

**PROPOSAL**

to the

**CLAY COUNTY DEVELOPMENT AUTHORITY**

for

**PLANNING, DESIGN AND CONSTRUCTION PHASE  
CONSULTING SERVICES  
AND THE MAINTENANCE AND OPERATION**

of a

**RECREATIONAL SPORTS PARK**

by

**BIG LEAGUE DREAMS FLORIDA, LLC**

**December 10, 2013**

## **SECTION 1 INTRODUCTION**

Big League Dreams Florida, LLC, a Florida limited liability company ("BLD Florida"), hereby submits this proposal (the "Proposal") to the Clay County Development Authority (the "CCDA") for planning, design and construction phase consulting services related to, and the development and eventual operation of, a recreational sports park (described more fully in Section 2) in Clay County, Florida (the "County") to foster economic development in the County and to benefit the recreational needs of its citizens.

## **SECTION 2 DESCRIPTION OF THE SPORTS PARK PROJECT**

BLD Florida proposes to work with the County and the CCDA to develop and construct, and then would maintain and operate, a recreational sports park to be located in the County featuring adult and youth softball/baseball diamonds; one or more restaurants and concession stands; an indoor soccer pavilion adaptable for group events and functions; administration and maintenance facilities; a batting cage; a children's playground; and other amenities (the "Sports Park"). The Sports Park is intended to promote economic development in the County and to benefit the citizens of the County. BLD Florida, in accordance with the Big League Dreams model used in the development of other Big League Dreams Sports Parks and described more fully in Section 5, further proposes that the CCDA and/or the County finance the construction of the Sports Park.

The CCDA and Big League Dreams USA, LLC ("BLD USA") entered a license agreement dated December 14, 2011 (as amended, the "License Agreement"). In the License Agreement, BLD USA licensed the use of the name "Big League Dreams" and other intellectual property rights held by BLD USA to the CCDA for use in connection with the Sports Park and agreed not to operate another Big League Dreams facility within specified geographic areas near the Sports Park. A description of the Big League Dreams intellectual property and how it is utilized in the construction of the Sports Park is included in Section 10. If the CCDA does not terminate the License Agreement, BLD Florida would maintain and operate the Sports Park under the terms of the license granted to the CCDA by the License Agreement.

Photographs of comparable six baseball/softball diamond Big League Dreams Sports Parks already constructed in League City, Texas and Chino Hills, California using the intellectual property rights licensed by BLD USA to the CCDA pursuant to the License Agreement are attached in the Appendix. A table showing all Big League Dreams Sports Parks and information concerning their opening date and configuration is attached as Exhibit A.

During the design phase of the development of the Sports Park, BLD Florida would work with the CCDA to determine if opportunities to add capacity to the Sports Park (such as additional baseball/softball diamonds or an additional pavilion or fieldhouse for

indoor sports or group or community events) could be accommodated in the future on the land available for the Sports Park.

### **SECTION 3 SCHEDULE FOR INITIATION AND COMPLETION OF THE SPORTS PARK PROJECT**

BLD Florida is prepared to commence work immediately to assist the CCDA in planning, designing and constructing the Sports Park pursuant to a Consulting Services Agreement.

Development of the Sports Park would take place in three phases. Phase 1 is the Sports Park planning phase. Phase 2 is the design phase. Phase 3 is the construction phase. Based on Big League Dreams experience with the 11 Big League Dreams Sports Parks already constructed, the three phases could be completed, barring force majeure, within the following schedule from the date of final CCDA and County approval of the project:

Phase 1 (Planning):	approximately three (3) months
Phase 2 (Design):	approximately seven (7) months
Phase 3 (Construction):	approximately ten (10) months
TOTAL	approximately twenty (20) months

### **SECTION 4 PROPOSED METHOD TO SECURE NECESSARY PROPERTY INTERESTS AND OWNERSHIP OF THE SPORTS PARK**

Title to the real property on which the Sports Park would be developed and constructed shall be acquired by the CCDA. Ownership of the Sports Park real property and all improvements to be constructed on it shall at all times, whether during the term of the Maintenance and Operations Agreement (as hereinafter defined) or upon its expiration for any reason, remain vested in the CCDA.

### **SECTION 5 GENERAL FINANCING PLANS AND MODEL**

The public partner in a Big League Dreams public-private partnership model (in this case the County and/or the CCDA) would own and construct the Sports Park at its/their expense. BLD Florida will, however, contribute to the financial viability of the Sports Park in two distinct ways. First, by revenue sharing with the County and the CCDA from gross revenues generated by the Sports Park projected to be sufficient to repay the "delta" (see below) between the cost of a bare bones municipal facility and a Big League Dreams Sports Park. Second, by assuming all maintenance, operations and repair expenses which otherwise would be borne or subsidized by the CCDA or the County. As background, an explanation of the Big League Dreams model is presented in this section.

Big League Dreams works with a city or county to develop a recreational sports park only if the city or county has already determined it has a need for a new sports facility to serve the recreational needs of its citizens. Current and projected future population growth in Clay County clearly demonstrates such a need. Traditionally, all such recreational sports park construction costs have been paid for or financed entirely by the city or county (similar to city or county administration buildings, police or fire stations or libraries) with no expectation that any of such capital costs could be recouped; the land on which the sports park is constructed was already owned by the city or county, was purchased by the city or county or was donated to the city or county by developers in return for construction entitlements; and the ongoing cost of the maintenance and operations of the sports park by the city or county parks and recreation department have been heavily subsidized from the city or county general fund.

Big League Dreams offers an alternative model. Rather than construct a bare bones recreational facility with no means to (a) recover capital costs for its construction, (b) pay for itself from ongoing operations or (c) attract tourism dollars, Big League Dreams proposes that the CCDA construct the Sports Park with a series of enhanced features (primarily, attractively designed and air conditioned restaurants from which game action can be viewed; stadium replica features designed to create a "big league" experience while playing (see Section 10); box seats rather than benches in open air viewing areas; and access control for security) to better provide for the recreational needs of County residents and to attract regional tournaments and the tourism dollars they create. Revenue sharing payments from Big League Dreams to a city or county are never intended to pay for the construction costs of the bare bones recreational sports facility a city or county traditionally builds solely at its own expense. They are, however, projected to cover the incremental cost (the "delta") of constructing the sports park to Big League Dreams standards with the enhanced features referenced above in this paragraph.

In addition, Big League Dreams bears all maintenance, operations and repair costs its public partners otherwise would have subsidized from the general fund had the facilities been constructed as traditional municipally-operated recreational facilities. Independent estimates of the average amount a municipality spends to subsidize its parks and recreation department when it manages a recreational sports park featuring baseball/softball diamonds range from \$500,000 to \$750,000 per year.

Thus, for the added cost of the "delta", which is repaid over the term of the Maintenance and Operations Agreement, the County frees itself from ongoing maintenance, operations and repair costs and subsidies; creates a beautiful, functional and well maintained facility to meet the recreational needs of its own citizens; generate sales taxes; and attracts tournaments and out of town players, which generate increased tourism development taxes and economic development impact. Neither a traditional bare bones facility nor the status quo could ever achieve these objectives.

