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1.0– Executive Summary:

The AC Sandhills 24/27 Sports Complex will be a full service field sport complex situated along Hwy 24/27 on the US 1 corridor between Southern Pines and Sanford, in Cameron, NC. There are currently no other sports facilities of its kind within 50 miles of the location we have chosen. This plan will be used to design the scope of our services as a club, as well as a means of gaining the necessary investments to open the facility. The plan will also be continually used in the evaluation of the 24/27 Sports Complex’s mission, goals, and objectives.

The keys to success for the complex will be our ability to market and brand the facility effectively, creating a venue that is a needed/wanted entity for the Sandhills area, as well as the region in terms of usage and availability. Other keys to success will come with the hiring of qualified individuals to staff and maintain the facility, programming and events that will eventually be the foundation of operation and sustainability for the complex. Becoming an open field complex to all who need multiple fields to be successful in and outside of the AC Sandhills.

The Youth and Amateur Sport Industry is a long standing climate of success and business that produces over 35 million participants ages 5-18 each year, with 60% of those playing outside of school related programs*. In an industry where the family average cost per household ranges from $1,500 - $4,000 per player for organized club sports, having the ability to create a complex that could potentially host competitions and events of large capacities would show a huge upside in revenue for not only AC Sandhills, but also for the economic impact of Greater Sandhills Region.

1.1- Objectives:

1. Create a field sport complex that will produce in-house programming, events and tournaments that will fill the complex to capacity for at least 15 weekends a year to help the growth of our organization and the maintenance of the facility itself
2. Grow the programming of AC Sandhills on a local level for players in order to offer more sports opportunities with a greater reach
3. Give back to our community through different initiatives that will show a benefit on and off the fields for long term benefits and service
4. Allow local and regional sponsors an avenue to spend dollars in a way that shows community contribution, as well as marketability to a large market of families and potential customers
5. Create a venue for use of outside organizations, benefits, community and individuals that will allow for a safe and quality place to play

*Source: Minnesota Amateur Sports Commission, Athletic Footwear Association, USA Today Survey, Michigan State
1.2-  Mission:

The 24/27 Sports Complex is a multi-use field sports facility designed to be used by the communities of the Greater Sandhills Region and surrounding region. It is AC Sandhills mission to provide quality programs, competitive and recreational alike, for youth and amateur athletes in a fun and safe environment for them to grow and learn through sport. Through the inclusion of this Sports Complex into the AC Sandhills available venues of fields, we will fully meet the needs of our community and reach of partners through unmatched equipment, playing surfaces, staff, events and tournaments. In addition, AC Sandhills will be able to meet the criteria of every community service entity in giving back, not only through what we can offer to our families, but through financial gain of different initiatives we will tie to the facility. While generating a great potential avenue for revenue to help support the club, sponsors, and players alike, our hope is that the 24/27 Sport Complex will be the epicenter of health, fitness, play, fun, competition, and community for long to come.

1.3- Keys to Success:
The Following are the keys to success for the 24/27 Sports Complex:

1. **Generation of Revenue:** The complex must be compatible and user friendly, not only for AC Sandhills, but other organizations alike. Having the ability to execute events and tournaments in-house, as well as outsourced, will be a necessary component of maintenance and growth.

2. **Marketing:** We must make the 24/27 Sports Complex unrivaled through our quality playing surfaces, public amenities (i.e. rest areas, facilities, parking arrangement, ease of access, concessions, etc.), safety precautions, the “Best” place to hold an event, camp, clinic, and/or tournament in the area, state and region. We must creatively market all of the services and offerings as it pertains to the complex through technological avenues and community outlets that will establish the facility as the place to be.

3. **Qualified Staff and Management:** By providing the users of the facility with knowledgeable and qualified staff who show genuine concern for our members and guests, people will feel comfortable and confident that facility is safe and qualified for their sport needs.

4. **Dependable Partnerships:** Over the years, AC Sandhills has built a reputation of dependability and quality around the state and region. Through these relationships, we will guarantee events and tournaments beyond what AC Sandhills will conduct to create a separate revenue source for the facility and club.

