

# PERFECT GAME IMPACT

ECONOMIC IMPACT, MEDIA, CASE STUDIES & REFERENCES



# BUILDING THE BRAND

**2019**

Expansion into youth business with key acquisitions: golf shores, Houston, Kansas city & Northeast.

**2020**

Launch of PerfectGame.TV during the covid pandemic.

**2021**

Rick Thurman and Rob Ponter purchase super majority position of perfect game.

**2022**

Launched Diamondkast+ to include stats, video highlights, and live streaming.

**2023**

Launched: PG branded products in 250+ dick's apparel, headwear, gear, team uniforms. Dick's becomes title sponsor of PG All-American classic.

**2024**

Created a scalable brand platform with "believe in baseball" campaign. Expansion into Australia and Japan. Launched PG leagues. Sports drink Launch Hydrate, PG eyewear, rewards and loyalty program launched.

**2025**

Perfect Game adds 31,000 youth teams through partnership with Upstate of South Carolina's All League Baseball who are former USSSA & TopGun directors.



# PG ECONOMIC IMPACT

PG REPRESENTS THE “TIP OF THE SPEAR” WHEN IT COMES TO SPORTS TOURISM.  
DRIVING SIGNIFICANT VISITATION, ROOM NIGHTS AND DIRECT SPENDING THROUGH ITS TOURNAMENTS AND EVENTS.

YORK COUNTY, SOUTH CAROLINA



# OUR REACH IS UNMATCHED

PERFECT GAME IS THE BIGGEST MEDIA ECOSYSTEM  
IN YOUTH BASEBALL & SOON TO BE SOFTBALL.

## PGTV

**37M**

TOTAL VIEWS

**4.5M**

LIVE EVENT VIEWS

**13M**

UNIQUE VIEWERS

## SOCIAL

**825M**

TOTAL VIEWS

**3.5M**

TOTAL FOLLOWERS

## WEBSITE

**340M**

WEBSITE VIEWS

**1M**

DAILY VISITS

## DK+

**95K**

DK GAMES SCORED

**23M**

DK WATCHES

**65K**

SUBSCRIPTIONS

**82K**

STREAMING HOURS



# REGIONAL & NATIONAL TOURNAMENTS

SOME OF THE VERY BEST COUNTRIES, TEAMS AND PLAYERS IN THE GAME TODAY

YORK COUNTY, SOUTH CAROLINA



# PERFECT GAME OFFERS SCALE

WE HAVE THE BIGGEST  
MOST ATTENDED YOUTH  
TOURNAMENTS ON THE  
PLANET.



ATTENDANCE  
**386,590**



ATTENDANCE  
**59,580**



ATTENDANCE  
**160,300**



ATTENDANCE  
**43,375**



ATTENDANCE  
**43,235**



ATTENDANCE  
**493,500**



ATTENDANCE  
**435,395**



ATTENDANCE  
**105,345**

WELCOME TO THE 2019 PERFECT GAME ALL-AMERICAN CLASSIC

# POWERFUL MEDIA REACH

PG WILL AMPLIFY AND EXTEND THE REACH OF MARKETING THE DESTINATION EFFORTS FOR THE CITY OF SIMPSONVILLE.  
THROUGH IT'S POWERFUL MEDIA PLATFORMS AND BEST IN-CLASS CONTENT.

YORK COUNTY, SOUTH CAROLINA



PARTNERSHIPS

# PG.TV SHOWCASES THE FUTURE OF BASEBALL

24/7 PROGRAMMING  
LIVE & ON-DEMAND COVERAGE

100+ LIVE GAMES

500+ HOURS OF ORIGINAL CONTENT



## TOP 5 EVENTS



YouTube firetv fuboTV VIZIO Apple TV SPORTSBRIDAL

**730,000**  
VIEWERS

**705,000**  
VIEWERS

**627,000**  
VIEWERS

**440,000**  
VIEWERS

**275,000**  
VIEWERS



# WE'RE VERY SOCIAL

WE CONNECT YOUTH BASEBALL  
PERFORMANCE WITH YOUTH  
BASEBALL CULTURE.





# CASE STUDIES + PG REFERENCES

## PG PERFORMANCE **TESTIMONIAL**

# COBB COUNTY, GEORGIA

**OVERVIEW** - In Georgia's Cobb County the annual economic impact that perfect game brings with it is pegged at \$139mm by Cobb County officials. The surrounding counties at LakePoint benefitted from Perfect Game tournaments with the construction of hotels, fast food restaurants and other family themed properties with PG clearly the foundation of the economic stimulus. Total economic impact in the Atlanta area is estimated at over \$300mm.

"Perfect game has become a part of the fabric of our community over the years. Every member of the organization from the top down is professional and timely with communication and deliverables, more often than not exceeding expectations in terms of tournament numbers and growth year over year. It is a pleasure working with perfect game."

