

The premier
sports destination
in the Southeast

S O F O S P O R T S P A R K



TABLE OF CONTENTS

- EXECUTIVE SUMMARY
- MARKET OPPORTUNITY
- PARTNERSHIP AND OPERATING TEAM
- PROJECT OVERVIEW
- FINANCIAL OVERVIEW



EXECUTIVE SUMMARY

The Premier Multi-Sports Complex in One of the Fastest Growing Regions in the United States

SoFo Sports Park will be a **62-acre** campus located in South Forsyth County drawing athletes of all ages from across the country. SoFo Park will be the premier destination for baseball, softball, volleyball, basketball, cheer, pickleball, e-sports, and full-circle training. Additionally, the venue will feature live entertainment, shopping, and dining options.

The park will include:

- Nine state-of-the-art, all-turf diamond fields
- A 125,000 square foot indoor sports and training facility operated by Sports Academy
- 21 indoor/outdoor pickleball courts
- An entertainment complex featuring two chef-driven restaurants, totaling 20,000 square feet.

The Market Opportunity

Sports tourism is an economic driver of the U.S. economy and is experiencing strong growth throughout the country, and has rebounded to 97% of pre-Covid levels.

Sports Travelers

Nearly 180 million people traveled to a sports event in the U.S. in 2019 either as a participant or spectator, which generated 69 million room nights.

Sports-Related Travel Spending

Sports travelers, event organizers, and venues spent \$45.1 billion in 2019, which generated \$103.3 billion in business sales when including indirect and induced impact