5. **Create an avenue for Multi-Use:** Through the construction dimensions, the complex will be compatible with all sports that use rectangle field surfaces (i.e. Lacrosse, Soccer, Football, Ultimate Frisbee, etc.). It will be imperative to create a venue compatible with these sports in order to offer the facility on multiple platforms.

2.0- Company Summary:
The 24/27 Sport Facility is a new multisport, rectangle field complex that will provide members, guest and other organizations opportunities to participate in a variety of sports, programs and activities.

2.1- **Facility Ownership:** The 24/27 Sport Complex will be owned and operated by the Athletic Club of the Sandhills (aka AC Sandhills). AC Sandhills is an athletic organization at its roots. Our main mission is to offer as many avenues, recreational or competitively, for youth and adults to play and have fun through sport.
For over 25 years, the 501 (c) 3 nonprofit organization has been developing athletes through soccer. In 2010, AC Sandhills opened its doors to other sports to allow a wider reach and variety of outlets. AC Sandhills now offers girls travel volleyball, the Lakers Youth Triathlon Club, girls lacrosse, recreation soccer (including the Adult League and Mini Kickers), travel soccer, multiple year-round camps and clinics, and adult soccer.

With a quality, knowledgeable operations and coaching staff, AC Sandhills provides a fun and challenging experience for players of all ages. It is our goal to further our reach through growth and expansion which includes finding further possibilities through other sports and field development. In the end, AC Sandhills is the largest sport and athletic organization in the Greater Sandhills Region.

2.2-Staff Expertise: The staff of AC Sandhills is equipped and experienced in owning, promoting and maintaining a complex of this nature. Executive Director, Todd Abbey, has the experience to attract entities for outside events and to run AC Sandhills events. The staff has contacts in all of the sports to attract local, regional and national teams to the area.

2.3-Sandhills Area: The name Pinehurst is associated with great sporting events. The name recognition of the area and the golf that is available will attract customers from the US and elsewhere for tournaments, clinics, youth camps, training camps etc. The area would provide a great atmosphere for full US National teams to train for major events such as the World Cup. These teams train for a few hours a day and then need other options for these men and women during their off times. High class lodging would also be needed for these teams and the Pinehurst area could provide that, as well.

2.4 Climate: AC Sandhills is located in a climate that is conducive to events throughout the year. Winter activities along with spring, fall and summer will be hostable at the complex.

3.0 Services: This facility will provide options for many events. The size of the complex and the number of fields will yield for events in many sports activities.

3.1 Soccer Events: AC Sandhills can run their own tournaments either for AC Sandhills only or for outside teams. AC Sandhills can host part other entities’ tournaments (i.e CASL Shootout and Showcase, TFCA Friendlies). Hosting exhibition games from local colleges and pro teams in pre-season or the spring season. Hosting a pro team(s) in the pre-season. Hosting a US National team training camp. Soccer Camps and Clinics for locals and also regional youth soccer players. Combined events with businesses to host reward camp/golf for child/parent, where the child is at a camp and the parent is teeing it up at one of the many local golf courses.


3.3 Cross Country and Running Events: The complex lends itself to host medium sized cross country events for high school and college runners. Local schools could practice at the park which enhances visibility of the complex. The complex can, also, be used for 5ks and the like for the public.
3.4 **Military events**: With the close proximity of Fort Bragg, there may be times where the Army needs to use the fields for some kind of maneuvers or an All-Service tournament in a field sport.

3.5 **Other events**: Ultimate Frisbee, Rugby, Field Hockey, etc. can be accommodated at the complex.

4.0 **Market Analysis**: The market for complexes is huge in this area. Event planners are searching for venues, as this is big business. There are many regional (Southern Regional Premier League), national (USYS National League) that are looking for complexes on a yearly basis. The complexes that these entities are seeking need to have a minimum of 8 fields but many times are in need of 12-14 fields.

