



PERFECT GAME OVERVIEW.

MORGANTON, NORTH CAROLINA



IS THE WORLD'S PREMIER YOUTH
DIAMOND SPORTS PLATFORM.

PERFECT GAME 2026



THE GAME'S NEXT GENERATION PLAYS PERFECT GAME

310K+

COLLEGE COMMITMENTS

15,033

PLAYERS DRAFTED

2,152

PG PLAYERS MADE THEIR MLB DEBUT

2M+

2025 PLAYER PARTICIPANTS

PERFECT GAME 2026





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



THE EARLY DAYS

1995

Founded in 1995 in Cedar Rapids, Iowa, to showcase elite high school players who played their seasons after the MLB draft.

1999

First PG profiles on the website.

2001

First PG national showcase – first big time showcase event at MLB's Tropicana Field, and still our premier showcase event for rising seniors.

2003

First Perfect game All-American classic.

2018

Rick Thurman and Rob Ponger assume ownership position of perfect game.





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 Ponger 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.



SPORTS FACILITIES COMPANIES (SFC) OVERVIEW & PERFECT GAME PARTNERSHIP

PERFECT GAME 2026

PERFECT GAME 2026

SPORTS FACILITIES ADVISORY WAS
FOUNDED IN 2003

SPORTS FACILITIES COMPANIES

— OUR MISSION —
IMPROVE THE
HEALTH & ECONOMIC
VITALITY OF THE
COMMUNITIES
— WE SERVE —

\$15 BILLION
IN PLANNED & FUNDED FACILITIES

3000 COMMUNITIES
SERVED

30 MILLION
VISITS AT SFC VENUES

- Institutional Grade Financial Forecasting
 - Economic Impact Projections
 - Strategic Program Planning
- Project Finance Support Services
 - Outsourced Management
 - National Network of Venues
- Operational Efficiency and Effectiveness

ICMA
INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION


THE ASPEN INSTITUTE
PROJECT PLAY

FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

SFNETWORK

THE SINGLE LARGEST SPORTS TOURISM NETWORK

www.thesfnetwork.com

LEADING THE INDUSTRY SINCE 2003



PLANNING

- Market Opportunity
- Feasibility
- Facility Program Plans
- Site Selection
- Institutional-Grade Financial Modeling



FINANCE SUPPORT

- Partnership Prospecting & Development
- Negotiations
- Funding Strategy
- Development Partners
- P3 Development
- Project Management



DEVELOPMENT

- Owner's Representation
- FFE/OSE Procurement
- Venue Planning
- Operational Readiness
- Vendor Negotiations
- Sport Comfort & Compliance



OPENING

- Turn-Key Management
- Daily Operations
- Brand Development & Marketing Strategies
- Strategic Partnerships
- Event Booking & Sales
- Legal & Risk Management



SFNETWORK

- Largest Sports Tourism Network in the US
- National Marketing
- Event Booking Platform
- Industry Expertise & Analytics
- Vendors & Partners

ADVISORY

DEVELOPMENT

MANAGEMENT

MANAGED PROPERTIES

INDOOR FACILITIES

ROCKY MOUNT EVENT CENTER - ROCKY MOUNT, NC
MYRTLE BEACH SPORTS CENTER - MYRTLE BEACH, SC
THE BRIDGE SPORTS COMPLEX - BRIDGEPORT, WV
HIGHLANDS SPORTS COMPLEX - WHEELING, WV
CEDAR POINT SPORTS CENTER - SANDUSKY, OH
WINTRUST SPORTS COMPLEX - BEDFORD PARK, IL
MORRISTOWN LANDING - MORRISTOWN, IN
LEGENDS EVENT CENTER - BRYAN, TX
WEST MONROE SPORTS & EVENTS - WEST MONROE, LA
FORT BEND EPICENTER - FORT BEND, TX

INDOOR/OUTDOOR FACILITIES

IRON PEAK SPORTS & EVENTS - HILLSBOROUGH, NJ
HORIZONS EDGE SPORTS CAMPUS - HARRISONBURG, VA
ROCKY TOP SPORTS WORLD - GATLINBURG, TN
HOOVER MET COMPLEX - HOOVER, AL
SAND MOUNTAIN PARK - ALBERTVILLE, AL
ADVENT HEALTH SPORTS PARK - OVERLAND PARK, KS
SCHEELS SPORTS PARK - SPRINGFIELD, IL
EMERALD ACRES SPORTS - MATTOON, IL
ARTESIA AQUATIC CENTER - ARTESIA, NM
BUENA VISTA SPORTS COMPLEX - LAREDO, TX
ALLISON SPORTS TOWN - SPRINGFIELD, MO

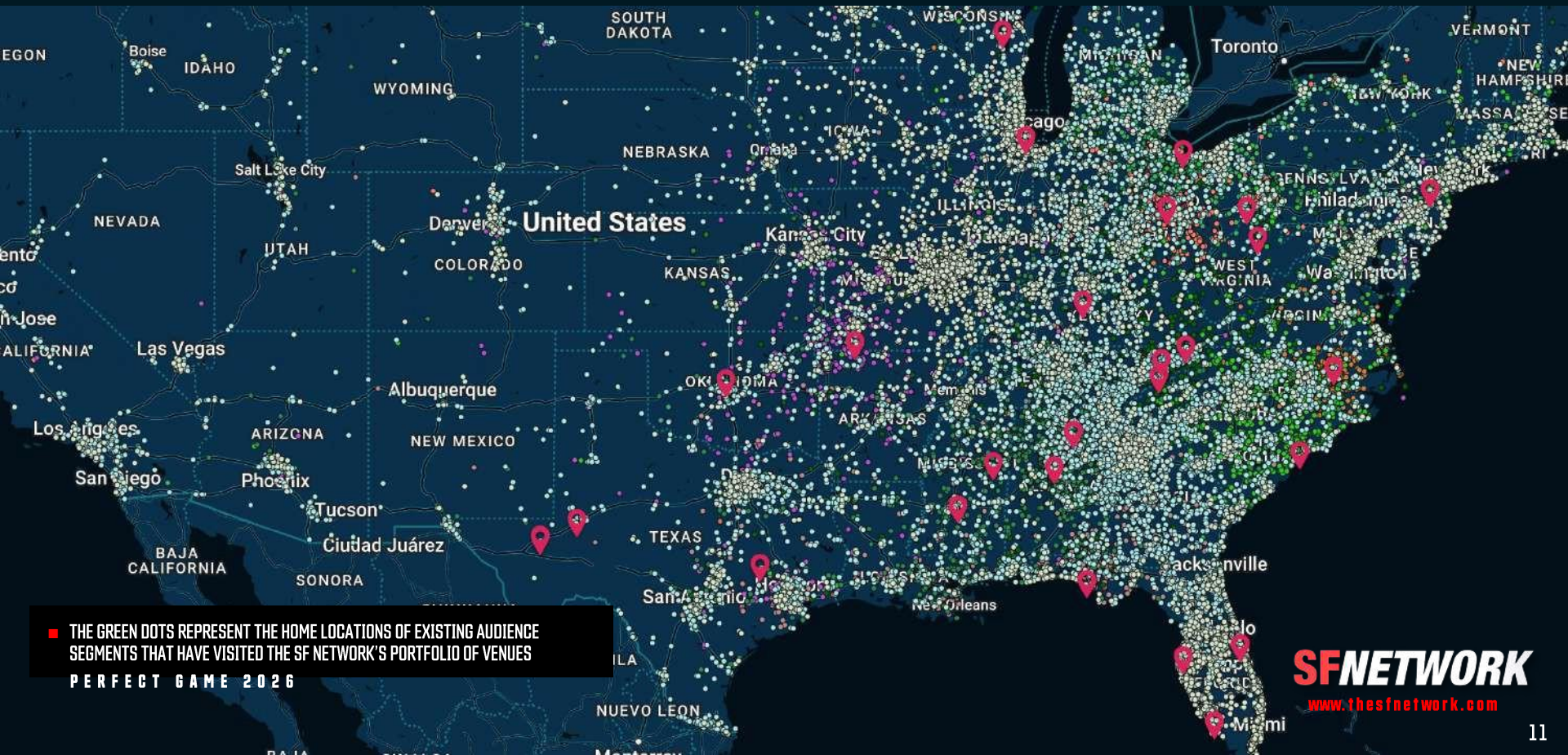
OUTDOOR FACILITIES

1. ATHLETES IN ACTION - XENIA, OH
2. ELIZABETHTOWN SPORTS PARK - ELIZABETHTOWN, KY
3. PUBLIX SPORTS PARK - PANAMA CITY BEACH, FL
4. EMPOWER ADVENTURES - OLDSMAR, FL
5. BALLPARKS OF AMERICA - BRANSON, MO
6. PELICAN BAY AQUATICS - EDMOND, OK
7. CYCLONE BALLPARKS - PECOS, TX
8. CORNERSTONE SPORTS COMPLEX - STARKVILLE, MS
9. PARADISE COAST SPORTS COMPLEX - NAPLES, FL
10. MCCracken SPORTS COMPLEX - PADUCAH, KY
11. SHO-ME BASEBALL CAMP - REEDS SPRING, MO
12. THE BASIN SPORTS COMPLEX - ODESSA, TX
13. BRANDON PARKS & RECREATION - BRANDON, MS
14. BILL NOBLE PARK - GARDENDALE, AL
15. ADVENTURE COVE AQUATICS PARK - ABILENE, TX
16. CAPORELLA AQUATIC CENTER - TAMARAC, FL