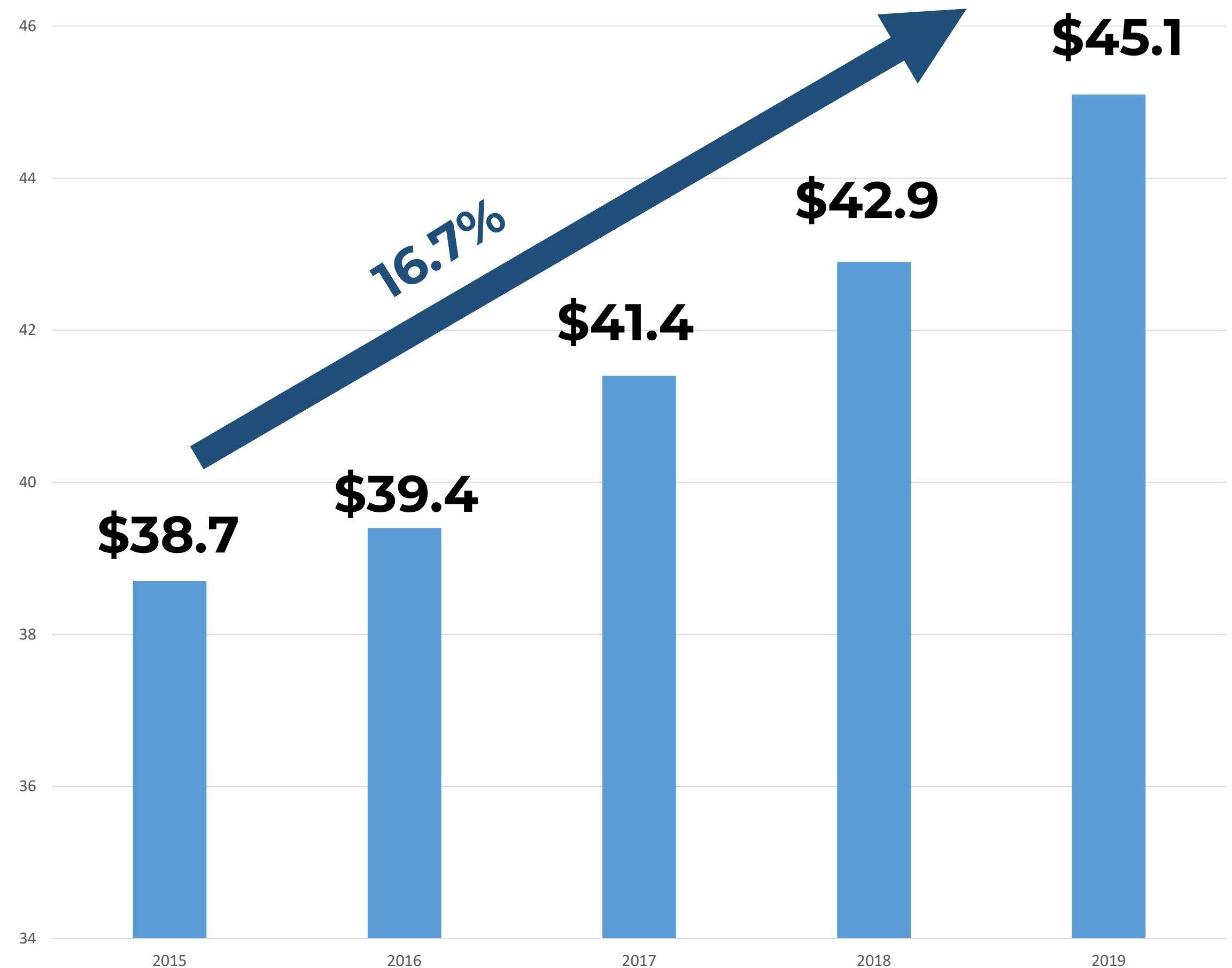
Employment Generator

A total of 739,386 jobs were sustained by sports tourism in 2019. This included 410,762 direct and 328,624 indirect and induced jobs.

Fiscal Contributions

Sports tourism generated \$14.6 billion in tax revenues in 2019, with \$6.8 billion accruing to state and local governments.

Sports-related travel spending and annual growth
Amounts in billions of nominal dollars



Youth Sports Tournaments and Tourism is Particularly Strong and Recession Resistant

Sports tourism combines two powerful economic drivers in a way that has proven to be recession resistant with consistent year over year growth.

The youth sports tourism market is driven by travel teams, showcase events, and local use when not hosting tournaments. Sports tourism facilities can improve local sports participation while producing millions of dollars in tourism spend.