4.1 **Competition**: The local market has a few competitors. In the 8 field market, the Town of Wilson has an excellent park with 8 fields and WakeMed Soccer Park and Fayetteville have smaller venues. In the 12+ market, CASL has a large complex in WRAL Soccer Center and Greensboro has Bryan Park. AC Sandhills has an advantage because both Bryan Park and WRAL Soccer Center have huge youth clubs associated with their venues and field space is not readily available.

4.2 **Uniqueness of Complex**: The complex will be a hi-tech complex with wi-fi, kiosks at every field and other technology that will set it apart from its complex peers. Clint Dempsey, US National team star has lent his name to the stadium field and will do promotional work for the complex. Fields4Life*, an initiative that benefits the four pillars in the Community (Healthy Lifestyles through sport, Cancer Care, Military and Public Education) will be associated with this complex as its first partnership. Due to Fields4Life, the V Foundation has been approached and is considering seriously lending its name to the partners of the complex.

5.0 **Strategy and Implementation Summary**: The complex will be built in two phases. The first phase will be 8 fields. A 3 field artificial turf pad, a stadium that will have 1,000 seats and 4 natural grass fields. The artificial turf fields and the stadium field will be lit. Along with the fields, the entire 85 acre complex will be graded and bathroom / concession facility will be built. A gravel parking lot will be built along with access from Highway 24/27 to the entrance of the Park. All fields will have raised 6 x 12 foot signs denoting the field by sponsor. The retention pond will be built and all fields will have the necessary equipment to host games and practices. There will be an entry sign that will identify the naming rights sponsor for the complex.

5.1 **Fund raising in Phase #1**: Each field will be sold to a sponsor that gets the field name in perpetuity. Prices for a grass field is $375,000; an artificial field is $1,050,000; the stadium is $750,000; and the naming rights of the Complex is $1,050,000. Total sponsorship for Phase #1 is $6,450,000. The cost of phase #1 including miscellaneous expense is $6,166,824. These figures were generated using the high end of all price quotes. The facility costs could decrease in price. The first year of maintenance will be covered by the $283,000+ that is generated by the sponsorships.

*See Appendix A for a more detailed description of Fields4Life
The major funding sources will be a Bank that can not only sponsor the complex but offer long term loan rates for other sponsors. Other sponsors will be local and national sponsors. We will sell these sponsorships on the good of the complex for the local community, the relationship with Clint Dempsey, the Fields4Life, the V Foundation and the ability to attract youth athletes and their families from NC, the region and the nation.

5.2 Fund raising in Phase #2: There will be 6 natural grass fields in Phase #2. Sponsorships for these fields will be the same as the cost for Phase #1, $375,000 equaling a total $2,250,000. There will be a $367,400 surplus which will pay for maintenance of the fields for another 3 years. Most of the sponsors sought for Phase #2 will be sought from local entities within a 150 mile radius of the complex.

5.3 Additional Fund Raising: There will be other sponsorship opportunities at the complex. They could include sponsoring the cross country trail, the parking lots, the concession stand and bathrooms, the fencing and/or netting on the fields, the retention pond and permanent displays by a sponsor at the park (i.e A Chatlee boat in the pond, an island green in the pond sponsored by one of the golf entities, etc.)

6.0 Marketing and Sales: Marketing for the use of the complex after completion will involve meeting with the local clubs that need extra fields to host their events, working with the Regional and National groups that host big events around the country. A relationship should be forged with the Greater Raleigh Sports Alliance as big events will have teams staying in Raleigh area hotels. The GRSA can, also, direct non-soccer events to the venue to increase hotel nights in their footprint.

A working relationship with the Visitors Bureau in the Sandhills will be in order for all of the events above and also any AC Sandhills events. Hotel rebates can range from $7-$10 per hotel night* and is a great source of revenue for AC Sandhills.

With the facility completed, these avenues are the best source of sales as the Visitors Bureaus have staffs that are looking for all events. A good relationship with them is critical to the success of the venue.