SFNETWORK

AMERICA'S LARGEST NETWORK OF TOURNAMENT AND COMMUNITY BASED SPORTS DESTINATIONS





PERFORMANCE REPORT MYRTLE BEACH, SOUTH CAROLINA

- YEAR OPENED: 2015
- OWNERSHIP: CITY OF MYRTLE BEACH
- FACILITY TYPE: INDOOR COURTS/EVENTS
- DEVELOPMENT COST: \$12.5 MILLION
- PUBLICLY FUNDED *
- TOTAL ECONOMIC IMPACT: \$230 MILLION+
- ECONOMIC IMPACT (2024): \$31.9 MILLION+
- ROOM NIGHTS (2024): 60,000
- HOTELS: LOCATED AT THE MYRTLE BEACH CONVENTION CENTER AND SHERATON HOTEL SITE. PURPOSE WAS TO FILL EXISTING HOTELS.

* INCLUDES BOTH DEVELOPMENT COSTS AND OPERATIONAL SUBSIDY



PERFORMANCE REPORT ROCKY TOP, TENNESSEE

- YEAR OPENED: 2014
- OWNERSHIP: CITY OF GATLINBURG/SEVIER COUNTY
- FACILITY TYPE: INDOOR COURTS & OUTDOOR FIELDS
- DEVELOPMENT COST: \$23 MILLION
- PUBLICLY FUNDED *
- TOTAL ECONOMIC IMPACT: \$400 MILLION+
- ECONOMIC IMPACT (2024): \$80 MILLION+
- ROOM NIGHTS (2024): 108,800
- HOTELS: GOAL WAS TO FILL EXISTING HOTEL ROOMS. ADDITIONALLY, TWO NEW LIMITED-SERVICE HOTELS HAVE BEEN DEVELOPED AND OPENED SINCE FACILITY OPENED ITS DOORS.

* INCLUDES BOTH DEVELOPMENT COSTS AND OPERATIONAL SUBSIDY



PERFORMANCE REPORT HOVER, ALABAMA

- YEAR OPENED: 2017
- OWNERSHIP: CITY OF HOOVER, ALABAMA
- FACILITY TYPE: INDOOR COURTS & STADIUM/FIELDS
- DEVELOPMENT COST: \$80 MILLION
- PUBLICLY FUNDED *
- TOTAL ECONOMIC IMPACT: \$400 MILLION+
- ECONOMIC IMPACT (2024): \$91.3 MILLION+
- ROOM NIGHTS (2024): 92,000
- HOTELS: THIS VNUe PRODUCES OVERNIGHT HOTEL BOOKINGS THROUGHOUT THE HOVER/BIRMINGHAM MARKETPLACE.

* INCLUDES BOTH DEVELOPMENT COSTS AND OPERATIONAL SUBSIDY



PERFORMANCE REPORT ROCKY MOUNT, NORTH CAROLINA

- YEAR OPENED: 2018
- OWNERSHIP: CITY OF ROCKY MOUNT, NC
- FACILITY TYPE: INDOOR COURTS & EVENTS
- DEVELOPMENT COST: \$40 MILLION
- PUBLICLY FUNDED *
- TOTAL ECONOMIC IMPACT: \$76.5 MILLION+
- ECONOMIC IMPACT (2024): \$17.1 MILLION+
- ROOM NIGHTS (2024): 29,410
- HOTELS: NEW DOWNTOWN HOTELS DEVELOPED.

* INCLUDES BOTH DEVELOPMENT COSTS AND OPERATIONAL SUBSIDY



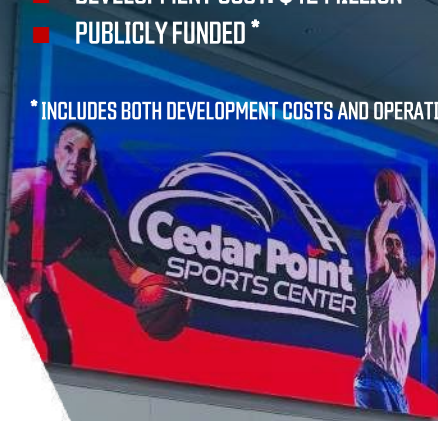
ROCKY MOUNT
EVENT CENTER

PERFORMANCE REPORT ROCKY MOUNT, NORTH CAROLINA

- YEAR OPENED: 2020
- OWNERSHIP: CEDAR FAIR
- FACILITY TYPE: INDOOR COURTS & EVENTS
- DEVELOPMENT COST: \$42 MILLION
- PUBLICLY FUNDED *

- TOTAL ECONOMIC IMPACT: \$56 MILLION+
- ECONOMIC IMPACT (2024): \$22.7 MILLION+
- ROOM NIGHTS (2024): 20,570
- HOTELS: THE VENUE PRODUCES OVERNIGHT HOTEL BOOKINGS THROUGHOUT THE SANDUSKY REGIONAL MARKETPLACE.

* INCLUDES BOTH DEVELOPMENT COSTS AND OPERATIONAL SUBSIDY



CEDAR POINT SPORTS CENTER

PERFORMANCE REPORT ROCKY MOUNT, NORTH CAROLINA

- YEAR OPENED: 2024
- OWNERSHIP: PRICE BROTHERS
- FACILITY TYPE: INDOOR ICE/COURTS/EVENTS
- DEVELOPMENT COST: \$125.4 MILLION
- PUBLICLY FUNDED *

- TOTAL ECONOMIC IMPACT: \$22.3 MILLION+
- ECONOMIC IMPACT (2024): TBD
- PROJECTED ROOM NIGHTS (2024): 50,000
- HOTELS: THE VENUE WILL SEE 816,000 VISITS AND PRODUCE SIGNIFICANT OVERNIGHT HOTEL STAYS THROUGHOUT THE KANSAS CITY MARKETPLACE.

* INCLUDES BOTH DEVELOPMENT COSTS AND OPERATIONAL SUBSIDY



WHAT WE BELIEVE

PERFECT GAME 2026

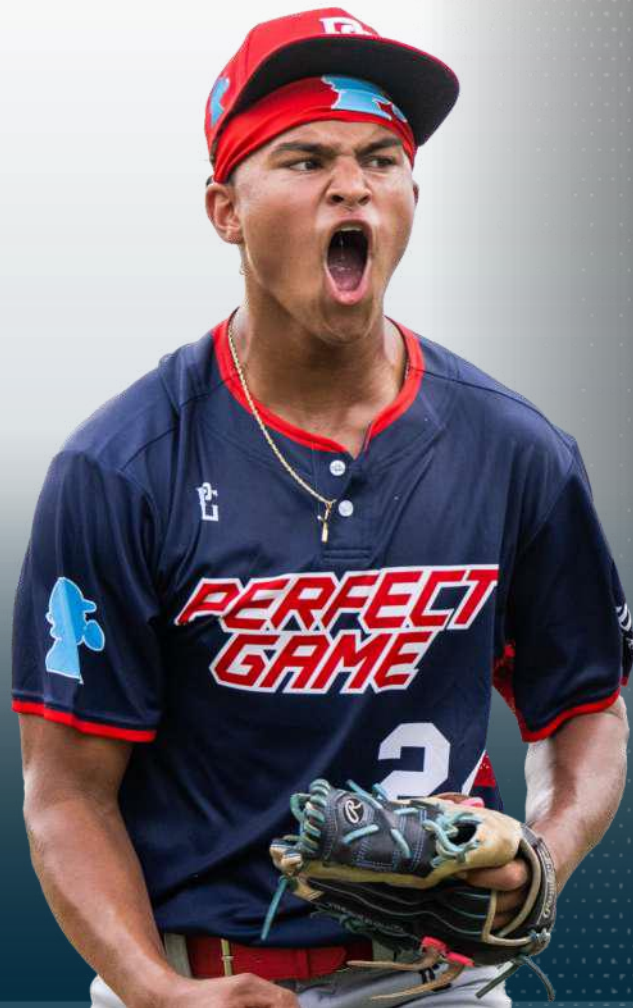




AMERICA'S PASTIME IS NOW A GLOBAL GAME.

