



**PRINCE WILLIAM COUNTY SPORTS  
& EVENTS CENTER**



**PARTNER . DISCOVER . TRANSFORM**



February 21, 2022

Adam Manne, MBA, CPPO, VCO, CPM  
Purchasing Division Chief  
1 County Complex Court, Suite 205  
Prince William, VA 22192

**RE: Unsolicited PPEA Proposal for the Prince William County Sports & Events Center - Conceptual Resubmission**

Mr. Adam Manne:

Please let this stand as a resubmission of our original July 2019 PPEA proposal. We have provided updated information to reflect appropriate changes to our submission.

On behalf of our team, we would like to provide the following PPEA proposal that provides a basic overview of our team's vision for a multi-sport and event facility in Prince William County. The package has been developed from months of meetings, design coordination, team collaboration, research and direction from experienced consultants. We are excited about the opportunity to showcase our ideas, goals and vision, because we are confident our team provides a turn key solution to the County's needs and desires.

Our proposal includes the development, research, financing, design, construction, and operation and maintenance of a state-of-the-art indoor sports and events center located in Prince William County. We have assembled a uniquely unparalleled team that will provide the County a best-in-class facility to improve quality of life for citizens, boost sports tourism and drive economic impact.

The venue will host:

- Weekly programming
- Local use leagues, memberships and activities
- Youth travel sports
- Championship events
- Special events – expos, conventions, conferences
- Convocation events

Sincerely,

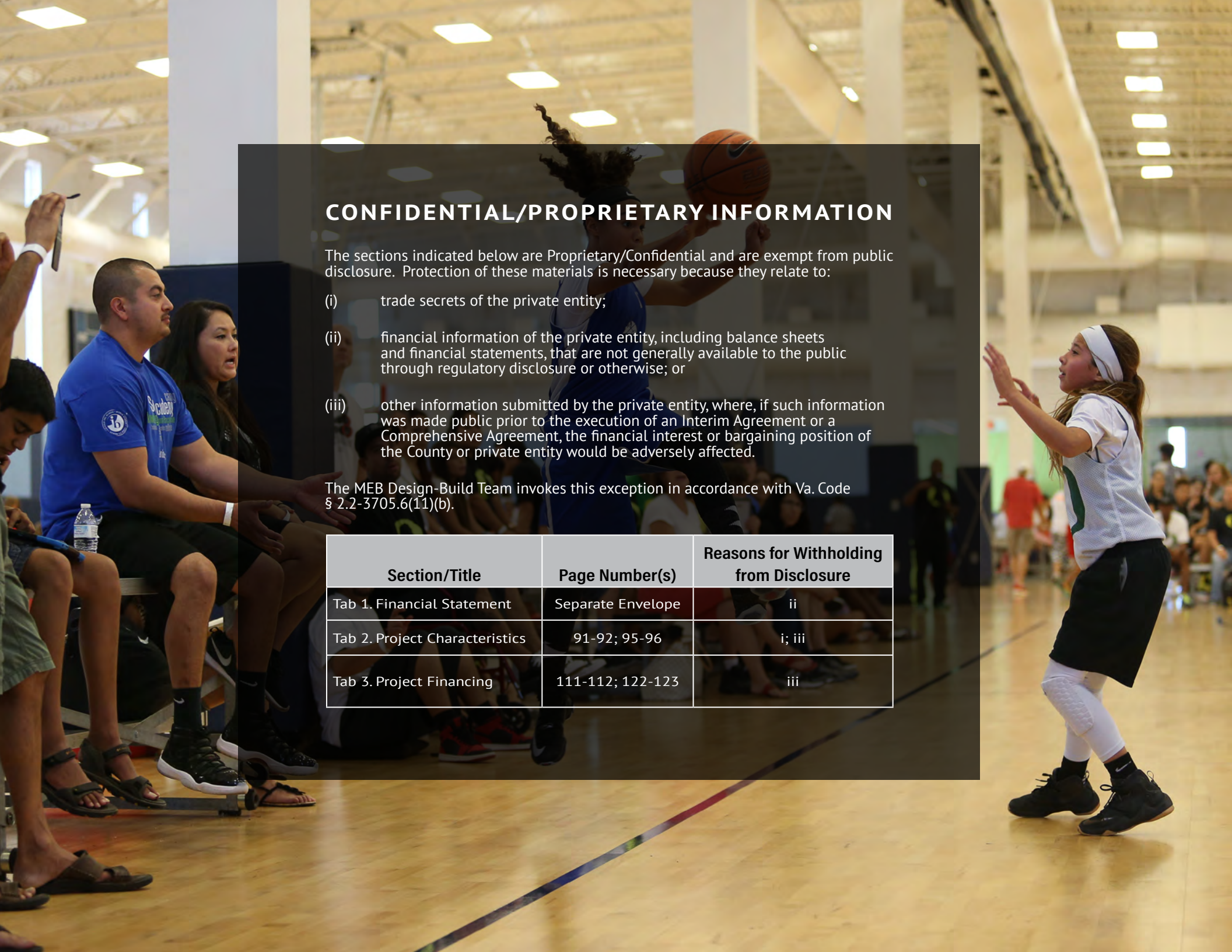
MEB  
Richard (Rick) E. Hibbett, Jr., Assoc. DBIA, LEED Green Associate  
Business Development Manager  
rhibbett@meb.group

Members of the project team have been strategically selected to ensure that all areas of research, design, construction and operation and maintenance are performed by accomplished individuals with the relevant experience and know to deliver a landmark indoor sports and events center.

The Sports and Events Center will accomplish the following goals for the County:

- Improve quality of life for County residents
- Provide a safe, fun and first-class venue for residents to play, train and exercise
- Serve as a catalyst for sports and events tourism
- Allow PWC sports/events families to attend events close to home, reducing travel
- Drive economic impact by creating new jobs and drawing new visitors
- Support the local business industry and community

We greatly appreciate the opportunity to propose on this project and look forward to partnering with the County to research, develop, design, build, operate, and maintain the PWCSEC. Our team stands ready to collaborate and partner with the major stakeholders by completing "The Process" to find the right solution for the County. **This facility would be a community center with the unique advantage of attracting sports tourism events when not being utilized by the local community.**



## CONFIDENTIAL/PROPRIETARY INFORMATION

The sections indicated below are Proprietary/Confidential and are exempt from public disclosure. Protection of these materials is necessary because they relate to:

- (i) trade secrets of the private entity;
- (ii) financial information of the private entity, including balance sheets and financial statements, that are not generally available to the public through regulatory disclosure or otherwise; or
- (iii) other information submitted by the private entity, where, if such information was made public prior to the execution of an Interim Agreement or a Comprehensive Agreement, the financial interest or bargaining position of the County or private entity would be adversely affected.

The MEB Design-Build Team invokes this exception in accordance with Va. Code § 2.2-3705.6(11)(b).

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## EXECUTIVE SUMMARY

Prince William County (the County) is uniquely positioned to develop a sports and events center that would provide a significant **quality of life improvement** for its citizens and be the “first to market” in Northern Virginia for a state-of-art tourism venue. The **Prince William County Sports and Events Center (PWCSEC)** has the potential to be a first-class community wellness center and a best-in-class travel sports/events destination center. The citizens of PWC would have access to a venue that would provide an array of community-based uses as a priority with the advantage of utilizing the facility for sports tourism when not being used for local-based programming.

The development of a versatile, multi-purpose indoor sports and events center, that compliments the Class A facilities that already exist in Prince William County, would transform the County into a national leader in sports tourism, generating substantial economic impact by providing millions in tax revenues, increased overnight visitors and hotel room nights, create new business for existing establishments, and provide opportunity for new development. Sports and events centers are unique and complex projects, that require selecting the right **PARTNERS** to provide the **PROCESS (RESEARCH, DESIGN, BUILD, OPERATE and MAINTAIN) TO FIND THE RIGHT SOLUTION** for a venue that if developed correctly, will be a major success for decades to come.

The following summary details our review of key considerations impacting overall project success, including: the process, Prince William County benefits, key facility components, growing travel sports industry, the importance of selecting the right operator and location, and the benefits of our team composition.

### THE PROCESS

We have assembled a team of industry leaders who are EXPERTS in their fields for developing sports and events centers. Our group understands that these facilities require following THE PROCESS to achieve their goals and develop a facility that meets the needs and desires of our clients, while most importantly, meeting the demands of the region and market. Our process includes:

**Development** – Our group provides a variety of services that assists clients in taking an idea to a reality, providing the tools, consulting and partnerships to develop best-in-class venues

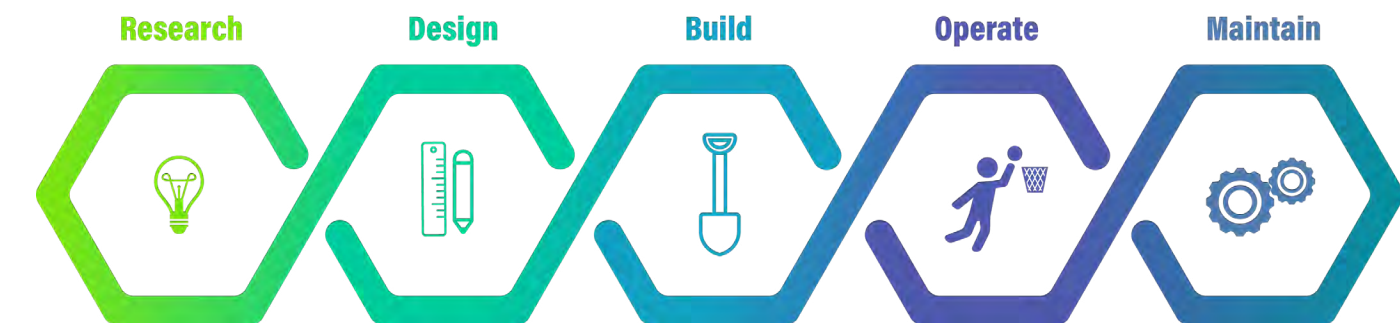
**Research** – Our team will provide in depth, full-serve market and feasibility studies, that include extensive analytical research to determine the right facility for our clients

**Design** – Our group includes design partners that specialize in sports and events centers, who understand the key design components and programming that are based on the research provided by our studies and the needs of our clients

**Building** – Our construction partners provide design-build and construction management services that put the builder, designer, and consultants on the same team from the “idea” phase, ensuring that the venue is designed and built in the most efficient manner possible, both from a constructability and economic standpoint

**Operation** – Our partnership includes national leaders in the operations of indoor/ outdoor sports and event centers, who provide complete operation services, consulting and pre-opening services, and long-term partnerships

**Maintenance** – Our operators provide full-service maintenance and building operation services, with experience maintaining some of the largest facilities in the nation





## PROCESS CASE STUDY

In 2016, the City of Virginia Beach contracted with **Victus Advisors** to complete a feasibility study for an indoor sports center, which provided the City with a detailed analysis, based on critical criteria, that allowed them to develop a realistic vision for their facility and market. In early 2017, our team began meeting with city officials to provide information on our vision and ideas based upon in-house research, independent studies, experience and the Victus study. In July of 2017, Virginia Beach solicited for PPEAs with a project scope and requirements developed from the Victus study, City needs and desires, and collaboration with our team. After two submissions and interviews, our team was selected to design and build the Virginia Beach Sports Center (VBSC), which is now under construction. Our partners played pivotal roles in developing a facility that will be a landmark venue in the sports facility world. Upon completion of the Sports Center, the facility will be turned over to the City for operation. The VBSC is a perfect model of the process for building sports and events center facilities by research, designing and building a venue that is based on real study findings, and operating the facility for sports tourism and a citizens' community wellness center.

## PRINCE WILLIAM COUNTY BENEFITS

Sports and events centers have the potential to bring a wide-range of far-reaching benefits for Prince William County. These venues, when developed correctly, will positively impact all members of the community including: community citizens/groups, businesses, and government organizations. In fact, these facilities have a proven track record of providing benefits to surrounding communities, opening opportunities for collaboration! We look at how these projects can bring holistic benefits, not just a select group, which is why we stress the importance of THE PROCESS and allowing our team to develop the right solution for Prince William County.

These benefits include but are not limited to:

-  COMMUNITY HEALTH AND WELLNESS
-  RECREATIONAL AND LEAGUE PLAY OPPORTUNITIES
-  SHARED-USE RESOURCES
-  SPORTS TOURISM
-  DECREASED TRAVEL FOR YOUTH TRAVEL SPORTS FAMILIES
-  TAX REVENUES
-  JOB CREATION
-  SUSTAINABLE INDUSTRIES THAT WILL CONTINUE TO BENEFIT PRINCE WILLIAM COUNTY FOR YEARS TO COME

## THE PROJECT

Our highly qualified project team is pleased to propose a strategic partnership to develop, research, design, build, operate and maintain a highly versatile, multi-purpose, indoor sports and events center in PWC that will become a treasured community wellness center and a destination for travel sports and events. This facility will provide a safe, clean and fun environment for ALL Prince William County citizens to play, exercise and improve their quality of life, while hosting hundreds of events, attracting hundreds of thousands of athletes, coaches, spectators, and building users.

Our proposal provides design for a best-in-class venue with collegiate size basketball courts (convertible into volleyball courts) and a first-class indoor track and field facility. The clear span, high-quality hard court space would be utilized for a wide array of functions including:

- + Youth/Adult Basketball and Volleyball
- + Wrestling
- + Gymnastics
- + Cheer and Dance
- + Martial Arts
- + Fencing
- + Futsal, Small Sided and Boarded Soccer
- + Ping Pong
- + Pickleball
- + Badminton
- + Camps, Clinics, Showcase Events
- + Convention & Convocation Style Events
- + Graduations



The facility will include amenities such as concessions and dining areas, team rooms, multi-purpose spaces, lobby space, administration offices, retractable seating, referee rooms, viewing areas, center court/stage, medical/training space, and much more. Design and Construction is estimated to take 24 months after the necessary agreements and permits are in place.

Aligning with the County's goals, the Center will:

- + Provide Class-A space for community based indoor sports such as basketball & volleyball
- + Provide citizens of all ages to engage in health and wellness activities
- + Provide the County a space for convocation events such as graduations
- + Attract tournaments and events that will generate significant economic impacts
- + Greatly enhance the County's established sports tourism market
- + Establish year-round tourism to increase hotel occupancy and business
- + Space for expos, conferences and conventions
- + Job creation – short-term and long-term

## QUALITY OF LIFE IMPROVEMENT / COMMUNITY WELLNESS

The County has a unique opportunity to develop a facility that meets the growing demands for its citizens and the Parks and Recreation Department. This facility will be a community-based facility first and its top priority will be to service the residents of PWC. Health and wellness are a vital part of a successful community, by providing quality of life enhancements and creating healthier communities that put less strain on local resources. Promoting wellness habits by providing facilities where residents can participate in health building activities, will build stronger, healthier and happier communities. The right sports and events center will generate endless opportunities for seniors, adults, and youth to participate in sports leagues, fitness / training programs, wellness classes, and more.

## SPORTS TOURISM / ECONOMIC IMPACT

The RIGHT venue will be programmed in such a way that it will have the ability to attract sports tourism events during the times it is not being used by the community members. A typical "field-house" or local-programming facility cannot be used for sports tourism, but a center that is designed correctly, can be a hybrid center that can cater to both local and out-of-town activities. Sports tourism is a \$15 billion a year industry that is growing by 20 percent annually. Youth travel sports have become extremely popular over the last 15 years, with parents spending tens of thousands of dollars annually on their children's participation. These sports include basketball, volleyball, soccer, baseball, cheer and dance, wrestling, gymnastics, fencing, and more. Municipalities across the nation are racing to take advantage of this growing opportunity and the economic impact associated with it.

Our research and expertise with similar venues has shown that Prince William County is a prime location for a multi-purpose indoor center; further, the County, its residents, and businesses would benefit greatly from developing the right venue. The Northern Virginia area lacks the appropriate venue to host large travel sport events, and the County can be first to market and alter plans for future development. The County has the existing hospitality market, airport, and entertainment that will provide the necessary infrastructure for this venue to be successful, plus a major attraction and tourism destination just north of the County.

**Families like to take "tounacations" now, where they can attend travel sports events at or near established destination locations like Washington, D.C. This allows families to combine travel sports and vacations, creating an experience and atmosphere that brings events back year after year. In addition, a facility in PWC will be a major benefit to the thousands of residents that currently spend thousands of dollars and hours traveling to other locations. These families could attend events in their home county, greatly reducing the need to travel.**

As an experienced and local team, we know the value of Prince William County – our team has the right partners, the right proposed facility, with the right operator that will drive sports tourism and establish Prince William County as a leader in the sports travel industry.





## THE RIGHT OPERATOR

Selecting the right operator is the most important decision the County will make, providing the right partner to ensure the venue's success. Our operations and maintenance partners are a national leader in the sports facility industry, with all the expertise, knowledge and understanding of managing sports and events centers, to provide several operation models.

Our operator has over a decade of experience operating indoor sports facilities. These facilities partner with local parks and recreation departments, community groups, 3rd party leagues/promoters and create in-house programming to ensure long-term success. It also requires having an operator that understands travel sports and has the connections in the industry to develop full event calendars and maximize opportunities to generate revenue streams. Creating a hybrid model facility that caters to local and travel events, requires experience managing both, making our operator the right partner to assist the County with operating a venue that provides community and tourism opportunities. They have a proven record of working with local parks and recreation groups to develop and manage community-based league play as well as, create grass-roots club teams. The success of travel sports centers hinges on the ability of an operator to market, attract, and manage a facility that maintains full event calendars and establishes long lasting relationships with the key players in the travel destination sports world.

Having operated travel sports facilities for 18 years, our operating partner has developed the experience and relationships necessary to ensure success. That relationship has led to two of the largest basketball and volleyball event promoters in the country, hosting 400 team basketball/volleyball tournaments, committing to bring their events to PWC. The Prince William County Sports and Events Center would be their third facility, and the only one on the East Coast, eliminating the risk of a conflict of interest with other venues located in the same region.






***The operations group will enter into a separate operating agreement with the County. This will ensure that the design-build team is serving the County and not long-term interests and that the operations group is working for the County directly.***



## THE LOCATION

Site selection is a key to providing the best opportunity for success of the Prince William County Sports and Events Center. Our factors for determining the right site include a variety of factors that are established by leaders in the sports and events venue consulting industry. Those factors include:

### KEY FACTORS FOR SITE SELECTION

 <b>LOCATION</b>	<b>Demographics</b> 	
<b>PROXIMITY TO AMENITIES</b> 	<i>Private vs. Public Ownership</i>	
<b>Infrastructure - Above and Underground</b>	<b>EXISTING CONDITIONS</b>	<b>Client Desires</b>
 <b>Acreage</b>	 <b>COMPETING FACILITIES</b>	

It is critical to complete an extensive study period, analyzing sites to find a location that checks as many of the key factors as possible. Our team has conducted a general review of several sites based on the parameters listed above and have provided our recommendation for the County's consideration; however, we stress the importance of relying on The Process to provide the concrete data to make the final site selection. Our team stands ready to partner with the County to find the right solution.

## PROJECT TEAM

Success in this endeavor requires the selection of an experienced team, who is deeply familiar with the Prince William County area and its culture. Our team includes firms that have had long and successful relationships in the County. The Prince William County Sports and Events Center will be developed by a partnership of accomplished professionals and firms with the precise combination of expertise needed to deliver a best-in-class facility that meets the goals and objectives of the County.

The team has a history of delivering large, complex projects on-time and within budget both in Virginia and nationally, and the members have a documented history of successful collaboration on major sports-related projects.

**Construction**, a local Virginia construction firm with offices in Chesapeake and Rockville that has served the Mid-Atlantic region for more than 40 years and has a reputation for completing design-build projects, on-time, on-budget, and meeting the expectations of their clients.

**Operations**, a sports facility management firm that has over 20 years of experience developing and operating indoor/outdoor sports and events venues, including the largest hard court facility in the world, which hosts the nation's biggest volleyball, basketball, and other sporting events.

**Sports Management**, a Virginia firm that specializes in sports management, including operations, event coordination, performance training, consulting, etc.

**Design**, a Virginia (Northern Virginia Office) A/E firm that provides complete architectural and engineering services with extensive experience with sports and events facilities, including projects in the Northern Virginia Area and the Design-Build of several large indoor sports centers.

**Consultant**, an architectural firm that specializes in sports facilities including indoor hard court, indoor turf, and outdoor complexes, with unparalleled expertise in facility layout, amenity spaces, site layout and parking.

**Civil Design**, a Virginia based (office in NoVA) engineering firm that provides civil engineering, planning, surveying, economic and land development, etc., who has a long-standing relationship with Prince William County and has been serving the Northern Virginia area for over 70 years.

**Sports/Event Center Consultant**, a market-demand and consulting firm that provide a wide-range of services related to the research and viability of sports, events and entertainment development projects, providing objective and analytical studies that are customized and detailed to ensure project success.



01

OFFEROR  
QUALIFICATIONS





## 01\_QUALIFICATIONS & EXPERIENCE



## 01\_QUALIFICATIONS & EXPERIENCE

### A. LEGAL STRUCTURE

Identify the legal structure of the firm or consortium of firms making the proposal. Identify the organizational structure for the project, the management approach and how each partner and major subcontractor in the structure fits into the overall team. All members of the offeror's team, including major subcontractors known to the proposer, must be identified at the time a proposal is submitted for the conceptual stage.

### Development, Design & Construction Management Team and Approach

The development, research, design and construction of the facility will be led by MEB, creating a single point of contact for the County. MEB will contract with Clark Nexsen as the Architect/Engineer of Record. Clark Nexsen will engage ICG for programming and architectural design collaboration and Timmons Group for civil engineering, land development, and other site related services. MEB will contract separately with ASC and Phase 5 and for consulting services. MEB will contract with Victus Advisors to provide feasibility and market analytics to confirm programming and design. If the County chooses, they can contract with ASC, Phase 5 and Victus directly to provide independent services. This highly qualified team will utilize their expertise, based on experience and research, to collaborate with Prince William County to provide a unique indoor sports and events center that meets the demands, goals and expectations of the County.

### Operations Management Team and Approach

American Sports Centers will have a separate contract with the County for overall facility management services. ASC will contract with Phase 5 Sports Management and other 3rd party groups directly. The operating agreement will be developed through negotiations and based on program requirements. Our operations team is prepared to provide several options for operating the sports and events center. More information on the operations team and approach is provided in Tab 3.

**MEB** will provide qualified management staff to oversee design and construction, including executive program management, project managers, quality control, field superintendent, and safety personnel. MEB General Contractors is an incorporated entity in the Commonwealth of Virginia since 1982. As one of the top construction firms the Mid-Atlantic, MEB has completed several similar and related projects. MEB has a current Virginia contractor's license, and is in good standing with the DPOR. **MEB General Contractors is a SWaM certified firm in the Commonwealth of Virginia.**

**Clark Nexsen** will serve as the lead designer, providing architectural and engineering services. They have worked together with ICG to program the sports center and will utilize their expertise to provide an architectural design that compliments the visions of Prince William County. They have an unparalleled understanding of the Northern Virginia area with a local office and significant experience in sports and events center design, including

the Virginia Beach Convention Center and Sports Center. Clark Nexsen is licensed in the Commonwealth of Virginia for architecture and engineering (civil, mechanical, electrical, plumbing, fire protection, structural) and is in good standing with DPOR.

**Timmons Group** will provide all civil engineering services, collaborating with Clark Nexsen, of whom they have a long-standing relationship with and have collaborated on dozens of projects. With over 70 years of experience in the Northern Virginia area, they are the go-to firm for civil engineering, bringing a wealth of experience that will prove critical in site selection. Timmons is licensed in the Commonwealth of Virginia for engineering and is in good standing with DPOR.

**ICG** will provide architectural and engineering consulting services for the indoor sports facility design. ICG specializes in sports tourism facilities, providing in-depth knowledge and understanding of travel sports and the programming requirements of indoor sports facilities including court spacing/layout, food and beverage, building flow, site design and more

**Beynon** will provide the design, fabrication, and installation of the athletic surfaces for the sports and events center. Leaders in track & athletic surfacing, Beynon Sports is the trusted choice of the world's most renowned facilities, thrilling fans with record-breaking times. Reputed for unmatched quality, durability and performance, Beynon Sports' specialized, high performance synthetic athletic surfaces are designed for speed, competition, and daily training. Founded in 2001, Beynon Sports has installed over 7500 outdoor and indoor surfaces and four hydraulic banked tracks worldwide.

**ASC** will utilize their operational experience to assist in programming, design and construction of the sports center to ensure the venue meets the needs and desires of event coordinators/promoters. Their ten years of experience operating multiple facilities ensures the Sports and Events Center will be a national leader in competing for the highest profile events while providing robust weekly programming for residents to improve health and wellness. ASC will provide several options for operational and maintenance services for the County.

**Phase 5 Sports Management**, will play a major role throughout the design, construction and operation of the sports center. Phase 5 will provide expertise in sports management and athletic training to ensure the center is designed and built for athletes. They are experts in track and field industry with three of their executive management members being former Division I track athletes. They will partner with ASC to operate the facility, providing the operations team with local knowledge, sports management, and key connections, while overseeing the development of the track and field venue. **Phase 5 is a SWaM and MBE firm in the Commonwealth of Virginia.**

*We propose that the County enter into an operational agreement with ASC and their partners to operate the proposed Sports and Events Center. The County could contract with the operations team directly during the design and construction phase.*



## 01\_QUALIFICATIONS & EXPERIENCE

**Victus Advisors** will provide our team with research and data to ensure we are developing the right project for Prince William County based on established criteria and analytics. They have completed studies across the country for similar facilities and will provide a vital role in designing a venue that will be a landmark in the County for years to come, while making certain the facility has the best opportunity of succeeding.

### B. EXPERIENCE

*Describe the experience of the firm or consortium of firms making the proposal, the key principals and project managers involved in the proposed project including experience with projects of comparable size and complexity, including prior experience bringing similar projects to completion on budget and in compliance with design, land use, service and other standards. Describe the length of time in business, business experience, public sector experience, and other engagements of the firm or consortium of firms. Include the identity of any firms that will provide design, construction, and completion guarantees and warranties, and a description of such guarantees and warranties.*

The Prince William County Sports and Events Center development team led by MEB, is comprised of regional and national leaders in their respective industries. Each partner has a history of completing projects on-time and on-budget, providing high-quality services and successful track record of current pursuits. We have built our team with experts in each field including; research, development, design, construction, operation and maintenance. Our combination of local knowledge and national connections provides the team with an unmatched ability to provide the County with an indoor sports center that ranks among the nation's best and boost Prince Williams's ability to increase quality of life for residents and establish the County as a leader in Sports Tourism.





