



Vicksburg
Mississippi

THE SPORTS FACILITIES
COMPANIES
MANAGEMENT | ADVISORY | DEVELOPMENT

VICKSBURG SPORTS COMPLEX OPTIMIZATION OPPORTUNITY

MARCH 11, 2024



OUR MISSION

TO IMPROVE THE
HEALTH AND ECONOMIC
VITALITY OF THE
COMMUNITIES
WE SERVE

HILLSBOROUGH, NJ
WHEELING, WV
BRIDGEPORT, WV
HARRISONBURG, VA
ROCKY MOUNT, NC
ELIZABETHTOWN, KY

KINGSPORT, TN
GATLINBURG, TN
EDMOND, OK
HILLIARD, OH
MYRTLE BEACH, SC
MORRISTOWN, TN

HOOVER, AL
ALBERTVILLE, AL
PANAMA CITY BEACH, FL
STARKVILLE, MS
SANDUSKY, OH
NAPLES, FL

COCOA, FL
WEST MONROE, LA
BRANDON, MS
GARDENDALE, AL
MELBOURNE, FL
BEDFORD PARK, IL

TAMARAC, FL
OVERLAND PARK, KS
BRANSON, MO
BRYAN, TX
ODESSA, TX
PECOS, TX

CARSON, CA
OLDSMAR, FL
XENIA, OH
SPRINGFIELD, IL
LEETSDALE, PA
HUNTSVILLE, AL

BRYAN, TX
SPRINGFIELD, MO
MATTOON, IL
CASPER, WY
PADUCAH, KY
ARTESIA, NM

SFC BY THE NUMBERS

2,700+
TEAM
MEMBERS

100+
CORPORATE
TEAM MEMBERS

3,000+
COMMUNITIES
SERVED

\$15B
PLANNED
PROJECTS

51
VENUES UNDER
MANAGEMENT

13
VENUES IN
DEVELOPMENT

30,000,000
VISITS PER YEAR
THROUGH THE
SFNETWORK

DISCOVER THE FACILITIES OF THE SFNETWORK

PROUDLY OPERATED BY THE SPORTS FACILITIES COMPANIES

INDOOR FACILITIES

- | | | |
|----|------------------|-----------------------------|
| 1 | ROCKY MOUNT, NC | ROCKY MOUNT EVENT CENTER |
| 2 | MYRTLE BEACH, SC | MYRTLE BEACH SPORTS CENTER |
| 3 | BRIDGEPORT, WV | THE BRIDGE SPORTS COMPLEX |
| 4 | WHEELING, WV | HIGHLANDS SPORTS COMPLEX |
| 5 | SANDUSKY, OH | CEDAR POINT SPORTS CENTER |
| 6 | BEDFORD PARK, IL | WINTRUST SPORTS COMPLEX |
| 7 | MORRISTOWN, TN | MORRISTOWN LANDING |
| 8 | BRYAN, TX | LEGENDS EVENT CENTER |
| 9 | WEST MONROE, LA | WEST MONROE SPORTS & EVENTS |
| 10 | FORT BEND, TX | FORT BEND EPICENTER |
| 11 | CASPER, WY | WYO SPORTS RANCH |
| 12 | LEETSDALE, PA | RIZE SPORTS |

INDOOR/OUTDOOR FACILITIES

- | | | |
|----|-------------------|--|
| 1 | HILLSBOROUGH, NJ | IRON PEAK SPORTS & EVENTS |
| 2 | HARRISONBURG, VA | HORIZONS EDGE SPORTS CAMPUS |
| 3 | GATLINBURG, TN | ROCKYTOP SPORTS WORLD |
| 4 | HOOVER, AL | HOOVER MET COMPLEX |
| 5 | ALBERTVILLE, AL | SAND MOUNTAIN PARK & AMPHITHEATER |
| 6 | OVERLAND PARK, KS | ADVENT HEALTH SPORTS PARK |
| 7 | SPRINGFIELD, IL | SCHEELS SPORTS PARK AT LEGACY POINTE |
| 8 | MATTOW, IL | EMERALD ACRES SPORTS CONNECTION |
| 9 | ARTESIA, NM | ARTESIA AQUATIC CENTER |
| 10 | LAREDO, TX | BUENA VISTA SPORTS COMPLEX & WATERPARK |
| 11 | SPRINGFIELD, MO | BETTY & BOBBY ALLISON SPORTS TOWN |
| 12 | HUNTSVILLE, AL | ALABAMA A&M UNIVERSITY |
| 13 | CHESTERFIELD, MO | CHESTERFIELD VALLEY ATHLETIC COMPLEX |