When an event is staged at the complex, the event must run smoothly and the complex and AC Sandhills must deliver what is promised. It is much easier to retain business than to try to find new business when an event is handled poorly. There should be one person at AC Sandhills who works with the Visitors Bureaus and the event staff of the events that are brought in. This adds to consistency of approach and no promising more than can be delivered.

* See Appendix B on a description of Stay-to-Play
7.0 Funding Report and Complex Costs: Below are the complex costs garnered from vendors of each item. In many cases, the figures below would be the highest that needs to be paid for the service given. This estimate is for the entire complex-8 fields in Phase #1 and 6 more fields in Phase #2.

Sponsorship dollars raised will cover the expense of building the complex and Phase #1 sponsorship will pay for all that is needed in the complex to use with the Phase #1 fields.

<table>
<thead>
<tr>
<th>Item</th>
<th>Phase #1</th>
<th>Phase #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Purchase</td>
<td>$525,000</td>
<td>0</td>
</tr>
<tr>
<td>Grading and tree removal</td>
<td>$238,000</td>
<td>0</td>
</tr>
<tr>
<td>Erosion Control</td>
<td>$212,000</td>
<td>0</td>
</tr>
<tr>
<td>Install fields-irrigation included</td>
<td>$2,185,000</td>
<td>$750,000</td>
</tr>
<tr>
<td>Bermuda Sod</td>
<td>$232,000</td>
<td>$278,400</td>
</tr>
<tr>
<td>Well</td>
<td>$80,000</td>
<td>0</td>
</tr>
<tr>
<td>Parking lot and entrance</td>
<td>$550,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>Facility Power</td>
<td>$50,000</td>
<td>0</td>
</tr>
<tr>
<td>Lights</td>
<td>$450,000</td>
<td>0</td>
</tr>
<tr>
<td>Restroom, Septic and Concessions</td>
<td>$290,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Bleachers</td>
<td>$106,000</td>
<td>0</td>
</tr>
<tr>
<td>Engineering</td>
<td>$125,000</td>
<td>0</td>
</tr>
<tr>
<td>Signage</td>
<td>$48,800</td>
<td>$21,800</td>
</tr>
<tr>
<td>Misc</td>
<td>$150,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>Sub Total</td>
<td>$5,241,800</td>
<td>$1,600,200</td>
</tr>
<tr>
<td>15% Commission</td>
<td>$925,024</td>
<td>$364,934</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$6,166,824</td>
<td>$1,882,588</td>
</tr>
<tr>
<td>Sponsorship dollars</td>
<td>$6,450,000</td>
<td>$2,250,000</td>
</tr>
</tbody>
</table>

*See Appendix C for annual projections of events and maintenance costs

8.0 Time Line: The time line is for a projected opening of September 1, 2016.

**September and December, 2015**-Purchase land

Finish Prospectus and quality brochure for the complex

Get a naming rights sponsor and a bank-Could and should be the same-First Bank

Compile a list of potential sponsors from ACS BOD, membership input and existing relationships

Contact first group of sponsors with concentration on anchor sponsors-Naming rights, Artificial turf fields and Stadium (5 major sponsors). Anchors are important for the complex just like anchor stores are important for the success of a mall or shopping center
November and December, 2015- Meet with potential anchors and acquire commitments

Compile a list of grass field potential sponsors from ACS board and membership input and existing relationships

Contract a building and design firm to supervise the building of Phase #1

January and February, 2016- Continue pursuing sponsorships of anchors and others sponsors

Let Building and design firm begin the process of building the complex with oversight by AC Sandhills

Begin discussions for outside events in fall of 2016 and all of 2017.

March and April 2016- All Phase #1 sponsors committed

Construction of fields begins

Continue pursuing sponsors for Phase #2

Continue discussions for outside events

Finalize the purchase of goals, nets, mowers, corner flags, benches, liners, paint to be able to run events when complex is completed.

