

Columbia Ballpark @ Bull St.



What is the Ballpark @ Bull St.?

The Ballpark @ Bull St. will serve as a year-round, multi-use, family-friendly outdoor entertainment facility located at the center of the new Bull St. development.

This venue will allow affiliated Minor League Baseball to return to Columbia and provide a setting that can accommodate over 10,000 fans for 400+ events annually.

The Ballpark @ Bull St. will be designed to host many different types of events, including concerts, festivals, community and family-friendly events and corporate entertainment. It will serve as open public space when an event is not in progress.

Why A Ballpark?

- Baseball is a great—indeed the best—anchor tenant for a multi-use venue because we play a guaranteed 70+ home games per year. This provides a great programming base for a venue, more than any other sport.

MiLB is tremendously popular

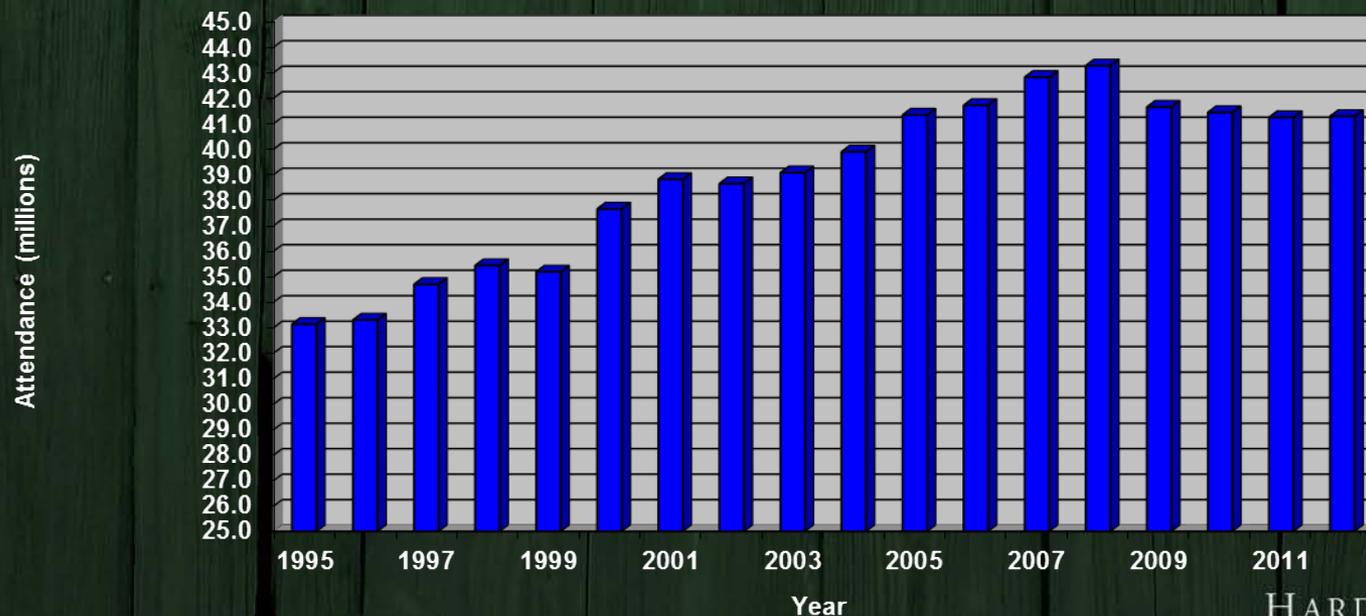
- More fans attended MiLB games in 2012 (41,279,382) than attended NFL (17,306,702) and NBA (21,246,524) games combined.



MiLB's popularity is growing

- MiLB attendance has grown in 25 of the last 28 years. The last 9 seasons (2004-12) have been the highest attended in Minor League Baseball's over 100-year history.

