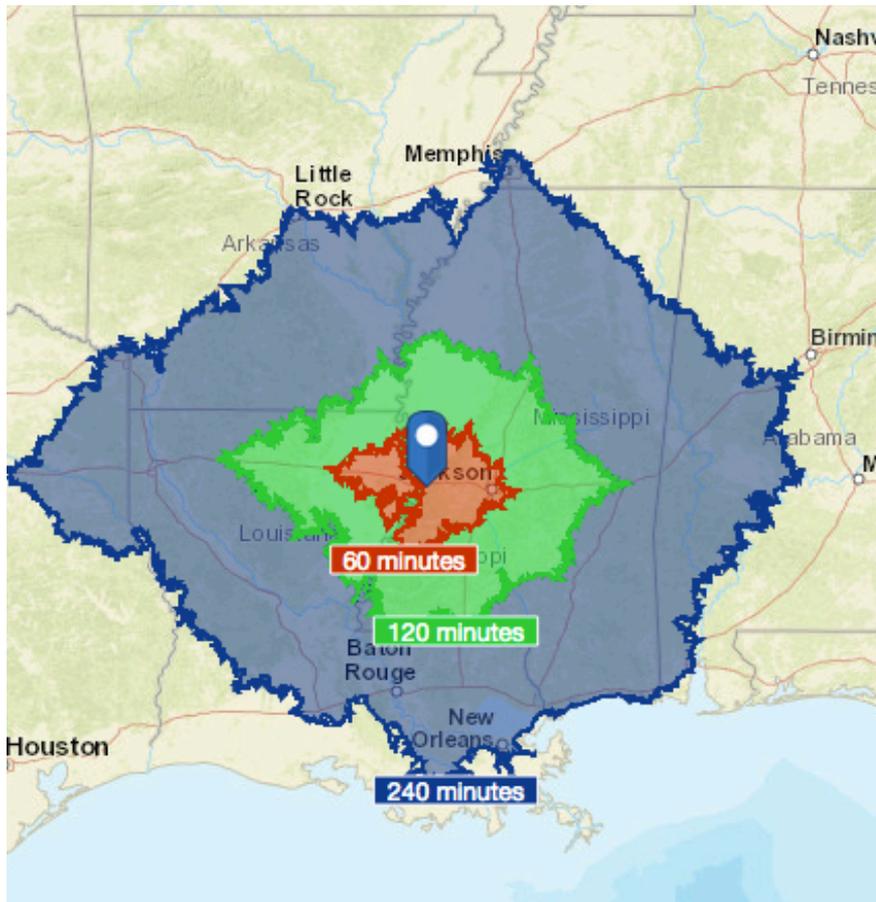


VICKSBURG SPORTS PARK

Presented By
Patrick Farno



MARKET OVERVIEW

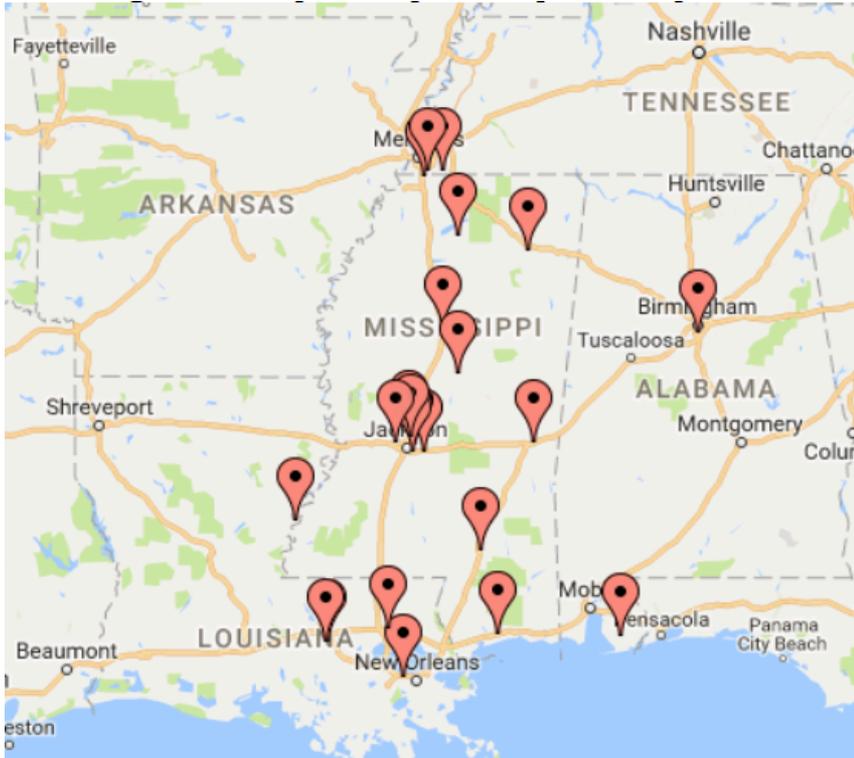


Drive Time	Population	% Pop. Under 18	Households	Med. Hhld. Income
0-1 Hour	466,788	24.5%	174,214	\$40,578
1-2 Hours	944,147	24.4%	355,148	\$35,903
2-4 Hours	8,517,247	23.4%	3,261,909	\$43,128
Total	9,928,182	23.6%	3,791,271	\$42,334

- ▶ Strong Core Regional Market
- ▶ Good Access via Highways
- ▶ Affordable Hotel Price Points
- ▶ Warm Weather Climate



COMPETITIVE FACILITIES



- ▶ Quantity of Fields
- ▶ Quality of Fields
- ▶ Proximity to Vicksburg
- ▶ Tournament Programming
- ▶ Greater Jackson Area
- ▶ Regional Facilities
 - Memphis Area
 - Gulf of Mexico Area



DEMAND ANALYSIS

Local Demand

- ▶ VWAA Baseball
- ▶ VGSA Softball
- ▶ VSO Soccer
- ▶ Youth Football
- ▶ Tennis
- ▶ Existing Tournaments

Regional Demand

- ▶ Baseball
 - USSSA, Dizzy Dean, Grand Slam, Ripken Baseball, Perfect Game
- ▶ Softball
 - ASA, NSA, USSSA, USFA
- ▶ Soccer
 - MSA
- ▶ Other Field Sports



