

# PERFECT GAME IMPACT

CASE STUDIES & REFERENCES



# PG ECONOMIC IMPACT

PG REPRESENTS THE “TIP OF THE SPEAR” WHEN IT COMES TO SPORTS TOURISM.  
DRIVING SIGNIFICANT VISITATION, ROOM NIGHTS AND DIRECT SPENDING THROUGH ITS TOURNAMENTS AND EVENTS.

SIMPSONVILLE, SOUTH CAROLINA



# REGIONAL & NATIONAL TOURNAMENTS

SOME OF THE VERY BEST COUNTRIES, TEAMS AND PLAYERS IN THE GAME TODAY

SIMPSONVILLE, SOUTH CAROLINA

A woman with long blonde hair, wearing a grey button-down shirt and a lanyard, is smiling and holding a microphone towards a young baseball player. The player is wearing a red jersey with "West" and the number "14" in white, and a red cap. To the left, a cameraman in a red shirt is partially visible, operating a professional video camera on a tripod. The background shows a large baseball stadium with blue seating and a sign that reads "WELCOME TO THE 2019 PERFECT GAME ALL-AMERICAN CLASSIC".

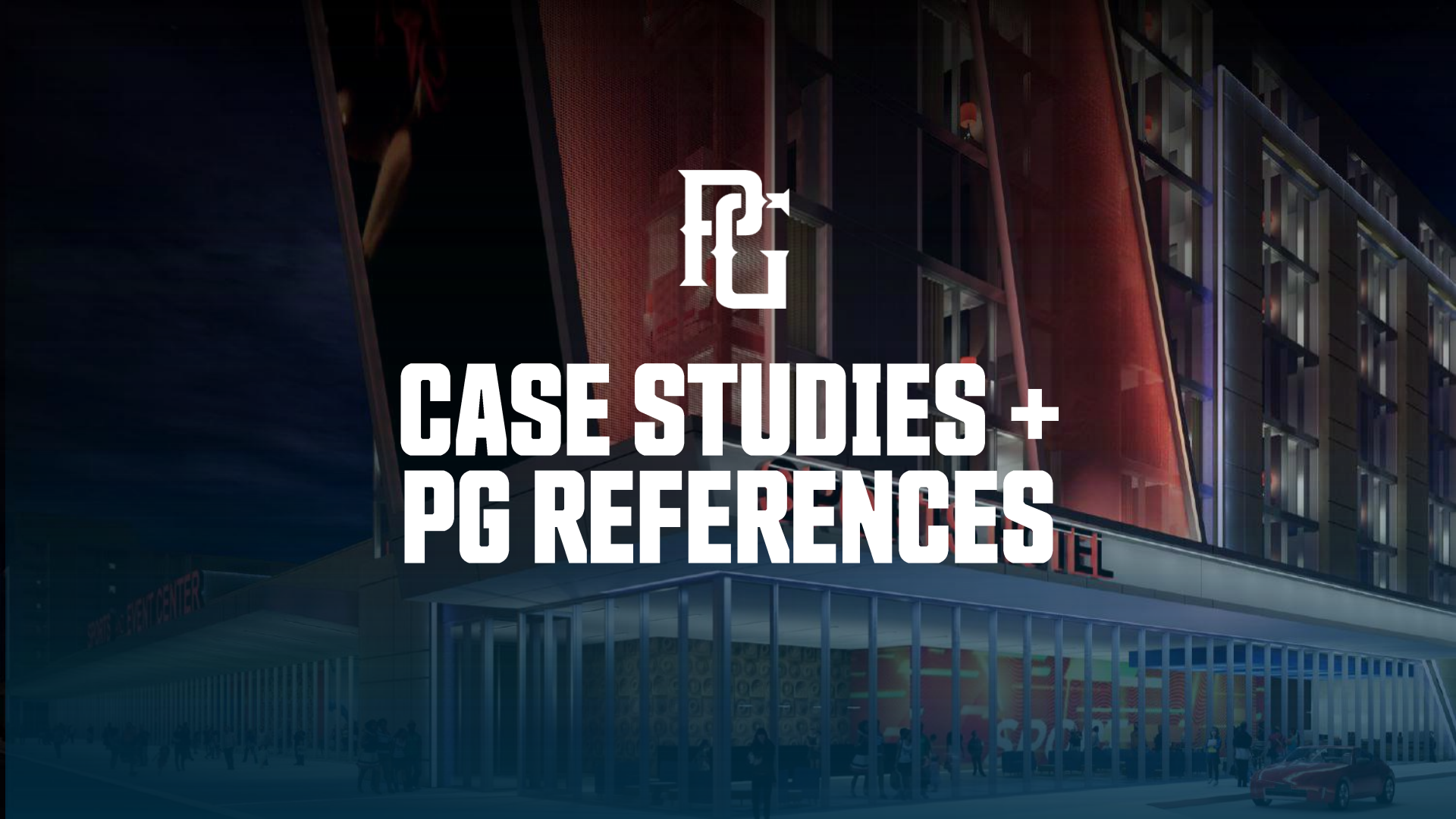
# POWERFUL MEDIA REACH

PG WILL AMPLIFY AND EXTEND THE REACH OF MARKETING THE DESTINATION EFFORTS FOR THE CITY OF SIMPSONVILLE.  
THROUGH IT'S POWERFUL MEDIA PLATFORMS AND BEST IN-CLASS CONTENT.

SIMPSONVILLE, SOUTH CAROLINA



# CASE STUDIES + PG REFERENCES



PG PERFORMANCE **TESTIMONIAL**

# COBB COUNTY, GEORGIA

**OVERVIEW** - In Georgia's Cobb County the annual economic impact that perfect game brings with it is pegged at **\$139mm** by Cobb County officials. The surrounding counties at LakePoint benefitted from Perfect Game tournaments with the construction of hotels, fast food restaurants and other family themed properties with PG clearly the foundation of the economic stimulus. Total economic impact in the Atlanta area is estimated at over **\$300mm**.

"Perfect game has become a part of the fabric of our community over the years. Every member of the organization from the top down is professional and timely with communication and deliverables, more often than not exceeding expectations in terms of tournament numbers and growth year over year. It is a pleasure working with perfect game."