# 01\_QUALIFICATIONS & EXPERIENCE

## DESIGN / BUILD TEAM HIGHLIGHTS

DECADES OF ALTERNATIVE DELIVERY / INTEGRATED TEAM DELIVERY EXPERIENCE

LEAD DESIGN / BUILD FIRMS ARE LOCATED IN THE CENTRAL VIRGINIA AREA :

- MEB – 2382 Lanier Road, Rockville, VA
- Clark Nexsen – 8000 Towers Crescent Drive #1150 Vienna, VA
- Timmons – 20110 Ashbrook Place #100, Ashburn, VA

MEB / CN / ICG / ASC ARE CURRENTLY WORKING ON THE VIRGINIA BEACH SPORTS CENTER

ICG SPECIALIZES IN INDOOR/OUTDOOR SPORTS FACILITY DESIGN

TOTAL DESIGN/BUILD TEAM SPORTS AND EVENTS CENTER EXPERIENCE IN TOTAL PROJECT COSTS OVER \$1,000,000,000

TIMMONS GROUP HOLDS THE PRINCE WILLIAM COUNTY PUBLIC SCHOOLS CIVIL ENGINEERING ON-CALL CONTRACT

## VIRGINIA BEACH SPORTS CENTER



*“MEB has successfully led the construction team, providing the manpower and supervision needed to ensure that work progressed as planned. When necessary, they found solutions to overcome unforeseen field issues and they consistently monitored and controlled the quality of work to meet both construction standards and our expectations.”*

BRUCE THOMPSON, CEO, Gold Key

*“I’ve worked with a lot of civil engineers across the country and Timmons Group is by far one of the best firms I’ve worked with...Your team’s expertise, experience and professionalism, from site selection/analysis and project design through environmental permitting were critical to the success of our project!”*

BRIAN MCGEE, Group Director of Real Estate, ALDI



### MEB/CLARK NEXSEN EXPERIENCE:

- + Buildings 1, 2 and 11 Renovation - Design-Build - \$53M
- + Virginia Beach Sports Center – Design/Build PPEA - \$68.8M
- + Smithfield Kinston Plant Expansion – Design/Build - \$40M
- + Smithfield North Consolidation – Design/Build - \$8.5M
- + Ocean Beach Club II – Design/Assist - \$26M
- + Hanson Pipe Chesapeake Facility – Design/Build - \$16.5M
- + Hanson Block Ashland Facility – Design/Build - \$17.5M
- + NIT North Gate Expansion – Design/Build - \$4.5M
- + MEB Headquarters Design/Build - \$4M
- + Old Dominion Crew Facility – CMAR - \$3M
- + Beachwoods Resort – Design/Assist - \$13M

**TOTAL PROJECT COSTS - \$254,800,000 (Completed/Current)**

### MEB/TIMMONS EXPERIENCE:

- + Southampton County WWTP & Infrastructure PPEA Design/Build - \$27.4M
- + Southampton Commerce and Logistics Forcemain - \$5M
- + James River Water Plant PPEA - \$13.7M
- + James River Water Authority PPEA - \$2.8M
- + Bottoms Bridge Wastewater Pump Station - \$4.4M
- + Popular Springs Wastewater Pump Station - \$2.8M

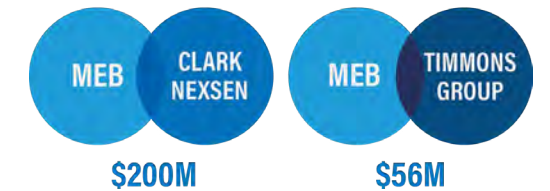
**TOTAL PROJECT COSTS - \$56,100,000 (Completed/Current)**

### CN/TIMMONS EXPERIENCE:

- + Virginia State University Quad I Dormitory - \$23.2M
- + Virginia State University Gateway II Dormitory - \$31M
- + Virginia State University Quad II Dormitory - \$22.4M
- + Virginia State University Multipurpose Center - \$53.7M
- + John Tyler Community College Academic Building - \$22.4M
- + John Tyler Community College Parking Deck - \$5.6M
- + CMS Selwyn Elementary Renovation - \$2.6M
- + Comprehensive Campus Master Plan - \$200K
- + VCU Grace and Broad Street - \$33.2M
- + WSSU - \$15M

**TOTAL PROJECT COSTS - \$209,300,000 (Completed/Current)**

### COMBINED DESIGN/BUILD EXPERIENCE



### SPORTS-RELATED FACILITIES



**300+ PROJECTS**  
**\$1 BILLION** IN TOTAL PROJECT COSTS



## VIRGINIA BEACH SPORTS CENTER

The Virginia Beach Sports Center is one of the nation's premier indoor sports venues. The development process started when the City contracted with Victus Advisors to complete a comprehensive feasibility study that analyzed the viability of a large indoor sports center. The study provided clear direction on site selection, building scope and operating methods, indicating a significant need and demand for an indoor sports center. Victus provided a separate study for an indoor track at the request of the CVB.

In 2016, our team began discussions with City officials about the vision for an indoor, multi-use sports and events venue in Hampton Roads. Our team had completed an independent feasibility study that concluded a strong demand for additional indoor athletic space and we determined that Virginia Beach presented the best opportunity for success. We provided conceptual floor plans, site layouts, cost estimating and out-of-the box options that would create a state-of-the-art facility.

The City released an RFP for PPEAs, recognizing the benefits of a process that would allow the selection committee to make a best value decision, shorten development duration, and partner with a team that would assist them in finding the right solution for Virginia Beach. In January 2018, our team was selected to collaborate with the City to develop this one-of-kind sports and events venue.

The VBSC is a 285,000 SF facility with 12 basketball courts and a 200-meter indoor, hydraulically banked track. The venue has 195,000 SF of clear span, programmable space that provides the Convention and Visitors Bureau 100% flexibility with event types.

The venue includes:

- + 12 basketball courts convertible to 24 volleyball courts & 9 field hockey fields
- + 200-meter indoor, hydraulically banked track for additional program space
- + Full-service kitchen with serving capabilities
- + Two levels for dining/café seating
- + 5 large multi-purpose rooms
- + Large storage spaces
- + Two administrative office areas
- + Ticket box
- + Team Entrance
- + Referee changing rooms
- + First-aid/medical room
- + Lobby/reception area with vendor space
- + Permanent seating for 5,000 in track area
- + Permanent and portable seating for 2,500 in court area
- + Viewing mezzanine area
- + Skybox and hospitality room
- + 1200 parking spaces











## 01\_QUALIFICATIONS & EXPERIENCE: DESIGN BUILD TEAM

### MEB GENERAL CONTRACTORS

Serving the Mid-Atlantic region for over 36 years, MEB is a full-service construction management firm with offices in the Greater Richmond area and Hampton Roads. Completing nearly \$150M in annual revenues, the team boasts over 200 employees with project managers, and estimators, superintendents, preconstruction managers, quality control and safety managers, project engineers, foremen, carpenters, concrete and utility crew. MEB provides full design-build, construction management, and general contracting services. With a focus on service, teamwork and integrity, the firm has become one of the leading construction firms in the Mid-Atlantic. Their diverse portfolio includes commercial, hospitality, education, recreation, industrial, infrastructure and healthcare projects. Their rich history with design-build projects has provided a deep understanding of preconstruction services and the importance of working in partnership to ensure the highest quality product.

MEB has a strong history of performing our work in a safe manner. Our safety indicators rank well below the national average and we take great pride in keeping our employees and the people who visit our jobsites safe. Safety is a top priority. MEB and our designers will provide all standard construction/design warranties and guarantees.

MEB is a certified SWaM contractor in the Commonwealth of Virginia and take great pride in partnering with SWaM and MBE business partners to develop successful projects.

**SWaM**

**50+ Projects**  
**\$400M**

**4 Projects**  
**\$130M**



**RICK HIBBETT, JR.**  
*Business Development Manager*

After receiving his BS in Construction Management and minor in Business Administration from East Carolina University, Rick worked for a Virginia Beach construction firm for a year and a half before joining MEB in 2012. Rick's focus is working with clients to help define appropriate solutions to address their needs and the complexities of their projects. He keenly understands that strong relationships and carefully selected teams must be built long before groundbreaking. His experience in collaborative delivery methods like Design-Assist and Design-Build allow him to uncover efficiencies and assure project certainty. Rick was instrumental in the development of the Virginia Beach Sports Center and has quickly become a leader in the sports and events center industry. He will play a key role in the development, design, and construction of the Prince William County Sports and Events Center and will ensure the project meets the goals and expectations.

**Relevant Project List:**

- + Virginia Beach Sports Center \$68M
- + UT Athletic Research & Performance Center \$80M
- + Anaheim Athletic Indoor & Outdoor Complex \$150M



**MARK OLMSTEAD, LEED AP**  
*VP/DB Project Executive Manager*

Mark is a graduate of Virginia Tech and began working at MEB in 1982 as a quality control representative on contracts for the Navy and Corps of Engineers. He served as a project manager and became a Vice President for MEB in 1994. His current duties include the oversight of project managers, estimating, scheduling, and strategic planning. Mark has completed over 50 projects with MEB and has extensive experience in municipal, commercial, industrial, specialty construction and design-build projects. Mark is currently leading the design-build team for the Virginia Beach Sports Center. He has an in-depth understanding of what it takes to complete successful design build projects and has a track record of completing projects on-time and on-budget. Mark specializes in solving complex challenges and assisting clients in finding solutions.

**Relevant Project List:**

- + Virginia Beach Sports Center \$68M
- + Ocean Beach Club Phase III \$33.5M
- + Trail of the Tiger Asia Exhibit, Va Zoo \$15.2M
- + Ocean Beach Club Phase II \$26M
- + Midtown Community Rec & Indoor Sports Center \$6M
- + Virginia Beach Correctional Facility \$43M



**TRIP SMITH**  
*Construction Project Manager*

Trip Smith holds a Bachelor of Science in Civil Engineering from Virginia Polytechnic Institute and State University. In his more than 13 years with the MEB, Trip has been responsible for the day-to-day construction operations of a variety of local projects valued in excess of \$200M. Trip is a Designated Design-Build Professional and serves on the board of Directors for the Associated General Contractors of Virginia (AGC VA). He also served as President of the Tidewater District of AGC VA. Prior to joining MEB, Trip managed construction on numerous large-scale athletic facility projects for Turner Construction in New York City. With over 25 years of experience and his current involvement as Project Manager for the Virginia Beach Sports Center, Trip brings a wealth of knowledge to Prince William County.

**Relevant Project List:**

- + Virginia Beach Sports Center \$68M
- + UT Athletic Research & Performance Center \$80M
- + Anaheim Athletic Indoor & Outdoor Complex \$150M
- + Ocean Beach Club II Design-Assist \$26M
- + Ocean Beach Club III Design-Assist \$33.5M
- + Bellevue Hospital Modernization \$145M
- + Fordham University and Residence Hall \$35M
- + Chrysler East Building \$55M
- + US Tennis Association, Phase I and II \$127M
- + Keyspan Minor League Baseball Park \$55M





## 01\_QUALIFICATIONS & EXPERIENCE: DESIGN BUILD TEAM

### CLARK NEXSEN

Clark Nexsen is a fully integrated architecture and engineering firm with nearly 400 employees, 10 offices, a global reputation for excellence, and clients large and small, in markets ranging from infrastructure to K-12. Since its founding, the firm has emphasized measured growth and financial stability, strategically moving into new markets and locations to create a company that clients can rely on today and in the future.

They believe partnership – with clients, colleagues, and communities – is fundamental to the effective pursuit of transformative design. Their transdisciplinary team of planners, architects, engineers, and interior designers partners with clients to shape ideas that transform our world.

Clark Nexsen is currently serving as the A/E of Record on the Virginia Beach Sports Center.



**100+ Projects**  
**\$1.9B**



**7 Projects**  
**\$560M**



**CHAD POULTNEY, PE, LEED AP**  
*Principal*

With 24 years of experience in the management of large, complicated projects, Chad is skilled at coordinating the efforts of various disciplines, while clearing the path for the contractor to effectively deliver the end product. He engages the community by presenting at public hearings, architectural review boards and jurisdictional approval hearings for a broad range of projects throughout the country. Through successfully navigating an array of complicated projects, Chad has developed a skill for listening to the client's needs, coupling that with the concerns of the public, and tactfully negotiating the terms and execution of projects that serve both. As Principal, Chad will represent the interests of the County to the firm. He will actively monitor all project activities to ensure quality, specifically the progress towards achieving project goals. Chad is currently serving as Principal on the Virginia Beach Sports Center.

- Relevant Project List:**
- + Virginia Beach Sports Center
  - + Ferguson Headquarters 2
  - + Tech Center at Oyster Point
  - + Brooks Crossing



**GEORGANA TURNER, PMP**  
*Project Manager*

Georgana possesses 38 years of professional experience. As Project Manager, she has worked with various building types including university, municipal and commercial facilities. She is experienced in managing large scale new construction and renovation projects and is accomplished in several different delivery methods including fast-track projects utilizing Construction Manger at Risk, Design-Build and standard Bid-Build delivery methods. She has worked closely with Facilities Management staff to ensure that their needs and design standards are met with respect to building systems selections and design and coordination with the existing infrastructure. As the Project Manager and primary point of contact, Georgana will assure that the design process is interactive and brings together the design team of architects, engineers, project stakeholders and the client's staff and users of the facility. Georgana is currently serving as Project Manager on the Virginia Beach Sports Center.

- Relevant Project List:**
- + Virginia Beach Sports Center
  - + VSU Multipurpose Center
  - + Ferguson Headquarters 2
  - + Tech Center at Oyster Point



**WILLIE COOPER, AIA**  
*Senior Architect*

With 35 years of experience as an award winning architect, Willie has experience in managing complicated projects for corporate, government, academic, and entertainment sectors. His diverse experience centers on developing rich environments that positively impact their surrounding communities and encompasses office building design ranging from spec offices to high profile headquarters facilities. Willie has a strong working relationship with the area's premiere office building contractors, earning a reputation as a team player focused on meeting client's goals for budget, schedule, and a quality product. As Senior Architect, responsible for quality, Willie will leverage his experience to offer insight and perspective to the team during project design and detailing. Willie's diverse experience in commercial buildings will support the rest of the project team with continuous peer reviews and consultation that is indicative to our collaborative design culture and quality management plan at Clark Nexsen. Willie's drive and passion is to provide a building that is custom fit to its users and designed and crafted with the precision they expect.

- Relevant Project List:**
- + Virginia Beach Sports Center
  - + 4525 Main Street
  - + Operation Smile World Headquarters





## 01\_QUALIFICATIONS & EXPERIENCE: DESIGN BUILD TEAM



### TIMMONS GROUP

Timmons Group is a multi-disciplined engineering and technology firm recognized for over twenty years as one of Engineering News Record's (ENR) Top 500 Design Firms in the country. They provide civil engineering, environmental, geotechnical, GIS/geospatial technology, landscape architecture and surveying services to a diverse client base. Founded in 1953, this well-established firm leads the industry with an unwavering commitment to forward thinking, innovative design and complete solutions that help clients be successful.

At Timmons Group, environmental stewardship is more than a trend; it is a philosophy that begins at home with their corporate culture and is exemplified in expert application of sustainable design principles. An active member of the US Green Building Council since 2000, Timmons Group's Leadership in Energy and Environmental Design (LEED®) Accredited Professionals have been involved with numerous certified and registered projects, including the first LEED Gold certified elementary school and the first LEED certified Federal Prison.

Timmons Group's mission is "to achieve unparalleled understanding of clients, their businesses and their visions resulting in unrivaled customer service and shared success." Their market-focused organization is structured to help fulfill that mission. It allows the firm to provide clients with more than just the best engineering and professional services available, but specialized market sector expertise that enables the firm to be trusted advisors and valuable consultants from the conception of a project through its completion.



**125+ Projects**  
**\$5.1B**



**12 Projects**  
**\$300M**



**BILL VEST, PE**  
*Senior Site/Civil Engineer*

Bill is the Group Leader Timmons Group's Northern Virginia office and has over two decades of experience managing land development projects for a variety of public and private clients, focusing on experience with K-12, higher education, and governmental projects. His project duties include technical management, project design support, LEED® and sustainable design consultation and project coordination from the preliminary planning phase to the project close-out phase. He also facilitates the preparation of drawings and specifications, coordinates the bidding process and contract administration during the bidding phase, as well as provides construction administration services.

- Relevant Project List:**
- + **Trinidad Recreation Center - Synthetic Field**
  - + **Fauquier County Central Sports Complex**
  - + **Randall Recreation Center**
  - + **Albert Long Park Master Plan**
  - + **Sterling Community Center**
  - + **A/E Services for Fairfax Parks and Rec Facilities**



**STEVE HOSTETLER, PE, REFP, LEED AP**  
*Civil Engineer*

Steve has managed hundreds of local government and parks projects including schools, recreation facilities and municipal offices. His duties include project management and coordination from inception of a preliminary plan to certification of construction completion. Steve's responsibilities relate to all phases of project development, including initial layouts, grading plans, road design, sanitary sewers, water distribution systems, fire protection, stormwater management, storm sewer systems, water quality and feasibility studies.

- Relevant Project List:**
- + **Bon Secours Redskins Training Center at Science Museum of Virginia**
  - + **Albert Long Park Master Plan**
  - + **Louisa County Recreation Complex**
  - + **Meadowview Park**
  - + **Princess Anne Little League**
  - + **Ripken Patterson Park**
  - + **Fauquier County Central Sports Complex**
  - + **Green Ridge Recreation Center**





## 01\_QUALIFICATIONS & EXPERIENCE: DESIGN BUILD TEAM

### INTEGRATED CONSULTING GROUP

ICG, Inc. offers comprehensive project development and delivery to a wide variety of clientele. The founders have an expansive background in the fields of planning, architecture, and landscape architecture, offering over 30 years in the field.

**ICG specializes in the design and programming of indoor and outdoor travel sports destination centers. Their primary focus is large youth tournament venues in the sports tourism industry. They provide their clients an unparalleled knowledge and understanding of facility layouts that are designed specifically for youth travel sports and weekly programming.**

ICG's Planning department specializes in assisting clientele with project development and planning efforts. They have years of experience in regards to site development and the entitlement process as well as comprehensive site planning practices as it relates to sports developments, its users, and their surrounding communities.

In any design effort ICG takes on they use a sustainable approach. Their Architecture department provides innovative direction, which incorporates green practices with attractive design, meant to uphold the demands of a high use facility. Design is approached based on the initial data and information obtained through the planning process as well as our clientele's needs. This information is culminated into the final end product, be it on site restaurants, indoor sporting facilities, concessions and restrooms or administration offices.

With ICG's background of sports facility design, our Landscape Architecture department provides viable exterior design solutions looking at all aspects of design from preferred field layouts, users access, parking proximity, on site water retention, and drought tolerant planting.



**JEFF SCOTT**  
*Owner/President*

Mr. Scott has extensive project experience overseeing multidisciplinary team environments and seamless project delivery. Mr. Scott's main responsibilities have focused on business development, project management, land planning, landscape architecture and architectural design, including design and planning for sports facilities, parks, streetscapes, schools, commercial, residential, and industrial developments. His past 25 years have been spent in land planning, park planning, landscape architecture, architectural design, project management and construction management, with a concentration in sports venues. He understands the needs associated with large travel sports complexes including indoor and outdoor facilities. He specializes in programming facilities to meet the needs of sporting events associated with sports tourism.

#### Relevant Project List:

- + Vacaville Multi-Sport Complex Indoor/Outdoor Master Plan & Study
- + Turlock Multi-Sport Complex Indoor/Outdoor Master Plan & Study
- + Lake Elsinore Diamond Sports Center Master Plan & Study
- + Dad Miller Multi-Use Sports Complex Master Plan & Study
- + Weston Wisconsin Indoor Sports Complex Master Plan & Study
- + Colton Regional Soccer Complex Master Plan & Study
- + Wilmington Sports Park Master Plan & Study
- + Virginia Beach Indoor Sports Center Master Plan



**MATT EVANS**  
*Principal*

Mr. Evans has been working in the field of architecture for over 25 years. His focus has been on sports facility and park master planning in addition to the public realm, which has included civic and redevelopment projects such as community centers and municipal facilities. Private projects have included office/retail mixed use, commercial/retail, tenant improvements and religious facilities throughout Southern California.

Matt has spent the past 10 years creating and designing indoor and outdoor sports complexes. He is proficient in sports venue layouts, amenity spaces, and programming. His knowledge of court and field dimensions provides his clients a unique understanding of maximizing space and types of sports in their facilities.

#### Relevant Project List:

- + Vacaville Multi-Sport Complex Indoor/Outdoor Master Plan & Study
- + Turlock Multi-Sport Complex Indoor/Outdoor Master Plan & Study
- + Lake Elsinore Diamond Sports Center Master Plan, & Study
- + Dad Miller Multi-Use Sports Complex Master Plan & Study
- + Weston Wisconsin Indoor Sports Complex Master Plan & Study
- + Colton Regional Soccer Complex Master Plan & Study
- + Wilmington Sports Park Master Plan & Study
- + Virginia Beach Indoor Sports Center Master Plan



## THE MULTIPURPOSE CENTER AT VSU PETERSBURG, VA

Virginia State University, with its proud and storied history, has realized a dream 20 years in the making with the completion of their new, \$84-million Multipurpose Center. This facility changes the campus landscape and delivers economic and cultural promise to the village of Ettrick, the greater community of Petersburg, and the state of Virginia.

As the largest capital project ever awarded to an HBCU, the Multipurpose Center presents significant academic, athletic, cultural, and entertainment opportunities to the University and its surrounding communities. A product of the deeply collaborative partnership among the school, the community, and the project team, the facility is described as "transformative to the University community" by Jane Harris, AVP of Facilities and Capital Outlay at VSU. The venue has a seating capacity of 5,100 to 6,100, making it ideally suited for athletic events, concerts, high school graduations, and other cultural events.

Home to the VSU basketball and volleyball teams, the Multipurpose Center is a physical manifestation of Trojan pride and serves as a catalyst for the revitalization of Ettrick to become a distinguished college town. As the largest arena in the area, it is intended to be a destination for public shows, meetings and events, concerts, and other cultural entertainment. Conveniently located, the Multipurpose Center is a short walk from the main campus and is also positioned for community access.

The exterior design of the facility blends the traditional aesthetic of the campus with modern elements of metal and glass, while the interior layout showcases a panoramic view of the campus from the main monumental stairway. Supporting University sustainability initiatives, the Multipurpose Center has earned LEED Silver accreditation. In addition to the horseshoe-style arena and the open-bowl design, the facility includes classrooms and offices, a fitness and wellness center, spectator suites, conference spaces, and a full-service kitchen able to accommodate a 900-person banquet.

The design team sought to design a facility that complemented VSU's surroundings, honored the campus history, and supported the University's vision for the future. The trusted partnership between the experienced design and construction team, coupled with the University and community's energy and vision, has delivered an exceptional end result—a Multipurpose Center that will effectively serve the region for years to come.









## ODU CREW FACILITY NORFOLK, VA

This facility was designed and constructed on the grounds of Lakewood Park in Norfolk, Virginia. The 2-story, 10,000 SF facility includes first floor locker rooms, boat storage, administrative offices, and additional storage space. Close coordination was required between MEB, Clark Nexsen, ODU, and the City of Norfolk to allow for continuous operation of the park while demolition and construction activities were maintained. The scope of work included the demolition, relocation, and construction of park amenities and picnic shelters. The entire project was completed on-time, on-budget.





## L.R. HILL SPORTS COMPLEX NORFOLK, VA

The LR Hill Sports Complex at Old Dominion University is committed to the sports performance development of ODU's Conference USA and other affiliated conference athletic programs. Every aspect of the facility focuses on the development of the players on the field and in the classroom. The recent expansion, adding a state-of-the-art weight room and training space, supports this mission and also serves the ODU Athletic Department.

The 17,000 square foot expansion to the existing facility expands programming and features unique functions – a new sports performance training center and a spa-like football coaches' lounge. The new football coaches' lounge offers the additional room needed for the growing staff; modern, spa-like showering facilities; and increased lounge spaces. This move also creates the space needed for a phase two project to provide more student athlete lockers for the expanding football program. The building's new sports performance training center is a major highlight, complete with a weight room, cardio area, sprinting mezzanine, nutrition center, and more.

The state-of-the-art expansion adds a sports performance center that distinguishes ODU's facilities from other conference competitors. This space supports the recruitment of talented athletes and coaches, as they see the vast possibilities for growth. The facility design also reflects ODU's commitment to sustainability in the region, having achieved LEED Silver rating on the existing facility. The expansion is designed to achieve a LEED Silver rating as well. The additional athletic and academic space will enable our growing number of student athletes to set and reach higher goals than ever before, supporting their success both here at Old Dominion and wherever their lives take them after college.





## ABBOTS CREEK COMMUNITY & INDOOR SPORTS CENTER RALEIGH, NC

To serve a rapidly growing area of the city, the Raleigh Parks and Recreation department partnered with the team to design the new, health-focused Abbotts Creek Community Center. The healthy living themed facility houses a high bay gymnasium space with supporting classrooms, fitness spaces, and staff space. Complimentary outdoor athletic and fitness spaces are also included.

The bow-trussed gym supports full-size basketball and volleyball courts, and also offers cross-courts for basketball. Support spaces consist of a multi-purpose room, associated kitchen, storage, office, and classroom to serve tracked-out students who are enrolled in year-round programs in nearby Wake County schools. A studio and fitness center, as well as spaces for staff offices and a lobby, round out the main program elements. The facility also includes shower and locker facilities, and is LEED Silver certified.

The construction of the building is a structural steel frame with envelope construction consisting of a ground-face CMU veneer and metal panels. The upper level of the gymnasium has insulated fiberglass sandwich panels with a clear insulated vision glass system. The lobby contains curtain wall construction with perforated metal screening. The building orientation maximizes daylighting on the northern and southern façades.

The site is a joint-use site in conjunction with Wake County Public Schools and Wake County Parks. It is located on the former borrow site for the now decommissioned Wake County landfill, and is part of a larger Wake County park that is master planned for the area. Construction of two multi-purpose fields are included with the community center in Phase One of the project. Future phases include construction of an additional multi-purpose field, baseball and softball fields, and a skate park.





## BERNETT & BLANCHE MITCHUM BASKETBALL PERFORMANCE CENTER NORFOLK, VA

Old Dominion University is committed to providing state-of-the-art facilities for student athletes that support dual goals for academic and athletic success. Part of the long-term campus master plan, the new Basketball Performance Center, informally known as “the Mitch,” reflects this shared focus and prepares both the men’s and women’s Division 1 NCAA basketball programs for a bright future.

Located on a small site next to the Ted Constant Convocation Center, the desired programming called for the design team to reimagine how these spaces could work together, ultimately delivering a remarkably comprehensive facility despite the tiny footprint. The Mitch features a dedicated strength and conditioning room, sports medicine suite with hydrotherapy pools, hydration room, film room, players’ suites, office space, a main court with three cross courts, and a shooting court.

The facility’s exterior aligns with its surrounding context, with materiality reflective of the Ted, while the Monarch Way façade is reminiscent of the mixed-use storefronts of University Village. The use of glazing supports goals for transparency on the interior of the facility, bringing natural light into the corridor and office suites. On the interior, the coaches’ offices provide direct visual connection to the practice court, promoting a collaborative environment between coaching staff and student athletes. The players’ suites offer both traditional locker room amenities as well as lounge space where players can bond over gaming consoles or focus on academics.

The Basketball Performance Center advances ODU toward its goals to attract, retain, and support the highest level of academic and athletic talent. The team partnered on the building design, sharing a vision for an environment of transparency and collaboration.





# MIDTOWN COMMUNITY & INDOOR SPORTS FACILITY NEWPORT NEWS, VA

The Midtown Community and Indoor Sports Facility is a multi-sport and event venue in Newport News, VA. The facility has three (3) full size basketball courts, three (3) full size tennis courts, three (3) volleyball courts and a 50M Olympic size, aquatic center. The 80,000 SF center's amenities include; multipurpose rooms, open air pavilion, administrative offices, computer learning center and a café/restaurant with full food service capabilities. The aquatic center incorporates a 14' deep diving well with a 3 meter and (2) 1-meter diving boards, a moveable bulkhead for sectioning a variety of activities, a retractable roof for natural lighting and ventilation, and seating for 500. The tournament quality indoor sports center, houses a full length, wood floor basketball court and volleyball court, scoreboards, encircled by a walking track as well as a performance stage and seating for 200. The 14,000 SF open air pavilion includes (2) full size basketball courts, convertible into two volleyball courts. Ranging in capacity from 30 – 80 seats, the (8) flexible use multi-purpose rooms are equipped with (2) demonstration kitchens, mirrored dance rooms, (2) mini stages, and instructional computer labs. The center hosts basketball and volleyball tournaments, local and regional swim meets, special events, including the National Senior Games and the Special Olympics.





## OSMS ATHLETICS COMPLEX CHESAPEAKE, VA

This 245,000 SF state-of-the-art educational institution included an expansive and high-quality athletics complex. The competition level amenities included a full-size gymnasium with multiple basketball and volleyball courts, outdoor football and soccer stadium, softball field, baseball field, tennis courts, practice fields, locker rooms, concessions, gathering space, ticket box offices, scoreboards, sports training room, team rooms, and bleacher seating. The football stadium included a regulation 400-meter track with shot put and long jump field events. The venue has designated spaces for officials/referees. The clear span hardcourt space is utilized for an array of events including; basketball, volleyball, cheer and dance, wrestling, indoor soccer, and special events. The facility included classrooms, labs, multipurpose areas, a professional full-service kitchen and cafeteria, and outdoor recreational areas.

The new facility was constructed adjacent to the existing middle school that remained operational and required extensive scheduling and coordination to ensure limited interruptions to daily school activities. MEB generated a project specific safety plan to create a safe and healthy site for the jobsite visitors as well as the faculty, staff and students of Oscar Smith Middle School. MEB is proficient in completing projects with limited site logistics and near surrounding facilities.





