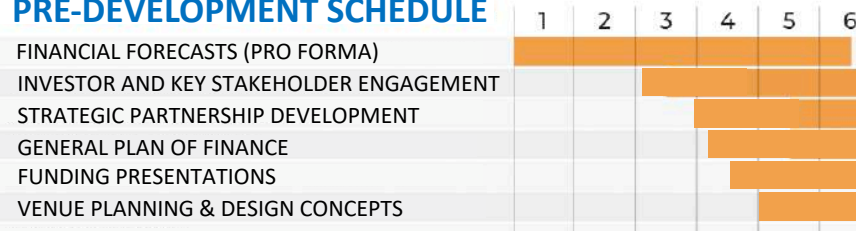
VISITATION & ECONOMIC IMPACT

- 33 EVENTS & COMPETITIONS AT MATURITY
- 45,324 HOTEL ROOM NIGHTS ANNUALLY
- 152,000 NON-LOCAL VISITORS ANNUALLY
- \$19.4 MILLION DIRECT SPENDING

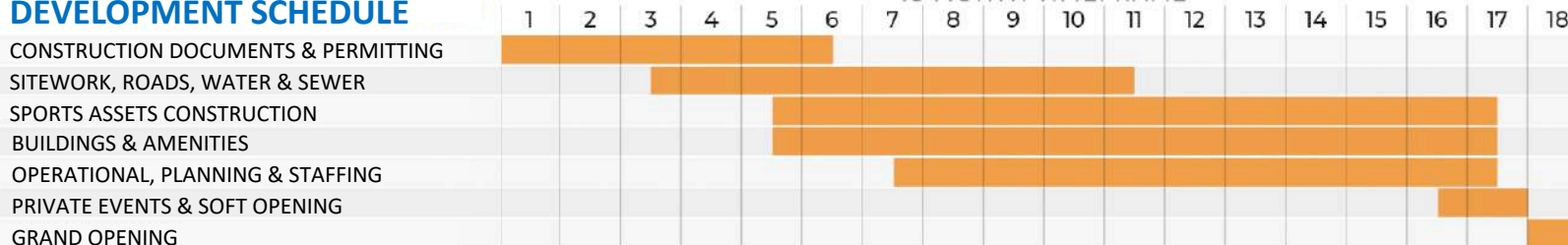
SFA SPORTS FACILITIES COMPANIES

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PRE-DEVELOPMENT SCHEDULE



DEVELOPMENT SCHEDULE



18 MONTH TIMEFRAME

MIXED-USE DEVELOPMENT

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RETAIL & COMMERCIAL DEVELOPMENT

RETAIL, RESTAURANTS AND HOTELS

SIZE

TBD

LOCATION

ANCILLARY DEVELOPMENT

SFM FACILITY COMPARABLES

- BLUHAWK SPORTS PARK, KS
- MATTOON, ILLINOIS
- 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.



COMMUNITY ACCESS

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INDOOR/OUTDOOR SPORTS VENUES

SPORT MATTERS

Research shows that active kids do better in every way when they are exposed to sport and play. They're healthier, happier and more successful — in the classroom, in their careers and in their communities. The difference isn't potential — because regardless of their surroundings, all kids are born with potential.

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

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

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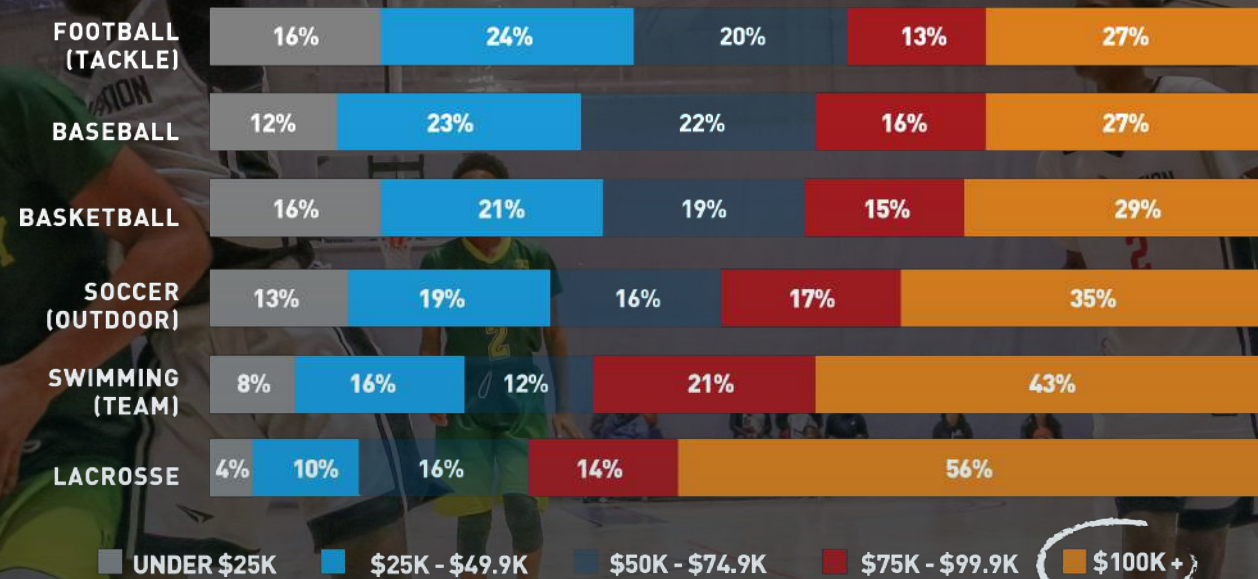