– Rachel Rogers, Cobb Travel & Tourism



RACHEL ROGERS  
SPORTS SALES & SERVICES MANAGER

COBB TRAVEL & TOURISM  
COBB SPORTS ALLIANCE  
ONE GALLERIA PARKWAY  
ATLANTA, GA 30339

TOLL FREE 800-451-3480  
LOCAL 678-303-2630

**ANNUAL ECONOMIC IMPACT:**

**\$139 MILLION**

**TOTAL ECONOMIC IMPACT (ATLANTA):**

**\$300 MILLION**

## MOBILITYCS INSIGHTS:

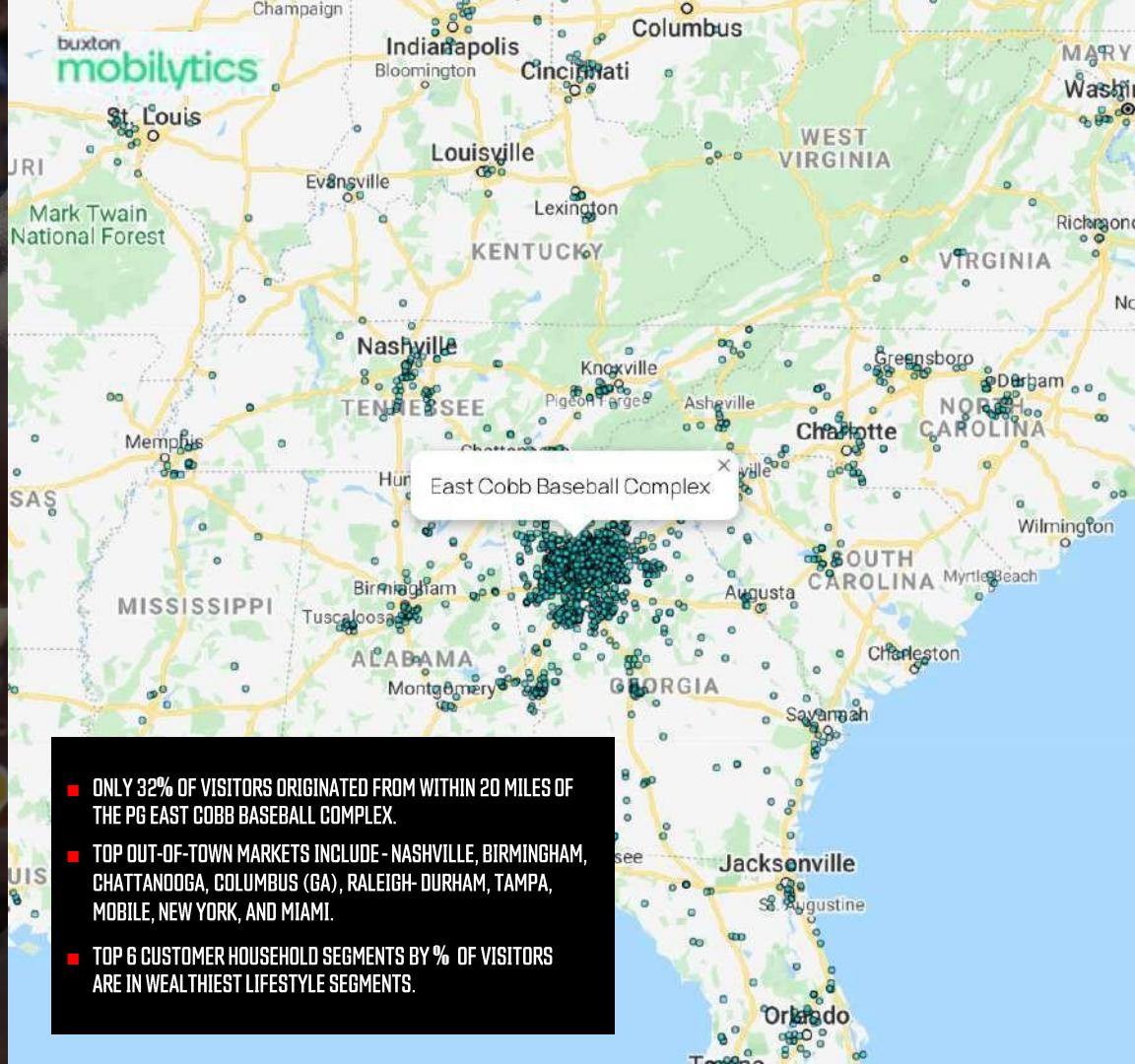
SPORTS FACILITIES  
**ADVISORY**

- PROVIDES INSIGHTS INTO THE HOME LOCATIONS BY DENSITY FOR THE EAST COBB BASEBALL COMPLEX

# VISITOR TRADE AREA FOR THE EAST COBB BASEBALL COMPLEX IN GEORGIA.

PERFECT GAME

THE NEXT LEVEL **STARTS HERE.**



PG PERFORMANCE **TESTIMONIAL**

# FORT MYERS, FLORIDA

## OVERVIEW

USING A MODEL SUPPORTED BY THE FLORIDA SPORTS FOUNDATION, LEE COUNTY SPORTS CALCULATED THAT PERFECT GAME HAS DRIVEN AN ESTIMATED ANNUAL ECONOMIC IMPACT OF \$53 MILLION DOLLARS FOR LEE COUNTY, FLORIDA THROUGH 72 DIFFERENT EVENTS.

OVER THE PREVIOUS FIVE YEARS, PERFECT GAME HAS HELD AN AVERAGE OF 41 EVENTS PER YEAR IN LEE COUNTY. THIS ACTIVITY RESULTED IN AN AVERAGE OF \$29.6 MILLION IN DIRECT SPENDING PER YEAR WITH AN ANNUAL AVERAGE OF 67,846 HOTEL ROOM NIGHTS FILLED, ACCORDING TO COUNTY RECORDS.

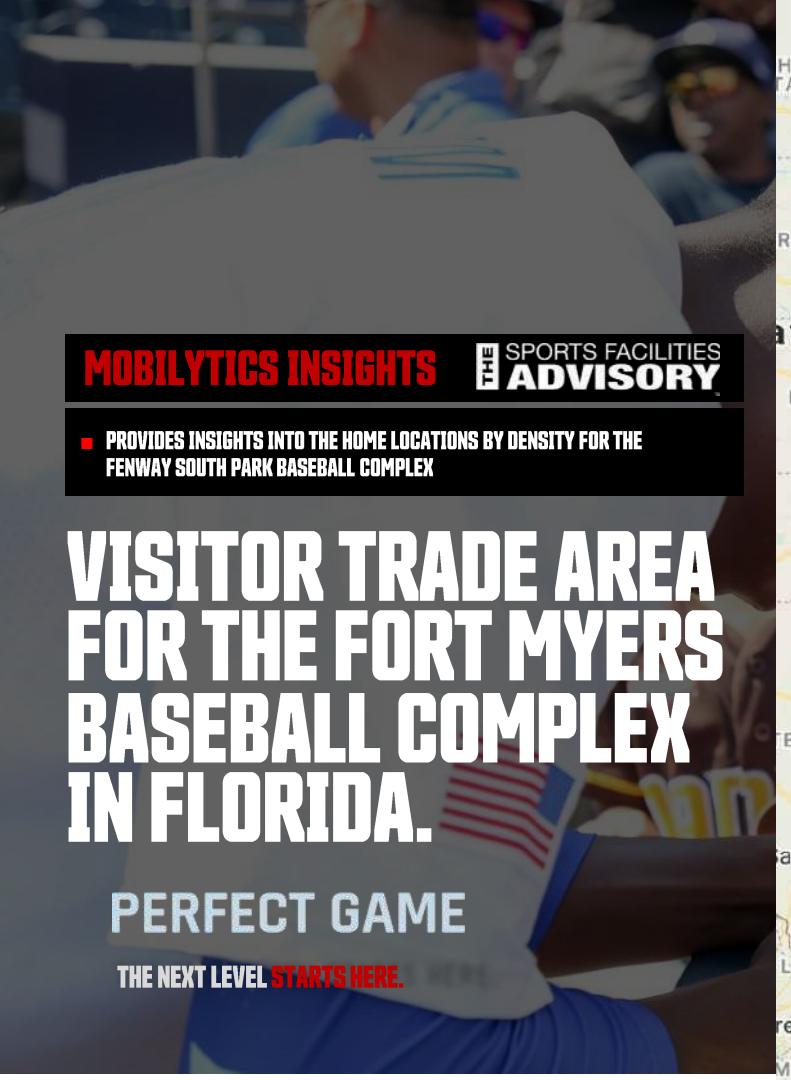
— JEFF MIELKE, DIRECTOR OF COUNTY SPORTS DEVELOPMENT