## **SECTION 6 PRINCIPALS OF THE PROPOSER AND CONTACT PERSON FOR ADDITIONAL INFORMATION**

The following Big League Dreams principals would be actively involved in the planning, design and construction phase consulting services to be furnished pursuant to the Consulting Services Agreement with respect to, and the maintenance and operation services to be furnished pursuant to the Maintenance and Operations Agreement for, the Sports Park:

### Big League Dreams Florida, LLC (BLD Florida)

John Giambi	Manager
Jeff Odekirk	Manager and Chief Operating Officer
Scott LeTellier	Manager and Chief Executive Officer

### Big League Dreams USA, LLC (BLD USA)

John Giambi	Executive Board Member*
Jeff Odekirk	Managing Director and Chief Operating Officer*
Scott LeTellier	Chief Executive Officer
Kevin Flora	Vice President/Operations
Chris Hagman	Vice President/Food and Beverage
Wayne Odekirk	Vice President/Construction
Charlotte Odette	Vice President/Human Resources
John Pascarella	Vice President/Controller
Ed Farmer	[Regional Manager]
Jeremy Giambi	Director of Development*
Jason Giambi	Cleveland Indians*
Ron Odekirk	President, Ballpark Designs, Inc. (Consultant)*

\* Managers of BLD USA

The person listed below may be contacted for additional information concerning this Proposal:

Scott Parks LeTellier  
Chief Executive Officer  
Big League Dreams Florida, LLC  
16339 Fairfield Ranch Road  
Chino Hills, California 91709  
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## **SECTION 7 USER FEES, CONSULTING FEES AND PERCENTAGE OF GROSS REVENUES PAYMENTS**

Since maintenance and operations costs of the Sports Park will not be subsidized by Clay County taxpayers, fees will be charged to individuals using the Sports Park but not to those who do not. These fees consist of a gate admission fee; team and player registration fees; field rental fees charged to promoters and other third parties for tournaments and other group event functions; and batting cage fees. A token is given to all individuals paying the gate admission fee, which may be redeemed for \$1 worth of food and beverages in the restaurants or concession facilities. Thus, for a youth admission, the net cost to the participant is zero.

A schedule of the fees charged (as of January 1, 2014) at an established Big League Dreams Sports Park (in Mansfield, Texas) is attached as Exhibit B. Changes to such fees are made periodically to reflect cost of living increases.

BLD Florida proposes to receive consulting fees from the CCDA for the planning, design and construction phase consulting services it will furnish with respect to the Sports Park pursuant to the Consulting Services Agreement.

Once the Sports Park is constructed, there will be no further payments from the CCDA to BLD Florida. Just the opposite – after a waiver period to enable the Sports Park to ramp up its operations, BLD Florida will pay the County and the CCDA percentages of gross revenues derived from the operations of the Sports Park.

For a more detailed discussion of the consulting fees and the percentage of gross revenues payments, please see Section 9 (General Business Terms of the Consulting Services Agreement and the Maintenance and Operations Agreement.)

## **SECTION 8 BIG LEAGUE DREAMS QUALIFICATIONS**

Big League Dreams USA, LLC, together with its operating subsidiaries (collectively, “Big League Dreams”), is the nation’s leading planning, design and construction phase consultant with respect to and operator of multi-sport recreational complexes. Big League Dreams helps cities and counties plan, design, construct, maintain and operate first-class recreational sports facilities that accommodate league and tournament play for youth and adults in baseball, softball and soccer, as well as, depending on market considerations, demand and the type of playing surfaces available, basketball, volleyball, flag football, kickball, roller hockey and lacrosse.

In 1997, Big League Dreams, through a public-private venture with the City of Cathedral City, California (located a few minutes east of Palm Springs), created its first facility. The Big League Dreams Cathedral City Sports Park, which has been operating successfully now for over 15 years, sits on 24 acres in the heart of the Coachella Valley

and features five softball/baseball fields, three of which are stadium designs, scaled to softball dimensions, inspired by Boston's Fenway Park, Chicago's Wrigley Field and New York's Yankee Stadium. The Cathedral City Sports Park was described in an April 19, 1999 Sports Illustrated article entitled "Virtual Reality in California" (see Exhibit C).

Big League Dreams now maintains and operates 11 Big League Dreams Sports Parks in four states. The parks and their opening dates: 1) Cathedral City, CA (1998); 2) Jurupa Valley, CA (2000); 3) Chino Hills, CA (2003); 4) Redding, CA (2004); 5) League City, TX (2005); 6) Manteca, CA (2006); 7) Gilbert, AZ (2008); 8) West Covina, CA (2008); 9) Mansfield, TX (2008); 10) Las Vegas, NV (2010); and 11) Perris, CA (2012). All are public-private partnerships with local governments. In the case of Jurupa Valley and Perris, the public partner is the County of Riverside, which approached us after we had been operating the Jurupa park for many years to develop another park in the southern part of the County. The public partners with all other parks are the cities in which the parks are located.

With more than 81 cumulative years of operating history, Big League Dreams has a track record of success. Our 11 existing parks save our public partners an average of more than \$500,000 each year in maintenance costs while generating direct city or county revenues from our revenue sharing agreements in excess of \$23 million as of November 30, 2013 – see Section 14. In addition, Big League Dreams helps generate tourist development taxes from hotel stays, sales taxes from spending in its restaurants and additional visitor spending – all while serving residents of the cities and counties and their families with first-class recreational facilities.

A Big League Dreams Sports Park is first and foremost a community park – meeting the needs of the community and the local youth and adult players. With our emphasis on high customer service, our unique approach to design and construction and our willingness to work cooperatively with local sports organizations, we will create for the County a Sports Park that exceeds the expectations of its youth and adult recreational teams as Big League Dreams has done in its other locations. We will program a steady stream of community events along with company picnics, corporate team building activities, concerts, weddings, 4<sup>th</sup> of July fireworks shows, Easter sunrise services, dog and art shows and more – all of which have been held at Big League Dreams Sports Parks in years past. A Big League Dreams Sports Park becomes a unique, family-oriented facility that creates a "sense of community" too often lost in today's digital society.

Big League Dreams believes its experience and success is a result of its commitment to provide a "big league" experience to the average recreational player, youth or adult, male or female. Our focus is not on professional sports. Rather, we seek to create an opportunity for athletes of all economic levels, all ages, all skill levels and both genders to play in a safe, clean environment on fields maintained to an unrivaled standard -- with features available only in a Big League Dreams Sports Park.

We have planned, designed and now operate sports parks that accommodate multiple sports and multiple events simultaneously. On a typical night, one might expect to see youth baseball league games while soccer is being contested in the pavilion and a company picnic or dinner is also being enjoyed – simultaneously.

Rather than having our patrons sit passively in professional stadia to watch professional athletes, the professional athletes come to us to play softball, mingle with fans or to watch their own kids. A partial list of professional athletes and celebrities who have visited Big League Dreams Sports Parks is attached as Exhibit D. Current Cleveland Indians player Jason Giambi and his brother, former Major Leaguer Jeremy Giambi, are owners of Big League Dreams; Kevin Flora, our Vice President/Operations, played for the Angels and the Phillies; and our League City General Manager Scott Sheldon is one of only four Major League players to play all nine positions in one game, which he did for the Texas Rangers in 2000.

Big League Dreams programs all aspects of the sports parks that we operate, with the exception of youth leagues that request to do their own scheduling. Big League Dreams Sports Parks are sanctioned by the USSSA, AMCOM, AFA, ASA, PONY and other sports organizations. Group and corporate events, special events and camps and clinics are also included in our programming.

In each community, Big League Dreams enters agreements with local hotels to become partner/host hotels. With each tournament or special event promoted, Big League Dreams informs potential sports park attendees of the benefits of booking their hotel stay with one of our partner/host hotels. Hotel information is also posted on our website. That practice would continue in Clay County, bringing additional benefits to local hoteliers in the form of tens of thousands of room nights each year.

Reflecting the degree to which Big League Dreams Sports Parks become a community focal point, more than 100 corporate, group or special events were held at Big League Dreams Sports Parks last year. Over 50 companies have entered advertising, sponsorship or other types of commercial affiliation agreements with Big League Dreams. Our staff is in frequent contact with local tourism groups as well as economic development agencies to assist with their efforts. A partial list of companies, corporations and groups that have held events at our parks is included as Exhibit E.

Our marketing begins once we have been selected and negotiations are completed. We begin meeting with local youth and adult sports organizations to communicate details about the Sports Park, to answer questions and to determine initial programming. We also contact tournament organizers and work to bring in tournaments on as many as 48 weekends per year. Our staff also begins to communicate in person with local businesses to acquaint them with the opportunities available at Big League Dreams, including league play, special events, advertising and sponsorship.



For more information, please see our website at [www.bigleaguedreams.com](http://www.bigleaguedreams.com) or follow us on Facebook – we have a dedicated page for each Big League Dreams Sports Park.