— Rachel Rogers, Cobb Travel & Tourism

RACHEL ROGERS  
SPORTS SALES & SERVICES MANAGER

COBB TRAVEL & TOURISM  
COBB SPORTS ALLIANCE  
ONE GALLERIA PARKWAY  
ATLANTA, GA 30339

TOLL FREE 800-451-3480  
LOCAL 678-303-2630

**ANNUAL ECONOMIC IMPACT:**

**\$139 MILLION**

**TOTAL ECONOMIC IMPACT (ATLANTA):**

**\$300 MILLION**

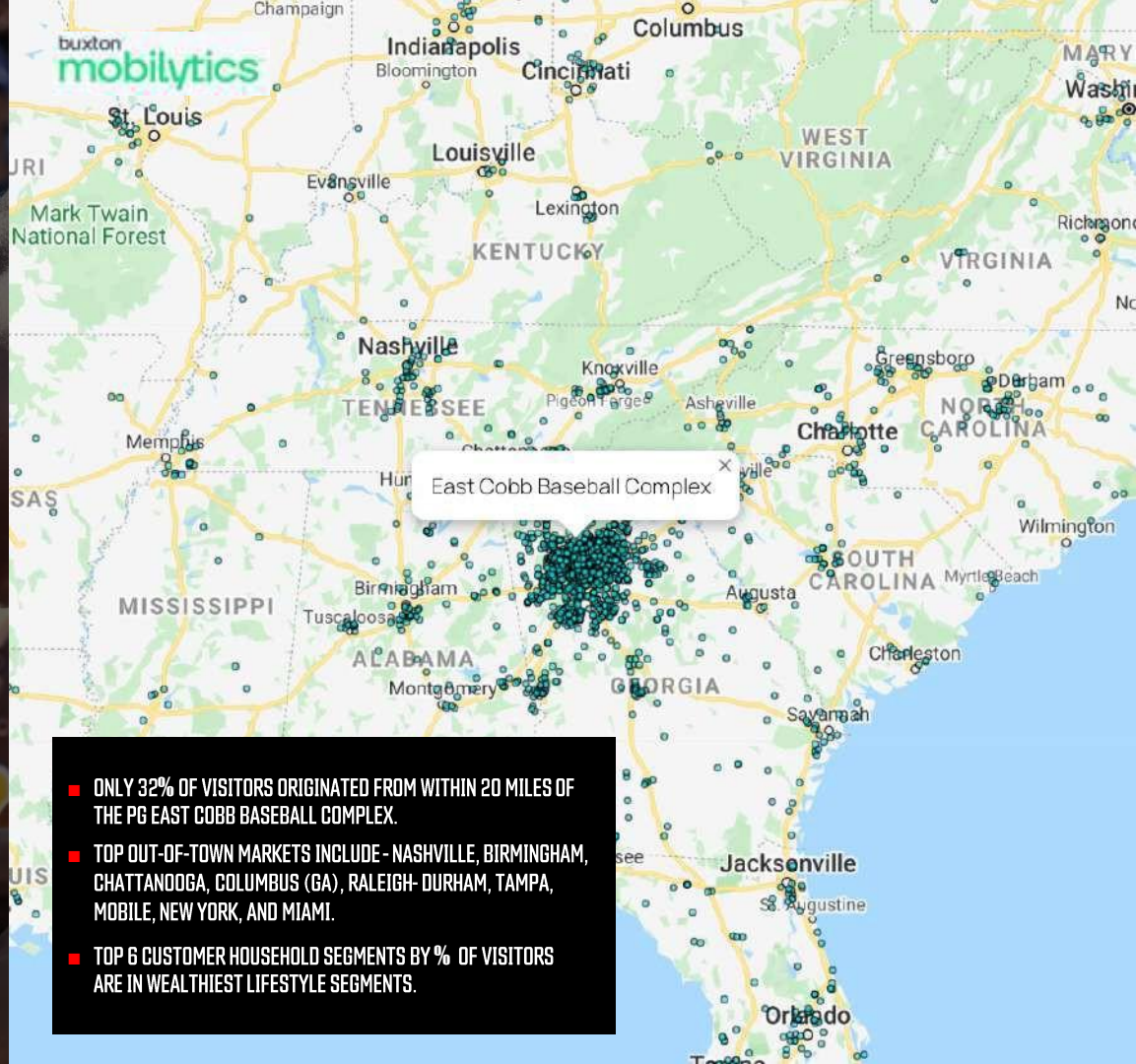
## MOBILITYTICS INSIGHTS: SPORTS FACILITIES ADVISORY

- PROVIDES INSIGHTS INTO THE HOME LOCATIONS BY DENSITY FOR THE EAST COBB BASEBALL COMPLEX

# VISITOR TRADE AREA FOR THE EAST COBB BASEBALL COMPLEX IN GEORGIA.

PERFECT GAME

THE NEXT LEVEL **STARTS HERE.**



PG PERFORMANCE **TESTIMONIAL**

# FORT MYERS, FLORIDA

## OVERVIEW

USING A MODEL SUPPORTED BY THE FLORIDA SPORTS FOUNDATION, LEE COUNTY SPORTS CALCULATED THAT PERFECT GAME HAS DRIVEN AN ESTIMATED ANNUAL ECONOMIC IMPACT OF \$53 MILLION DOLLARS FOR LEE COUNTY, FLORIDA THROUGH 72 DIFFERENT EVENTS.

OVER THE PREVIOUS FIVE YEARS, PERFECT GAME HAS HELD AN AVERAGE OF 41 EVENTS PER YEAR IN LEE COUNTY. THIS ACTIVITY RESULTED IN AN AVERAGE OF \$29.6 MILLION IN DIRECT SPENDING PER YEAR WITH AN ANNUAL AVERAGE OF 67,846 HOTEL ROOM NIGHTS FILLED, ACCORDING TO COUNTY RECORDS.