PROGRAMMING & OPERATING MODEL

- ▶ Local Programming During the Week
 - Practices, Games, Community Events
- ▶ Local Access for Non-Fields Amenities
 - Entertainment Attractions, Walking Trails, Playgrounds
- ▶ Weekend Tournament Programming Throughout the Spring, Summer, and Fall
 - Primarily 2 and 3-Day Tournaments
 - Several 4-Day Destination Tournaments
- ▶ Ancillary Programming Based on Market Demand
 - Camps, Clinics, Showcases, Special Events



FACILITY RECOMMENDATIONS



- ▶ Synthetic Turf
- ▶ Multi-Use Fields
- ▶ Player Amenities
- ▶ Visitor Amenities
- ▶ Entertainment Areas
- ▶ Concessions Areas
- ▶ Walking Trails
- ▶ Parking
- ▶ Future Development



ECONOMIC IMPACT – VISITOR PROJECTIONS

Visitor Information	Year 1	Year 2	Year 3	Year 4	Year 5
Teams	651	906	1,357	1,580	1,990
Participants	9,341	12,950	19,543	22,750	28,814
Guests	23,353	32,376	48,858	56,875	72,036
Visitors	32,694	45,326	68,401	79,624	100,850
Visits	77,613	114,626	172,799	201,791	254,924
Room Nights	9,311	14,346	21,678	25,360	32,071



