

Regional Sports Complex

Feasibility Study for Chelan Douglas Regional Port Authority

Perkins&Will

WTI
WATER TECHNOLOGY INC.

NAC
ARCHITECTURE

hunden
strategic
partners

Agenda

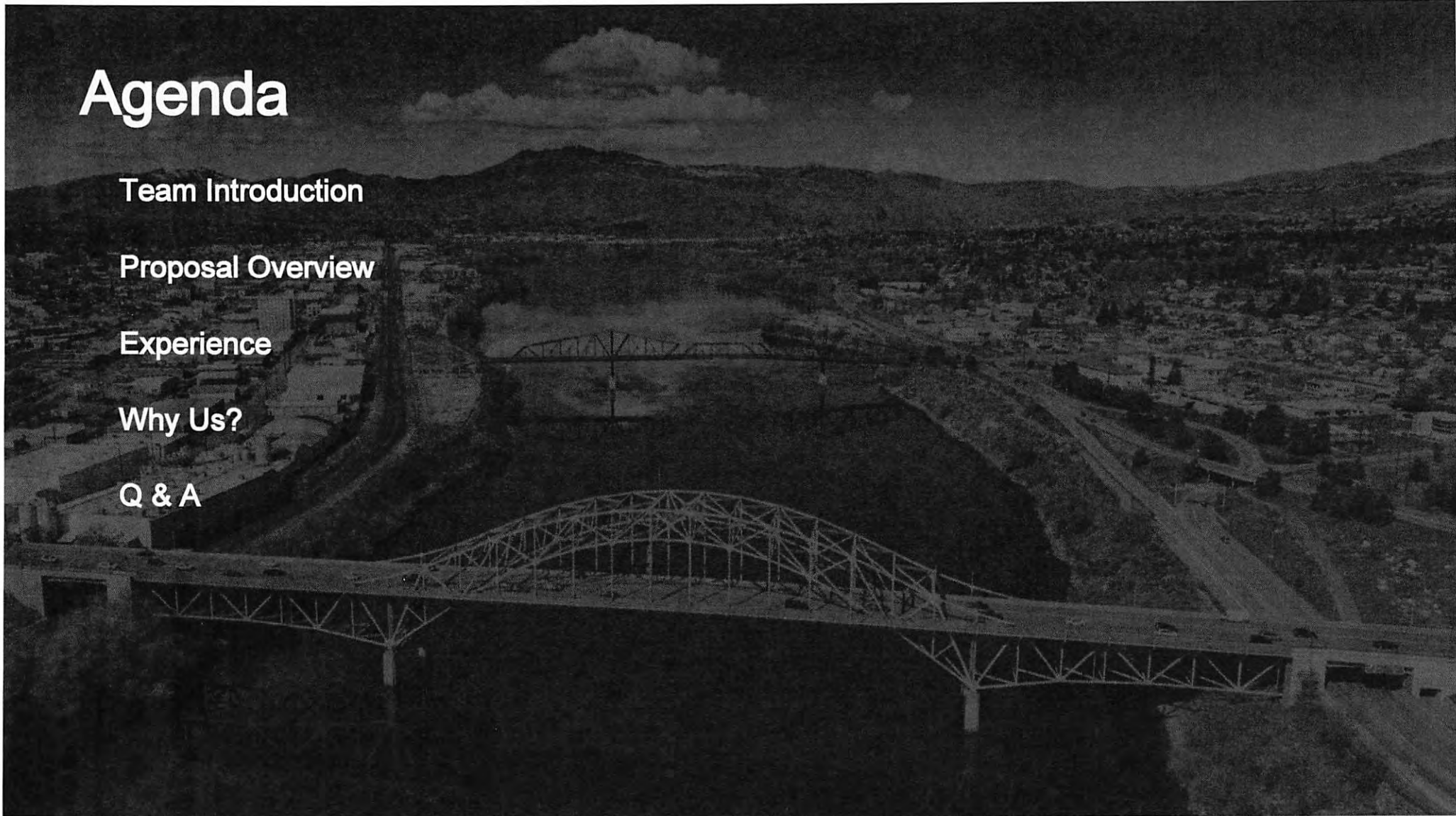
Team Introduction

Proposal Overview

Experience

Why Us?

Q & A



Interview Key Points:

Market experience working in urban vs. rural urban communities

How will your outreach approach ensure the study has an accurate representation of our region's population?

Describe the analytics you will use to create the financial pro -forma

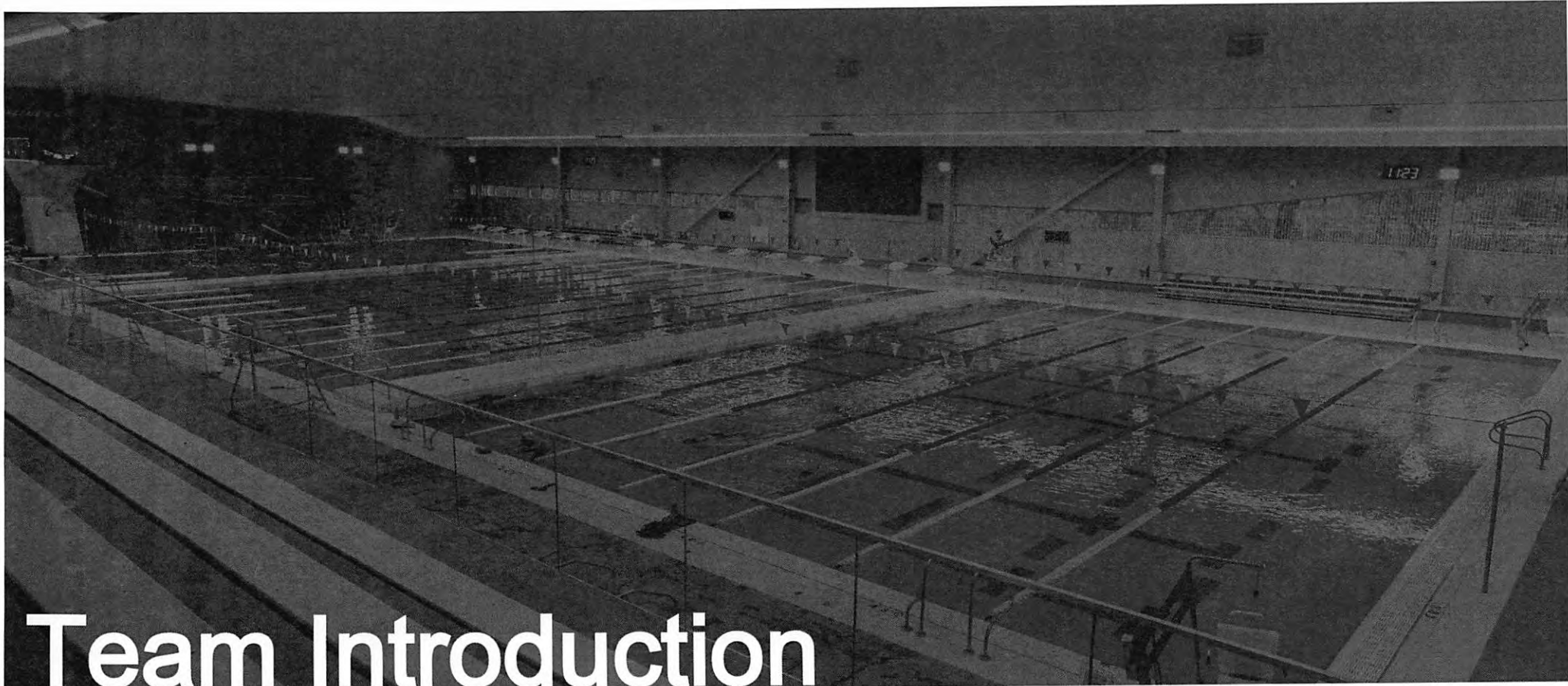
Outline your experience with socio -economic data gathering and analysis

Describe your approach to the existing facility assessment - reach, unbiased data, etc.

How will you engage local and out of area sporting communities to determine demand?

What is your plan to working with the steering committee -suggested check -ins, in person vs. virtual, gathering feedback, etc.?

Provide feedback on our suggested scope of work -what is missing, what is unnecessary, should something have more emphasis, etc.?



Team Introduction

Key Personnel



**ROB
HUNDEN**

CEO/Project Director
Hunden



**RYAN
SHERIDAN**

Project Manager
Hunden



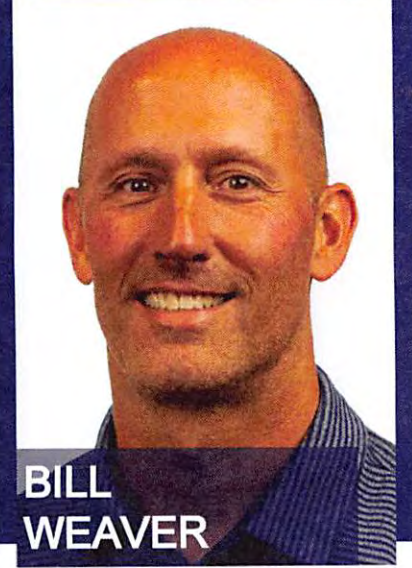
**CHRIS
KASTELIC**

Principal
P&W



**KEITH
COMES**

Principal
NAC Architecture



**BILL
WEAVER**

Project Director
WTI Inc.

Additional Personnel



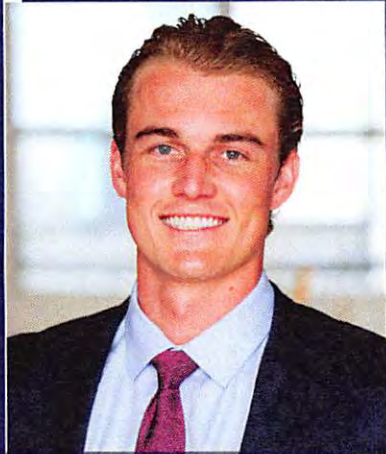
**BROOKE
HANLEY**

Associate Principal
NAC Architecture



**LAURA
SPORTIELLO**

VP of Business
Development
Hunden



**MATTHEW
AVILA**

Project Manager
Hunden



**LEXI
CUFF**

Senior Analyst
Hunden



**LUCAS
NEUTEUFEL**

Senior Analyst
Hunden

Multi -Disciplinary Team

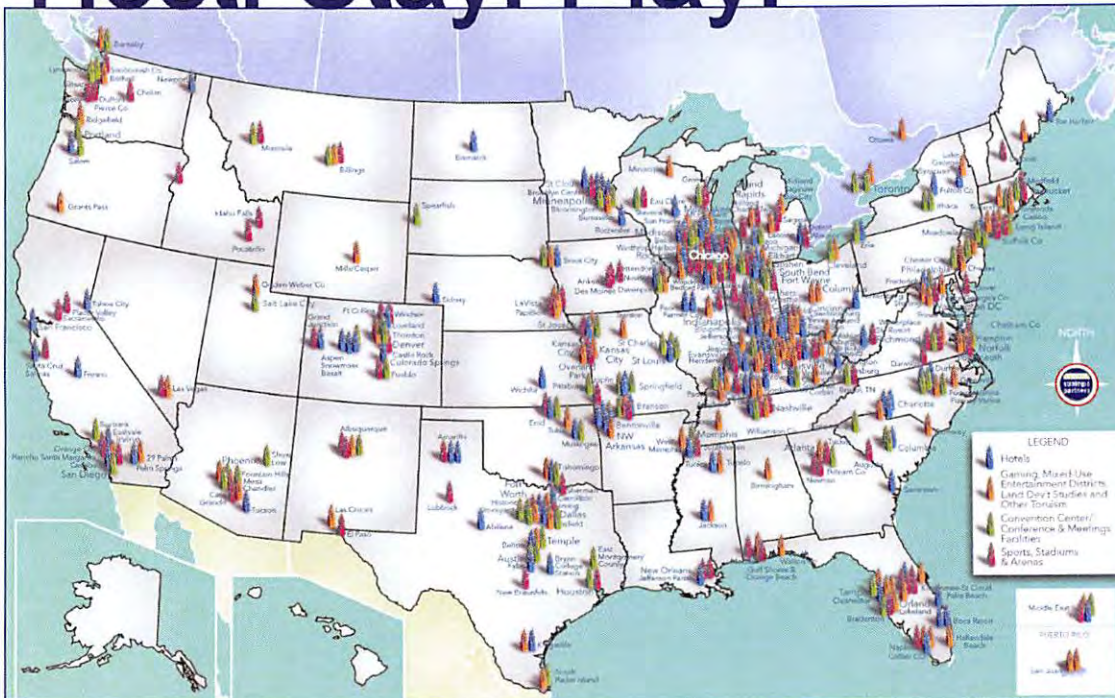
30⁺ studies between HSP / P&W

25⁺ studies between P&W / WTI

13⁺ WA projects by NAC



Host. Stay. Play.