JEFF MIELKE  
EXECUTIVE DIRECTOR

LEE COUNTY SPORTS DEVELOPMENT  
FORT MYERS, FL 33901

239-533-LCSD (5273)  
239-707-3951 MOBILE

ANNUAL ECONOMIC IMPACT:  
**\$53 MILLION**



## MOBILYTICS INSIGHTS

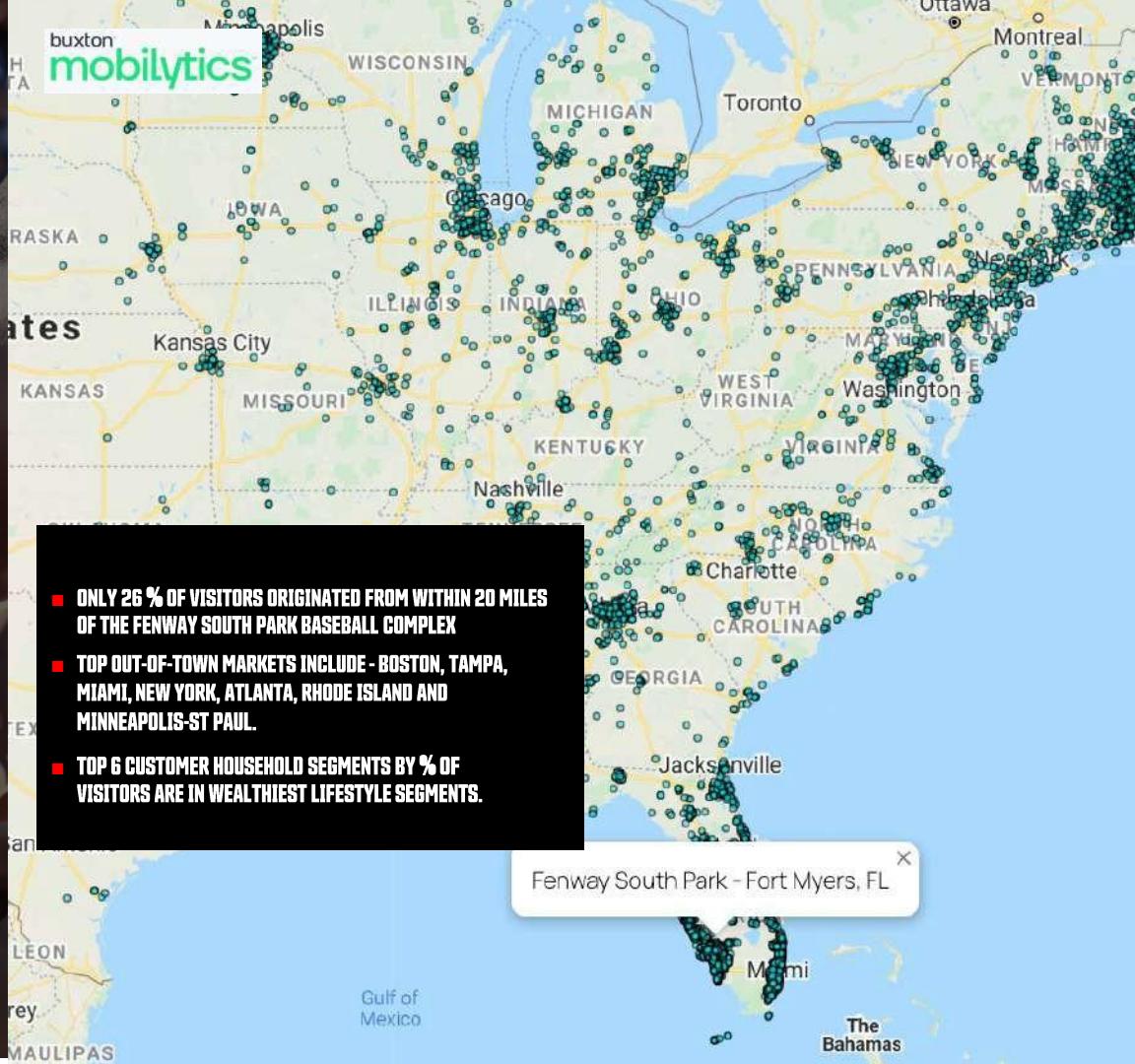
THE SPORTS FACILITIES  
**ADVISORY**

- PROVIDES INSIGHTS INTO THE HOME LOCATIONS BY DENSITY FOR THE FENWAY SOUTH PARK BASEBALL COMPLEX

# VISITOR TRADE AREA FOR THE FORT MYERS BASEBALL COMPLEX IN FLORIDA.

PERFECT GAME

THE NEXT LEVEL **STARTS HERE.**



## PG PERFORMANCE **TESTIMONIAL**

# PALM BEACH COUNTY, FLORIDA

### OVERVIEW:

OVER \$35 MILLION OF ECONOMIC IMPACT HAS BEEN CREATED SINCE THE PERFECT GAME WWBA WORLD CHAMPIONSHIP HAS CALLED PALM BEACH COUNTY HOME; A NUMBER THAT IS EXPECTED TO GROW BASED ON THE ADDITION OF A SECOND WORLD CHAMPIONSHIP EVENT.

"THE PALM BEACH COUNTY SPORTS COMMISSION HAS ENJOYED AN INCREDIBLE PARTNERSHIP WITH PERFECT GAME FOR NEARLY TWO DECADES. PERFECT GAME IS A WORLD-CLASS ORGANIZATION THAT OFFERS HIGH QUALITY TOURNAMENTS AND SHOWCASES, WHICH REPRESENT THE BEST OF TRAVEL SPORTS. PERFECT GAME DEMONSTRATES THE HIGHEST LEVEL OF EXCELLENCE IN CUSTOMER SERVICE AND PROVIDING A MEMORABLE EXPERIENCE FOR THEIR PARTICIPANTS. PERFECT GAME IS THE GOLD STANDARD IN AMATEUR SPORTS."

