

SPORTS TOURISM FACILITY UPDATE

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Vice President of Sales, Sports & Events



GULF SHORES | ORANGE BEACH
SPORTS & EVENTS

June 28, 2022

Gulf Shores & Orange Beach Tourism closed on 111.26 acres of land in northeast Gulf Shores

November 2022

Feasibility study began with Sports Facilities Companies (SFC)

January 2023

SFC conducted meetings in Gulf Shores and Orange Beach with key community stakeholders, staff members and sports planners

March-June 2023

SFC delivered findings, recommendations and pro-forma

August 2023

Agreement extended with SFC to move into next phase of planning, including conceptual site plan

September 2023

Facilities Task Force visited comparable facilities within the State of Alabama

October 2023

RFQ issued for an architectural company to deliver a conceptual site plan

December 2023

Facilities Task Force interviewed companies and chose Chambliss King as the architect to develop initial conceptual site plan

SPORTS TOURISM FACILITY



An aerial photograph of a coastal city, likely Gulf Shores, Alabama. The image shows a dense cluster of high-rise apartment buildings and hotels along the beach. A long pier extends into the turquoise Gulf of Mexico. The sky is clear and blue. The text 'MASTER PLAN OVERVIEW' is overlaid in large, white, bold letters across the center of the image.

MASTER PLAN OVERVIEW



**HERBERT J.
MALONE
SPORTSPLEX**

ALABAMA'S GULF COAST

GSOBT OWNED PARCEL

- TOTAL SITE ACREAGE: 111.26 ACRES
- INDOOR FACILITY: 10.79 ACRES
- OUTDOOR FACILITY: 69.37 ACRES
- RETAIL/COMMERCIAL: 14.6 ACRES
- PARKING: 1,682 SPOTS
- TOTAL ACREAGE USED: 94.76 ACRES
(INCLUDES PARKING, SETBACKS, TRAILS, ETC.)
- TOTAL ACREAGE REMAINING: 16.5 ACRES





OUTDOOR FIELD COMPLEX



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ALABAMA'S GULF COAST



HERBERT J. MALONE SPORTSPLEX

ALABAMA'S GULF COAST

OUTDOOR FIELD COMPLEX

- TOTAL SITE ACREAGE: 69.37 ACRES
- OUTDOOR DIAMOND FLEX FIELDS
- OUTDOOR MULTI-PURPOSE FIELDS
- RV PARK WITH PAVILION/AMENITIES
- RECOMMENDED PARKING: 1,080 SPOTS

400' DIAMONDS

- 6 SYNTHETIC TURF FIELDS
- 12 YOUTH BB/SB FIELDS
- 6 FULL SIZED MULTI-PURPOSE FIELDS (OVER DIAMONDS)

CHAMPIONSHIP FIELD

- 1 TURF CHAMPIONSHIP FIELD (OVER FLEX FIELD)
- CHAMPIONSHIP BLEACHER SEATING (500 SEATS)
- PRESS BOX/MEDIA ROOM

FLEX MP FIELDS

- 6 FULL-SIZE (SYNTHETIC TURF FLEX FIELDS)
- 12 YOUTH BB/SB FIELDS WITH A 225' FENCE (OVER FLEX TURF FIELDS)

SUPPORT BUILDINGS

- KITCHEN
- CAFÉ SEATING
- CHECK-IN/TICKETING
- PRESS BOX
- TRAINING ROOM

OUTDOOR FIELD COMPLEX

KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- **\$51.8** MILLION IN DEVELOPMENT COSTS (69.37 ACRES)
- **330,950 VISITORS** ANNUALLY (AT STABILIZATION)
- **\$1.8 MILLION** IN TOP LINE REVENUE AT MATURITY

HJM HERBERT J. MALONE SPORTSPLEX

ALABAMA'S GULF COAST

A best-in-class Indoor 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 multiple revenue sources including, outdoor flex baseball, softball and multi-purpose fields, food & beverage, sponsorship and other special events.
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 baseball and softball programming to outdoor multi-purpose turf fields and special events along with on-site family entertainment and food and beverage options.
Site Location	Alabama's Gulf Coast
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 BASEBALL/SOFTBALL FIELDS

SYNTHETIC TURF FLEX FIELDS

SIZE

37.32 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 six (6) multi-purpose flex fields with the capability to convert to twelve (12) 225' 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.



An aerial photograph of a large, modern RV park. The park features numerous paved parking spaces, some with individual utility hookups. In the background, there are several buildings, including a large, multi-story structure that appears to be a clubhouse or administrative building. The surrounding area includes green fields, trees, and other sports facilities. The overall scene is well-maintained and spacious.

RV PARK



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ALABAMA'S GULF COAST



RV PARK EXPERIENCE

WITH HOOK-UPS AND ON-SITE AMENITIES

SIZE
TBD

LOCATION
ADJACENT DEVELOPMENT

SFM FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- SAND MOUNTAIN PARK, ALBERTVILLE, AL

Whether stopping through or staying overnight the Herbert J. Malone Sportsplex boasts 25 spots with hookups included, an RV Park Pavilion, and access to the park's on-site amenities.

The facility will offer daily, weekly, and monthly rates with a one-month maximum stay. Experience the next level in RV'ing at the Herb J. Malone Sportsplex.