OUTDOOR FACILITIES

- | | | |
|----|-----------------------|---------------------------------|
| 1 | XENIA, OH | ATHLETES IN ACTION |
| 2 | ELIZABETHTOWN, KY | ELIZABETHTOWN SPORTS PARK |
| 3 | PANAMA CITY BEACH, FL | PUBLIX SPORTS PARK |
| 4 | OLDSMAR, FL | EMPOWER ADVENTURES |
| 5 | BRANSON, MO | BALLPARKS OF AMERICA |
| 6 | EDMOND, OK | PELICAN BAY AQUATICS |
| 7 | PECOS, TX | CYCLONE BALLPARKS |
| 8 | STARKVILLE, MS | CORNERSTONE SPORTS COMPLEX |
| 9 | NAPLES, FL | PARADISE COAST SPORTS COMPLEX |
| 10 | PADUCAH, KY | MCCRACKEN COUNTY SPORTS COMPLEX |
| 11 | REEDS SPRING, MO | SHO-ME BASEBALL CAMP |
| 12 | ODESSA, TX | THE BASIN SPORTS COMPLEX |
| 13 | BRANDON, MS | BRANDON PARKS & RECREATION |
| 14 | GARDENDALE, AL | BILL NOBLE PARK |
| 15 | ABILENE, TX | ADVENTURE COVE AQUATICS PARK |
| 16 | TAMARAC, FL | CAPORELLA AQUATIC CENTER |
| 17 | ARTESIA, NM | ARTESIA AQUATIC CENTER |

OPTIMIZING THE DESTINATION

FINANCIAL & OPERATIONS PLANNING
DESIGN & DEVELOPMENT
OPERATIONAL PRE-OPENING



HOW IT WORKS: TRANSITIONING OPERATIONS



01

GOALS & VISION

**OPTIMIZE THE OPERATIONS OF THE
VICKSBURG SPORTS COMPLEX TO
IMPROVE LOCAL OPPORTUNITIES,
MAXIMIZE ECONOMIC IMPACT, AND
CREATE RETURN ON INVESTMENT FOR THE
CITY OF VICKSBURG.**

