



THE SPORTS FACILITIES
COMPANIES



PREMIER SPORTS TOURISM & EVENT COMPLEX
CADDO PARISH, LOUISIANA



SPORTS & EVENT CENTER CADDO PARISH, LOUISIANA

THE VISION

THE NEXT LEVEL

The Caddo Parish Sports and Event Center will provide local athletes with the very best in sports training and competition in order to help get them to the next level of their chosen sport.

The facility will be recognized as an elite tournament quality sports tourism venue as well as a special event center hosting regional tournaments and events.

The facility will not only accommodate local demand but generate significant direct spending and visitation as well as ancillary retail and commercial development.



SFC SPORTS FACILITIES
COMPANIES



SPORTS & EVENT CENTER CADDO PARISH, LOUISIANA

THE IMPACT

ECONOMIC IMPACT

The multi-faceted venue will *provide* a regional sports tourism and event capabilities that will not only accommodate local user demand across multiple sports and special events, but also be a driver of direct spending, both regional and national visitation to the marketplace.

ECONOMIC DEVELOPMENT

As a year-round economic driver tied to tourism, retail, entertainment and wellness, the facility will also become a catalyst for incremental retail, hotel and commercial development in Caddo Parish.

CADDO PARISH SPORTS & EVENTS CENTER: ECONOMIC IMPACT (YEAR 5)

\$49.1M
in Annual Revenue
(Direct Spending)

79,730 K
Annual Room Nights by
Non-local Visitors

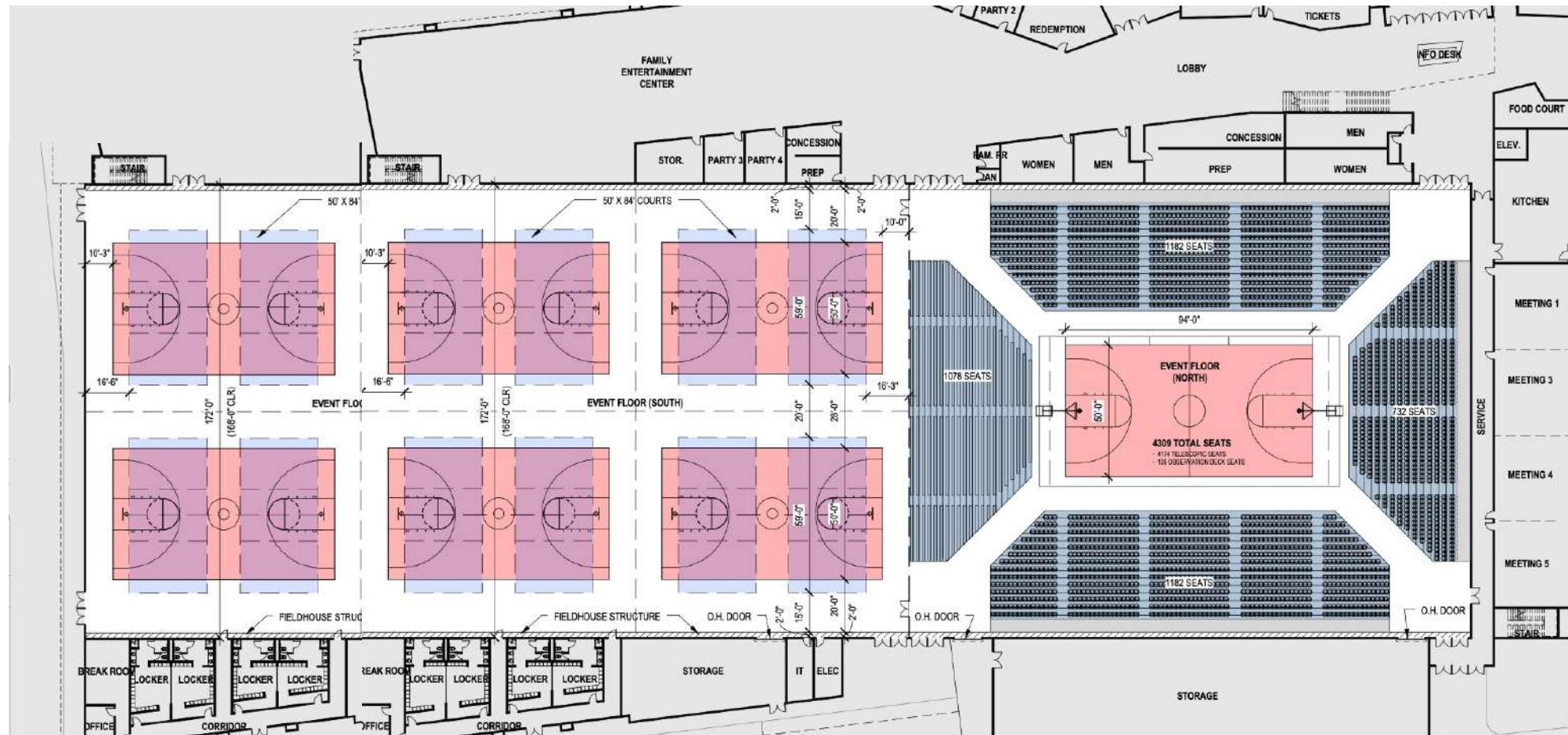
781,000 K Annual Visitors to the
Marketplace