May and June, 2016- Continue construction with oversight by AC Sandhills

Communicate with committed sponsors about the progress of the complex and how they would like to be represented on signs in the park

Continue Phase #2 sponsorship search

July and August, 2016- Finish Construction of Complex

Continue Phase #2 Sponsorship

Set schedule of games on complex

September and October, 2016- Light use of the natural grass fields in the first two months

Full use of the turf fields

Grand opening event-unless ACS wants to wait for Clint Dempsey to be there.

Finish Sponsorship for Phase #2

November and December, 2016- First events played at complex and fully open for business

Begin plans for Phase #2 construction-same construction and design firm if satisfied with Phase #1

2017- Follow Construction time line for Phase #1 for Phase #2-beginning in April or May as there will be less to do

Begin play on Phase #2 on a limited basis in fall of 2017.
Appendix A: **Fields4Life**

*Fields4Life’s* mission is to help in the construction of athletic fields/complexes to provide financial assistance and programming to the four pillars of a community and support a better “Quality of Life”.

*Fields4Life* will work hand-in-hand with local area supporting organizations to create an avenue of long-term financial assistance. Our goal is to make sure percentages of revenue earned from events and tournaments operated at *Fields4Life* fields/complexes will be donated back to family cancer support, cancer research, military support foundations and public education.

The long-term vision of *Fields4Life* is to create a set marketing plan sport organizations can institute allowing them to create more fields, and therefore providing more assistance to the overall *Fields4Life* Mission.

**Phases of *Fields4Life***:
- Identify areas in need of fields and/or complexes that have a good working or potential working relationship with a local health/cancer care providers, community military support groups, public school systems, and community health and fitness groups.
- Be a catalyst between the fore-mentioned organizations.
- Create a joint marketing plan that will support the:
  - Acquisition of property for the local sport organization
  - Fundraising Strategy
  - Construction Phasing Support
  - Long-Term Facility Plan
- Work with existing complexes and organizations to create their *Fields4Life* Program in order to generate more event and tournament options.
- Set-Up Financial Avenue that allows the local organization a clear path for annual donations to their local provider’s support avenues of choice.

**Fields4Life** Process:

Step 1: Identify sports organizations that are in need of field(s)/facility.
- Establish Sport Organizations Needs
  - Natural Grass Fields or Artificial Turf

Step 2: Help said sport organization find property that fits their needs:
- Geographically
- Directionally
- Feasibility
- Size of the property
- Zoning restrictions
- Financial / Budgetary Specifics

Step 3: Contact Land Owner/Realtor
- Assist in the acquisition of the property
  - Create a purchase agreement that both the land owner/realtor and sport organization can agree on.
Ex. 5 year lease to purchase w/ monthly payments that incur % percentages annually until purchased. With the goal of purchasing within the first year. Or, agree to terms of a straight purchase.

Step 4: Identify the local health/cancer care providers, community military support groups, public school systems, and community health and fitness groups
- Connect the sport organization and support groups for a joint marketing plan

Step 5: Work with Fields4Life Field Contractor to identify:
- Local Resources / Partners
- Civil Engineers
- Sod or Sprigging Specialists
- Land Developers
- Construction Groups
- Set up a phasing plan for Development
- Set up price points for project needs

Step 6: Begin the Marketing Process
- Social Media Campaign
  - Pledging by organizations, businesses, and individuals for:
    - Likes (Facebook)
  - Re-tweets (Twitter)
  - LinkedIn
  - Donations
  - Pledges
  - Sponsorships
    - Marketing plan for the complex
      - Signage
      - Field Naming Rights
- Concessions Rights
- Possible Stadium Rights

Step 7: Break Ground and begin the Process….
Once the Project is built, the facility will be associated with the Fields4Life name for its existence. What this entails is that a percentage of all net revenue generated by every event or tournament held at that complex will be donated back to the “Four Pillars” of Fields4Life.

