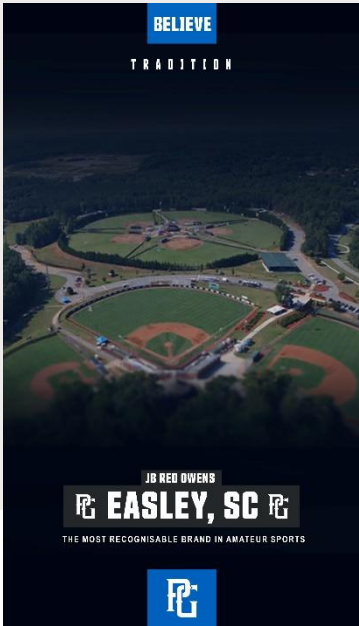




MUNICIPALITY PARTNERSHIP PROPOSAL

DATE CREATED :
SEPTEMBER 22, 2025

CREATED FOR :
THE CITY OF EASLEY



PROJECT DESCRIPTION

PROJECT DETAILS

TOURISM DEVELOPMENT

THE CLIENT :
THE CITY OF EASLEY

TIMELINE :
SIX (6) MONTHS

PROJECT BRIEF

To propose the installation of turf on all eight (8) baseball & softball fields at JB "Red" Owens. This public-private partnership aims to boost tourism, create jobs, & offer a new hotel & entertainment amenities such as casinos & water parks (where permitted by law).

OBJECTIVE / GOALS

Economic Impact: Boost tourism and tournaments, creating new jobs.
Enhance Recreation: Improve the quality and usability of for the community.
Provide New Amenities: Offer more hotels & entertainment options to make the City of Easley a destination.

WORKFLOW

02

STEP 1 PLANNING & ADVISORY	The SFC to provide a feasibility study, master planning, operational setup, staffing, programming, maintenance, and project management.
STEP 2 FINANCING & INVESTMENT	VICI Properties to provide the capital for the new turf, and where permissible, the hotel and casino assets for tourism development project.
STEP 3 DEVELOPMENT	LyonJay is tasked with the construction of the new turf baseball and softball facility, hotel, and supporting amenities under the oversight of the SFC.
STEP 4 COMMUNITY IMPACT	Perfect Game to provide year-round programming and direct national baseball and softball traffic to promote tourism.

PARTNER CONTRIBUTIONS & STRENGTHS

03

SPORTS FACILITIES COMPANY
Core Strengths & Role in Project

As a national leader in sports facility development & management, the SFC handles all aspects of venue success, from feasibility studies and master planning to \$15 billion in funding and planning along with full operational management of 90+ properties.

LYONJAY
Core Strengths & Role in Project

LyonJay's expertise includes construction management, and property oversight with a large track record in scaling commercial projects that cover land acquisition, permitting, infrastructure, & construction of hotels, sports facilities & other amenities.

VICI PROPERTIES (NYSE: VICI)
Core Strengths & Role in Project

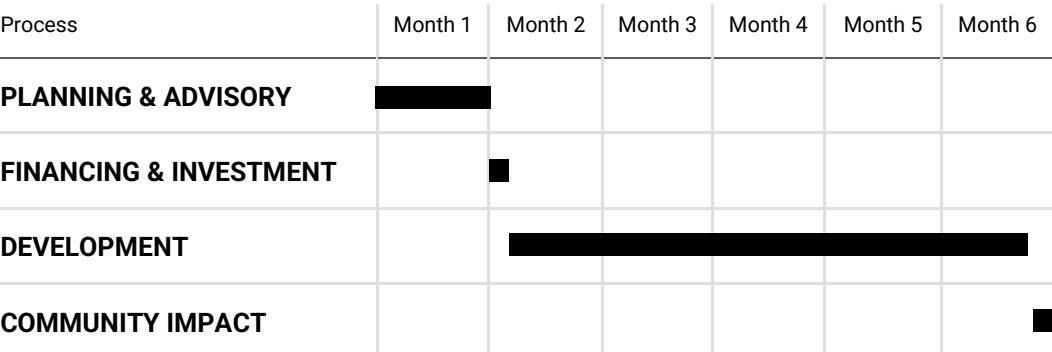
As an S&P 500 REIT with a \$50B+ portfolio, VICI specializes in gaming (MGM Grand, Caesars Palace, Venetian Resort) & other hospitality, and experiential real estate. Vici provides capital investment & management for hotels, casinos & sports facilities.

PERFECT GAME INC. (SEC)
Core Strengths & Role in Project

The world's largest organizer of amateur baseball & softball tournaments. PG provides tournaments, leagues, and showcases, along with robust branding and marketing, will consistently direct national traffic to this complex.

PROJECT TIMELINE

04



TURF INVESTMENT BREAKDOWN

05

NO	DESCRIPTION	PRICE
1	Land & Site Preparation	\$500,000
2	Field Construction & Turf Installation	\$5,500,000
3	Support Infrastructure & Amenities	\$1,000,000
4	Exterior and Aesthetic Components of the Complex	\$1,000,000
TOTAL		\$8,500,000

WHY PARTNER WITH US

06

A TURNKEY, LOW-RISK PARTNERSHIP MODEL

Our partnership offers a turn-key solution for JB Red Owens new sports complex.