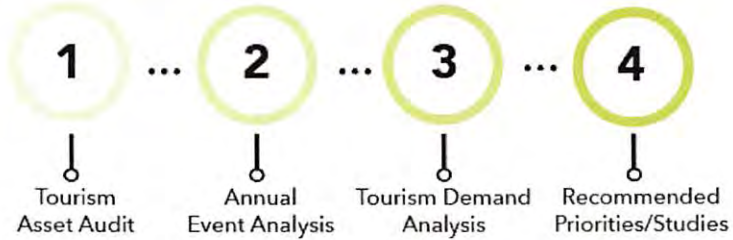


Market Intelligence & Strategy for:

- Aquatic & Recreation Facilities
- Regional Sports Complexes
- Entertainment Districts & Attractions
- Arenas and Event Centers
- Hotels & Unique Event Space
- Multi-Use Stadiums & Entertainment Venues
- Retail, Restaurant, Residential, Office
- Convention & Conference Centers
- Fairgrounds & Expos



Destination & Tourism Assessment

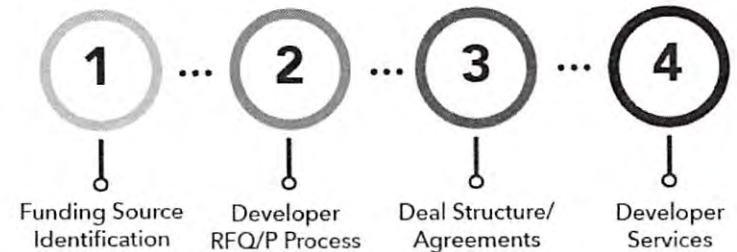


Placemaking & Real Estate Advisory

Feasibility & Impact Study



Project Advisory & Execution



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Proposal Overview

Understanding and Background

CDRPA is seeking a market, financial feasibility and economic impact study for a new Regional Sports Complex.

- Five-year action plan released by Our Valley Our Future recommended building a regional water park and indoor/outdoor aquatics facility
- Continued topic of discussion among city officials, county commissioners, port commissioners and chamber representatives
- Concluded that the facility should not just be limited to aquatics –should also include regional sports component



2022 – 2026

ACTION ITEMS

Ongoing Projects

Access to 24-7 Social Services

Expand 24-7 social services and resources in the community, including the 2-1-1 social services hotline

LEAD PARTNER:
Action Health Partners

SUPPORTING PARTNER:
North Central Accountable Community of Health

Place Names Honoring Cultures

Promote the use of place names honoring Indigenous peoples, Latinos, and other traditionally underrepresented groups on public buildings, schools, parks, streets, trails, as a way to show respect toward and instill pride in the region's cultural diversity

LEAD PARTNERS:
WVCC Hispanic Business Council, Wenatchee Valley College, Chelan Douglas Land Trust, Indigenous Roots & Reparation Foundation

Eastmont Recreation Center

Design and develop a new Eastmont Community Recreation Center in East Wenatchee, serving the needs of a growing and more diverse population

LEAD PARTNER:
Eastmont Metropolitan Parks District

SUPPORTING PARTNER:
City of East Wenatchee

Soccer Complex

Develop a sports complex for use by local and visiting soccer teams for matches and tournaments

LEAD PARTNER:
Opportunity available

Regional Water Park & Indoor/Outdoor Aquatics Facility

Plan and develop a water park, with slides and other activities, along with a large indoor/outdoor aquatics facility, to serve local youth and family activities as well as visitors and tourists

LEAD PARTNER:
Opportunity available

SUPPORTING PARTNER:
City of East Wenatchee

Desired Outcomes

Final report will address the following:

- Existing conditions,
- Market, demographics and demand analysis,
- Regional and local facility/competing facilities comparison,
- Recommendations and areas of focus for development programming and amenities,
- Public input,
- Site analysis,
- Development costs,
- Funding and partnership options,
- Projections of financial performance,
- Economic impact of the recommended scenarios



Key Steps to a Study Process



Chelan Douglas Regional Sports Complex Study Schedule			April	May	June	July	August	September	October	November	December	January '24
Phase 1												
Task 1 – Kickoff and Site Visit	Task Lead: HSP											
Task 2 – Existing Conditions Assessment	Task Lead: PW/NAC/WTI											
Task 3 – Economic and Demographics Analysis	Task Lead: HSP											
Task 4 – Sports Market Demand and Opportunity Analysis	Task Lead: HSP											
Sports and Aquatics Trends	HSP											
Local Sports and Aquatics Facility Supply and Demand Analysis	HSP											
Regional Competitive Sports and Aquatics Facilities Analysis	HSP											
Participation Estimates	HSP											
Market Segments	HSP											
Tournaments and Events Opportunity Analysis	HSP											
Task 5 – Support Amenities Market Analysis	Task Lead: HSP											
Task 6 – Comparable Facility Case Studies	Task Lead: HSP											
Task 7 – Market Findings	Task Lead: HSP											
Task 8 – Public Input and Community Involvement	Task Lead: PW/NAC											
DELIVERABLE: MARKET FINDINGS (END OF PHASE I)							✓					
Phase 2												
Task 9 – Checkpoint of Phase II Goals and Objectives	Task Lead: HSP											
Task 10 - Regional and Local Facility Comparison	Task Lead: HSP											
Task 11 - Facility Options, Programs and Capital Costs	Task Lead: PW/NAC/WTI											
Task 12 - Site Analysis	Task Lead: PW/NAC/WTI											
Task 13 - Estimated Financial Performance of Each Facility	Task Lead: HSP											
Task 14 - Economic Impact of Each Facility	Task Lead: HSP											
Task 15 – Funding Options	Task Lead: HSP											
DELIVERABLE: DRAFT ANALYSIS										✓		
DELIVERABLE: FINAL ANALYSIS											✓	
FINAL PRESENTATION												✓



How will your outreach approach ensure the study has an accurate representation of our region's population?

Outreach and Engagement

Tailor the approach to ensure multiple methods of engagement
–strive to hear voices from all segments of region’s population

- Plan- collaborate with steering committee
- Groundwork –what outreach has been done to -date?
- Strategy Development & Methods
 - Steering committee and stakeholder interviews
 - Focus groups, including:
 - Local and regional sporting organizers
 - Public interest and community workshops
 - Project website

NAC will act as the local leader and face of the regional outreach and engagement

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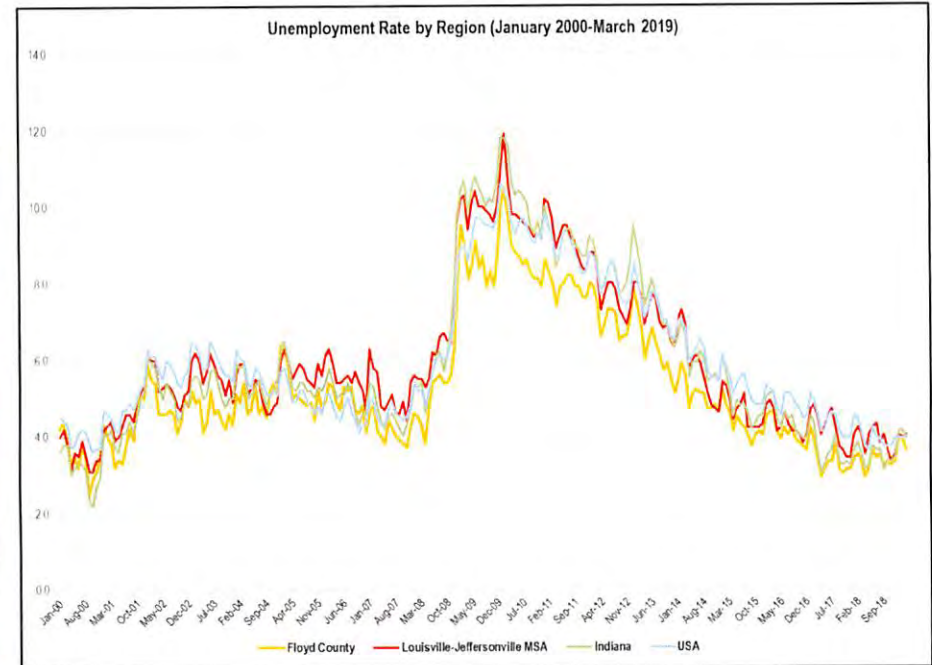
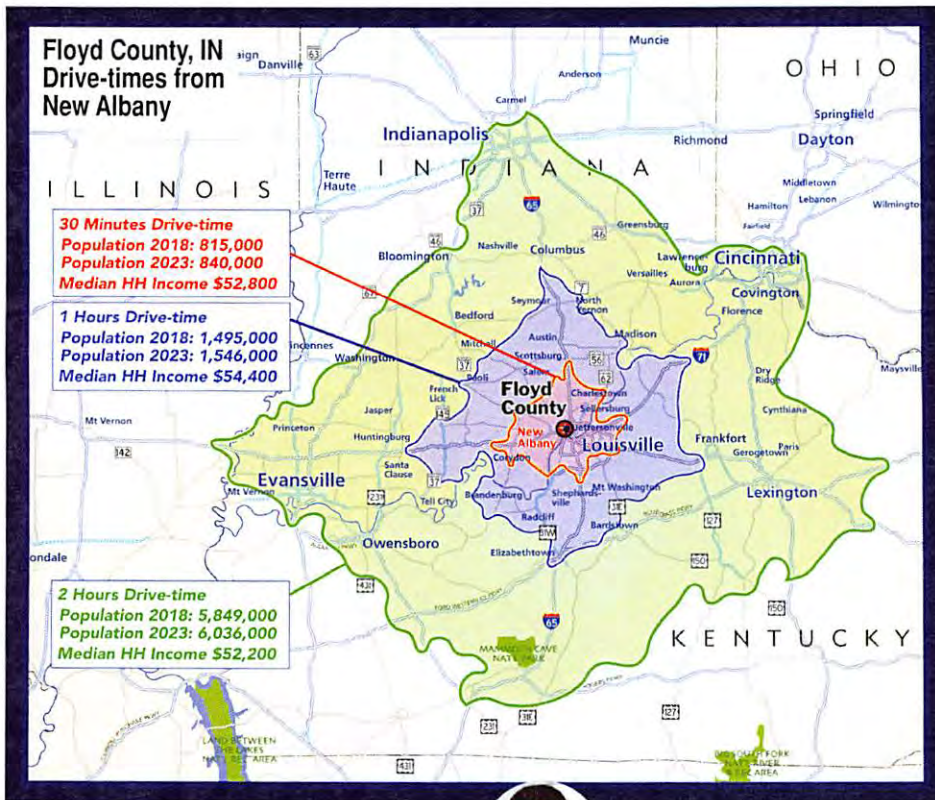
Planning Tools



<https://kuula.co/share/collection/7FkV4?logo=0&info=0&fs=1&vr=1&sd=1&initload=0&thumbs=1>

**Outline your experience with socio -
economic data gathering and analysis**

Eco Demo



Population and Growth Rates

	Population			2023 Projected	Percent Change 2010 - 2018
	2000	2010	2018		
United States	281,421,906	308,745,538	330,088,686	343,954,683	6.9%
Indiana	6,080,485	6,483,802	6,762,374	6,939,633	4.3%
Louisville/Jefferson County, KY-IN MSA	1,121,112	1,235,708	1,304,874	1,361,952	5.6%
Floyd County	70,823	74,578	78,752	81,187	5.6%
County Population as % of MSA	6.3%	6.0%	6.0%	6.0%	—