## **SECTION 9 GENERAL BUSINESS TERMS OF THE CONSULTING SERVICES AGREEMENT AND THE MAINTENANCE AND OPERATIONS AGREEMENT**

BLD Florida proposes to the CCDA that it enter two agreements for (1) the planning, design and construction and (2) the maintenance and operation of the proposed Sports Park. The first, a Consulting Services Agreement (the “CSA”) by which BLD Florida would furnish planning, design and construction consulting services to the CCDA for the development of the Sports Park. The second, a Maintenance and Operations Agreement (the “MOA”) by which BLD Florida would furnish maintenance and operations services to the CCDA for the Sports Park once constructed. The key terms of both agreements are summarized as follows:

9.1 Consulting Services Agreement. BLD Florida proposes that the CSA contain the following provisions:

(a) Planning, Design and Construction Phase Consulting Services. Big League Dreams has been in the recreational sports park business for over 15 years and, cumulatively at its 11 Big League Dreams Sports Parks, has over 81 full years of experience maintaining and operating such facilities. As its affiliates have done for the 11 Big League Dreams Sports Parks now operating, BLD Florida proposes to furnish the expertise Big League Dreams has gained from those 81 years of operational experience to the CCDA during the planning, design and construction phases of the Sports Park. BLD Florida would provide its expertise with respect to the look, conceptual design and operational aspects of the Sports Park.

As part of its obligations under the CSA, BLD Florida would also furnish to the CCDA, in digital format at no expense to the CCDA, a copy of one complete set of construction documents, drawings and specifications for all architectural elements of an existing Big League Dreams Sports Park for use and reference by the CCDA architects and engineers in the design and construction of the Sports Park (the “Previous Plans”). The Previous Plans would cover the following Sports Park project elements at a minimum: restaurant and concession facilities; entry gate building; administration offices; batting cages; fieldhouse and pavilion; dugouts; fixed stadium seating; maintenance buildings; entry fences and gates; stadium replica design features; enclosures; signage; site layout and civil drawings; and landscape and irrigation plans for the playing fields.

BLD Florida proposes that consulting fees be paid to it for its services under the CSA. Such fees would not exceed three percent (3%) of the total cost to construct the Sports Park. The fees would be payable in equal monthly installments as follows: Phase 1 (planning), three (3) installments; Phase 2 (design), seven (7) installments; and Phase 3 (construction), ten (10) installments.

(b) MOA Negotiations. During the term of the CSA, the CCDA and BLD Florida would also establish the process and timing of the negotiation of the MOA if the MOA were not entered concurrently with the CSA.

9.2 Maintenance and Operations Agreement. BLD Florida proposes that the MOA contain the following provisions:

(a) Construction Bonds. Under the Big League Dreams model, the CCDA, not BLD Florida, would construct the Sports Park and furnish all required construction bonds complying with Section 255.05 of the Florida Statutes.

(b) Design. The design of the Sports Park would be the responsibility of the CCDA subject to the approval of BLD Florida through the CSA. Once the design is approved by both entities, its terms would be incorporated into the MOA as a condition subsequent and the CCDA would construct the Sports Park in accordance with the MOA.

(c) Inspection and Audit. The CCDA would have broadly defined rights to inspect the Sports Park to verify compliance with the terms of the MOA. The CCDA would also have the right to audit the books and records of BLD Florida to verify that fees owed to the CCDA have been properly calculated and paid.

(d) Insurance and Indemnification. BLD Florida would procure at its expense and furnish evidence of commercial general liability insurance with a minimum combined single limit of liability of not less than \$2,000,000 per occurrence and \$5,000,000 in the aggregate during the term of the MOA. The CCDA, the County and their elected and appointed officials and employees would be added as additional insureds to such policy. BLD Florida would also procure at its expense and furnish evidence of (1) statutory workers' compensation insurance and (2) "all risk" property insurance covering loss or damage to the Sports Park which names the CCDA as the loss payee. BLD Florida would also indemnify and hold harmless the CCDA, the County and their elected and appointed officials and employees from and against any claims or lawsuits arising from the operation of the Sports Park.

(e) Maintenance Practices. The MOA would provide monitoring rights to the CCDA to enable it to verify that the Sports Park is being properly maintained.

(f) Financial Statements. The MOA would provide that BLD Florida will file quarterly and annual financial statements with the CCDA by which the fees payable to the CCDA and the County from the operations of the Sports Park may be determined. Fees payable would accompany the financial statements. The form and content of the financial statements would be specified in the MOA.

(g) Rights and Responsibilities. The MOA would define the rights and responsibilities of both the CCDA and BLD Florida during construction of the Sports Park and its operation. Specifically, the MOA would include conditions that govern the assumption of the duties and responsibilities of BLD Florida by the CCDA in the event of the termination of the MOA or a material default of BLD Florida. The MOA would also contain a provision under which both the CCDA and BLD Florida would provide notice of default and cure rights for the benefit of the other entity, including a provision regarding unavoidable delays.

(h) Fees and Payments. Once the Sports Park is constructed, BLD Florida would pay all expenses associated with its maintenance, operation and repair. The CCDA would not be obligated to make any payments to BLD Florida. Following a waiver period of twelve (12) calendar quarters during which BLD Florida would establish and ramp up revenues from the operation of the Sports Park, BLD Florida would pay to the County and to the CCDA an agreed percentage of the gross revenues generated at the Sports Park on a quarterly basis during the term of the MOA. The percentage to be paid would depend on the number and type of baseball/softball diamonds, restaurants, concession facilities, pavilions and fieldhouses to be constructed at the Sports Park.

As a reference point, the Big League Dreams operating entity in Perris, California, the most recent Big League Dreams Sports Park constructed which features six baseball/softball diamonds, four of which are stadium replica designs; one restaurant; one concession facility; and two pavilions will pay six percent (6%) of gross revenues generated from the operations of the Perris park after the expiration of the waiver period. Five percent (5%) of gross revenues will be paid directly to the County of Riverside and one percent (1%) will be paid into a structural replacements reserve fund dedicated for the repair and replacement of Sports Park improvements. If certain gross revenues thresholds are met, an additional one, two or three percent of gross revenues are payable to the County of Riverside.

User fees would be reasonably established by BLD Florida consistent with user fees at other Big League Dreams Sports Parks. User fees would be the same for persons using the Sports Park under like conditions. See Section 7 for a discussion of user fees and Exhibit B for a list of current user fees at the Big League Dreams Sports Park in Mansfield, Texas.

(i) BLD Florida Duties. BLD Florida would be responsible for the maintenance, operations and repair of the Sports Park. These duties would include, without limitation, responsibility for establishing all policies, standards, fees and schedules for the maintenance and operation of the Sports Park; hiring, training and supervising all Sports Park employees; marketing, sales and business promotion; sports programming and scheduling; structural repairs and replacements; food and beverage operations; payment of all utilities; obtaining and maintaining all licenses and permits; obtaining and maintaining all required insurance; repairing and replacing all furniture,

fixtures and equipment; accounting (including quarterly and annual accountings to the CCDA) and payroll functions; and contracting with concessionaires, sports governing bodies or associations, tournament promoters, contractors and other intended users of the Sports Park.

## **SECTION 10 INNOVATIVE STADIUM REPLICA DESIGNS**

BLD USA has a proprietary interest and intellectual property rights in the look, design, style, shape, color scheme and architecture of Big League Dreams Sports Parks, which incorporate architectural design features developed by BLD USA and inspired by professional baseball stadiums in which games are now or have been played by professional baseball teams, including, without limitation, the following design elements: (a) the foul pole to foul pole look of the field from the batter's perspective, including depictions of crowd scenes, facades, historically relevant scoreboards, outfield walls, bullpens, grandstands, skylines and landscaping; (b) the design of the food and beverage concession facilities; and (c) the overall design and layout of the Big League Dreams Sports Parks.

Examples of these unique and innovative design techniques include replica stadiums inspired by Yankee Stadium (New York City), Wrigley Field (Chicago), Fenway Park (Boston), Dodger Stadium (Los Angeles), Angel Stadium of Anaheim, Rangers Ballpark (Arlington, Texas), Chase Field (Phoenix), the Polo Grounds (New York City), Crosley Field (Cincinnati), Tiger Stadium (Detroit), Forbes Field (Pittsburgh) and Ebbets Field (Brooklyn).