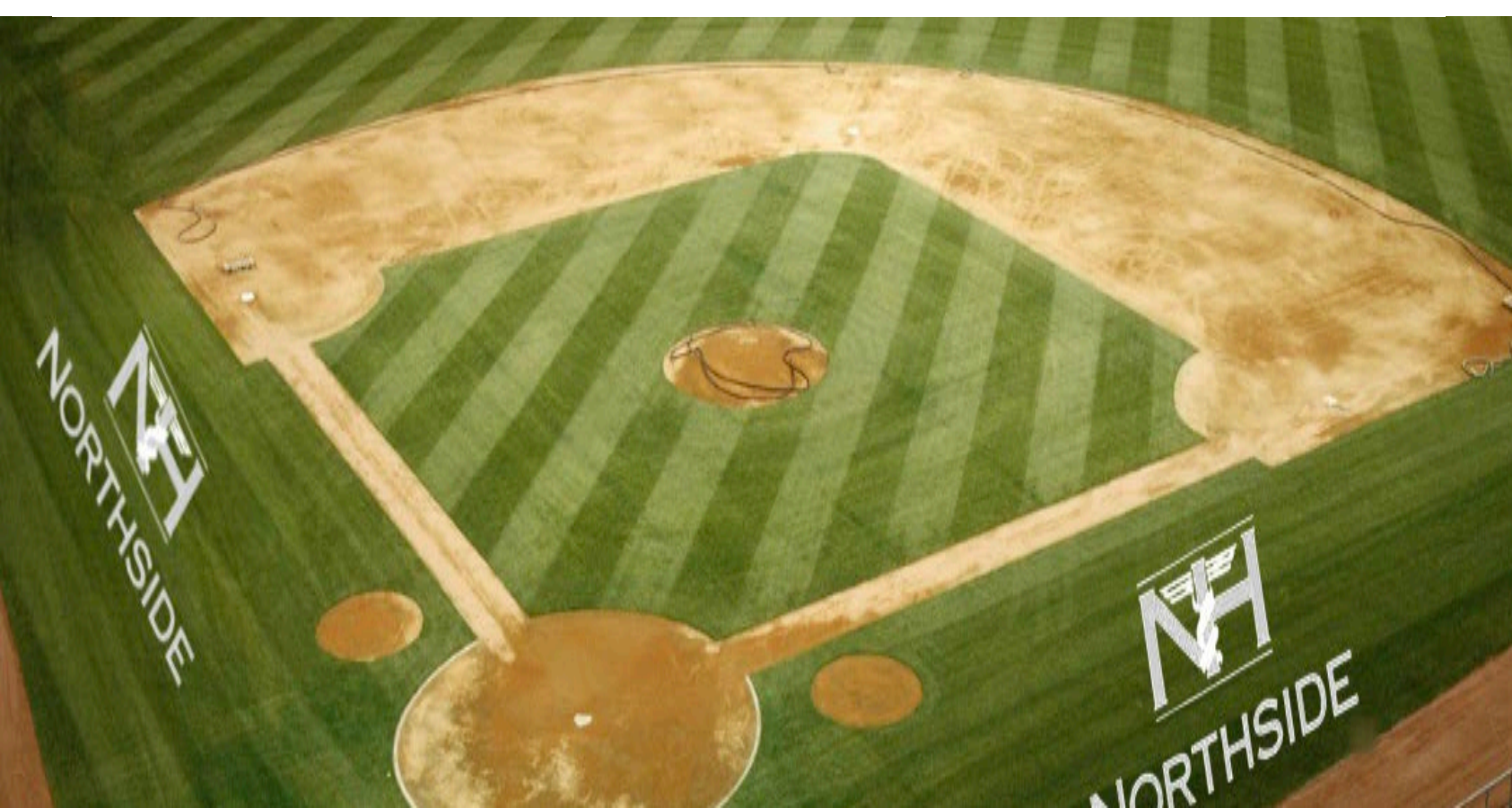
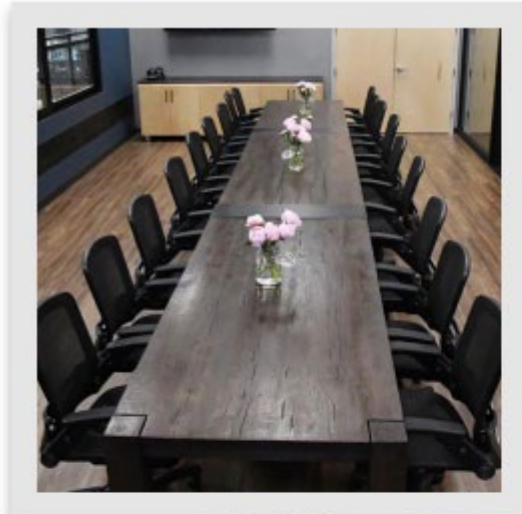
Sports tournament-related travel is now a \$19.2 billion industry with steady year over year growth. Sports tourism and its participants, sports tourists, can both be broken into multiple categories, including:

- Sports participation
- Sports training
- Sports events

Sports tourists can be further classified according to the distance they've travelled to attend or participate in a sports tourism event. People traveling farther than 90 minutes to attend an event have different lodging and dining needs than those traveling less than 90 minutes.

Additionally, female athletes travel with more parents and family members, and they spend more on recreation and retail than males of the same age. These differences affect the economic impact that sports tourists have on a community, and they have a direct impact on how we will plan and develop our tournament schedule.

Project Overview



The Facility

Venues and amenities will include 9 diamond fields, a 125,000 square foot indoor sports center, a 12,000 sq. ft restaurant including 21 pickleball courts, and an additional 8,000 sq. ft restaurant. All fields will feature fully synthetic turf with top-of-the-line LED lighting, video scoreboards, chairback seating, shade structures over all seats, and cameras for video capture and live streaming. The indoor sports center, operated by Sports Academy, will have eight basketball courts which will convert to 16 volleyball courts. The flexible design of the venue will enable it to host events in other sports including esports, cheerleading, gymnastics, wrestling, and more. The facility will also be convertible to host a variety of non-sporting events, such as conventions, meetings, graduation ceremonies, and concerts. Additionally, we will support youth, amateur and elite athletes with a full-circle training approach including body, performance and mind training. Eight of the pickleball courts will be located indoors in a covered structure to enable all-weather conditions, Our championship court and 12 additional courts will be located outdoors. The facility will also include concession stands, misting stations, and a playground.