Source: ESRI

Eco Demo

School	Capacity	Dublin High School Enrollment								
		2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030
Coffman High School	2,000	1,909	1,863	1,893	1,846	1,860	1,843	1,810	1,777	1,741
Jerome High School	2,400	1,930	1,989	2,037	2,178	2,250	2,418	2,579	2,651	2,857
Scioto High School	1,750	1,371	1,391	1,390	1,413	1,407	1,442	1,441	1,388	1,396
High School Total	6,150	5,210	5,243	5,320	5,437	5,517	5,703	5,830	5,816	5,994

Source: Dublin School District

School	Capacity	Dublin High School Utilization								
		2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029	2029-2030
Coffman High School	2,000	95%	93%	95%	92%	93%	92%	91%	89%	87%
Jerome High School	2,400	80%	83%	85%	91%	94%	101%	107%	110%	119%
Scioto High School	1,750	78%	79%	79%	81%	80%	82%	82%	79%	80%
High School Total	6,150	85%	85%	86%	88%	89%	92%	93%	93%	95%

Source: Dublin School District



Eco Demo

Experian Mosaic Demographic and Lifestyle Groups and Types

A	Power Elite 7.17%	A01	American Royalty	2.02%
		A02	Platinum Prosperity	1.25%
		A03	Kids and Cabernet	0.89%
		A04	Picture Perfect Families	0.98%
		A05	Couples with Clout	1.11%
		A06	Jet Set Urbanites	0.93%
B	Flourishing Families 4.30%	B07	Generational Soup	1.29%
		B08	Babies and Bliss	0.87%
		B09	Family Fun-tastic	0.85%
		B10	Cosmopolitan Achievers	1.29%
C	Booming with Confidence 6.96%	C11	Aging of Aquarius	2.39%
		C12	Golf Carts and Gourmets	0.60%
		C13	Silver Sophisticates	2.68%
		C14	Boomers and Boomerangs	1.30%
D	Suburban Style 4.57%	D15	Sports Utility Families	1.15%
		D16	Settled in Suburbia	1.25%
		D17	Cul de Sac Diversity	0.58%
		D18	Suburban Attainment	1.59%
E	Thriving Boomers 9.95%	E19	Full Pockets, Empty Nests	1.19%
		E20	No Place Like Home	2.17%
		E21	Unspoiled Splendor	2.38%
F	Promising Families 3.80%	F22	Fast Track Couples	3.00%
G	Young, City Solos 3.08%	F23	Families Matter Most	0.80%
		G24	Status Seeking Singles	1.38%
H	Middle-class Melting Pot 3.52%	G25	Urban Edge	1.70%
		H26	Progressive Potpourri	1.60%
		H27	Birkenstocks and Beemers	0.93%
		H28	Everyday Moderates	0.53%
I	Family Union 5.27%	H29	Destination Recreation	0.46%
		I30	Stockcars and State Parks	1.63%
		I31	Blue Collar Comfort	1.16%
		I32	Steadfast Conventionalists	1.41%
J	Autumn Years 6.95%	I33	Balance and Harmony	1.07%
		J34	Aging in Place	3.15%
		J35	Rural Escape	1.89%
		J36	Settled and Sensible	1.92%

K	Significant Singles 4.74%	K37	Wired for Success	1.10%
		K38	Gotham Blend	1.37%
		K39	Metro Fusion	0.41%
		K40	Bohemian Groove	1.86%
L	Blue Sky Boomers 5.55%	L41	Booming and Consuming	0.92%
		L42	Rooted Flower Power	2.36%
		L43	Homemade Happiness	2.27%
M	Families in Motion 2.69%	M44	Red, White and Bluegrass	1.47%
		M45	Diapers and Debt Cards	1.22%
N	Pastoral Pride 4.62%	N46	True Grit Americans	1.31%
		N47	Countrified Pragmatics	1.14%
		N48	Rural Southern Bliss	1.56%
		N49	Touch of Tradition	0.61%
O	Singles and Starters 11.16%	O50	Full Steam Ahead	0.56%
		O51	Digital Dependents	4.24%
		O52	Urban Ambition	1.25%
		O53	Colleges and Cafes	0.84%
		O54	Striving Single Scene	2.68%
		O55	Family Troopers	1.58%
P	Cultural Connections 4.71%	P56	Mid-scale Medley	0.85%
		P57	Modest Metro Means	0.69%
		P58	Heritage Heights	0.51%
		P59	Expanding Horizons	1.29%
		P60	Striving Forward	0.91%
		P61	Humble Beginnings	0.47%
Q	Golden Year Guardians 8.77%	Q62	Reaping Rewards	1.79%
		Q63	Footloose and Family Free	0.45%
		Q64	Town Elders	4.63%
		Q65	Senior Discounts	1.89%
R	Aspirational Fusion 2.47%	R66	Dare to Dream	1.50%
		R67	Hope for Tomorrow	0.97%
S	Economic Challenges 3.72%	S68	Small Town Shallow Pockets	1.24%
		S69	Urban Survivors	1.62%
		S70	Tight Money	0.19%
		S71	Tough Times	0.67%



Eco Demo

Experian's Mosaic USA lifestyle groups and types

Generally, the higher the letter, the more affluent, active, and influencing within society

Deer District visitors in 2021 are shown ranked by the largest index compared to that category's statewide population

Although Aspirational Fusion is the highest - indexed group, Singles and Starters actually has the largest percentage of the population in the market trade area.



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By Population	388,100	(100%)
Group	Population	
R - Aspirational Fusion	43,056	(11.1%) 664
S - Thrifty Habits	40,282	(10.4%) 386
G - Young City Solos	19,884	(5.1%) 301
O - Singles and Starters	64,683	(16.7%) 190
P - Cultural Connections	34,148	(8.8%) 168
D - Suburban Style	29,217	(7.5%) 113
A - Power Elite	29,943	(7.7%) 93
L - Blue Sky Boomers	13,919	(3.6%) 88
K - Significant Singles ⓘ	10,738	(2.8%) 75
I - Family Union	19,992	(5.2%) 63
E - Thriving Boomers	15,019	(3.9%) 60
Q - Golden Year Guardians	12,744	(3.3%) 55
B - Flourishing Families	14,045	(3.6%) 53

Describe your approach to the existing facility assessment –reach, unbiased data, etc.

Unbiased Assessment of Existing Conditions

In-person tours of as many local public and private facilities as possible

- Establish foundational understanding of what offerings are there now
- Size
- Indoor/Outdoor
- Functionality
- Quality/Conditions
- Use and Rental

This sets the stage for the in -depth sports market demand and opportunity analysis –local, regional, tournament opportunity, and support amenities

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**Describe the analytics you will use to
create the pro forma**

What Influences Project Performance?



Sample Local Market Supply

Columbus Competitive Aquatics Facility Supply

Facility Name	Location	Distance from Site (Miles)	Public Access	Bodies of Water	Competition Pool	Diving Well	Leisure Pool
Worthington Swim Club	Worthington	10.9	✓	4	Various	1	2
Upper Arlington High School Natatorium*	Upper Arlington	12.6	✗	1	9 lanes, 25 meters	1	0
Bill and Mae McCorkle Aquatic Pavillion - OSU	Columbus	17.9	✗	3	Various	1	1
Columbus Aquatics Center	Columbus	19.2	✓	2	6 lanes, 25 yards	1	1
Columbus Academy Pool*	Gahanna	22.1	✗	1	6 lanes, 25 yards	0	0
Columbus St. Charles*	Columbus	22.5	✗	1	6 lanes, 25 yards	0	0
New Albany High School*	New Albany	22.6	✗	1	6 lanes, 25 yards	1	0
Columbus School for Girls*	Columbus	23.1	✗	1	8 lanes, 25 meters	0	0
Gahanna Swimming Pool	Gahanna	23.3	✓	2	9 lanes, 25 yards	1	1
Total/Average		15.4		22		7	8

*High school facility
Source: Various Sources



Sample Regional Market Supply

Regional Competitive Aquatics Facility Supply

Facility Name	Location	Distance from Site (Miles)	Public Access	Bodies of Water	Competition Pool	Viewing Capacity	Diving Well	Leisure Pool
Trumbull Aquatics Center at Denison University**	Granville, OH	39.2	✓	2	9 lanes, 50 meters	750	1	0
James A. Steen Aquatic Center at Kenyon College**	Gambier, OH	59.2	✗	1	9 lanes, 50 meters	370	1	0
Bowling Green State University**	Bowling Green, OH	101	✓	2	22 lanes, 25 yards	-	1	1
Mason Municipal Aquatic Center	Mason, OH	101	✓	3	10 lanes, 50 meters	1,000	0	1
Corwin M. Nixon Aquatic Center**	Oxford, OH	114	✓	2	8 lanes, 50 meters	1,000	1	1
Keating Natatorium*	Cincinnati, OH	114	✗	1	8 lanes, 50 meters	600	0	0
Indiana University Natatorium**	Indianapolis, IN	173	✓	2	8 lanes, 50 meters	4,700	1	0
SPIRE Aquatics Center*	Geneva, OH	184	✓	2	10 lanes, 50 meters	2,300	1	1
Total/Average		110.7		15		1,531	6	4

*High School Facility

**College Facility

Source: Various Sources



Regional Competitive Aquatics Facility Supply



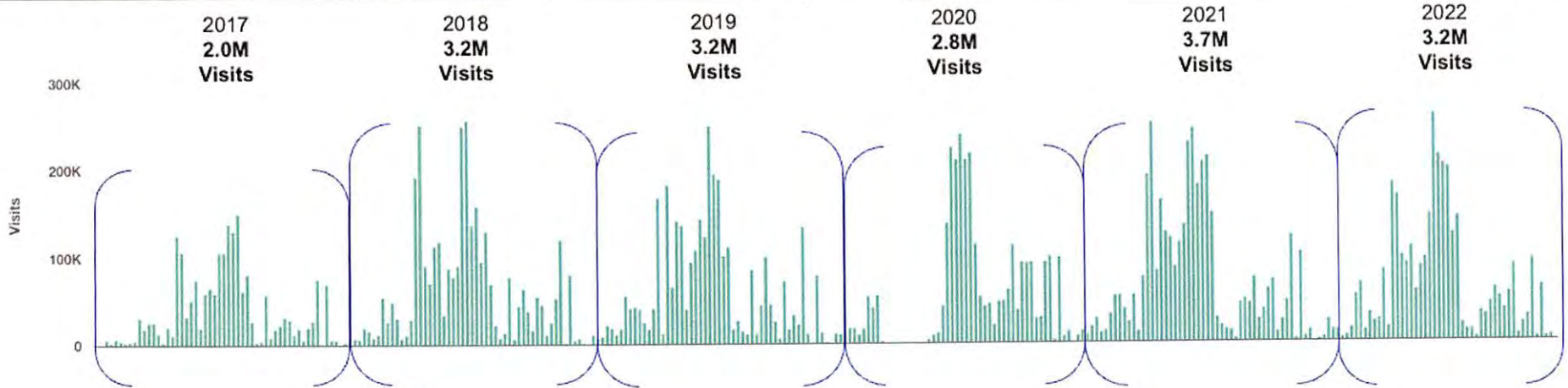
Sample Visitation Data

Grand Park - Westfield, IN January 2017 - December 2022					
Visitor Origins by Distance from Site	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est Number of Visits	Percent of Total Visits	Est Number of Customers	Percent of Total Customers	
Locals - Within 10 miles	6,600,000	21%	110,300	6%	59.84
Regional Distance - Between 10 and 40 miles	6,400,000	21%	269,200	14%	23.77
Long Distance only - Over 40 miles	18,200,000	58%	1,500,000	80%	12.13
Total Visits	31,200,000	100%	1,879,500	100%	16.60