— JEFF MIELKE, DIRECTOR OF COUNTY SPORTS DEVELOPMENT

JEFF MIELKE  
EXECUTIVE DIRECTOR

LEE COUNTY SPORTS DEVELOPMENT  
FORT MYERS, FL 33901

239-533-LGSD (5273)  
239-707-3951 MOBILE

ANNUAL ECONOMIC IMPACT:

# \$53 MILLION

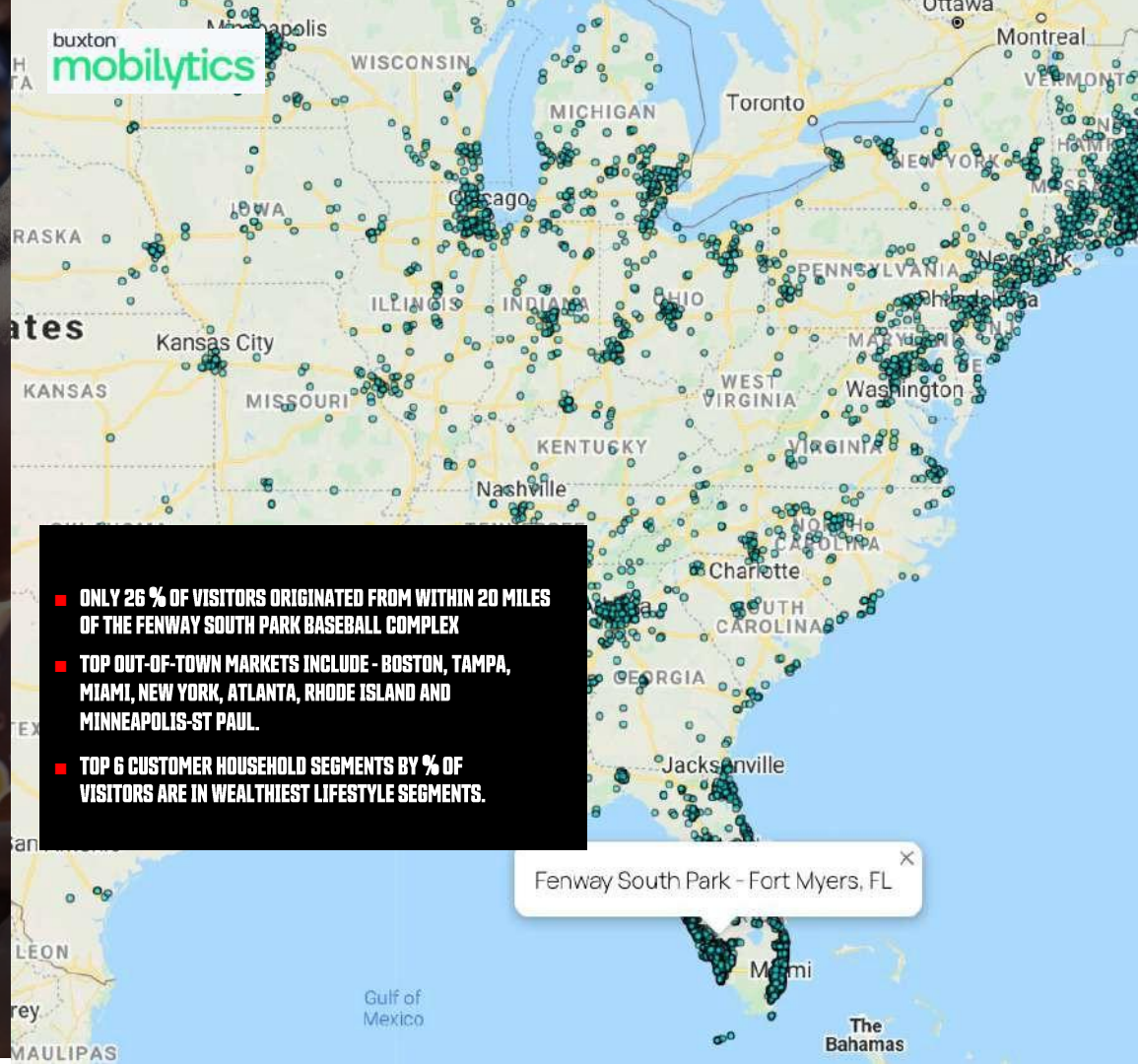
## MOBILYTICS INSIGHTS THE SPORTS FACILITIES ADVISORY

- PROVIDES INSIGHTS INTO THE HOME LOCATIONS BY DENSITY FOR THE FENWAY SOUTH PARK BASEBALL COMPLEX

# VISITOR TRADE AREA FOR THE FORT MYERS BASEBALL COMPLEX IN FLORIDA.

PERFECT GAME

THE NEXT LEVEL **STARTS HERE.**



## PG PERFORMANCE **TESTIMONIAL**

# PALM BEACH COUNTY, FLORIDA

### OVERVIEW:

OVER \$35 MILLION OF ECONOMIC IMPACT HAS BEEN CREATED SINCE THE PERFECT GAME WWBA WORLD CHAMPIONSHIP HAS CALLED PALM BEACH COUNTY HOME; A NUMBER THAT IS EXPECTED TO GROW BASED ON THE ADDITION OF A SECOND WORLD CHAMPIONSHIP EVENT.

"THE PALM BEACH COUNTY SPORTS COMMISSION HAS ENJOYED AN INCREDIBLE PARTNERSHIP WITH PERFECT GAME FOR NEARLY TWO DECADES. PERFECT GAME IS A WORLD-CLASS ORGANIZATION THAT OFFERS HIGH QUALITY TOURNAMENTS AND SHOWCASES, WHICH REPRESENT THE BEST OF TRAVEL SPORTS. PERFECT GAME DEMONSTRATES THE HIGHEST LEVEL OF EXCELLENCE IN CUSTOMER SERVICE AND PROVIDING A MEMORABLE EXPERIENCE FOR THEIR PARTICIPANTS. PERFECT GAME IS THE GOLD STANDARD IN AMATEUR SPORTS."