FLOOR PLAN OVERVIEW



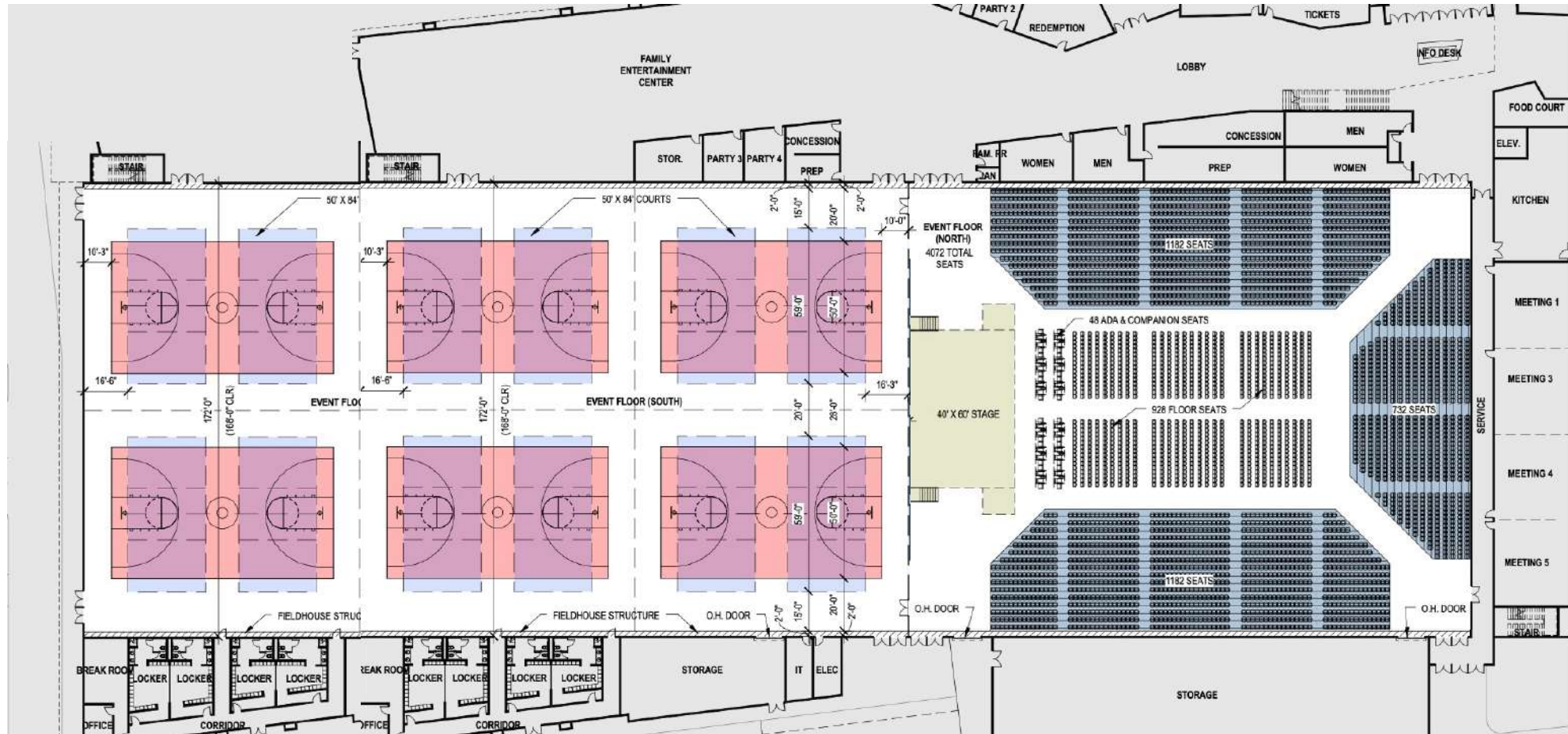
SPORTS & EVENT CENTER
CADDO PARISH, LOUISIANA