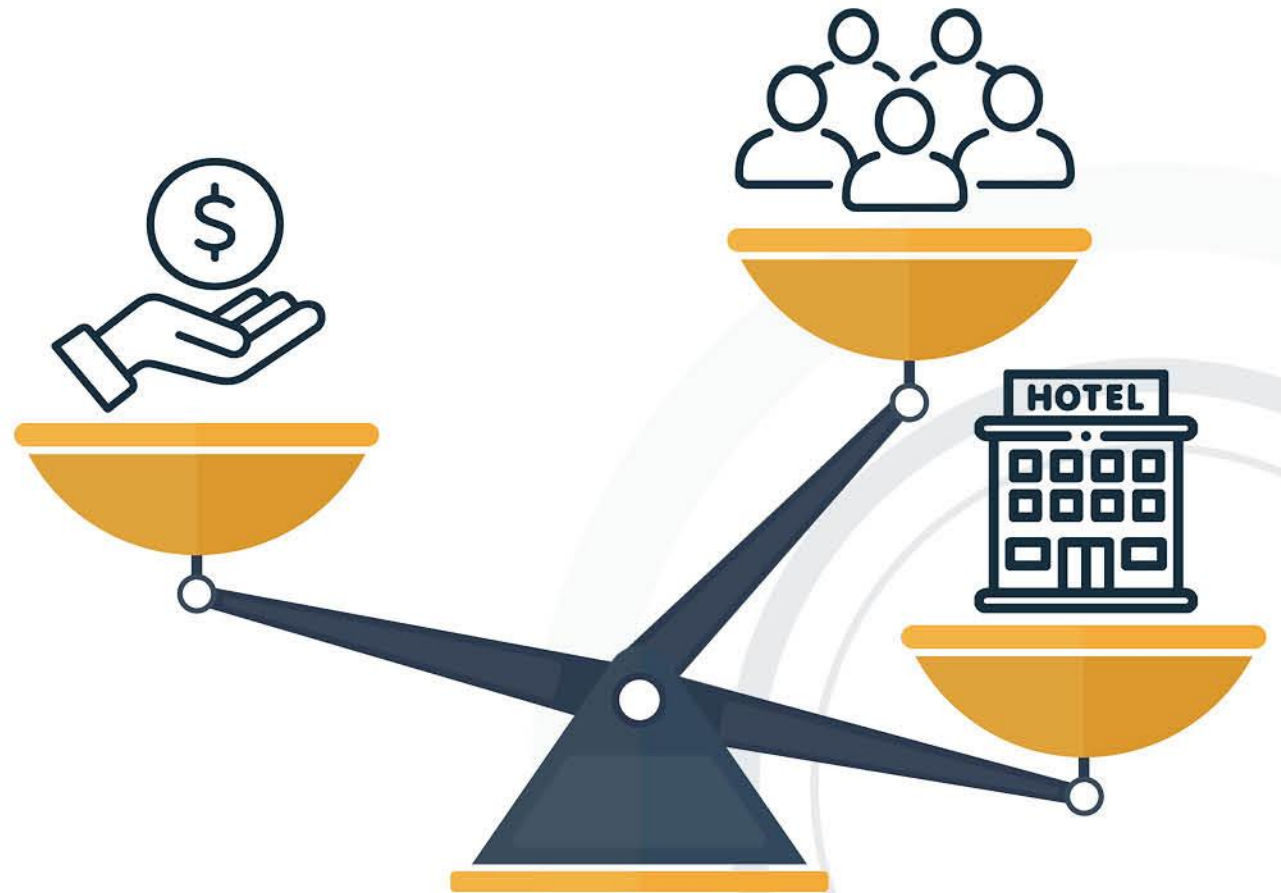
02



STRATEGIC PLAN

1. LOCAL USE +
 2. ECONOMIC IMPACT +
 3. FINANCIAL SUSTAINABILITY
- =
4. GOAL ALIGNMENT

ALIGNING THE PATH FORWARD



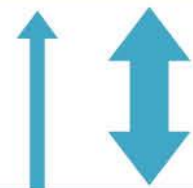
03



ONBOARDING



Vicksburg
Mississippi



COLE LACEY
MISSISSIPPI VP
OF OPERATIONS



GENERAL
MANAGER

FINANCE & OFFICE
MANAGER

MARKETING &
SPONSORSHIP

EVENT & PROGRAM
SALES

FOOD/BEV &
RETAIL MANAGER

OPERATIONS
MANAGER

ADMINISTRATION
SUPPORT

EVENT SUPPORT
STAFF

FOOD & BEVERAGE
SUPPORT STAFF

FACILITY
SUPPORT STAFF

GUEST1ST

ACCOUNTING & FINANCE

RECRUITING & HR

FOOD & BEVERAGE

MARKETING

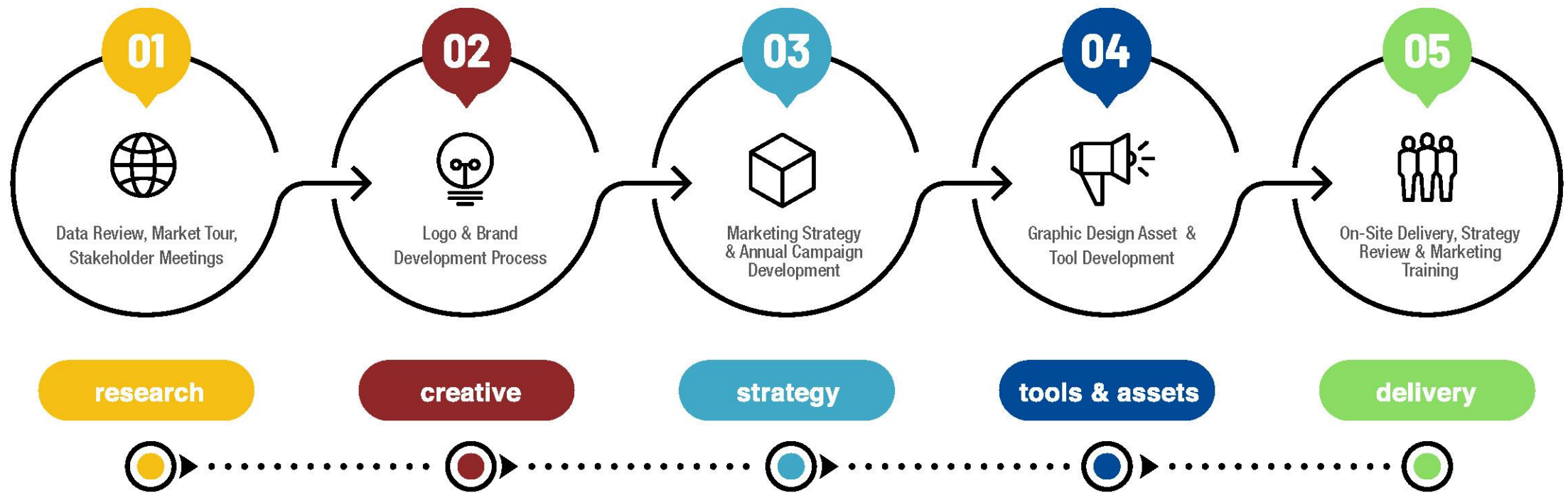
PROGRAMMING

OPERATIONS

LEGAL & RISK

TECHNOLOGY & SYSTEMS





BRAND DEVELOPMENT & MARKETING STRATEGY PROCESS OVERVIEW



NATIONAL MARKETING WITH THE NETWORK