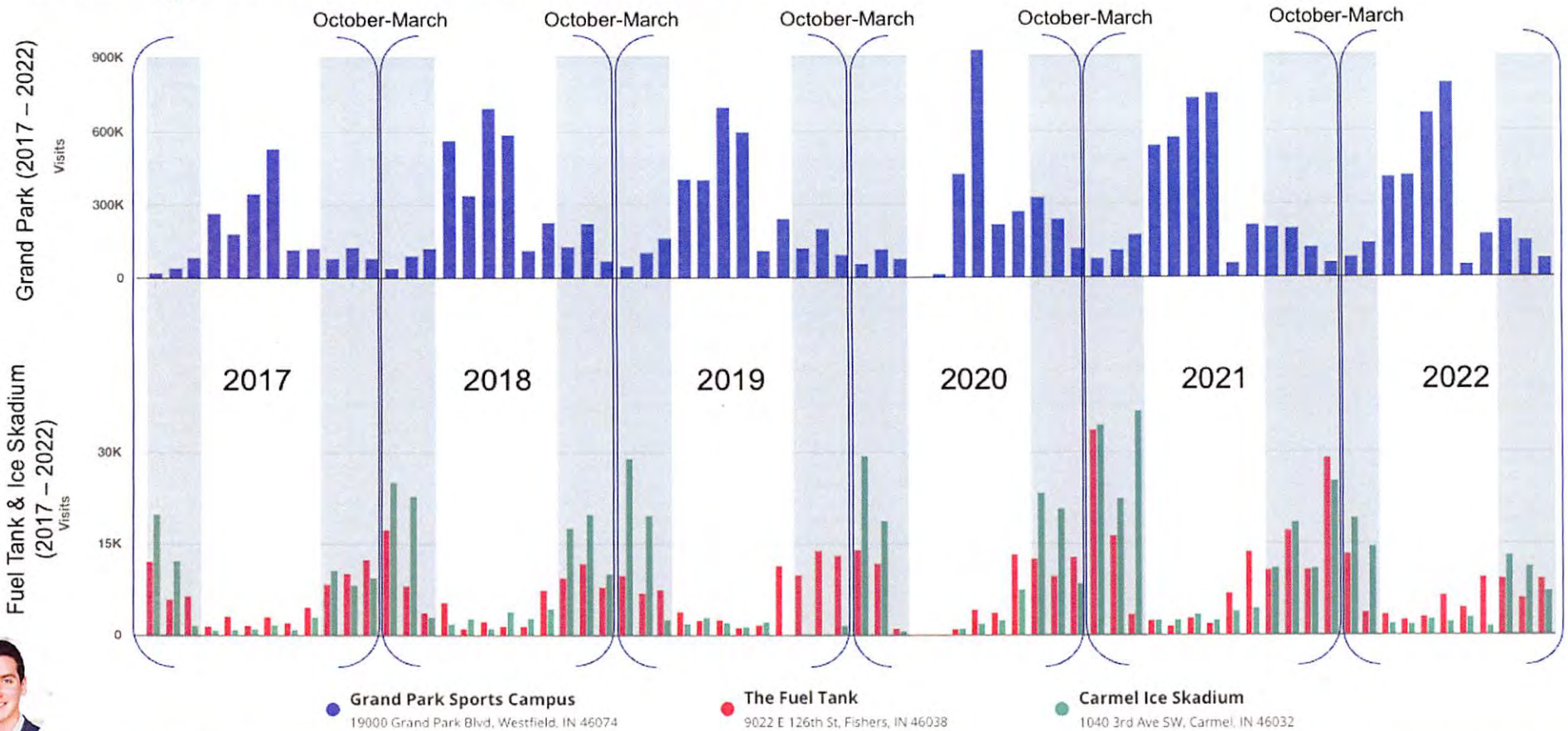
Source: Placer.ai

Grand Park Sports Campus Visits by Geography in 2022		
	Total Visits	Visits Percentage
Visitors coming from Hamilton County only	1,211,524	21.5%
Visitors coming from Indiana (excluding Hamilton County)	2,015,437	35.7%
Visitors coming outside Indiana	2,420,199	42.9%
Total	5,647,160	100%

Source: Placer

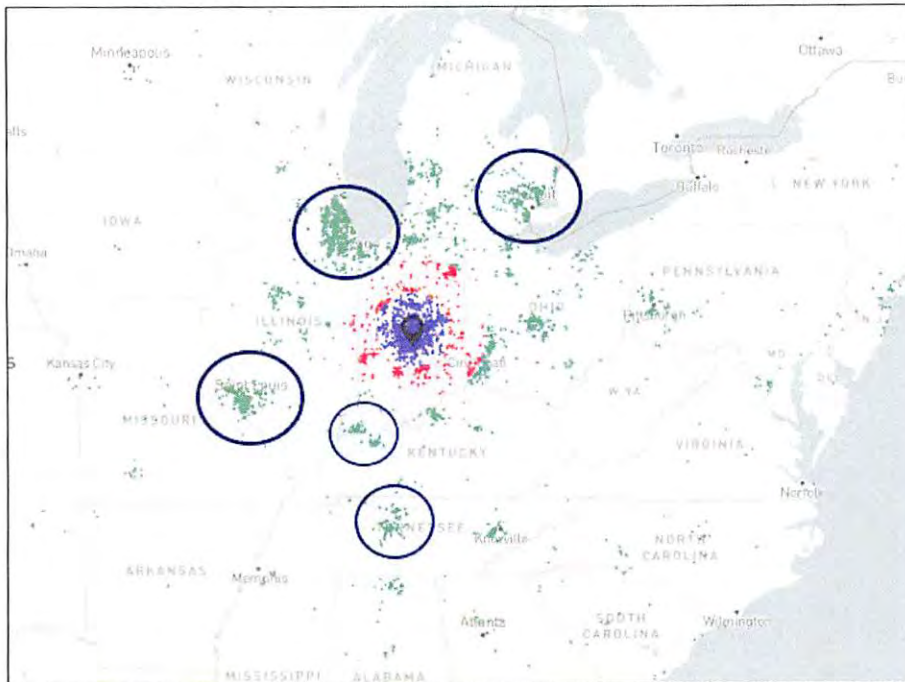


Sample Visitation Data

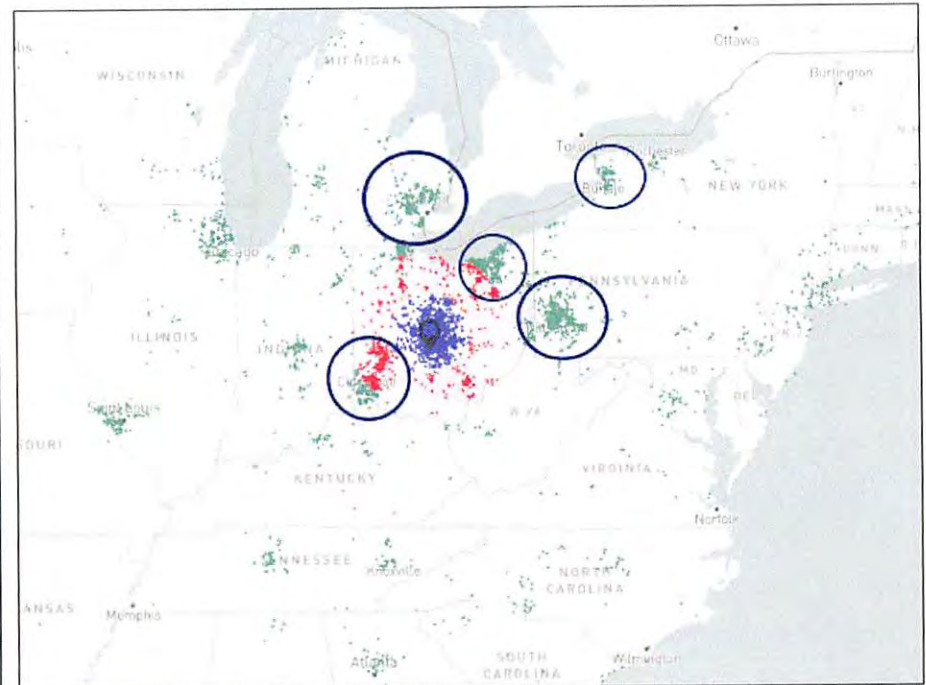


Sample Visitation Data

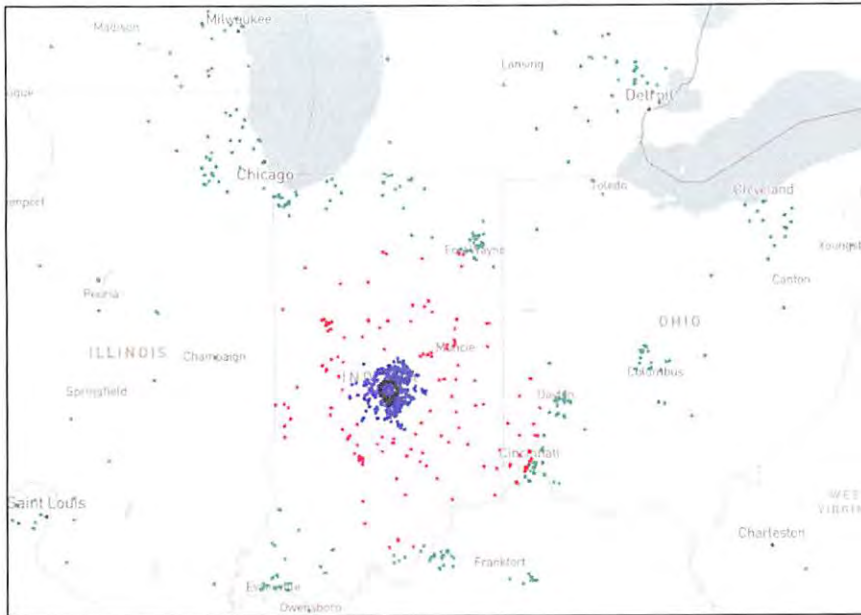
Visitors to Carmel Ice Skadium (2017 – 2022)



Visitors to OhioHealth Chiller North (2017 – 2022)

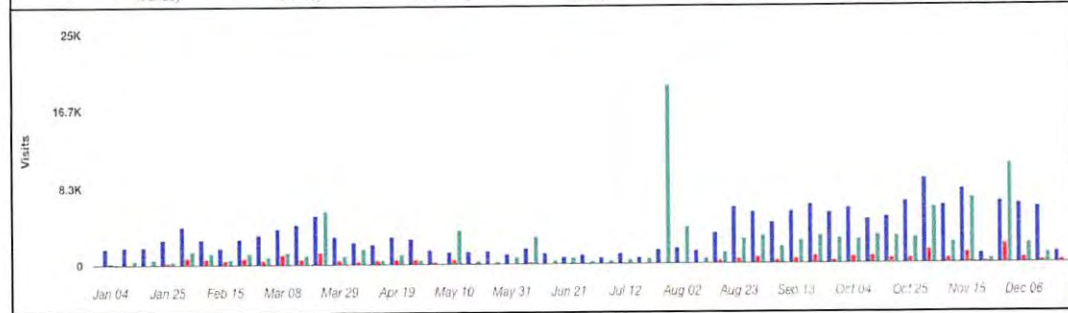
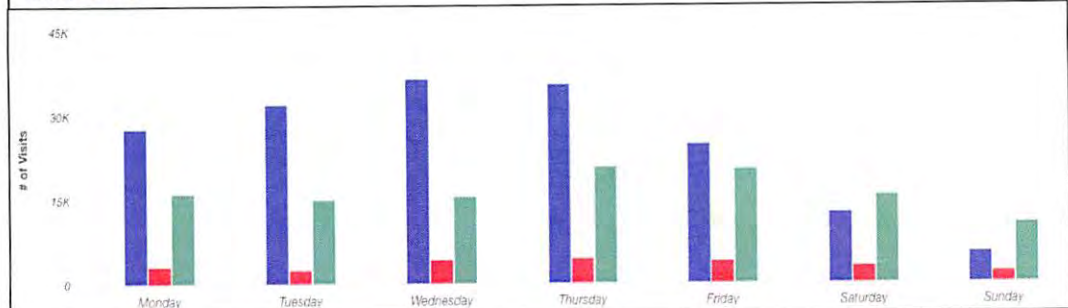


Sample Visitation Data



Indiana University Natatorium January 2021 - December 2021					
Visitor Origins by Distance from Site	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	174,400	56%	15,400	39%	11.32
Regional Distance - Between 25 and 75 miles	23,600	8%	5,500	14%	4.29
Long Distance only - Over 75 miles	113,900	37%	18,700	47%	6.09
Total Visits	311,900	100%	39,600	100%	7.88