Bottom Line, Fields4Life helps:
1. Build athletic fields for sports organizations giving more youth and adults a place to play and promote the healthy lifestyle.
2. Supports Family Care Support for people diagnosed with Cancer
3. Provides annual funding to local area Public School Systems
4. Gives funding back to local area military support groups
5. Allows local businesses, groups and individuals give back to their community in two separate life needs.

Benefit for the Local Sports Organization:
- The build out, ownership and control of their own complex
- Potential to generate revenue through the Fields4Life Mission
- Building relationships with community needs groups that will lead to more opportunities in the future.
• Organization gain’s a reputation of giving back.

Benefit to the Local Provider’s Associations:
• A percentage annually of all net revenue generated given back to their organization to help support families and community needs
• Partnering with local sports organizations to create more awareness among their community.
• Benefit to local supporters, businesses, organizations and corporations:
  o Creating the image of a goodwill company
• Associating yourself with a worthy cause and being able to give back
• Marketing and notoriety through the fundraising drive.
• Creating a greater Social Media Awareness.
Appendix B: Stay-to-Play: (Revenue Generation on Hotel Room-Night Stays)

Simply put, Stay-to-Play means that the organizing party hosting tournaments, events, camps, clinics, etc. has total control over where and how long participants stay in hotel rooms per night.

This concept was originated (partially successful) over 20 years ago in several different capacities:

- The use of Convention and Visitors Bureaus to track rooms
- Organizations hiring part time employees to track teams
- Contracting Hotels for the use of their amenities and services directly.

Each had its benefits, and each had its downside. While organizations and clubs were seeing an upside to revenue generated, it was also impossible to tell if they were receiving the true rebates that they deserved as host. After all, it was their event that was drawing the traffic, and yet the feeling was that they were being short-changed by the organizations, hotels, and teams they were dealing with.

Also, for a long period in the late 90’s the state associations that controlled the sanctioning of the tournaments did not allow these organizations to control and determine where and how long a team stayed. But that all changed in the early 2000’s. In Richmond, VA and in Raleigh, NC, two of the country’s most prolific youth soccer tournaments (the Jefferson Cup and the CASL Shootout) started working with outside housing companies to specifically set up systems of tracking, placing and ultimately collecting rebates for the hosting clubs.

The revenue that the clubs hosting these events earned jumped 300%. Before the system was used, the fore-mentioned Jefferson Cup in Richmond, VA was bringing in a tournament share of 7% per hotel room night stay, totaling just around $24,000.00 per year on that event. After the mandate of using the housing service (VA Holidays) at the time, on the same 7% per hotel room night stay, the tournament share went up to just over $95,000.00 annually.

The philosophy behind the Stay-to-Play was created for several reasons:

1. Protection for the Teams:
   - Creating a system that presented a way to stop hotels from double-booking and having to “walk” teams to other hotels in order to make sure they were at capacity. Also, being able to better dictate pricing per night.

2. Protection for the Hotels:
   - Creating a system to prevent teams from double booking rooms in order to secure a hotel close to unannounced field locations, or using travel agents that book blocks to make additional money off teams attending.

3. Protection for the Hosting Organization:
   - Creating a system that made it easier to track and collect from hotels after the event through official contracts.

Through housing companies, over the past 15 years, the process and contracts have been formalized and accepted by a large majority of our industry and is used by organizations nationwide. This will be used out our new facility, thus guaranteeing our local housing facilities night stays, protecting teams, and assuring players and families a quality experience in hotels they can afford.
Appendix C: Projected Annual Revenue and Maintenance Expenses

Around the country, facilities like this project are being constructed for several different purposes. In some cases, they are used by local governments, municipalities, and CVB / Chambers as a way to generate more income for their specific needs. The Revenue off tax dollars such as sales tax, room-night taxes, and transient traffic are at the fore-front. In other situations we find organizations and clubs using them to increase revenue, grow their organization and give back to the community that provides for them.

The 24/27 Complex falls under the second category. Economic impact, tax purposes, transient traffic and the revenue that come with those items are a secondary benefit to organizations like AC Sandhills. For this club, the focus and direction are simple in terms of maintaining and generating the income to maintain, which it turn makes our situation unique and beneficial, being that there are no contracted fees for management of the facility.