ECONOMIC IMPACT – VISITOR SPENDING YEAR 1

Category	Per Person	Direct Spending	Economic Impact	Earnings Impact	Jobs Impact
Lodging	\$26.89	\$2,160,127	\$2,750,706	\$611,316	22
Transportation	\$8.82	\$708,528	\$1,026,445	\$226,729	9
Food/Beverage	\$16.42	\$1,319,051	\$1,712,261	\$414,974	24
Other Spending	\$7.78	\$624,983	\$774,979	\$188,807	8
Entertainment	\$17.10	\$1,373,677	\$1,831,936	\$504,964	21
Shopping	\$6.00	\$481,992	\$597,670	\$145,610	7
Event Related	\$14.29	\$1,109,083	\$1,515,340	\$467,700	15
Total	\$97.30	\$7,551,696	\$9,915,016	\$2,489,265	103

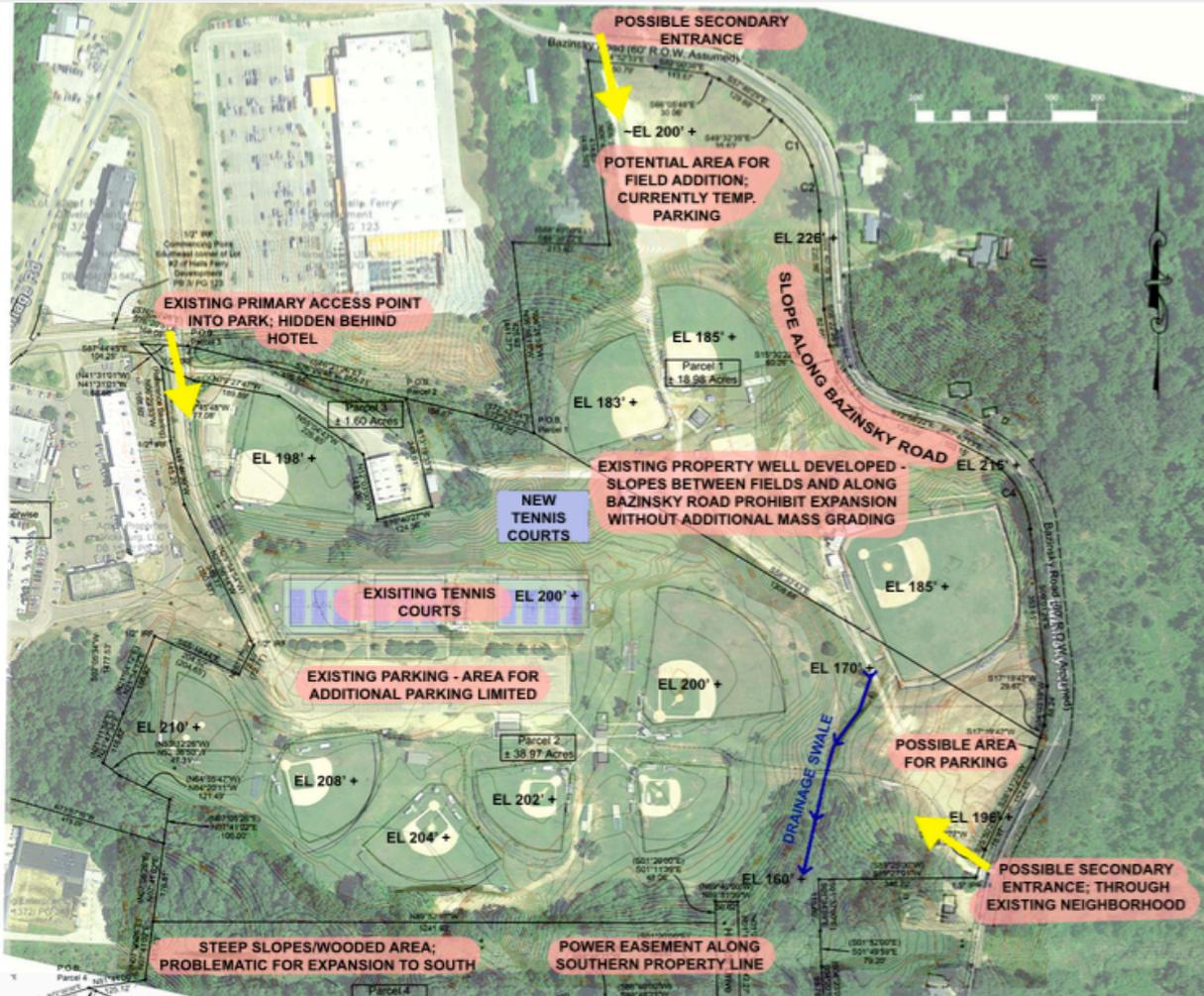


ECONOMIC IMPACT – VISITOR SPENDING YEAR 5

Category	Per Person	Direct Spending	Economic Impact	Earnings Impact	Jobs Impact
Lodging	\$26.89	\$6,854,904	\$8,729,034	\$1,939,938	69
Transportation	\$8.82	\$2,248,429	\$3,257,299	\$719,497	28
Food/Beverage	\$16.42	\$4,185,850	\$5,433,652	\$1,316,869	76
Other Spending	\$7.78	\$1,983,308	\$2,459,302	\$599,157	27
Entertainment	\$17.10	\$4,359,199	\$5,813,427	\$1,602,441	66
Shopping	\$6.00	\$1,529,543	\$1,896,634	\$462,075	21
Event Related	\$14.29	\$3,642,863	\$4,977,243	\$1,536,195	51
Total	\$97.30	\$24,804,095	\$32,566,592	\$8,176,172	338