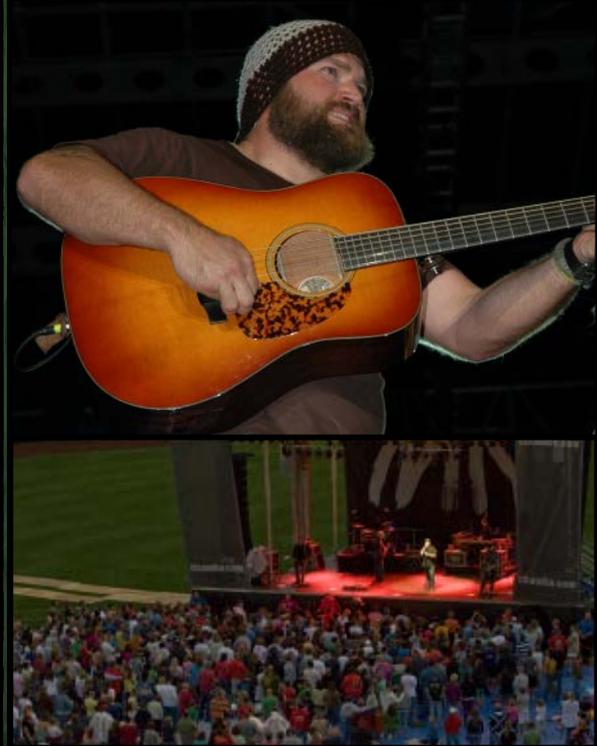
Minor League Baseball Attendance



MiLB teams are both scarce and stable

- MiLB has been around since 1901 and is the developmental league for MLB.
- There are only 120 full-season teams (each of the 30 MLB teams has one at each of four levels).
- Highly regulated
 - Purchasers undergo a detailed and lengthy review (background, financial, operating);
 - Debt/equity limitations;
 - Numerous and frequent reports to league, MiLB and MLB.
- Guaranteed an affiliation and territorial exclusivity.

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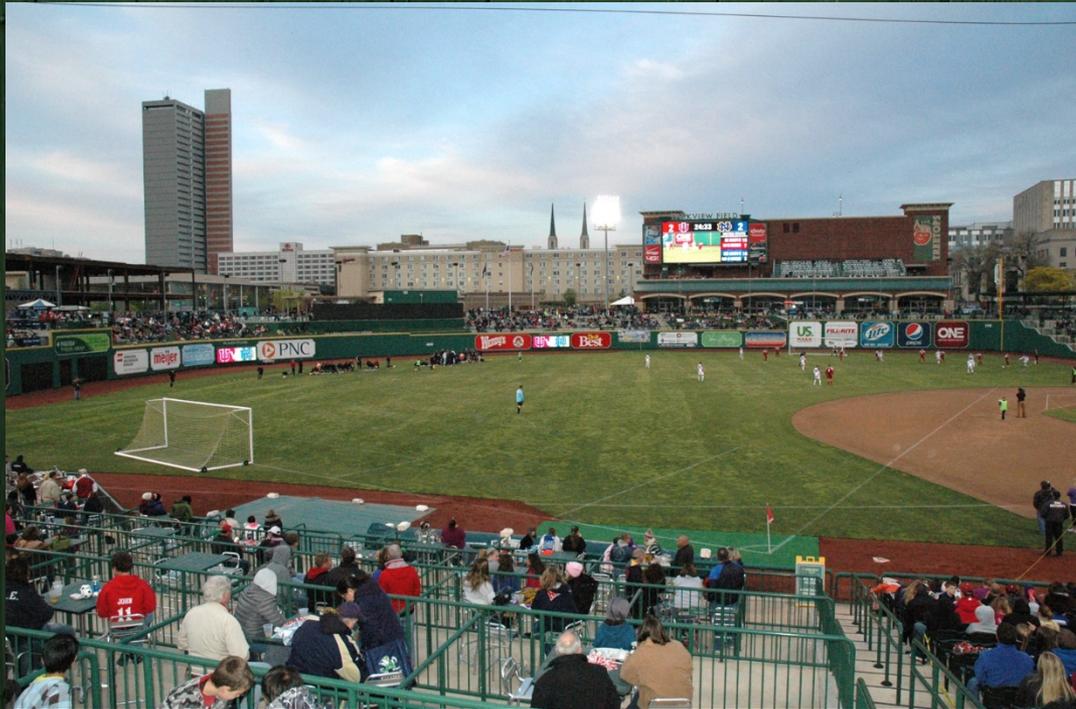
- Large and small outdoor concerts (Zac Brown Band, Martina McBride, Bob Dylan, Christian Concerts, CountryFest, RockFest, etc.)

What is the Ballpark @ Bull St.?