These stadium design fields help fulfill the dreams of recreational players who never had the chance to play in the big leagues and drive tournaments and players to the Sports Park. A picture is worth a thousand words – photographs of some of our unique replica designs are attached in the Appendix.

## **SECTION 11 PUBLIC BENEFITS AND INTEREST**

The Sports Park, if constructed by the CCDA using the intellectual property licensed by BLD USA pursuant to the License Agreement and in accordance with the planning, design and construction phases consulting advice proposed to be furnished by BLD Florida pursuant to the Consulting Services Agreement, would result in, without limitation, the following public benefits and interest:

11.1 Economic Impact. Two distinct types of sports programming take place at a Big League Dreams Sports Park. First, league play on Sunday through Friday nights, attracting participants who can conveniently drive to the Sports Park from work, home or school to play a game, enjoy food and beverages after the game, stop at a nearby retail outlet and then drive home. Second, tournament play on Saturdays, Sundays and holidays, attracting participants who typically arrive on Friday nights and depart on Sunday or the Monday of a three day holiday weekend. Tournaments are also

scheduled for youth baseball and softball during school holiday breaks and summer vacations. Tournaments typically are scheduled 40-48 weekends per year. Economic impact derives primarily from tournament play, when tournament participants stay in local hotels, eat in local restaurants when not at the Sports Park, fill their cars with gasoline and shop at local stores during breaks or delays in the tournament schedule. League play, however, supports properly planned ancillary development around the Sports Park by bringing a steady stream of residents to the Sports Park area who often combine a game with a stop at a retailer. No better example of the ability of a Big League Dreams Sports Park to foster this type of ancillary development can be found than in Manteca, California, where the Big League Dreams Manteca Sports Park anchors a development (known as the Stadium Center) which features Kohl's, Costco and Ross retail stores. A Lowe's Home Improvement Center is located immediately east of the sports park. None of these retail stores were in existence when the Manteca sports park first opened.

The CCDA commissioned an independent consulting firm to forecast the economic impact the Sports Park would have. That study, entitled "Economic Impact Study of a Proposed Recreational Sports Park", prepared by Infinity Global Solutions, LLC and dated June 1, 2013 (the "IGS Study"), should be reviewed for a detailed analysis of the economic impact the Sports Park could create for Clay County.

At least two Big League Dreams public partners have commissioned studies calculating the annual economic impact a Big League Dreams Sports Park would have on their communities. League City, Texas projected annual economic impact of \$40 million by the fifth year of operations. Redding, California, by a considerable margin the smallest Big League Dreams market, projected annual economic impact of \$24 million by the fifth year of operations. Copies of both reports are attached as Exhibit F.

11.2 Tax Benefits. The Sports Park will generate sales tax revenues to the County from food and beverages sold and tourist development taxes from hotel stays by Sports Park tournament participants. If the Sports Park generates \$1 million per year in food and beverage gross revenues (which many Big League Dreams Sports Parks do), sales taxes alone will yield \$70,000 annually to the County. Estimates of tourist development tax revenues to the County have been made in the IGS Study and suggest annual tax benefits from the Sports Park exceeding \$400,000 in its fifth year of operations.

11.3 Jobs. Once the Sports Park is constructed, BLD Florida would be responsible for all maintenance and operations responsibilities. The Sports Park General Manager likely would be an experienced Big League Dreams employee transferred from an existing Big League Dreams Sports Park. The Food and Beverage Director likely would be as well. All other maintenance and operations personnel would be hired locally and preference will be given to qualified Clay County residents. Part time, entry level restaurant jobs typically are held by local high school students. Sports Park hiring can be categorized in three broad areas as follows:

**First**, a full time maintenance staff of 10 to 12 grooms and maintains the baseball/softball diamonds to a “big league” condition and furnishes regular maintenance and repair to the restaurant and concession facilities, the pavilion and other physical plant elements.

**Second**, a concession staff operates and services the restaurant and concession facilities. These facilities typically produce greater than \$1 million in gross revenues annually once fully developed and employ as many as 40-50 employees, most on a part time basis.

**Third**, a sports staff (typically as many as 10 employees) recruits teams, organizes competition, engages umpires and administers the rules and regulations which have been adopted to ensure the quality of the Big League Dreams experience.

The local hiring and training for these positions would begin up to three months before the Sports Park opens for general public play.

For comparison purposes, a spreadsheet summarizing the 87 full or part time jobs (with job titles and an indication whether the positions are hourly or salaried) held by employees of the Big League Dreams Perris Sports Park (which opened in January 2012) is attached as Exhibit G. The 87 individuals employed fill 40 full time equivalent positions.

11.4 Youth Recreational Play. BLD Florida will actively seek to encourage youth baseball and girls’ fast pitch softball leagues and teams to use the Sports Park, as youth baseball and fast pitch softball players become slow pitch softball players for many years to come and are our future. BLD Florida looks forward to working with the youth baseball and softball organizations active in the County to discuss various scheduling options. Any parent or grandparent who has watched their child or grandchild play while seated on a bleacher seat (hopefully without splinters) in uncomfortable conditions will appreciate the prospect of watching future games in a comfortable box seat or, during inclement weather, indoors from a climate controlled restaurant. Also, youth league parents working full time will also welcome being freed from snack shack or field maintenance assignments. Youth league play constitutes approximately 60% of total league play during the spring season and over 50% of all tournaments at Big League Dreams Sports Parks are youth tournaments.

11.5 Free Play. The Sports Park is available to the public for free play at no charge to participants on weekdays from 10 AM to 4 PM provided no conflicting events are scheduled. When the Sports Park opens to the public, fields or courts not being used for league or tournament play may be used for free play, but an admission charge would still be required to enter the Sports Park.

11.6 Registration Preference to Clay County Residents. Provided the team timely registers for league or tournament play, the Sports Park will offer a registration preference to teams comprised predominantly of Clay County residents.

11.7 County Days. Four days per year (scheduled well in advance so as not to interfere with regular league or tournament play) are reserved for County, nonprofit organization or community group use with no field rental or gate admission fees. Examples of such use have included 4<sup>th</sup> of July community celebrations, Easter sunrise services, city or county staff family picnics, nonprofit organization fundraisers, etc.

## **SECTION 12 ESTIMATED COST**

BLD Florida believes that the Sports Park can be constructed within the range of values that have been discussed at Board of County Commissioners meetings during the past year. As part of the consulting services BLD Florida proposes to offer, BLD Florida would work with the County and the CCDA to adapt the Sports Park as needed to construction funds available. In California, where construction projects generally are more expensive due to differences in prevailing wage requirements, the most recent Big League Dreams Sports Park developed in Perris, California (opening date January 2012) by the County of Riverside cost approximately \$22 million<sup>1</sup>. The Perris park features six baseball/softball diamonds, four of which were constructed as stadium replicas (see Section 10); two covered, open sided pavilions for court soccer; one restaurant and one concession facility; batting cages; a children's playground area; parking; and administrative and maintenance buildings.

## **SECTION 13 TIME OF THE ESSENCE**

There is no better time to develop and construct the Sports Park than right now while construction funds are available and construction costs are lower than they will be when the full effects of the recession are over. Big League Dreams has worked with public partners which acted on a timely basis to develop the 11 Big League Dreams Sports Parks now in existence and also with many public partners which did not and have the same unmet recreational and economic development needs now as before. Big League Dreams looks forward to working with the County and the CCDA to develop and construct the Sports Park on a timely basis, has the resources available to assist and stands ready to do so.

## **SECTION 14 BIG LEAGUE DREAMS FINANCIAL PERFORMANCE AND PAYMENT HISTORY**

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<sup>1</sup> Since construction of Big League Dreams Sports Parks is managed and contracted by public partner cities, counties or development agencies, construction costs are calculated by the public partner and may include some infrastructure and "soft" costs. In any event, Big League Dreams relies on information furnished by the public partner concerning actual construction costs.

14.1 Public Partner Payments. In its 15 year operating history, Big League Dreams has made revenue sharing payments (through November 30, 2013) totaling \$23,171,309 directly to its 11 public partner cities and counties.