DIAMOND SPORTS ARE A BEACON OF AMERICAN CULTURE, BOTH
DOMESTICALLY AND ABROAD.

PERFECT GAME 2026





IN CAREER DEFINING EXPERIENCES

WE DELIVER THE MOST AUTHENTIC IN CLASS,
COMPETITIVE, AND CAREER-DEFINING
EXPERIENCES BENEFITTING PLAYERS,
FAMILIES, SCOUTS, COLLEGES, AND
PROFESSIONAL ORGANIZATIONS ALIKE.



PERFECT GAME 2026



WE BELIEVE

WE BELIEVE IN DATA DRIVEN PERFORMANCE

WE PROVIDE QUANTITATIVE AND QUALITATIVE
PERFORMANCE DATA TO DEVELOP, CHALLENGE,
AND EMBOLDEN ATHLETES TO REACH THEIR FULL
PLAYING POTENTIAL FOR ANY LEVEL OF PLAY.

PERFECT GAME 2026





WE BELIEVE IN ASPIRATIONAL PLAYING ENVIRONMENTS

WE INSPIRE ATHLETES AT EVERY SKILL LEVEL
TO REALIZE THEIR DREAMS IN THE HIGHEST
PERFORMANCE ENVIRONMENT POSSIBLE -
FROM ON THE FIELD TO THE GEAR THEY WEAR.



PERFECT GAME 2026



TEAM SPORTS IS AN EDUCATION PLATFORM

SPORTS TEACHES LIFE LESSONS THAT HELP KIDS WIN
BEYOND THE FIELD. SO WE HELP UNDERSERVED
COMMUNITIES PROVIDE ACCESS TO THE GAME.

PERFECT GAME 2026





WHY PARTNER WITH US

PERFECT GAME 2026





PARTNERSHIPS

PERFECT GAME IS WORLDWIDE

WE HOLD OVER 11,000 EVENTS ACROSS 44 STATES AND
INTERNATIONALLY THROUGHOUT THE ENTIRE YEAR HOSTING
PLAYERS FROM ALL OVER THE WORLD.





PERFECT GAME IS ELITE

WE HOST THE WORLD'S MOST
PRESTIGIOUS EVENTS IN YOUTH AND
HIGH SCHOOL BASEBALL & SOFTBALL.



PERFECT GAME 2026



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



EVOLUTION OF A PG ATHLETE

THE PG JOURNEY STARTS AT 6U WITH TOURNAMENTS, ADVANCING THROUGH ID CAMPS, FESTIVALS, SHOWCASES, AND CULMINATING IN THE ALL-AMERICAN CLASSIC.

DIAMONDKAST, PG ADVISORS, AND SCOUTS ARE THERE EVERY STEP OF THE WAY.

HONING SKILLS

6U+
TOURNAMENTS & LEAGUES

DEVELOPMENT

9U-12U
ID CAMPS

EXPOSURE

13U-14U
PROSPECT GATEWAY

RECRUITING

13U-18U
NAT'L CHAMPIONSHIPS

BRANDING

18U
ALL-AMERICAN CLASSIC

MLB DRAFT
COVERAGE

8U-14U
ALL-STATE GAMES

11U-14U
SELECT FESTIVALS

15U-18U
SHOWCASES

13U-18U
NATIONAL SHOWCASES

JUCO/NCAA
EVENTS/COVERAGE



WE ARE BUILT ON DATA

WE DELIVER MLB-LEVEL DATA TO OUR YOUTH MARKET. PERFORMANCE DATA, SCOUT NOTES, RANKINGS, DEVELOPMENT PROGRAMS, AND VIDEO HIGHLIGHTS ALL THROUGH THE LENS OF OUR PLAYER PROFILES.

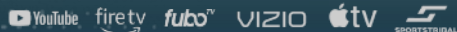
EVERY SHOWCASE METRIC, PG GAME STAT, EACH AT-BAT OR PITCH THROWN.





PG.TV SHOWCASES THE FUTURE OF BASEBALL

24/7 PROGRAMMING
LIVE & ON-DEMAND COVERAGE
100+ LIVE GAMES
500+ HOURS OF ORIGINAL CONTENT



PERFECT GAME 2026

TOP 5 EVENTS



730,000
VIEWERS



705,000
VIEWERS



627,000
VIEWERS



440,000
VIEWERS



275,000
VIEWERS

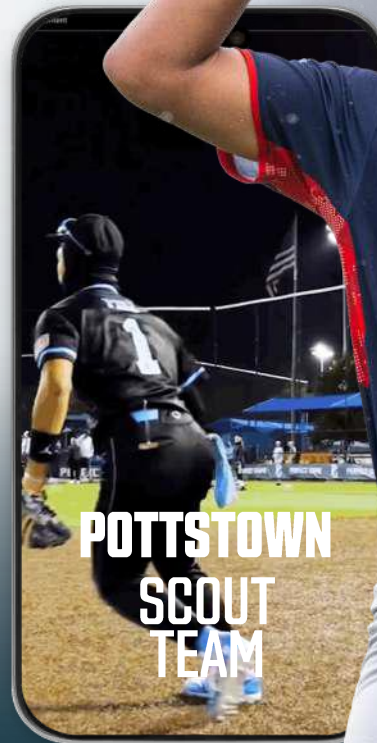


PARTNERSHIPS

TOMORROW'S STARS = TODAY'S INFLUENCERS

WE HAVE UNMATCHED FOOTAGE AND ACCESS OF THE
GAME'S NEXT GENERATION OF STARS.

WE ARE THERE WHEN A 12-YEAR-OLD HITS HIS FIRST
HOME RUN, AND WE'RE THERE WITH HIM ON DRAFT DAY
AND WE TELL THE STORIES OF ALL THE MOMENTS THAT
MATTER IN BETWEEN.



**POTTSTOWN
SCOUT
TEAM**





WE'RE VERY SOCIAL

WE CONNECT YOUTH BASEBALL
PERFORMANCE WITH YOUTH
BASEBALL CULTURE.

INSTAGRAM

200M

IG VIEWS

1.26M

IG FOLLOWERS



TWITTER / X

410M

X VIEWS

1.27M

X FOLLOWERS



TIKTOK

34M

TIKTOK VIEWS

511K

TIKTOK FOLLOWERS



YOUTUBE

78M

YT VIEWS

1.26M

YT FOLLOWERS





PARTNERSHIPS

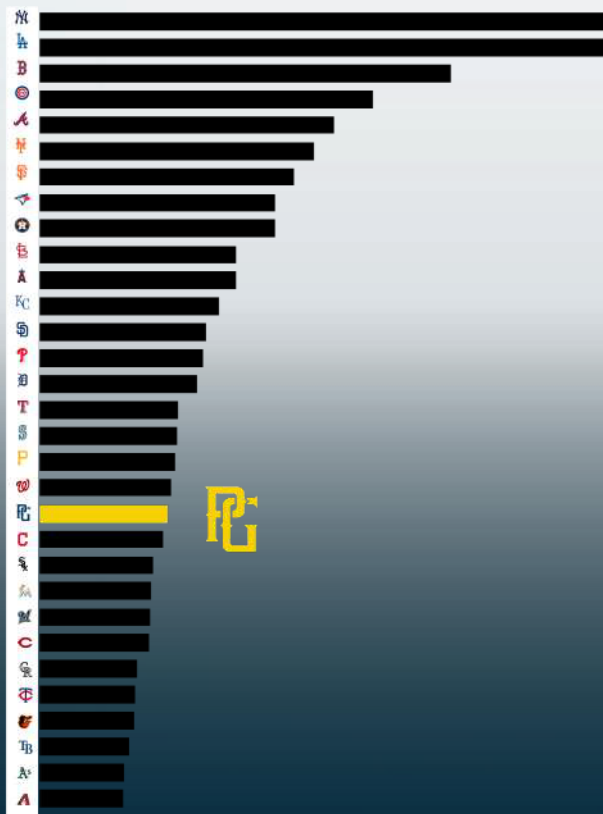
IF WE WERE AN MLB TEAM

OUR BRAND PLATFORM
COMPETES AMONG THE BIGGEST
IN BASEBALL.