- Community events (annual half-marathon, Easter Egg hunt, All-American City celebration, 9/11 Memorial Commemoration, annual “Night of Lights,” monthly farmers market, Mayor’s Youth Engagement Council, Halloween “Fright Night”)

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- Other sporting events (Division I soccer game between Notre Dame and Indiana University, Gus Macker Basketball, cycling event, Midwest League All-Star Game, H.S. baseball)

What is the Ballpark @ Bull St.?



- Charitable events (fundraisers, toy drive, food drive, blood drive, health screenings)

What is the Ballpark @ Bull St.?



- Private and business events, meetings and conferences

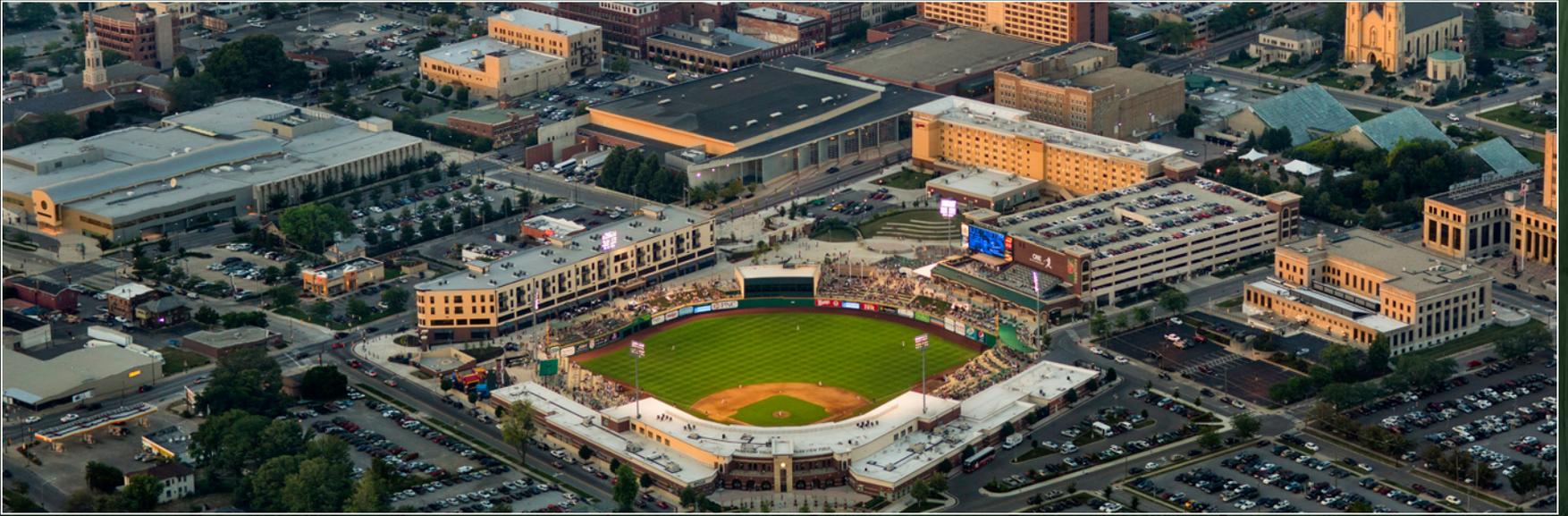
Why a Ballpark @ Bull St.?

1. The traffic generated by the ballpark will **accelerate the development** of the Bull St. site.
2. The facility will generate **increased spending in the City**, both at the facility itself and at neighboring businesses, by those who come into the City specifically for events.
3. Construction of the facility will **create jobs and economic activity**. The venue itself will **create permanent jobs**.
4. The venue will provide an **additional attraction for tourists**, potentially increasing the average stay length.
5. The facility will be a tremendous amenity that will **improve the quality of life for local residents and businesses**.

1. Accelerate Development at Bull St.

- Numerous examples on the Major League and Minor League levels demonstrate that ballparks catalyze development in and are excellent compliments to downtown areas.

Parkview Field, Fort Wayne, IN



- In Fort Wayne the City had seen less than \$5 million in development downtown in the decade before Parkview Field was built. In less than 5 years, two buildings with a value of over \$50 million have been built on site and downtown has seen over \$50 million in additional investment. Several significant projects are now in the planning stages.