14.2 Financial Performance Record. During its 15 year operating history, Big League Dreams has (a) never missed making a revenue sharing payment to any public partner city or county; (b) never defaulted in any operational, maintenance or repair contractual obligation; and (c) never sued or been sued by (or been involved in any arbitration or mediation proceedings with) any public partner city or county<sup>2</sup>.

14.3 Indemnification of Public Partners. BLD USA and/or its operating subsidiaries have on occasion been named as defendants in personal injury actions arising out of operations at the 11 existing Big League Dreams Sports Parks in the ordinary course of business. Legal fees and claims payouts arising from all such litigation have been covered by liability insurance maintained by BLD USA for its benefit and the benefit of its subsidiaries and public partner cities and counties. All such litigation has resulted in the dismissal or indemnification of all Big League Dreams city or county public partners if any were also named as defendants. Thus, no Big League Dreams public partner city or county has ever incurred a dollar of legal defense or indemnification expense as a result of litigation involving a Big League Dreams Sports Park.

## **SECTION 15 REFERENCES**

Big League Dreams has received numerous letters of reference and commendation from principals of its public partner cities and counties. Those, as well as contact information for references from each existing Big League Dreams public partner, will be furnished upon request to the CCDA.

## **EXHIBITS**

- A. Big League Dreams Sports Parks Summary of Park Designs
- B. Schedule of Fees at the Big League Dreams Mansfield Sports Park
- C. "Virtual Reality in California", Sports Illustrated, dated April 19, 1999
- D. List of Professional Athletes / Celebrities That Have Visited or Played at BLD
- E. Host Hotels and Advertisers
- F. Economic Impact Reports
- G. Job Creation Worksheet

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<sup>2</sup> In 2013, the risk pool insurer for a Big League Dreams public partner city filed and served a complaint against the insurer for the Big League Dreams operating entity arising out of a dispute over the amount of attorneys' fees properly payable by each insurer for a covered claim. The action was brought in the name of the city and the Big League Dreams operating entity was also named as a defendant. The two insurers resolved their dispute without an answer to the complaint being filed. Neither the city nor the Big League Dreams operating entity contributed one dollar to the settlement.



**Exhibit A**

BIG LEAGUE DREAMS SPORTS PARKS SUMMARY OF PARK DESIGNS							
No.	Park	Opening Date	Total Years of Operation	Replica Fields	Non Replica Fields	Restaurants (R) / Concession Stands (C)	Pavilion (P) / Fieldhouse (F)
1	Cathedral City, CA	1/11/1998	15	3	2	1R, 1C	1P
2	Mira Loma, CA	4/22/2000	13	3	4	1R, 1C	1P
3	Chino Hills, CA	1/7/2003	10	6	0	2R	1P
4	Redding, CA	7/31/2004	9	3	2	1R, 1C	1F
5	League City, TX	5/14/2005	8	6	0	2R	1P
6	Manteca, CA	10/21/2006	7	6	0	2R	1F
7	West Covina, CA	1/19/2008	5	6	0	2R	1P
8	Gilbert, AZ	1/19/2008	5	8	0	2R, 1C	1F
9	Mansfield, TX	3/15/2008	5	8	0	2R, 1C	1F
10	Las Vegas, NV	1/16/2010	3	6	0	2R	1F
11	Perris, CA	1/14/2012	1	4	2	1R, 1C	2P
<b>Totals:</b>			<b>81</b>	<b>59</b>	<b>10</b>	<b>18R, 6C</b>	<b>7P/5F</b>

**Exhibit B**

**Schedule of Fees at the Big League Dreams Mansfield Sports Park  
 January 1, 2014**

Type of Fee	Fee Cost
Admission Fees (Adult, League and Non-Peak Tournaments) Patrons 13 Years or Older	\$3.00, receive token
Admission Fees (Adult, Peak Tournament) Patrons 13 Years or Older	\$5.00, receive token
Admission Fees (Youth, League and Tournament) Players 18 Years or Under	\$1.00, receive token
Value of Token	\$1.00
Team Fees (Softball)	\$200.00, per season
Team Fees (Soccer)	\$200.00, per season
Player Fees (Softball)	\$30.00, per season
Player Fees (Soccer)	\$30.00, per season
Field Rental Rates Baseball	\$50.00, per hour
Field Rental Rates Softball	\$50.00, per hour
Field Rental Rates Fast-Pitch	\$45.00, per hour
Field Rental Rates Holiday	\$75.00, per hour
Batting Cage Fees	\$1.00, per 20 pitches \$8.00, per 15 minutes \$15, per 30 minutes \$20, per 45 minutes \$25, per 60 minutes

## Exhibit C

"Virtual Reality in California", Sports Illustrated,  
written by David Davis dated April 19, 1999

**Sports Illustrated** **Scorecard**

Baseball **April 19, 1999**  
VOLUME 90, NO. 16

# Virtual Reality in California

Replicas of Yankee Stadium, Fenway and Wrigley dazzle weekend warriors



**BY DAVID DAVIS**

**T**HE FIRST time Carl Maybin walked into Big League Dreams Sports Park, the 68-year-old retiree thought he had died and gone to heaven. What he saw was a three-quarter-scale replica of Wrigley Field, with ivy beginning to creep across the brick outfield wall. He also saw a similarly shrunken twin of Yankee Stadium, with the famous facade crowning the bleachers, and a similarly reduced version of Fenway Park, with its signature Green Monster in leftfield.

Soon Maybin found himself experiencing nirvana: He was actually playing in the faux Fenway. "I couldn't believe it," he recalls. "I'm from Boston originally, and to play in Fenway . . . it's just awesome."

Big League Dreams is the brainchild of Ron Odekirk and his sons, Rick and Jeff. They designed and built this fantasy playground for softball and youth-baseball players to indulge their major league fantasies on natural grass. Located in Cathedral City, Calif., 120 miles east of Los Angeles, the complex has been packed since it opened in January 1998. Indeed, the only thing better than gazing at replicas of the three beloved stadiums is playing ball in them.

**East meets West** Yankees fans can play in the House that Ruth Built, complete with faux fans and the Santa Rosa Mountains.

"I've played on fields all across the country, and I've never seen a park as good as these," says Maybin, a resident of nearby Desert Hot Springs and the proud owner of two senior softball world series rings.

The three Odekirks brought more than 50 years of collective baseball experience to the project. Ron, 68, played in the New York Yankees organization in the early 1950s and reached the Class A level with Victoria in the old Western International League. Rick, 41, was an undersized left-

**Scorecard**

handed pitcher and bit player on USC's 1978 national championship team; he was drafted by the Milwaukee Brewers and spent 13 years bouncing around the minor leagues with the Milwaukee, Kansas City, Oakland, Cincinnati, Texas, Baltimore and Cleveland organizations. Jeff, 34, was a

play in the big leagues," says Rick. "We give softball players and Little Leaguers a place to play out their dreams."

After his sons came up with the idea for the fantasy park, Ron, a real estate developer, pored over photographs of the actual stadiums to capture their unique features.

The fields were built to softball league specs. The \$6 million complex was funded by the Odekirks, private investors and the municipality of Cathedral City.

The replicas have the originals' quirky dimensions. For example, Fenway Park's playing field measures 310 feet to left, 390 in center and 302 in

average guy to be able to hit one out," says Rick Odekirk. "You don't have to be a 6' 3", 250-pound giant—like your average fast-pitch softball star—to clear the wall."

There's even a crowd in the bleachers. Actually, the lifelike fans are vinyl prints taken from panoramic photographs of spectators at the real ballparks. Thus, it appears that thousands of sun-drenched fans are watching from Cathedral City's Wrigley Field bleachers and from apartments on Waveland and Sheffield avenues. (Real spectator seats are located behind each backstop; they were in Anaheim Stadium until its renovation, completed in 1998.)

The Big League Dreams park is a multi-sport facility that also has batting cages, beach-volleyball courts, a roller-hockey rink, basketball courts, soccer fields and a



**The Odekirks planted ivy at Wrigley (left) and got the Green Monster's color right.**

shortstop prospect, but knee injuries ended his career while he was still at USC.