## VIRGINIA BEACH CONVENTION CENTER VIRGINIA BEACH, VA

When the city's existing meeting pavilion became too small and outdated to meet guest needs, the City of Virginia Beach partnered with the design team to design a new convention center. The resulting facility stands as a signature symbol for the city and provides three times as much space as the former pavilion, increasing potential city revenue. Due to both striking visual appeal and efficient function, the Virginia Beach Convention Center has earned multiple design awards, including the 2008 American Public Works Association National Public Works Project of the Year.

Building on our long standing relationship with Virginia Beach, Clark Nexsen's engineers collaborated closely with both SOM and PHA Lighting to deliver a well-coordinated solution. Leveraging the transparency of the building skin, the team created a dynamic, color-changing LED lighting scheme that is integrated with the architecture to create an inspirational and iconic space – both by day and night. Our electrical engineering team integrated these compelling design elements with the lighting controls, emergency lighting, and electrical power systems to ensure safe and efficient function.

Our multidiscipline engineering teams were instrumental in providing solutions throughout the facility and site. Our civil design team improved pedestrian safety with specialized crosswalks at signalized intersections and supported indoor-outdoor connectivity by weaving interior nautical themes into exterior design. Our mechanical and electrical teams focused on efficiency, controls, and standby power as they designed a 2,800 ton central chilled water plant to serve the center and an electrical system that supports more than 2.5 million watts dedicated to floor boxes, providing flexibility for various conventions.

This multi-use facility hosts dozens of sporting events annually. These events include wrestling, basketball, cheer and dance, gymnastics, fencing and more. The Convention Center hosts tens of thousands of athletes, spectators and coaches every year.





## FOREMAN FIELD EXPANSION & RENOVATION NORFOLK, VA

To accommodate their new Division NCAA football team, Old Dominion University partnered with the design team to design upgrades to the existing Foreman Field Stadium, including expanding seating, adding a new game day building to anchor the complex, and enhancing parking and access with a new parking garage.

Today, the upgraded stadium seats approximately 20,000 spectators, houses a visitors' locker room beneath the north end zone stands, and features a new scoreboard and sound system. The four-story game day building anchors the complex, encompassing more than 46,000 square feet and providing space for luxury suites and areas to host high school recruits. To help meet state water quality requirements, a drainage system was included beneath the new playing field, which is an Astroturf GameDay Grass 3D field. Clark Nexsen's civil engineers provided site layout, grading, storm and sanitary sewer design, stormwater management design, water distribution system design, and specifications. Each structure in the project is supported by precast concrete driven piles, with the 727-space contiguous parking garage constructed with prestressed, precast concrete. The new game day building is constructed with reinforced, cast-in-place concrete, and most levels are open-bay to minimize visual obstructions. Arched construction is featured on the perimeter to complement the existing Foreman Field structure.





# EMBREY MILL INDOOR RECREATION CENTER STAFFORD COUNTY, VA

The community within Stafford County required the addition of an indoor recreation center to serve the active needs of an expanding community. Timmons Group provided the full site design and landscape architecture for this center. This 76,000-square-foot indoor facility includes three pools, one of which is a 50-meter, deep-water pool that is designed to attract regional swimming competitions. Other amenities include a pool designed for family activities, a therapy pool, exercise rooms, locker rooms, and aerobic and weight features. An environmentally conscious design is required to maximize the usable space within the site while preserving the surrounding wetland and forest ecotypes. Timmons Group also provided the design for an attached restroom and concession facility with access from the outdoor recreation fields.

This indoor recreation center is part of a larger vision of a 50 acre recreation site. The center will be an extension of The Park at Embrey Mill. Timmons Group's Landscape Architects developed a master plan that artfully connects the state of the art aquatic facility with The Park at Embrey Mill that includes thirteen sports fields, and parking facilities while maintaining a focus on pedestrian safety. Implementation of low impact grading strategies and the use of native plant materials aids in the integration of the site with the surrounding landscape. Timmons Group established an inviting complex with character and function by balancing the local jurisdictional requirements, short term construction hurdles, and long term maintenance demands.





## VCU BASKETBALL DEVELOPMENT CENTER RICHMOND, VA

The 60,000 square foot, state of the art facility is the new home for both the men's and women's programs at VCU. The building includes practice courts for both teams, as well as locker rooms, a viewing deck, player's lounges, laundry and equipment room, video suite, and a sports medicine center that includes a hydrotherapy room. The facility is pursuing LEED Gold Certification. As part of the LEED effort, a highly efficient drip irrigation system utilizing a cistern which captures roof water was installed. The system was designed to provide water throughout the driest months without requiring a potable water backup.

The basketball facility provides the VCU basketball team with a cutting edge facility in which to practice, train and study. The building is sited on a parcel of land that previously contained two former manufacturing facilities, which were removed with the project. The facility provides new streetscaping, which includes street trees, pedestrian lighting and sidewalks, making the block more inviting and safer. Additionally, new pedestrian lighting was installed on the north side of the Siegel center. An urban bio-retention facility was installed at the corner of Norton and Marshall Streets, further enhancing the site, while providing a location for students and residents to gather and providing an urban habitat for wildlife.





## RICHMOND VOLLEYBALL CLUB CHESTERFIELD COUNTY, VA

With Richmond Volleyball Club growing to over 3,500 members, this new 50,000 squarefoot facility will better suit all of their needs. Located in the Stonebridge development near Midlothian Turnpike and Chippenham Parkway, the facility includes eight volleyball courts, and a mezzanine viewing area. Chesterfield's Parks and Recreation department is using 5,000 square feet of the space for its Stonebridge Recreation Center, which will host fitness classes and events for Chesterfield's senior population.

Timmons Group provided full civil engineering site design services, geotechnical, surveying, and landscape architecture services for this facility. Site plan coordination (preparation, design, submittal and approval) was completed through Chesterfield County's Fast Track process.

*Project by proposed team member Timmons Group.*





## ATHLETIC RESEARCH & PERFORMANCE CENTER KNOXVILLE, TN

The Athletic Research and Performance Center (ARPC) at the University of Tennessee, in partnership with the athletic field industry, wishes to create the "Athletic Research and Performance Center" which will serve as both a fully functional sports center and a research facility focusing on playing surface and athlete interactions. Skilled turfgrass, biomechanical, and kinesiology researchers, as well as medical physicians from around the world will conduct research and educate the public to optimize athlete performance and reduce sports related injuries. The hands-on knowledge gained from the Athletic Research and Performance Center will improve athletic field quality, which will correlate to safer turf. In addition, the goal of the Athletic Research and Performance Center is to eliminate the number of sport-related injuries resulting from unacceptable playing surfaces.

The Athletic Research and Performance Center will be located at the East Tennessee Research and Education Facility at the University of Tennessee in Knoxville, Tennessee.

The ARPC will be a testing facility and working sports complex for all levels of athletes (youth to professionals) and will be created in four phases:

- + Phase I: Outdoor performance and testing fields, including two natural turf (one cool season and one warm season grass) fields and two synthetic fields; breaking ground in 2018
- + Phase II: An indoor performance and testing lab that includes six basketball courts that can convert to nine volleyball courts, a motion capture court for athlete testing, and one indoor soccer pitch; breaking ground in 2018
- + Phase III: An indoor football/soccer/rugby complex that will be a full-size synthetic field for research, athlete training, and competitions; breaking ground in 2019
- + Phase IV: An outdoor baseball and softball complex that will consist of one baseball and two softball fields; breaking ground in 2019.
- + 7 basketball courts, 9 volleyball courts, 9 outdoor fields, 5 test fields, 1 indoor turf field





## LAKE ELSINORE DIAMOND SPORTS CENTER LAKE ELSINORE, CA

The 520,000 square foot indoor Lake Elsinore Diamond Sports Center will be a first class facility built to host a variety of sports in one of the largest youth sports regions in the country. With **58 volleyball courts** and **26 basketball courts**, the facility will hold sporting events to include Cheerleading, Basketball, Volleyball, Skateboarding and a variety of additional indoor sports and activities. The facility will feature a championship court with stadium style seating for 3,000 spectators and infrastructure to the level required for national television broadcasting.

The first floor will include a food court, family-style restaurant, merchandise shop, sports training rooms, and potentially, locker rooms.

The second floor will have 52 team rooms for rent, a number of suites surrounding the championship court, and a uniquely designed sports bar.

Construction of the center will provide in excess of 700 jobs, while there will be roughly 240 employees at the facility on the weekends and 80 employees during the week once it opens. In addition, significant sales tax and room tax will be generated. Upon completion of construction financing, the anticipated opening of the center is the winter of 2018.

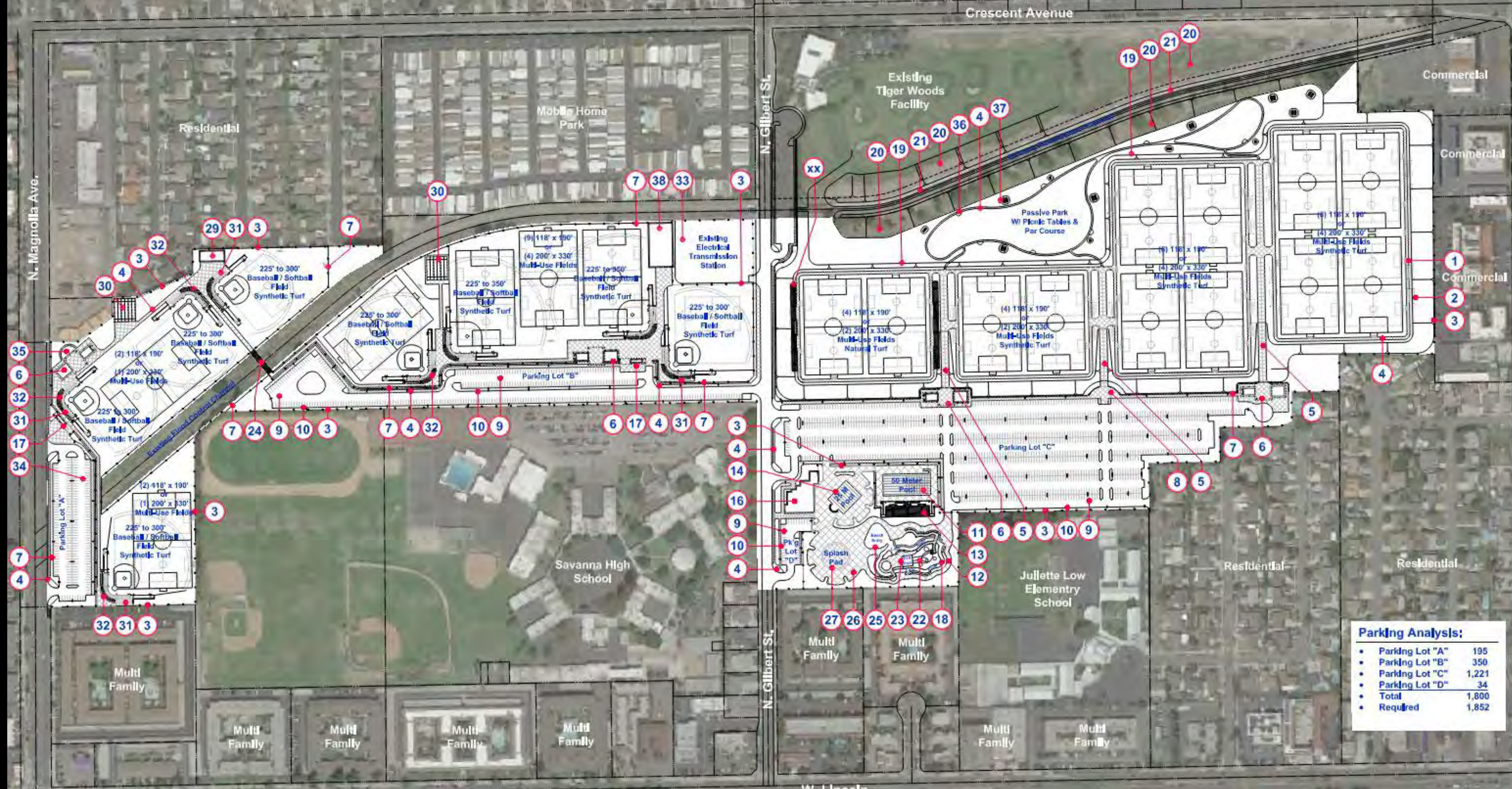




# DAD MILLER SPORTS PARK MASTER PLAN ANAHEIM, CA

The installation of the new sport enhancements at the existing Dad Miller Golf Course and Savanna High School consists of a wide variety of amenities for all sports enthusiasts to enjoy. The overall park amenities will cover approximately 150 acres. Parking for the various amenities has been designed into each area, providing close access and accommodation. The overall theme of the Park will be carried out and integrated into these new sports park amenities, creating a contiguous and cohesive park. Walkways, seating areas and planting will tie each section together and provide connections, exercise opportunities and gathering spaces. Amenities included are:

- + 12 Full Size U18 Artificial Turf Soccer Fields (Can be used as 24 - U8-U11 Soccer Fields)
- + 2 Restroom, Concessions, and Storage Facility at Multi-Use Fields
- + 4 300' Baseball/Softball Fields
- + 1 Restroom, Concessions, and Storage Facility at Baseball/Softball Fields
- + 1 225'-300' Softball Field (735 Seats)
- + 1 225'-300' Softball Field
- + 1 400' Baseball Field (2,000 Seats)
- + 1 300'-320' Baseball Field (735 Seats)
- + 1 400-meter Track Multi-Use Stadium (6,300 Seats) w/ Locker Rooms, Team Rooms, and Concessions
- + 2 Restrooms, Concessions, Storage and Ticket Booth Facilities at Multi-Use Stadium.
- + 1 50-meter Pool Stadium with Diving Platform (2,000 Seats)
- + 1 25-meter Warm-Up Pool / Splash Pad
- + 1- Renovated Club House
- + 1 27,000 SF Gymnasium 2 Basketball Courts w/2 Volleyball Overlays (825 Seats)



**Parking Analysis:**

• Parking Lot "A"	195
• Parking Lot "B"	350
• Parking Lot "C"	1,221
• Parking Lot "D"	34
• Total	1,800
• Required	1,852



## NVCC REGIONAL CENTER FOR WORKFORCE EDUCATION & TRAINING WOODBIDGE, VA

The landscape design for the Regional Center for Workforce Education & Training Building creates unique spaces that are aesthetic, educational, ecological, functional, and respond to the surrounding campus character. The major concept for the site was to use vegetation and hardscape to reflect the various eco-regions of Northern Virginia. This is carried throughout the site by a series of integrated spatial sequences including the main entrance, central plaza and terrace gardens. The ecosystems respond to the varied topography and progress from upland ecosystems to grass meadows.

Plant materials including trees, shrubs and groundcovers, were used to uptake, treat, and mitigate storm water runoff from the site. All plant materials and hardscape materials chosen are inspired by local ecosystems and the materials palette of the campus. Plazas offer areas for quiet contemplation as well as large gatherings. The layout of the plazas responds to the building geometry, while ecosystems and water weave through the courtyard unifying the building and site.





## WATAUGA COUNTY COMMUNITY RECREATION CENTER BOONE, NC

Clark Nexsen teamed with Watauga County Commissioners and staff on planning and design services for their new recreation center. We worked together to program a 100,000 sf Center to include aquatic spaces with a 6-lane competition pool and a leisure pool.

The community recreation center is to include 4 full size gyms, a multipurpose studio, an events classroom, a fitness center, weight and exercise rooms, 2 birthday party rooms, and an elevated jogging track. County Parks and Recreation offices would also be located in the facility.

Planned park amenities include connecting to the town of Boone greenway with continuous jogging/walking trails. Clark Nexsen architects have also provided planning services to Watauga County to assist the county in site selection for the recreation center.

## SENTARA NORTHERN VIRGINIA MEDICAL CENTER SURGERY CENTER PRINCE WILLIAM COUNTY, VA

Timmons Group provided surveying, civil engineering, and landscaping services for Sentara's new \$35 million expansion, a two-story, 67,000 square foot addition to its Northern Virginia Medical Center in Woodbridge, Virginia. The project includes a brand new operating room addition and consolidation of the hospital's surgical services into a single site.

The new 2 story building houses the Central Sterile department, Sterile prep area and additional support space. Located on the first floor, there is a pre and post operation area containing 28 beds, a PACU space with 16 beds and 10 operating rooms. The new center will allow patients to receive complex surgeries in a comfortable outpatient environment with high quality care focused on safety and patient satisfaction.

Timmons Group worked closely with Sentara Hospital to develop a site plan for the 67,000 SF addition. The civil planning accounted for the extension and relocation of all public and private utilities and relocation of an existing helipad to allow for full vehicular access to the existing emergency room during construction.





## FIRE STATION #22 PRINCE WILLIAM COUNTY, VA

Prince William County's Fire Station #22 contains four apparatus bays and will house a pumper, an advanced life support ambulance, a heavy rescue, and a collapsible support unit. The building includes sleeping quarters, a kitchen, dining area, day room, physical fitness room, training room, storage for heavy tactical rescue equipment, and offices. Support areas include a SCBA compressor room, EMS storage room, maintenance shop and storage areas, Personal Protective Gear laundry facilities, indoor and outdoor training props, and an onsite fueling system. The project also includes an emergency generator capable of supporting sustained EMS, Fire response, and Rescue/Medic operations.

Timmons Group is providing civil engineering, surveying, landscape architecture, traffic engineering, and environmental services for Prince William County's new fire station #22 in Manassas, VA. The site layout, utility and grading plan was completed in accordance with efficient land use practice and in accordance with all applicable regulations, including, but not limited to, the Prince William County Design and Construction Standards Manual (DCSM) and received approval through Prince William County Land Development.

Since the site contained very little to no inflatable soils, off-site nutrient credit purchase was utilized to meet water quality requirements. Wetland impact permitting was secured under a Nationwide Permit (NWP) to satisfy Army Corps of Engineers' Section 404 and DEQ's Section 401 requirements.

## PWC PUBLIC SCHOOLS CIVIL ENGINEERING ON-CALL CONTRACT PRINCE WILLIAM COUNTY, VA

Timmons Group was contracted with Prince William County Schools to provide civil engineering related consulting services on a multi-year on call contract. The list of services is diverse and includes site studies and requirements determination, feasibility studies, studies and audits to determine compliance with various federal, state and local regulations, studies and evaluations of existing facilities, design services for new construction, alterations, and renovation projects to include project evaluation, planning, handicapped accessibility, and engineering services incidental to the project, on-site surveys, and evaluation of existing storm and utility systems and preparation of reports, preliminary documents, working drawings, specifications, and construction estimates.

Timmons Group works closely with PWPCS staff to establish a comprehensive project scope and design & permitting schedule for each project. The scope can be limited to just survey and civil services or we can be teamed with an oncall architect, MEP, geotechnical or structural engineer for the project. The tasks range from a sidewalk replacement ADA improvements to new school additions and renovations.



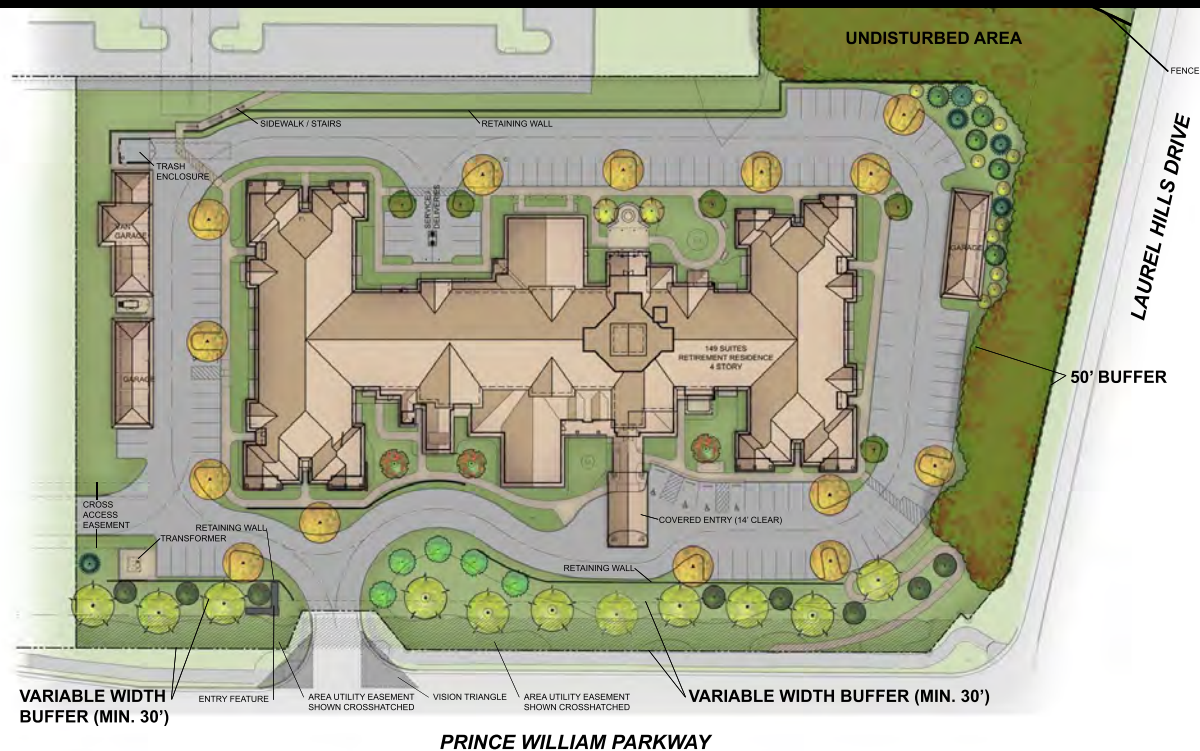


## HAWTHORN RETIREMENT RESIDENCE AT REID'S PROSPECT PRINCE WILLIAM COUNTY, VA

Timmons Group is providing civil engineering and surveying services for a new 4 story retirement residence in the Reid Prospect development in Prince William County, VA. Located on 5.7 acres, the residence will feature up to 149 units that includes dwelling units, dining halls, common space, as well as interior and exterior activity/recreational spaces.

Timmons Group has prepared a proffer amendment plan and is currently assisting the Client with a rezoning application to allow for the proposed use of "Assisted Living" to be included in the current zoning of the subject parcel within Reid's Prospect as well as to modify the previously approved proffers for Reid's Prospect for this project. Included with the proffer amendment plat, Timmons Group has conducted detailed traffic studies and reporting along Prince William County Parkway to support the proposed use as well as

wetland confirmation and environmental assessments to establish further site constraints. Following final approval of the Proffer Amendment, Timmons Group is responsible for the site design and permitting for the proposed improvements. The detailed design/permitting phase is anticipated to include: final site layout, detailed grading and storm drainage, water and sewer extensions, and coordination with dry utility companies for utility relocation and service extensions to the site. Through this process Timmons Group will work closely with the Client as well as Prince William County Land Development and Prince William County Service Authority to receive the necessary plan approvals and permits prior to construction.



Illustrative Site Plan

## CENTRAL SPORTS COMPLEX FAUQUIER COUNTY, VA

The Central Sports Complex is one of three sports complexes authorized by the County to alleviate the shortage of sports fields. The complex involved the design of the complex including park elements, a parking lot and emergency access roadway. We provided planning and design for the balance of the complex which included three soccer fields, three football fields, two little league baseball fields, two softball fields, one competition baseball field, two concession stands, two recreational pavilions, roads, trails, parking, maintenance areas, batting cages and related amenities. Detailed designs, drawings and specifications were prepared. Timmons Group also obtained the necessary site plan and permit approvals and provided minor construction administration assistance.

### Project Highlights

Specific services required to complete this project include:

- Concept layout including wells, drainfields, water and zoning issues
- Grading, utility, parking and access road design
- Road frontage improvements along Meetz Road, including left- and right-hand turn lanes
- Stormwater management, drainage and erosion and sediment control
- Landscape plans, including a trail network throughout all complex facilities
- Final design
- Site plan approval and permitting
- Construction bidding, oversight and post-construction





## CHICHESTER PARK STAFFORD COUNTY, VA

Chichester Park is sited on 43 acres next to Stafford High School. This competition baseball complex integrates state of the art facilities with amenities for both players and spectators using the site.

The tree-lined drive leading to the complex enhances the sense of arrival and anticipation as one enters the space. A large drop-off circle allows for multiple vehicles to unload people and belongings while maintaining circulation throughout. Visitors walk along a wide, shaded walkway into the heart of the site. The fields are anchored by a centralized plaza which provides plentiful seating, easily accessible concessions, and lush plantings. A variety of additional gathering spaces, including an open-air pavilion and playgrounds, are located throughout the site. Native and adaptive plants integrate the site with the surrounding existing forests.

State-of-the-art amenities include four 225 to 250-foot baseball fields, one 365-foot baseball field, a large picnic pavilion with tables, grills, restrooms, a concession stand with restrooms, hiking/jogging trails with a natural mulch surface, and a 255-space parking lot. All fields are lighted and irrigated.

Funding for the acquisition of land for a park was provided by the 2009 parks bond referendum approved by County citizens. A ribbon cutting ceremony was held on September 13, 2014 to open the Stafford Baseball League's season. The park opened on October 4, 2014.



## PANERA MULTIPLE LOCATIONS

Timmons Group has been providing civil engineering and planning services to Panera Bread, a bakery and fast casual café, since 2012. We have assisted them with new site locations across the State of Virginia, performed due diligence, zoning and entitlements, and site plan preparation to ensure timely store openings. Our site plan preparation included stormwater management design, off-site water and sewer extension design, water system hydraulic analysis, and landscape construction documents.

Panera Bread at Potomac Mills, Prince William County, VA Timmons Group assisted Panera Bread through the Special Use Permit process in Prince William County, VA. Timmons Group will prepare a SUP plan pursuant to Prince William County Zoning requirements in conformance with the SP001 Conceptual Site Plan prepared by Timmons Group.





## AMERICAN SPORTS CENTERS

ASC provides numerous benefits and services to our team. ASC will serve as a sports facility consultant during the design and construction phases, bringing with them several years of experience designing, developing and operating large sport facilities. They own and operate a 240,000 SF indoor sports facility in Anaheim, CA and they operate through a public/ private partnership, a 83,000 SF facility in Avondale, AZ. Currently, ASC Development is working on a number of sports facilities across the country. **ASC has years of experience working hand-in-hand with the cities of Anaheim and Avondale to attract, manage and operate large scale local, regional and national tournaments, that draw hundreds of thousands of people to their facilities each year, boosting the local economy through direct and indirect economic impacts. Their events generate tens of thousands of hotel room nights for their respective cities.** In both cases, their 3rd party operational services allow the convention and visitors departments to focus on attracting visitors to their cities and partner with sports facility professionals to run and operate the centers in the most efficient and effective way possible. Both facilities provide weekly programming for the use and benefit of the local community, while establishing priorities to the cities for large weekend events.

**ASC's Anaheim and Avondale facilities are fully operational and maintain full weekend and weekday calendars. The venues are staffed and well managed. ASC is in a perfect situation expand to the East Coast and they have no other ongoing development projects that would be a distraction from Prince William County. This venue would be ASC's number one priority.**

### AMERICAN SPORTS CENTERS EXISTING FACILITIES

Facility Metrics	Anaheim	Avondale
Opened	2004	2010
Size (Sq. Feet)	242,000	83,000
Ownership	Private	Public/Private Partnership
Basketball courts	25	4
Volleyball courts	34	6
Soccer Fields	0	2
Tournament Days	93	110
Sports Tourism Days	89	74
ASC Full Time Employees	15	8
ASC Part Time Employees	55	43
Tenant Related Jobs	250	150
Annual Weekday Visitors	120,000	50,000
Annual Weekend Visitors	900,000	200,000
Annual Visitors	1,020,000	250,000

## 01\_QUALIFICATIONS & EXPERIENCE: OPERATIONS TEAM



## AMERICAN SPORTS CENTERS



MIKE GALLUPS

As CEO of American Sports Centers. Mike is responsible for managing the day-to-day operations of the flagship Anaheim facility, overseeing the public private partnership established in Avondale, and executing the overall business plan for ASC.

Mike's exceptional organizational skills have been responsible for the success of filling virtually all of the prime time hours at ASC Anaheim throughout the year. In addition, he negotiates all of the court user contracts; communicates with tenants, vendors and sponsors; and establishes new procedures to increase efficiency and profitability.

Mike also represents American Sports Centers at local, regional, and national sports conventions affiliated with sports business and sports travel. He has spoken at several national events including US Indoor's Annual Facility Operators Conferences and the Athletic Business Conference.



JOHN SHIELDS

John is the President of American Sports Centers Avondale facility and is responsible for managing the operations of the facility.