OUR VENUES ARE BETTER TOGETHER
WITH COOP MARKETING



MAXIMIZE BUDGET

CLIENTS IN THE NETWORK
GET MORE IMPACT FROM
THEIR MARKETING BUDGET



EASY BUTTON

ALL COOP INITIATIVES ARE
LED AND EXECUTED BY
SFC'S IN-HOUSE AGENCY



NATIONAL PRESENCE

CAPITALIZE ON SFC'S
NATIONAL MARKETING
PRESENCE THROUGH PR, MEDIA
BUYS, & MORE



MAXIMIZE IMPACT

- BRING THE BEST PARTNERS & THE BIGGEST EVENTS
- CREATIVITY OF PROGRAMMING
- ON-SITE EXPERIENCE
- CONTROL THE MARKET



PERFECT GAME

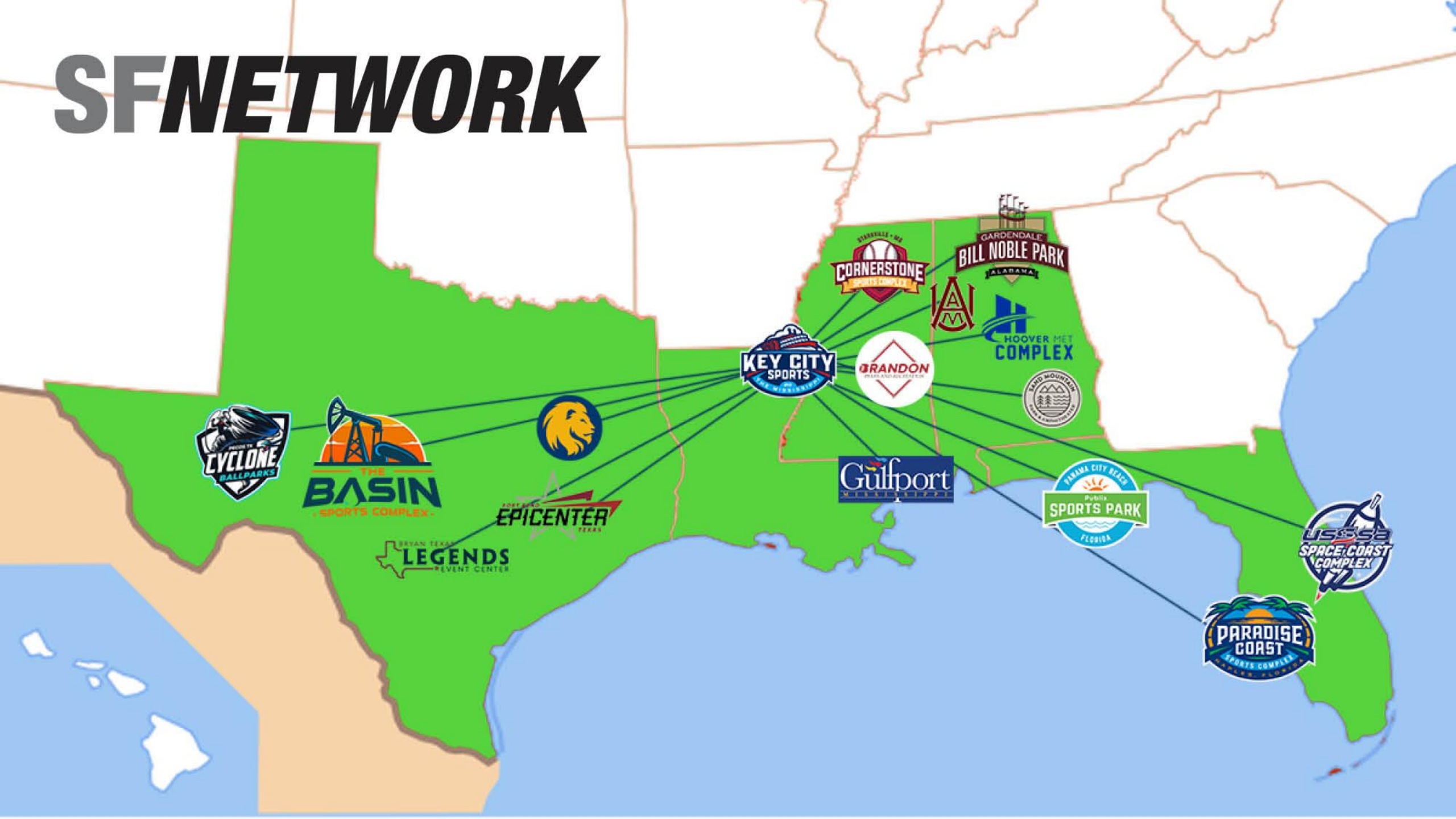


BULLPEN
TOURNAMENTS

SOUTHERN
PICKLEBALL








SFNETWORK

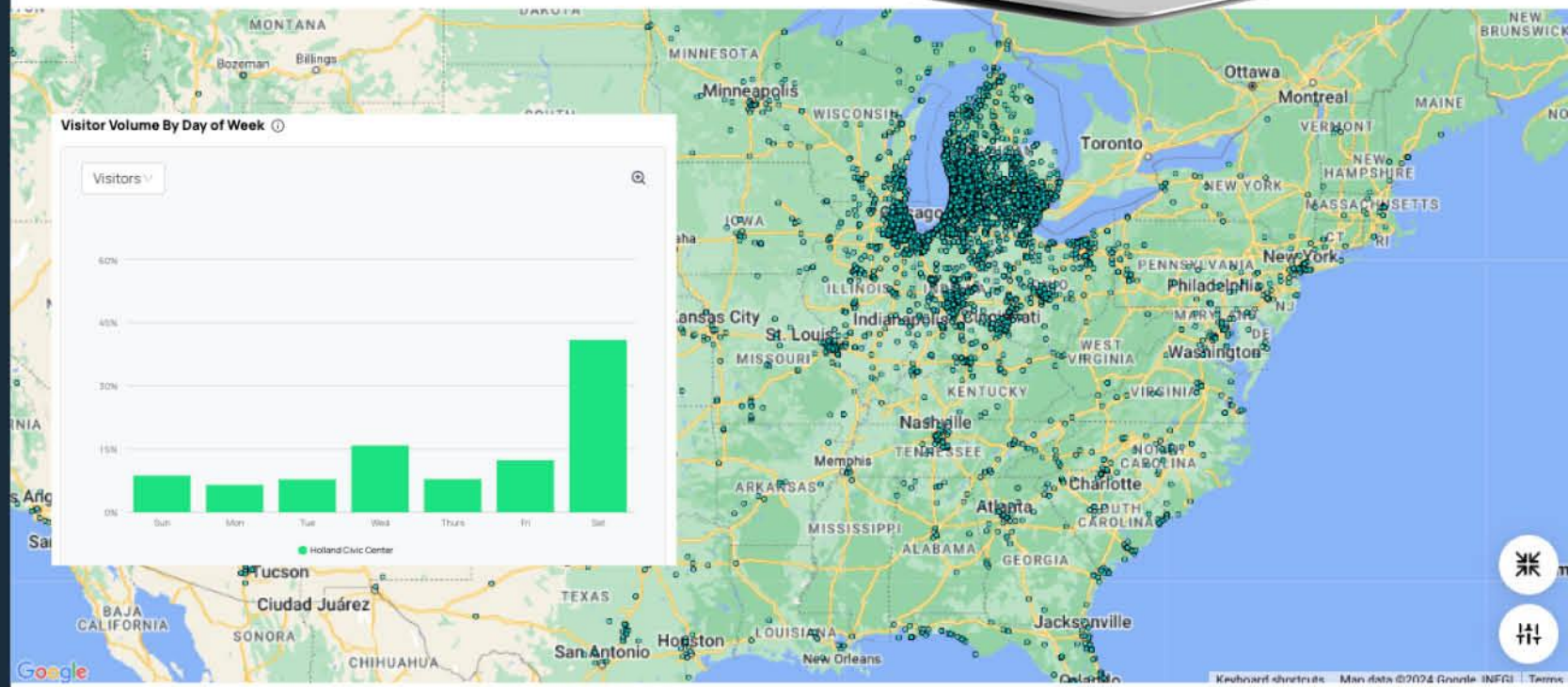


TRACKING IMPACT

- MOBILYTIC TRACKING & DATA
- AWAYTEAM
- ON-SITE SURVEYS
- 3RD PARTY / PARTNER REVIEW & ASSESSMENTS

	O51: Digitally Savvy Young singles who live digital-driven smaller city lifestyles View Details	4.71% of visitors