The family says the idea for the sports park came from a desire to provide weekend warriors with a major league environment to play in. "Whether we played professionally or didn't make our high school teams, all of us have the same dream to

right; the bullpens are in right center, and the Green Monster, in left, is 37 feet high. The Cathedral City Fenway measures 280 feet to the leftfield pole, juts out to 310 in left center, evens out at 295 feet where the bullpens are located and finishes at 270 feet down the rightfield line. The mini-Green Monster stands 25 feet tall. "We want the

restaurant. A 10-game season costs softball teams \$300 per club to play at one of the fields, and admission for a full-day ticket to the recreational areas is only \$1. Companies and groups can rent out all or a portion of the park for private functions at costs ranging from several hundred to several thousand dollars a day.

The Odekirks have been approached by some 40 cities across the U.S. to build similar structures, and so far they plan to do so in Riverside and Chino Hills, Calif., both near Los Angeles. Rick says they'll replicate different historic parks—probably Brooklyn's Ebbets Field, New York's Polo Grounds and Cincinnati's Crosley Field.

"We did these three first because they're the most popular stadiums in the country," he says. "But we'd like to do others because people love playing in the old stadiums." □

*David Davis, who lives in L.A., is a freelancer and frequent contributor to SI.*

## Exhibit D

### List of Professional Athletes / Celebrities That Have Visited or Played at BLD

#### Major League Baseball:

Tommy Lasorda, Bobby Thomson, Ralph Branca, Bill Russell, Roger Clemens, Darrell Miller, Ernie Banks, Troy Glaus, Jim Edmonds, Jason Giambi, Jeremy Giambi, Luis Gonzales, Mike Piazza, Albert Pujols, Jimmy Rollins, Paul LoDuca, Trevor Hoffman, Corey Koskie, Bret Boone, Steve Finley, Ryan Dempster, Eric Chavez, Lou Brock, Randy Johnson, Tommy Davis, Tim Hudson, Dave Winfield, Alex Rodriguez, Barry Bonds, Ryan Sweeney, Torii Hunter, Bobby Crosby, Troy Percival, Heath Bell, Elvis Andrus, Nelson Cruz, Ichiro Suzuki, Kevin Flora, Scott Sheldon, Barry Bonnell, Pete Rose, Dusty Baker, Fred Lynn, Goose Gossage, Maury Wills, Ron Cey, Davey Lopes, Rollie Fingers, Deion Sanders, Vida Blue, John "Blue Moon" Odom, Wally Joyner, Don Sutton, Jose Canseco, Bobby Grich, Carl Crawford, Ellis Valentine

#### Professional Soccer:

Paul Caligiuri, Carlos Bocanegra, Jonathan Bornstein, Megan Rapinoe, Nick Rimando, Brian Dunseth, Mesut Ozil

#### Olympic Softball:

Jennie Finch, Lisa Fernandez

#### NFL:

Charles White, Deion Sanders

#### NHL:

Wayne Gretzky

#### Professional Skateboarding:

Billy Marks

#### NBA:

Matt Barnes, Keith Erickson, Derrick Williams

#### Professional Tennis:

Andre Agassi, Steffi Graf

#### Concerts:

Wynonna Judd  
Montgomery Gentry

#### Television:

John Ratzenberger

#### Movies:

Benchwarmers (David Spade, Rob Schneider, Jon Heder, Jon Lovitz; produced by Adam Sandler) was filmed at Big League Dreams Chino Hills

## Exhibit E

### Host Hotels and Advertisers

#### HOST HOTELS AND ADVERTISERS

##### Host Hotels and Advertisers

Partial List of Advertising or Other Commercial Affiliation Agreements with Big League Dreams:

Methodist Hospital	Black Oak Casino	The Stockton Record
East Valley Tribune	Gilbert Hospital	Redding Bank of Commerce
Manteca Doctor's Hospital	Norm Reeves Honda	Amergy Bank
180 Energy Drink	Ayers Hotel Group	Best Western Heritage Inn
Budweiser	California Prime Line	Cimarron Golf Resort
Citrus Motors	Coca-Cola	Comfort Inn of Palm Springs
Discount Tire	Fairplay Scoreboards	Heritage Palms Golf Club
Howard Johnson's Resort	KB Entertainment	KCAL Radio
KCKC Spanish Radio	KCXX Radio	KPSI Radio
Laser Vision	Louisville Slugger	Musco Lighting
Outback Steakhouse	PAX-TV	Pepsi-Cola
Pomona First Federal Bank	Big Bear Mountain Water	Rancho Bank
Southwest Airlines	Riverside Medical Center	Rodeway Inn
Romero Buick/Hyundai	Spa Hotel and Casino	Spotlight 29 Casino
State Farm Insurance	Super Cuts	The Los Angeles Times
The Press Enterprise	Tuff Shed	U.S. Printing
United States Army	Vacation Inn of Palm Desert	Century 21

##### Partial List of Corporate or Group Events

AD Club	Anheuser-Busch	BF Goodrich
Budweiser	Buena Vista Home Entertainment	The Church of Jesus Christ of Latter-day Saints (Mormon)
Easton Sports	GE Plastics	Gymnastique
Hyatt Grand Champions	Jurupa Valley High School	Kaiser Permanente
Manpower	Marriott Desert Springs	Monier Lifetile
Mutual of Omaha	Nike	Ontario Christian Church
Ontario International Airport	Outback Steakhouse	Promoverks
Rosenbluth International	Sony	Staples
TGI Friday's	Toyota	United Parcel Service
Van Daele Development	Vons Stores	Waste Management
Westin Mission Hills Resort	Sigma Chi Fraternity	Lennar Family Home Builders
Enterprise Rent-a-Car	Ralphs Grocery Markets	Kings Seafood


##### Partial List of Current Partner/Host Hotels

Ayers Hotel Group	Doral Desert Princess Resort	Hyatt Place	Ramada
Best Western	Hampton Inn & Suites	LaQuinta	Shilo Inn
Comfort Inn	Hilton	Pacific Place	Spring Hill Suites
Comfort Suites	Hilton Garden Inn	Quality Inn & Suites	Staybridge Suites
Country Inn & Suites	Holiday Inn Express	Radison	Texan R.V. Ranch

## Exhibit F

### Economic Impact Reports

#### | ECONOMIC IMPACT REPORTS



Michael Warren, City Manager  
Phillip A. Perry, Assistant City Manager  
Kurt Starman, Assistant City Manager  
Randy Bachman, Deputy City Manager

## CITY OF REDDING

**OFFICE OF THE CITY MANAGER**  
777 Cypress Avenue, Redding, CA 96001  
P.O. Box 496071, Redding, CA 96049-6071  
530.225.4060 FAX 530.225-4325

### Big League Dreams Sports Park Redding, California

**Economic Impact Report**  
First Year of Operations, and Projections thru Year Five  
December 9, 2005  
Compiled by the Redding Convention and Visitors Bureau

#### Project Summary

Big League Dreams Sports Park in Redding is a multi-field world-class softball/baseball facility featuring 3/4-scale exact replicas of three major-league stadiums: Boston's Fenway Park, Chicago's Wrigley Field, and New York's Yankee Stadium. Redding's new sports complex was constructed, using the services of Big League Dreams, Inc., a California based construction consultant and operator of multi-sport recreational complexes that are designed and built as scaled down replicas of famous major league sports parks. The completed facility is now leased to Big League Dreams, Inc. on a multi-year contract for operations and maintenance.

Redding's sports park is also the first of the Big League Dreams (BLD) complexes to utilize artificial turf, which allows for almost year-round use of the facility for tournament play. Redding, being the second sunniest city in America, offers the opportunity for tournament organizers to commit to specific tournament dates, knowing their tournament will most likely not have issues with cancelled games because of the weather or poor field conditions.

The City of Redding's decision to embark on the path towards building these world class facilities was not an easy one. Several local committees spent more than a dozen years reviewing numerous options, before recommending the current finalized project. A significant part of the decision making process by both the Redding City Council, and Big League Dreams, was whether the facility could attract out-of-town teams for multi-day tournament play. This was to be both the key to helping the City recoup a portion of its investment, as well as the operator's need to reach a critical mass of year-round play to cover the operating expenses for the park, and make a profit.