— GEORGE LINLEY, EXECUTIVE DIRECTOR PALM BEACH COUNTY SPORTS COMMISSION

GEORGE LINLEY  
EXECUTIVE DIRECTOR

PALM BEACH COUNTY/SPORTS COMMISSION  
2195 SOUTHERN BLVD., SUITE 550  
WEST PALM BEACH, FL 33406

DIRECT LINE: 561.233.3123

**MORE THAN 1,000 GOLF CARTS** ARE MADE AVAILABLE FOR MLB SCOUTS AND COLLEGE COACHES WHO TRAVEL IN FOR THE WWBA EVENT.

**TOTAL ECONOMIC IMPACT:**

# \$35 MILLION

## MOBILYTICS INSIGHTS

THE SPORTS FACILITIES  
ADVISORY

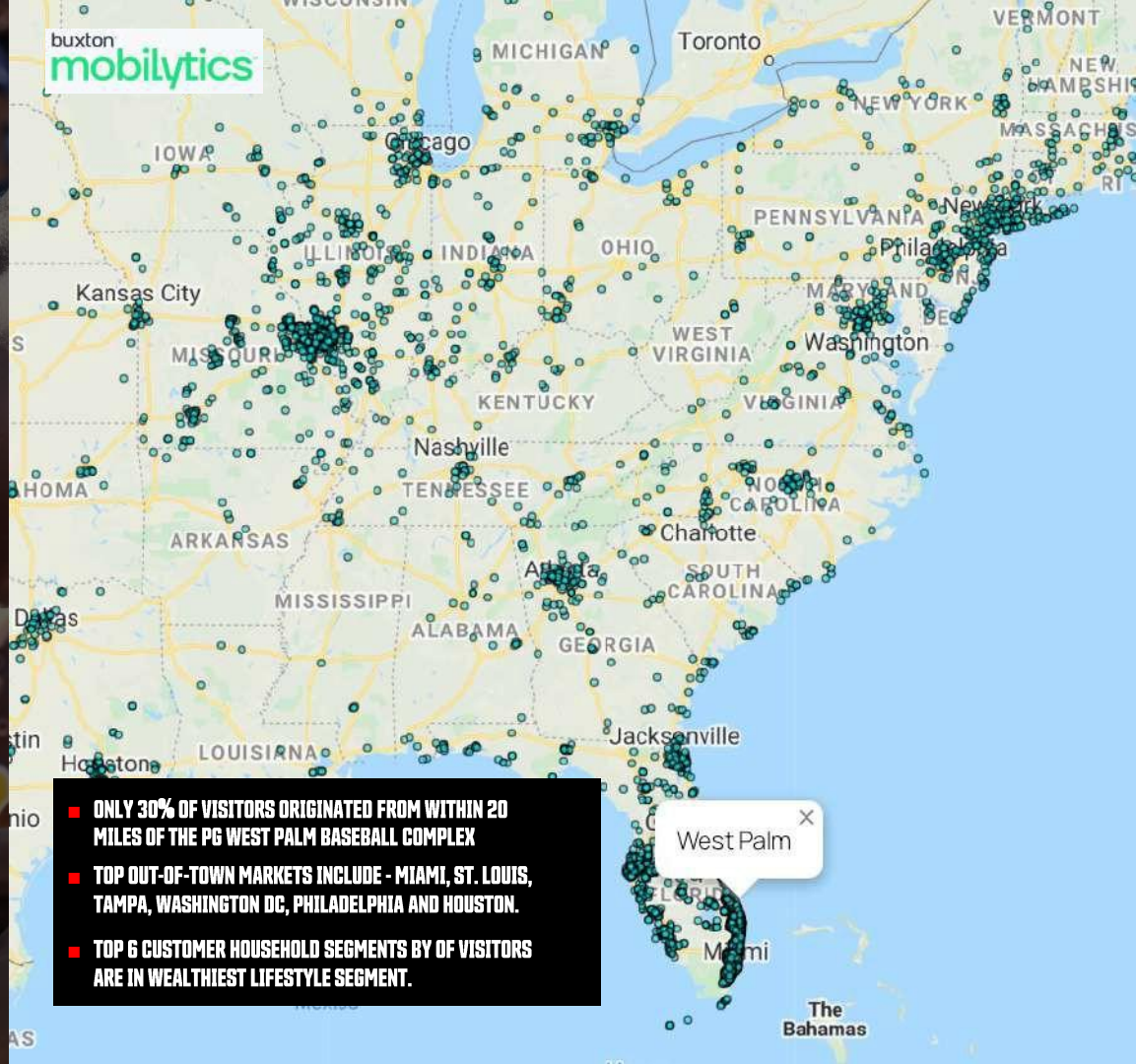
- PROVIDES INSIGHTS INTO THE HOME LOCATIONS BY DENSITY FOR THE WEST PALM BASEBALL COMPLEX

# VISITOR TRADE AREA FOR THE WEST PALM BASEBALL COMPLEX IN FLORIDA.

PERFECT GAME

THE NEXT LEVEL **STARTS HERE.**

buxton  
mobilytics



- ONLY 30% OF VISITORS ORIGINATED FROM WITHIN 20 MILES OF THE PG WEST PALM BASEBALL COMPLEX
- TOP OUT-OF-TOWN MARKETS INCLUDE - MIAMI, ST. LOUIS, TAMPA, WASHINGTON DC, PHILADELPHIA AND HOUSTON.
- TOP 6 CUSTOMER HOUSEHOLD SEGMENTS BY OF VISITORS ARE IN WEALTHIEST LIFESTYLE SEGMENT.

An architectural rendering of a modern sports facility at night. The building features a prominent red, curved facade and a large glass entrance. A sign above the entrance reads "SPORTS HOTEL". To the left, another sign reads "SPORTS CENTER". The scene is illuminated by warm interior lights and cool exterior lighting, with a red car parked in the foreground.