- Organize, establish, partner and host enough annual events, leagues, clinics and camps that will in turn provide the necessary means to maintain the complex on a whole.

The following will give a breakdown of projected revenue on an annual basis, based on the use of the complex for events over 14 weekends in a year. It will also show an estimated cost of maintenance for 11 Natural Grass fields, light usage on the turf fields, and upkeep on the general facility as a whole. (Beautification and facilities upkeep)

First we will start with the estimated expenses:

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Projected Cost Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Grass Fields</td>
<td>Maintenance including mowing, chemical application, fertilizer, top dressing, aerating, sod replacement, labor, maintaining equipment</td>
<td>$172,700.00 (Average of $15,700.00 per field)</td>
</tr>
<tr>
<td>3 Turf Fields</td>
<td>Annual raking and grooming</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Facilities Upkeep</td>
<td>Concessions, Bathrooms, Portable Bathrooms</td>
<td>$6,500.00</td>
</tr>
<tr>
<td>Parking Lot Upkeep</td>
<td>Grooming and replacement of gravel</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Water</td>
<td>City water for concessions and bathrooms</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Complex Electricity</td>
<td>Lights for the turf platform and stadium, parking lot lighting, irrigation pumps, facility lighting and climate control</td>
<td>$9,000.00 (Based on an average of $750.00 per month based on usage)</td>
</tr>
<tr>
<td>Beautification</td>
<td>Grounds keeping, general landscaping after initial build out</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Total Annual Projected Cost</td>
<td></td>
<td>$200,700.00</td>
</tr>
</tbody>
</table>

*All information above was secured through research and data collected from club and organizations that run or operate comparable complexes.*
Next we will take a look at the Projected Revenue of the complex based on 14 weekends secured for events:

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Number of Events / Weekends</th>
<th>Description of Income Items</th>
<th>Description of Expense Items</th>
<th>Projected Net Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Day 14 Full-Field Tournament</td>
<td>Tournament using all 14 fields at the 120x80 size. Operated and hosted by AC Sandhills.</td>
<td>2 Soccer 2 Lacrosse</td>
<td>Team Registration, Concessions, Merchandise, Hotel Rebate, Tournament Naming Rights.</td>
<td>Referees / Officials, Merchandise, Equipment / Field Setup (i.e. Paint)</td>
<td>$313,000.00</td>
</tr>
<tr>
<td>3-Day 14 Full-Field Tournament</td>
<td>Tournament using all 14 fields at the 120x80 size. Operated and hosted by AC Sandhills.</td>
<td>1 Soccer, 1 Lacrosse</td>
<td>Team Registration, Concessions, Merchandise, Hotel Rebate, Tournament Naming Rights.</td>
<td>Referees / Officials, Merchandise, Equipment / Field Setup (i.e. Paint)</td>
<td>$216,000.00</td>
</tr>
<tr>
<td>Field Rental Tournaments (2 day &amp; 3 day)</td>
<td>Tournament using all 14 fields at the 120x80 size. Operated and hosted an outside organization</td>
<td>6 Two Day 2 Three Day Tournaments</td>
<td>Average $80 per field per game</td>
<td>Cost of event falls on the renting organization, Field Setup (i.e. Paint)</td>
<td>$68,000.00</td>
</tr>
</tbody>
</table>

Total Projected Revenue based on 14 Weekends of Tournament Play using 14 Full-Size 120x80 Fields $597,000.00
Percentages given to Fields4Life (Percentages allocated for local support) $119,400.00
Total Projected Revenue $477,600.00

*All numbers are based on the maximum number of teams allowed to compete based on field availability times the average cost of events across the industry.

As you can see by the above examples, projecting only 14 weekends and only focusing on tournaments using the 14 full-size fields leaves a lot of weekends for programming, more rentals for different revenue streams, and creating more fields by reducing the size for younger ages.