	C13: Philanthropic Sophisticates Mature, upscale couples in suburban homes View Details	3.39% of visitors
	I31: Hard Working Values Established families in smaller cities and towns with solid blue-collar jobs View Details	3.09% of visitors
	D16: Settled in Suburbia Upper middle-class family units living comfortably in established suburbs View Details	2.88% of visitors
	O64: Established in Society Stable, sophisticated seniors living in older homes and leading sedentary lifestyles	2.47% of visitors

Hotel	Nights Picked Up	Room Rate	Hotel EI
DoubleTree Resort	90	\$99.00	\$8,910.00
Westgate Resort	24	\$103.00	\$2,472.00
Westgate Resort	26	\$126.00	\$3,276.00
Westgate Resort	2	\$148.00	\$296.00
Courtyard Myrtle Bch	71	\$129.00	\$9,159.00
Hilton Myrtle Bch Resort	40	\$129.00	\$5,160.00
Holiday Inn Express Surfside	16	\$128.00	\$2,048.00
Holiday Inn Express	24	\$128.00	\$0.00
Grand	24	\$74.00	\$1,776.00
Grand	1	\$69.00	\$759.00
Grand	4	\$65.00	\$910.00
Grand	7	\$84.00	\$2,268.00
Grand	9	\$149.00	\$2,831.00
Grand	9	\$72.00	\$1,224.00
Sum	746	\$127.49	\$98,143.53



INCREASED LOCAL-USE

- PARKS AND RECREATION
- ACCESS PROGRAM
- NON-SPORTS PROGRAMMING
- MAXIMIZING COMMUNITY ACCESS
- CUSTOMIZING LOCAL PROGRAMS
- “PUT IT ON THE LIST”





**REGULAR MEETINGS & UPDATES
NO SURPRISES**



**RELIABLE/TRANSPARENT
FINANCIAL REPORTING**



**ON-SITE
LEADERSHIP**



**INDUSTRY LEADING
EXPERTISE**

YOUR OPERATING PARTNER

HERE'S HOW WE WORK:

COLLABORATION IS OUR CORE

WE WORK WITH YOUR TEAM &
COMMUNITY

YOUR GOALS = OUR GOALS

100% ALIGNMENT ON THE
DESIRED OUTCOMES

SCOREBOARD MATTERS

WE'RE ACCOUNTABLE TO
PRODUCING RESULTS