FLOOR PLAN: 10/20 COURT INDOOR ATHLETIC FACILITY



FLOOR PLAN: MASTER COURT FLOOR

FLOOR PLAN: 10/20 COURT INDOOR ATHLETIC FACILITY



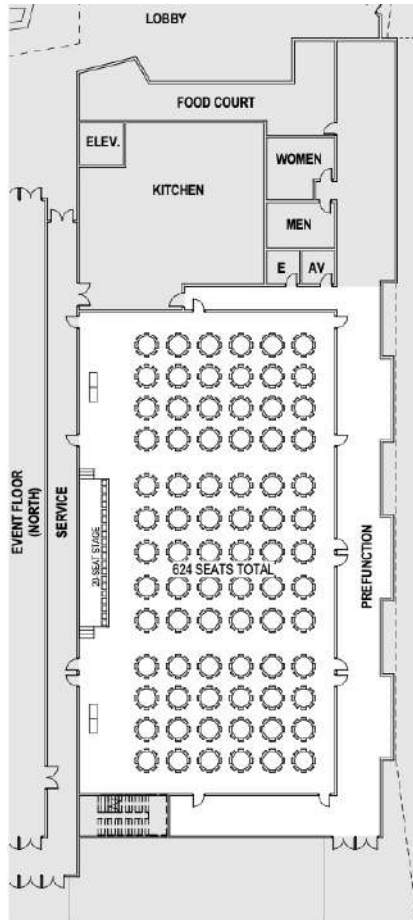
FLOOR PLAN: GRADUATION/SMALL CONCERT

FLOOR PLAN: 10/20 COURT INDOOR ATHLETIC FACILITY



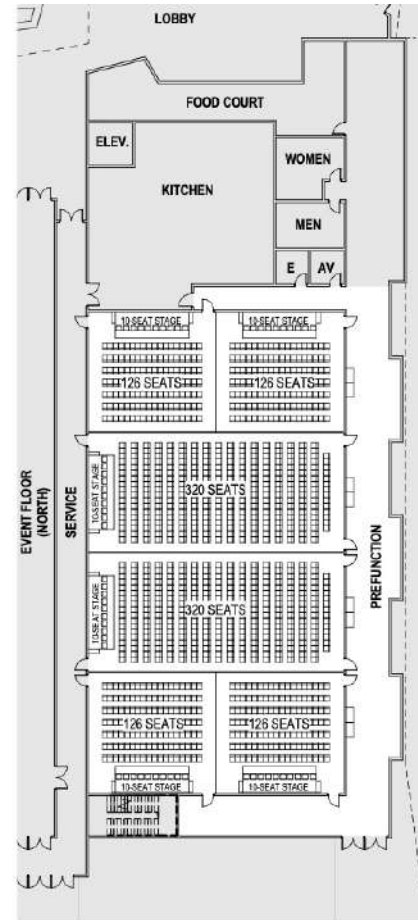
FLOOR PLAN: TRADE SHOW

ANCILLARY MEETING SPACE



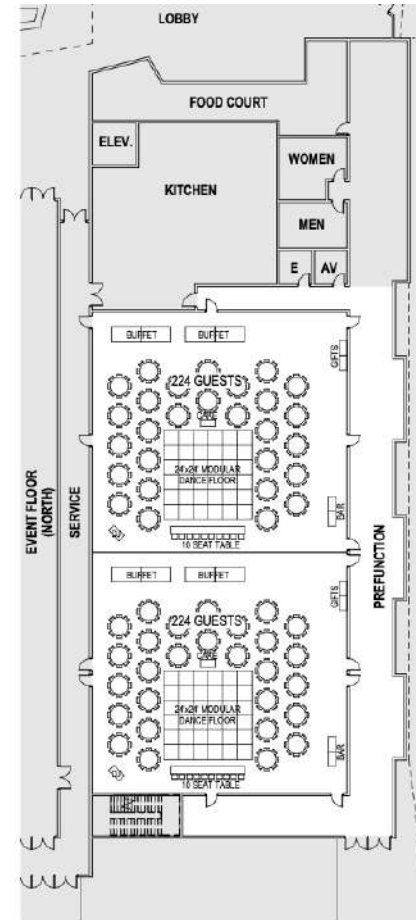
BANQUET LAYOUT

- 624 FLOOR SEATS TOTAL
- (78) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- (1) STAGE / 20-SEAT PRESENTER TABLE



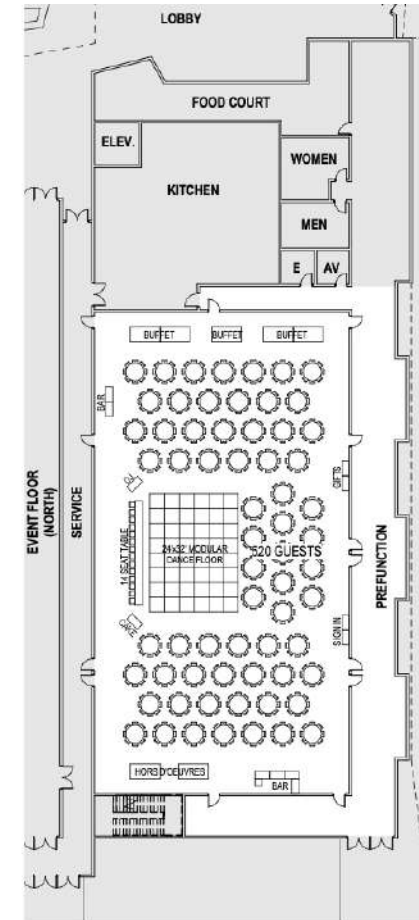
CONFERENCE / CLASSROOM LAYOUT

- 1,144 SEATS TOTAL
- (6) STAGES / 10-SEAT PRESENTER TABLES



DOUBLE WEDDING LAYOUT

- (2) 224-GUEST WEDDINGS
- (56) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- (2) 10-SEAT WEDDING PARTY TABLES



LARGE WEDDING LAYOUT

- 520 GUEST SEATS TOTAL
- (66) 5'-0" DIA. TABLES, SEAT 8 PEOPLE
- 14-SEAT WEDDING PARTY TABLE

INDOOR ATHLETIC FACILITY



SPORTS & EVENT CENTER
CADDO PARISH, LOUISIANA



INDOOR HARDWOOD COURTS

BASKETBALL/VOLLEYBALL + PICKLEBALL, GYMNASTICS, WRESTLING

SIZE

72,800 SF

LOCATION

INDOOR ATHLETIC FACILITY

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR POINT SPORTS CENTER, OH
- ROCKY MOUNT EVENT CENTER, NC
- ROCKY TOP SPORTS WORLD, TN

Featuring an Indoor Court Area with approximately 72,800 square feet of indoor court space, facility has the ability to host a wide variety of indoor court sports, including; basketball, volleyball, futsal, wrestling and pickleball, as well as other indoor court-based sports and special events.

The indoor court space can accommodate 8 full-size high school regulation courts and 16 full-size volleyball courts (over the basketball courts). There is also the capability for 24 pickleball courts (over the basketball floor area).

