

MATTOON, IL
**EMERALD
ACRES**
SPORTS CONNECTION

| SPORTS, EVENTS AND WELLNESS COMPLEX

THE SPORTS FACILITIES
COMPANIES

YOUTH SPORTS CONTINUES TO BE A RELIABLE, RECESSION RESISTANT DRIVER OF TRAFFIC. THE SPORTS TOURISM INDUSTRY IS NOW BIGGER THAN THE NFL AND IS FORECASTED TO GROW BY 5-7% PER YEAR ANNUALLY.

SF SPORTS FACILITIES
COMPANIES



SF SPORTS FACILITIES
ADVISORY

THIS PROJECT HAS BEEN FULLY VETTED AND RESEARCHED BY SFA

**TRACKING THE
EXPLOSIVE GROWTH
IN YOUTH SPORTS**

\$45
BILLION
YOUTH SPORTS
INDUSTRY

5%

THE INDUSTRY IS
EXPECTED TO GROW BY

ANNUALLY OVER THE
NEXT 5-7 YEARS

*SOURCE: SPORTS ETA, LONGWOODS INTERNATIONAL, US TRAVEL ASSOCIATION, TOURISM ECONOMICS



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MASTER SITE PLAN SUMMARY

- TOTAL SITE ACREAGE: 95.9 ACRES
- INDOOR FIELDHOUSE: 126,000 SF
- OUTDOOR FIELDS: 85.8 ACRES
- PARKING: 2,000 SPOTS
- RETAIL MIX: TBD

INDOOR FIELDHOUSE

- INDOOR BASKETBALL COURTS (8)
- INDOOR VOLLEYBALL COURTS (16)
- FAMILY ENTERTAINMENT CENTER
- MEDICAL TENANT LEASE SPACE

OUTDOOR FIELDS

- (4) BASEBALL/SOFTBALL (300 ft)
- (4) BASEBALL/SOFTBALL (400 ft)
- (12) MULTI-PURPOSE TURF FIELDS
- (4) MULTI-PURPOSE GRASS FIELDS