John and his team have been responsible for the success of building both youth and adult leagues as well as booking special events and tournaments that fill the facility in Avondale year round. In addition, he negotiates all special event contracts, leases court and field time, deals with vendors, establishes sponsorships, and helps ASC Avondale to increase profitability through new programs and procedures.

John has also represented ASC at national sports conferences affiliated with the indoor sports industry. In addition, John has been a teacher for facility operator classes at the US Indoor, Certified Arena Operator program.

John will serve as the General Manager for the Prince William County Sports and Events Center, overseeing all aspects of the facility, from design development, pre-opening services and facility opening.



MATT KANNE

Matt graduated from Chapman University in 2012 with a BA in Business Management and emphasis in Entrepreneurship. As a passionate sports enthusiast and budding entrepreneur, Matt merged his interest in business and basketball to form his own path. He launched his first company, Open Gym, as a freshman in college. His vision for a state of the art basketball facility in Southern California evolved into a comprehensive basketball organization. This organization provided teams, tournaments, camps and training to the basketball community. Matt won the 2011 Chapman University Business Plan Competition for his Open Gym concept prior to bringing it to life and being recognized in 2012 with the Chapman University Entrepreneur of the Year Award. Open Gym has evolved into multiple brands and now operates programs and events in 15 states. Matt leveraged the platform and relationships he built to take on consulting positions with strong brands such as the Landmark Sports Agency, a leading NBA talent representation firm, and Live Barn, a live-streaming sports technology company. Matt recently joined the American Sports Center as President of ASC Anaheim to help lead the next phase of development. His involvement in youth sports includes serving on the Jr. NBA Flagship Network, leading OGP Cares social initiatives and working with USA Basketball.



# AMERICAN SPORTS CENTERS ANAHEIM, CA

American Sports Centers Anaheim is the largest indoor court facility in the United States. It features **34 volleyball courts** which can be converted into **25 basketball courts**.

The **242,000 square foot** facility is home to the US Men's and Women's National Volleyball teams along with numerous youth club volleyball and basketball programs, adult basketball and futsal leagues, and a variety of weekend tournaments and events. Courts continue to be offered for lease year round for practices, leagues, tournaments, and special events.

State-of-the-art Haro hardwood flooring is used throughout the facility along with top of line Schelde basketball standards and volleyball systems and official Kwik Goal indoor soccer goals.

In addition to sports activities, guests of ASC can enjoy the Sidelines Grill, a full service food court located at the end of the pavilion between court rows E and F; Sidelines Café, a sandwich and smoothie/coffee bar located adjacent to row A; and The Store at ASC, a sporting goods store featuring the top brands in volleyball and basketball.

The Anaheim location, which opened March 2004, was chosen due to its proximity to several freeways, the large number of hotel accommodations and the availability of a variety of family entertainment options. ASC's success allowed for a recent expansion project of an additional 92,000 square feet enhancing the experience for guests.

Due to the COVID-19 Pandemic, ASC Anaheim was closed due to the property owner ending the lease agreement to diversify the tenant type, in an effort to safe guard against

## ASC Anaheim | 242,000 SF



17,000 VISITORS PER WEEKEND EVENT

52 OUT OF 52 WEEKENDS ARE FULL

20 Weekends: 20,000 or more visitors  
18 Weekends: 15,000 or more visitors  
4 Weekends: 10,000 or more visitors

120,000 Annual Weekday / Community-Based Programming Attendance

900,000 Annual Weekend Attendance





# AMERICAN SPORTS CENTERS AVONDALE, AZ

American Sports Centers Avondale opened in November of 2010. It features **6 volleyball courts** which can be converted into **4 basketball courts**, two 80 x 180 foot infill turf boarded soccer fields and a 3,000 square foot multi-purpose room. The 83,000 square foot facility is home to numerous youth club volleyball and basketball programs, adult basketball and indoor soccer leagues, and a variety of weekend tournaments and events. Courts continue to be offered for lease year round for practices, leagues, tournaments, and special events.

State-of-the-art Haro hardwood flooring is used throughout the facility along with top of line Schelde basketball standards and volleyball systems and official Kwik Goal indoor soccer goals.

ASC Avondale was developed as a partnership between City of Avondale and ASC. It was designed in collaboration with the Parks and Recreations Department and the Tourism Commission, to create a hybrid facility that could attract travel sports events, host special events and provide a community center for weekly programming/league play.

## ASC Avondale | 83,000 SF



3,600 VISITORS PER WEEKEND EVENT

52 OUT OF 52 WEEKENDS ARE FULL

50,000 Annual Weekday / Community-Based Programming Attendance

190,000 Annual Weekend Attendance





## PHASE 5 SPORTS MANAGEMENT PERFORMANCE & FITNESS

Phase 5 is a local Virginia company specializing in high level performance training, fitness and nutrition. Their primary list of services includes sports management, fitness training, nutritional consulting, full body composition analysis and sports science. The knowledgeable staff and innovative approaches to the developing market of performance-based training have helped significantly in establishing Phase 5 amongst other competitors. Since their establishment, they have helped nearly 120 athletes pursue their high school, college and professional-athlete goals.

The Phase 5 team will bring unparalleled track and field experience both as athletes and operating events/meets. They understand the sport, its culture, and its lingo. The track and field venue will be play a major role in the overall success of the facility and having the Phase 5 team will be paramount. Their team of trainers, nutritionists, and wellness coordinators will create a wide variety of services for the venue, from high level performance training to basic nutritional plans.

As a SWAM Certified company, Phase 5 procures and supplies athletic and fitness equipment. They have a superior understanding of athletics and maintain strong connections within the equipment supply industry, allowing them the ability to coordinate small and large scale purchase orders



### CHRIS & AARON JOHNSON

*Phase 5 Founders*

Founders of Phase 5, Aaron and Chris Johnson grew up in Hampton Roads, entrenched in the sports and recreational community. From an early age, the two have participated in recreational, school and travel/club leagues. At Green Run High, the duo displayed their passion for athletics by earning several varsity letters including golf, wrestling, football, baseball and track and field.

Following high school, the two went on to attend Liberty University where they became standout walk-on athletes with the Track and Field team. It was here where Aaron and Chris first began to conceptualize a future career in sports and athletic development. Part of their Track and Field success stemmed directly from their ability to develop personalized workouts, giving them a competitive edge.

By specializing in speed, strength, explosion, functional movement and mobility, the brothers had found a niche in the sports community that gave these unique workouts application to all sports. Graduating in 2013, Aaron earned a degree in Sports management and Chris in Business Management. They soon decided to use their abilities to return home with a vision in mind. That vision, solely driven by their passion for both sports and the community they grew up in, was to create a permanent platform to aid with the development of other aspiring Virginia athletes.



Chris Johnson



Aaron Johnson

**NY JETS/ SYRACUSE** SHAMARKO THOMAS  
**SYRACUSE** BRANDON SHARPE  
**SAN FRANCISCO 49ers / UVA** ELI HAROLD  
**NFL FREE AGENT / NSU / VIRGINIA TECH** XAVIER BOYCE  
**NY GIANTS/ NY JETS/ VIRGINIA TECH** MARCUS DAVIS  
**CINCINNATI BENGALS / UVA** DAVID DEAN  
**UVA / ARMY ALL- AMERICAN** TRA NICHOLSON  
**NFL FREE AGENT/ECU** GIOVANNI RUFFIN  
**BUFFALO BILLS** JOE POWELL  
**ODU** CARVINN POWELL  
**ODU** DEVON SIMS  
**ODU** KENAN TERRY II  
**PITTSBURGH STEELERS / UT** JUSTIN HUNTER  
**NFL FREE AGENT/ JMU** SAGE HAROLD  
**INDIANAPOLIS COLTS/ LIBERTY** KENNY SCOTT  
**LIBERTY** JAQUAN GLOVER  
**UVA** MARK HALL  
**ODU** BRANDON ADDISON  
**NSU** SANDY CHAPMAN  
**NSU** GERARD JOHNSON  
**DEQUESNE** BLAIR ROBERTS  
**UVA** DONTA WILKINS  
**CINCINNATI / UVA / ALL-AMERICAN** JAMILL KAMARA  
**JMU/ ODU** QUINTIN REYNOLDS  
**ODU** BLAIR ROBERTS  
**ODU** NICK ENGLAND  
**HAMPTON** SCOTT WILLIAMS  
**ECU** JETON BEAVERS  
**ABILENE CHRISTIAN UNIVERSITY** JONATHAN EPPS  
**SETON HILL UNIVERSITY** LARRY JOSHUA  
**SETON HILL UNIVERSITY** ROBERT BROWN  
**SETON HILL UNIVERSITY** ERIC BROWN  
**UVA / UA ALL-AMERICAN** ANDREW BROWN  
**LA CHARGERS/UVA** CHRIS PEACE  
**UVA / UA ALL-AMERICAN** JAHVONNI SIMMONS  
**LIBERTY** AARON GLOVER  
**DETROIT LIONS/ ODU** TRAVIS FULGHAM  
**ODU** JORDAN GLOVER  
**ODU** MARQUEL THOMAS  
**ODU** TJ COWART  
**FSU / UA ALL AMERICAN** LEVONTA TAYLOR  
**NEW YORK GIANTS/ODU** TRAVIS FULGHAM  
**NY JETS/WAKE FOREST** GREG DORTCH  
**ATLANTA FALCONS/UVA** OLAMIDE ZACCHEUS







## 01\_QUALIFICATIONS & EXPERIENCE: MARKET DEMAND/ FEASIBILITY CONSULTANT

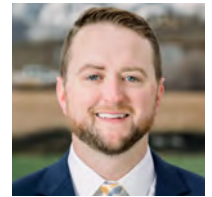
### VICTUS ADVISORS

Victus Advisors is an independently-owned and operated consulting firm headquartered in Park City, Utah. Victus was founded in 2012 by experienced sports and recreation industry consultants to serve as an objective research, analysis, and strategic planning resource to municipalities, counties, tourism promotion agencies, sports commissions, universities, and private developers nationwide. Over the past six-and-a-half years, we have rapidly grown into the respected national leader in providing objective research and trustworthy, data-driven recommendations for sports tourism facility development.

Within the past six years alone, Victus Advisors has completed relevant market, financial, and economic studies for the following types of venues:

- + Youth/Amateur Sports Facilities (both Indoor & Outdoor)
- + Arenas & Events Centers
- + Stadiums & Ballparks
- + University Sports Facilities
- + Concert & Performing Arts Venues
- + Other Tourism & Hospitality Venues/Attractions

We specialize solely in the strategic research and planning phases of sports facility projects. Our strategic consulting services for sports tourism venues include:



**BRIAN CONNOLLY, MBA**  
*Managing Principal*

Brian founded Victus Advisors in 2012 and leads client relationship management and project planning for the firm. Brian has 16 years of experience providing market research, financial/economic analysis, and strategic planning services to a wide variety of venues, events, franchises, athletic departments, municipal governments, and tourism promotion agencies. Brian earned his B.A. in Economics from the University of Pennsylvania and an M.B.A. with a specialization in Sports Business from the W.P. Carey School of Business at Arizona State University. Brian lives in the mountain resort town of Park City, Utah, with his wife and three daughters, where they enjoy skiing in the winter and mountain biking in the summer.



# SPORTS TOURISM MARKET ANALYSIS & INDOOR SPORTS CENTER FEASIBILITY STUDY VIRGINIA BEACH, VA

In 2016-17, Victus Advisors provided the Virginia Beach CVB's sports marketing unit with analysis of the City's sports venues and sports marketing opportunities, including indoor court sports (basketball, volleyball, etc.), outdoor field sports (baseball, softball, soccer, etc.), and other participatory sporting events such as track and field, aquatics, etc.

Initially, we assessed both the local sports community and regional/national sports tourism markets to identify opportunities and strategies for increasing Virginia Beach's market potential for youth/amateur sports. Ultimately, we recommended sports facility upgrades, a new indoor sports center, public-private partnerships, sports facility operations models, sports tourism organizational structure, and sports tourism marketing/branding strategies.

Based on the market feasibility results, we subsequently developed a financial feasibility analysis and visitor economic impact projections (including hotel nights) for an indoor sports center, conducted additional market analysis related to the potential inclusion of a hydraulic indoor track, and assisted the City with evaluating private operator proposals for the facility. The Virginia Beach indoor sports center is now planned to be a 285,000 SF facility with a total construction cost in excess of \$65 million, and it is expected to open in the fall of 2020.

# MARKET & FINANCIAL FEASIBILITY STUDY FOR AN ATHLETIC PERFORMANCE & RESEARCH CENTER KNOXVILLE, TN

Victus Advisors recently provided University of Tennessee with a market/financial feasibility study and site analysis/concepts for a proposed youth sports complex and sports research/performance facility at the University of Tennessee Center for Athletic Field Safety.

Our study included demographic and socioeconomic analysis, market demand analysis, comparable facility benchmarking, building program recommendations, operating estimates and financial projections, funding options analysis, economic impact estimates, site analysis, and preliminary concept designs.

The facility is envisioned (as shown in the concepts below) to be a functioning indoor/outdoor amateur sports complex, located on University property and operated by an experienced 3rd-party sports facility manager, and it will also serve as a "living lab" for university researchers to analyze field safety, bio-mechanics, athlete performance, etc.



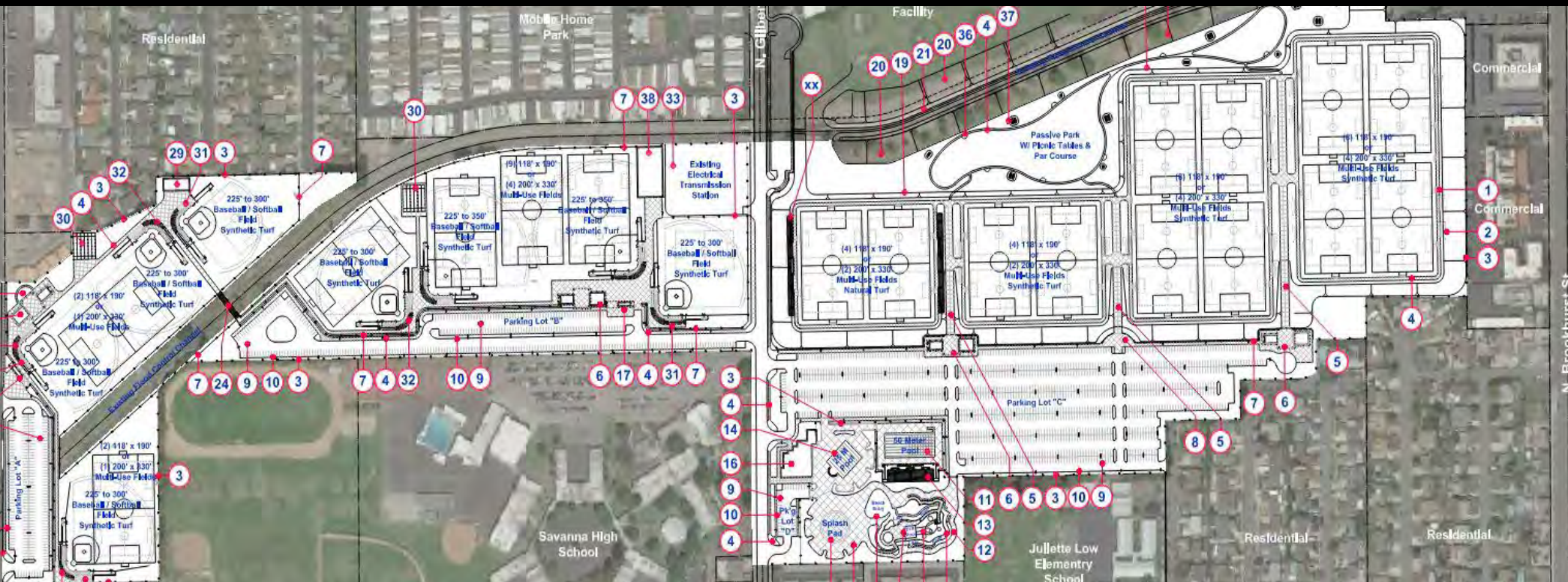


# SPORTS TOURISM MARKET STUDY FOR A NEW OUTDOOR MULTI-SPORT COMPLEX ANAHEIM, CA

Victus Advisors was recently engaged by Sports Anaheim, the sports marketing division of Visit Anaheim, to conduct a market study and land assessment for a proposed new outdoor multi-sport complex to be developed on 157 acres in the City of Anaheim.

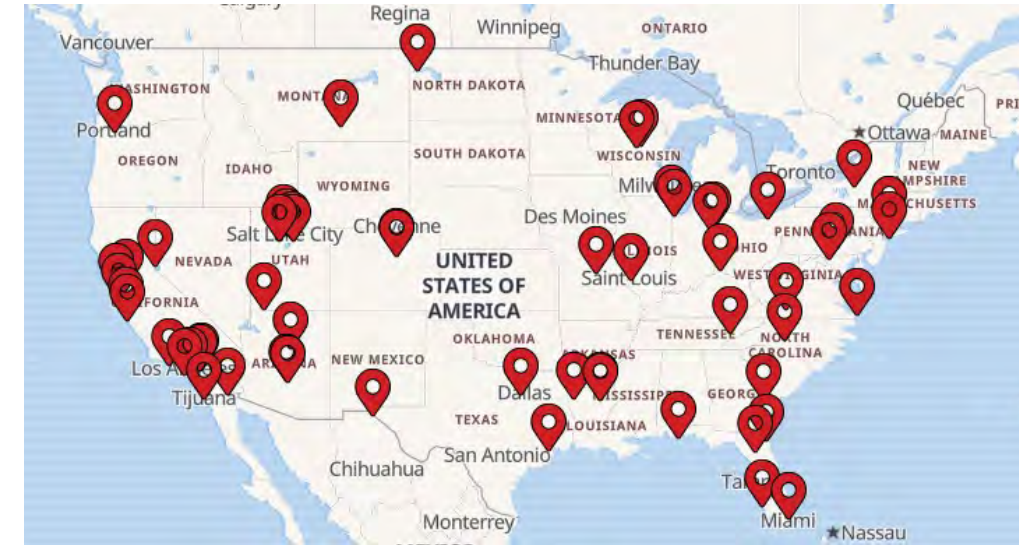
The purpose of the Victus Advisors study was to provide Anaheim's community stakeholders, including Sports Anaheim, Visit Anaheim, the City of Anaheim, and the Anaheim School District, with information to aid in their understanding of the potential costs/benefits of sports complex construction to both increase the sports tourism market and be a benefit to the local community. The market study also provided data that supports the ability to recruit, expand, or develop sporting events based on new facilities.

An initial vision for the complex, as shown below, includes a mix of outdoor rectangular fields and baseball diamonds, as well as other facilities that could include a track and field stadium, and other recreational uses. Victus Advisors' study will identify the market-supportable mix of fields and amenities, as well as identification of usage levels by key user groups, proposed plan (including initial site and engineering analysis) for the 157 acre site, cost analysis of proposed facility construction and ongoing operational expenses, recommended funding options, economic and fiscal impact analysis, and a trends and forecast analysis of Sports Tourism in Unites States.



# VICTUS ADVISORS

In the past 5 years alone, Victus Advisors has completed more than 50 sports market, financial, economic and research studies in 25 states.



Our MEB-led research methods avoid recycled best practices, using primary market research and public engagement to identify unique demand drivers and market opportunities.

Our customized, analytical approach allows us to build unique demand models for each client, with quantified opportunities for both local use and regional national tourism.



**DATA DRIVEN MARKET ANALYSIS & DEMAND PLANNING**



**COMMUNITY ENGAGEMENT & CUSTOMIZED MARKET RESEARCH**



**QUANTIFIED VISITOR IMPACTS & FINANCIAL FEASIBILITY**

# ADDITIONAL STUDIES

SPORTS TOURISM FACILITY EXPANSION STUDY FOR LEE COUNTY SPORTS DEVELOPMENT FORT MYERS, FL

YELLOWSTONE COUNTY INDOOR SPORTS FACILITY FEASIBILITY AND MARKET STUDY BILLINGS, MT

SPORTS FACILITIES FEASIBILITY & MARKET STUDY CUMBERLAND COUNTY, PA

AMATEUR SPORTS FACILITY/MARKET STUDY COLUMBIA, MO

FEASIBILITY STUDY FOR A NEW REGIONAL SPORTS COMPLEX WASHINGTON COUNTY, UT

MARKET, FINANCIAL & ECONOMIC FEASIBILITY STUDY FOR A NEW TOURISM DRIVER FOR VISIT VENTURA COUNTY COAST

AMATEUR SPORTS FACILITY & MARKET STUDY FORT WAYNE, IN

MARKET STUDY & PROGRAM ANALYSIS FOR A PROPOSED PUBLIC-PRIVATE INDOOR SPORTS CENTER EUCLID, OH

OUTDOOR FIELD COMPLEX STUDY SAN BERNARDINO, CA

MARKET & FINANCIAL FEASIBILITY STUDY FOR A NEW INDOOR ARENA & SPORTS CENTER SANTA CRUZ, CA

MARKET DEMAND STUDY FOR AN INDOOR TRACK FACILITY VA

MARKET STUDY FOR A PROPOSED INDOOR SPORTS CENTER PALMER, MA

OUTDOOR SPORTS VENUE FEASIBILITY STUDY ROWAN COUNTY, NC

INDOOR SPORTS COMPLEX FINANCIAL & MARKET STUDY FOR A PUBLIC-PRIVATE HAGERSTOWN, MD



## BEYNON SPORTS: SPORTS SURFACE MANUFACTURER + INSTALLER



Leaders in track & athletic surfacing, Beynon Sports is the trusted choice of the world's most renowned facilities, thrilling fans with record-breaking times. Reputed for unmatched quality, durability and performance, Beynon Sports' specialized, high performance synthetic athletic surfaces are designed for speed, competition, and daily training. Founded in 2001, Beynon Sports has installed over 7500 outdoor and indoor surfaces and four hydraulic banked tracks worldwide.

### John T. Beynon, President, Beynon Sports

- Founder, Beynon Sports in 2001 and Proprietor & Owner of Martin Surfacing (1974-1999)
- Designed, Manufactured and Installed the Majority of NCAA Track and Field Facilities in the US

### Tim Murphy, PE, Director of Civil Construction, Beynon Sports

- More than 30 Years Engineering Experience – Has Designed Over 100 Track and Field Facilities
- Responsible for the Design of Three (3) of the Four (4) Class I IAAF Certified Track Facilities in the US

### Rod Paul, Director of Indoor Operations, Beynon Sports

- Over 35 Years Experience Estimating and Managing High-Profile NCAA Fieldhouse Surfacing Installations
- Managed Indoor Surfacing Installations from 2,000 SF to 110,000 SF Including 2 Permanent Banked Tracks and 3 Hydraulic Tracks

### Mark Mitchell, Weems Engineering

- Over 30 Years Experience Designing and Fabricating Machinery for the Sports Construction Industry
- Designer and Fabricator of Magic Carpet Roll-away Turf Systems and Turf Recycling Machinery
- Designer and Fabricator of Four (4) Hydraulically Banked Indoor Track Machines



### INDOOR INSTALLATIONS

#### PERMANENT BANKED

TEXAS TECH UNIVERSITY LUBBOCK, TX

UNIVERSITY OF IOWA IOWA CITY, IA

IAAF WORLD INDOOR TRACK + FIELD PORTLAND, OR

YALE UNIVERSITY NEW HAVEN, CT

BOSTON UNIVERSITY BOSTON, MA

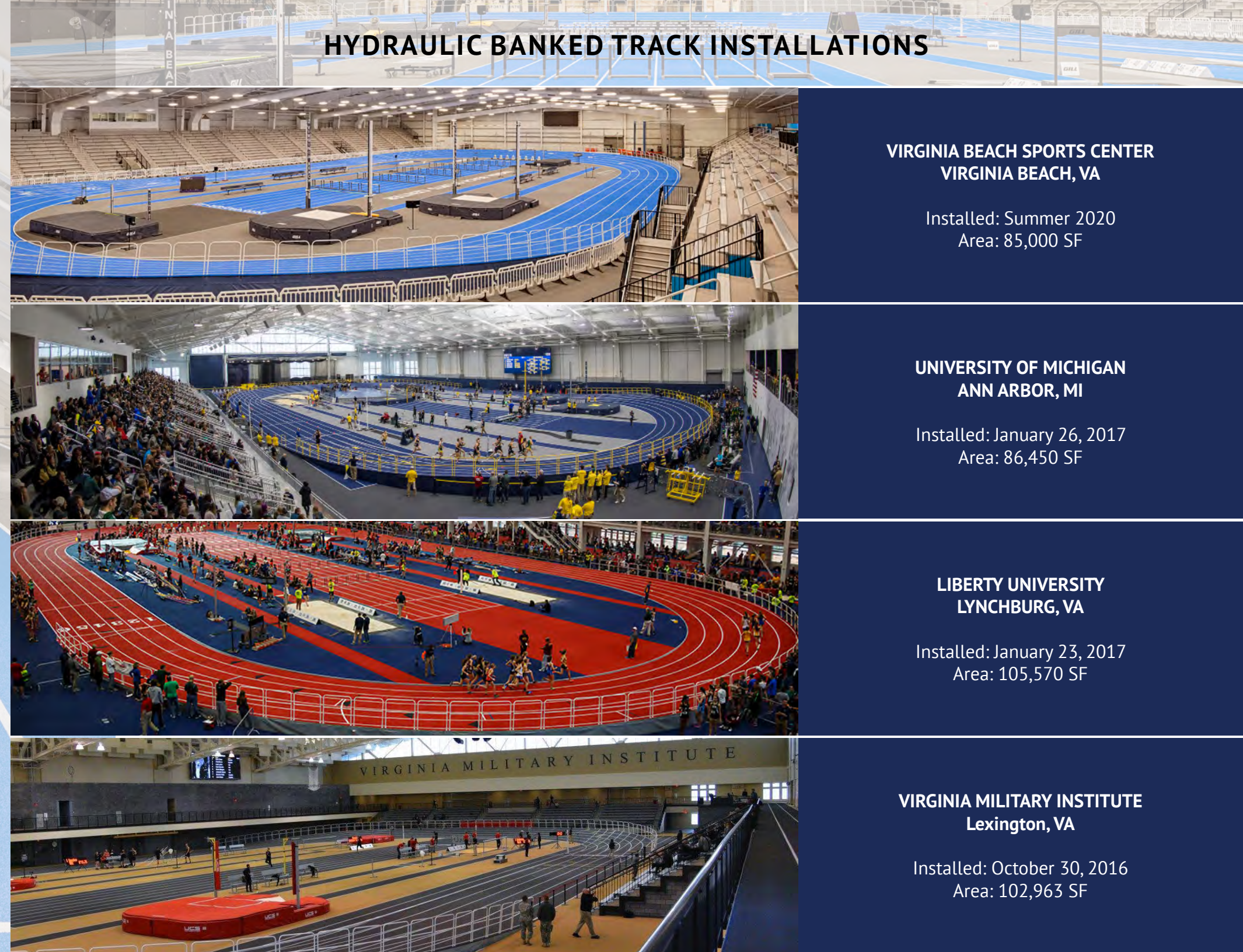
#### HYDRAULIC BANKED

UNIVERSITY OF MICHIGAN ANN ARBOR, MI

LIBERTY UNIVERSITY LYNCHBURG, VA

VIRGINIA MILITARY INSTITUTE LEXINGTON, VA

## HYDRAULIC BANKED TRACK INSTALLATIONS



### VIRGINIA BEACH SPORTS CENTER VIRGINIA BEACH, VA

Installed: Summer 2020  
Area: 85,000 SF

### UNIVERSITY OF MICHIGAN ANN ARBOR, MI

Installed: January 26, 2017  
Area: 86,450 SF

### LIBERTY UNIVERSITY LYNCHBURG, VA

Installed: January 23, 2017  
Area: 105,570 SF

### VIRGINIA MILITARY INSTITUTE Lexington, VA

Installed: October 30, 2016  
Area: 102,963 SF



## 01\_QUALIFICATIONS & EXPERIENCE

### C. CONTACTS

Provide the names, prior experience, addresses, telephone numbers and e-mail addresses of persons within the firm or consortium of firms who will be directly involved in the project or who may be contacted for further information.

To assure a consistent line of communication between Sports and Events Center project team and Prince William County, please direct all questions, comments, and requests to MEB Business Development Manager, Rick Hibbett.