HJ **HERBERT J. MALONE SPORTSPLEX**

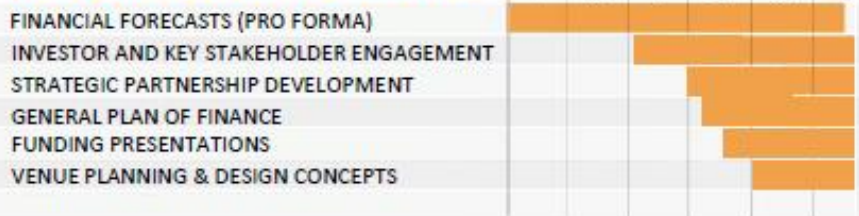
ALABAMA'S GULF COAST

VISITATION & ECONOMIC IMPACT

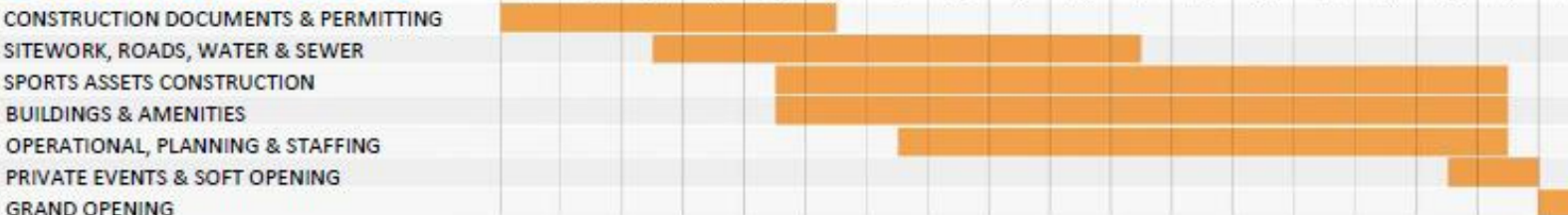
- **38** EVENTS & COMPETITIONS AT MATURITY
- **65,412** HOTEL ROOM NIGHTS ANNUALLY
- **218,214** NON-LOCAL VISITORS ANNUALLY
- **\$45.1 MILLION** DIRECT SPENDING ANNUALLY

OUTDOOR FIELD COMPLEX

PRE-DEVELOPMENT SCHEDULE



DEVELOPMENT SCHEDULE



18 MONTH TIMEFRAME



INDOOR ATHLETIC FACILITY



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ALABAMA'S GULF COAST



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ALABAMA'S GULF COAST

INDOOR ATHLETIC FACILITY

- TOTAL SITE ACREAGE: 10.79 ACRES
- INDOOR FACILITY: 150,325 SF
- MEDICAL LEASE SPACE: 5,000 SF
- PARKING: 602 SPOTS

INDOOR COURTS

- 9 BASKETBALL COURTS
- 1 CHAMPIONSHIP COURT
- 20 VOLLEYBALL COURTS (OVER BASKETBALL FLOOR)
- TELESCOPIC BLEACHERS (1,000 SEATS)

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)

- \$48.4 MILLION IN DEVELOPMENT COSTS (20.79 ACRES)
- 226,951 VISITORS ANNUALLY (AT STABILIZATION)
- \$1.8 MILLION IN TOP LINE REVENUE AT MATURITY

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ALABAMA'S GULF COAST

A best-in-class Indoor 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 multiple revenue sources including indoor court programming for basketball and volleyball, family entertainment, 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	Alabama's Gulf Coast
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

84,760 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 84,760 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

13,500 SF

LOCATION

INDOOR ATHLETIC FACILITY

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 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.



ALABAMA'S GULF COAST

- **38** EVENTS & COMPETITIONS AT MATURITY
- **45,632** HOTEL ROOM NIGHTS ANNUALLY
- **150,456** NON-LOCAL VISITORS ANNUALLY
- **\$31 MILLION** IN DIRECT SPENDING

INDOOR ATHLETIC FACILITY

THE SPORTS FACILITIES ADVISORY

THIS PROJECT HAS BEEN FULLY VETTED AND RESEARCHED BY SFA

- 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
SITWORK, ROADS, WATER & SEWER
SPORTS ASSETS CONSTRUCTION
BUILDINGS & AMENITIES
OPERATIONAL, PLANNING & STAFFING
PRIVATE EVENTS & SOFT OPENING
GRAND OPENING



MIXED-USE DEVELOPMENT



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ALABAMA'S GULF COAST



RETAIL & COMMERCIAL DEVELOPMENT

RETAIL, RESTAURANTS AND LODGING

SIZE

TBD

LOCATION

ADJACENT DEVELOPMENT

SFM FACILITY COMPARABLES

- BLUHAUK 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 some of the 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.



A group of young girls, likely students, are smiling and looking towards the camera. They are wearing dark blue school uniforms with red accents. The background is a blurred outdoor setting, possibly a school field.

COMMUNITY ACCESS



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ALABAMA'S GULF COAST



YOUTH DEVELOPMENT PROGRAMS

ACCESS TO SPORTS THROUGH COMMUNITY OUTREACH

LOCATION

INDOOR FIELDHOUSE

PROGRAM EXAMPLES

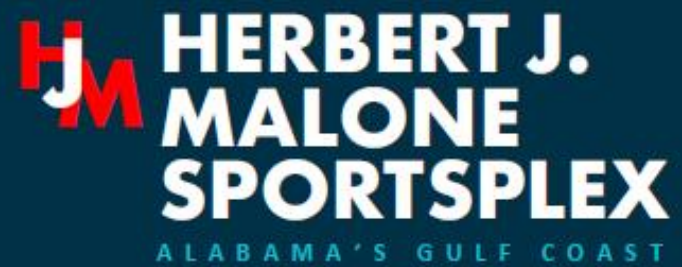
- ASPEN INSTITUTE PROJECT PLAY
- SFM ACCESS PROGRAM
- YOUTH MENTORING PROGRAMS

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.





THANK YOU!

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