Source: Placer.ai



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Sample Pro Forma

Sports Complex Projection & Proforma												
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
Revenue (000s)												
Rental Revenue	\$ 1,585	\$ 1,841	\$ 2,047	\$ 2,170	\$ 2,313	\$ 2,359	\$ 2,406	\$ 2,455	\$ 2,504	\$ 2,554	\$ 3,113	\$ 3,795
Net Concessions/Catering	\$ 136	\$ 175	\$ 191	\$ 219	\$ 255	\$ 260	\$ 265	\$ 270	\$ 276	\$ 281	\$ 343	\$ 418
Advertising & Sponsorship (net)	\$ 79	\$ 80	\$ 82	\$ 84	\$ 85	\$ 87	\$ 89	\$ 90	\$ 92	\$ 94	\$ 115	\$ 140
Other	\$ 54	\$ 63	\$ 70	\$ 74	\$ 80	\$ 81	\$ 83	\$ 84	\$ 86	\$ 88	\$ 107	\$ 131
Total	\$ 1,854	\$ 2,159	\$ 2,390	\$ 2,547	\$ 2,733	\$ 2,787	\$ 2,843	\$ 2,900	\$ 2,958	\$ 3,017	\$ 3,678	\$ 4,483
Expenses (000s)												
Salaries, Wages & Benefits	\$ 1,096	\$ 1,117	\$ 1,140	\$ 1,163	\$ 1,186	\$ 1,210	\$ 1,234	\$ 1,258	\$ 1,284	\$ 1,309	\$ 1,596	\$ 1,945
General & Admin	\$ 75	\$ 77	\$ 78	\$ 80	\$ 81	\$ 83	\$ 84	\$ 86	\$ 88	\$ 90	\$ 109	\$ 133
Utilities	\$ 382	\$ 390	\$ 397	\$ 405	\$ 413	\$ 422	\$ 430	\$ 439	\$ 448	\$ 457	\$ 557	\$ 678
Repairs & Maintenance	\$ 272	\$ 277	\$ 283	\$ 289	\$ 294	\$ 300	\$ 306	\$ 312	\$ 319	\$ 325	\$ 396	\$ 483
Insurance	\$ 32	\$ 38	\$ 43	\$ 46	\$ 50	\$ 52	\$ 54	\$ 56	\$ 59	\$ 61	\$ 91	\$ 135
Advertising & Other	\$ 15	\$ 15	\$ 16	\$ 16	\$ 16	\$ 17	\$ 17	\$ 17	\$ 18	\$ 18	\$ 22	\$ 27
Management Fee (% of Revenue)	\$ 121	\$ 141	\$ 157	\$ 167	\$ 180	\$ 183	\$ 187	\$ 191	\$ 195	\$ 198	\$ 242	\$ 295
Reserves	\$ 93	\$ 108	\$ 119	\$ 127	\$ 137	\$ 139	\$ 142	\$ 145	\$ 148	\$ 151	\$ 184	\$ 224
Total	\$ 2,084	\$ 2,163	\$ 2,233	\$ 2,293	\$ 2,358	\$ 2,406	\$ 2,455	\$ 2,505	\$ 2,556	\$ 2,609	\$ 3,196	\$ 3,921
Net Operating Income	\$ (230)	\$ (4)	\$ 157	\$ 254	\$ 375	\$ 381	\$ 388	\$ 395	\$ 401	\$ 408	\$ 481	\$ 563

Source: Hunden Strategic Partners



How will you engage local and out of area sporting communities to determine demand?

Market Analysis: Demand Interviews & Tournament Opportunity

Interviews –phone calls, zoom meetings, follow up e -mail communication, and data requests:

- Local user groups,
- School districts,
- Clubs and leagues,
- Tournament organizers,
- Etc.

Date	Event	Location	Facility	# of Fields
May 2019	Presidents Cup	Elizabethtown, KY	Elizabethtown Sports Park	12
June 2019	State Open Cup	Elizabethtown, KY	Elizabethtown Sports Park	12
June 2019	Soccer Village Cup	Elizabethtown, KY	Elizabethtown Sports Park	12
August 2019	Beat the Heat	Elizabethtown, KY	Elizabethtown Sports Park	12
September 2019	Kentucky Fire Invitational	Louisville, KY	Bullitt Fields	n/a
October 2019	Derby Cup Fall Classic	Buckner, KY	Oldham Soccer Park	13
October 2019	Falls City Soccer Fest-MILLE 19	Louisville, KY	The Park Lands of Floyd's Fork	n/a
November 2019	Revolution Fall Classic 2019	Murray, KY	Bee Creek Soccer Complex	19
November 2019	Commonwealth Cup	Elizabethtown, KY	Elizabethtown Sports Park	12
Average				13

Source: Kentucky Youth Soccer Association



Event	Location	Facility	# of Courts
Middle School Girl's Summer Shootout	New Albany, IN	Scribner Middle School	3
High School Camp 2019	Manon, IN	Indiana Wesleyan University	n/a
Middle School Boy's Summer Shootout	New Albany, IN	Scribner Middle School	3
2019 Gym Rats Summer Tune-Up	Fort Wayne, IN	Speice Fieldhouse	8
Hoops Circuit Indianapolis	Westfield, IN	Grand Park	8
Midwest "Cage Classic"	Erlanger, KY	Griffin Elite Sports & Wellness Center	3
Slam-A-Palooza	Indianapolis, IN	Best Choice Fieldhouse	6
The Showcase	Fairfield, IN	Triton Central High School	n/a
FSG Run N Shoot 2019	Indianapolis, IN	Manan University	n/a
Hoosier Hoops Hystera	Indianapolis, IN	Central Indiana	n/a
Juneteenth Tournament	Fort Bend, IN	n/a	n/a
National Exposure Tournament Series	Fl Wayne, IN	Turnstone	n/a
Derby City "Red, White & Blue" Slamfest	Louisville, KY	MidAmerica Sports Center	n/a
Summer Showdown - Powered by Under Armour	Indianapolis, IN	Best Choice Fieldhouse	6
Ohio Players Junior National Championships	Louisville, KY	MidAmerica Sports Center	5
AlwaysLive Junior National Championships	Louisville, KY	MidAmerica Sports Center	5
Summer Individual Basketball League	Clarksville, KY	Clarksville HS	n/a
Adidas Junior Invitational	Westfield, IN	Grand Park	8
MBT High School Nationals	Louisville, KY	MidAmerica Sports Center	5
Average			5.5

Source: Exposure Events

What is your plan to working with the steering committee –suggested check ins, in person vs. virtual, gathering feedback, etc.

Milestones & Touchpoints

- Kickoff Organizing Call (remote)
- Public Engagement Strategy Call (remote/in person)
- Site Visit/Local Discovery (in person)
- Circle Back Call (remote)
- Market Findings Deliverable (in person)
- Draft Analysis (remote)
- Final Analysis (remote)
- Final Presentation (in person)



Provide feedback on our suggested scope of work –what is missing, what is unnecessary, should something have more emphasis, etc.?

Suggested Scope Adjustments

Augment Task 11: Facilities Operations, Programs and Capital Costs

- More detailed conceptual development and visual output
- Opportunity for folks to visualize, makes it real
- Assists with cost estimating

Survey?

- Statistically-valid survey –is this needed? Has this been discussed?
- Key points to consider - when you issue this and how it is administered

Flexibility!



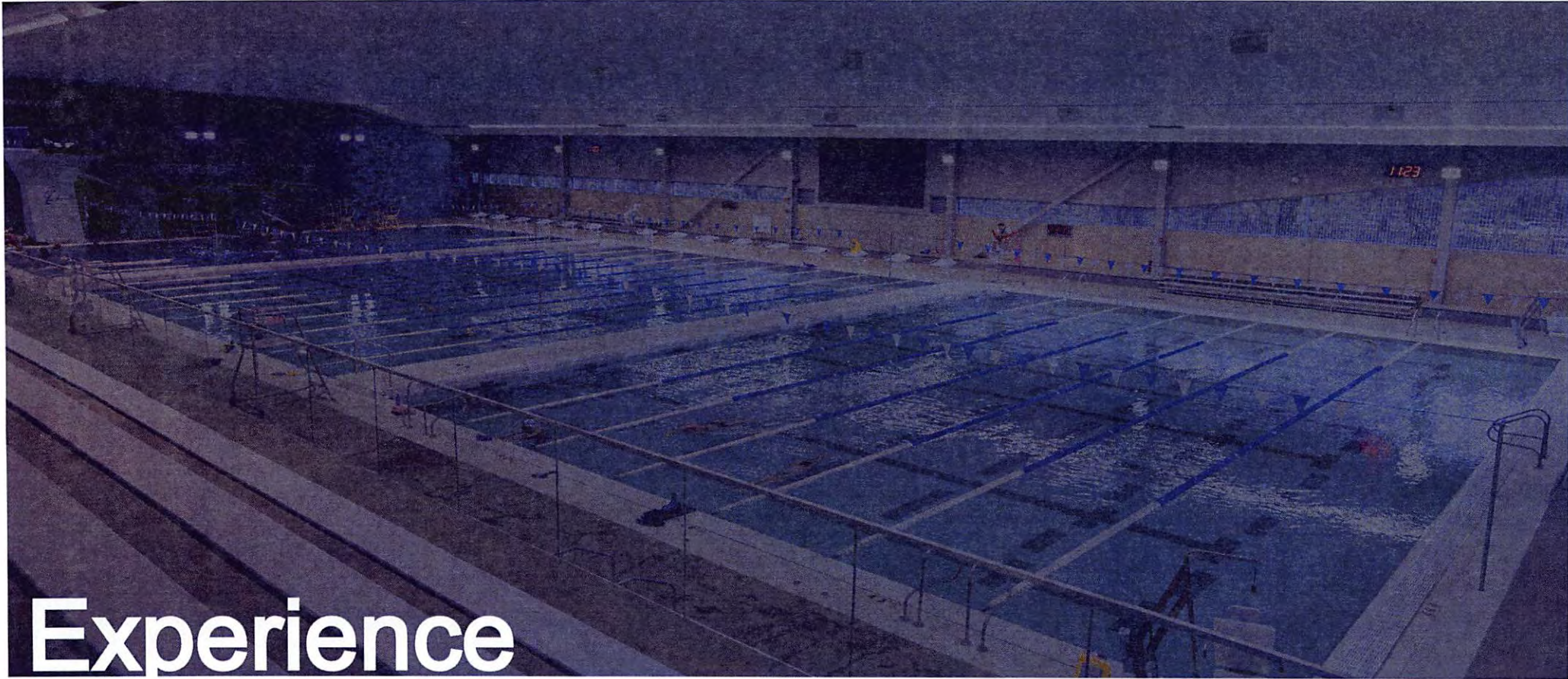


Worley, Idaho

Marimn Health Coeur Center

NAC
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Experience

**Market experience working in
urban vs. rural urban
communities**

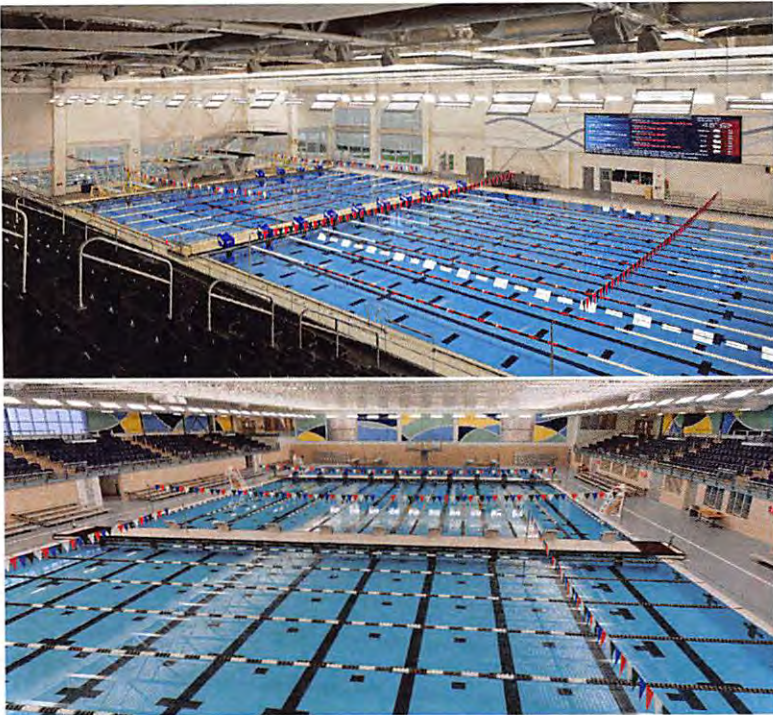
NAC Central Washington Recreation Experience