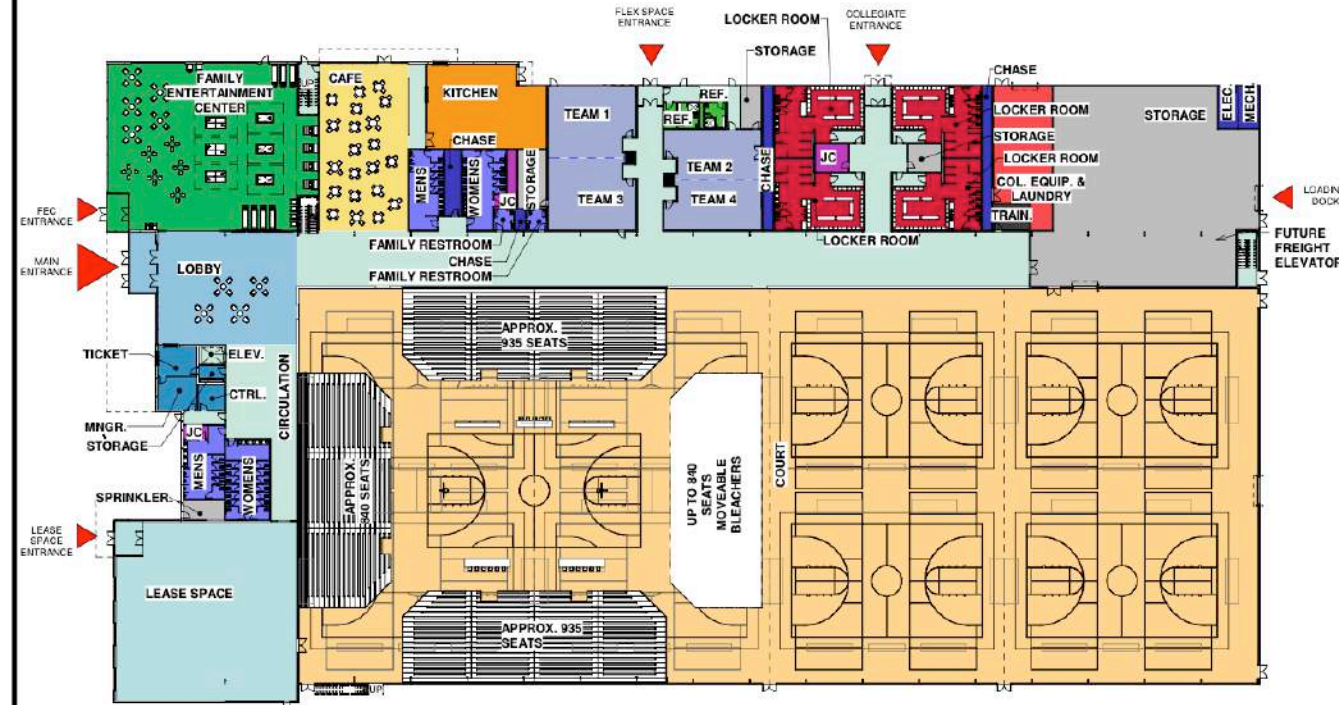
ENTERTAINMENT

- REDEMPTION ARCADE
- REDEMPTION STORE
- VIRTUAL REALITY
- VOXEL AUGMENTED REALITY

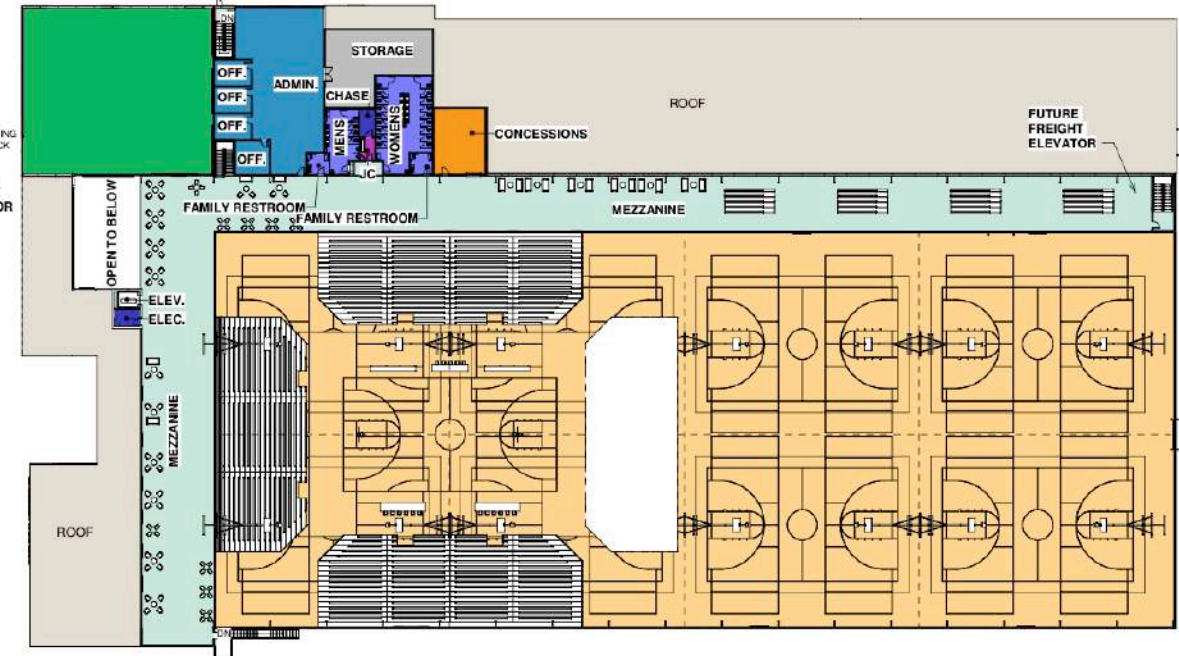
RETAIL MIX

- HOTELS
- QSR RESTAURANT
- GAS/CONVENIENCE
- BIG BOX: RETAIL

MATTOON, IL
**EMERALD
 ACRES**
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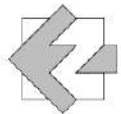
FIRST FLOOR LAYOUT PLAN