SOFO SPORTS GROUP is Backed and Operated by an Experienced Team of Professionals



Todd Greene
Managing Partner

- 12-year MLB Career
- Asst. to the GM, Arizona Diamondbacks
- Operates TG Dbacks Baseball Academy



Chad Faulkner
Indoor Facility Operator

- CEO, Sports Academy
- Two Locations: Thousand Oaks and Frisco, TX
- Home to NBA Pro Days



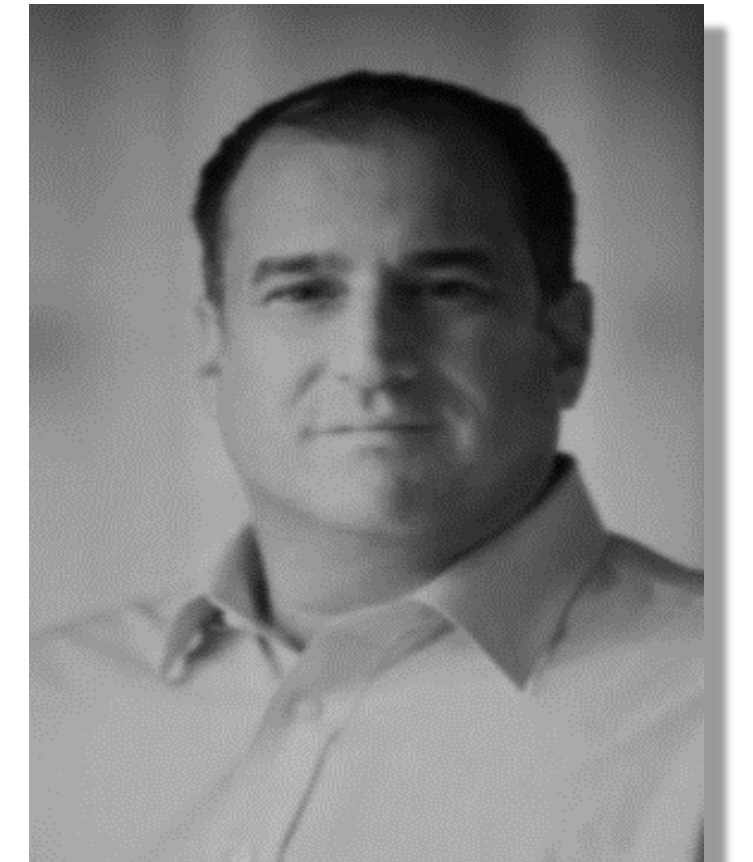
Rick Nielsen
Managing Partner

- Real Estate Developer and Sports Marketing Professional.



Michael Grade
COO

- Respected Professional in Sports Tourism
- Extensive Experience in the Design, Build, and Operation of Large Multi-Sport Facilities



Joe Schab
CEO

- Investor and Operations Professional
- Experienced in Media, Sports and Technology including NBC and GE

Board Of Advisors (Partial List)



Tom Glavine

Baseball Hall of Fame pitcher for the Atlanta Braves and NY Mets. Two-time Cy Young Award winner. Five-time 20 game winner. Finished his iconic career with 305 wins.

Dominique Wilkins

Basketball Hall of Famer known as the "Human Highlight Film." Nine time All-Star and recently honored as one of the NBA's greatest players of all-time by being named to the NBA 75th Anniversary Team.



Ryan Sherry

Professional Pickleball player and founder of Legacy Pro Sports.

Chipper Jones

Baseball Hall of Famer, playing his entire career with the Atlanta Braves. Only switch hitter in MLB history with a career batting average of at least .300 and 400 or more home runs.



