

A soccer ball with white, black, and maroon panels sits on a vibrant green grass field. In the background, a white goalpost is visible against a soft, golden sunset sky with blurred trees. The overall scene is peaceful and evokes a sense of late afternoon sports.

# ***Pro Forma Summary***

*Germantown, TN  
August 2021*



# Facility Program

Total Complex Acreage: 44.1 Acres

- Indoor Facility: 87,750 SF
  - 300' x 200' Field
    - Three (3) small-side fields
  - 27,750 SF Support Space
- 6 Full Fields + Pee Wee Field Area: 16 Acres
  - Four (4) Full-Size Synthetic Turf Fields
  - Two (2) Oversized Synthetic Turf Fields
    - Four (4) 225' Fence Diamond Fields
  - Two Secondary Support Buildings
- Parking, Setbacks, Green Space: 26 Acres
  - 780 Parking Spaces

	Lobby/Welcome Area	1	40	30	1,200	1,200	1.4%		
	Ticket Office	1	10	10	100	100	0.1%		
	Manager's Office	3	15	10	450	450	0.5%		
	Office Area	1	30	30	900	900	1.0%		
e	Kitchen	1	40	30	1,200	1,200	1.4%		
ac	Cafe Seating Area	1	50	50	2,500	2,500	2.8%		
S	Hex/Team Rooms	1	60	25	1,500	1,500	1.7%		
lex	Rest Rooms	2	15	10	150	300	0.3%		
f	Training Room	1	20	15	300	300	0.3%		
	Restrooms	2	35	25	875	1,750	2.0%		
<b>Total Flex Space Sq. Ft.</b>							<b>10,200</b>	<b>11.6%</b>	
Required SF for Products and Services							70,200	80.0%	
Mechanical, Electrical, Storage, etc.							10% of P&S SF	7,020	8.0%
Common Area, Stairs, Circulation, etc.							15% of P&S SF	10,530	12.0%
<b>Total Estimated Indoor Athletic Facility SF</b>							<b>87,750</b>	<b>100%</b>	
<b>Total Building Acreage</b>							<b>2.0</b>		

## Outdoor Athletic Facilities

Space	Programming Product/Service	Count	Dimensions L (') W (')		Approx. SF each	Total SF	% of Footprint
Multipurpose Fields	Standard Synthetic Turf Field	4	384	249	95,616	382,464	54.9%
	Oversized Synthetic Turf Field	2	490	252	123,480	246,960	35.4%
	225' Fence Diamond Fields (In Corners of Oversized Fields)	4	Over Fields		Over Fields		0.0%
	Pee Wee Field Area	1	250	250	62,500	62,500	9.0%
<b>Total Outdoor Multipurpose Fields Sq. Ft.</b>						<b>691,924</b>	<b>99.3%</b>
Support Buildings	Secondary Support Buildings	2	40	40	1,600	3,200	0.5%
	<b>Total Support Buildings Sq. Ft.</b>						<b>3,200</b>
Maintenance	Maintenance Building	1	40	40	1,600	1,600	0.2%
	<b>Total Maintenance Sq. Ft.</b>						<b>1,600</b>
<b>Total Estimated Outdoor Athletic Facilities SF</b>						<b>696,724</b>	<b>100%</b>
<b>Total Outdoor Athletic Facility Acreage</b>						<b>16.0</b>	

## Site Development

### **USES OF FUNDS**

Land Cost	\$0
Hard Cost	\$18,829,770
Field and Sport Equipment Cost	\$9,266,073
Furniture, Fixtures, and Equipment	\$1,499,035
Soft Costs Construction	\$3,274,509
Soft Costs Operations	\$1,146,160
Working Capital Reserve	TBD
<b>Total Uses of Funds</b>	<b>\$34,015,548</b>

### **Primary Cost Drivers:**

- \$4.6 Million Site Development (Site Prep, Grading, Utilities, Landscaping, Pavilions, Trails, Etc.)
- \$16.8 Million Indoor Turf Building
- \$8.5 Million Outdoor Field Costs (Turf, Lights, Goals, Etc.)
- 10% Contingency on All Items