As a result, the facility will have the ability to tap into local, sub-regional as well as regional court-based tournaments and events that will drive both non-local visitation and direct spending to the marketplace on an annual basis.





COMMUNITY + SPECIAL EVENTS

TRADE SHOWS, CONFERENCES + CONCERTS

SIZE

89,440 SF

LOCATION

INDOOR ATHLETIC FACILITY

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR POINT SPORTS CENTER, OH
- ROCKY MOUNT EVENT CENTER, NC
- LEGENDS EVENT CENTER, TX

The Indoor Court Area with approximately 89,440 square feet of indoor court space, has the ability to host a wide variety of indoor specialty events.

The indoor court space can accommodate a variety of special events, including, small concerts, graduations, expos, conferences, as well as trade shows.

Special events that honor coaches and players, career fairs, casino nights are supported by in-house catering services to maximize food and beverage revenues and elevate the customer experience.

The opportunities to leverage the contiguous space when combined with adjacent ballroom, event meeting space are endless.



FAMILY ENTERTAINMENT



SPORTS & EVENT CENTER
CADDO PARISH, LOUISIANA



FAMILY ENTERTAINMENT CENTER

ARCADE, REDEMPTION, BOWLING AND ADVENTURE AREA

SIZE
15,000 SF

LOCATION
INDOOR ATHLETIC FACILITY

FACILITY COMPARABLES

- HOOVER MET COMPLEX, AL
- CEDAR SPORTS PARK, OH
- BLUHAWK SPORTS PARK, KS
- ROCKY MOUNT EVENT CENTER

When it comes to elevating the customer experience, family entertainment and adventure centers are the perfect compliment to the overall sports tournament experience, where there is something to do for the whole family.