Matt Olson

First baseman for the Atlanta Braves. Native Georgian who attended Parkview High School. Winner of two Gold Glove Awards and named to the 2021 All Star team as a member of the Oakland A's.

Montana Fouts

Member of US National Softball team. All American Pitcher for the Alabama Crimson Tide. Pitched a perfect game against UCLA in the 2021 Women's College World Series.



Key Project Partners

- Nelson Architects
 - Vertical Earth
- Gilbane Construction
- Bohler Civil Engineering
 - AstroTurf
- Ephesus Sport Lighting
 - CBA Sport Flooring
 - USSSA Baseball
 - Pixellot
 - Team Travel Source
 - Sean Courtney
- Morris, Manning, Martin, LLP

Our Strategy

SoFo Sports Park will employ a unique business model in the industry. We have a vertically integrated approach, owning all aspects of the value chain and the customer experience. The primary benefit is that it maximizes revenue opportunities while ensuring visitors get the most out of every experience, whether they are a player, parent, coach, elite athlete or a weekend warrior.

Lines of Business and Revenue Streams

- Baseball: Club Teams and Tournaments
- Softball: Club Teams and Tournaments
- Basketball: Club Teams and Tournaments
- Volleyball: Club Team and Tournaments
- Pickleball: Court Rental, Leagues, Tournaments, Socials
- Sports Academy: Leagues, Tournaments, Training and Sports Performance, Physical Therapy
- Restaurants and Concessions
- Retail
- Digital Video Streaming and Subscriptions



SoFo Sports Group is Already a Cash Flowing Business

The TG Dbacks is a premier Baseball Academy operating more than 30 teams and led by the very best baseball minds in the business. 442 players currently compete under the TG Dbacks brand. The Academy is proud to have coached and mentored 331 players who are committed to or already playing baseball in college.





Diamond Fields Complex



- 9 All Turf Diamond Fields
- Video scoreboards
- Live video streaming
- Elite LED lighting
- Chair back seating
- Retail clubhouse
- Concessions
- WIFI in park



Indoor Facility
Partner- Sports
Academy



BELIEVE IN EXCELLENCE AND THE POTENTIAL OF EVERY INDIVIDUAL

- ❑ INTEGRATED SPORTS MEDICINE
- ❑ DIAGNOSTICS LAB
- ❑ BIOMECHANICS LAB
- ❑ COGNITION LAB
- ❑ PERFORMANCE TRAINING CENTER
- ❑ PERFORMANCE NUTRITION BAR
- ❑ RECOVERY SUITE
- ❑ 5 FULL COURT BASKETBALL COURTS
- ❑ TURF - 5000 SQ FT CLEATE-ENABLED
- ❑ SPRINT TRACK
- ❑ SAND PIT - 12,000 SQ. FT.
- ❑ ESPORTS - DEDICATED ENVIRONMENT
- ❑ GRACE BARA JUI JITSU SCHOOL
- ❑ ATHLETE LOUNGE
- ❑ CLASS ROOMS
- ❑ MEDIA ROOM
- ❑ MEZZANINE - HIGH CAPACITY FLEX ENVIRONMENT
- ❑ BOARD ROOM
- ❑ VIP ENTRANCE AND EXITS
- ❑ MANAGEMENT, STAFF OFFICES & MEETING ROOMS
- ❑ AMPLE CONTROLLED PARKING
- ❑ READY-TO-GO PRODUCTION CONTENT LOCATION
- ❑ EVENT SPACE - FLEXIBLE AND CREATIVE

THOUSAND OAKS CALIFORNIA CAMPUS

As Sports Academy's original location, the 100,000 square foot facility in Thousand Oaks, CA, is a one-stop human performance and development environment for modern athletes and practitioners.





FRISCO, TX CAMPUS

Sports Academy at The Star is centrally located in the United States in the vibrant North Texas community of Frisco. Adjacent to the Dallas Cowboys World HQ, the facility is housed within Baylor Scott & White's Sports Therapy & Research Center, which provides unique opportunities for collaboration with Physical Therapy, Medical, Concussion, & Research experts alike.