#### Tournament Play

This analysis covers the first year of operation for the park, which opened at the beginning of August 1<sup>st</sup>, 2004, as well as what is hoped to be conservative estimates for years two thru five. These estimates are deemed to be conservative, as the original opening date was well into the summer season. Therefore, little effort could be made before the park opened at booking tournaments in that first year, because tournament organizers are typically reluctant to book tournaments into uncompleted facilities.

## | ECONOMIC IMPACT REPORTS

In the first year of operation, Big League Dreams, Redding hosted 31 baseball/softball tournaments with a total of 620 teams. Only five of these tournament teams came from the Redding area, with more than 99% of the teams coming from outside the area. This is significantly higher than the 50% local vs. out of town participants experienced by other Big League Dreams facilities, as they are located in urban settings with large population bases from which to draw teams. It is anticipated, by year five, baseball/softball play is expected to increase to 46 tournaments annually, with more than 900 teams coming to Redding.

Using average spending statistics provided by D.K. Shifflet and Associates, statistical consultant to the California Travel and Tourism Commission, it is estimated that visitors to rural counties in California spend an average total of \$79.28 per visitor day (hotel and sales taxes included). This is approximately divided into \$48.05 per person per day for lodging, and another \$24.64 per day on goods and services (food, shopping, incidentals, etc.) and \$6.59 more for hotel and state sales taxes. The Amateur Softball Association, estimates that visiting individuals spend an average on hotel rooms of \$65 per night (double occupancy) and another \$35 per day on goods and services (food, shopping, incidentals, etc.). For this analysis, the lower averages determined for rural California counties by D. K. Shifflet and Associates, is used. First year attendance figures also show there were three spectators for each tournament player. It is also estimated that players and spectators stay two nights on each visit to Redding. Based on the first year of tournament play, participants and spectators spent \$3,309,684 on hotel rooms and \$1,697,203 on local goods and services in the first year of operation. Another \$453,919 was collected in hotel and sales taxes. By year five, these expenditures will increase to \$4,843,440 on lodging, and \$2,483,712 on goods and services.

Although Big League Dreams Sports Parks in other cities have generated demand for additional lodging facilities in close proximity to the actual parks, Redding has a well established "hotel row" in the Hilltop Drive area of Redding, and adequate capacity during the key demand seasons for BLD. Redding has over 2,500 hotel rooms developed for the traveler pass through and summer vacation markets. Antidotal information provided by several Redding hoteliers indicates increased demand created by Big League Dream tournament participants in the fall through spring has been greater than anticipated and they are of course very pleasantly surprised with this increased business during those times of the year when there is excess room capacity.

### **Sales and Room Taxes Generated**

In the first year of BLD operation, the total Transient Occupancy Tax collected by Redding and attributed to BLD tournament participants, is \$330,968, increasing to \$484,571 in year five. The City's share of sales tax revenue is expected to be \$16,972 in the first year and growing to \$24,849 in the fifth year of operation.

Food and beverage sales and retail sales in the Big League Dreams Pro Shop and food and beverage operations totaled \$670,947 for the first year of operation. This generated an additional \$6,710 in the City's portion of the sales taxes paid to the City of Redding. In year five, sales should grow to \$982,000 with \$9,820 in Redding's portion of the sales tax revenue. Note, for the purpose of this analysis, BLD goods and services sales are included in the average daily expenditures for goods and services by tournament participants.



## | ECONOMIC IMPACT REPORTS

### Economic Multiplier

Each dollar spent locally creates a multiplier effect as it is exchanged from person to person in the community. According to the Amateur Softball Association, the multiplier, or turnover rate for visitor spending at tournaments is 3.5. In the travel and tourism industry, a more conservative multiplier two is commonly used. For this analysis, the more conservative multiplier is used. In other words, every dollar spent will generate \$2.00 in additional spending before leaving the community.

Applying the multiplier, the total economic impact on additional expenditures for lodging and goods and services in the first year of operation is estimated to be \$16,170,561. By the fifth year, additional expenditures are estimated to be \$23,834,069.

### Job Creation

At opening, Big League Dreams hired approximately 38 full time equivalent employees with an annual payroll of \$801,960. By the fifth year of operation, employment is estimated to increase to 56 people with an annual payroll of \$1,322,897. Because these are considered primary employees, it is expected that an equal number of secondary jobs (retail, service, etc.) will be created.

### Big League Dreams Sports Park - Redding, CA Five Year Economic Analysis

Item Description	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Hotels</b>	\$3,309,684	\$3,640,652	\$4,004,717	\$4,405,189	\$4,845,709
<b>Good and Services</b>	1,697,203	1,866,923	2,053,616	2,258,977	2,484,875
<b>Economic Impact (Multiplier Applied)</b>	10,013,774	11,015,150	12,116,666	13,328,332	14,661,168
<b>Hotel Room Tax (1)</b>	330,968	364,065	400,472	440,519	484,571
<b>Sales Tax on Goods &amp; Services (2)</b>	16,972	18,669	20,536	22,590	24,849
<b>Employee Payroll Estimate (3)</b>	801,960	921,948	1,048,244	1,253,058	1,332,897
<b>Total Economic Impact</b>	<b>\$16,170,561</b>	<b>\$17,827,407</b>	<b>\$19,644,251</b>	<b>\$21,708,665</b>	<b>\$23,834,069</b>

(1) 10% Transient Occupancy Tax

(2) Redding share of total sales tax collections

(3) Actual employee totals were not provided by BLD, totals reflect BLD employee payroll averages

#### Conclusion

The expenditures by additional visitors created by the development of the Big League Dreams Sports Park in Redding, along with the multiplier effect, plus the local payroll created by Big League Dreams has resulted in a significant economic impact to the community. The total economic impact for the first year is estimated to be \$16,170,561. This will increase to \$23,834,069 by the fifth year. One of the most important benefits of this increased visitation by Big League Dreams visitors, for Redding businesses, is the timing – mostly during the fall and spring, Redding hotels have additional capacity, and welcome the tournament participants. Also, diversifying the reasons visitors come to Redding tends to even out the business annually, and these new visitors certainly accomplishes this goal. It is also hoped, once these visitors have experienced what Redding and the surrounding area has to offer, they will want to return again and again.

## | ECONOMIC IMPACT REPORTS

### **Big League Dreams Sports Park League City, Texas**

#### **Economic Impact Statement**

Prepared by: Doug Frazier, Economic Development Coordinator  
City of League City

Date: March 26, 2003  
Revised: November 3, 2003

#### **Project Summary**

Big League Dreams USA is a California based construction consultant and operator of multi-sport recreational complexes that are designed and built as scaled down replicas of famous major league sports parks. Big League Dreams proposes to provide construction consultant services for a 28-acre sports park that would be owned by The City of League City and leased to Big League Dreams for operations and maintenance.

Big League Dreams has conducted market studies of the League City and Houston metro area. It appears clear that there exists sufficient demand to support a sports park that would meet the growing need for additional local baseball/softball recreation facilities as well as attract regional and large market tournament events.

#### **Tournament Play**

In year one of operation, it is estimated that Big League Dreams will host 33 baseball/softball tournaments. Seventeen of these tournaments will be large market events. Large market events are tournaments and corporate events requiring overnight stay by participants and spectators. In addition, Big League Dreams expects to attract 24 corporate events with a total of 2,400 participants. In year five, baseball/softball play is expected to increase to 27 tournaments. Attendance at corporate events will increase to 3,600 participants. (See Attachment A)

Using spending pattern information supplied by the Amateur Softball Association, it is estimated that visiting individuals spend an average hotel room rate of \$65 per night (double occupancy) and another \$35 per day on goods and services (food, shopping, incidentals, etc.). Based on expected tournament play, participants and spectators will spend \$1,014,650 on hotel rooms and \$6,475,000 on local goods and services in the first year of operation. By year five, these expenditures will increase to \$9,555,420 on goods and services and \$1,585,090 on lodging.

It is expected that within the first few years of operation the sports park will generate demand for additional hotel facilities near the park. This has been the case at other Big League Dreams locations.

#### **Sales and Room Taxes Generated**

It is estimated that, in the first year of operation, the local cities' portion of total hotel room taxes collected will be \$60,879, increasing to \$95,105 in year five. The local cities' share of sales tax revenue is expected to be \$113,313 in the first year and \$167,220 in the fifth year of operation.