<b>Revenue</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Rental Multi-Purpose Field Tournaments	\$141,120	\$176,400	\$222,480	\$222,480	\$228,420
Indoor Soccer	\$293,228	\$350,740	\$442,194	\$488,683	\$541,407
Indoor Lacrosse	\$32,000	\$41,444	\$56,764	\$65,542	\$76,019
Indoor Football	\$50,400	\$59,932	\$75,098	\$82,730	\$91,352
Indoor Field Rental	\$102,960	\$106,049	\$120,153	\$123,758	\$133,844
Outdoor Multi-Purpose Field Rental	\$185,420	\$194,691	\$224,868	\$236,112	\$247,917
Food & Beverage	\$150,132	\$184,783	\$219,313	\$221,180	\$222,111
Secondary Revenue	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000
<b>Total Revenue</b>	<b>\$1,080,260</b>	<b>\$1,239,040</b>	<b>\$1,485,871</b>	<b>\$1,565,485</b>	<b>\$1,666,071</b>

### Revenue Assumptions:

- Tournaments Run by Rights Holders; This Will Be a Secondary Location for Most Tournaments (Especially Soccer)
- Indoor Programs Run by Facility Operator – Year-Round with Primary Programming in Winter
- Outdoor Programs Run by Local Program Providers – Modeled Paying Fair Market Rental Rates Based on Research and Survey Data

<b>Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Rental Multi-Purpose Field Tournaments	\$22,752	\$28,440	\$35,208	\$35,208	\$35,802
Indoor Soccer	\$64,919	\$77,652	\$92,959	\$102,732	\$110,936
Indoor Lacrosse	\$6,400	\$8,289	\$10,734	\$12,393	\$13,980
Indoor Football	\$9,792	\$11,644	\$13,810	\$15,214	\$16,347
Indoor Field Rental	\$5,148	\$5,302	\$6,008	\$6,188	\$6,692
Outdoor Multi-Purpose Field Rental	\$9,271	\$9,735	\$11,243	\$11,806	\$12,396
Food & Beverage	\$82,572	\$101,631	\$120,622	\$121,649	\$122,161
Secondary Revenue	\$31,250	\$31,250	\$31,250	\$31,250	\$31,250
<b><i>Total Cost of Goods Sold</i></b>	<b>\$232,105</b>	<b>\$273,943</b>	<b>\$321,834</b>	<b>\$336,440</b>	<b>\$349,564</b>
Facility Expenses	\$404,116	\$408,456	\$415,915	\$422,024	\$428,225
Operating Expense	\$185,999	\$178,808	\$195,283	\$200,092	\$205,765
Management Payroll	\$395,000	\$410,800	\$427,232	\$444,321	\$462,094
Payroll Taxes/Benefits/Bonus	\$113,385	\$122,237	\$133,135	\$138,435	\$144,330
<b><i>Total Operating Expenses</i></b>	<b>\$1,098,500</b>	<b>\$1,120,302</b>	<b>\$1,171,565</b>	<b>\$1,204,873</b>	<b>\$1,240,415</b>

# Summary

	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Total Revenue</i>	\$1,080,260	\$1,239,040	\$1,485,871	\$1,565,485	\$1,666,071
<i>Total Cost of Goods Sold</i>	\$232,105	\$273,943	\$321,834	\$336,440	\$349,564
<i>Total Operating Expenses</i>	\$1,098,500	\$1,120,302	\$1,171,565	\$1,204,873	\$1,240,415
<i>EBITDA</i>	(\$250,345)	(\$155,205)	(\$7,529)	\$24,172	\$76,092

### Number of Events Per Year

	Year 1	Year 2	Year 3	Year 4	Year 5
Multi-Purpose Field Tournaments	8	10	12	12	12
<b>Total Events Per Year</b>	<b>8</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>12</b>

### Per Person Spending By Category

	Amount	% of Total
Lodging/Accommodations	\$39.00	30.7%
Dining/Groceries	\$44.25	34.8%
Transportation	\$7.52	5.9%
Entertainment/Attractions	\$3.54	2.8%
Retail	\$20.80	16.4%
Miscellaneous	\$11.95	9.4%
<b>Total</b>	<b>\$127.06</b>	<b>100%</b>

### Economic Impact Drivers

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	38,880	48,600	58,320	58,320	58,320
Room Nights	11,664	14,580	17,496	17,496	17,496

### Economic Impact

	Year 1	Year 2	Year 3	Year 4	Year 5
Total Direct Spending	\$4,939,996	\$6,174,995	\$7,409,993	\$7,409,993	\$7,409,993
Total Indirect Spending	\$0	\$0	\$0	\$0	\$0
<b>Total Economic Impact</b>	<b>\$4,939,996</b>	<b>\$6,174,995</b>	<b>\$7,409,993</b>	<b>\$7,409,993</b>	<b>\$7,409,993</b>





***Reactions,  
Discussion,  
& Next Steps***