- ☑ PERFORMANCE TRAINING CENTER
- ☑ DIAGNOSTIC LAB
- ☑ COGNITION LAB
- ☑ RECOVERY SUITE
- ☑ MANUAL AND MASSAGE THERAPY
- ☑ PERFORMANCE NUTRITION BAR
- ☑ 50-YARD INDOOR/OUTDOOR TURF
- ☑ NBA-REGULATION BASKETBALL COURT
- ☑ BAYLOR INSTITUTE OF REHABILITATION
- ☑ BAYLOR RESEARCH INSTITUTE
- ☑ SPORTS MEDICINE SERVICES ON-CAMPUS
- ☑ GATORADE SPORTS SCIENCE INSTITUTE
- ☑ CLASSROOMS



BELIEVE IN EXCELLENCE AND THE POTENTIAL OF EVERY INDIVIDUAL





Commercial Town Center Partner



S O F O S P O R T S P A R K



Project Timeline and Budget

Project Timeline

We anticipate the diamond complex to be complete by 9/1/2023 and the indoor facility and commercial town center to be complete by 12/1/2023.

Projected Budget

\$142.8M

Diamond Fields	\$20M
Indoor Facility	\$35M
Pickleball	\$9M
Commercial Ctr	\$5M
Clubhouse	\$2M
Roads and Parking	\$5M
Permits/Soft Costs/Maintenance	\$5.525M
Site Work	\$12M
Landscaping	\$2M
Contingency	\$11M
Financing Fees	\$2.009M
Capitalized Interest	\$12.595
Land	<u>\$21.7M</u>

\$142.829M



Projected Economic Impact

Based on our collected data it is projected that **975,000** visitors will be on our site per year from our projected 110 events on our site. These visitors will average 3.5 days at our site per event.

Using the model of similar projects, we forecast that there will be an average of \$155 of direct spending per visitor per day. These items include the total spent on transportation, lodging, recreation, retail, gas and food.

We expect to have a direct result of **\$151,000,000** a year of economic impact on Forsyth county.

Our Ask

Our team has identified incentives that could potentially be granted by the county that could greatly assist in accomplishing the ultimate financing of this significant project. Principal among these is the guarantee of all or a portion of the project with the county's backing which would facilitate a much lower cost of financing for the project. This would allow the county to indirectly accomplish and avail itself of a state-of-the-art, professionally-operated multi-use facility which it would have to directly finance were it not for the presented opportunity. In this manner, SOFO Park obviates the need for the county to design and implement its own similar facilities while providing first class athletic facilities to its taxpayers and accomplishing the intent of the millage of providing robust economic development opportunities to the county.

- **\$100 million dollar county supported bond**

30 year term

SOFO SPORTS GROUP TO BE FINANCIALLY RESPONSIBLE FOR ALL DEBT OBLIGATIONS

- **Property Tax abatement**
- **Waiver of permitting fees**

STRUCTURE

- ✓ The Development Authority would issue \$100,000,000 in aggregate principal amount of its revenue bonds and would own the Project.
- ✓ The Authority would then enter into a lease with SOFO Park and an intergovernmental contract with the County.
- ✓ Under the terms of the lease, SOFO Park would agree to operate the project and pay the Authority amounts sufficient to pay debt service on the revenue bonds.

SOFO SPORTS GROUP CAPITAL STRUCTURE

\$100,000,000 County Supported Bond

\$30,000,000 Subordinated Capital

\$12,800,000 SOFO SPORTS GROUP Equity

Total \$142,800,000

LOCAL INITIATIVES

In addition to benefiting Forsyth county by means of enhanced economic impact, SOFO Park is committed to acting as a good local partner by providing community access to its venues as well. Sports venues provide numerous physical and mental benefits to local residents, and SOFO Park plans to create opportunities for local stakeholders to enjoy its venues at all levels. These initiatives will include:

- Creating leagues and clubs for local residents across multiple sports and age groups
- Setting aside time for open use and rentals for local residents for pickup games and recreational use
- Granting of priority access for local high schools to use the facility as a backup location for games and practices in the event of inclement weather
- Acting as a venue for important events on the high school calendar, such as championship games and graduations
- Providing enhanced entertainment options for the surrounding area, from viewership at tournaments to new dining options to special events.
- Provide venues for championship finals for County rec programs
- Offer clinics for County rec program coaches across multiple sports

Financial Overview

Consolidated Park Pro Forma					
	FY 1 (2024)	FY 2 (2025)	FY 3 (2026)	FY 4 (2027)	FY 5 (2028)
Diamond Fields	\$ 2,367,255	\$ 7,173,501	\$ 10,419,142	\$ 14,847,001	\$ 15,589,351
Sports Academy	\$ 2,162,214	\$ 6,552,165	\$ 10,112,376	\$ 12,112,126	\$ 12,717,732
Pickleball	\$ 350,000	\$ 721,500	\$ 1,305,500	\$ 2,352,815	\$ 2,470,456
Restaurant 1	\$ 3,040,338	\$ 6,756,306	\$ 6,723,494	\$ 7,432,829	\$ 7,804,471
Restaurant 2	\$ 1,519,273	\$ 4,603,858	\$ 4,642,727	\$ 5,111,242	\$ 5,366,804
Retail	\$ 506,558	\$ 1,535,023	\$ 2,081,518	\$ 2,756,122	\$ 2,893,928
Sponsorship	\$ 500,000	\$ 750,000	\$ 750,000	\$ 1,000,000	\$ 1,050,000
Total Consolidated Revenues	\$ 9,945,638	\$ 28,092,352	\$ 36,034,757	\$ 45,612,135	\$ 47,892,742
Operating Expenses					
Diamond Fields	\$ (911,009)	\$ (2,277,521)	\$ (2,738,571)	\$ (3,379,503)	\$ (3,497,785)
Sports Academy	\$ (1,311,382)	\$ (3,278,456)	\$ (4,139,515)	\$ (3,979,978)	\$ (4,119,277)
Pickleball	\$ (237,500)	\$ (475,000)	\$ (850,000)	\$ (1,050,000)	\$ (1,086,750)
Restaurant 1	\$ (2,104,309)	\$ (5,260,772)	\$ (5,236,139)	\$ (5,703,678)	\$ (5,903,307)
Restaurant 2	\$ (1,818,355)	\$ (3,636,709)	\$ (3,665,723)	\$ (3,789,830)	\$ (3,922,474)
Retail	\$ (614,814)	\$ (1,229,628)	\$ (1,652,920)	\$ (2,212,081)	\$ (2,289,504)
Sponsorship	\$ (165,000)	\$ (247,500)	\$ (247,500)	\$ (330,000)	\$ (341,550)
Total Consolidated Operating Expenses	\$ (6,997,368)	\$ (16,158,086)	\$ (18,282,869)	\$ (20,115,069)	\$ (21,160,647)
Net Operating Income	\$ 2,948,270	\$ 11,934,266	\$ 17,751,888	\$ 25,497,066	\$ 26,732,095
General and Administrative	\$ (1,243,205)	\$ (3,511,544)	\$ (7,206,951)	\$ (9,122,427)	\$ (9,578,548)
EBITDA	\$ 1,705,065	\$ 8,422,722	\$ 10,544,937	\$ 16,374,639	\$ 17,153,547
Debt Service		\$ (8,597,524)	\$ (8,593,174)	\$ (8,597,674)	\$ (8,597,674)
Tax Rebate	\$ 248,641	\$ 702,309	\$ 900,869	\$ 1,140,303	\$ 1,197,319
Net Income	\$ 1,953,706	\$ 527,507	\$ 2,852,633	\$ 8,917,269	\$ 9,753,192

Assumptions:

- Partial open year in 2023 for Diamond fields only
- Fully open and operational for full twelve months in 2024
- \$100M bond with 30-year amortization schedule and 2-year grace period
- \$30M Subordinated Financing

A photograph of a green lawn with a brown circular patch on the left side. The text "Thank you" is centered on the lawn.

Thank you