Rick Hibbett E: rhibbett@mebgc.com P: 757-487-5858 M: 757-650-0032 MEB General Contractors, Inc. 2382 Lanier Road, Rockville, VA	Chad Poultney E: cpoultney@clarknexsen.com P: 757-425-5800 M: 757-373-5436 Clark Nexsen, Inc. 4525 Main St, Ste 1400, Virginia Beach, VA
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Bill Vest E: bill.vest@timmons.com P: 703.554.6705 M: 571.236.2403 Timmons Group 20110 Ashbrook Place, Suite 100 Ashburn, VA 20147	Mike Gallups E: mgallups@americansportscenters.com P: 714-917-3602 M: 949-291-5471 American Sports Centers 1500 S. Anaheim Blvd. Suite 110 Anaheim, CA 92805
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Chris Johnson E: cjohnson16@liberty.edu P: 757-513-5229 Phase 5 Phase5performance.com	Brian Connelly E: bconnolly@victusadvisors.com P: 214-422-6248 Victus Advisors 2720 Homestead Rd., Park City, UT 84098
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### D. FINANCIAL STATEMENTS

Provide a current or most recently audited financial statement of the firm or firms and each partner with an equity interest of twenty percent (20%) or greater.

Please see Financial Statements in a separately sealed envelope, provided with the proposal package.

### E. DISQUALIFICATIONS

Identify any persons known to the proposer who would be obligated to disqualify themselves from participation in any transaction arising from or in connection to the project pursuant to the Virginia State and Local Government Conflict of Interests Act, §2.2-3100 et seq. of the Code of Virginia.

Our team does not have any individuals who would be considered for disqualification due to conflicts of interest.

### F. SUFFICIENT WORKERS

Identify the proposed plan for obtaining a sufficient number of qualified workers in all trades or crafts required for the project.

MEB and our partners currently employ full staffs that stand ready to commence work on the design and construction of the Prince William County Sports and Events Center. MEB has in-house project executives, client solutions managers, project managers, superintendents, foremen, project engineers, safety professionals, administrative staff, accounting and field personnel who will be available to perform the work. Our design team including, Clark Nexsen, Timmons, and ICG are fully staffed and prepared to complete the design, many of which completed the design of the Virginia Beach Sports Center. MEB will work with major subcontractors who are not only technically capable of completing the work but are staffed appropriately. Part of our preconstruction services will include subcontractor prequalification, to ensure all subcontractors have the required labor force and skills to complete the work on time and on budget.

ASC has committed John Shields as the General Manager for the proposed sports center. He has spent the last 13 years with ASC, including opening the Avondale facility and serving as the GM for the last nine years. John will partner with the County to perform pre-opening services, including interviewing and hiring facility staff including; operations, food and beverage, maintenance, etc.

### G. DESIGN AND CONSTRUCTION FIRM STATEMENT AND PACKAGE

For each firm or major subcontractor that will perform construction and/or design activities, provide a sworn certification by an authorized representative of the firm attesting to the fact that the firm is not currently debarred or suspended by any federal, state, or local governmental entity.

See Appendix for statements from MEB, Clark Nexsen and Timmons Group.





02

PROJECT  
CHARACTERISTICS

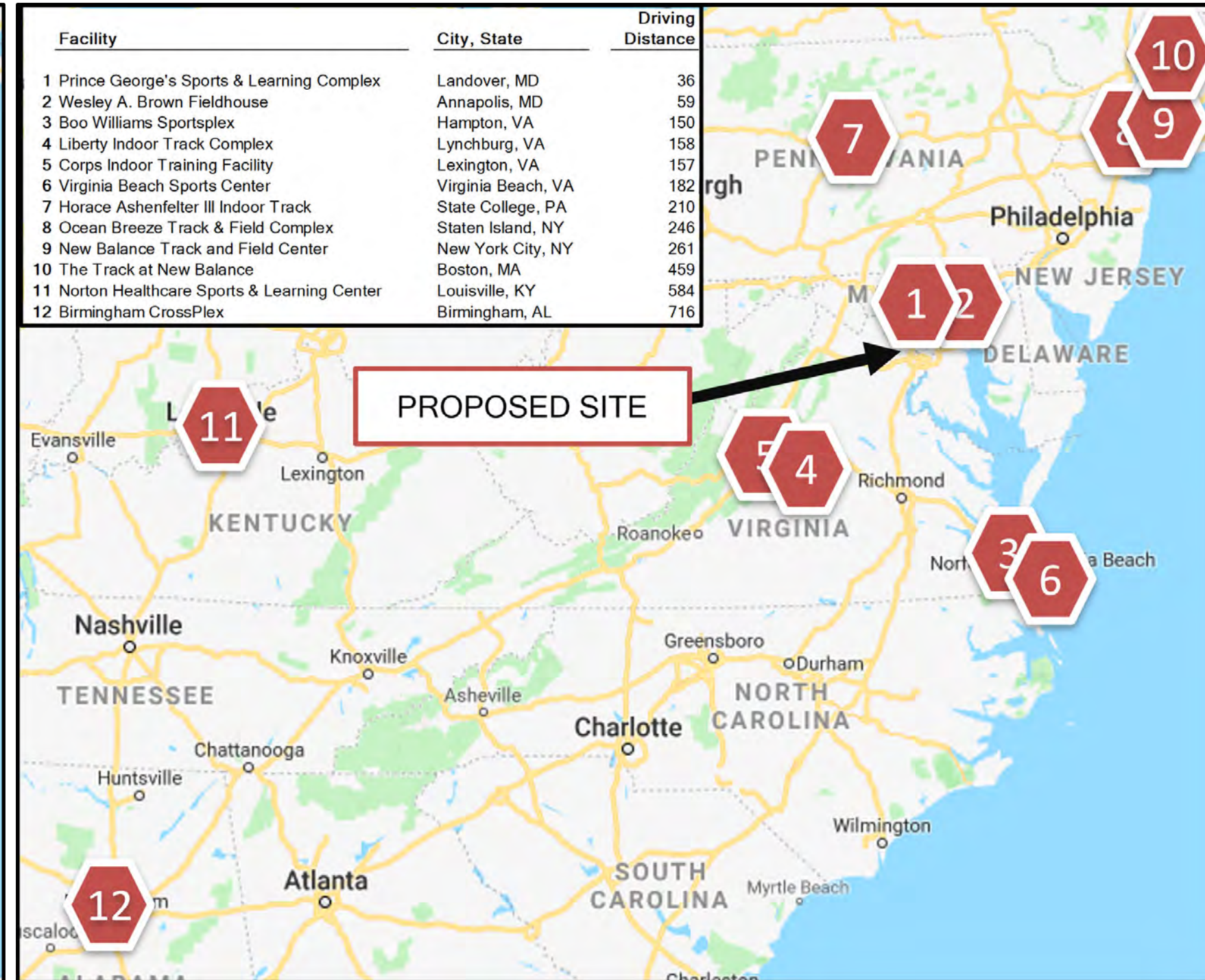
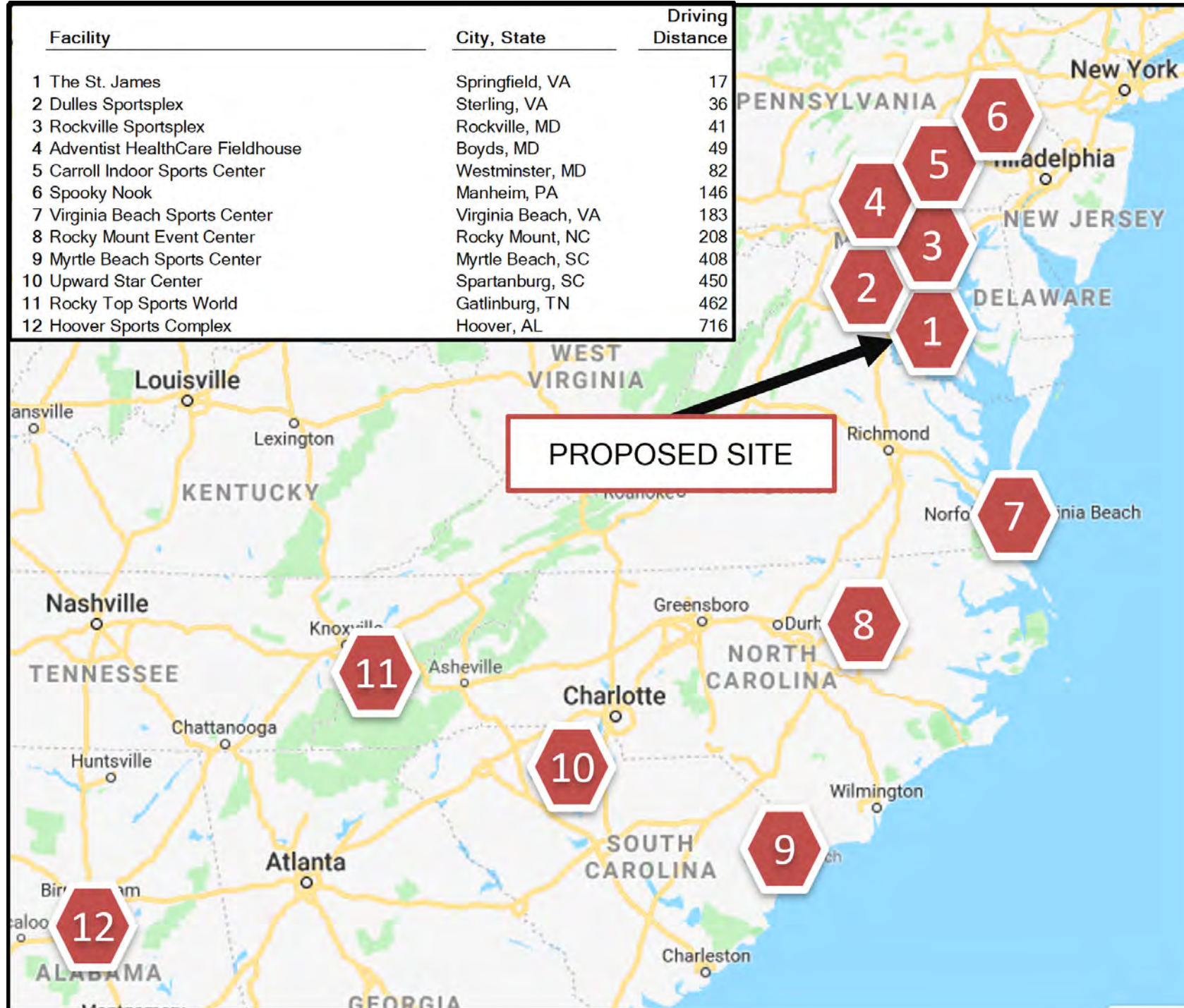




## 02\_ PROJECT CHARACTERISTICS

### Demand for an Indoor Sports Center

Our team's initial research has found significant demand for an indoor sports tourism facility in the Northern Virginia area. There is a lack of adequate facilities for hosting large sports events including hardcourt venue and indoor track and field venues. The following maps provide a graphic to show existing indoor sports facilities in the region. As our research indicates, most of the venues are not able to host large tourism events due to a number of issues including but not limited to; inadequate space, poor layout, lack of open/clear space program area, outdated amenities, lack of support development/amenities, etc. As we have mentioned, our proposed facility is based on current market demands and lack of suitable venues. We are confident that the properly designed indoor sports center in the Northern Virginia area will be a major success for Prince William County, both in terms of economic impact and quality of life improvements for the residents.





PROPRIETARY & CONFIDENTIAL

PROPRIETARY & CONFIDENTIAL



## 02\_ PROJECT CHARACTERISTICS

We analyzed three major components to determine the path for project development; site selection, building program and operations model.

### Site Selection Criteria

#### Site Specifics

- + Site size and configuration
- + Site can accommodate building programming
- + Environmental considerations

#### Site Development & Acquisition

- + Potential acquisition costs
- + Demolition and relocation costs
- + On-and off-site costs

#### Traffic & Parking

- + Access (vehicular and pedestrian)
- + On-site parking
- + Traffic impacts

#### Economic Impact

- + Potential impact to adjacent area
- + Ability to capture sports tourism benefits (e.g. Presence of compatible commercial development - hotel, retail, restaurant, etc.)
- + Future development opportunities

#### Timing Factors

- + Potential for quicker/turnkey project delivery
- + Potential significant delays (legal, environmental, etc.)

#### Building Program Selection Criteria

Determining the appropriate building program should be based on understanding market demand and identifying market-supportable quantities of both courts and support amenities. The following questions should be answered to identify an appropriate building program.

- + Is there demand for local use and parks/recreation for the facility (local demand)?
- + Is there demand for a sports tourism venue (regionally, nationally)?
- + Who will the users be, how often will they use it, and how much will they pay to make the operations viable?
- + How many courts/fields could meet market demand?
- + What support amenities and ancillary development opportunities are there demand for?
- + And ultimately, how can the building be designed to maximize use, minimize costs, and make the building viable over the long-term?

#### Operations Model Selection Criteria

The right operating model for a sports facility should depend on the goals for the facility. Most importantly, is the focus primarily local use, is it primarily for sports tourism and economic impact, or do both local and regional/national usage need to be balanced? In addition, in order to determine whether public, private, or non-profit management options make the most sense, the following questions should also be answered during the planning process:

- + What will the overall daily, weekly, monthly, and annual usage levels be by sport and use?
- + How important is the ability to capture economic impacts and tax impacts?
- + How many regional/national events and out-of-town visitors will the venue need to host?
- + Does the venue need to provide affordable public access and additional opportunities for local recreation?
- + Do the venue operations need to turn a profit, or will public operating subsidies be available?
- + To what degree, and to whom, does the venue need to be externally marketed in order to achieve operating goals?

Our proposal includes our recommendation for site selection, building design, programming, and operating models. We make these recommendations based on industry experience, Prince William market trends and extensive research; however, we are open to discussing all options to ensure the right solution for the County.

## 02\_ PROJECT CHARACTERISTICS

### A. PROJECT DESCRIPTION

*Provide a description of the project, including the conceptual design.*

#### Proposed Site

Our team has selected a proposed site that in our expert opinion would be an ideal location for a large sports and events center. The site was selected based upon the previously outlined data and what would provide the County and its residents the best option for success. Our proposed site meets all the requirements for a successful sports and events center including:

- + Large population of active community residents
- + Proximity to adequate transportation and infrastructure
- + Appropriate acreage and site conditions
- + Proximity to hotels, restaurants, retail and entertainment options
- + Located near tourist attractions

We are confident that the proposed site will provide the County residents access to a first-class sports and events center that will produce significant quality of life improvements for all ages and interests. The venue will provide opportunities for all County residents, in all districts, drawing building users for activities all year around.

#### Sports Tourism and “Tournacations”

The site will help to establish the venue as a leader in the sports tourism industry due to its location near interstates and proximity to Washington D.C. These facilities are most successful when they are located near existing travel destination areas. Travel sports is a \$15B a year industry and requires significant travel and time requirements on families. Due to the required commitment of travel sports, families are now combining tournaments and vacations, desiring to attend sporting events in areas where they can also vacation with their entire family. The Washington D.C. area will be a major draw for event promoters when selecting venues to host their events. The County has several other nearby attractions that will draw facility users in addition to Washington D.C., including but not limited to:





## 02\_ PROJECT CHARACTERISTICS

### Preliminary Site Layout

Our team is researching and assessing several sites in the eastern part of the County, along the I-95 corridor



## 02\_ PROJECT CHARACTERISTICS

### Building Layout and Design

The proposed Prince William County Sports and Events Center has the potential to be a national leader in sports tourism. Our partnership has provided a project design that conforms with current standards for sports and events facilities and would set the venue apart from similar facilities around the country. The unparalleled experience that our team has, provides the County the confidence that we will develop a world-class facility.

The overall design centers around the experience for the athletes, coaches, recruiters, families, event promoters, NGBs, ERHs, and operational needs. Our team has spent years researching, touring and dissecting facilities throughout the country, to establish a set of best practices and lessons learned. The proposed facility design will need to incorporate flexibility and contain unique features that distinguish it from competing venues. The facility must meet minimum requirements and be designed in such a way that maximizes efficiency and building use.

The facility design includes a steel super structure with insulated wall and roof panels. The design provides the facility an aesthetically pleasing design that improves the buildings operations and maintenance and helps create an experience that will bring people back repeatedly. The interior design blends high-quality design with efficiency as to maintain costs. These venues do not support or need high-end finishes; however, we have designed the building in a manner that will be warm and inviting to facility users. Our design is open to discussion and we have value engineering approaches to reducing costs; however, we are committed to making the Prince William County Sports and Events Center a world-class facility.

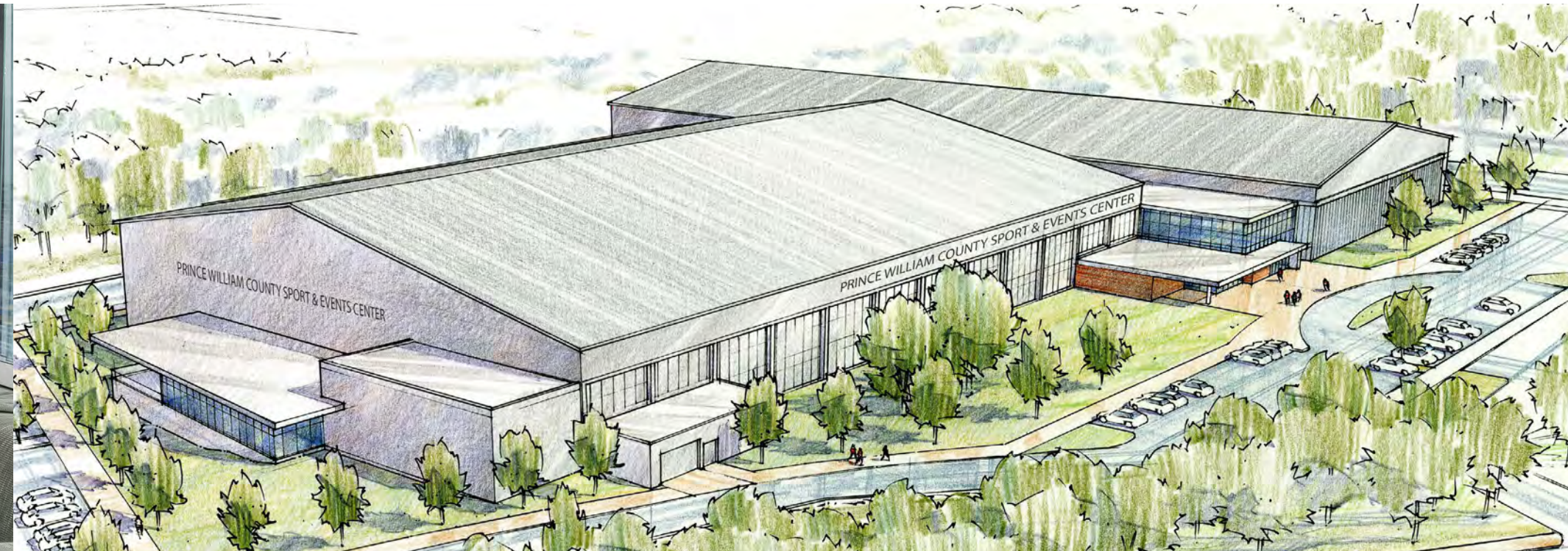
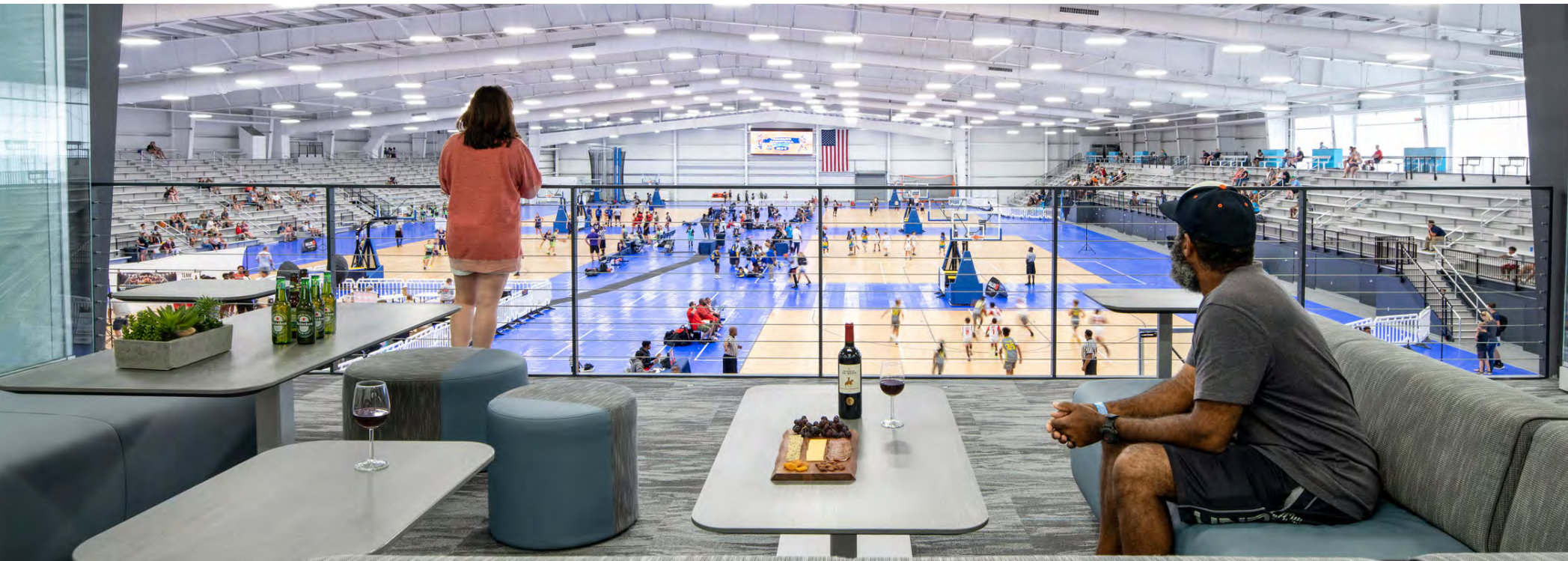
We have provided our conceptual design ideas based on the selection criteria previously discussed and our expertise; however, The Process will provide concrete information to take conceptual plans to reality. On the following pages you will find our conceptual vision for what the Sports and Events Center could be.

## 02\_ PROJECT CHARACTERISTICS

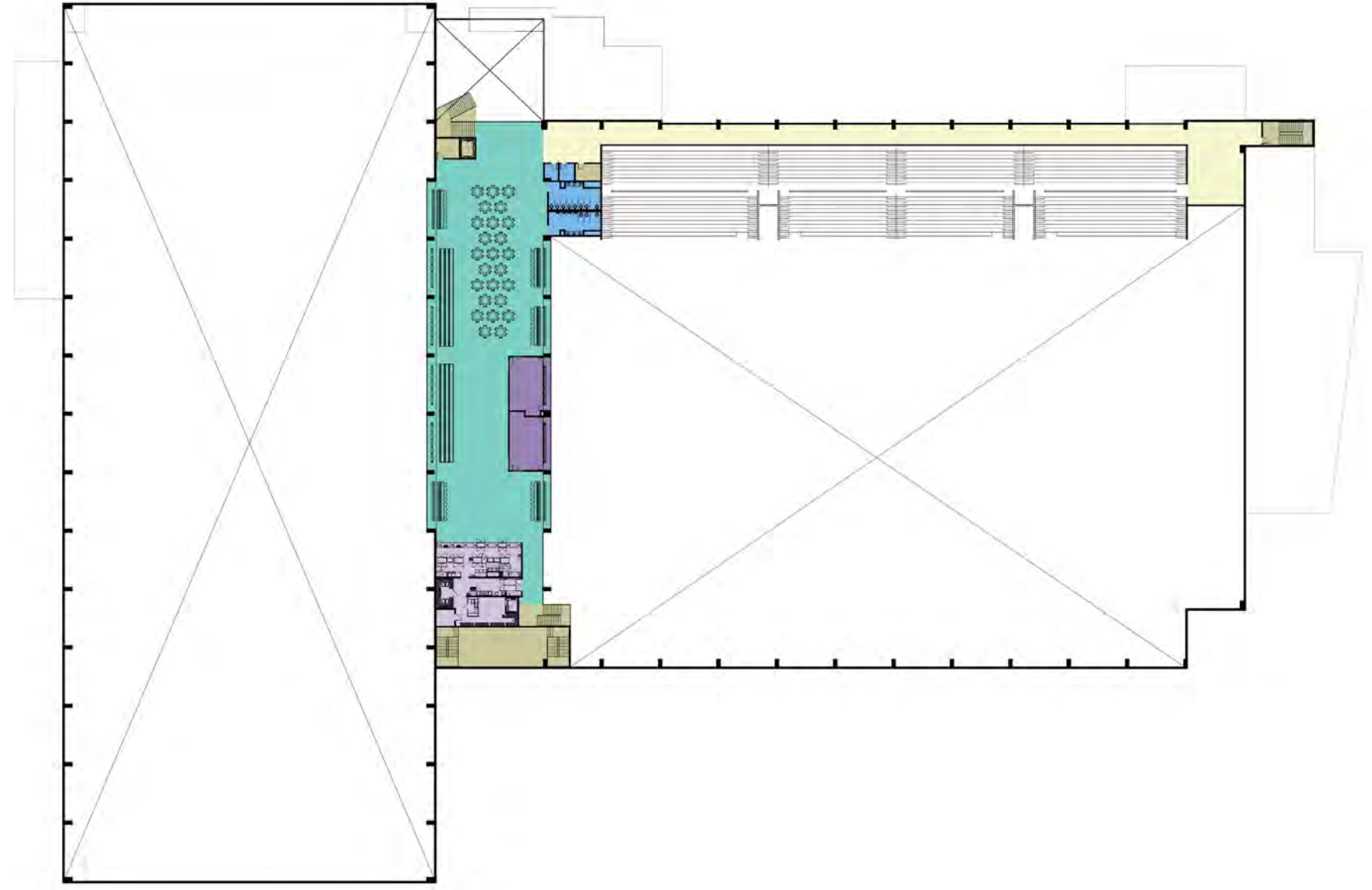
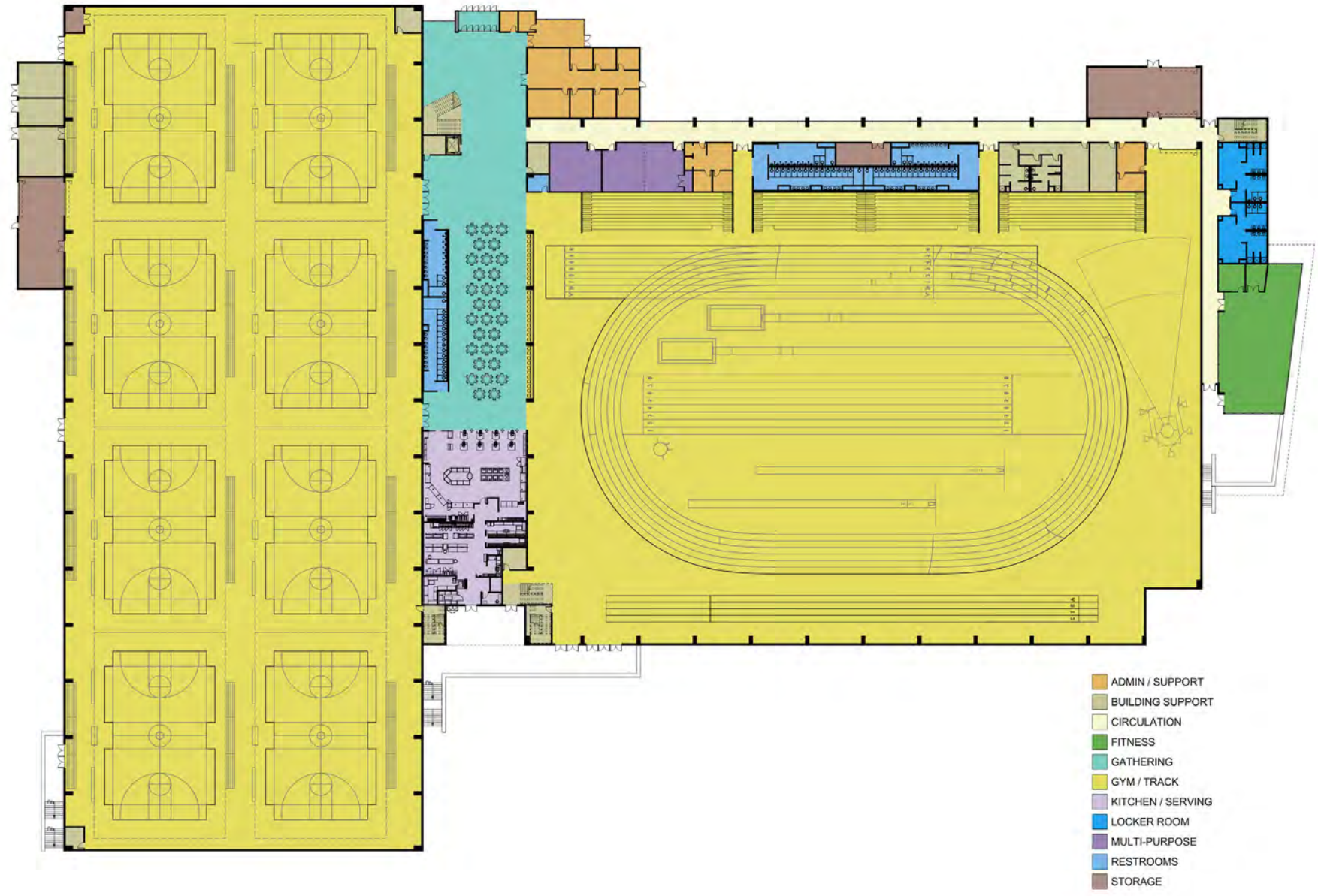
### Proposed Facility Highlights

- + 8 VHSL basketball hardwood courts, convertible to 16 volleyball courts
- + 200-meter, Indoor track and field venue with all appropriate event components
- + Track venue convertible to 6 basketball courts/12 volleyball courts and other sports/events
- + Clear span construction for maximum flexibility
- + 150,000 SF of programmable space
- + Retractable spectator seating
- + Multiple large multi-purpose rooms for meetings, team rooms, etc.
- + Separated referee rooms with separate entrance
- + First-Aid and sports medicine area

- + Lounge space
- + Dedicated team entrance
- + Kitchen and dining areas
- + Combination of elevated and floor seating
- + 3,500 fixed seats in track venue, expandable to 5,000 plus for convocations
- + Fitness and wellness center with locker rooms
- + 245,000 SF
- + The proposed site plan has a maximum parking count of 750. Code will dictate final parking counts; however, with shared parking the County could reduce site costs significantly.