SECOND FLOOR LAYOUT PLAN

Department Legend

ADMINISTRATIVE	COLLEGIATE LOCKER	KITCHEN	RESTROOMS	UTILITY
CAFE	COURTS	LEASE SPACE	STORAGE	
CIRCULATION	FEC	LOBBY	TEAMS	
COLLEGIATE EQUIP. & LAUNDRY	JC	REF. ROOMS	TRAIN.	



MATTOON, IL

EMERALD ACRES

SPORTS CONNECTION

A best-in-class Indoor and Outdoor Sports, Wellness & Event Destination that anchors ancillary retail development on a single site location. Right-sized for the market and supported by the SF Companies and the SFM Network, which represents the leading sports tourism and community based sports destinations in America.

KEY FACTORS

INFLUENCING PERFORMANCE

SFM Network

Exclusive Rights & Resources to the leading sports tourism and community 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 basketball and volleyball courts, outdoor baseball/softball and multi-purpose turf fields, family entertainment, food & beverage, tenant lease space, sponsorships, and special events.

Mixed-Use

The indoor and outdoor sports assets anchor ancillary hotel, retail and commercial development.

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 programming to outdoor turf sports along with on-site family entertainment, food and beverage options, supported by the convenience of a walkable site with retail development.

Site Location

Located on the northwest corner at the intersection of 21 mile road and Fairchild in Macomb Township, Michigan.

Value

The indoor and outdoor assets will provide the flexibility of year round programming with pricing varying by season. Pricing will be competitive when compared to other youth sports and family entertainment venues in the area.

SUMMARY COMMENT

FAMILY ENTERTAINMENT CENTER

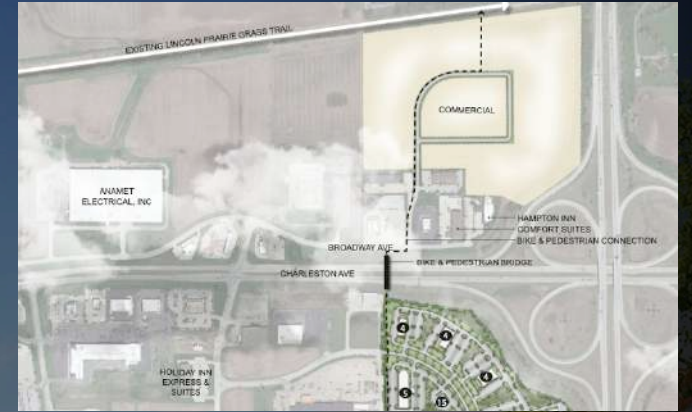


SPORTS FACILITIES
THE ADVISORY

THIS PROJECT HAS BEEN FULLY VETTED AND RESEARCHED BY SFA

WALKING PATH & BIKE TRAIL CONNECTION

The Site will also offer a community tie-in to the extension of the existing Lincoln Prairie Grass Trail via a bike and pedestrian bridge off of Charleston Avenue.