Bulls Athletic Park, Durham, NC



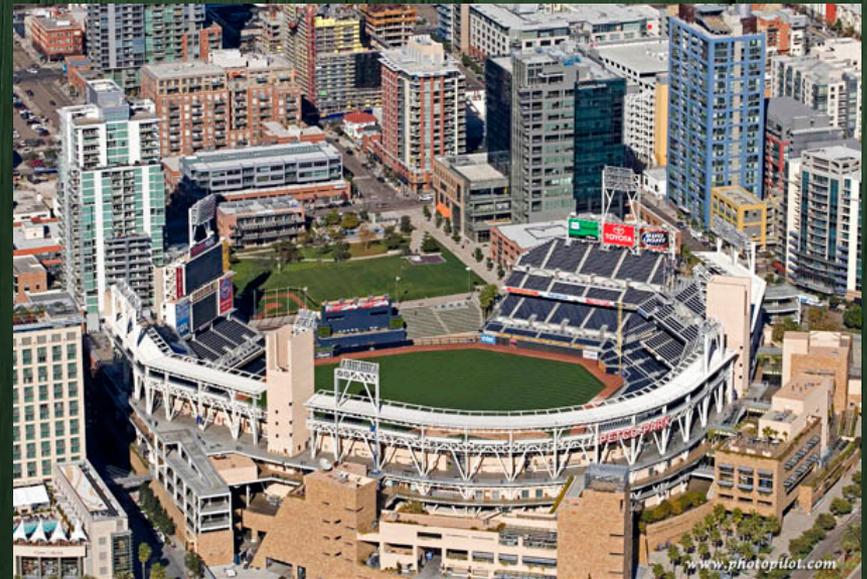
- In Durham, NC, since the opening of Durham Bulls Athletic Park in 1995, there has been approximately \$600 million in development in the American Tobacco District with virtually all of that within one city block of the ballpark.

Fluor Field, Greenville, SC



- In Greenville, 48 new businesses have opened in the West End since the ballpark was announced and 67 building permits were issued for commercial and residential projects.
- Property tax assessments within ½ mile of the ballpark increased an average of more than 31% per year in the first six years after the ballpark was built (compared to approximately 5% for the City overall).

Petco Park, San Diego, CA



- On the Major League level, in San Diego, in the first ten years after the construction of Petco Park, the City saw \$1.58 billion in private development in the ballpark district (about 70% of which was vacant, used for outdoor parking or storage before the ballpark was built).
- A study commissioned by the regional economic development corporation concluded that the net benefit was over \$1.2 billion in new spending by visitors and over 19,000 jobs created.