## 02\_ PROJECT CHARACTERISTICS

### A More Detailed Approach & Vision

Our team is known for “thinking outside the box” to create unique facility components that provide betterments and enhancements. The Virginia Beach Sports Center is a perfect example of our ability to recognize a concept that no one had considered but that would bring significant potential. We have approached this project in the same manner, how can we make the PWCSEC better and position the County to improve the quality of life of their community and further their goals in sports tourism.

From our initial team kick-off meeting, we began developing concepts that would enhance the facility. We immediately noticed ways to increase efficiency, reduce under utilized space, create a better user experience, and ultimately create a better facility. We have provided supporting information to our recommendations.

### Indoor Track & Field Area

The inclusion of an indoor track and field venue adds significant value and flexibility to a sports facility. There are a limited number of indoor hydraulically banked tracks in the United States and even fewer that are not on college campuses. Cities and counties that invest in developing these facilities will be members of a select group that can attract thousands of events. Indoor track and field seasons begin in November and ends in March and is filled with hundreds of meets and invitationals. A variety of track and field groups would utilize the venue during the indoor track and field season including high schools, club track programs, colleges and universities, USTAF, AAU and more. This venue with fixed seating would provide additional space for several other events including sports, convocations, expos, and more! The track and field area can be overlaid with courts, mats, stages, and seating that would increase the flexibility of the overall facility. It would allow for large single type events or multiple simultaneous events, for

example a track event and a basketball tournament.

The track would be a 200-meter hydraulically banked system manufactured and installed by Beynon Sports, the leader in similar types of facilities in the United States. This track system will provide the facility the flexibility to function as a high-level track and field venue or be converted to an open, clear space area for any type of event.

### Hardcourt Area

The hardcourt venue will provide 8 basketball courts and 16 volleyball courts. This space will host regional and national sporting events on weekends and local programming during weekdays. It will provide flexible space for a wide variety of sports including wrestling, field hockey, futsal, dodgeball and much more! The clear space area will be suitable for tradeshow, expos and conventions, creating County conference and convention space.

### Court Spacing

Indoor sports centers must have the appropriate spacing between courts to allow for safety and flow of events. Our floor plans provide the correct court sizes and service area between courts. ICG provided all the minimum spacing requirements per regulation and the spacing also creates flexible spaces for a wide array of activities.

### Indoor Turf

Indoor turf will provide the Prince William County Sports and Events Center the distinction of being one of the most unique facilities in the country. It would be the only venue in the nation with an indoor hydraulically banked track, hardcourts and indoor turf. Turf would create a variety of weekday activities for community members such as, soccer, flag football, kickball, lacrosse, and more. Residents of all ages would benefit from indoor turf from toddlers to senior citizens. We have reviewed two types of turf systems that would allow the facility to function more effectively during

the week as a community-based venue while having a quick turnaround for weekend events when needed. The turf would provide opportunities for camps and clinics for turf related sports, creating additional usage for the venue.

Both turf options eliminate the need for additional building square footage because we have created innovative ways to make the facility convertible. See below for the two options.

### *Option 1 - Permanent Infill with Portable Courts – Lower Upfront Cost – Higher Operations Cost*

In this scenario, permanent turf infill would be installed in the hardcourt area that would take up the same space as four basketball courts. The hardcourt area would have four basketball courts with a permanent turf area that provides two indoor soccer fields or half of a football field. This would allow the facility to function as a “field house” during the week and could convert to an 8-court tournament venue on the weekends. The portable courts would be hardwood that comes in 3x3 sections and would be stored in conditioned space. The upfront costs for this system are significantly lower than Option 2; however, it would require storage area for the courts and time to install the courts.

### *Option 2 – Conversion Turf System – Higher Upfront Costs – Lower Operations Cost*

A conversion turf system has been in the market for years, mainly used on college campuses or at large arenas/stadiums. The system has improved dramatically in quality and is manufactured by Beynon Sports Surfacing. The roll-out turf would provide a full football field, convertible to four indoor soccer fields or could be installed over four basketball courts providing two indoor soccer fields. As in Option 1, this system allows the venue to function as a field house during the week and can quickly convert to eight courts. It takes approximately 30 minutes to roll-out the entire football field. This system requires higher upfront costs but drastically reduces the operations costs.

## 02\_ PROJECT CHARACTERISTICS

Either Option would make the Prince William County Sports and Events Center a one-of-a-kind facility, unlike any in the nation. It would make the facility flexible to support nearly every type of sport or activity.

### Food and Beverage Areas

Food and beverage are one of the most important aspects of a sports and events center. Typically, these facilities under design the kitchen/serving areas, rendering them incapable of meeting demand. Venues that do not have adequate food and beverage services often create less desirable facility user experiences and can limit return customers. Food and beverage are one of the largest streams of revenue for an operator and this can greatly impact the operational agreement and pro forma. In our Recommended Floor Plan, we have provided a concessions area that can serve thousands of weekend visitors or normal daily building user, while enhancing the users overall experience and increase the chances of events returning year after year.

### Locker Rooms

Locker rooms are utilized more in recreational centers than indoor sports and events facilities. Typically, local and out-of-town athletes/coaches/referees shower and change at home or at their hotels. Most of the facilities we have toured, use their locker rooms for storage. If the County considers the design of a fitness center, we suggest placing those locker rooms adjacent to the fitness center, where it will be utilized.

### Meeting/Team Rooms

Indoor sports and events centers must be as efficient as possible. “Team rooms” can often affect the efficiency of a facility and create spaces that are underutilized. Our experience operating large indoor sports centers, shows us that small team rooms are rarely used, and often not used for their intended purposes. We recommend a layout that creates flexible, multi-purpose rooms, that allows for a wide-range of activities. These rooms can be used for weekend events and weekday programming. Over designing team rooms can lead to a lot of empty space.

### Fitness and Wellness Center

Our research has shown that the County has interest in creating a center that the community can benefit from and utilize. We stress to our clients the advantages of maximizing the facility schedule by providing community-based activities through league play, community functions and health/wellness. In past conceptual diagrams, the County has expressed interest in a fitness center component. We are confident that a fitness center could be a great addition to this facility to help serve the eastern part of the County where the Dale and Chin Centers have hit capacity. The addition of a fitness and wellness center would provide a first-class facility for community members to use that would include a wide variety of fitness equipment, classes, and activities. It would provide more flexibility to the facility while providing members access to courts, a track, meeting rooms, and turf events. The center would offer activities for toddlers, youth, adults, and seniors. Members could pay a comparable rate to other County recreation facilities and get the benefit of the amenities that come with an indoor sports center. Members would receive discounts on leagues and other facility programs, while improving their wealth and quality of life. Athletes at all levels could benefit from performance training provided by the Phase 5 team who would be a tenant in the facility and help their clients achieve their goals!

A Fitness and Wellness Center would create one of the premier community recreation facilities in the country.

Crew Equipment – Our team envisions including crew training equipment as part of the fitness center to provide amateur and competitive row athletes to train at the indoor sports center.

### Flexible Space

+ Courts could be used for fitness classes, gymnastics, pick-up basketball/volleyball, etc.

+ Indoor track could be used for walking, jogging, training, etc.

+ Meeting rooms could be used for health and wellness classes, fitness classes, etc.

### Aquatics Center

Our team sees demand for additional pool space in the eastern part of the County with Dale and Chin Centers at maximum capacity. We are ready to investigate the addition of a recreational pool as part of the overall project. We believe that a pool would create a truly unique indoor sports center and provide the County residents a full-service recreation center. If incorporated correctly, a 25-meter, 4 lane pool would increase members, programming and facility visitors. We are researching the construction costs, operating costs, and potential revenues to provide the County with data to determine the overall value of adding a pool to this facility. We do anticipate the following benefits:

+ Community amenity

+ Space for water fitness classes

+ Swim lessons

+ Potential revenue streams for operations



## 02\_ PROJECT CHARACTERISTICS

We believe the County could save approximately \$50M in construction costs by combining the proposed Aquatics and Fitness Center with the Sports and Events Center. These amenities could provide significant revenue streams for the operations team, reducing operating risk and potentially generating more revenue for the County through a sharing agreement. We anticipate higher maintenance costs associated with the pool; however, negotiations with the County could resolve any effects on the operations bottom line. The inclusion of a fitness and wellness center would create a truly one-of-a-kind community recreation facility.

### B. WORK TO BE PERFORMED BY COUNTY

Identify and fully describe any work to be performed by the County or any other public entity.

The County would provide review and consideration of the proposal, negotiations of the Interim and Comprehensive Agreements, and all required design and permitting reviews. Our experience has shown that the more engaged the County is at all levels/departments, the more successful the project will be. We would encourage the County to provide representatives from all appropriate departments throughout the design phase as to streamline the process and create an atmosphere of collaboration and teamwork. We envision the County providing appropriate financial support/incentives dependent upon the agreed upon financing model.

### C. PERMITS

Include a list of all federal, state, and County permits and approvals required for the project and a schedule for obtaining such permits and approvals.

The permitting for the proposed project will follow a traditional permitting process for the site and the building permits. As engineering professionals, we are challenged with meeting human needs for natural resources,

transportation, shelter, and effective waste management while conserving and protecting environmental quality and natural resources that will be needed for future generations. Our team is dedicated to these tasks, and our good working relationship with Prince William County allows us to work together to accomplish this. Utilizing our team's experience with both small and large scale projects throughout the Commonwealth of Virginia, we bring the knowledge and expertise that is needed to successfully submit for and obtain permits for this project.

### Stormwater

Our team also provides a deep understanding of the Virginia Stormwater Management Program (VSMP) permitting and stormwater management requirements. Our team has committed numerous in-house resources in forming a committee that is solely dedicated to fully understanding stormwater regulations and how they affect projects of all types. We apply our advanced knowledge of stormwater regulations and implementing the runoff reduction methodology on our projects. Once the stormwater management requirements have been identified, our team develops the most straight forward approach to address stormwater management and identify the most appropriate Best Management Practices (BMPs) for the project including the use of innovative BMPs or manufactured BMPs where appropriate. If required, a Stormwater Pollution Prevention Plan (SWPPP) will be prepared in accordance with current regulations.

### Specific Permits

- + Wetlands determination – The site has an existing RPA area that will have minimum impacts on project
- + Site plans review, approval, and permit
- + Potential early disturbance permit
- + SWPPP
- + Land disturbance permit

- + Potential early foundation permit
- + Building plans review, approval, and permit
- + Rezoning of an adjoining parcel

Timing for the permits can be found in our preliminary schedule.

### D. ADVERSE IMPACTS

Identify any anticipated adverse social, economic, environmental, and transportation impacts of the project measured against the County's comprehensive plan, and applicable County ordinances, design and construction standards, and policies.

We do not anticipate any adverse impacts of this project in the referenced groups except for potential traffic disruptions in the area surrounding the site. With the potential of hosting large events, drawing in thousands of visitors, the facility will generate significant amounts of traffic; however, the County has included transportation improvements in the area where the potential site is located. These improvements would greatly alleviate potential traffic issues. Our team would work with the County to plan for all future traffic improvements to ensure the facility is compatible with the comprehensive plan.

### E. POSITIVE IMPACTS

Identify the projected positive social, economic, environmental and transportation impacts of the project measured against the County's comprehensive land use plan and applicable County ordinances, design and construction standards, and policies.

### Social Impacts

The proposed Sports and Events Center will have significant positive impacts for the community and its residents. The venue will become a full-service health, wellness and activities center for the community to use and benefit from. The venue will create the following positive impacts:

## 02\_ PROJECT CHARACTERISTICS

- + Recreational opportunities for adults and youth
- + Community center for civic and County groups
- + Fitness and wellness programs to improve quality of life
- + Venue to host County convocations and graduations
- + First-class facility for County high-schools usage

### Economic Impacts

The venue will have several positive impacts for the County economy and local business community. As outlined in our Market Demand Study, the project will generate significant economic impact, County tax revenues, and exposure of Prince William. These projections can be found in Tab 4.

Our team will save the County millions of dollars by streamlining the design-build process and reducing the overall construction time line. A reduced time line would save in construction cost increases that could be significant over a 12-month period and it would open the facility sooner generating tax revenues sooner than later.

Operating expenses would be reduced and possibly eliminated for the County by utilizing our private management firm. Our operator will provide the County the best opportunity at recovering operating expenses, thereby saving the County significant money over at 30-year period.

Additional information can be found in Tabs 3 and 4 of our proposal.

### Transportation

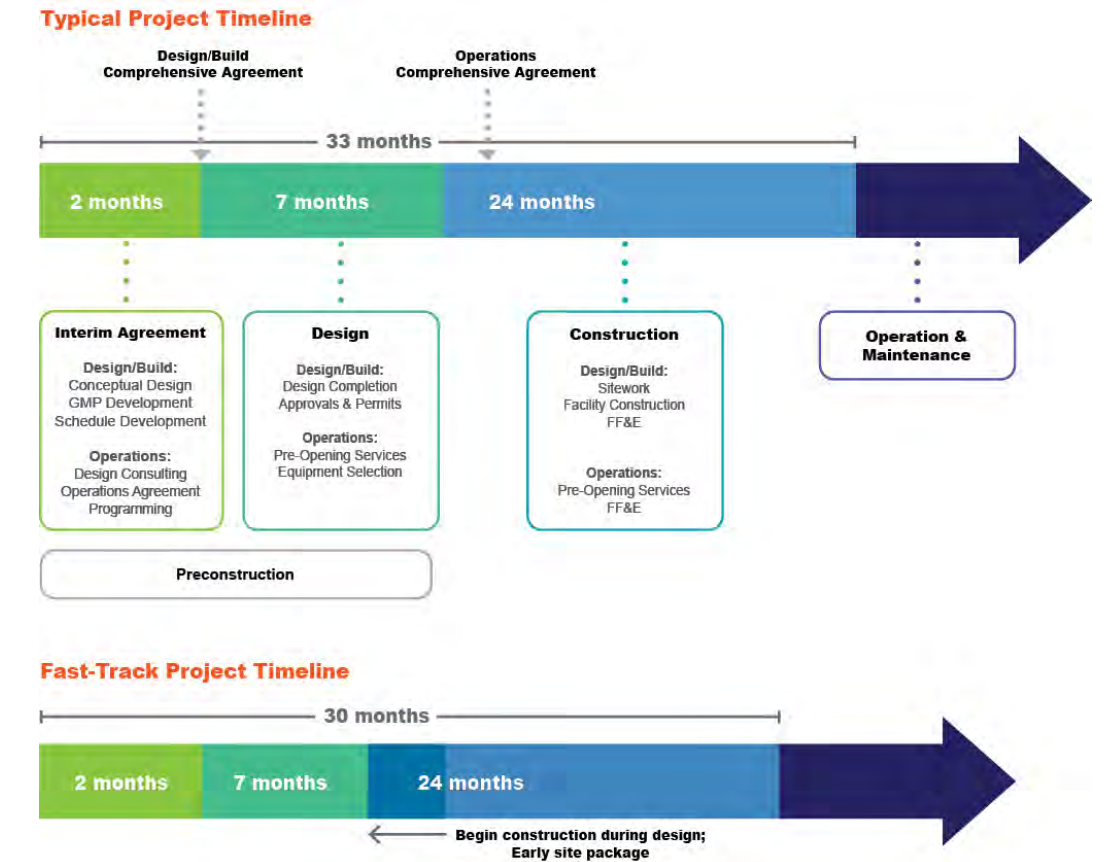
We do not envision the project having positive impacts on transportation in the County, but we are confident that all potential negative impacts could be mitigated creating a net neutral impact on transportation.

Overall, we are confident that the project will have significantly more positive impacts than negative impacts to the County as measured against the Comprehensive Land Use Plan and applicable County Ordinances, design and construction standards, and policies.

### F. PROPOSED SCHEDULE

Identify the proposed schedule for the work on the project, including sufficient time for the County's review, any State department or agency review, and the estimated time for completion.

We have provided a schedule graphic depicting a typical project time line of 33 months and a fast-track project time line that would reduce the schedule by at least three months. A conceptual schedule can be found in the appendix. If the county was to procure the project through the traditional design-bid-build method, it would approximately 44 months to design and construct. The PPEA Design/Build process will shorten the project duration by at least 12 months.





## 02\_ PROJECT CHARACTERISTICS

### G. RISK FACTORS

*Propose allocation of risk and liability, and assurances for timely completion of the project.*

Our development team will bear the risks of delays for design and construction once the final schedule is agreed upon and accepted by all stakeholders. The County can assist the team during the proposal process and Interim Agreement by providing timely review and collaboration and thereby reducing overall project duration. Once the Comprehensive Agreement is signed, MEB will be responsible for the timely completion of the project in the agreed upon duration as set forth in the approved schedule.

### H. OWNERSHIP OF PROJECT

*Clearly state all assumptions related to ownership, legal liability, law enforcement, and operation of the project, and the existence of any restrictions of the County's use of the project.*

#### Ownership & Legal Liability

These types of facilities require the right financial and operational strategies to guarantee long-term success. Several privately-owned sports/event centers have failed due to the challenges of generating revenue when competing against publicly owned facilities who are more concerned with economic impact than revenue generation. Our case studies have proven that the best opportunity for success, requires significant investment from the local municipalities and a partnership with a private operator. Our team proposes that the Prince William County Sports and Events Center will be owned by the County, providing more control for building design, programming and scheduling. If the County elects to build the facility on county property, this would provide 100% control. Privately controlled venues will often lead to municipalities losing opportunities to host events because those events may not generate enough facility revenue for debt service.

Our team is prepared to partner with a non-profit financing group that would finance the project 100%, including research, design, build, operate, and maintenance. If the County elected to pursue this option, financing could be in place within 60 days and a ground lease contract would be developed allowing the County to lease back the facility and have 100% ownership after the agreed upon period. During the lease period, the County would maintain 100% control of the facility schedule for desired events. This method would eliminate the need of acquiring County owned bonds to fund the venue but would still provide control and eventually ownership. In either scenario, the facility and the operator will work for the County and not the bottom dollar, which allows the facility to function in a manner that is best for Prince William. Economic impact and quality of life improvements are the main goals of the County and those goals should not be overruled by private sector demands.

Operations should also focus on the County needs first, especially if the facility is financed by public funds. Operating agreements should be developed in a manner that will incentivise operators to work for the public and not serve self-interests. ASC has experience operating

private and public facilities, while partnering with local municipalities to accommodate their needs and desires. To learn more about the operations plan, see Tab 3.

#### Sports & Events Center Operations

We proposed that ASC will be responsible for all sports center operations including; event programming, food and beverage, day-to-day operations, maintenance, fitness and wellness, recreational activities (in coordination with Parks and Recreations), and venue marketing. We propose the City enter into a qualified operating agreement like existing ASC agreements. The team will work closely with the County Parks and Recreation Department and Visit Prince William to:

- + Operate a Class-A community wellness center
- + Provide the County a controlled booking policy, that meets their needs and desires
- + Ensure this is a "City First" facility
- + Set pricing strategy
- + Create county owned, operated and branded events
- + Develop weekly programming opportunities
- + Assist the County with parking

### I. PHASED OPENINGS

*Provide information relative to any phased opening(s) of the proposed project.*

As proposed, the Sports and Events Center will be opened and fully operational at the completion of construction without phased openings. However, if the County elected to include one or all our proposed options, our design provides the County the opportunity to phase the project. This would allow the main venue to be constructed and opened, while providing additional segments to be financed and constructed later.

### J. ASSUMPTIONS

*List any other assumptions(s) relied on for the project to be successful.*

Our assumptions can be found in Tab 3.

### K. CONTINGENCIES

*List any contingency(ies) that must occur for the project to be successful.*

The following contingencies are vital to the success of the project:

- + Appropriate site selection
- + Adequate funding sources
- + Appropriate operating model





03

**PROJECT FINANCING  
& OPERATIONS**







# CHANGING THE GAME

I know with selecting MEB you will not just get a team that knows how to build a great facility, you are getting an operator that understands sports tourism whom will work at any length to make sure the city is successful.

ROY EDMONDSON, VP SPORTS DEVELOPMENT  
SPORTS ANAHEIM, CA

## 03\_ PROJECT FINANCING & OPERATIONS

MEB and our partners are prepared to complete the Sports Center and Events project with several financing options. Those options include public financing, private financing through investors, and a true private/public partnership. This section will address the estimated cost of construction, the development, financing and operation plan, assumptions, risk management and other financing components.

### A. PRELIMINARY COST ESTIMATE

*Provide a preliminary estimate and estimating methodology*

The cost is based upon balancing the proposed site. We would like to study designing the building at differing elevations, which may result in significant site work savings.

\*Site costs and estimates will need to be revised following site investigations, soil borings, and surveys during the Interim Agreement.

\*Costs are based on current market trends and are subject to change based upon scope changes and timing. Estimating for this project has been completed at the conceptual level; however, our estimates are based on current market trends, recent and relevant experience with sports/events facilities, specialized experts in sport/event venues, and over 35 years of construction management experience.

Ultimately, the cost of the project will be broken down in manner that is determined through negotiations with the County. Our suggestion is that we develop cost of work in the following manner, phases and segments:

**Design-Build Interim Agreement** – Our team will work with the County/Stakeholders to develop the design of the facility and provide regular cost estimates. As part of the Interim Agreement, our team will provide a GMP (Guaranteed Maximum Price) through pre-construction services.

**Operations Interim Agreement** – Acting under a separate interim agreement, our operations team will work with the County to develop an Operating/Management Agreement. During the IA, the team will provide pro formas, projections, revenues, and operating expenses that will assist the partnership in establishing the right operating model to ensure the long-term success of the venue.

### B. DEVELOPMENT, FINANCING, AND OPERATION

*Submit a plan for the development, financing, and operation of the project showing the anticipated schedule on which funds will be required.*

#### Ownership / Funding / Operations

Sports facilities can be owned, funded, and operated in number of formats, which often depends on size of the facility, location, goals and demands, and more. We have provided the following graphic to illustrate the varying models. In addition, we have provided a chart depicting how recent development of venues have been structured. Smaller indoor field houses can and should be financed and operated privately; however, larger sports tourism/hybrid facilities require public/private partnerships.

Item	Description	Total
1	BUILDING DESIGN/CONSTRUCTION BREAKDOWN	
1a	Building Design/Construction	\$57,910,000
1b	Div 11 - Athletic Equipment	\$1,083,000
1c	Div 11 - Bleachers	\$1,787,000
1d	Div 11 - Hydraulic Track	\$5,451,000
1e	Div 11 - Kitchen Equipment Allowance	\$800,000
	Subtotal Building Design/Construction	\$67,031,000
2	SITE DESIGN/CONSTRUCTION ALLOWANCE BREAKDOWN	
2a	Earthwork - Including Site and Building Demolition	\$5,348,000
2b	Site Utilities	\$3,199,000
2c	Asphalt Paving/Site Concrete	\$3,135,000
2d	Landscaping/Irrigation/Site Misc.	\$313,000
2e	Site Lighting	\$579,000
	Subtotal Site Design/Construction Allowance	\$12,574,000
	<b>Total Building and Site Design/Construction</b>	<b>\$79,605,000</b>
3	POTENTIAL ADD ALTERNATES	
3a	Fitness Center (6,500 SF)	\$2,094,000
3b	Retractable Turf and Field at Basketball Courts (Entire 8 Courts)	\$7,693,000
3c	Permanent Turf Fields with Portable Courts (Approx. 40,000 SF)	\$1,309,000
3d	Indoor Pool (Building 10,000 SF and Pool 4,400 SF)	\$4,789,000
	<b>Total of Highlighted Items Above (Includes Building, Site Allowance, Fitness Center Alternate, Retractable Turf Field Alternate, and Indoor Pool Alternate)</b>	<b>\$94,181,000</b>
	<b>Description</b>	<b>Total</b>
1	Interim Agreement Budget Pricing Breakout	\$2,905,582

\*Includes 35% design documents, 75% site design documents, pre-construction services, geotechnical studies, and site investigations.  
\*The interim agreement pricing is included in the total amount above, our team wanted to provide a separate breakout as a reference for the County. These costs would be deducted from the overall budget.

#### Notes

The proposed project is our team's vision and we are excited to partner with the appropriate stakeholders to determine the final needs of PWC and what this facility should be, prices and designs should change to meet the needs of PWC

- Structured Parking Costs - Approximately \$36,000 per space (if required)
- Our team sees opportunities to utilize County owned commuter parking decks/lots and shuttles to support large weekend events, providing additional parking revenue
- Land costs have not been factored into the about cost estimates; however, our team welcomes the opportunity to discuss various options
- We strongly recommend discussing partnership opportunities with Prince William County Prince William County Public Schools through capital investments or annual lease payments for facility usage (practices, meets, games, convocations, graduations, etc.)
- ASC would like to discuss athletic equipment funding through private investments, helping reduce costs for the County
- Our team anticipates other opportunities for private investment and development, including direct facility costs and ancillary development projects



PROPRIETARY & CONFIDENTIAL

PROPRIETARY & CONFIDENTIAL





### 03\_ PROJECT FINANCING & OPERATIONS



**Case Study #1: Boo Williams Sportsplex**

The Boo Williams Complex in Hampton Virginia was developed in 2008 by Boo Williams, a former professional athlete and a leader in AAU basketball. The facility included eight basketball courts and a 200-meter, indoor flat track. The facility was divided into two areas; four hard courts and a track with four hard courts inside the track. This venue has been a popular athletic spot for 10 years but has struggled over the years because of design/programming flaws. The facility has had a difficult time competing with new, larger facilities that have been developed by municipalities and who offer those venues at reduced rates or no cost. Last year Boo Williams sold the Sportsplex to the City of Hampton after not being able to pay the debt service. Hampton now has control of an indoor sports center; however, it has major challenges that may force the City to spend millions in redesign to meet current standards and be able to compete in today's marketplace.