- Leavenworth Aquatic Center Study
- Quincy Recreation Center Study
- Quincy Aquatic Center
- CAPRD Aquatic Wellness and Fitness Center Study
- Kittitas Valley Memorial Pool and Fitness Center, Ellensburg
- Selah Aquatic Center
- Aquatic Center at MLK Jr. Park in Yakima
- Walla Walla Community College Student Recreation Center



WTI Select Competition Pools Experience



- Veteran's Memorial Pool –Walla Walla, WA
- Juniper Swim and Fitness Center –Bend, OR
- Multnomah Athletic Club –Portland, OR
- Grandview Heights Aquatic Center –Surrey, BC
- Hulburt Aquatic Center –West Fargo, ND
- Cherokee County Aquatics Center –Holly Springs, GA
- Greensboro Aquatic Center –Greensboro, NC
- Aberdeen Family Aquatic Center –Aberdeen, SD
- Veterans Memorial Aquatic Center –Thornton, CO
- Elkhart Health & Aquatics Center –Elkhart, IN



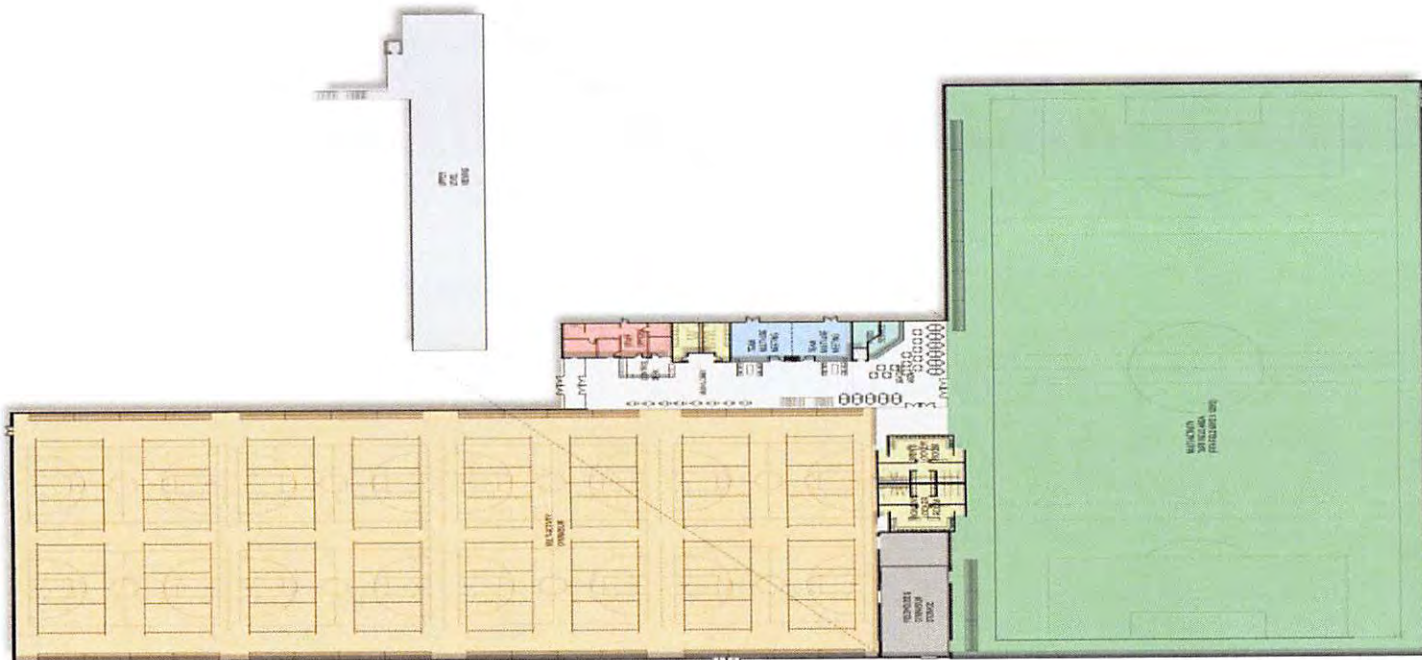


Chelan, Washington

Outdoor Ice Pavilion Facility

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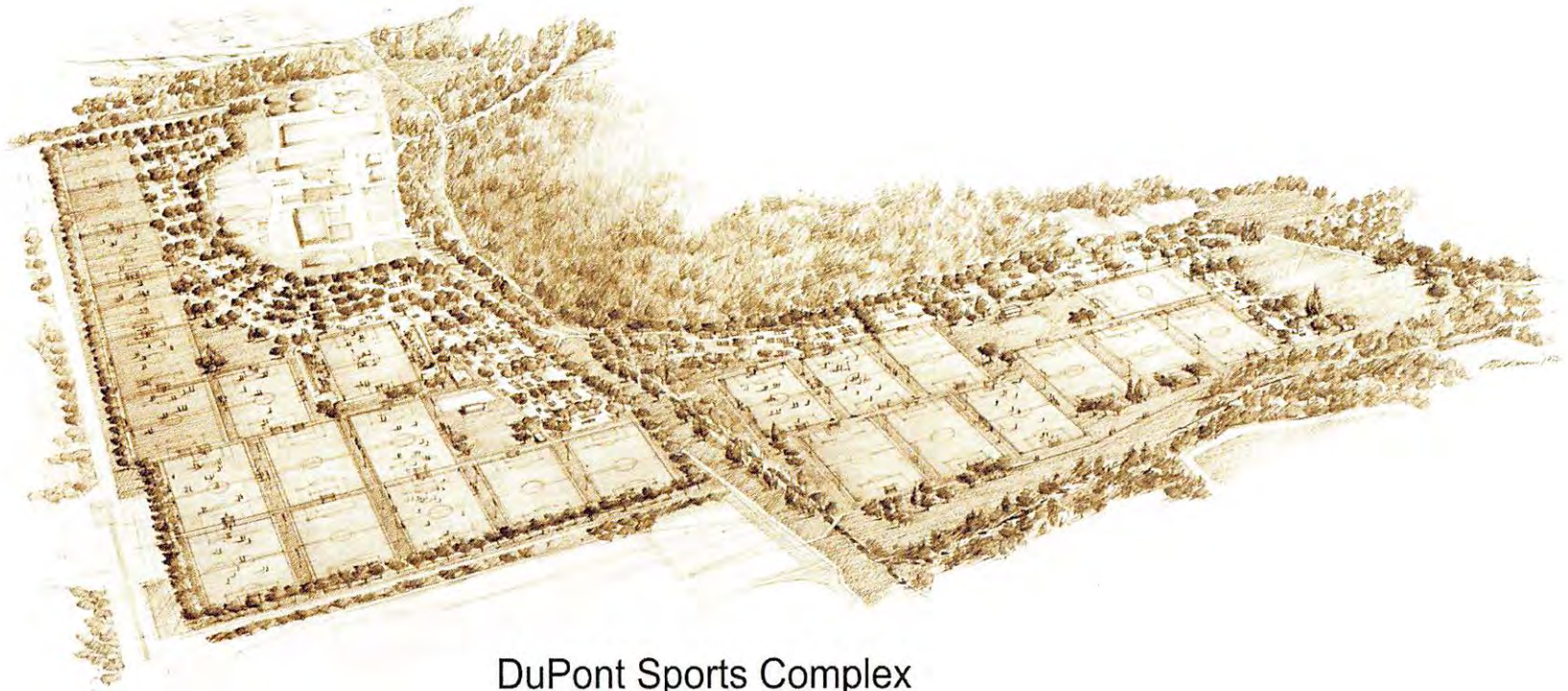
Lacey, Washington

Perkins&Will

Indoor Sports Complex Feasibility, Impact & Business Plan

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DuPont Sports Complex

City of DuPont, WA JBLM Tacoma South Sound Sports Commission

DuPont, Washington

Multi-Field Tournament Sports Facility

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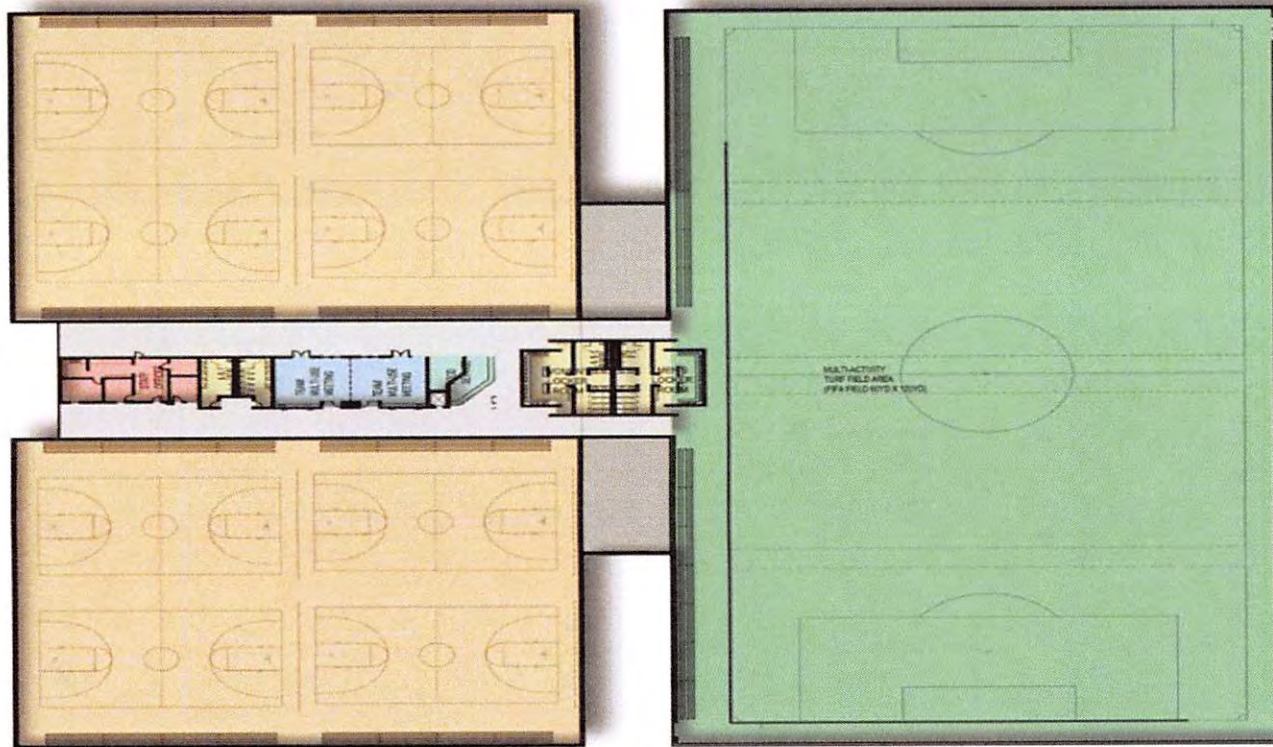


Pierce County, Washington

Special Events Study Spanaway Park & Sprinker Recreation Center

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Snohomish, Washington

Perkins&Will

Sports Facility Market, Financial Feasibility & Impact

hunden strategic partners





The Dalles/Wasco Co, Oregon

Regional Sports/Event Complex Market Analysis

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West Lafayette, Indiana

Perkins&Will

Wellness, Recreation & Aquatic Center

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West Lafayette, Indiana

Perkins&Will

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Wellness, Recreation & Aquatic Center