— GEORGE LINLEY, EXECUTIVE DIRECTOR PALM BEACH COUNTY SPORTS COMMISSION

GEORGE LINLEY  
EXECUTIVE DIRECTOR

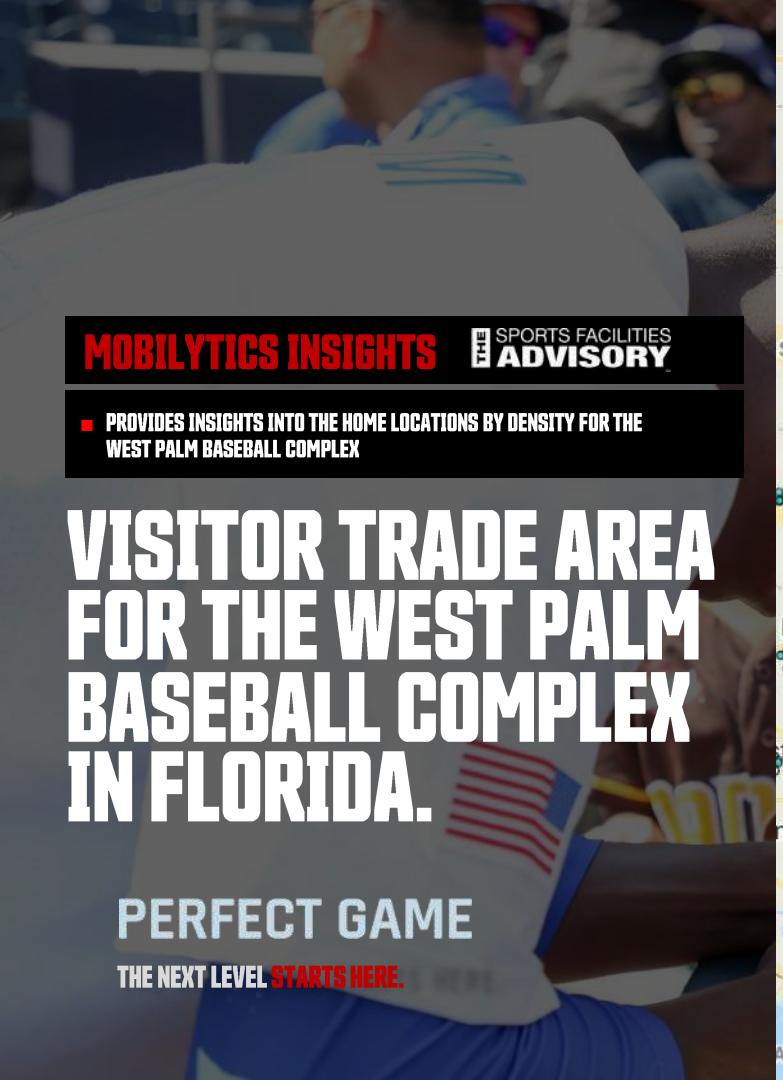
PALM BEACH COUNTY/SPORTS COMMISSION  
2195 SOUTHERN BLVD., SUITE 550  
WEST PALM BEACH, FL 33406