SITE ANALYSIS – HALLS FERRY



CONCEPT PLAN – FISHER FERRY

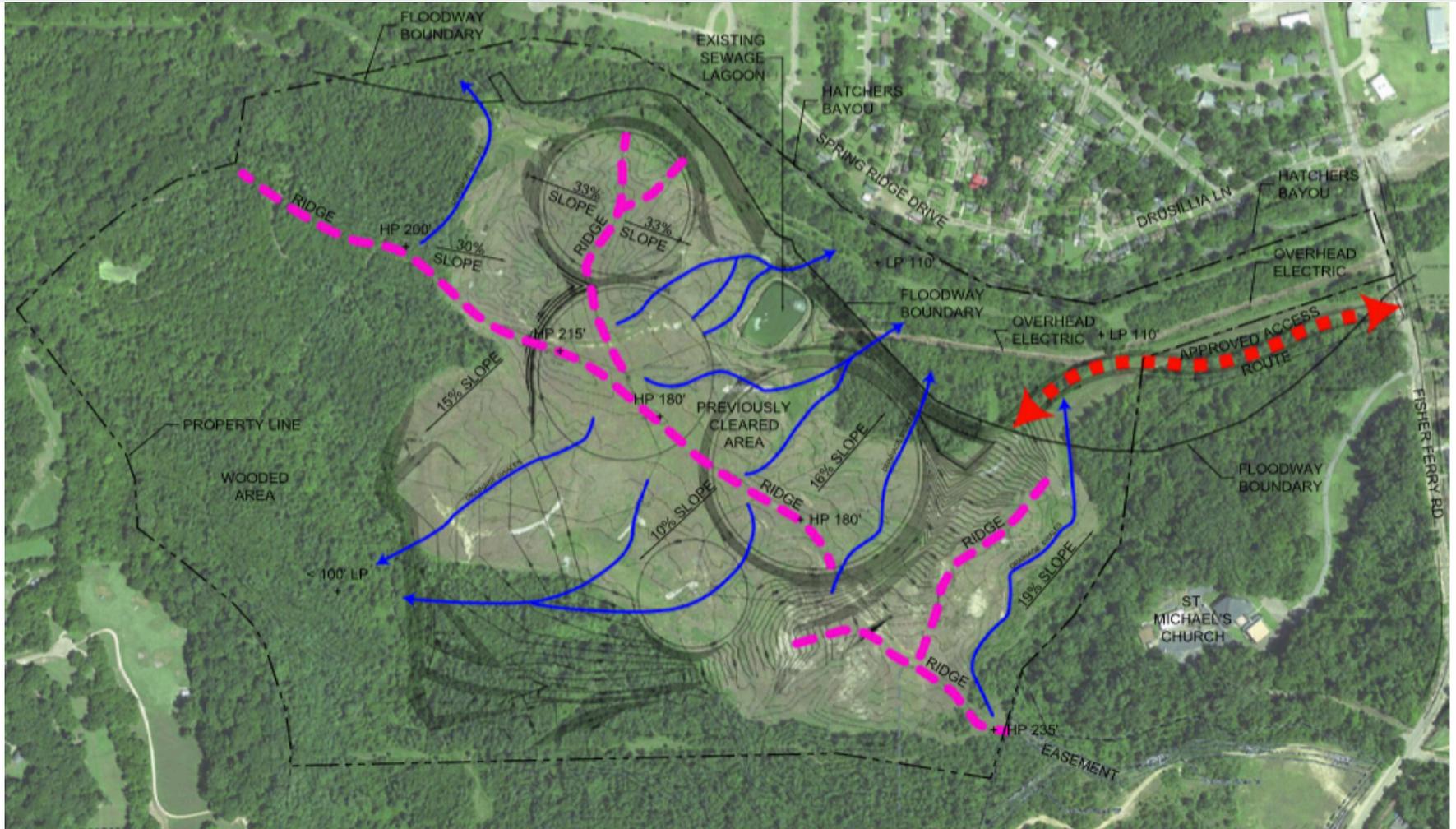
SPORTS PARK SITE LEGEND

- A. MAIN PAVILION BUILDING
 - ADMINISTRATIVE OFFICES, FIRST AID, CONCESSIONS, REST ROOMS
- B. PARK PAVILION
 - FIRST AID, SNACK/VENDING CONCESSIONS, RESTROOMS
- C. PLAYGROUND
- D. BATTING CAGES
- E. SHADE STRUCTURE
- F. CONCESSIONS - FOOD & BEVERAGE
- G. ENTERTAINMENT
 - MINATURE GOLF, ROPES/ CHALLENGE COURSE, SPLASH PAD
- H. PARKING - 1154 SPACES
- I. MAINTENANCE
- J. FUTURE FIELDS
- K. FUTURE INDOOR FACILITY - APPROX. 17,500SF
- L. TRAIL SYSTEM