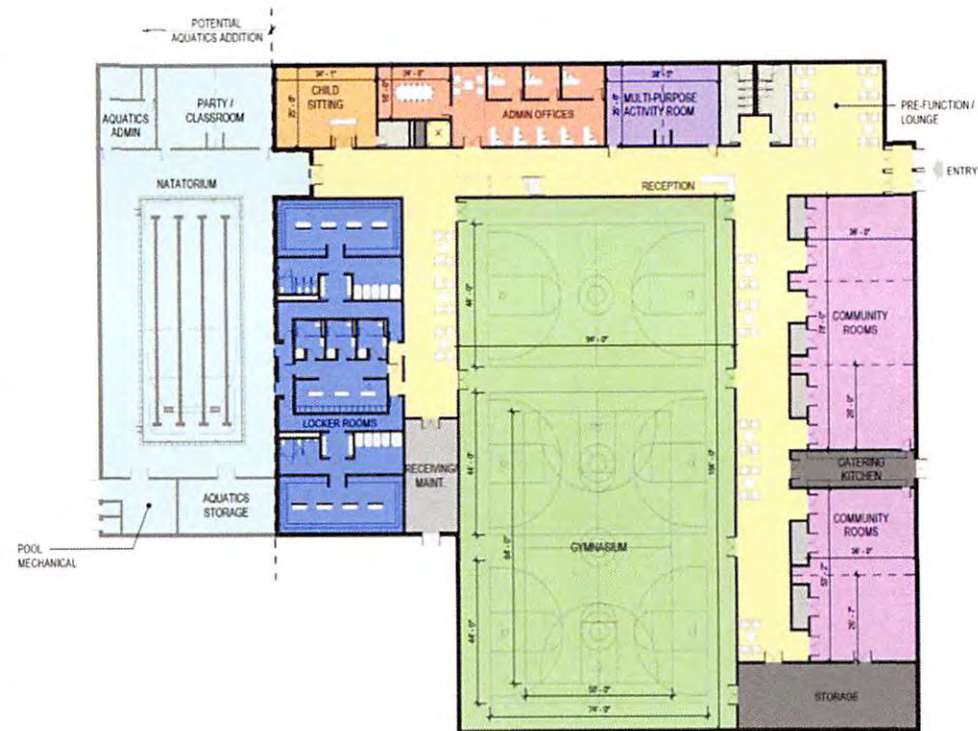
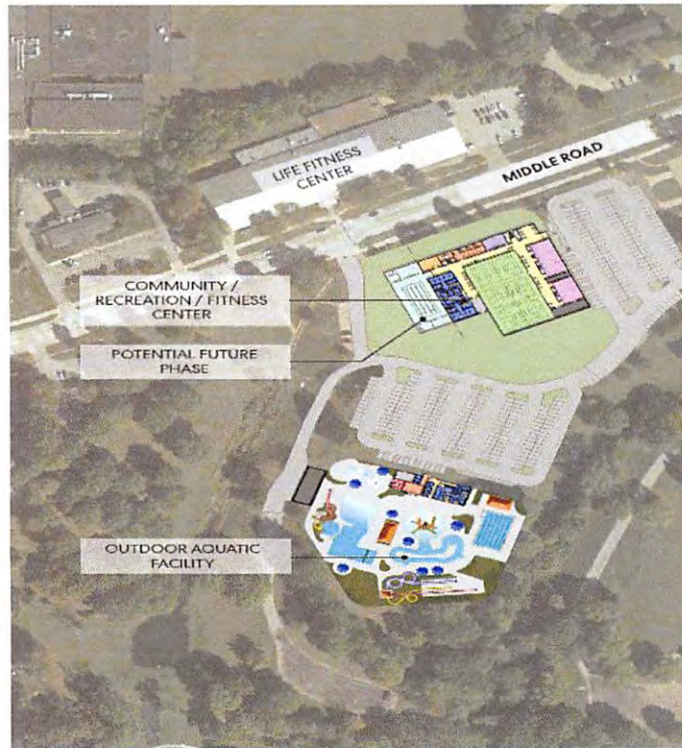


La Vista, Nebraska

Indoor/Outdoor Sports & Aquatics Complex

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Bettendorf, Iowa

Perkins&Will

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Aquatics & Recreation Facilities Needs Assessment





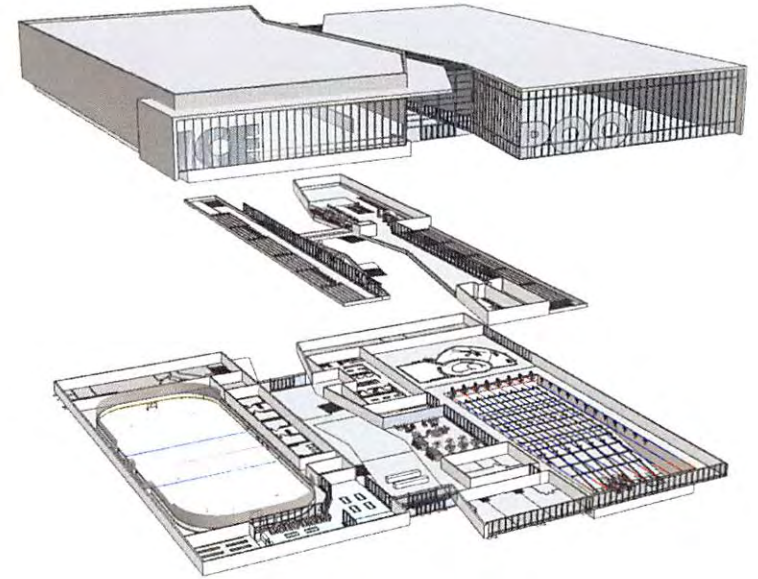
Brooklyn Center, Minnesota

Perkins&Will

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Community Center Master Plan





Longmont, Colorado

Perkins&Will

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Aquatic and Ice Center Feasibility Study





Medford, Oregon

Perkins&Will

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Rogue Credit Union Event & Aquatic Complex





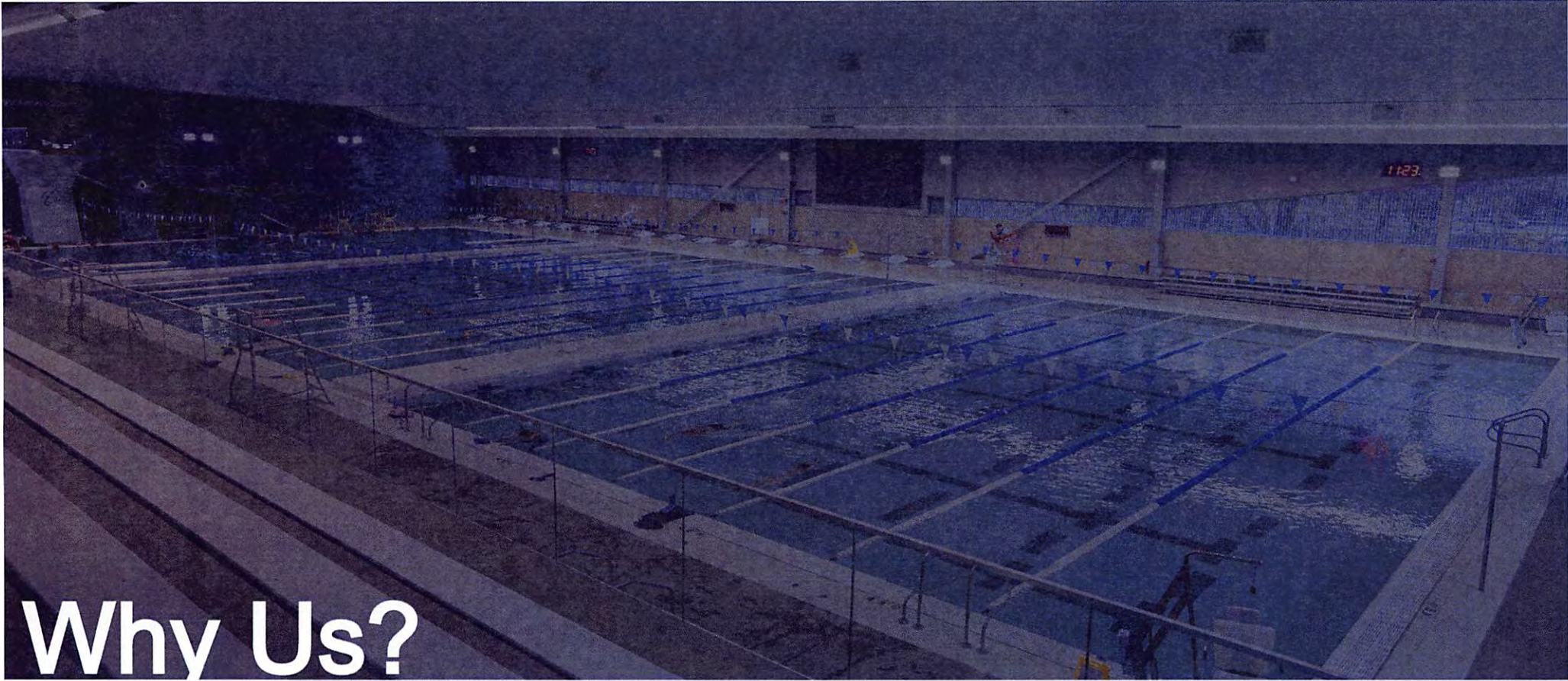
Flagstaff, Arizona

Perkins&Will

Aquatic & Tennis Complex at Northern Arizona University

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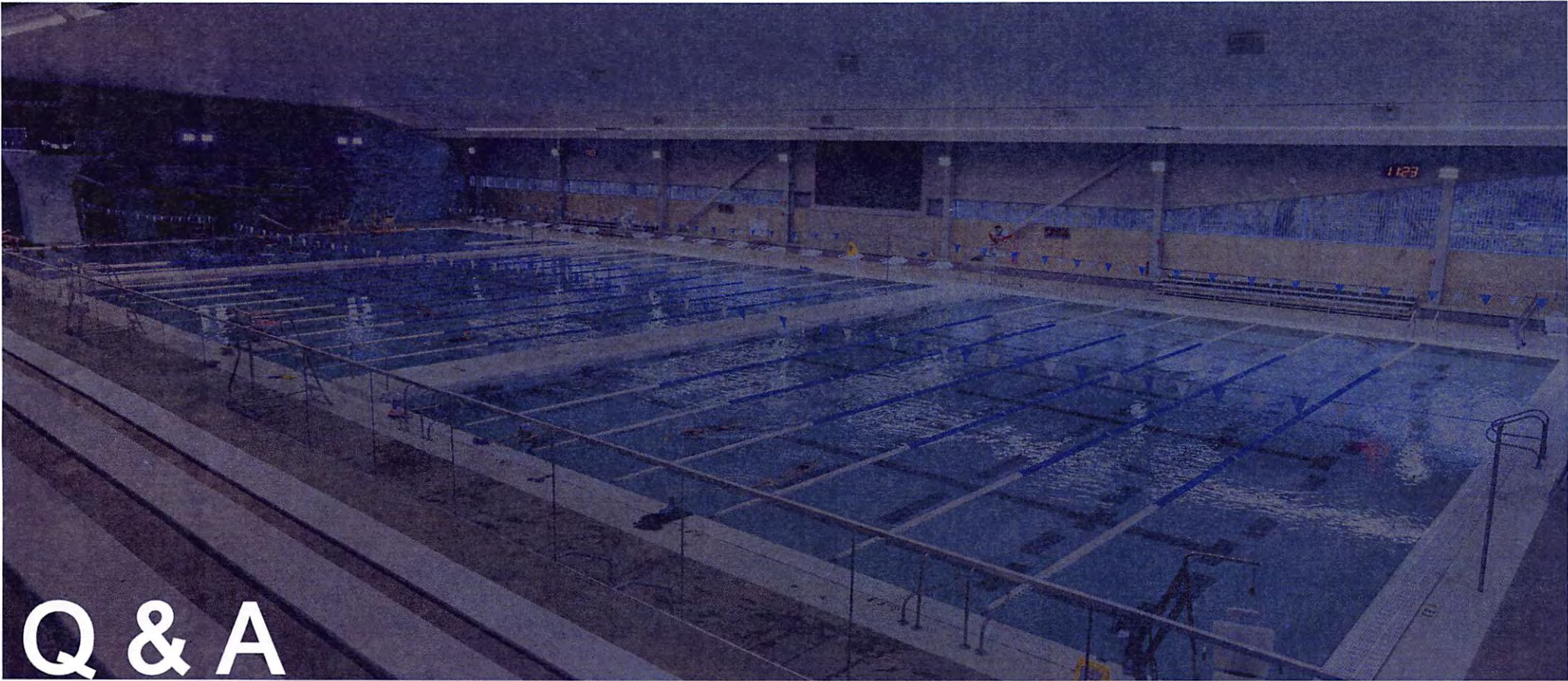




Why Us?

Why This Team?