DIRECT LINE: 561.233.3123

**MORE THAN 1,000 GOLF CARTS** ARE MADE AVAILABLE FOR MLB SCOUTS AND COLLEGE COACHES WHO TRAVEL IN FOR THE WWBA EVENT.

**TOTAL ECONOMIC IMPACT:**

**\$35 MILLION**



## MOBILYTICS INSIGHTS

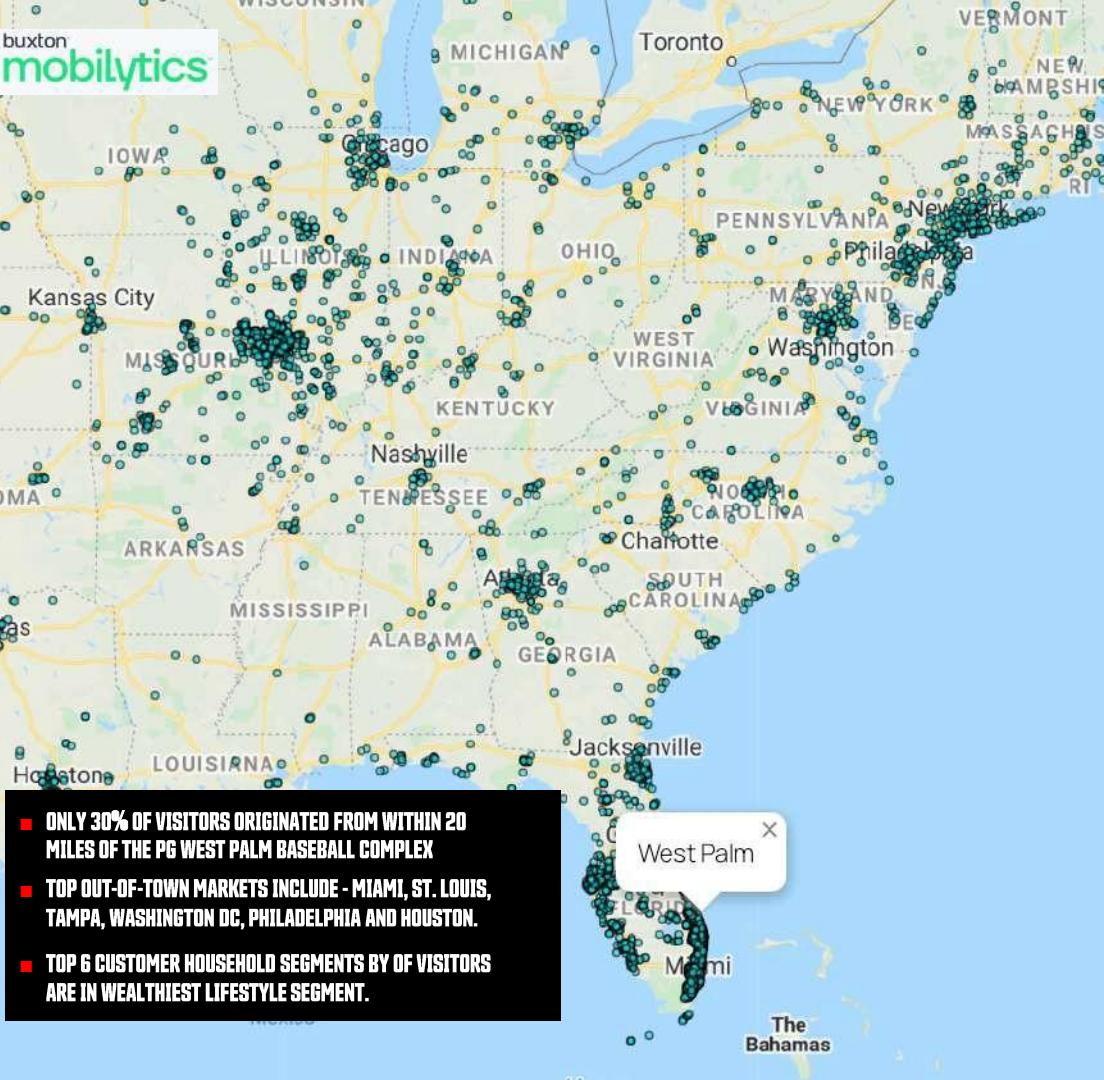
THE SPORTS FACILITIES  
ADVISORY

- PROVIDES INSIGHTS INTO THE HOME LOCATIONS BY DENSITY FOR THE WEST PALM BASEBALL COMPLEX

# VISITOR TRADE AREA FOR THE WEST PALM BASEBALL COMPLEX IN FLORIDA.

## PERFECT GAME

THE NEXT LEVEL **STARTS HERE.**





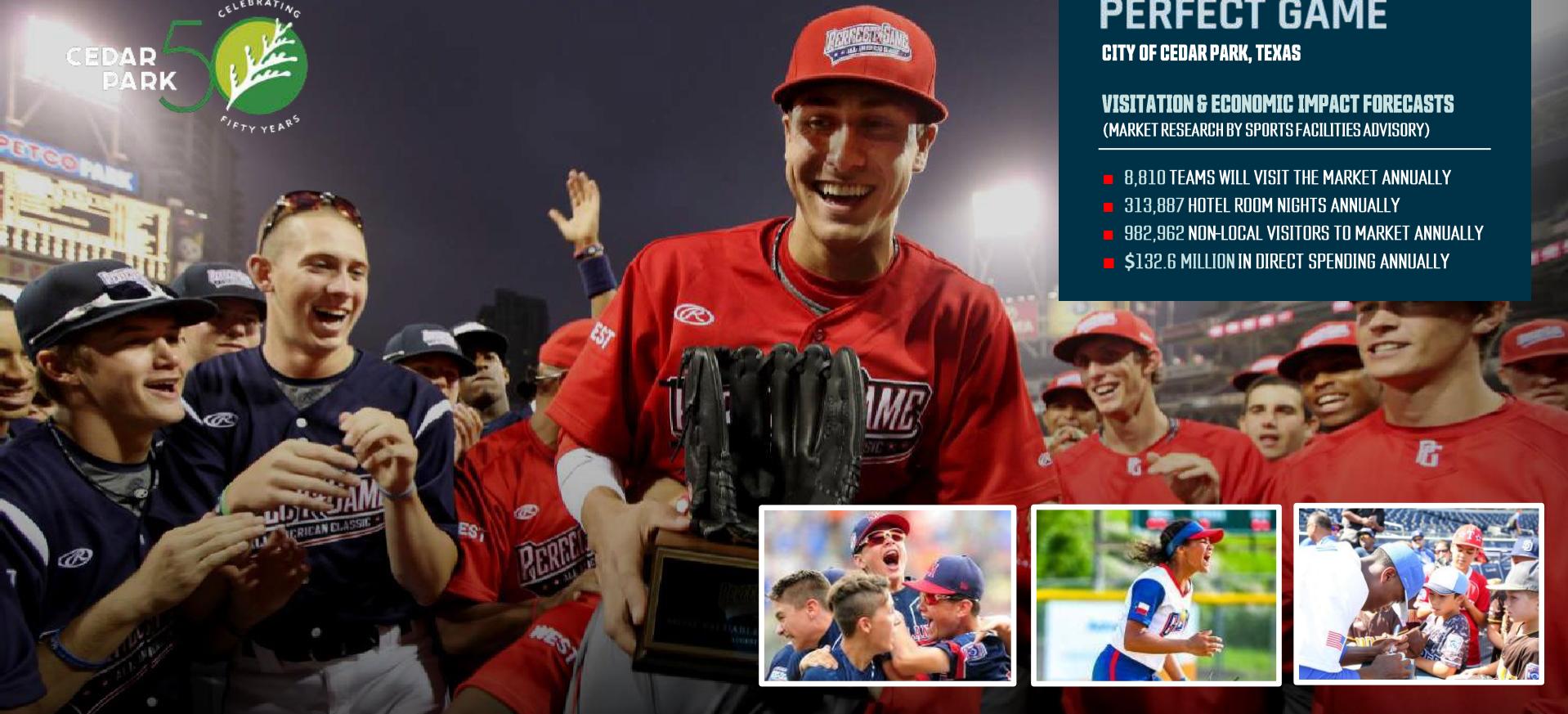
THE SPORTS FACILITIES  
**COMPANIES**

# CASE STUDIES+ SUPPORT DATA



**CASE STUDY - CEDAR PARK, TEXAS**

**THE** SPORTS FACILITIES  
**COMPANIES**



# PERFECT GAME

CITY OF CEDAR PARK, TEXAS

## VISITATION & ECONOMIC IMPACT FORECASTS

(MARKET RESEARCH BY SPORTS FACILITIES ADVISORY)

- 8,810 TEAMS WILL VISIT THE MARKET ANNUALLY
- 313,887 HOTEL ROOM NIGHTS ANNUALLY
- 982,962 NON-LOCAL VISITORS TO MARKET ANNUALLY
- \$132.6 MILLION IN DIRECT SPENDING ANNUALLY