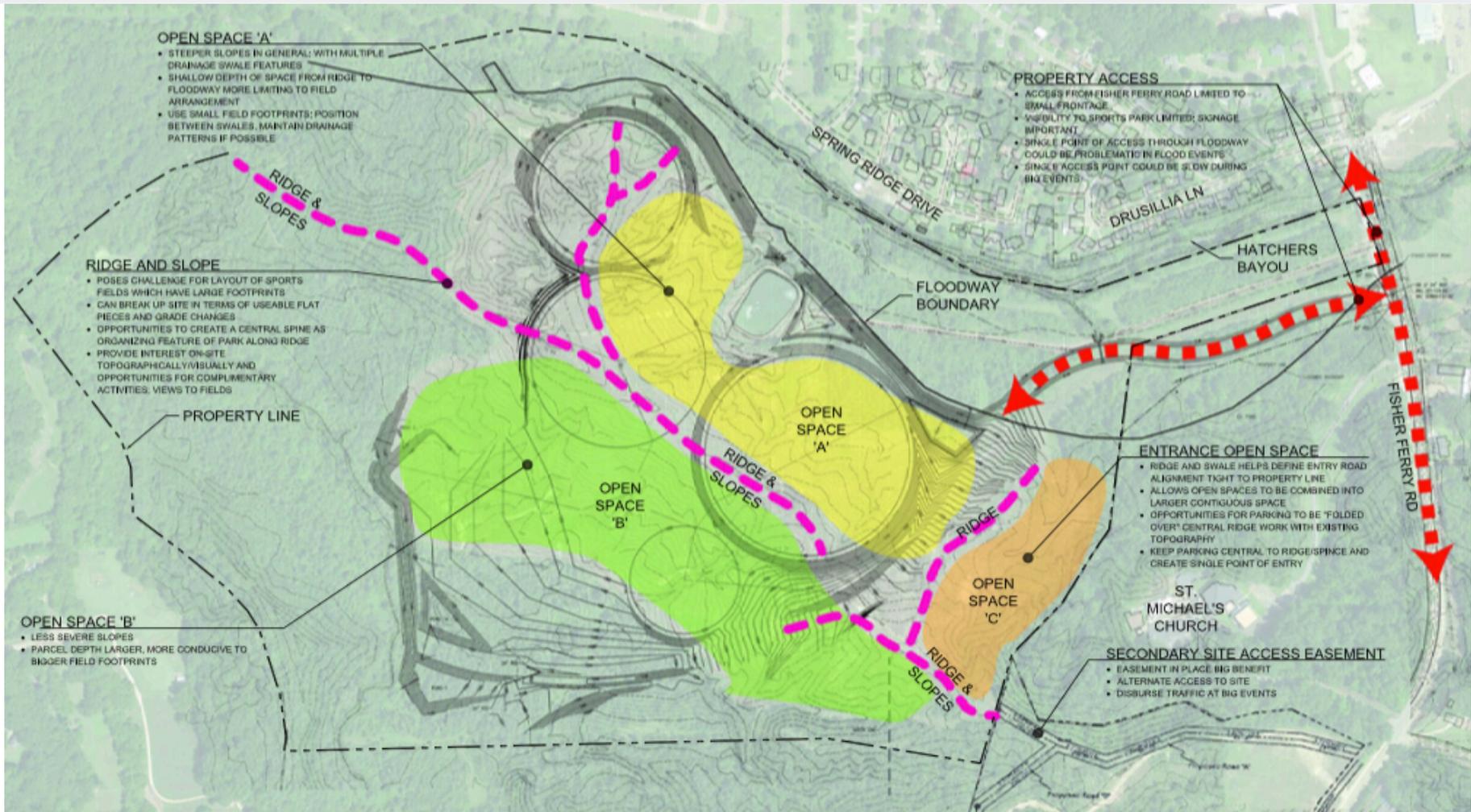
- FIELD 1 CHAMPIONSHIP SOCCER/ LACROSSE 210 FT. X 330 FT
 - FIELD 2 MULTI-USE FIELD
 - 2 - BASEBALL & SOFTBALL - 60 FT. BASES, SOCCER 210 FT. X 330 FT.
 - FIELD 3 MULTI-USE FIELD
 - 2 - BASEBALL & SOFTBALL - 60 FT. BASES, SOCCER 210 FT. X 330 FT.
 - FIELD 4 MULTI-USE FIELD
 - 2 - BASEBALL & SOFTBALL - 60 FT. BASES, SOCCER 210 FT. X 330 FT.
 - FIELD 5 MULTI-USE FIELD
 - BASEBALL - 90 FT. BASES, SOCCER 210 FT. X 330 FT.
 - FIELD 6 MULTI-USE FIELD
 - BASEBALL - 90 FT. BASES, SOCCER 210 FT. X 330 FT.
 - FIELD 7 MULTI-USE FIELD
 - BASEBALL - 90 FT. BASES, SOCCER 210 FT. X 330 FT.
 - FIELD 8 CHAMPIONSHIP BASEBALL & SOFTBALL - 60 FT. BASES
 - FIELD 9 MULTI-USE FIELD
 - BASEBALL - 90 FT. BASES, SOCCER 210 FT. X 330 FT.
- TOTAL PARK AREA - APPROX. 74.91 AC



CONCEPT PLAN – TOPOGRAPHY AERIAL



CONCEPT PLAN – OPPORTUNITIES & CONSTRAINTS



CONCEPT PLAN – WALKING DISTANCES





THANK YOU