Food and beverage sales and retail sales in the Big League Dreams Pro Shop is estimated at \$711,316 for the first year of operation. This will generate an additional \$12,448 in sales taxes paid to the City of League City. In year five, sales will grow to \$1,378,377, with \$24,122 in League City sales tax revenue.

#### **Economic Multiplier**

Each dollar spent locally creates a multiplier effect as it is exchanged from person to person. According to the Amateur Softball Association, the multiplier, or turnover rate for visitor spending at tournaments is 3.5. In other words, every dollar spent will generate \$3.50 in additional business before leaving the community.

Applying the multiplier, the total economic impact on additional expenditures for lodging and goods and services in the first year of operation is estimated to be \$26,213,775. By the fifth year, additional expenditures are estimated to be \$38,991,785.

#### **Job Creation**

At opening, Big League Dreams plans to hire approximately 55 full time equivalent employees with an annual payroll of \$668,000. By the fifth year of operation, employment is estimated to increase to 72 people with an annual payroll of \$910,582. Because these are considered primary employees, it is expected that an equal number of secondary jobs (retail, service, etc.) will be created.

The company estimates approximately 239 contractor and subcontractor employees will be hired to construct the facility. Construction payroll is estimated to be \$7.8 million.

#### **Conclusion**

The expenditures by additional visitors to our area, along with the multiplier effect, plus the local payroll created by Big League Dreams will result in a significant economic impact to the community. The total economic impact in the first year is estimated to be \$27,068,415. This will increase to \$40,188,814 in the fifth year. (See Attachment B)

## | ECONOMIC IMPACT REPORTS

**Big League Dreams Sports Park**

**League City, Texas**

**Economic Impact Report Attachment B**

Item Description	Year 1	Year 2	Year 3	Year 4	Year 5
Hotels	\$ 1,014,650	\$ 1,262,625	\$ 1,500,850	\$ 1,585,090	\$ 1,585,090
Goods & Services	6,475,000	7,645,190	8,792,700	9,219,420	9,555,420
Economic Impact (Multiplier Applied)	26,213,775	31,177,352	36,027,425	37,815,785	38,991,785
Hotel Room Taxes & Sales Taxes (1)	174,192	209,548	243,923	256,445	262,325
Sales Tax on Sports Park Sales (2)	12,448	15,889	19,486	21,860	24,122
Employee Payroll (3)	668,000	724,700	795,055	867,221	910,582
<b>Total Economic Impact</b>	<b>\$27,068,415</b>	<b>\$32,127,489</b>	<b>\$37,085,889</b>	<b>\$38,961,311</b>	<b>\$40,188,814</b>

- 1) Average 6% Hotel Room Tax and 1.75% Sales Tax to local governments.
- 2) League City share of total sales tax collections.
- 3) Does not include sports park construction costs or additional secondary jobs generated by sports park employment.

v.11/03/03

**Exhibit F**

Job Creation Worksheet  
 Big League Dreams Perris Sports Park  
 July 12, 2012

Pos. #	Department	Position	No. of Employees Per Position	Total Hours Per Week Per Position	Full Time Position Equivalents (@ 35 Hours per Week)	Hourly or Salary
1	Administration	General Manager	1	40	1	S
2	Administration	Office Administrator	2	60	1	H
3	Food & Beverage	Director of Food & Beverage	1	40	1	S
4	Food & Beverage	Asst Director of Food & Beverage	1	40	1	S
5	Food & Beverage	Food & Beverage Supervisor #1	1	35	1	H
6	Food & Beverage	Food & Beverage Supervisor #2	1	20	0	H
7	Food & Beverage	Bartender #1	3	36	1	H
8	Food & Beverage	Bartender #2	3	36	1	H
9	Food & Beverage	Bartender #3	2	24	0	H
10	Food & Beverage	Cashier #1	4	36	1	H
11	Food & Beverage	Cashier #2	3	36	1	H
12	Food & Beverage	Cashier #3	3	36	1	H
13	Food & Beverage	Cashier #4	2	36	1	H
14	Food & Beverage	Cashier #5	2	36	1	H
15	Food & Beverage	Cook #1	3	54	1	H
16	Food & Beverage	Cook #2	2	36	1	H
17	Food & Beverage	Cook #3	2	36	1	H
18	Food &	Cook #4	2	36	1	H

Proposal of BLD Florida to the CCDA

December 10, 2013

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	Beverage					
19	Food & Beverage	Cook #5	1	20	0	H
20	Food & Beverage	Restaurant Attendant #1	3	36	1	H
21	Food & Beverage	Restaurant Attendant #2	3	36	1	H
22	Gate	Gate/Token Booth #1	4	36	1	H
23	Gate	Gate/Token Booth #2	5	36	1	H
24	Gate	Gate/Token Booth #3	3	36	1	H
25	Gate	Gate/Token Booth #4	2	36	1	H
26	Gate	Gate/Token Booth #5	2	36	1	H
27	Gate	Gate/Token Booth #6	1	18	0	H
28	Sports	Customer Service/Pro Shop #1	2	45	1	H
29	Sports	Customer Service/Pro Shop #2	1	25	0	H
30	Sports	Customer Service/Pro Shop #2	2	50	1	H
31	Sports	Weekend Manager	1	22	0	H
32	Sports	Sports Coordinator #1	1	40	1	S
33	Sports	Sports Coordinator #2	1	40	1	S
34	Sports	Sports Coordinator #3	1	20	0	H
35	Sports	Sports Director	1	40	1	S
36	Maintenance	Director of Maintenance	1	40	1	S
37	Maintenance	Maintenance Supervisor	1	40	1	H
38	Maintenance	Maintenance/Field Crew #1	1	40	1	H
39	Maintenance	Maintenance/Field Crew #2	1	40	1	H
40	Maintenance	Maintenance/Field Crew #3	1	40	1	H
41	Maintenance	Maintenance/Field Crew #4	1	40	1	H
42	Maintenance	Maintenance/Field Crew #5	1	40	1	H
43	Maintenance	Maintenance/Field Crew #6	1	40	1	H
44	Maintenance	Maintenance/Field Crew #7	1	40	1	H
45	Maintenance	Maintenance/Field Crew #8	1	40	1	H
46	Maintenance	Maintenance/Field Crew #9	1	40	1	H
47	Maintenance	Maintenance/Field Crew #10	1	40	1	H
	<b>TOTALS</b>		<b>84</b>	<b>1725</b>	<b>40</b>	

## APPENDIX



**Angel Stadium Replica**



**Wrigley Field Replica**





**Aerial View of a Six-Field Design (Chino Hills)**



**Aerial View of a Six-Field Design (League City)**



**Fenway Park Replica**



**Stadium Seating**



**Indoor Soccer**



**Playground**



**Stadium Club**



**Special Events (Wedding)**



**Youth Fastpitch**



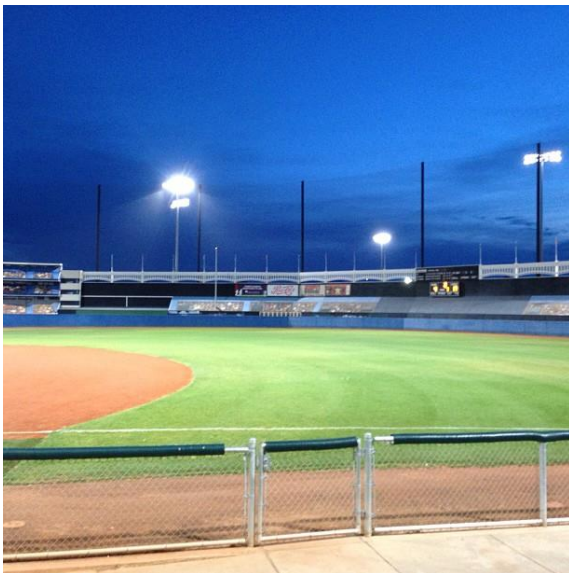
**Youth Baseball**



**Indoor Soccer**



**Indoor Soccer**



**Yankee Stadium Replica**



**Crosley Field Replica**