**Case Study #2: Lakepoint Sporting Community**

Opened in 2013, this complex was designed to be a premier outdoor baseball and soccer venue to host large travel sporting events. The outdoor complex was 100% privately owned, funded and operated through equity and financing. The complex was designed to the highest standards using the top-of-the-line materials. Cartersville is a rural community with little existing support development like hotels, restaurants, and retail. The master plan included hotels, restaurants, shops, and medical offices which would be developed because of the sports complex. The private group developed hotels, a gas station, and a few retail shops. Unfortunately, the outdoor complex filed for bankruptcy. The outdoor complex has found it difficult to compete with complexes across the country that are owned by cities that provide free venues. Lakepoint has now restructured and is out of the bankruptcy stage; however, it has required major investment from the County and new investors. In 2016, Bartow County provided the funds to build a 12-court indoor sports center at Lakepoint. The County contracted with Lakepoint to be a 3rd party operator; however, they retained 100% ownership and control of the venue. The Lakepoint Champions Center has had a successful start and is not part of the bankruptcy. However, because the facility is in a remote part of Georgia, event promoters will often select other venues that have more adjacent support amenities.



**Case Study #3: River City Sportsplex**

This privately financed outdoor complex had grand visions but did not go through the process to determine the right model. Originally Sportsquest, this outdoor facility had plans to be one of the largest sports complexes in the nation. The venue planned for outdoor fields, indoor facilities, training and fitness centers. It didn't take long before the project hit major financial issues. Two private groups failed to make the complex successful, finally selling it to Chesterfield County. The renamed River City Sportsplex is now a booming sports tourism facility with 12 outdoor fields, generating millions in economic impact.

*There are several examples of municipality owned facilities that are succeeding at generating economic impact through sports tourism while improving community wellness. By partnering with experienced operators, cities can develop first-class athletic facilities that will benefit the community. We see a model that includes Prince William County funding and controlling the PWC Sports and Events Center, while partnering with a 3rd party operator as the best scenario for achieving the County goals. The process will provide a more detailed analysis to determine the right financial model.*





### 03\_ PROJECT FINANCING & OPERATIONS

#### OPERATIONS AND MANAGEMENT

Operational agreements can vary as well, but the most successful comes from a clear and concise partnership that allows a 3rd party operator to run the day to day operations, based upon a schedule that gives first rights to the County for scheduling. Depending on ownership of the facility, a lease agreement can be established with potential for revenue sharing if the facility can operate on a revenue generating basis. With weekend events, weekly programming, food and beverage, and memberships, this facility has the potential to establish a significant revenue stream, which would benefit the City in a shared agreement and allow them to have a profit generating facility. Our team has experience in each of these scenarios and is open to discussing the pros and cons of each. Financing and operating success relies on all parties being open minded and seeking the best possible outcome for all involved. These facilities tend to be the most successful when completed through public/private partnership.

#### Operating Models Summary

**County Operations** – The County would hire staff to operate and maintain the facility. Typically, publicly operated venues do not recover operating costs, so this option could present significant risk to the County. However, the County eliminates the cost of a management fee.

**Management Fee** – Operator is paid a management fee and the county would be responsible for operating expenses. This model is the highest risk for the County in terms of a 3rd party operator. Operation models that do not put any risk on the operator provide very little incentive to the operations team to maximize the facility efficiency.

**Management Fee with Operator Risk** – Operator is paid a management fee and is responsible for covering operating costs. This model would distribute risk to both the operator and the County.

**Operator At-Risk** – Operator is responsible for covering operating costs and generating revenue/profit. This model would eliminate operating cost risk for the County, requiring the operator to cover standard operating costs. In this scenario, ASC would negotiate a gross revenue sharing agreement. Our team recommends the Operator At-Risk model. This model would incentivize the operator to create full calendars with robust programming, creating a win-win for all parties involved.

#### Venue Selling, Marketing, and Booking

*The most critical component of operating an indoor sports tourism facility is the selling, marketing, and booking efforts. Building out a full calendar is critical to the success of the venue. Our team is prepared to work with the County to develop a top-notch sales team that will be solely dedicated to selling, marketing, and booking the center. Victus and ASC have decades of experience booking events and are intimately connected to all the major players in the sports*

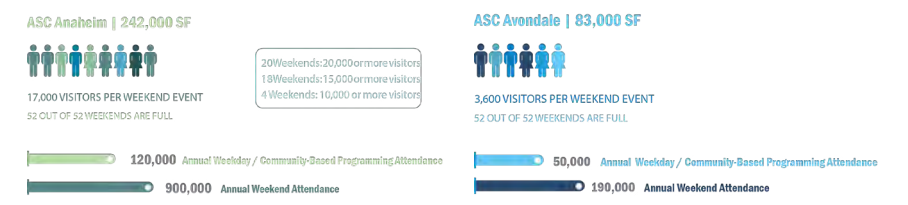
*tourism industry. Our team would develop a sales force that would work during the design and construction phase to create a full calendar of events before the doors open. Depending on the desires of the County, Victus and ASC could continue serving as the booking agency or they could create a bridge between 3rd party sales and County staff sales team that would manage the major event calendar. We are confident that the County own, operate, and sale the venue.*

#### Operator Experience (prior to the impacts of COVID-19)

ASC's unique experience of owning and operating a large travel destination indoor sports center in Anaheim, CA (242,000 square feet) and operating a regional public private partnership facility in Avondale, AZ (83,000 square feet), allows ASC to bring a strong understanding of the County's goals in developing the proposed sports facility.

In Anaheim, ASC works closely with Sports Anaheim, the sports tourism arm of Visit Anaheim, in attracting existing events rights holders, organizations, and National Governing Bodies (NGBs) to the city and creating sports events when the need exists. As a result, ASC has a seat on the newly formed sports commission. In addition, ASC has worked closely over the last 12 years with Disney Sports as it developed its sports tourism events to drive more traffic to Disneyland. The experience of working alongside Disney has been invaluable to understand the importance and manner of "over delivering" the family experience and capitalizing on the advantages of a destination city. ASC Anaheim is one of the most popular sports facilities in the nation, attracting over 900,000 annual weekend visitors and 120,000 annual weekday visitors, while booking 52 out of 52 weekends and an average attendance of over 17,000 visitors per weekend. Anaheim hosts thousands of weekday activities including; basketball, volleyball, pickleball, dodgeball, community events, fitness and performance, and much more. These activities attract residents of all ages and interests.

The public private partnership development of ASC and the city of Avondale, AZ (adjacent to Phoenix and Glendale) is finishing its tenth year and has surpassed the city's financial expectations. ASC Avondale functions was designed primarily for local programming but due to Mike Gallups' connections, the facility hosts dozens of large volleyball, basketball, and mat sports events. The facility hosts several different types of events including; basketball, volleyball, cheer, dance, gymnastics, martial arts, indoor soccer, and futsal. ASC Avondale created and runs in-house leagues, meets, events and programming, while providing lease opportunities to 3rd-party groups. The venue hosts over 50,000 annual weekday visitors and close to 200,000 annual weekend visitors, far surpassing its competitors in the small venue industry.





## 03\_ PROJECT FINANCING & OPERATIONS

### Vision and Business Model

ASC is a strong believer in following a careful and focused process in the development of a sports center. As the largest and most successful sports facility in the Western United States, ASC is constantly contacted by individuals and government entities for advice on how to develop a sports center. ASC's message is always the same, "Follow the process." The process will guide the appropriate successful development of a sports center in those communities that can truly support the endeavor. ASC envisions the proposed facility as a hybrid venue that Monday through Thursday serves the local community and Friday through Sunday focuses on large scale events that generate Sports Tourism while providing opportunity and benefits to County residents and businesses.

Comparable Weekly Programming Facility:

**Virginia Beach Field House** – This facility is a glorified recreation center, that predominately functions on weekly programming. It only has four basketball courts and its operation firm is not experienced in operating regional events, which limits its ability to host tournaments.

Comparable Tournament & Weekend Facility

**Myrtle Beach Sports Center** – This facility is a tournament and event center that does not allow public use during the week. The center remains empty for most of its operational time. This is the model of the large operators, who typically are not incentivized to maximize the use of the facility.

Our proposal for a hybrid model would be the best of both operational methods. It would focus on the County's desire to attract sports tourism with weekend tournaments and events, while providing athletic and fitness activities for the community. This model, coupled with ASC's experience of selling a desirable family destination and an "over the top" experience, should prove to be quite successful. We are the only team that has the operational staff that understands both the wholesale and retail model and is prepared to create a specific model that fits the needs of the County and the community. ASC is committed to working with local agencies to ensure community recreation needs are addressed and at the same time attracting travel events to provide economic benefit. We have begun and will continue building relationships with many local groups. These groups included but are not limited to the following:



### Competing Venues

We are confident that the PWCSEC can be one of the premier indoor sports centers in the nation. It would be in elite company as one of the few dedicated sports facilities with 8 basketball / 16 volleyball courts, an indoor track and field venue, and perhaps close to 200,000 SF of programmable space in the Mid-Atlantic and Southeast regions. The ability to be a tournament and event center coupled with the ability to provide the appropriate weekday programming will make the PWC facility a special place.

It would be ASC's intention to make the Prince William County facility ASC's its East Coast flagship facility. With no other East Coast facilities, ASC can pledge to drive its sports organizations contacts to Prince William County. Operators with multiple East Coast facilities may be conflicted on which of their locations to house premier events. It would be ASC's intention to not operate a competing facility within a competitive range, ensuring that all appropriate events are pushed to the PWC facility. An operator that is managing a competitive facility might have challenges in providing the appropriate attention needed to make PWCSEC successful. Sports Tourism is a highly competitive industry and the County needs an operator that is committed to serving Prince William.

### ASC Role

In addition to serving as a consultant during the development phase of the project, ASC would propose to serve as the operations management group for the facility. ASC's experience in private and public private partnership projects gives it a unique perspective as to the necessary stages of building a sustainable sport and event facility. A successful facility will normally expect to go through a three-year period of increasing activity and making progress towards stabilization.

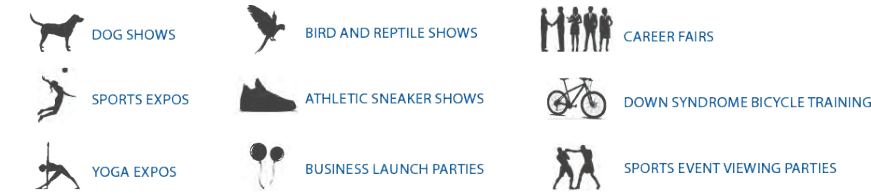
As a part of the hybrid model, ASC would propose to develop partnerships with local club team sports in basketball, volleyball and cheer. Either through the development of in-house programs or partnering with existing area programs, this initiative will allow Prince William County based teams to participate in regional events outside the area. This in turn will lead to the creation of County facility tournaments through customary reciprocal participation agreements, whereby travel teams agree to attend one another's events over the year. ASC's experience with this model in Anaheim has led to the creation of over ten annual 300 plus team basketball tournament in just a four-year period.

The ability to create and grow facility-based tournaments will provide insurance to the facility that it can fill the slower travel weekends during the year. While never losing sight of the goal of a strong travel destination facility, ASC is also dedicated to working with local facility leadership and community-based opportunities are always a priority.

## 03\_ PROJECT FINANCING & OPERATIONS

As with any large facility, ASC must be flexible in attracting a wide range of activities outside of sports for those dates that may prove too difficult to fill with pure sports events.

Between the Anaheim and Avondale facilities the following activities are among those that have been hosted:



### Sports Marketing Group

ASC has a strong relationship with the major ERH and NGB across the nation. Their connections will be instrumental in bringing events to Prince William County and promoting the facility to the community. Because their current facilities are at maximum capacity, the marketing team will be able to devote their attention to establishing the PWCSEC as a premier travel sports destination center. ASC proposes to establish a Sports Marketing Group, led by a director who would establish a team of marketing coordinators to promote and book the facility. This group would begin promoting the venue as soon as the design-build agreement is in place and would work with the County's tourism counterpart to develop marketing tools, messages, and strategies to pre-book the facility long before the doors are officially opened. ASC and the County would form a sports commission that would include the County, ASC, stakeholders, and industry representatives. Sports Tourism facilities are unique when compared to smaller, field house type venues and require an operator with large travel sports experience to ensure success. ASC's connections, experience, and understanding of large sports tourism venues will assure the Prince William County Sports and Events Center will be a top destination center.

### Board of Directors

ASC would propose the creation of a five-member board of directors - three members to be selected by the city, the facility general manager, and an ASC executive officer. This board would meet quarterly to review progress and provide a forum for strategic growth. The board would work closely with the appropriate regional sports, events and community officials to address the needs of the community stakeholders.

### Leadership Model & Staffing Plan

During the initial years of the facility, ASC would propose to serve not only as an operator, but also as a coach striving to instill in the facility leadership, exemplary standards, best practices, and a vision for the ongoing success of the facility. Upon award, ASC will begin to develop their facility operations staff. Several of these staff members have already been selected as part of the team. John Shields, President of the Avondale facility, will build a team of experienced ASC personnel and local sports management candidates. This staff will begin operations work at a nearby temporary site six months prior to a projected opening date. The leadership staff will include Prince William County area personnel and the staff will be hired from the community. We anticipate the PWCSEC needing the following direct facility staff positions:

- |  |                                     |
|--|-------------------------------------|
| + General Manager                        | + Tournament Director               |
| + Sports Marketing Director              | + Court Managers                    |
| + Track and Field Director of Operations | + Fitness & Wellness Center Manager |
| + Court Director of Operations           | + Food & Beverage Managers          |
| + Adult Sports Coordinator               | + Custodians                        |
| + Youth Sports Coordinator               | + Part-time staff (50-75)           |

*ASC anticipates having 12-15 full-time staff and 50-75 part-time staff depending on events and seasons. The jobs will include a variety of tasks and skills, providing employment for a wide-range of County residents.*

### Track and Field Specialists

With the inclusion of an indoor track and field venue, the operations staff must understand the unique operational needs of hosting/managing track and field events. The ASC staff will include members of the Phase 5 Sports Management firm to manage the track and field portion of the facility. Phase 5 management team consists of three former NCAA Division I Indoor Track and Field athletes with sports and business management backgrounds. Chris and Aaron Johnson ran four-years at Liberty University and Curtis Campbell was a standout athlete at UNC-Chapel Hill. Their experience and background in track and field, will provide the operations staff key personnel who understand the track and field industry, community and events. This will provide a competitive advantage for the PWCSEC over other facilities who lack that expertise.



## 03\_ PROJECT FINANCING & OPERATIONS

### Partnerships with High Schools & Higher Education

The facility will create internships and apprentice programs for high-school and college students who are interested in the sports management, operational, and hospitality industries. ASC envisions working with sports and events management students, culinary students, training and sports medicine students. This venue will provide unparalleled opportunities to gain real world experience in the sports, hospitality and food and beverage industries that will propel students forward. These programs will forge strong partnerships with the County and surrounding education providers, driving more people to come to Prince William County to live, work and play! Specifically, our team anticipates partnering with the following groups: GMU's School of Recreation, Health and Tourism including Sports Management, Athletic Training, Tourism & Events Management, Sport and Recreation, NOVA Community College's Hospitality and Culinary Arts Programs and Prince William County Public Schools – Two Year Culinary Arts Program.



### Core Traits

Through ASC's 17 years of front-line experience running sport and event facilities, ASC's team has learned the importance and value of providing clean, safe, comfortable facilities staffed by flexible, customer service-based individuals who pay attention to detail. Long after guests remember the score of the game, they will remember their general impression of the facility and the quality of their family's experience. This experience will determine their desire to come back, which will play a major part in the long-term success of the facility. Northern Virginia's natural resources and area attractions, combined with the ASC team, will make the new sports center a facility that event promoters and their clients will want to come back to year after year.

### Facility Parking

ASC has experience in running large parking operations at its Anaheim location. Depending on the eventual parking plan for the entire plaza development, ASC could assist in those operations. Our team will collaborate with adjacent facilities during high traffic events to ensure adequate parking and parking management. Parking can also provide opportunities for generating revenues.

### Pre-Opening Operations

Our team will work in cooperation with the County Parks and Recreation Department and County's tourism group to develop a pre-opening marketing plan starting at least 18 months from opening. Components of the plan will include:

- + Development of Sports Marketing Group
- + Advertising in the major destination sports periodicals
- + Design and produce a trade show display specifically for the venue.
- + NASC Annual Symposium
- + Connect Marketplace
- + Olympic Sportslink
- + TEAMS Conference
- + Coordinate with County tourism officials to host pre-opening receptions
- + Host hard hat tours and pre-opening events to showcase the facility
- + Upon opening, host a reception at the facility for NGB's, Events Right Holders and other potential clients.

All marketing will be done to complement existing and future efforts undertaken by the appropriate County officials.

### Prince William County Sports Center Operations & Programming

#### Weekday Programming:

ASC will operate the facility as a hybrid model by creating local programming and sports tourism programming. ASC plans to pursue a combination of branded activity, court rentals, and sports commission contracted events in the facility. While a final sports mix may yet to be determined, it is assumed that volleyball, basketball, cheer and dance, gymnastics, wrestling, track and field, futsal, pickleball, martial arts, indoor soccer, flag football, and badminton would be the primary activities. These activities will include in-house generated and 3rd-party hosting, allowing existing league and event owners to enjoy the benefits of the state-of-the-art facility.

As with most large indoor sports centers, the day time weekday calendar will be primarily limited to senior activities, toddler group programming, dance and movement classes, and charter school use. It is anticipated that programming may be primarily third party with some potential branded activity. Depending on the local school calendar, occasional opportunities will exist for early school day release activity and vacation programming.

Beginning in the late afternoon, a combination of club practices, middle school contests, and private lessons will lead into a busier evening of club sports practices, adult leagues, branded sports programs and a variety of court rentals.

This weekday pattern during the academic year remains somewhat consistent from one sports season to the next. Once the academic year ends, many of the club sports programs take a break after year ending national competitions. These weekday events then gradually ramp up again in the early fall.

## 03\_ PROJECT FINANCING & OPERATIONS

### Potential Weekly Programming:

- + Youth recreational leagues – basketball, volleyball, futsal
- + Adult recreational leagues – basketball, volleyball, futsal, dodgeball, kickball, pickleball
- + Homeschool fitness activities and leagues
- + Fitness classes and programs
- + Camps, clinics and training
- + Senior citizen events
- + Pre-K activities
- + Martial arts
- + Gymnastic & ninja warrior clubs
- + Birthday parties, corporate events, & special events

Weekly programming will provide the operation team an opportunity to generate revenue to cover operating costs. ASC is open to the concept of operating the facility on a revenue basis, with the assumption that the County will provide them the opportunities and amenities to manage the facility in a manner that generates revenue.

### Weekend Programming

The focus of the weekend calendar from September through the beginning of summer will be in attracting established large-scale basketball, volleyball, wrestling, gymnastics, cheer events, track and field events, and others to the new facility. In addition, efforts will be made to establish relationships with growing grassroots sports organizations in the region to initiate new events that will grow with time. A basketball tournament that begins on six courts in year one grows into a full facility event by year four. These grassroots groups grow with the knowledge that their date is safe on the calendar.

### Potential Weekend Events

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| + Basketball & Volleyball Tournaments | + Fencing                             |
| + Wrestling                           | + Ping Pong                           |
| + Cheer & Dance Competitions          | + Pickleball                          |
| + Gymnastics                          | + Badminton                           |
| + Track and Field Events              | + Camps & Clinics                     |
| + Martial Arts                        | + K-12 Graduations and Special Events |

Our 15 years of experience in travel sports destination centers has provided our staff the knowledge of event types, event sizes, number of visitors, and number of event days. Some operators or consultants might overestimate key indicators to show unrealistic projections. However, it is essential that the County and the operator have a thorough understanding of the metrics that measure the success of a sports center. Below is a list of typical event statistics in a stabilized year.

### Basketball

- + Average tournaments utilize 6-8 courts
- + A sports center can expect 5-6, 12-court events
- + 10 players per team
- + 2 spectators per player
- + Attendance numbers can range from 1,500 to 5,000

### Volleyball

- + Average tournaments utilize 18 courts (based on a facility with 24 courts)
- + A sports center can expect approximately 6 "large" volleyball events
- + 10 players per team
- + 2 spectators per player
- + Attendance numbers can range from 1,500 to 8,000

### Wrestling

- + Most wrestling events utilize at least 10-12 courts or more
- + 18 participants per team
- + 2 spectators per participant
- + Attendance can range from 1,500 to 10,000

### Cheer and Dance

- + Cheer events usually require all 12 courts
- + A sports center could host several smaller events that utilize 3-6 courts
- + Attendance can range from 1,500 to 12,000

### Gymnastics

- + Utilize 3-4 courts
- + 2 spectators per participant
- + Attendance can range from 500 to 5,000



## 03\_ PROJECT FINANCING & OPERATIONS

### Martial Arts

- + Utilize 3-6 courts
- + 2 spectators per participant

### Futsal

- + 12 courts
- + Futsal will have fewer event opportunities, but the events are usually large
- + 10 players per team
- + 1.5 spectators per player

ASC will bring their network of ERHs and NGBs to Prince William County. These groups host hundreds of events, with thousands of athletes and spectators. Many of these promoters are committed to hosting events with ASC in the facilities opening year with the intent of signing long-term agreements. Some of these groups include:



### Summer Programming

The summer calendar will offer more week long branded and third-party activities during the week and larger travel sports tournaments on the weekends. Building a strong calendar of recurring events is certainly a primary focus of any programming plan. However, just as important is developing a positive culture within the facility. Sports participants, families and event promoters have choices in today's sports marketplace. A safe, inclusive, clean, and positive environment will ensure not only great experiences, but positive word of mouth in the travel sports communities.

Our team projects that the Prince William County Sports and Events Center will attract at least 600,000 annual visitors by its third year in operations, a large portion of which, will be out-of-county visitors, providing millions in economic impact to the local economy.

### Food and Beverage

Sport and event facility food and beverage operations can be a healthy revenue stream if adequate choices and quality standards are a priority. It has been ASC's experience that one menu does not serve all sports groups. The menu at a volleyball event is different than the basketball tournament is different from the soccer group. Designing a food facility which addresses this diversity is key to meeting the challenge of the various sports communities. In addition, multiple access points will be necessary to address individuals on a limited time frame between contests.

ASC would propose to operate F/B concession areas in facility. With a design of one central kitchen, multiple satellite F/B locations would be positioned throughout the facility to capture this important revenue stream. Contingent on local policies, ASC would encourage seeking a beer and wine license with the understanding that all alcohol would be served in a controlled area. A vending program will assist in meeting the needs of those during off activity peak hours or those who simply want a single snack or drink item during the busiest activity times.

Our facility design includes a full-service kitchen with high-quality food service equipment that will serve a variety of foods to cater to a wide array of athletes and spectators. Many indoor sports facilities under design and under serve the needs for food and beverage, providing a lesser standard of concessions, often having to buy food from outside vendors to service high volume events. The Prince William County Sports and Events facility will have a top-notch food service area that will help create a welcoming and exciting atmosphere that will bring event promoters, athletes and spectators back year after year.

#### Food Service Equipment List:

- |                                   |   |
|-----------------------------------|---|
| + Pizza oven                      | + Reach-in freezers and coolers                                     |
| + Commercial size convection oven | + Chest freezer   |
| + 48" gas griddle                 | + Turbo oven  |
| + Gas fryer                       | + Espresso machine and coffee brewers                               |
| + Burner range                    | + Ice tea brewers   |
| + 48" char boiler                 | + 18 vending machines   |
| + Walk-in coolers and freezers    | + Blenders and food processors                                      |
| + Beer/beverage walk-in cooler    | + Appropriate prep, cookline, pick-up, check-out and warming tables |

## 03\_ PROJECT FINANCING & OPERATIONS

PROPRIETARY & CONFIDENTIAL



**E. REQUESTED LOCAL, STATE, OR FEDERAL RESOURCES**

*Identify local, state, or federal resources that the offeror contemplates requesting for the project.*

There are many factors that need to be researched to determine the right amount of resources needed from local, state or federal governments. The Process will provide a clear understanding of the right amount of public and private support that will lead to a financially sustainable facility. The financial model selection is one of our key components and we can study a variety of funding options including; public, private, public-private, finance-lease back, grants, donations, naming rights, etc. We stress the importance of having public support because these facilities will benefit the community in several ways, while ensuring the County retains control of the facility and what it is used for. Please see Section A and B of Tab 3 for additional details on required resources and schedule.

At this time, we do not foresee any state or federal resources needed for this project.

**F. COUNTY OBLIGATIONS**

*Identify the need, if any, for the County to provide either its general obligation or moral obligation backing.*

We have outlined several options for financing the project in Section B of Tab 3.

We have outlined potential “service-agreements” for the operations of the facility in Section B of Tab 3.

**G. INTEREST RATE IMPACT**

*Outline what impact, if any, a drop-in interest rates would have on ultimate annual project cost.*

The County and our partners will negotiate the final financing terms during the Interim and/or Comprehensive Agreement Phases of the PPEA Process. Interest rates will affect the financing of this venue and annual costs will need to be adjusted accordingly until the financing has been put in place. Once the project is underway and in operations, refinancing will be dependent on the terms of the agreement, but it is anticipated that a drop in interest rates will benefit all stakeholders.

**H. FEES**

*Provide a breakout/breakdown of the fees to be paid to any underwriting firm(s) and the type of obligation the firm(s) is using with a financing component.*

Details on potential fees and types of obligations can be found in Section B of Tab 3. However, specific details will need to be determined through negotiations. We anticipate normal market fees associated with the project's financing and comparative to similar projects.



PROPRIETARY & CONFIDENTIAL



04

**PROJECT BENEFIT &  
COMPATIBILITY**







## 04\_ PROJECT BENEFIT & COMPATIBILITY

The proposed Sports and Events Center will be a widely successful project for the County, in terms of quality of life enhancements for the community and economic impact driven by sports/events tourism. These facilities can be tremendously positive projects with significant benefits. However, as mentioned throughout our proposal, the key is making certain the project is developed the right way by partnering with industry experts who are committed to finding the right solution for each group.

Benefits and compatibility are unique to each project and must be treated as such, without being influenced by private entities who want to achieve their own outcomes. Our team's focus is and will be Prince William County. Our goal is to provide the citizens of Prince William a best-in-class venue that improves community wellness and generates economic impact for years to come. We are confident that with our partnership, the County can lay claim to the premier sports complex in the Mid-Atlantic.

Models for these types of facilities vary; however, most focus their efforts towards out-of-town visitors and sports tourism. We see major flaws in creating a venue that is not usable by the public, especially when most of those projects are funded through general fund taxes. During our visits to several indoor sports facilities like Myrtle Beach Sports Center, Finley Center in Hoover Alabama, and Lakepoint Champions Center, we noticed one glaring issue; the facilities were practically empty during the week. Our team promotes facility usage that maximizes the schedule and opportunity for the community to take advantage of these wonderful venues.

PWC residents of all ages can be a part of a facility that promotes healthy habits, team work, and embodies the spirit of the community. From nightly league play, to daily fitness classes, to high school dances, to public forums, to tradeshow, the Prince William County Sports and Events Center will be a community center like no other!

When researched, designed, and built correctly, combined with the right operations group, a facility like the one our team is proposing could propel the County to become a national leader in sports and event tourism! The venue would allow the County to advertise Class-A space, 52 weekends a year to attract large events that draw thousands of out-of-town visitors. These visitors will stay in the County's large selection of hotels, eat at the wide variety of restaurants and visit entertainment venues around the County. Sports Tourism is a major economic driver and would provide millions of dollars in both direct and indirect impacts, generate millions in tax revenue, and spur new business. Prince William has the potential to build a truly one-of-a-kind facility that could set itself apart from its competitors and ultimately create opportunity for the County and its people.









Our team stands ready to help the County go through the process of selecting the right site and right venue. Our expertise, outside the box thinking, and integrated delivery team, will provide the County the best opportunity at succeeding, while doing so in a streamline fashion and allowing the County to reap the tremendous benefits of the venue sooner! Our team will save the County time and money by providing a team that has recent and relevant experience working together to design and build a sports and events center.