CASE STUDY - CEDAR PARK, TEXAS

THE SPORTS FACILITIES  
COMPANIES

# PERFECT GAME DEVELOPMENT

CEDAR PARK, TX | NEW HOPE ROAD & RONALD RAEGAN, BLVD



## CASE STUDY - CEDAR PARK, TEXAS

THE CITY OF  
CEDAR PARK  
PARTNERED WITH  
PERFECT GAME ON  
A NATIONAL YOUTH  
BASEBALL  
DESTINATION

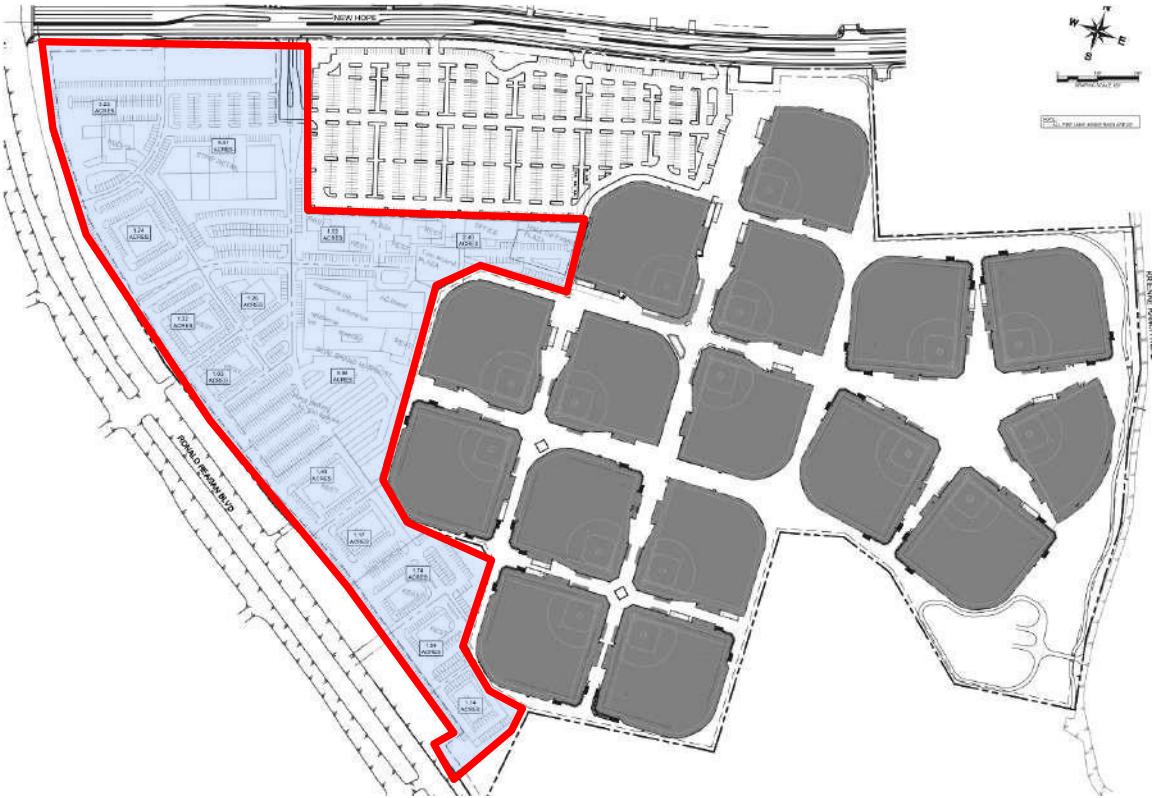
THE GOALS WERE TO BUILD A 16-FIELD  
BASEBALL COMPLEX THAT WILL ANCHOR  
ANCIILLARY RETAIL DEVELOPMENT

THE FACILITY  
HAS BEEN  
MASTER PLANNED  
TO INCLUDE  
RETAIL, HOTEL AND  
RESTAURANTS  
IMMEDIATELY  
ADJACENT TO THE  
COMPLEX

THERE ARE 11 LOTS REPRESENTING  
20 ACRES OF ANCILLARY DEVELOPMENT

## PERFECT GAME DEVELOPMENT

CEDAR PARK, TX | NEW HOPE ROAD & RONALD RAEGAN, BLVD



CASE STUDY - CEDAR PARK, TEXAS

THE SPORTS FACILITIES  
COMPANIES



## PERFECT GAME ROOM NIGHTS

NATIONAL TOURNAMENT AND EVENTS COMPLEX - CEDAR PARK, TEXAS

**SIZE**  
**313,887 ROOM NIGHTS**

**LOCATION**  
**CEDAR PARK, TEXAS**

### PG COMPARABLES

- COBB COUNTY, GA
- LEE COUNTY, FT. MYERS, FL
- PALM BEACH COUNTY, FL
- HOOVER MET COMPLEX, AL

PERFECT GAME'S ROOM NIGHT ANALYSIS IS AN ESTIMATE OF THE OVERNIGHT STAYS THAT WILL BE GENERATED BASED ON THE NON-LOCAL VISITATION FORECASTED FOR EACH EVENT.

ROOM NIGHTS ARE ESTIMATED FOR EACH TEAM (WHICH INCLUDES PLAYERS, COACHES AND PARENTS AS WELL AS THE ANTICIPATED ATTENDANCE OF MLB SCOUTS AND/OR COLLEGE COACHES FOR EACH EVENT).

AT MATURITY IS ANTICIPATED THAT PERFECT GAME WILL GENERATE MORE THAN 313,000 ROOM NIGHTS FOR CEDAR PARK AND THE SURROUNDING MARKETPLACE ON AN ANNUAL BASIS, WITH MORE THAN 261,000 ANTICIPATED IN YEAR ONE.

## CASE STUDY - CEDAR PARK, TEXAS

# PERFECT GAME ROOM NIGHTS ANALYSIS

THE SPORTS FACILITIES  
ADVISORY

Event Type	Total Number of Teams					Rooms per Team/Night	Scout Rooms/Night	Nights per Event	Percent Non-Local	Room Nights				
	Year 1	Year 2	Year 3	Year 4	Year 5					Year 1	Year 2	Year 3	Year 4	Year 5
<b>Spring Tournaments and Events</b>														
Texas Spring Select (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
Texas Spring Elite (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
St. Patty's Day Classic (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
South Spring Select (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
April Fools Classic (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
South Spring Elite (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
Easter Classic (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
Texas Spring World Series (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
South Spring World Series (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
Mother's Day (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
Texas Shootout (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
South Shootout (6 ages)	112	118	123	130	136	10.0	-	2.0	60%	1,344	1,411	1,482	1,556	1,634
Memorial Day Classic (10 ages)	240	252	265	278	292	12.0	400	3.0	80%	7,032	7,738	7,740	8,122	8,522
<b>Summer Tournaments and Events</b>														
Texas Select Championships (10 ages)	112	118	123	130	136	12.0	100	3.0	60%	2,449	2,570	2,697	2,831	2,971
Texas Elite Championships (10 ages)	112	118	123	130	136	12.0	100	4.0	60%	3,266	3,427	3,596	3,774	3,961
End of School Classic (10 ages)	112	118	123	130	136	12.0	100	4.0	60%	3,266	3,427	3,596	3,774	3,961
WWBA National Championship 14u	240	252	265	278	292	12.0	800	6.0	80%	14,304	14,995	15,721	16,483	17,283
Freddie's Classic (10 ages)	240	252	265	278	292	12.0	-	3.0	60%	5,184	5,443	5,715	6,001	6,301
WWBA National Championship 18u	160	168	176	185	194	16.0	400	5.0	80%	10,440	10,952	11,490	12,054	12,647
WWBA National Championship 17u	400	420	441	463	486	16.0	500.0	6.0	80%	33,720	35,256	36,869	38,562	40,340
WWBA National Championship 16u	400	420	441	463	486	16.0	500.0	6.0	80%	33,720	35,256	36,869	38,562	40,340
WWBA National Championship 15u	360	378	397	417	436	15.0	200.0	6.0	80%	27,120	28,416	29,777	31,206	32,706
PG World Series (5 ages)	200	210	221	232	242	16.0	200.0	4.0	80%	11,040	11,552	12,090	12,684	13,247
Texas World Series (5 ages)	120	126	132	138	145	16.0	200	4.0	80%	4,808	5,038	5,280	5,524	5,801
Texas World Series (5 ages)	120	126	132	138	145	16.0	200	4.0	80%	4,808	5,038	5,280	5,524	5,801
Back to School Classic (10 ages)	112	118	123	130	136	12.0	100	2.0	80%	1,633	1,713	1,798	1,867	1,936
End of Summer Classic (10 ages)	112	118	123	130	136	12.0	100	2.0	80%	1,633	1,713	1,798	1,867	1,936
<b>Fall Tournaments and Events</b>														
Labor Day Classic (10 ages)	240	252	265	278	292	12.0	500	3.0	80%	7,062	7,408	7,770	8,152	8,552
WWBA South Qualifier (10 ages)	112	118	123	130	136	12.0	500	3.0	80%	3,376	3,537	3,706	3,884	4,071
WWBA Freshman World Championship	128	134	141	148	155	12.0	200.0	4.0	80%	5,961	6,219	6,490	6,774	7,054
WWBA Sophomore World Championship	128	134	141	148	155	12.0	200.0	4.0	80%	6,944	7,281	7,574	7,912	8,288
WWBA Underclass World Championship	240	252	265	278	292	16.0	500.0	4.0	80%	14,288	14,902	15,548	16,225	16,936
WWBA World Championship	112	118	123	130	136	20.0	100.0	4.0	80%	11,168	11,526	11,903	12,298	12,713
WWBA 14u World Championship	112	118	123	130	136	12.0	100.0	4.0	80%	5,184	5,443	5,715	6,001	6,301
WWBA 16u World Championship	112	118	123	130	136	12.0	200	3.0	80%	3,288	3,447	3,616	3,784	3,951
Hall of Fame (10 ages)	112	118	123	130	136	12.0	-	2.0	80%	1,613	1,693	1,778	1,867	1,950
Hall of Fame (10 ages)	112	118	123	130	136	12.0	-	2.0	80%	1,613	1,693	1,778	1,867	1,950
Hall of Fame Series (6 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,792	1,882	1,976	2,074	2,178
Veterans Day Classic (10 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
South Fall Elite (10 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
Turkey Day Classic (10 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
<b>Winter Tournaments and Events</b>														
South Fall Select (10 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
Texas Snowball Classic (10 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
Christmas Bash (10 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
Season Opener (10 ages)	112	118	123	130	136	12.0	-	2.0	80%	1,613	1,693	1,778	1,867	1,950
MLB K Comp (10 ages)	112	118	123	130	136	12.0	20.0	3.0	80%	2,479	2,600	2,721	2,851	3,007
Collegiate Winter Classic (6 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
1exas Winter Elite (6 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
South Winter Select (6 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
Circuit Classic (6 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634
Presidents Day Challenge (6 ages)	112	118	123	130	136	10.0	-	3.0	60%	2,016	2,117	2,223	2,334	2,450
South Winter Elite (6 ages)	112	118	123	130	136	10.0	-	2.0	80%	1,344	1,411	1,482	1,556	1,634

