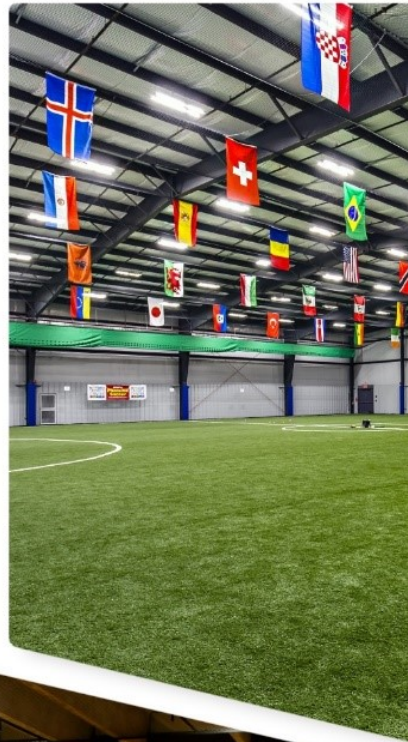


INDOOR/OUTDOOR SPORTS FACILITY MARKET FEASIBILITY REPORT

Prepared for:
McCracken County, KY

Paducah, Kentucky
January 2020

PI Sports, LLC
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PINNACLE
INDOOR SPORTS
Facility Development, Marketing & Management



January 2020

To Deputy Judge Executive Steve Doolittle:

This is the final report regarding the market feasibility study we performed for a proposed indoor/outdoor sports facility in the McCracken County/Paducah, KY, market. The attached document summarizes our research and analyses and is intended to assist you in making informed decisions regarding the future of the facility.

The conclusions contained in this report are based on the estimates, assumptions and other information developed from our research of the market, our knowledge of similar sports complexes and our experience operating our own facilities. We analyzed all the information provided to us, including the management of competitive/comparable facilities in your market; local and regional sports organizations; demographic characteristics of the defined market; and other sources. We then applied our years of experience to provide you with our best professional recommendations.

We sincerely appreciate the opportunity to assist you with this project and would be happy to be of further assistance in the interpretation and application of the study's findings. After you've had time to digest the findings of this report, we recommend a follow-up conference call to answer any outstanding questions you might have.

Thank you for choosing Pinnacle.

Norm Gill
Pinnacle Indoor Sports
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Executive Summary

McCracken County, KY, is seeking to understand the need and opportunity for the development of an indoor and outdoor sports facility in the McCracken County/Paducah market. Pinnacle Indoor Sports (referred to as “Pinnacle” throughout) was retained to conduct a thorough study to determine such a facility’s feasibility.

Findings

Pinnacle interviewed representatives from local and regional organizations — the great majority of whom cited a need and/or desire for an indoor and outdoor sports facility in the McCracken County/Paducah market. Pinnacle also studied current market conditions and demographics, as well as evaluated existing multipurpose sports facilities.

As a result of this research, Pinnacle determined that unmet facility demand exists in the McCracken County/Paducah area for the following sports and activities:

- Outdoor baseball, softball and soccer (synthetic turf)
- Indoor youth volleyball
- General facility rentals
- Seasonal camps and clinics
- Outdoor batting cages
- Sport-specific and general speed-and-agility training

While Pinnacle’s recommendation does not include construction of a new indoor sports facility (see “Recommendation” on page 41), four major factors emerged to indicate that a new **outdoor sports facility** in the McCracken County/Paducah market is likely to succeed. They include:

- **Central regional location.** The regional population of this area (based on a five-hour drive time) is estimated to change from 22,213,270 to 23,125,468 between 2010 and the current year, resulting in a growth of 4.1%. Over the next five years, the population is projected to grow by another 2.1%.
- **Heightened public interest.** Of particular note are representatives from area soccer organizations and regional soccer, baseball and softball tournament promoters, who indicated interest in forging strategic partnerships with the operator of a new outdoor sports facility to help ensure its success. That said, price points would need to align with local and regional market rates.

- **Increasing household growth.** The number of households in the region is on the rise.
- **A lack of synthetic outdoor turf fields in the market.** The proposed complex would offer programming opportunities and a fuller schedule than any competing natural grass facilities in the area.

There are no guarantees of success in the development of an indoor or outdoor sports facility, and it must be noted that this is a study of conditions as they exist today and compared with similar situations Pinnacle has observed in other communities.

For more information, see “Recommendation” on page 41, as well as “Exhibit I — Selected Interview Notes.”



Study Overview

As referenced in the Executive Summary, Pinnacle was commissioned by McCracken County to assess the feasibility of building an indoor/outdoor sports facility in the McCracken County/Paducah, KY, market. Pinnacle's charge was to determine the feasibility of an appropriately designed sports facility with the following goals:

1. Evaluate demand and market support for an indoor and outdoor sports development.
2. Recommend the most beneficial programming mix to balance the largest number of participants and highest revenue generation for the facility.
3. Provide design specifications for the right-size facility, based on utilization projections, that would put it ahead of local competition.

Assumptions

This study's recommendations and conclusions are based on the following eight assumptions:

1. That information received from all sources is accurate and complete.
2. That the supply of these types of facilities in the local and regional market area will not differ significantly from what already exists in the area today.
3. That the general national, state and regional economic outlook will not change markedly in the near to intermediate future.
4. That if a facility is developed, competent and professional management will be engaged to operate and market the facility and its offerings.
5. That land on which to develop outdoor fields is readily available at a reasonable cost.
6. That multiple strategic partnerships with local soccer groups, as well as other sports organizations, will be forged to establish a mix of league play, instructional classes, clinics and camps, as well as tournaments.
7. That user fees will be competitive with fees established by existing facility operators.
8. That operational performance will not be burdened by debt or repayment of capital costs.