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A GROWING NEED FOR ACCESS

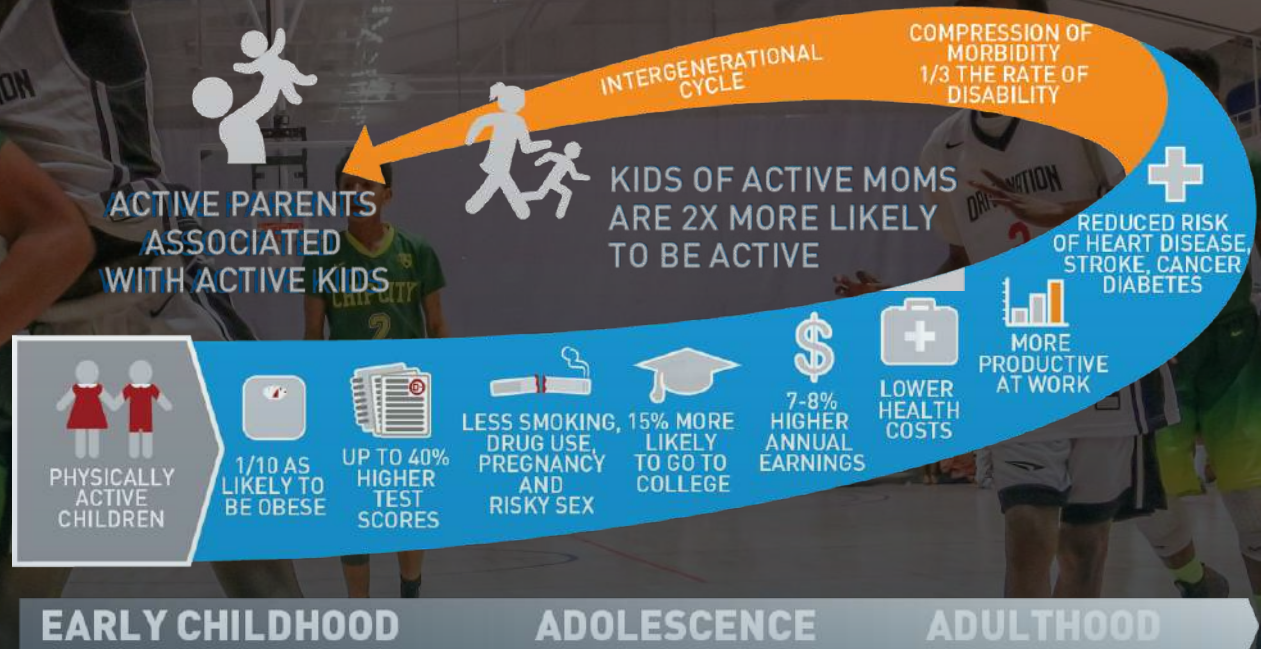
INCOME IMPACTS SPORT PARTICIPATION
PERCENTAGE OF CORE PARTICIPANTS, BY HOUSEHOLD INCOME



Families that can afford more, play more.

ACTIVE KIDS DO BETTER IN LIFE

WHAT THE RESEARCH SHOWS ON THE COMPOUNDING BENEFITS





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.



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 **SPORTS FACILITIES
COMPANIES**

Market Opportunity/Feasibility Analysis

Facility Program + Financial Pro Forma

Strategic Partnership Development

Project Presentation Deck Development

Venue Planning + Design Concept Development

Retail/Commercial Market Analysis


General Plan of Funding/Finance

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 Previous Phase

 Current Phase