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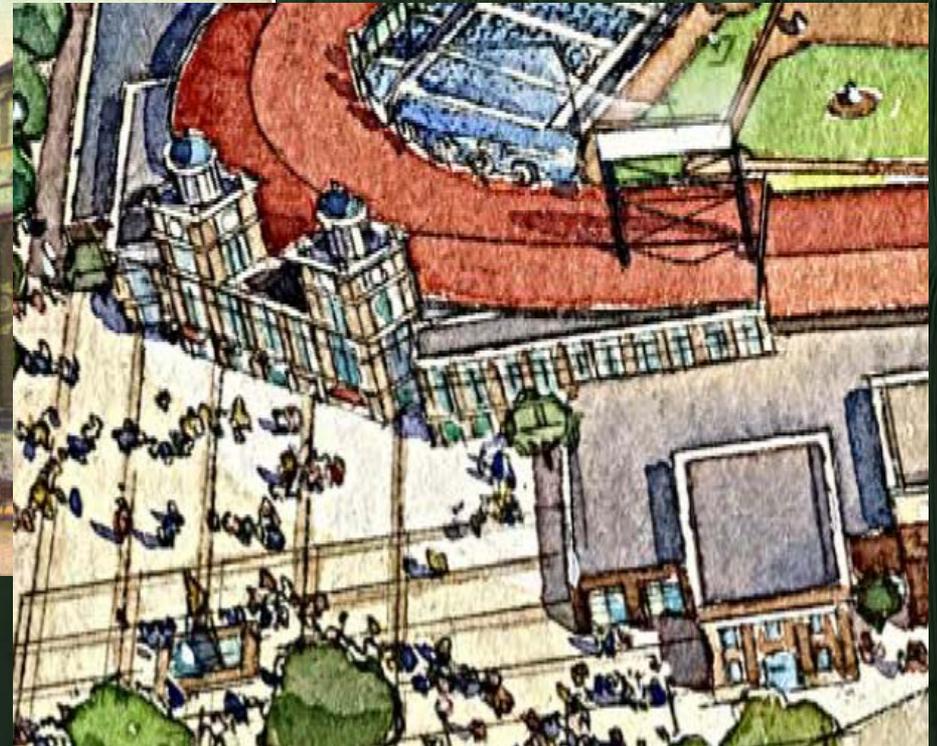
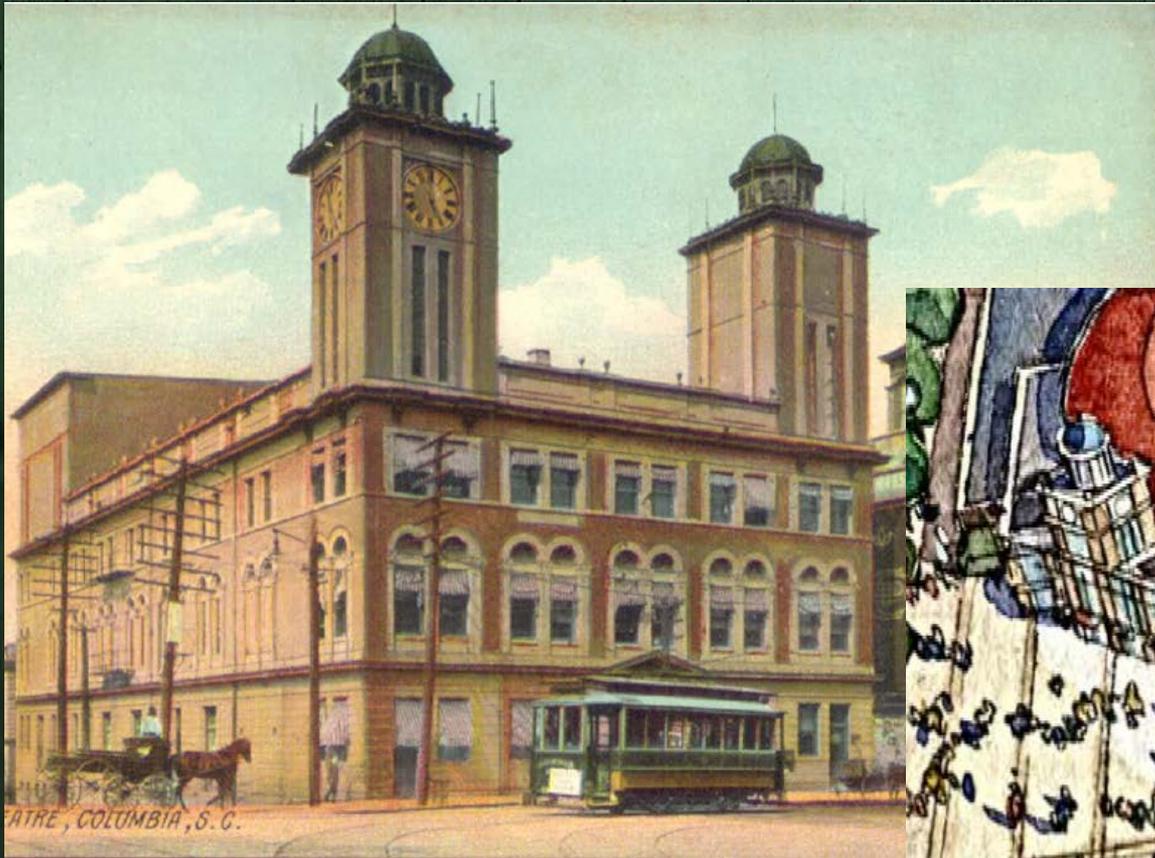
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Columbia Ballpark @ Bull St.



Ballpark As Catalyst

- Ballpark/Event Venue as catalyst
 - A. Large attendance for games and events (averaging over 500,000 attendees per year through our first five years in Fort Wayne) draws crowds and foot traffic into the area, aiding existing businesses and encouraging the entry of new ones.
 - B. Counter-cyclical nature of event venue usage leverages existing infrastructure.
 - C. Openness of an outdoor venue to views encourages nearby development and distinguishes area.
 - D. Openness as public space makes area more attractive.