To summarize, the 24/27 Sport Complex will generate more than double the necessary income to maintain the complex annually.
Examples of Similar Complexes:

Next, when we sat down to discuss the broader questions of location and size, we had to look at the past and examples of complexes such as the one we are looking to build to see if there was any pattern to growth, community or otherwise. Then we had to look at the surrounding landscape to see the potential.

In the following you will see a couple of examples of complexes that have been built and the subsequent results of the surrounding areas. These examples will show that since the build out of these properties into sport facilities, entire communities were built around them.

- The first example will be right here in North Carolina. The WRAL Soccer Center is a soccer complex featuring a 3,200-seat, lighted soccer-specific stadium located on Perry Creek Road in Raleigh, North Carolina. It is situated between Capital Boulevard (US Route 1) and Louisburg Road (NC Route 401), and just north of Interstate 540. The complex features a total of 25 soccer pitches. Two of the 25 fields are configurable into smaller pitches and are composed of FieldTurf. The stadium is located in the middle of the park.
- The site is the home field for the Capital Area Soccer League, which is one of the largest youth soccer organizations in North Carolina. It was the site of the 2008 Region III Championships for USYSA. It is also the site for several large youth soccer tournaments, including four weekends in November and December every year when the CASL Shootout and the CASL Showcase events are hosted.
- Built over 30 years ago, the WRAL Soccer Center was once in the middle of nowhere to players like myself that grew up in the NCYSA system. One of the last landmarks was on Capital Boulevard before arriving at the barely marked right-hand turn was the BoJangles that is now tucked in between two large car dealerships.
- There was no substantial housing community within site. Just a home here or there. And the drive was uneventful at best.
Next, we go to Richmond, VA where we see Striker Park. When it was purchased in the early
80’s, Striker Park (actually located in Glen Allen, VA) was about 20-30 minutes away from
everything. Short Pump was cattle farms and pastures. Striker Park was the catalyst to a
community that now thrives with everything one could ask for. Just take a look at some of the
stats of the area:

- **Demographics**
  - As of the census[^1] of 2000, there were 12,562 people, 5,131 households, and 3,504
    families residing in the CDP. The population density was 1,420.1 people per square mile
    (548.0/km²). There were 5,297 housing units at an average density of 598.8/sq mi
    (231.1/km²). The racial makeup of the CDP was 74.92% White, 19.54% African
    American, 0.41% Native American, 3.08% Asian, 0.06% Pacific Islander, 0.80% from
    other races, and 1.18% from two or more races. Hispanic or Latino of any race were
    1.73% of the population.
  - There were 5,121 households out of which 33.5% had children under the age of 18 living
    with them, 55.0% were married couples living together, 10.6% had a female householder
    with no husband present, and 31.7% were non-families. 26.2% of all households were
    made up of individuals and 5.6% had someone living alone who was 65 years of age or
    older. The average household size was 2.45 and the average family size was 2.98.
  - In the CDP the population was spread out with 24.8% under the age of 18, 7.0% from 18
to 24, 37.1% from 25 to 44, 22.8% from 45 to 64, and 8.3% who were 65 years of age or
    older. The median age was 35 years. For every 100 females there were 90.2 males. For
    every 100 females age 18 and over, there were 86.1 males.
  - The median income for a household in the CDP was $55,205, and the median income
    for a family was $63,670. Males had a median income of $42,279 versus $31,073 for
    females. The per capita income for the CDP was $25,719. About 1.0% of families and
    2.5% of the population were below the poverty line, including 2.8% of those under age
    18 and 1.6% of those age 65 or over.

- **Population history**
  - 1980.....6,202
  - 1990.....9,010
  - 2000.....12,562
  - 2010.....14,774
  - Source U.S. Census Bureau

- **Awards**
  - Ranked 66 in 2007 CNNMoney.com "Top 100 Places to Live"[^4]
  - Ranked 94 in 2009 CNNMoney.com "Top 100 Places to Live"[^5]