### A. COMMUNITY BENEFIT

*Identify who will benefit from the project, how they will benefit, and how the project will benefit the County and the overall community. Describe any anticipated significant benefits to the community and the County, including anticipated benefits to economic, social, environmental, transportation, etc. condition of the County and whether the project is critical to attracting or maintaining competitive industries and businesses to the County.*

When determining community benefits, our team breaks down each community group to garner a more accurate estimate on potential benefits. These groups include; residents, businesses and government. Each group has separate and unique opportunities to utilize the facility and each has a different version of what the venue should include. We must consider short-term and long-term benefits and how they affect the entire community. We anticipate the following benefits:

#### Community Members

-  New, first-class community center
-  Wellness center that provides fitness and health improvement facilities
-  Venue to host small, medium, and large public meetings
-  Increases weekly recreational leagues and activities for adults and youth
-  Home school activity center
-  High School graduations, dances, and other special events
-  Job creation
-  Reduced travel and costs for sports families who can compete at a "home" facility

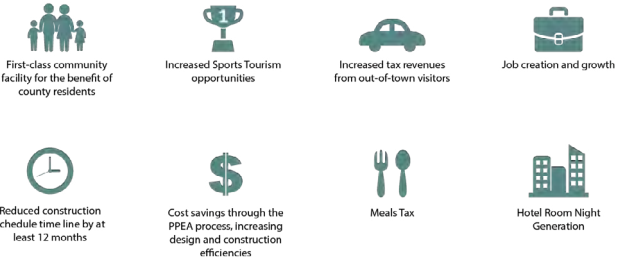


## 04\_ PROJECT BENEFIT & COMPATIBILITY

### Business Community



### Government Sector



### Local Subcontractors, SWaM, and MBE

MEB will utilize local contractors and suppliers where possible for the construction of the facility. Our project management team will create a SWaM and MBE plan to satisfy or exceed the County's requirements. In fact, MEB and Phase 5 are SWaM certified companies. We value our relationships with the SWaM and MBE community, spending the past 35 years forging strong relationships with highly qualified partners.

### Local Attractions

Travel sports events have become a regular event for many families. They spend significant time and money traveling across the country, going from tournament to tournament and meet to meet. This extensive amount of time has led families to combine their travel sports with vacations to save time and money. Event promoters are now hosting their events in locations that have ample attractions and entertainment options for parents, siblings and friends. Prince William County's location and existing attractions make it a perfect location for hosting travel sports. From historical sites, to shopping and dining, the County and its surrounding areas has something for everybody! Below we have provided a sample of those attractions.



### Victus Advisors Market Demand Study

MEB contracted with Victus Advisors to complete a market demand study to analyze the potential benefits of a sports and events center in Prince William County. It is a preliminary study that our team is prepared to advance to Phase 2 and 3, while working with the County to ensure the "team" is working towards a common goal. The primary goals of the study included:

- + Identify community need and market demand for both local indoor sports/recreation and regional/national sports tournament activity
- + Identify recent trends related to sports participation and sports tournaments that may be relevant for facility planning
- + Analyze the suitability of the proposed project site from a market and economic standpoint
- + Recommend a market-supportable building program and project privately-managed financial operations
- + Estimate the economic and fiscal impacts that could be associated with a new indoor sports and events center

Below we have provided some highlights from the study's finding:

Victus Advisors identified significant demand for both recreational use within the County and regional sports tourism activity that draws from nearly 42 million people that live within a 5-hour drive time of Prince William County.

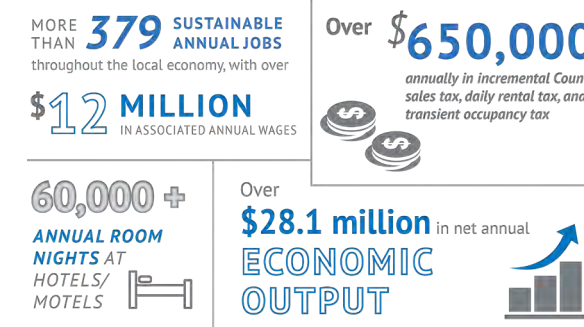
It should be noted that economic impact will derive primarily from weekend tournament play, specifically when tournament participants stay in local hotels, eat in local restaurants, fill their cars with gasoline, shop at local stores, or visit nearby attractions before, during, and after the tournament.

Victus Advisors has identified demand for a wide range of sports and events uses in Prince William County, including more than 560,000 annual visitors (both local and regional/national) across a wide range of uses, such as basketball, volleyball, track and field, wrestling, cheer and dance, gymnastics, other sports, flat floor shows, trade shows, expos, graduations, and community/civic events.

Of the 560,000 estimated annual visitors, over 200,000 of those being weekend visitors. Their projections show that 71% of weekend attendees will be out-of-county visitors. Victus Advisors estimates that this new visitation driven by the sports and events center could generate the following ANNUAL ECONOMIC AND FISCAL IMPACTS within Prince William County.

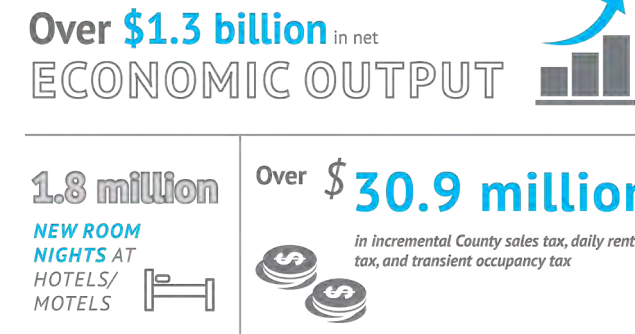
## 04\_ PROJECT BENEFIT & COMPATIBILITY

### ANNUAL ECONOMIC AND FISCAL IMPACTS



In total, Victus Advisors estimates that a new sports and events center in Prince William County could generate cumulative net impacts over a 30-year period of over \$1.2 billion in total economic output, 379 sustainable jobs, more than \$29.9 million in incremental County tax revenues, and over 1.8 million new hotel nights.

### 30 YEAR ECONOMIC AND FISCAL IMPACTS



In addition to quantifiable economic impacts, Victus Advisors has found that sports centers can also provide the following INTANGIBLE BENEFITS:



### B. SUPPORT

B. Identify any anticipated public support or opposition, as well as any anticipated government support or opposition (including that in any affected jurisdiction), for the project.

Based on relevant project experience, Victus Advisors has found that opposition to youth/amateur sports centers tends to be minimal if the project is positioned correctly by the County. Sports centers can be a win-win for the community, in that they not only provide local access during the week for practices and league play, but also provide economic development opportunities via weekend tournament/sports tourism activity. **Furthermore, access to a sports tourism-caliber venue in the local market also means that local travel teams can stay at home more often for tournament play, thus saving time and money.**

When considering capital projects and economic development projects, the primary backlash Victus Advisors has seen tends to be related to perceived community needs on spending for roadways, infrastructure, public safety (police, fire), and education. If positioned correctly, an economic development project can be marketed to "grow the economic pie" in the local market, thus generating future incremental tax revenues that can provide more funds for safety, infrastructure, and education.

### Public Support

The public would benefit greatly from the proposed Sports and Events Center. Citizens would have a state-of-the-art recreational facility and the business community would have an economic catalyst that significantly increases business opportunities. Even though these benefits would be evident, our team understands that there will be support and opposition, especially when tax payer funds are involved; however, we are experienced with these types of projects and can assist the County with public engagement. Our partners are prepared to assist with public workshops to inform the public, provide discussion opportunities, and promote the community benefits. We are confident that most citizens will support this project once provided the correct information and understand the wide array of benefits. The business community will widely support the development of this project because it adds to their opportunity to generate revenue, while not taking away potential business. These venues can be a 100% positive impact on local businesses.

### Opposition

The main opposition will come because of tax payer funds being used to develop the project, which is typical of most public projects. However, when the message is clear that this facility is a community center and will generate tax revenue from out-of-county visitors, a large portion of opponents will see its tremendous value.



## 04\_ PROJECT BENEFIT & COMPATIBILITY



Another platform for opposition could include site selection. Supportive community groups will want a facility like this one in their district; however, our team can provide the information to help the County citizens understand the best solution for the County as a whole. All County residents will have access to the facility and its location will provide proximity for all districts. We acknowledge that we can't win everyone over, but we are confident that our process will build majority support for the Sports and Events Center.

### Government

By partnering with our team to find the right solution through the right process, County leaders can show its citizens that leadership is not taking this project lightly but is doing their due diligence to ensure that taxes are being used in a manner that will benefit the County for years to come.

### Support

Our plan will receive positive support from all organizations within the County including but not limited to:

- + County leadership will be able to create truly unique project with far reaching positive impacts
- + Parks and Recreations will have a first-class facility for community programming
- + Prince William County tourism can further establish the County as a leader in Sports Tourism

- + Prince William County Public Schools can utilize the facility for a variety of events
- + Public Works/Facilities would have support from ASC to maintain building and grounds

### Opposition

Opposition would be limited but just as with any project there will be concern and hesitation. Site selection will be a politically charged topic that could involve deep rooted opinions and ideas. We understand the importance of site selection, which is why we stress the importance of a process that would consider all parameters before making the best value selection. With strong supporting data and information, the County will be able make a well-informed decision and present that decision to the community.

## 04\_ PROJECT BENEFIT & COMPATIBILITY

### C. PUBLIC, BUSINESS, AND GOVERNMENT ENGAGEMENT

*Explain the strategy and plan, including anticipated timelines that will be carried out to involve and inform the general public, business community, local governments, and governmental agencies in areas affected by the project.*

Engagement for these projects is key to ensuring overall success. With several stakeholders, partners, public and private members, it is critical to develop a work plan that addresses community engagement. Our team understands the importance of involving the different stakeholders and how to address each group depending on their unique circumstances. We would develop a Community Workshop Committee (CWC), which would include members of the design-build team, operations group, and County representatives. The CWC would collaborate to develop a project specific plan which would include the following:

- + Public Engagement Strategy
- + Business Community Engagement Strategy
- + Government Engagement Strategy
- + Develop a Workshop Plan and Schedule
- + Conduct Workshops and Public Forums
- + Develop a Public Relations Strategy for Media Releases
- + Create a project website to provide current updates

The committee would meet on a regular basis and would be formed as soon as the County has selected our team and would continue through the completion of the project. This process has proven to be successful and it provides direction and a unified approach to engaging the community. By providing regular updates and hosting forums to obtain valuable input, the project will increase the opportunity for success and strengthen support from the entire community.

Our team has begun to meet with key stake holders in the community to anticipate the needs and desires of the industry. Upon selection of our team, we will develop a schedule for the appropriate stakeholder workshops and meetings. We anticipate the following schedule:

### Interim Agreement

- + Development and CWC team meet with County officials and appropriate stakeholders
- + Conduct bi-weekly and weekly coordination meetings with County leadership
  - Zoning, Plan Review, Traffic, Administration, Parks and Rec, etc.
  - These meetings will streamline the design and review process
- + Development of preliminary plans, renderings and project visions
- + If appropriate – our team would collaborate with the County to conduct informational sessions

- + Collect feedback and comments from community
- + Provide appropriate design deliverables, GMP, and schedule for review

### Comprehensive Agreement

- + Advance the building design and site plans
- + Continue bi-weekly and weekly collaboration workshops with County officials
- + Conduct community workshops highlighting the facility design
- + Complete design and begin construction phase. Compatibility of the Project with Economic Development

### D. COMPATIBILITY WITH LOCAL COMPREHENSIVE PLAN, INFRASTRUCTURE DEVELOPMENT PLANS, AND CIP

*Compatibility with the County's and/or affected jurisdiction's local comprehensive plan, infrastructure development plans, transportation plans, the capital improvement plans, and capital budget or other government spending plan.*

The Prince William County Sports and Events Center is consistent with the goals and long-term plans of the comprehensive plan. This facility will increase opportunities for residents through quality of life activities, job creation, spur economic development, and increase notoriety. Our team has reviewed the Comprehensive Plan and has developed our conceptual design based upon the applicable environmental, land use, and facility standards ordinances.

The types of facilities are unique projects because they require existing support infrastructure (hotels, restaurants, retail) to be successful. NGBs and ERHs prefer to host events at facilities that have existing accommodations. Once the facility has reached its sustainable years (years 3-5), additional development will take place, creating new business as the event calendar stabilizes and grows.

The proposed site is in an area with compatible future development plans and falls within the environmental and land use requirements. The venue fits within the existing development and infrastructure in the surrounding areas. The project does not require any traffic improvements to be successful; however, it is compatible with the County's transportation plans.

We understand that this project is not currently included in the CIP; however, we support the inclusion of this facility in the 2019 Bond Referendum. Our team has secured other financing options in lieu of a County bond referendum. Please see Tab 3 Financing and Operations for additional information.



05

APPENDIX





# 05\_APPENDIX

## DESIGN AND CONSTRUCTION FIRM STATEMENT



4018 Holland Boulevard  
P.O. Box 6748  
Chesapeake, VA 23323  
Ph: 757.487.5858

February 9th, 2022

RE: Sworn Certification

I attest that MEB General Contractors, Inc., Design/Builder of the proposed project, is not currently debarred or suspended by any federal, state, or local government entity.

George B. Clark, IV  
President

# 05\_APPENDIX

## DESIGN AND CONSTRUCTION FIRM STATEMENT



June 27, 2019

RE: Sworn Certification

I attest that Clark Nexsen, Inc., the proposed Architect/Engineer of Record for the proposed building is not currently debarred or suspended by any federal, state or local government entity.

Chad Poultney, PE, LEED AP  
Principal  
(757) 455-5800  
cpoultney@clarknexsen.com

4525 Main Street, Suite 1400  
Virginia Beach, VA 23462  
P: 757.455.5800 | F: 757.455.5638  
clarknexsen.com

CLARKNEXSEN



20110 Ashbrook Place  
Suite 100  
Ashburn, VA 20147

P 703.554.6700  
F 703.726.1345  
www.timmons.com

February 2, 2022

RE: Sworn Certification

I attest that Timmons Group, Inc., the Civil Engineer of Record for the proposed project is not currently debarred or suspended by any federal, state or local government entity.

Bill Vest, PE  
Principal, Timmons Group  
703.554.6705  
Bill.Vest@Timmons.com



## 05\_APPENDIX

### AVONDALE AND ANEHEIM LETTERS



November 12, 2018

John Shields  
American Sports Center-Avondale  
755 N. 114<sup>th</sup> Avenue  
Avondale, AZ 85323

RE: American Sports Center - Avondale

I am pleased to provide this letter of support regarding your efforts to expand and grow another American Sports Center facility (ASC).

137 | It has been over ten (10) years since we initiated our first dialog to bring American Sports Center to Avondale, Arizona. Through the thoughtful and collaborative efforts of the City and ASC, we have certainly hit a homerun as we are in our 8<sup>th</sup> year of operation and annually see tens of thousands of amateur athletes enjoying the recreational and competitive offerings of leagues and tournaments at the facility.

Avondale strategically chose to make youth & amateur sports, along with tourism a focal point of our Economic Development efforts. ASC provides a youth and adult sports venue that helps achieve our goals by offering tournaments that routinely generate hotel stays for the visitors, and our retail sector benefits from increased activity at local restaurants and bars.

The unique nature of our Lease, Maintenance & Operations agreement creates an incentive-driven approach that rewards success. This collaborative agreement brings a private business approach to day to day operations and adds to the overall quality of life for our residents.

I truly believe that our agreement and partnership with American Sports Center has been a huge success and I highly encourage other communities to explore the possibilities and benefits that may come from a similar partnership.

Sincerely,

Daniel R. Davis, Director  
Economic Development

Economic Development  
11485 W Civic Center Drive | Avondale, AZ 85323  
Phone (623) 333-1400 | Fax (623) 333-0100 | TDD (623)333-0010 | www.avondaleaz.gov



Dear Prince William County:

I understand that the county is considering building an indoor sports complex to not only service the community, but also to add to an already impressive package of recreation venues.

Sports tourism brings a significant economic impact to communities through participants and spectators staying in hotels, eating at restaurants, and visiting attractions - to increase the profile of the destination with visitor's that might not have ever been to Prince William County.

One of the most important decisions a city must make is the selection of the facility design, builder and operations team. I have opened both the ESPN Sports Complex (Walt Disney World) and the Aviator Sports Complex (Brooklyn, NY) and have experienced both the highs and lows of facility construction. There are numerous components to making sure the team you select understands not just knows how to build a competition venue but also has a strong knowledge of the sports tourism industry. Likewise, they would need to know the importance of how to design and operate the facility on a larger scale.

I have been in the sports industry for over 25 years and have worked with hundreds of operators in the past. I was fortunate enough to meet Mike Gallups when I accepted the job to oversee the sports tourism department in Anaheim, California. Mike operates the American Sports Center, which is the heart of sports tourism efforts. Mike and his team have the knowledge to run any size sporting events and have incredible industry relationships. Their commitment to customer service is so important to building a core business. More importantly, Mike is a collaborator and understands the importance and value of sports tourism. He has consistently shown that the "bigger" picture in what is best for all parties and how to balance local needs and tourism efforts. Mike serves on Sports Anaheim's Advisory Board and has worked closely with us to be a part of our success even outside his venue.

I know with selecting MEB you will not just get a team that knows how to build a great facility, you are getting an operator that understands sports tourism whom will work at any length to make sure the city is successful.

Additionally, I would be very interested in seeing what opportunities would exist to create and East Coast/West Coast series of events that can benefit both of our destinations.

Please do not hesitate to call me with any questions.

Sincerely,

Roy Edmondson  
Vice President Sports Development

[visitanaheim.org/sports-anaheim](http://visitanaheim.org/sports-anaheim)





ASC ANAHEIM  
2019 WEEKEND EVENT CALENDAR

JANUARY		FEBRUARY		MARCH		APRIL	
Jan 5-6	SCVA (34 Courts) EST. Attendance: 24,480	Feb 2-3	SCVA (34 Courts) EST. Attendance: 24,480	Mar 2-3	SCVA (34 Courts) EST. Attendance: 24,480	Apr 6-7	Open Gym Premier Basketball (25 Courts) EST. Attendance: 15,000
Jan 12-13	SCVA (34 Courts) EST. Attendance: 24,480	Feb 9-10	SCVA (34 Courts) EST. Attendance: 24,480	Mar 9-10	SCVA (34 Courts) EST. Attendance: 24,480	Apr 12-14	West Coast Elite Basketball (25 Courts) EST. Attendance: 15,000
Jan 19-20	SCVA (34 Courts) EST. Attendance: 24,480	Feb 16-18	SGV Basketball (25 Courts) EST. Attendance: 15,000	Mar 15-17	SCVA (34 Courts) EST. Attendance: 24,480	Apr 20-21	Open EST. Attendance: 0
Jan 26-27	SCVA (34 Courts) EST. Attendance: 24,480	Feb 23-24	SCVA (34 Courts) EST. Attendance: 24,480	Mar 23-24	SCVA (34 Courts)/ SCCVL (20 Courts) EST. Attendance: 19,440	Apr 27-28	West Coast Elite Basketball (25 Courts) EST. Attendance: 16,080
				Mar 30-31	SCVA (34 Courts)/ SCCVL (20 Courts) EST. Attendance: 19,440		

MAY		JUNE		JULY		AUGUST	
May 4-5	SCVA (18 Courts) West Coast Elite Basketball (16 Courts) EST. Attendance: 15,000	June 1-2	SCVA (34 Courts) EST. Attendance: 24,480	July 6-7	SGV Basketball (25 Basketball Courts) EST. Attendance: 15,000	Aug 2-4	Open Gym Premier Basketball Camp (25 Courts) EST. Attendance: 1,000
May 11-12	SCVA (34 Courts) EST. Attendance: 24,480	June 8-9	SCVA (34 Courts) EST. Attendance: 24,480	July 13-14	West Coast Elite Basketball Tournament (25 Courts) EST. Attendance: 15,000	Aug 10-11	Queen's Court Volleyball Tournament EST. Attendance: 18,000
May 18-19	SCVA (34 Courts) EST. Attendance: 24,480	June 15-16	SCVA (34 Courts) EST. Attendance: 24,480	July 20-21	West Coast Elite Basketball (25 Courts) EST. Attendance: 15,000	Aug 17-18	Open Gym Premier Basketball (20 Courts) EST. Attendance: 12,000
May 25-26	SCVA (34 Courts) EST. Attendance: 24,480	June 22-23	West Coast Elite Basketball (16-24 Courts) EST. Attendance: 12,000	July 27-28	West Coast Elite Basketball (25 Courts) EST. Attendance: 15,000	Aug 24-25	Focus Basketball Tournament (6 Courts) EST. Attendance: 5,400
		June 29-30	Open Gym Premier Basketball (25 Courts) EST. Attendance: 15,000			Aug 31- Sep 1	Focus Basketball Tournament (6 Courts) EST. Attendance: 5,400

SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
Sep 7-8	Open Gym Premier Basketball (6 Courts) Pulse Volleyball (4 Courts) EST. Attendance: 9,400	Oct 5-6	West Coast Elite Basketball (16 Basketball Courts) LA Elite Basketball (8 Courts) EST. Attendance: 13,500	Nov 2	Home School Volleyball Tournament (14-20 Courts) EST. Attendance: 8,000	Dec 7-8	SCVA (34 Courts) EST. Attendance: 24,480
Sep 14-15	Focus Basketball Tournament (6 Courts) EST. Attendance: 5,400	Oct 12-13	SGV Basketball (25 Basketball Courts) EST. Attendance: 15,000	Nov 3	SCVA (34 Courts) EST. Attendance: 24,480	Dec 14-15	Open Gym Premier Basketball (25 Basketball Courts) EST. Attendance: 15,000
Sep 21-22	Open Gym Premier Basketball (25 Basketball Courts) EST. Attendance: 15,000	Oct 19	SCVA (34 Courts) EST. Attendance: 15,000	Nov 9-10	SCVA (34 Courts) EST. Attendance: 24,480	Dec 21-22	Focus Basketball Tournament (6 Courts) EST. Attendance: 5,400
Sep 28-29	Focus Basketball Tournament (6 Courts) EST. Attendance: 5,400	Oct 20	Exotic Bird and Reptile Show EST. Attendance: 1,000	Nov 15	Special Olympics EST. Attendance: 1,000	Dec 28-29	SGV Basketball (13 Courts) EST. Attendance: 11,000
		Oct 26-27	Open Gym Premier Basketball (25 Courts) EST. Attendance: 15,000	Nov 16-17	Open Gym Premier Basketball (25 Courts) EST. Attendance: 15,000		
				Nov 23-24	SCVA (34 Courts) EST. Attendance: 24,480		
				Nov 30- Dec 1	Open Gym Premier Basketball Camp (18-25 Courts) EST. Attendance: 1,200		

ASC ANAHEIM ATTENDANCE

<b>Total Tournament Attendance</b>	<b>884,660</b>
<b>Total Weekday Visitors</b>	<b>120,000</b>
<b>Total Estimated 2019 Attendance</b>	<b>1,004,660</b>



05\_APPENDIX

ASC AVONDALE  
2019 WEEKEND EVENT CALENDAR

JANUARY		FEBRUARY		MARCH		APRIL	
Jan. 5-6	AZ Region USA Volleyball Tournament EST. Attendance: 4,000	Feb. 2-3	PHX is Rising - Love of the Game! Basketball Tournament EST. Attendance: 3,600	Mar. 2-3	PHX is Rising - 5th Annual WCE25 Basketball Tournament EST. Attendance: 3,600	Apr. 6-7	PHX is Rising - PHX Uprise Basketball Tournament EST. Attendance: 3,600
Jan. 12-13	PHX is Rising - MLK Basketball Tournament EST. Attendance: 3,600	Feb. 9-10	Cinco De Mayo Basketball - President's Day Tournament EST. Attendance: 3,600	Mar. 9-10	PHX is Rising -Basketball Tournament EST. Attendance: 3,600	Apr. 13-14	Southwest Showcase - Vegas Prep Basketball Tournament EST. Attendance: 3,600
Jan. 16	IN-N-OUT Company Basketball Tournament EST. Attendance: 500	Feb. 14	Special Olympics Basketball Tournament EST. Attendance: 400	Mar. 16-17	Phoenix Gymnastics Academy - L6 - L10 Championship EST. Attendance: 3,200	Apr. 19	Special Olympics Volleyball Tournament EST. Attendance: 400
Jan. 19-20	Phoenix Gymnastics Academy - Winter Sun Invitational EST. Attendance: 3,200	Feb. 16-18	Volleyball Fiesta Festival EST. Attendance: 6,000	Mar. 23-24	Cinco De Mayo Basketball - Cesar Chavez Basketball Tournament EST. Attendance: 3,600	Apr. 20-21	AZ Region USA Volleyball Tournament/ PHX is Rising EST. Attendance: 2,000/1,800
Jan. 26-27	Open Gym Basketball - Elite Basketball Circuit Tournament EST. Attendance: 3,600	Feb. 23-24	Southwest Showcase - Spring Championships Basketball Tournament EST. Attendance: 3,600	Mar. 30-31	SW Showcase - Main Event EST. Attendance: 3,600	Apr. 27-28	PHX is Rising - SW Cactus Slam EST. Attendance: 3,600

MAY		JUNE		JULY		AUGUST	
May 4-5	Cinco De Mayo Basketball - Cinco De Mayo Tournament EST. Attendance: 3,600	June 1-2	AZ Finals - AZ Sky Volleyball Tournament EST. Attendance: 4,000	July 6-7	Cinco De Mayo Basketball - Champions Tournament EST. Attendance: 3,600	Aug 3-4	American Taekwando Assoc. - Taekwando Tournament EST. Attendance: 2,400
May 11-12	PHX is Rising EST. Attendance: 3,600	June 9	PHX is Rising - Ball All Day Basketball Tournament EST. Attendance: 3,600	July 13-14	Southwest Showcase - Basketball Tournament EST. Attendance: 3,600	Aug 10-11	PHX is Rising - The Best Ever Basketball Tournament EST. Attendance: 3,600
May 18-19	Southwest Showcase - Summer Championship Basketball Tournament EST. Attendance: 3,600	June 15-16	Open Gym - EBC Tournament EST. Attendance: 3,600	July 20-21	PHX is Rising - King of the Rock Basketball Tournament EST. Attendance: 3,600	Aug 17-18	Cinco De Mayo Basketball - Back To School Tournament EST. Attendance: 3,600
May 25-26	Cinco De Mayo Basketball - Memorial Day Jam EST. Attendance: 3,600	June 22-23	PHX is Rising - AZ Meltdown Basketball Tournament EST. Attendance: 3,600	July 27-28	PHX is Rising - Jam on it Basketball Tournament EST. Attendance: 3,600	Aug 24-25	Palo Verde Basketball Tournament/ PHX is Rising Respect the Game Basketball Tournament EST. Attendance: 3,600
		June 28-30	Just 4 Hoppin - Summer Sizzle Basketball Tournament EST. Attendance: 3,600			Aug 31- Sep 1	Southwest Showcase - Fall Classic Basketball Tournament EST. Attendance: 3,600

05\_APPENDIX

SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
Sep 7-8	PHX is Rising - 8th Annual Hispanic Classic EST. Attendance: 3,600	Oct 5-6	PHX is Rising - 3rd Annual Halloween Hoopstacular EST. Attendance: 3,600	Nov 2-3	Battle of the Badges Adult Basketball Tournament EST. Attendance: 1,200	Dec 7-8	Southwest Showcase - Holiday Classic Basketball Tournament EST. Attendance: 3,600
Sep 14-15	Cinco De Mayo Basketball - Fiestas Patrias EST. Attendance: 3,600	Oct 12-13	Cinco De Mayo Basketball - October Jam EST. Attendance: 3,600	Nov 9-10	Cinco De Mayo Basketball - Fall Bash EST. Attendance: 3,600	Dec 14-15	AZ Sky Volleyball - JR Kickoff Tournament EST. Attendance: 4,000
Sep 21-22	PHX is Rising - 6th Annual Rebound for Ronan EST. Attendance: 3,600	Oct 19-20	PHX is Rising - 7th Annual Bang out for Breast Cancer Basketball Tournament EST. Attendance: 3,600	Nov 16-17	PHX is Rising - Full Court Fall Ball EST. Attendance: 3,600	Dec 21-22	PHX is Rising - Christmas on the Court EST. Attendance: 3,600
Sep 28-29	Southwest Showcase - Fall Classic Basketball Tournament EST. Attendance: 3,600	Oct 26-27	PHX is Rising - Basketball Tournament EST. Attendance: 3,600	Nov 23-24	Open Gym Premier Basketball Tournament EST. Attendance: 3,600	Dec 28-29	EPIC Volleyball Ring of Fire Volleyball Tournament EST. Attendance: 4,000
				Nov 30-1	Just 4 Hoopin - The Real Turkey Shootout Basketball Tournament EST. Attendance: 3,600		

ASC AVONDALE ATTENDANCE

<b>Total Tournament Attendance</b>	<b>188,300</b>
<b>Total Weekday Visitors</b>	<b>50,240</b>
<b>Total Estimated 2019 Attendance</b>	<b>238,540</b>



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