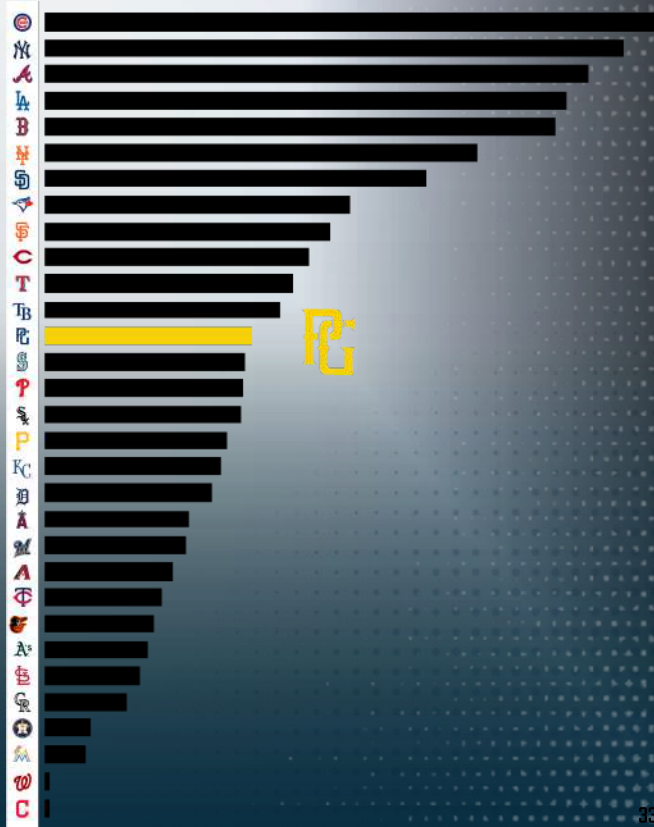
PERFECT GAME 2026



INSTAGRAM



TIKTOK





PG PLAYER PROFILES = BASEBALL RESUMES

PG PROFILES ARE THE MOST TRUSTED SOURCE OF TRUTH AMONG COLLEGE AND MLB SCOUTS. THEY INCLUDE SCOUTING REPORTS AND PERFORMANCE METRICS FOR EVERY SINGLE GAME, AT-BAT, AND PITCH THROWN.

PERFECT GAME 2026



PROFILES GENERATE
50M
PAGE VIEWS

TERMARR JOHNSON

2021 ALL AMERICAN CLASSIC PLAYER 2018 14U SELECT
FESTIVAL PLAYER 2019 14U SELECT FESTIVAL PLAYER
2022 GRAD | SS | ATLANTA, GEORGIA

MLB DRAFT



ROUND 1 - 2022

COMMITMENT



ARIZONA STATE

BEST PG GRADE

PG 10

ABOUT PG GRADES

NATIONAL RANKING

31

GA STATE RANKING

21



POWERED BY PG PERFORMANCE

OUR PG PERFORMANCE DIGITAL PORTFOLIO PROVIDES
PERFORMANCE AND SKILLS DEVELOPMENT METRICS TO
PLAYERS, PARENTS, COACHES AND SCOUTS.



PERFECT GAME 2026



PERFECTGAME.ORG IS THE HUB

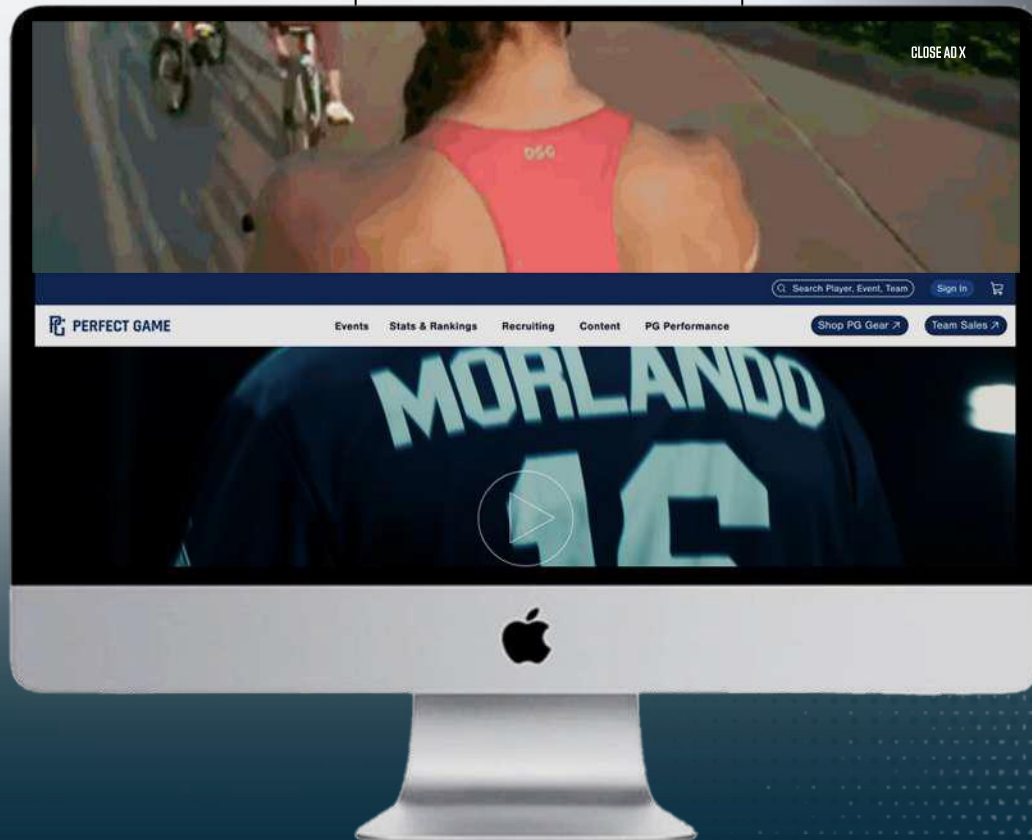
RUN OF SITE TIER I DISPLAY BANNER PLACEMENTS

- GEO-TARGETED
- NATIONAL CAMPAIGNS

10, 15 & 30 VIDEO PRE-ROLL ADS BOTH NATIONAL
& GEO-TARGETED BY REGION ON:

- PERFECTGAME.ORG
- PERFECTGAME.TV

340M
WEBSITE VIEWS



PERFECT GAME 2026



DIRECT RESPONSE WITH A LOYAL AUDIENCE

Leverage PG's active database of parents and players via targeted email campaigns

- Geo-targeted
- National campaigns
- Event specific
- Dynamic content

PERFECT GAME 2026



1.67M
DATABASE CONTACTS



PRODUCTS

PG BRANDED PRODUCTS



PERFECT GAME 2026



PG HAS RIZZ

EXISTING PRODUCT BRAND COLLAB

DICK'S SPORTING GOODS: PERFORMANCE WEAR, AND OFFICIAL RETAILER OF PG

SOLDIER SPORTS: THE OFFICIAL METAL BAT OF PG

MINE BASEBALL: THE OFFICIAL WOOD BAT OF PG

SPORTS DRINK (LAUNCH HYDRATE)

PG PRODUCT CATEGORIES

APPAREL, HEADWEAR, SUNGLASSES, BASEBALLS, ACCESSORIES & MERCHANDISE





PRODUCTS

THE PG BRAND IS POPPING

WE HAVE EXCITING UPCOMING PRODUCT PARTNERSHIPS WITH:

ADIDAS

BRUCE BOLT



PERFECT GAME 2026

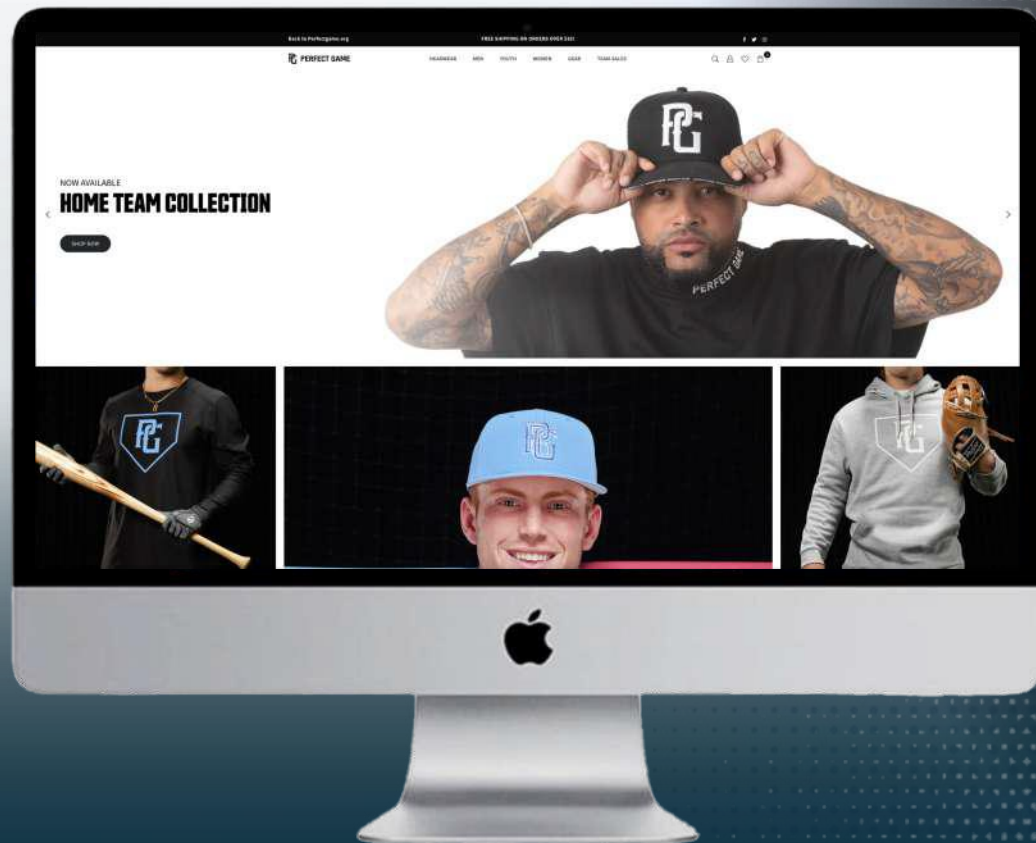


WE GOT'EM ON-SITE, IN-STORE, & ON-LINE

IN-STORE AT 250 DICK'S SPORTING GOODS LOCATIONS

ON-SITE AT PG EVENTS AND BRAND ACTIVATIONS

ON-LINE AT [SHOP.PG.ORG](https://shop.pg.org)



THE OPPORTUNITY

PERFECT GAME 2026



RETAINING THE WORLD'S ELITE BASEBALL & SOFTBALL PLATFORM IN THE UPSTATE OF SOUTH CAROLINA

A YOUTH BASEBALL & SOFTBALL HUB IN THE UPSTATE OF SOUTH CAROLINA DRIVEN BY THE PG BRAND WITH BACKING OF THE SFC, MLB STARS & PRIVATE EQUITY PARTNERS COULD REVOLUTIONIZE THE SPORT FOR YOUTH BASEBALL & SOFTBALL PLAYERS IN ACROSS THE UPSTATE.

PG SEC IS ON PACE TO HOST 31,000 YOUTH BASEBALL TEAMS THROUGH 2025 & 4000 SOFTBALL TEAMS THROUGHT THE STATES OF ALABAMA, GEORGIA, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE & VIRGINIA.

UPSTATE HUB

THE UPSTATE HAS BECOME A DESIRED
BASEBALL TRAVEL LOCATION

AA / AAA / MAJORS

LOCAL, REGIONAL & NATIONAL TALENT
ON THE PREMIER PG PLATFORM

ADVANCED DATA

INDUSTRY LEADING SCOUTING DATA AND
ANALYTICS

PG BRAND & ASSETS

PG MEDIA LEADING BEST-IN-CLASS CONTENT
PAIRED WITH IN-DEMAND MERCHANDISE





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.

MORGANTON, NORTH CAROLINA



REGIONAL & NATIONAL TOURNAMENTS

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

MORGANTON, NORTH CAROLINA

A woman with long blonde hair, wearing a grey button-down shirt and a lanyard, is smiling and holding a microphone towards a young baseball player. The player is wearing a red jersey with "West" and the number "14" in white, a red cap with sunglasses on top, and grey pants. To the left, a cameraman in a red shirt is partially visible, operating a professional video camera on a tripod. The background shows a large baseball stadium with blue seating and a sign that reads "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 MORGANTON.
THROUGH IT'S POWERFUL MEDIA PLATFORMS AND BEST IN-CLASS CONTENT.

MORGANTON, NORTH CAROLINA

NEXT STEPS

OUR PLAN WILL LEVERAGE THE PG BRAND, THE PREMIER BRAND EQUITY AND RELATIONSHIPS CARRIED LOCALLY BY OUR TEAMS TO MAXIMIZE PG EVENTS & TOURNAMENTS

THE KEY NEXT STEP IS TO ALIGN ON THE PREFERRED INVESTMENT STRATEGY BETWEEN PERFECT GAME & THE CITY OF MORGANTON

- Further the relationship between Perfect Game and The City of Morganton to create a comprehensive plan for Morganton Parks and Recreation Department. We need to develop a three-year strategic plan, identify its economic impact and provide a valuation. This framework will provide a clear roadmap for future development, growth, and financial sustainability.
- Identify investment strategy between PG and The City of Morganton
- Create execution plan and initiate activities
- Set up regular cadence between PG and The City of Morganton until completion