**SPORTS FACILITIES
ADVISORY**

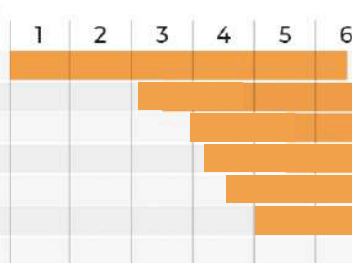
THIS PROJECT HAS BEEN FULLY VETTED AND RESEARCHED BY SFA

(MARKET RESEARCH BY SPORTS FACILITIES ADVISORY)

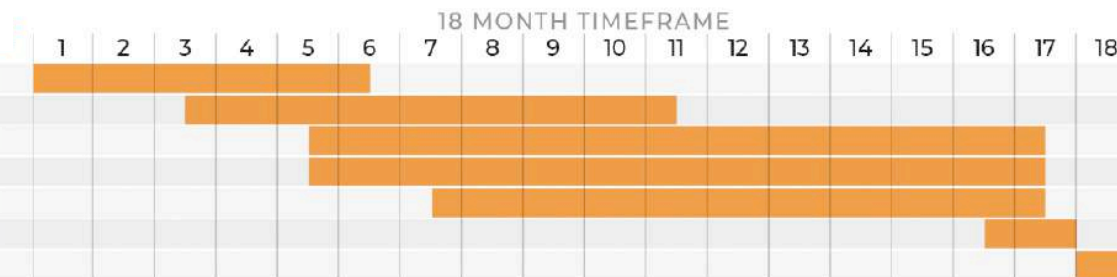
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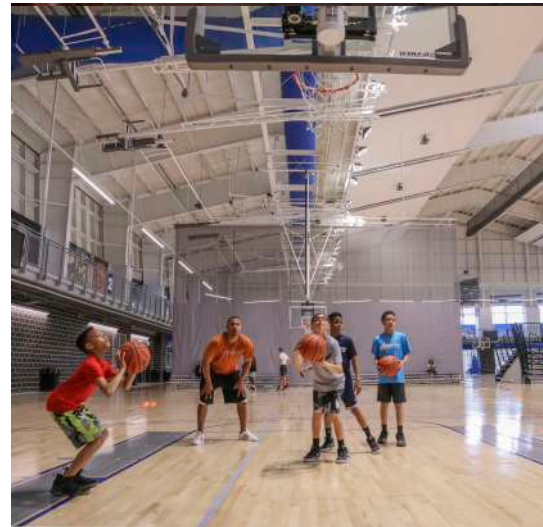
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- FINANCIAL FORECASTS (PRO FORMA)
- INVESTOR AND KEY STAKEHOLDER ENGAGEMENT
- STRATEGIC PARTNERSHIP DEVELOPMENT
- GENERAL PLAN OF FINANCE
- FUNDING PRESENTATIONS
- VENUE PLANNING & DESIGN CONCEPTS



CONSTRUCTION DOCUMENTS & PERMITTING
SITEWORK, ROADS, WATER & SEWER
FIELD COMPLEX ASSETS CONSTRUCTION
BUILDINGS & AMENITIES
OPERATIONAL, PLANNING & STAFFING
PRIVATE EVENTS & SOFT OPENING
GRAND OPENING





INDOOR BASKETBALL/VOLLEYBALL COURTS

8 BASKETBALL/16 VOLLEYBALL COURTS

SIZE

66,560 SF

LOCATION

INDOOR FIELDHOUSE

FACILITY COMPARABLES

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

Indoor Hardwood Court Area: With approximately 66,000 square feet of indoor court space, the Lincoln Land of Sports Complex has the ability to host a wide variety of indoor court sports, including; basketball, volleyball, futsal, pickleball, and other indoor court based sports and special events.

The indoor court space can accommodate eight full-size high school regulation courts and sixteen full-size volleyball courts.

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 greater Mattoon marketplace.





FAMILY ENTERTAINMENT CENTER

REDEMPTION ARCADE + VIRTUAL REALITY

SIZE

5,450 SF

LOCATION

INDOOR FIELDHOUSE

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR SPORTS PARK, OH
- BLUHAUK 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, where there is something to do for the whole family.

Complimented by food and beverage options, family entertainment centers generate some of the highest revenue per square foot, increase customer dwell times and retention rates.

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 miniature golf to virtual reality, esports gaming and more.