Total Number of Room Nights

261,386 273,567 286,357 299,786 313,887

THE SPORTS FACILITIES  
COMPANIES



## PERFECT GAME NON-LOCAL VISITATION

NATIONAL TOURNAMENT AND EVENTS COMPLEX - CEDAR PARK, TEXAS

### NON-LOCAL VISITATION 982,962 IN YEAR 5

### LOCATION CEDAR PARK, TEXAS

### PG COMPARABLES

- COBB COUNTY, GA
- LEE COUNTY, FT. MYERS, FL
- PALM BEACH COUNTY, FL
- HOOVER MET COMPLEX, AL

PERFECT GAME'S NON-LOCAL VISITATION IS BASED ON VISITS TO TOURNAMENTS AND EVENTS THAT ARE BEYOND A MARKETPLACE DRIVE TIME TO THE COMPLEX.

NON-LOCAL VISITORS ARE THE DRIVERS OF DIRECT SPENDING TO THE MARKETPLACE AS IT RELATES LODGING, DINING, ENTERTAINMENT, RETAIL AND ENTERTAINMENT.

THE ANALYSIS ACCOUNTS FOR THE LENGTH OF STAY BASED ON THE EVENT AND THE ESTIMATED PERCENT OF NON-LOCAL PARTICIPATION THAT IS ANTICIPATED FOR EACH EVENT FOR EACH YEAR. FOR THE PURPOSE OF THIS ANALYSIS THE PERCENTAGE OF NON-LOCAL VISITATION BASED ON THE EVENT MIX WILL RANGE FROM 60-80%