- Unmatched Sports & Aquatic Facility Experience
- Presence in Central Washington
- Engagement Strategy, Processes & Tools
- Deep Data Dive (Placer.ai, CoStar, STR, AirDNA)
- Emphasis on Viability, Tell the Truth
- Principal-Driven Effort
- Process Driven by Milestones & Communication
- Creative Solutions for Project Implementation
- Remain Flexible to Adjust Approach as Needed



Q & A

Directory



- Team Introduction
- Proposal Overview:
 - Background and Outcomes
 - Task List and Timeline
 - Outreach & Engagement
 - Socio-economic Data Samples
 - Existing Facilities Assessment
 - Market & Pro Forma Analytics
 - How to Engage Sporting Communities to Determine Demand
 - Milestones & Touchpoints
 - Suggested Scope Adjustments
- Experience



Additional Materials

Planning Tools

State -Of -The-Art Aquatics

Multi-Generational Pools

- Warm Water, Zero-Depth
- Variable Depths
- Good Visibility Lifeguarding
- Pool Party Rooms
- Revenue Generating Opportunities
- Fun Features for All Ages



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State of the Art Pools

- Timing Systems and Scoreboards
- Moveable Bulkheads and Moveable Floors
- Lane Widths and Depths
- Gutter Configuration
- Deck Space



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Technical Considerations

- Durability and Longevity
- Corrosion Resistance
- Vapor and Insulation Continuity
- Air Distribution and Return
- Sustainable Practices/ Heat Recovery
- Envelope Pre-Commissioning



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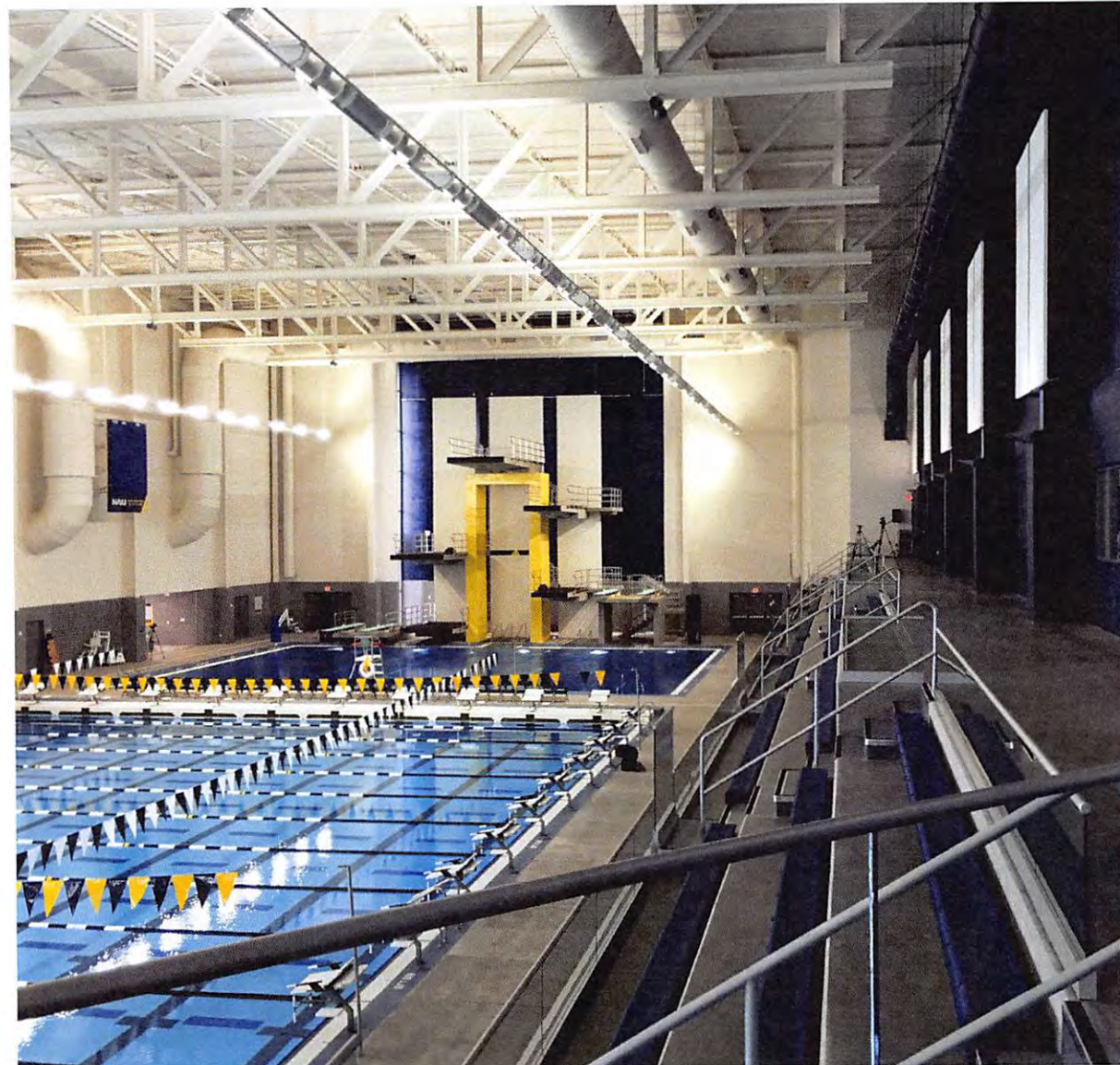


User Experience

- Great Sightlines
- Seating Comfort
- Air Quality
- Air Temperature
- Acoustics
- Lighting/ Daylighting



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Operations


- Security and Controls
- Safety and Guarding
- Maintenance
- Pool Mechanical
- Loading/Storage
- Meet Management


Understand Cost Drivers


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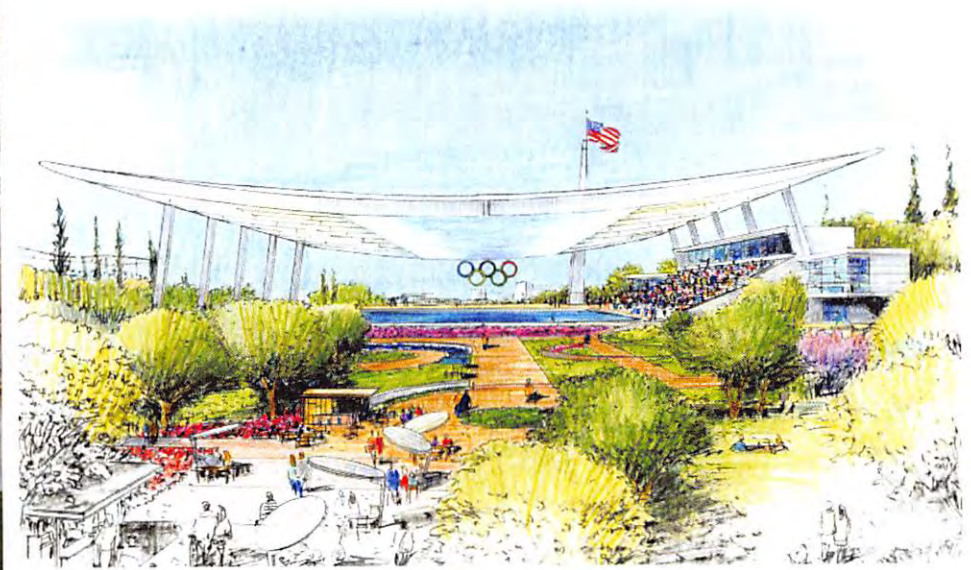
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Hunden Strategic Partners is a full-service real estate development advisory practice specializing in destination assets.

With professionals in Chicago, San Diego and Minneapolis, HSP provides a variety of services for all stages of destination development in:

- Real Estate Market & Financial Feasibility
- Economic, Fiscal & Employment Impact Analysis (Cost/Benefit)
- Organizational Development
- Public Incentive Analysis
- Economic and Tourism Policy/Legislation Consulting
- Research & Statistical Analysis
- Developer Solicitation & Selection

The firm and its principal have performed more than 1,000 studies over the past 25 years, with more than \$20 billion in built, successful projects or projects underway.



USA Water Polo - Conceptual Rendering

Irvine, California

Great Park Sports Tournament Complex & Mixed-Use Master Plan

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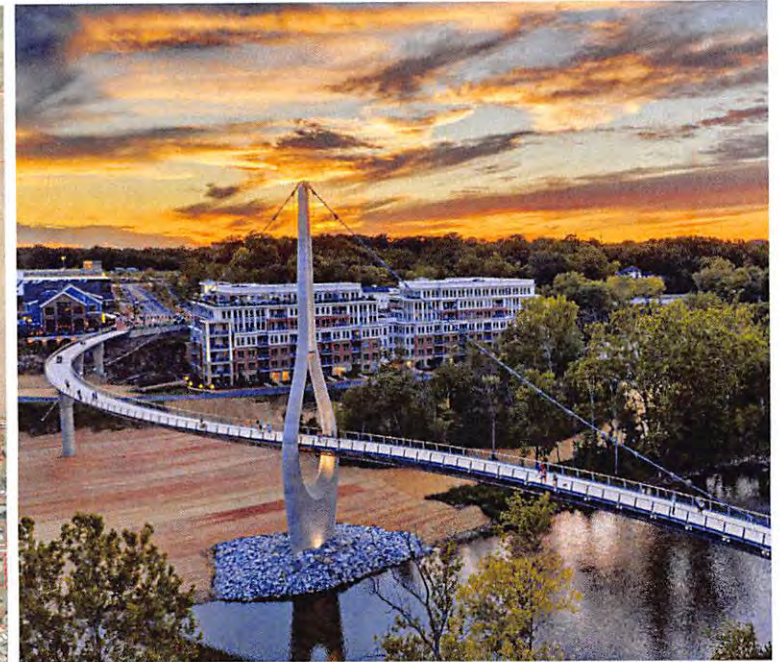
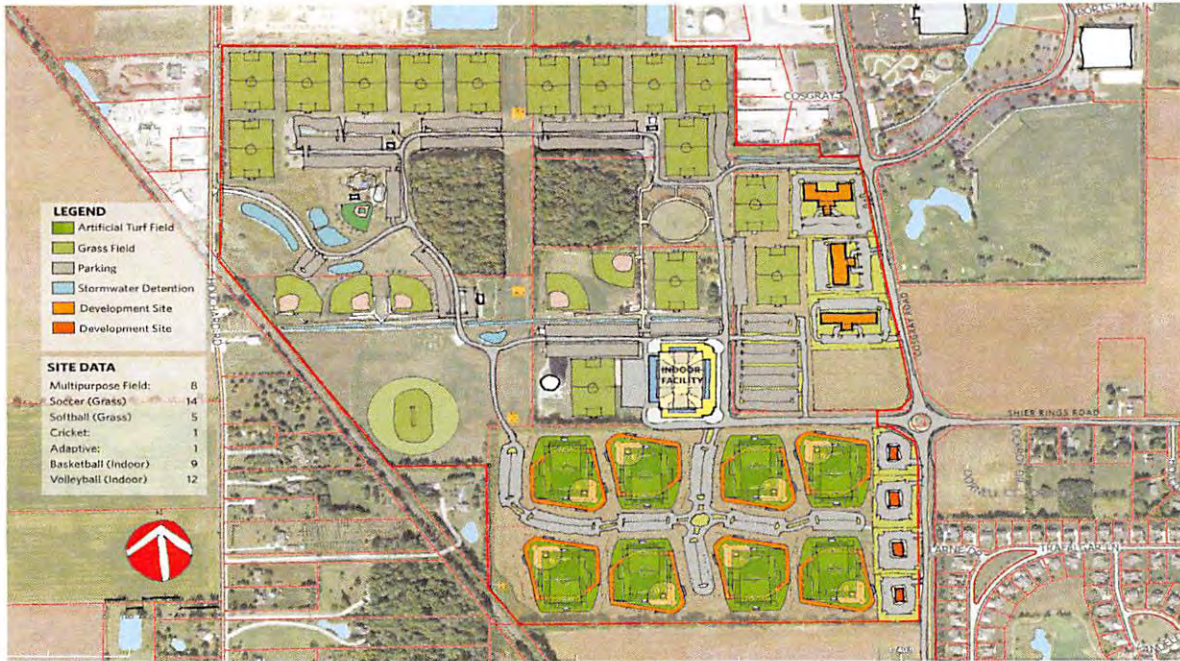




Genesee County, Michigan

Indoor/Outdoor Sports Complex Market & Financial Feasibility Study





Dublin, Ohio

Tournament Regional Sports Complex