OUTDOOR MULTI-PURPOSE TURF FIELDS

BASEBALL/SOFTBALL AND MULTI-PURPOSE FIELDS

SIZE

85.8 ACRES (INCL. PARKING)

LOCATION

OUTDOOR FIELD COMPLEX

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- PANAMA CITY BEACH, FL
- ROCKY TOP SPORTS WORLD, TN

Outdoor Multi-Purpose Turf Fields: will feature four 400-foot synthetic turf baseball/softball fields along with an additional four 300-foot synthetic turf baseball/softball fields, both of which will have the flexibility to accommodate eight multi-purpose fields over the baseball softball turf areas. This will allow for a wide variety of additional sport options outside of core baseball/softball programming.

The complex will also feature another four dedicated multi-purpose synthetic turf fields along with an additional four multi-purpose grass fields, which will give the facility 16 fields in total to host larger regional sports tournaments and events, including; soccer, lacrosse, football, and other multi-purpose field sports.





MEDICAL SECTOR PARTNERSHIPS

TENANT LEASE SPACE

SIZE
10,000 SF

LOCATION
INDOOR FIELDHOUSE

SFM FACILITY COMPARABLES

- CEDAR SPORTS PARK, OH
- BLUHAWK SPORTS PARK, KS
- IRON PEAK, NJ
- HOOVER MET COMPLEX, AL

Tenant Lease Space: Hospitals and healthcare service providers are increasingly using sports venue partnerships to build awareness and drive preference within the youth and amateur sports industry — especially in the wake of escalating healthcare costs and the hyper-competitive healthcare marketplace.

The opportunity centers around the exciting, non-clinical environment that is represented by these consumer and community-facing venues that can be leveraged as a multi-faceted platform for accomplishing a number of business objectives, from tapping into both direct and downstream revenues, launching strategic marketing platforms, to exploring innovative ways in which healthcare can integrate its core products and services with sports and fitness.





RETAIL & COMMERCIAL DEVELOPMENT

NON-LOCAL VISITATION AND DIRECT SPENDING

SIZE

TBD

LOCATION

ANCILLARY PARCELS

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 youth sports will help spur non-local visitation to the complex 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.

Retail development helps to elevate the customer experience and drive retention for the venue which will anchor long term economic impact.





THE SPORTS FACILITIES
COMPANIES

JASON CLEMENT
FOUNDER AND CEO



DEV PATHIK
FOUNDER SF COMPANIES



JAKE WHITTAKER
VP OF VENUE PLANNING

AN EXPERIENCED DEVELOPMENT TEAM

THE FORMULA FOR SUCCESS

KEY HIGHLIGHTS:

- A UNIQUE GAME CHANGING DEVELOPMENT PROJECT
- A MUCH NEEDED COMMUNITY ASSET
- A NEW BUSINESS CATALYST AND JOB CREATOR
- AN EXPERIENCED, COMMITTED DEVELOPMENT TEAM
- A UNIQUE PUBLIC/PRIVATE DEVELOPMENT PARTNERSHIP
- CHANGING COMMUNITY OUTLOOK TO A GROWTH MINDSET

The complex through its vision and purpose will be a powerful symbol of community development, diversity, inclusion and creativity. Its impact on physical fitness and youth sports will make a significant contribution to the region's quality of life — reducing healthcare costs and building social capital.

The complex will emerge as an important and timely philanthropic investment for individuals who have a long history of commitment to young people and families in the region.

Local business leaders and investors will help drive regional and national emergence from a COVID-19 world, specifically by embracing responsibility to grow and build enriching experiences for young people and their families and by leveraging a multi-billion dollar sports tourism industry that will help to drive direct spending and non-local visitation to the marketplace.



JOE FACKEL
DEVELOPMENT ADVISOR



DAVE PRITCHETT
CHIEF OPERATING OFFICER



DAN MORTON
DEVELOPMENT ADVISOR SF COMPANIES



GARY SMALLSHAW
STRATEGIC ADVISOR SF COMPANIES