## PERFECT GAME NON-LOCAL VISITATION

THE SPORTS FACILITIES  
ADVISORY

Event Type	Number of Unique Visitors					Event Length	Days per Non-Local	Percent Non-Local	Non-Local Visitor Days					
	Year 1	Year 2	Year 3	Year 4	Year 5				Year 1	Year 2	Year 3	Year 4	Year 5	
<b>Spring Tournaments and Events</b>														
Texas Spring Select (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Texas Spring Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
St Pat's Day Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
South Spring Select (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
April Fools Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
South Spring Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Easter Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	2.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Texas Spring World Series (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
South Spring World Series (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Mother's Day (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Texas Shootout (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
South Shootout (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Memorial Day Classic (10 ages)	9,520	9,994	10,492	11,014	11,563	4.0	3.0	80%	22,348	23,986	25,180	26,434	27,751	
<b>Summer Tournaments and Events</b>														
Texas Select Championships (10 ages)	4,434	4,655	4,887	5,131	5,387	4.0	3.0	60%	7,981	8,379	8,797	9,236	9,697	
Texas Elite Championships (10 ages)	4,434	4,655	4,887	5,131	5,387	5.0	4.0	60%	10,642	11,172	11,730	12,315	12,930	
End of School Classic (10 ages)	4,434	4,655	4,887	5,131	5,387	5.0	4.0	60%	10,642	11,172	11,730	12,315	12,930	
WWBA National Championship 14u	9,560	10,034	10,532	11,054	11,603	8.0	6.0	80%	45,988	48,163	50,552	53,051	55,694	
Freedom Classic (10 ages)	9,460	9,954	10,452	10,974	11,523	4.0	3.0	60%	17,064	17,917	18,813	19,754	20,741	
WWBA National Championship 18u	8,360	8,776	9,213	9,671	10,153	7.0	5.0	80%	33,440	35,104	36,851	38,686	40,612	
WWBA National Championship 17u	21,300	22,340	23,432	24,579	25,783	8.0	6.0	80%	102,240	107,232	112,474	117,977	123,756	
WWBA National Championship 16u	21,300	22,340	23,432	24,579	25,783	8.0	6.0	80%	102,240	107,232	112,474	117,977	123,756	
WWBA National Championship 15u	17,120	17,966	18,854	19,787	20,766	8.0	6.0	80%	82,176	86,237	90,501	94,978	99,679	
PG World Series (5 ages)	10,600	11,120	11,666	12,239	12,841	5.0	4.0	80%	33,920	35,584	37,331	39,166	41,092	
Texas World Series (5 ages)	4,790	5,027	5,276	5,537	5,811	5.0	4.0	80%	15,328	16,086	16,883	17,719	18,597	
Texas World Series (5 ages)	4,790	5,027	5,276	5,537	5,811	5.0	4.0	80%	15,328	16,086	16,883	17,719	18,597	
Back to School Brawl (10 ages)	4,434	4,655	4,887	5,131	5,387	3.0	2.0	60%	5,321	5,586	5,865	6,158	6,465	
End of Summer Classic (10 ages)	4,434	4,655	4,887	5,131	5,387	3.0	2.0	60%	5,321	5,586	5,865	6,158	6,465	
<b>Fall Tournaments and Events</b>														
Labor Day Classic (10 ages)	9,530	10,004	10,502	11,024	11,573	4.0	3.0	80%	22,872	24,010	25,204	26,458	27,775	
WWBA South Qualifier (10 ages)	4,474	4,695	4,927	5,171	5,427	4.0	3.0	80%	10,738	11,268	11,826	12,411	13,026	
WWBA Freshman World Championship	5,256	5,509	5,774	6,053	6,346	5.0	4.0	80%	16,819	17,628	18,478	19,369	20,306	
WWBA Sophomore World Championship	6,216	6,517	6,833	7,164	7,512	5.0	4.0	80%	19,891	20,854	21,864	22,926	24,040	
WWBA Underclass World Championship	12,980	13,604	14,259	14,947	15,670	5.0	4.0	80%	41,536	43,533	45,629	47,831	50,142	
WWBA 14u World Championship	4,524	4,745	4,977	5,221	5,477	5.0	4.0	80%	25,421	26,532	27,698	28,923	30,210	
WWBA 13u World Championship	4,444	4,665	4,897	5,141	5,397	4.0	3.0	80%	10,666	11,196	11,754	12,339	12,954	
Halloween Bash (10 ages)	4,424	4,645	4,877	5,121	5,377	3.0	2.0	60%	5,309	5,574	5,853	6,146	6,453	
Fall World Series (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	6,182	6,492	6,816	7,157	7,515	
Veterans Day Classic (10 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
South Fall Elite (10 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Turkey Day Classic (10 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
<b>Winter Tournaments and Events</b>														
South Fall Select (10 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Texas Snowfall Classic (10 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Christmas Bash (10 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Season Opener (10 ages)	4,424	4,645	4,877	5,121	5,377	3.0	2.0	60%	5,309	5,574	5,853	6,146	6,453	
MLK Championships (10 ages)	4,444	4,665	4,897	5,141	5,397	4.0	3.0	60%	7,989	8,397	8,815	9,254	9,715	
Texas Winter Select (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Texas Winter Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
South Winter Select (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Cupid Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
Presidents Day Challenge (6 ages)	3,864	4,057	4,260	4,473	4,697	4.0	3.0	60%	6,955	7,303	7,686	8,052	8,454	
South Winter Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	3.0	2.0	60%	4,637	4,869	5,112	5,368	5,636	
<b>Total Number of Non-Local Visitor Days</b>														
	811,196	851,049	892,893	936,829	982,962									

## CASE STUDY - CEDAR PARK, TEXAS

THE SPORTS FACILITIES  
COMPANIES



## PERFECT GAME ECONOMIC IMPACT

NATIONAL TOURNAMENT AND EVENTS COMPLEX - CEDAR PARK, TEXAS

**ECONOMIC IMPACT**  
**\$132.6 MM IN DIRECT SPENDING**

**LOCATION**  
**CEDAR PARK, TEXAS**

**PG COMPARABLES**

- COBB COUNTY, GA
- LEE COUNTY, FT. MYERS, FL
- PALM BEACH COUNTY, FL
- HOOVER MET COMPLEX, AL

PERFECT GAME'S ECONOMIC IMPACT IS ANCHORED BY MORE THAN 8,810 TEAMS ON AN ANNUAL BASIS AT MATURITY (YEAR 5).

AN ESTIMATE OF DIRECT SPENDING BY NON-LOCAL VISITORS (BASED ON AN AVERAGE ADE/PER PERSON SPEND OF \$135.00) WILL RANGE FROM AN ESTIMATED ECONOMIC IMPACT OF \$109.5 MILLION DOLLARS IN YEAR ONE TO MORE THAN \$132.6 MILLION DOLLARS IN YEAR FIVE FOR THE REGIONAL MARKETPLACE.

NOTE: NO INDIRECT OR INDUCED SPENDING HAS BEEN FACTORED IN TO THIS ANALYSIS.

## PERFECT GAME ECONOMIC IMPACT ANALYSIS

THE SPORTS FACILITIES  
ADVISORY

### Number of Teams Per Year

	Year 1	Year 2	Year 3	Year 4	Year 5
Spring Tournaments and Events	1,584	1,663	1,746	1,834	1,925
Summer Tournaments and Events	2,800	2,940	3,087	3,241	3,403
Fall Tournaments and Events	1,632	1,714	1,799	1,889	1,984
Winter Tournaments and Events	1,232	1,294	1,358	1,426	1,498
<b>Total Number of Teams Per Year</b>	<b>7,248</b>	<b>7,610</b>	<b>7,991</b>	<b>8,390</b>	<b>8,810</b>

### Non-Local Days and Room Nights Per Year

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	811,198	851,049	892,893	936,829	982,962
Room Nights	261,386	273,567	286,357	299,786	313,887

### Total Economic Impact - Sensitivity Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	811,198	851,049	892,893	936,829	982,962
\$100 Average Daily Expenditure	\$ 81,119,800	\$ 85,104,920	\$ 89,289,296	\$ 93,682,891	\$ 98,296,165
\$115 Average Daily Expenditure	\$ 93,287,770	\$ 97,870,658	\$ 102,682,690	\$ 107,735,324	\$ 113,040,590
\$135 Average Daily Expenditure	\$ 109,511,730	\$ 114,891,642	\$ 120,540,550	\$ 126,471,903	\$ 132,699,823
\$150 Average Daily Expenditure	\$ 121,679,700	\$ 127,657,380	\$ 133,933,944	\$ 140,524,336	\$ 147,444,248
<b>\$165 Average Daily Expenditure</b>	<b>\$ 133,847,670</b>	<b>\$ 140,423,118</b>	<b>\$ 147,327,338</b>	<b>\$ 154,576,770</b>	<b>\$ 162,188,673</b>

Non-Local Visitation is assumed to be any player, coach, parent and/or scout attending an event from outside of a 90-minute drive time radius.

The Total Economic Impact – Sensitivity Analysis assumes a spending range of between \$100 per person to \$165 per person. For example, the assumption of an Average Daily Expenditure (ADE) of \$135 is the estimated per person spending per day on lodging, food, entertainment, transportation and retail.

## CASE STUDY - CEDAR PARK, TEXAS

THE SPORTS FACILITIES  
COMPANIES