GUARANTEED ECONOMIC IMPACT & NATIONAL BRANDING

Sports tourism partnership will create a significant economic boost for the community.

A HOLISTIC, COMMUNITY- FOCUSED APPROACH

This partnership builds a sustainable community asset, not just a sports complex.

NEXT STEPS

07

1. FORM A WORKING GROUP

Establish a joint working group with representatives from the City of Easley, SFC, LyonJay, and Perfect Game. This group will define roles, set a clear agenda, and establish a regular meeting schedule to ensure all partners are aligned from the beginning of this project.

2. EVALUATION PROCESS

The working group will follow a structured process to ensure a thorough evaluation of the three (3) field & five (5) fields existing infrastructure. They will present a detailed report recommending the most suitable site for development to The City of Easley.

3. FEASIBILITY STUDIES

Commissioning a feasibility study is a crucial step with the data needed to make informed decisions. Conducting a series of studies (feasibility, economic impact, and market demand) to validate the project's viability and potential returns.

4. FINANCIAL STRUCTURE

Defining the financial structure is one of the most critical steps in the project's development. This process determines how the multi-million-dollar venture will be funded by VICI Properties for the turf, amenities and other capital improvements.

5. COMMUNITY ENGAGEMENT

Create a plan to solicit public feedback and incorporate it into the design and programming of the facility. Developing a robust community engagement process is essential to ensure the project meets the needs of residents and earns public support and trust.

6. FORMALIZE AGREEMENTS

Begin the process of drafting and negotiating formal agreements and contracts between the municipality and the partners to finalize the terms of the public-private partnership while defining the rights, responsibilities, and obligations of every party involved.

CONTACT INFORMATION

08

JK JAY	JK@LYONJAY.COM	(864) 477-9256	LYONJAY, PARTNER
FULL NAME	EMAIL	CELL PHONE	COMPANY / POSITION
DOMINICK J. FERRARO	DFERRARO@PERFECTGAME.ORG	(646) 402-2756	PERFECT GAME, PARTNER
FULL NAME	EMAIL	CELL PHONE	COMPANY / POSITION



SPORTS FACILITIES COMPANIES

ADVISORY TO THE DEVELOPMENT OF 367 RECREATION FACILITIES

**SPORTS FACILITY PLANNING
DEVELOPMENT OVERSIGHT
OPERATIONS & ADVISORY
PROGRAMMING & RISK MANAGEMENT**

ATLANTA, GEORGIA

30 MILLION+ ANNUAL GUESTS

485K HOTEL STAYS IN THE SFC PORTFOLIO

4,000+ OPERATORS & EXPERTS ON THE SFC TEAM

FACILITY ADVISORY	53	367
DEVELOPMENT MANAGEMENT	79	

OPERATIONAL PLANNING

\$15 BILLION IN PLANNING & FUNDING



LYONJAY

EXECUTES & CONSTRUCTS THE COMPLEXES AND HOTELS

**REAL ESTATE DEVELOPMENT
SPORTS FACILITY CONSTRUCTION
PROPERTY MANAGEMENT**

GREENVILLE, SOUTH CAROLINA

100K+ UNITS DEVELOPED

11 STATES

4,000+ IN THE DEVELOPMENT PIPELINE

DEBT EQUITY	\$1 BILLION
CURRENT PORTFOLIO	\$500 MILLION

SITE DEVELOPMENT



VICI PROPERTIES INC.

CAPITAL PROVIDER & INVESTOR (PUBLICALLY TRADED CO.)

**INVESTS IN AND FINANCES
SPORTS FACILITIES &
EXPERIENTIAL AMENITIES
NEAR SPORTS COMPLEXES**

NEW YORK, NEW YORK (NYSE: VICI)

50 BILLION+ IN ASSETS

OWNS 3 ICONIC ENTERTAINMENT FACILITIES

MGM GRAND, CAESARS PALACE, VENTURIAN RESORT & OTHERS

HOTEL ROOMS	60,300
RESTAURANTS	500
EXPERIENTIAL PROPERTIES	93

VENTURE CAPITAL



PERFECT GAME INC. (PG SEC)

BASEBALL & SOFTBALL TOURNAMENTS & YOUTH ENGAGEMENT

**DRIVE PROGRAMMING OF
BASEBALL & SOFTBALL
TOURNAMENTS, SHOWCASES
& RECREATIONAL LEAGUES**

UPSTATE, SOUTH CAROLINA

2 MM+ ANNUAL PARTICIPANTS

34K TEAMS HOSTED IN SOFTBALL & BASEBALL OVER 6 STATES

10,000+ INDIVIDUAL PLAYERS WITH 60% FROM OUT OF STATE

EVENTS NATIONAL VIEWS & OUTREACH	10K
EVENTS HOSTED	1+ BILLION ANNUALLY
	10K OVER 42 STATES

COMMUNITY PROSPERITY

REVENUE GENERATION, ECONOMIC IMPACT & COMMUNITY DEVELOPMENT