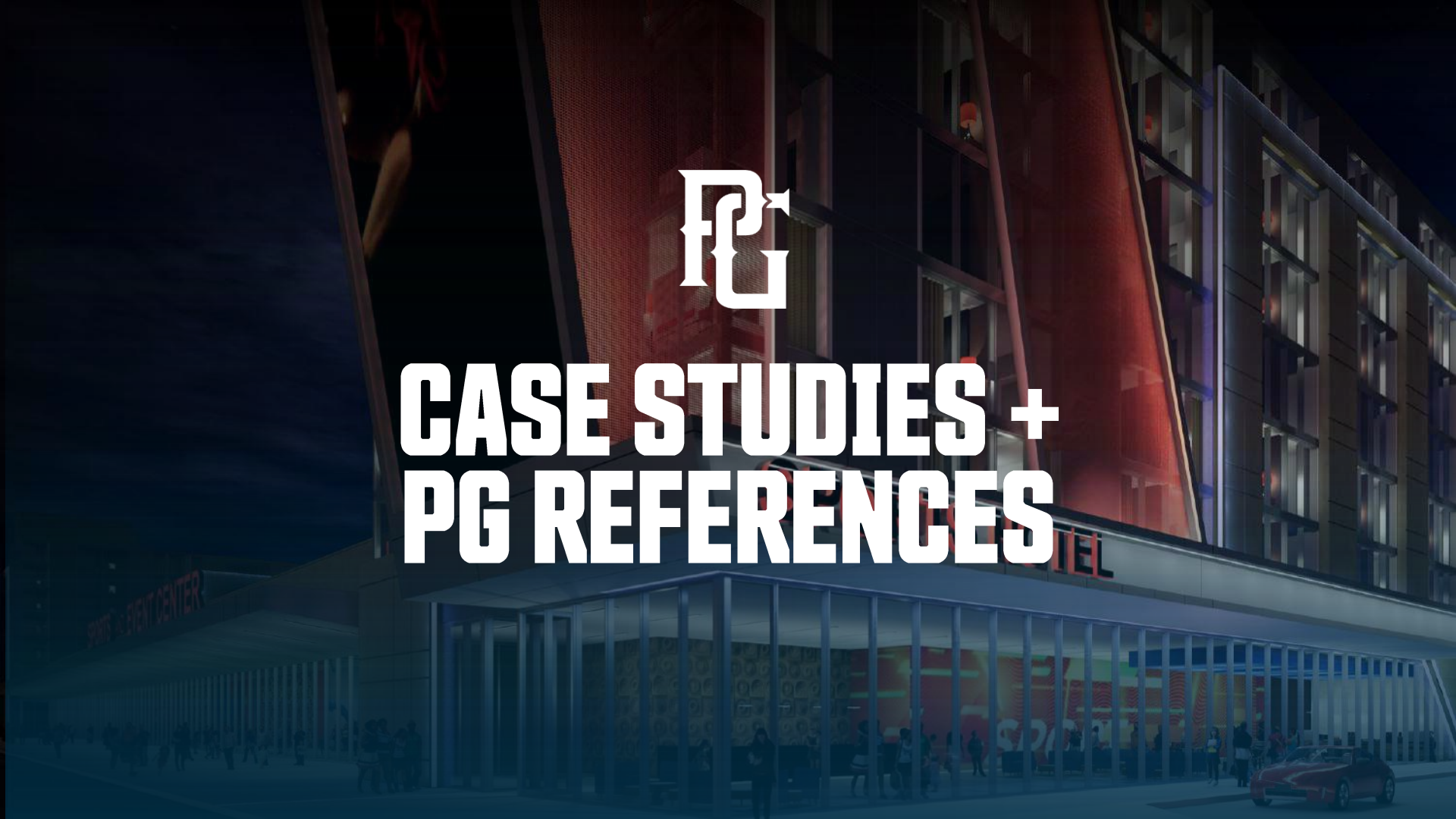


THANK YOU

PERFECT GAME



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

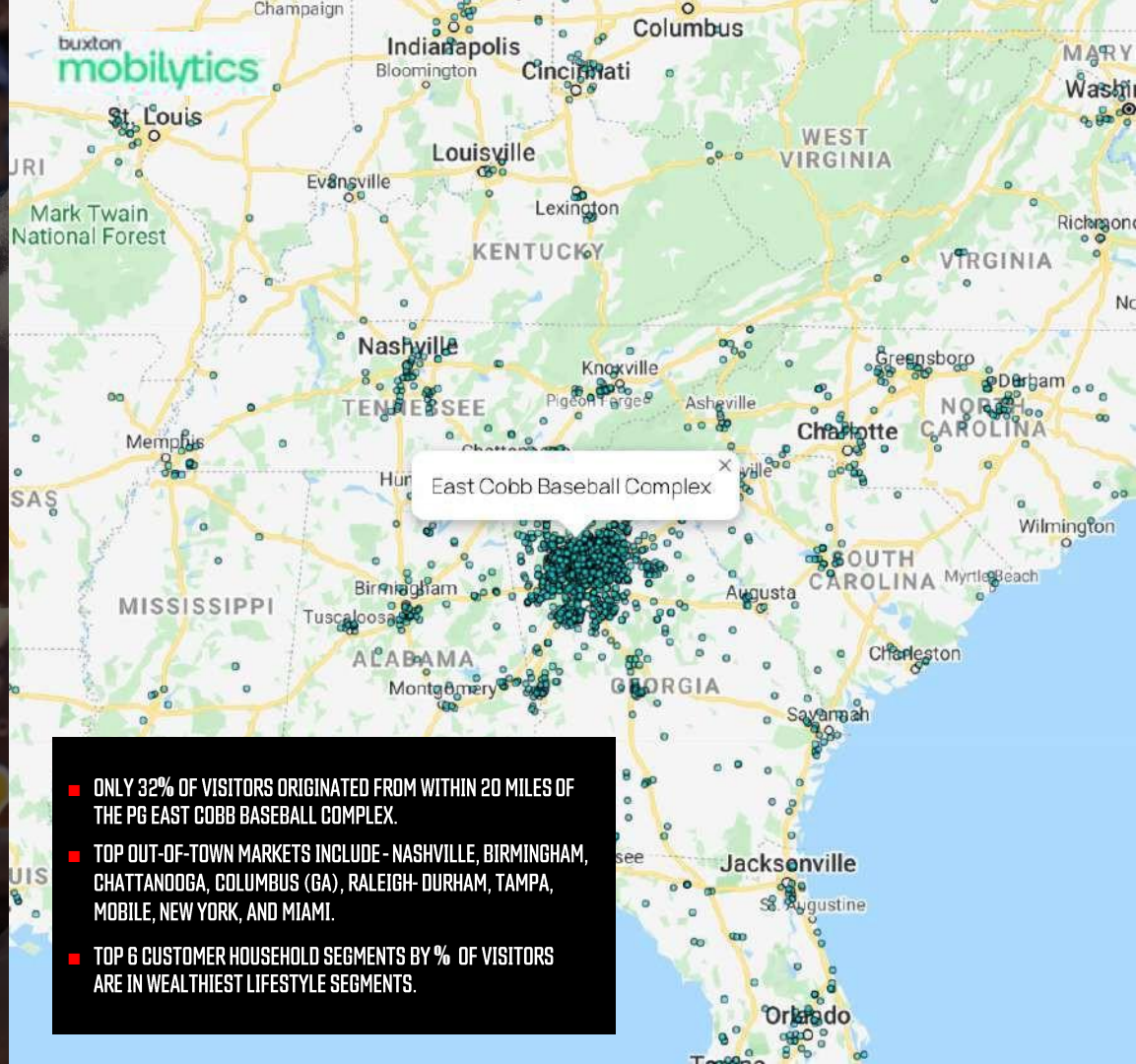
MOBILYTICS INSIGHTS:

- 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.**



- ONLY 32% OF VISITORS ORIGINATED FROM WITHIN 20 MILES OF THE PG EAST COBB BASEBALL COMPLEX.
- TOP OUT-OF-TOWN MARKETS INCLUDE - NASHVILLE, BIRMINGHAM, CHATTANOOGA, COLUMBUS (GA), RALEIGH-DURHAM, TAMPA, MOBILE, NEW YORK, AND MIAMI.
- TOP 6 CUSTOMER HOUSEHOLD SEGMENTS BY % OF VISITORS ARE IN WEALTHIEST LIFESTYLE SEGMENTS.

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-LGSD (5273)
239-707-3951 MOBILE

ANNUAL ECONOMIC IMPACT:

\$53 MILLION

MOBILYTICS INSIGHTS

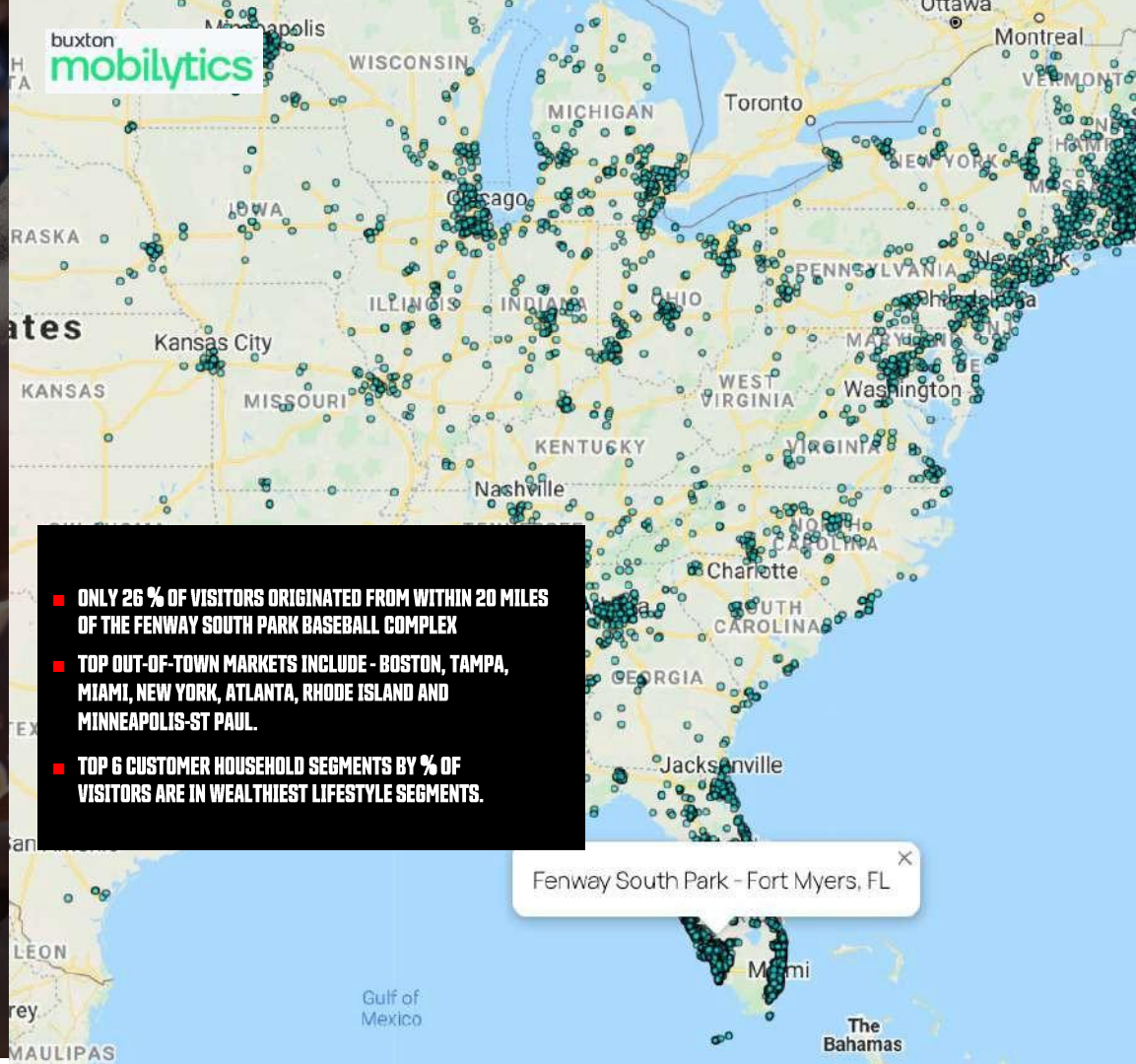
**THE SPORTS FACILITIES
ADVISORY**

- 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

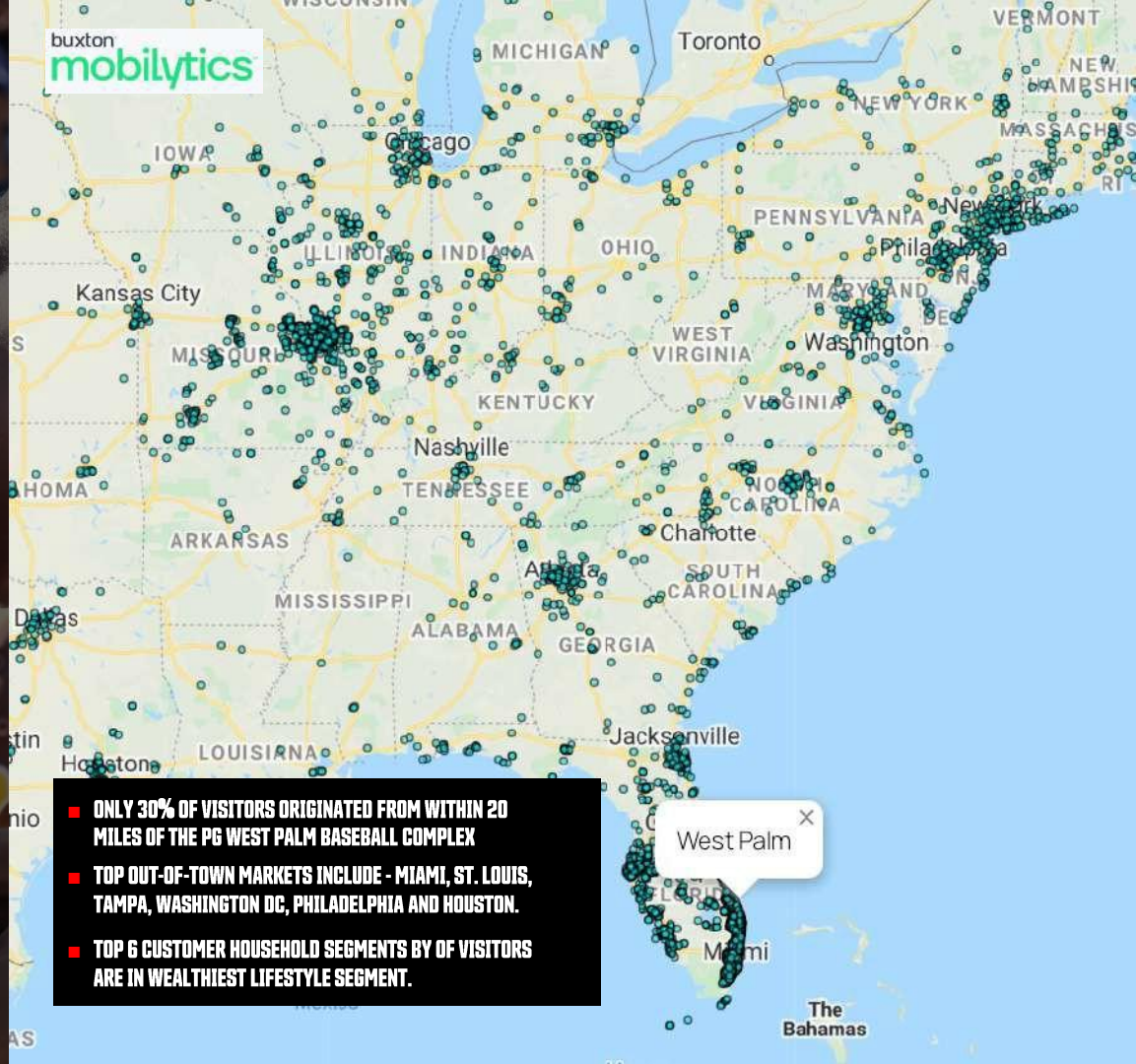
- PROVIDES INSIGHTS INTO THE HOME LOCATIONS BY DENSITY FOR THE WEST PALM BASEBALL COMPLEX

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

PERFECT GAME

THE NEXT LEVEL **STARTS HERE.**

buxton
mobilytics



An architectural rendering of a modern sports facility at night. The building features a prominent red, curved facade and a glass-enclosed entrance area. A sign above the entrance reads "SPORTS HOTEL". To the left, another sign says "SPORTS CENTER". The scene is illuminated by interior and exterior lights, with a red car parked on the street in the foreground. Silhouettes of people are visible near the entrance.

**SPORTS FACILITIES
COMPANIES**

CASE STUDIES+ SUPPORT DATA





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

SF SPORTS FACILITIES
COMPANIES

PERFECT GAME DEVELOPMENT

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



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
ANCILLARY RETAIL DEVELOPMENT

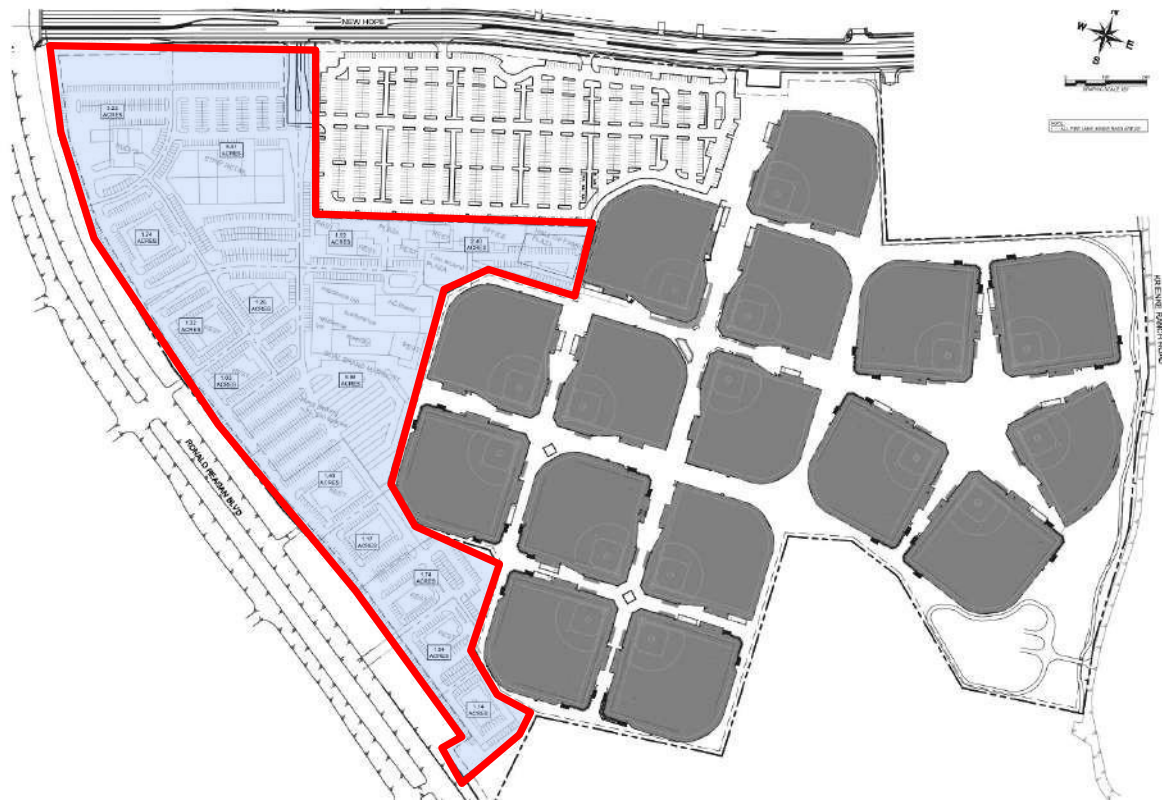
CASE STUDY - CEDAR PARK, TEXAS

**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





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.