**SPORTS FACILITIES  
COMPANIES**

# CASE STUDIES+ SUPPORT DATA



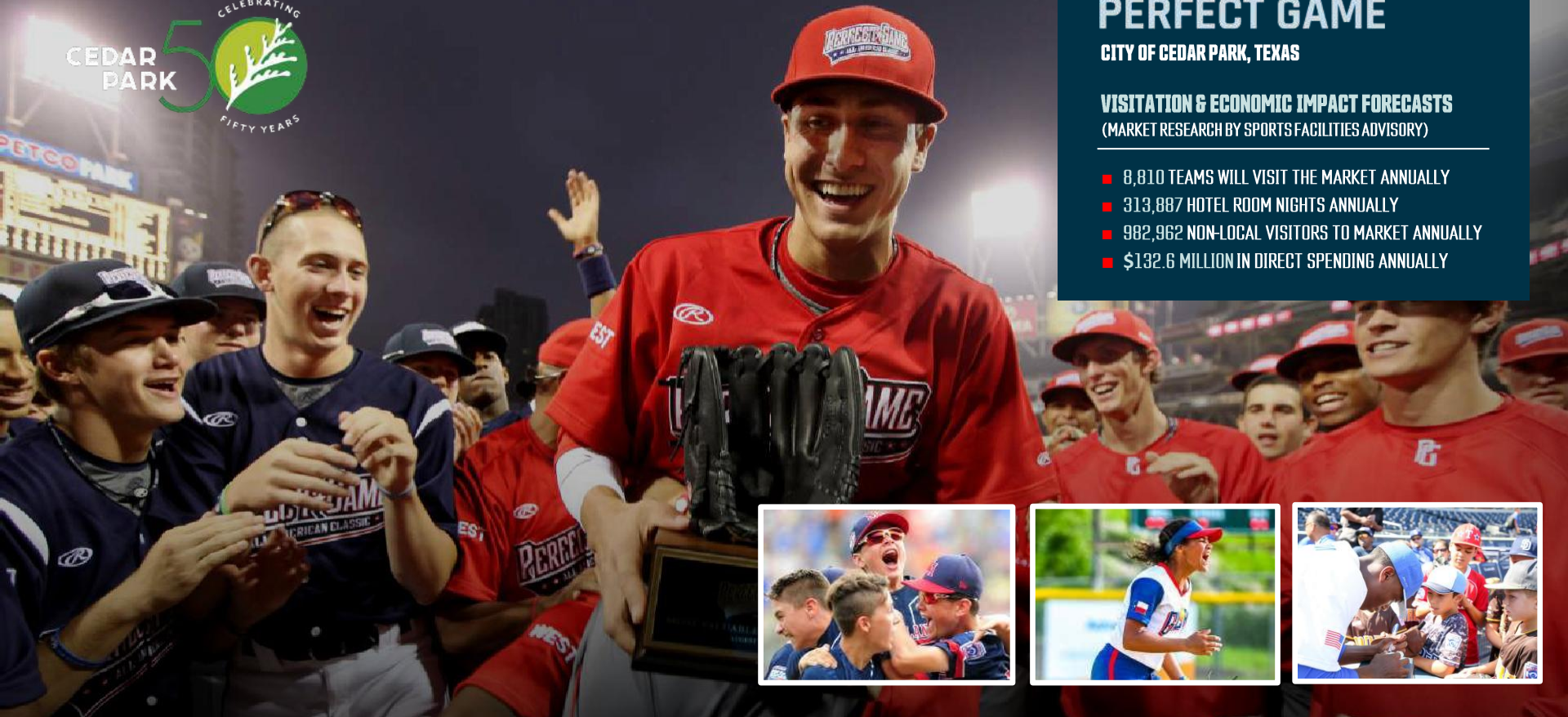


# PERFECT GAME

CITY OF CEDAR PARK, TEXAS

## VISITATION & ECONOMIC IMPACT FORECASTS (MARKET RESEARCH BY SPORTS FACILITIES ADVISORY)

- 8,810 TEAMS WILL VISIT THE MARKET ANNUALLY
- 313,887 HOTEL ROOM NIGHTS ANNUALLY
- 982,962 NON-LOCAL VISITORS TO MARKET ANNUALLY
- \$132.6 MILLION IN DIRECT SPENDING ANNUALLY