Ballpark As Catalyst

A. Large and Frequent Crowds Create Foot Traffic

- Parkview Field draws an average of approximately 400,000 for TinCaps baseball and another 100,000+ for other events.
- Minor League Baseball has been successful for a long time in South Carolina and in markets of similar size to Columbia throughout the country.
- Minor League Baseball has been successful in “college towns” such as Columbus, OH, Louisville, KY, Austin, TX, Durham, NC, Lansing, MI and others.
- Columbia is definitely a baseball town
 - Tremendous support for USC baseball;
 - High youth participation rates, top youth teams, etc.

Ballpark As Catalyst

- B.** Event venues are counter cyclical and leverage existing infrastructure
 - Event venues generate traffic and activity at night and on weekends
 - This is when downtown sites need activity;
 - Roads into downtown more lightly utilized at that time;
 - Parking spaces used by workers during weekdays can be utilized.

Ballpark As Catalyst

- C. The openness a ballpark/outdoor event venue encourages development nearby (more so than arenas or other enclosed venues).
 - Office, residential and hotel uses all benefit from views into the ballpark.
 - Size and scope of venue does not overwhelm adjacent development.

Ballpark As Catalyst

- D.** A ballpark that is open as a public space when games and other events are not in progress functions like a public park.
- The concourse and stairs are used by joggers and as a thoroughfare.
 - Areas within the ballpark are utilized by workers at lunchtime.
 - Areas within the ballpark (splash pad, climbing equipment, slides, etc.) are available for children to play on when no event is in progress.

2. Increase Spending Within The City

- The Fort Wayne Downtown Improvement District determined that hospitality and food revenue increased 12% in the first three years Parkview Field was open.
- A license plate study commissioned by Visit Fort Wayne concluded that one-third of the visitors to Parkview Field were from outside Allen County and that one-quarter of those from outside the county were also from outside the state.
- Visit Fort Wayne has found that the spend from these out-of-county visitors ranged from \$30 to \$50 per person
- Downtown restaurants and businesses have expanded their hours to take advantage of game day crowds.

3. Create Jobs & Economic Activity

- A recent study performed by the City of Colorado Springs determined that construction of a new Minor League Ballpark in its downtown would create 440 jobs during the construction period.
- Once completed the team and facility will employ approximately 35 full time and 550 part-time and seasonal employees (this is the actual employment at Parkview Field).

4. Positive Impact On Tourism

- An attractive and well-located ballpark and outdoor entertainment venue fills gaps in Columbia's entertainment options and provides a tool to increase tourist night-stays.
 - Provides an additional amenity/attraction for visitors considering Columbia as a destination.
 - Most games and other spectator events are in the evening, providing a reason for visitors to stay an extra night.
 - Fills a gap in Columbia's current offerings
 - Provides something to do during spring and summer;
 - Most of Columbia's existing tourist draws are daytime attractions;
 - Inexpensive and family-friendly.

Positive Impact On Tourism

- A recent study done by the City of Colorado Springs estimated that a downtown stadium would create a demand of 13,600 room nights per baseball season (and this study only included a minimal number of other events, nothing on the scope of what Parkview Field currently hosts).
- Increased tourist night stays would increase the lodging, automobile rental, hospitality and sales tax collected in the City.

Positive Impact On Tourism

- The team will work with existing tourist attractions that draw a similar demographic (such as the State Museum, EdVenture, the Zoo, the Museum of Art, etc.) as well as the CVB to create tourist-friendly packages to attract regional tourists to Columbia.
- The additional options presented by the facility will help the convention business
 - Parkview Field helped the City of Fort Wayne win the 2012 Democratic State Convention (the first time in 100 years it was held outside Indianapolis);
 - For 2014, Parkview Field has helped secure a similar win with the State Republican Convention.

5. Ballpark As Amenity

- The facility will be a tremendous amenity that will improve the quality of life for local residents and businesses.
 - Attract additional cultural and sporting events to Columbia.
 - Provide a venue to grow community events.
 - Expand opportunities for corporate entertainment.
 - Provide inexpensive, family-friendly entertainment.
 - Foster community pride.

Ballpark As Amenity

- Provides a site for other events
 - Venue for community, charitable, business and social events--over 440 total events (including baseball games) each of the past three years in Fort Wayne.
 - Can be used to leverage and grow existing events and assets as well as create new events
 - Famously Hot New Year
 - Three Rivers Music Festival
 - Fourth of July
 - Columbia Marathon
 - Film Festival with Nickelodeon

Ballpark As Amenity

- Events at the facility will meaningfully improve the entertainment options for all demographics in the Columbia area.
 - Opportunities for local businesses to entertain clients, out-of-town visitors and recruits.
 - Provides another downtown entertainment option for young professionals and college students.
 - Inexpensive option for quality family entertainment.
 - Many free events.