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	
Spring Tournaments and Events															
Texas Spring Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Spring Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
St Patis Day Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Spring Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
April Fools Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Spring Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Easter Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Spring World Series (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Spring World Series (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Mothers Day (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Shootout (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Shootout (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Memorial Day Classic (10 ages)	240	252	265	278	292	120	400	30	80%	7,032	7,378	7,740	8,122	8,522	
Summer Tournaments and Events															
Texas Select Championships (10 ages)	112	118	123	130	136	120	100	30	60%	2,448	2,570	2,697	2,831	2,971	
Texas Elite Championships (10 ages)	112	118	123	130	136	120	100	40	60%	3,266	3,427	3,596	3,774	3,961	
End of School Classic (10 ages)	112	118	123	130	136	120	100	40	60%	3,266	3,427	3,596	3,774	3,961	
WWBA National Championship 14u	240	252	265	278	292	120	800	60	80%	14,304	14,995	15,721	16,483	17,283	
Freedom Classic (10 ages)	240	252	265	278	292	120	-	30	60%	5,184	5,443	5,715	6,001	6,301	
WWBA National Championship 18u	160	168	176	185	194	160	400	50	80%	10,440	10,952	11,490	12,054	12,647	
WWBA National Championship 11u	400	420	441	463	486	160	500	60	80%	33,720	35,256	36,868	38,562	40,340	
WWBA National Championship 16u	400	420	441	463	486	160	500	60	80%	33,720	35,256	36,868	38,562	40,340	
WWBA National Championship 15u	360	378	397	417	438	150	200	60	80%	27,120	28,416	29,777	31,206	32,706	
PG World Series (6 ages)	200	210	221	232	243	160	200	40	80%	11,040	11,552	12,090	12,654	13,247	
Texas World Series (5 ages)	120	126	132	139	146	120	500	40	80%	4,808	5,038	5,280	5,534	5,801	
Texas World Series (5 ages)	120	126	132	139	146	120	500	40	80%	4,808	5,038	5,280	5,534	5,801	
Back to School Brawl (10 ages)	112	118	123	130	136	120	100	20	60%	1,633	1,713	1,798	1,887	1,980	
End of Summer Classic (10 ages)	112	118	123	130	136	120	100	20	60%	1,633	1,713	1,798	1,887	1,980	
Fall Tournaments and Events															
Labor Day Classic (10 ages)	240	252	265	278	292	120	500	30	80%	7,062	7,408	7,770	8,152	8,552	
WWBA South Qualifier (10 ages)	112	118	123	130	136	120	500	30	80%	3,376	3,537	3,706	3,884	4,071	
WWBA Freshman World Championship	128	134	141	148	156	120	200	40	80%	5,715	5,961	6,219	6,490	6,774	
WWBA Sophomore World Championship	128	134	141	148	156	150	200	40	80%	6,944	7,251	7,574	7,912	8,268	
WWBA Underclass World Championship	240	252	265	278	292	160	500	40	80%	14,288	14,902	15,548	16,225	16,936	
WWBA World Championship	112	118	123	130	136	100	1,000	40	80%	11,168	11,526	11,908	12,316	12,751	
WWBA 14u World Championship	112	118	123	130	136	120	100	40	80%	4,701	4,936	5,142	5,379	5,628	
WWBA 15u World Championship	112	118	123	130	136	120	200	30	80%	3,266	3,447	3,616	3,784	3,981	
Halloween Bash (10 ages)	112	118	123	130	136	120	-	20	60%	1,813	1,893	1,978	2,067	2,160	
Fall World Series (6 ages)	112	118	123	130	136	100	-	20	80%	1,792	1,882	1,976	2,074	2,178	
Veterans Day Classic (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Fall Elite (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Turkey Day Classic (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Winter Tournaments and Events															
South Fall Select (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Snowfall Classic (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Christmas Bash (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Season Opener (10 ages)	112	118	123	130	136	120	-	20	60%	1,813	1,893	1,978	2,067	2,160	
MLK Championships (10 ages)	112	118	123	130	136	120	200	30	60%	2,479	2,560	2,727	2,861	3,001	
Texas Winter Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Winter Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Winter Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Cupid Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Presidents Day Challenge (6 ages)	112	118	123	130	136	100	-	30	60%	2,016	2,117	2,223	2,334	2,450	
South Winter Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Total Number of Room Nights										261,386	273,567	286,357	299,796	313,887	

CASE STUDY - CEDAR PARK, TEXAS

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

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
Spring Tournaments and Events													
Texas Spring Select (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	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	30	20	60%	4,637	4,869	5,112	5,368	5,636
St Paltys Day Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	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	30	20	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	30	20	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	30	20	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	20	20	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	30	20	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	30	20	60%	4,637	4,869	5,112	5,368	5,636
Mothers Day (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	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	30	20	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	30	20	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	40	30	80%	22,848	23,996	25,180	26,434	27,751
Summer Tournaments and Events													
Texas Select Championships (10 ages)	4,434	4,655	4,887	5,131	5,387	40	30	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	50	40	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	50	40	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	80	60	80%	45,888	48,163	50,552	53,061	55,694
Freedom Classic (10 ages)	9,480	9,954	10,452	10,974	11,523	40	30	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	70	50	80%	33,440	35,104	36,851	38,666	40,612
WWBA National Championship 17u	21,300	22,340	23,432	24,579	25,783	80	60	80%	102,240	107,232	112,474	117,977	123,766
WWBA National Championship 16u	21,300	22,340	23,432	24,579	25,783	80	60	80%	102,240	107,232	112,474	117,977	123,766
WWBA National Championship 15u	17,120	17,966	18,854	19,787	20,766	80	60	80%	82,176	86,237	90,591	94,978	99,679
PG World Series (5 ages)	10,600	11,120	11,666	12,239	12,841	50	40	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	50	40	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	50	40	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	30	20	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	30	20	60%	5,321	5,586	5,865	6,158	6,465
Fall Tournaments and Events													
Labor Day Classic (10 ages)	9,530	10,004	10,502	11,024	11,573	40	30	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	40	30	80%	10,738	11,268	11,876	12,411	13,026
WWBA Freshman World Championship	5,256	5,509	5,774	6,053	6,346	50	40	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	50	40	80%	19,891	20,854	21,884	22,926	24,040
WWBA Underclass World Championship	12,980	13,604	14,259	14,948	15,670	50	40	80%	41,536	43,533	45,629	47,831	50,142
WWBA World Championship	7,944	8,291	8,656	9,039	9,440	50	40	80%	25,421	26,532	27,698	28,923	30,210
WWBA 14u World Championship	4,524	4,745	4,977	5,221	5,477	50	40	80%	14,477	15,185	15,928	16,708	17,528
WWBA 13u World Championship	4,444	4,665	4,897	5,141	5,397	40	30	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	30	20	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	30	20	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	30	20	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	30	20	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	30	20	60%	4,637	4,869	5,112	5,368	5,636
Winter Tournaments and Events													
South Fall Select (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	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	30	20	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	30	20	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	30	20	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	40	30	60%	7,999	8,397	8,815	9,254	9,715
Texas Winter Select (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	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	30	20	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	30	20	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	30	20	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	40	30	60%	6,955	7,303	7,668	8,052	8,454
South Winter Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368	5,636
Total Number of Non-Local Visitor Days									811,198	851,049	892,893	936,629	982,962

CASE STUDY - CEDAR PARK, TEXAS

SPORTS FACILITIES
THE 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

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
Total Number of Teams Per Year	7,248	7,610	7,991	8,390	8,810
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
\$165 Average Daily Expenditure	\$ 133,847,670	\$ 140,423,118	\$ 147,327,338	\$ 154,576,770	\$ 162,188,673

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.