**CASE STUDY - CEDAR PARK, TEXAS**

**SF** SPORTS FACILITIES  
**COMPANIES**

# PERFECT GAME DEVELOPMENT

CEDAR PARK, TX | NEW HOPE ROAD & RONALD REAGAN, BLVD



## THE CITY OF CEDAR PARK PARTNERED WITH PERFECT GAME ON A NATIONAL YOUTH BASEBALL DESTINATION

THE GOALS WERE TO BUILD A 16-FIELD  
BASEBALL COMPLEX THAT WILL ANCHOR  
ANCILLARY RETAIL DEVELOPMENT

**CASE STUDY - CEDAR PARK, TEXAS**

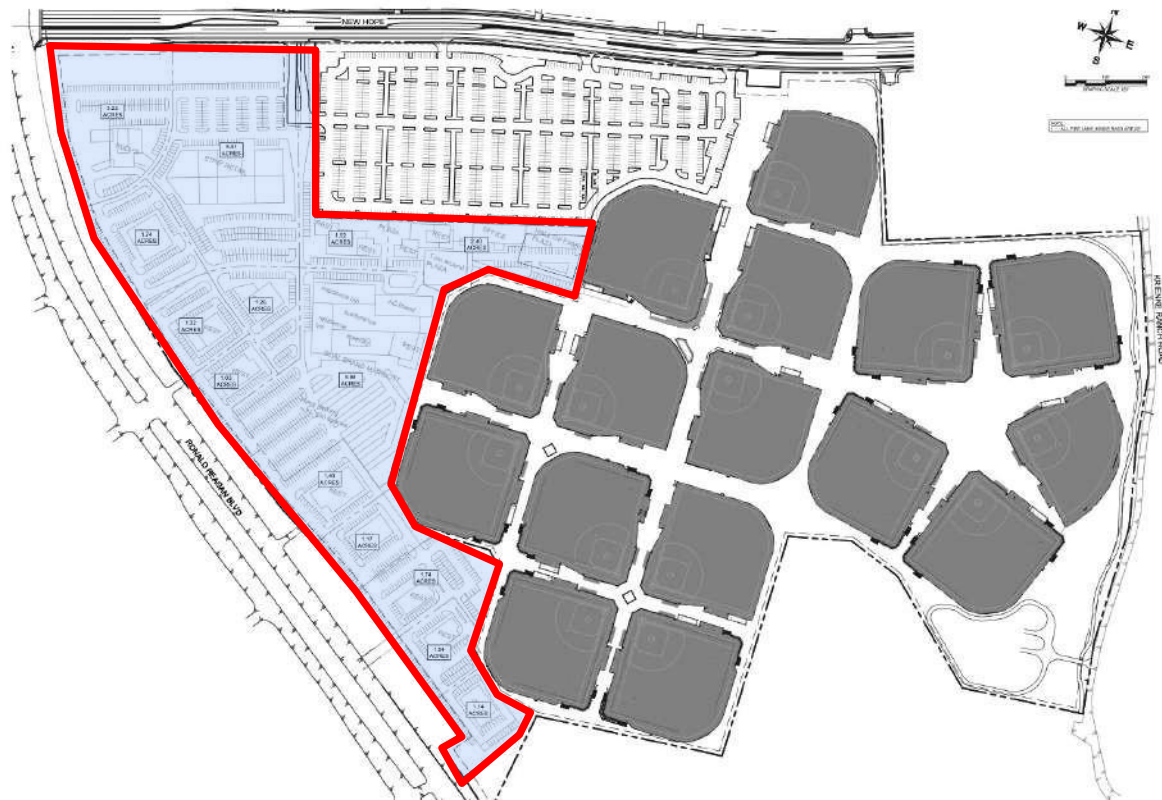
**SPORTS FACILITIES  
COMPANIES**

**THE FACILITY  
HAS BEEN  
MASTER PLANNED  
TO INCLUDE  
RETAIL, HOTEL AND  
RESTAURANTS  
IMMEDIATELY  
ADJACENT TO THE  
COMPLEX**

**THERE ARE 11 LOTS REPRESENTING  
20 ACRES OF ANCILLARY DEVELOPMENT**

## PERFECT GAME DEVELOPMENT

CEDAR PARK, TX | NEW HOPE ROAD & RONALD RAEGAN, BLVD





## PERFECT GAME ROOM NIGHTS

NATIONAL TOURNAMENT AND EVENTS COMPLEX - CEDAR PARK, TEXAS

**SIZE**  
313,887 ROOM NIGHTS

**LOCATION**  
CEDAR PARK, TEXAS

### PG COMPARABLES

- COBB COUNTY, GA
- LEE COUNTY, FT. MYERS, FL
- PALM BEACH COUNTY, FL
- HOOVER MET COMPLEX, AL

PERFECT GAME'S ROOM NIGHT ANALYSIS IS AN ESTIMATE OF THE OVERNIGHT STAYS THAT WILL BE GENERATED BASED ON THE NON-LOCAL VISITATION FORECASTED FOR EACH EVENT.

ROOM NIGHTS ARE ESTIMATED FOR EACH TEAM (WHICH INCLUDES PLAYERS, COACHES AND PARENTS AS WELL AS THE ANTICIPATED ATTENDANCE OF MLB SCOUTS AND/OR COLLEGE COACHES FOR EACH EVENT).

AT MATURITY IS ANTICIPATED THAT PERFECT GAME WILL GENERATE MORE THAN 313,000 ROOM NIGHTS FOR CEDAR PARK AND THE SURROUNDING MARKETPLACE ON AN ANNUAL BASIS, WITH MORE THAN 261,000 ANTICIPATED IN YEAR ONE.

## PERFECT GAME ROOM NIGHTS ANALYSIS

THE SPORTS FACILITIES  
ADVISORY

Event Type	Total Number of Teams					Rooms per Team/Night	Scout Rooms/Night	Nights per Event	Percent Non-Local	Room Nights					
	Year 1	Year 2	Year 3	Year 4	Year 5					Year 1	Year 2	Year 3	Year 4	Year 5	
Spring Tournaments and Events															
Texas Spring Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Spring Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
St Patis Day Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Spring Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
April Fools Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Spring Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Easter Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Spring World Series (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Spring World Series (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Mothers Day (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Shootout (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Shootout (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Memorial Day Classic (10 ages)	240	252	265	278	292	120	400	30	80%	7,032	7,376	7,690	8,122	8,522	
Summer Tournaments and Events															
Texas Select Championships (10 ages)	112	118	123	130	136	120	100	30	60%	2,448	2,570	2,697	2,831	2,971	
Texas Elite Championships (10 ages)	112	118	123	130	136	120	100	40	60%	3,266	3,427	3,596	3,774	3,961	
End of School Classic (10 ages)	112	118	123	130	136	120	100	40	60%	3,266	3,427	3,596	3,774	3,961	
WWBA National Championship 14u	240	252	265	278	292	120	800	60	80%	14,304	14,995	15,721	16,483	17,283	
Freedom Classic (10 ages)	240	252	265	278	292	120	-	30	60%	5,184	5,443	5,715	6,001	6,301	
WWBA National Championship 18u	160	168	176	185	194	160	400	50	80%	10,440	10,952	11,490	12,054	12,647	
WWBA National Championship 11u	400	420	441	463	485	160	500	60	80%	33,720	35,256	36,889	38,562	40,340	
WWBA National Championship 16u	400	420	441	463	485	160	500	60	80%	33,720	35,256	36,889	38,562	40,340	
WWBA National Championship 15u	360	378	397	417	438	150	200	60	80%	27,120	28,416	29,777	31,206	32,706	
PG World Series (6 ages)	200	210	221	232	243	160	400	40	80%	11,040	11,552	12,090	12,654	13,247	
Texas World Series (5 ages)	120	126	132	139	146	120	500	40	80%	4,808	5,038	5,280	5,534	5,801	
Texas World Series (5 ages)	120	126	132	139	146	120	500	40	80%	4,808	5,038	5,280	5,534	5,801	
Back to School 8u/10u (10 ages)	112	118	123	130	136	120	100	20	60%	1,633	1,713	1,798	1,887	1,980	
End of Summer Classic (10 ages)	112	118	123	130	136	120	100	20	60%	1,633	1,713	1,798	1,887	1,980	
Fall Tournaments and Events															
Labor Day Classic (10 ages)	240	252	265	278	292	120	500	30	80%	7,062	7,408	7,770	8,152	8,552	
WWBA South Qualifier (10 ages)	112	118	123	130	136	120	500	30	80%	3,376	3,537	3,706	3,884	4,071	
WWBA Freshman World Championship	128	134	141	148	156	120	200	40	80%	5,715	5,961	6,219	6,490	6,774	
WWBA Sophomore World Championship	128	134	141	148	156	150	200	40	80%	6,944	7,251	7,574	7,912	8,268	
WWBA Underclass World Championship	240	252	265	278	292	160	500	40	80%	14,288	14,902	15,548	16,225	16,936	
WWBA World Championship	112	118	123	130	136	100	1,000	40	80%	11,168	11,526	11,903	12,298	12,713	
WWBA 14u World Championship	112	118	123	130	136	120	100	40	80%	4,701	4,936	5,142	5,379	5,628	
WWBA 15u World Championship	112	118	123	130	136	120	200	30	80%	3,266	3,447	3,616	3,794	3,981	
Halloween Bash (10 ages)	112	118	123	130	136	120	-	20	60%	1,613	1,693	1,773	1,867	1,960	
Fall World Series (6 ages)	112	118	123	130	136	100	-	20	60%	1,792	1,882	1,976	2,074	2,178	
Veterans Day Classic (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Fall Elite (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Turkey Day Classic (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Winter Tournaments and Events															
South Fall Select (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Snowfall Classic (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Christmas Bash (10 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Season Opener (10 ages)	112	118	123	130	136	120	-	20	60%	1,613	1,693	1,776	1,867	1,960	
MLK Championships (10 ages)	112	118	123	130	136	120	200	30	60%	2,479	2,580	2,727	2,881	3,001	
Texas Winter Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Texas Winter Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
South Winter Select (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Cupid Classic (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Presidents Day Challenge (6 ages)	112	118	123	130	136	100	-	30	60%	2,016	2,117	2,223	2,334	2,450	
South Winter Elite (6 ages)	112	118	123	130	136	100	-	20	60%	1,344	1,411	1,482	1,556	1,634	
Total Number of Room Nights										261,386	273,567	286,357	299,796	313,887	