From Virtual Reality Simulators and Boutique Bowling to Arcade and Redemption Stores, complemented by a variety of food and beverage options, family entertainment centers generate some of the highest revenues per square foot, increase customer dwell times and retention.

There are a wide range of one-of-a-kind experiences designed to get consumers off the couch, creating powerful emotions and memories with immersive attractions that range from simulators to virtual reality, esports gaming and more.



MEDICAL PARTNER



SPORTS & EVENT CENTER
CADDO PARISH, LOUISIANA



MEDICAL TENANT LEASE SPACE

SPORTS MEDICINE AND/OR PHYSICAL THERAPY

SIZE
5,000 SF

LOCATION
INDOOR ATHLETIC FACILITY

SFM FACILITY COMPARABLES

- CEDAR POINT SPORTS CENTER, OH
- BLUHWARK SPORTS PARK, KS
- IRON PEAK, NJ
- BO JACKSON ELITE SPORTS, OH

There is up to 10,000 SF of on-site Medical Tenant Lease Space for medical specialty practices like Sports Medicine and Physical Therapy and Rehabilitation.

A broader medical sector partnership opportunity centers around the facility's ability to provide access to direct revenues onsite as well as the ability to build emotional equity with a multi-generational audience of young athletes and families from around the regional marketplace.

The complex will be a community-facing venue that can be leveraged on behalf of medical sector partners as a multi-faceted platform for accomplishing a number of strategic business objectives including direct and downstream revenues.



INDOOR ATHLETIC FACILITY

KEY PERFORMANCE INDICATORS

(FINANCIAL FORECAST BY SPORTS FACILITIES ADVISORY)

- **174,000 SF** SPORTS & EVENTS CENTER (12.4 ACRES)
- **\$63.8** MILLION IN DEVELOPMENT COSTS
- **247,960 VISITORS** ANNUALLY (AT STABILIZATION)
- **\$3.9 MILLION** IN TOP LINE REVENUE AT MATURITY



SPORTS & EVENT CENTER
CADDO PARISH, LOUISIANA

**SPORTS FACILITIES
COMPANIES**

THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA



INDOOR ATHLETIC FACILITY

VISITATION & ECONOMIC IMPACT

- 51+ SPORTS + EVENTS AT MATURITY
- 31,751K HOTEL ROOM NIGHTS ANNUALLY
- 136,519K NON-LOCAL VISITORS ANNUALLY
- \$20.1 MILLION IN DIRECT SPENDING

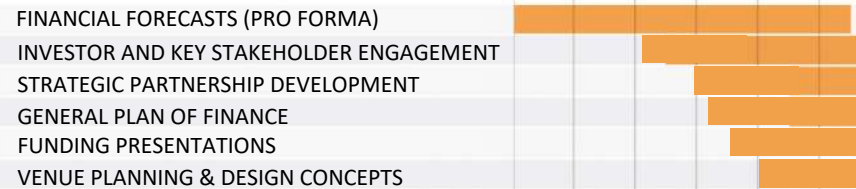


SPORTS & EVENT CENTER
LOUISIANA

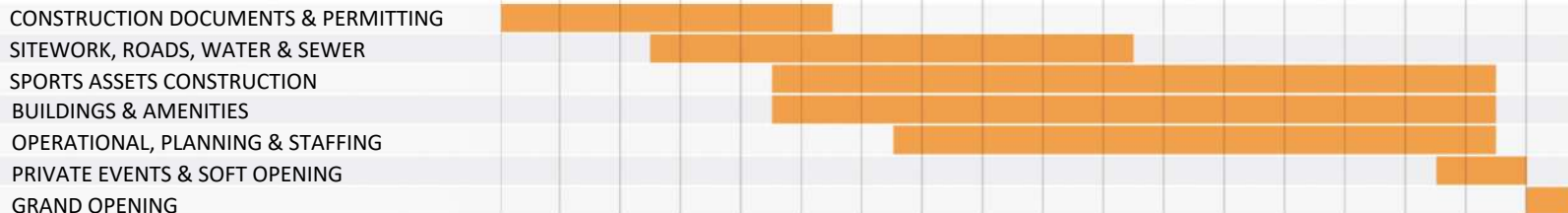


THIS PROJECT HAS BEEN FULLY VETTED & RESEARCHED BY SFA

PRE-DEVELOPMENT SCHEDULE



DEVELOPMENT SCHEDULE



18 MONTH TIMEFRAME



SPORTS & EVENT CENTER

CADDO PARISH, LOUISIANA

SF SPORTS FACILITIES
COMPANIES

SFNETWORK
WWW.THESFNETWORK.COM