Ballpark As Amenity

- Multiple studies show that today's workers, especially young, educated workers, are choosing where they want to live rather than following jobs. Employers are thus taking the vibrancy of a City and the quality of life offered heavily into account in determining where to locate and expand.
- Adding quality-of-life amenities will enhance local companies' ability to recruit and retain talent and will, in turn, help in the recruiting of new businesses to the region.

Why Partner With Us?

1. We are willing to make a substantial investment in the project.
2. We have experience and a track record of operating and design success.
3. We will be a strong partner in the community.

Why Partner With Us?

1. We are willing to make a substantial investment in the project and take most of the risk on a going-forward basis.

Why Partner With Us?

2. Expertise and demonstrated track record of operating success

A. We know how to run a successful ballpark

- Fort Wayne's 2013 attendance surpassed
 - **57 of the other 59 Class-A teams (97%)**
 - **27 of the 30 AA teams (90%); and**
 - **13 of the 30 AAA teams (43%).**
- We have sold out well over 100 games since the opening of Parkview Field.
- Under our guidance, in our last year of ownership we guided our team in Salem, VA to the highest attendance in its 55-year history.
- In our time with the Sand Gnats, we have significantly increased attendance (increase of 100% in five seasons) and community involvement.

Why Partner With Us?

B. We have had unparalleled success operating a multi-use venue

- Parkview Field has hosted over 2,000 events in its first five years of operation. Parkview Field is, by far, the most successful venue in all of Minor League Baseball in terms of the number, frequency and range of other events held at the ballpark.

Why Partner With Us?

- C. We designed and developed an award-winning ballpark at a cost lower than comparable facilities built at the same time.

"IN A YEAR THAT OPENED MULTIPLE NEW BALLPARKS (INCLUDING THE NEW YANKEE STADIUM), PARKVIEW FIELD IS CLEARLY THE BEST OF THE LOT." ~ *BALLPARKDIGEST.COM*

**TWO-TIME WINNER - #1 MINOR LEAGUE BALLPARK
IN THE COUNTRY ~ *STADIUM JOURNEY MAGAZINE***

**TWO-TIME JOHN H. JOHNSON AWARD FOR
MIDWEST LEAGUE'S BEST RUN FRANCHISE ~ *MINOR LEAGUE BASEBALL***

BOB FREITAS "ORGANIZATION OF THE YEAR" AWARD ~ *BASEBALL AMERICA*

LARGE BUSINESS OF THE YEAR ~ *GREATER FORT WAYNE CHAMBER OF COMMERCE*

INTERNATIONAL DOWNTOWN ASSOCIATION AWARD OF DISTINCTION

INDIANA DEPARTMENT OF ENVIRONMENTAL MANAGEMENT AWARD FOR "BEST LAND USE"

Why Partner With Us?

3. We would be strong partners and give back to the community

- Through TinCaps CARE and our other endeavors, the TinCaps have made donations totaling hundreds of thousands of dollars to local charities, non-profits, community organizations and schools.
- The TinCaps conduct various charitable programs, the largest of which is our Reading Program. The reading program is an incentive-based system implemented in partnership with over 300 schools and libraries in our region. Over 100,000 students participated in 2013.
- The TinCaps host numerous charity and community events including a YMCA Healthy Kids Day, the MDA Lock-up, “Hammerin’ for Habitat,” the Fort-4-Fitness health expo and dozens of others.
- The TinCaps also partnered, through our “Community Organization of the Game” and outreach programs with over 90 charitable and non-profit organizations in 2013.

Why Partner With Us?

- We would seek to establish an RBI (Reviving Baseball in Inner Cities) program in Columbia. The RBI program nationally serves over 200,000 youth in inner cities around the country. The program is in its 25th year and supported by Major League Baseball.



MISSION:

Reviving Baseball in Inner Cities (RBI) is a Major League Baseball youth outreach program designed to:

Increase participation and interest in baseball and softball among underserved youth

Encourage academic participation and achievement

Increase number of talented athletes prepared to play in college and minor leagues

Promote greater inclusion of minorities into the mainstream of the game

Teach the value of teamwork

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