## CASE STUDY - CEDAR PARK, TEXAS

THE SPORTS FACILITIES  
ADVISORY  
COMPANIES



## PERFECT GAME NON-LOCAL VISITATION

NATIONAL TOURNAMENT AND EVENTS COMPLEX - CEDAR PARK, TEXAS

**NON-LOCAL VISITATION**  
982,962 IN YEAR 5

**LOCATION**  
CEDAR PARK, TEXAS

### PG COMPARABLES

- COBB COUNTY, GA
- LEE COUNTY, FT. MYERS, FL
- PALM BEACH COUNTY, FL
- HOOVER MET COMPLEX, AL

PERFECT GAME'S NON-LOCAL VISITATION IS BASED ON VISITS TO TOURNAMENTS AND EVENTS THAT ARE BEYOND A MARKETPLACE DRIVE TIME TO THE COMPLEX.

NON-LOCAL VISITORS ARE THE DRIVERS OF DIRECT SPENDING TO THE MARKETPLACE AS IT RELATES LODGING, DINING, ENTERTAINMENT, RETAIL AND ENTERTAINMENT.

THE ANALYSIS ACCOUNTS FOR THE LENGTH OF STAY BASED ON THE EVENT AND THE ESTIMATED PERCENT OF NON-LOCAL PARTICIPATION THAT IS ANTICIPATED FOR EACH EVENT FOR EACH YEAR. FOR THE PURPOSE OF THIS ANALYSIS THE PERCENTAGE OF NON-LOCAL VISITATION BASED ON THE EVENT MIX WILL RANGE FROM 60-80%

## PERFECT GAME NON-LOCAL VISITATION

SPORTS FACILITIES  
**ADVISORY**

Event Type	Number of Unique Visitors				Event Length	Days per Non-Local	Percent Non-Local	Non-Local Visitor Days				
	Year 1	Year 2	Year 3	Year 4	Year 5			Year 1	Year 2	Year 3	Year 4	Year 5
<b>Spring Tournaments and Events</b>												
Texas Spring Select (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Texas Spring Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
St Paltys Day Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
South Spring Select (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
April Fools Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
South Spring Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Easter Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	20	20	60%	4,637	4,869	5,112	5,368
Texas Spring World Series (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
South Spring World Series (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Mothers Day (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Texas Shootout (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
South Shootout (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Memorial Day Classic (10 ages)	9,520	9,994	10,492	11,014	11,563	40	30	80%	22,848	23,966	25,180	26,434
<b>Summer Tournaments and Events</b>												
Texas Select Championships (10 ages)	4,434	4,655	4,887	5,131	5,387	40	30	60%	7,981	8,379	8,797	9,236
Texas Elite Championships (10 ages)	4,434	4,655	4,887	5,131	5,387	50	40	60%	10,642	11,172	11,730	12,315
End of School Classic (10 ages)	4,434	4,655	4,887	5,131	5,387	50	40	60%	10,642	11,172	11,730	12,315
WWBA National Championship 14u	9,560	10,034	10,532	11,054	11,603	80	60	80%	45,888	48,163	50,562	53,061
Freedom Classic (10 ages)	9,480	9,954	10,452	10,974	11,523	40	30	60%	17,064	17,817	18,613	19,764
WWBA National Championship 18u	8,360	8,776	9,213	9,671	10,153	70	50	80%	33,440	35,104	36,881	38,686
WWBA National Championship 17u	21,300	22,340	23,432	24,576	25,783	80	60	80%	102,240	107,232	112,474	117,977
WWBA National Championship 16u	21,300	22,340	23,432	24,576	25,783	80	60	80%	102,240	107,232	112,474	117,977
WWBA National Championship 15u	17,120	17,966	18,854	19,787	20,766	80	60	80%	82,176	86,237	90,591	94,978
PG World Series (5 ages)	10,600	11,120	11,666	12,239	12,841	50	40	80%	33,920	35,584	37,331	39,166
Texas World Series (5 ages)	4,790	5,027	5,276	5,537	5,811	50	40	80%	15,328	16,086	16,883	17,719
Texas World Series (5 ages)	4,790	5,027	5,276	5,537	5,811	50	40	80%	15,328	16,086	16,883	17,719
Back to School Brawl (10 ages)	4,434	4,655	4,887	5,131	5,387	30	20	60%	5,321	5,586	5,865	6,158
End of Summer Classic (10 ages)	4,434	4,655	4,887	5,131	5,387	30	20	60%	5,321	5,586	5,865	6,158
<b>Fall Tournaments and Events</b>												
Labor Day Classic (10 ages)	9,530	10,004	10,502	11,024	11,573	40	30	60%	22,872	24,010	25,284	26,648
WWBA South Outlier (10 ages)	4,474	4,695	4,927	5,171	5,427	40	30	80%	10,738	11,268	11,836	12,441
WWBA Freshman World Championship	5,256	5,509	5,774	6,053	6,346	50	40	80%	16,819	17,628	18,478	19,369
WWBA Sophomore World Championship	6,216	6,517	6,833	7,164	7,512	50	40	80%	19,891	20,854	21,884	22,926
WWBA Underclass World Championship	12,980	13,604	14,259	14,947	15,670	50	40	80%	41,536	43,533	45,629	47,831
WWBA World Championship	7,944	8,291	8,656	9,039	9,440	50	40	80%	25,421	26,532	27,698	28,923
WWBA 14u World Championship	4,524	4,745	4,977	5,221	5,477	50	40	80%	14,477	15,185	15,928	16,708
WWBA 13u World Championship	4,444	4,665	4,897	5,141	5,397	40	30	80%	10,666	11,196	11,764	12,339
Halloween Bash (10 ages)	4,424	4,645	4,877	5,121	5,377	30	20	60%	5,309	5,574	5,863	6,146
Fall World Series (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	80%	6,182	6,492	6,816	7,157
Veterans Day Classic (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
South Fall Elite (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Turkey Day Classic (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
<b>Winter Tournaments and Events</b>												
South Fall Select (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Texas Snowfall Classic (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Christmas Bash (10 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Season Opener (10 ages)	4,424	4,645	4,877	5,121	5,377	30	20	60%	5,309	5,574	5,863	6,146
MLK Championships (10 ages)	4,444	4,665	4,897	5,141	5,397	40	30	60%	7,999	8,397	8,815	9,254
Texas Winter Select (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Texas Winter Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
South Winter Select (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Cupid Classic (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
Presidents Day Challenge (6 ages)	3,864	4,057	4,260	4,473	4,697	40	30	60%	6,955	7,303	7,668	8,052
South Winter Elite (6 ages)	3,864	4,057	4,260	4,473	4,697	30	20	60%	4,637	4,869	5,112	5,368
<b>Total Number of Non-Local Visitor Days</b>									811,198	851,049	892,893	936,629

## CASE STUDY - CEDAR PARK, TEXAS

SPORTS FACILITIES  
**COMPANIES**



## PERFECT GAME ECONOMIC IMPACT

NATIONAL TOURNAMENT AND EVENTS COMPLEX - CEDAR PARK, TEXAS

### ECONOMIC IMPACT

**\$132.6 MM IN DIRECT SPENDING**

### LOCATION

**CEDAR PARK, TEXAS**

### PG COMPARABLES

- COBB COUNTY, GA
- LEE COUNTY, FT. MYERS, FL
- PALM BEACH COUNTY, FL
- HOOVER MET COMPLEX, AL

PERFECT GAME'S ECONOMIC IMPACT IS ANCHORED BY MORE THAN 8,810 TEAMS ON AN ANNUAL BASIS AT MATURITY (YEAR 5).

AN ESTIMATE OF DIRECT SPENDING BY NON-LOCAL VISITORS (BASED ON AN AVERAGE ADE/PER PERSON SPEND OF \$135.00) WILL RANGE FROM AN ESTIMATED ECONOMIC IMPACT OF \$109.5 MILLION DOLLARS IN YEAR ONE TO MORE THAN \$132.6 MILLION DOLLARS IN YEAR FIVE FOR THE REGIONAL MARKETPLACE.

NOTE: NO INDIRECT OR INDUCED SPENDING HAS BEEN FACTORED IN TO THIS ANALYSIS.

## PERFECT GAME ECONOMIC IMPACT ANALYSIS

SPORTS FACILITIES  
**ADVISORY**

Number of Teams Per Year					
	Year 1	Year 2	Year 3	Year 4	Year 5
Spring Tournaments and Events	1,584	1,663	1,746	1,834	1,925
Summer Tournaments and Events	2,800	2,940	3,087	3,241	3,403
Fall Tournaments and Events	1,632	1,714	1,799	1,889	1,984
Winter Tournaments and Events	1,232	1,294	1,358	1,426	1,498
<b>Total Number of Teams Per Year</b>	<b>7,248</b>	<b>7,610</b>	<b>7,991</b>	<b>8,390</b>	<b>8,810</b>
Non-Local Days and Room Nights Per Year					
	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	811,198	851,049	892,893	936,829	982,962
Room Nights	261,386	273,567	286,357	299,786	313,887

### Total Economic Impact - Sensitivity Analysis

	Year 1	Year 2	Year 3	Year 4	Year 5
Non-Local Days in Market	811,198	851,049	892,893	936,829	982,962
\$100 Average Daily Expenditure	\$ 81,119,800	\$ 85,104,920	\$ 89,289,296	\$ 93,682,891	\$ 98,296,165
\$115 Average Daily Expenditure	\$ 93,287,770	\$ 97,870,658	\$ 102,682,690	\$ 107,735,324	\$ 113,040,590
\$135 Average Daily Expenditure	\$ 109,511,730	\$ 114,891,642	\$ 120,540,550	\$ 126,471,903	\$ 132,699,823
\$150 Average Daily Expenditure	\$ 121,679,700	\$ 127,657,380	\$ 133,933,944	\$ 140,524,336	\$ 147,444,248
<b>\$165 Average Daily Expenditure</b>	<b>\$ 133,847,670</b>	<b>\$ 140,423,118</b>	<b>\$ 147,327,338</b>	<b>\$ 154,576,770</b>	<b>\$ 162,188,673</b>

Non-Local Visitation is assumed to be any player, coach, parent and/or scout attending an event from outside of a 90-minute drive time radius.

The Total Economic Impact – Sensitivity Analysis assumes a spending range of between \$100 per person to \$165 per person. For example, the assumption of an Average Daily Expenditure (ADE) of \$135 is the estimated per person spending per day on lodging, food, entertainment, transportation and retail.