Research Team

The study and resulting recommendations were conducted by Pinnacle Indoor Sports. Pinnacle is an industry leader in the development of sports complexes and recreational facilities in the United States.

As industry leaders in youth and amateur-based sports complexes and recreational/community facilities, Pinnacle was founded in 2000 by the principals of Soccer Blast International to provide consulting services for new and existing indoor sports facilities.



Facility Development, Marketing & Management

Pinnacle's unmatched experience pools the exceptional and diversified backgrounds of the principals and additional full-time specialized staff. Pinnacle currently has offices in Louisville, KY; Eau Claire, WI; and Toronto, Canada.

The leadership team for Pinnacle is comprised of principals Norm Gill (Managing Partner), Lisa Gill (Partner) and Sam Migliano (Partner). Pinnacle provides a wealth of resources, experience and expertise related to both indoor and outdoor sports facility projects. From initial planning and strategy sessions to detailed financial and economic impact analysis to development, construction and operations, Pinnacle has extensive experience in private developments, public recreation projects, municipal projects, sports tourism and economic development.

Pinnacle is called upon to assist clients with the planning, development and operation of new facilities, as well as optimization of services for existing programs. The company has conducted more than 350 market studies across the United States and Canada since 2000.

Facility recommendations are always specific to the community/market analyzed, and there are no predetermined templates applied to any situation.

Site Visit

In December 2019, Pinnacle partner Sam Migliano visited McCracken County to assess the local and regional sports markets as they relate to the development of a new indoor sports and outdoor sports facility in the area. He conducted in-person interviews with individuals representing several local groups, as well as additional telephone and email interviews.

Research

Research conducted for this study included interviews with the following 24 groups:

- City of Paducah Parks & Recreation Department
- Elite Athletic Academy (Volleyball)
- Game 7 Baseball (Event Operator)
- Junior Volleyball Association
- Kentucky USA Wrestling
- Kentucky USSSA Baseball
- Kentucky USSSA Softball
- Kentucky Youth Soccer Association
- Lone Oak Youth Baseball and Softball
- McCracken County Mustangs Volleyball
- McCracken County Public School System
- McCracken County Youth Soccer Association
- National Softball Association (NSA) – Kentucky
- NXT Lacrosse (Event Operator)
- Paducah Convention & Visitors Bureau
- Paducah McCracken Convention Center
- Paducah Regional Sports Plex
- Paducah Tilghman High School
- Pumas Futbol Club
- Soccer Management Company (Event Operator)
- USA Volleyball - Pioneer Region
- Victory Events (Lacrosse Event Operator)
- West Kentucky Volleyball Club
- Zero Gravity Basketball (Event Operator)

A review of the area's existing facilities also was conducted. Additionally, Pinnacle performed a demographics analysis of the market and compared it to other markets with successful municipal indoor and outdoor facilities. Finally, a review of national, regional and local sports organization participation rates and trends was undertaken.

Methodology

The methodology employed by Pinnacle in conducting this market feasibility study includes a review of quantitative and qualitative data from local and regional sources.

Quantitative Data

This review includes a search of primary and secondary sources to define the McCracken County/Paducah market relative to the stated objectives and provide lines of inquiry for the next stage of qualitative research.

Specifically, the quantitative research phase gathered information on local, regional and national usage of indoor venues by sports and recreation groups, as well as a demographic study of the defined market.

Additional data gathered provides indications regarding local and regional sports activity trends. The quantitative research provides the following information:

- Regional and local trends in sports participation by targeted sports and activities
- Trends in size and type of indoor facilities by targeted sports in similar communities
- Disposable income/recreational spending patterns by local user groups

Both onsite and offsite research was conducted. Research began within the McCracken County/Paducah area, examining current recreational sports user groups, as well as sports organizations in the extended market outside the immediate area. The information obtained allowed for assessment of the area's sports venue needs and projected participation patterns of each group.

A wider regional data search using Internet sources, industry websites and publications, and personal contacts was included to evaluate the potential regional draw for special events such as tournaments and other activities. Regional sports and recreation groups were identified and inventoried based on the organizations' number of participants, current activities, facility utilization and participation statistics.

The local and regional demographics were analyzed using the most recent data from Environics Analytics, based on U.S. Census Bureau data (see "Attachment — Detailed Demographics Reports" for background).

Qualitative Data

Qualitative data research seeks to provide information beyond facts, such as personal descriptions/observations, user group intentions and industry trends gathered via personal interactions with potential user groups and area insiders. Focused research was used to explore and understand the real need for (and potential users of) a new facility. The qualitative research phase probed the following:

1. What user groups would benefit from a new indoor and outdoor sports facility?
2. What sports and activities do the potential user groups represent?
3. What utilization rate (number of hours) is desired by identified user groups?
4. What time parameters (hours of day, days of week, times of year) are most desired by user groups for facility usage?
5. What types of venues are needed (synthetic turf, hard court)?
6. What size venue is desired/needed by the identified user groups?

To better identify these needs, Pinnacle met with and investigated the following groups:

Group 1: Representatives of local and regional sports associations

Group 2: Operators of existing sports facilities

Group 3: Representatives of nonprofit organizations

Group 4: Representatives of local government

Pinnacle's approach to researching groups was via in-person interviews, telephone interviews and email interviews. Pinnacle introduced the purpose of the study and sought comments on personal, organizational and community needs for the proposed facility as these groups saw them (see "Exhibit I — Selected Interview Notes").

During the interviews, Pinnacle identified potential proponent groups and determined which ones might have interest in and financial capability to play a significant project role.

Senior and junior staff members participated in the collection and analysis of quantitative and qualitative data.

Performance Steps to Assess Feasibility

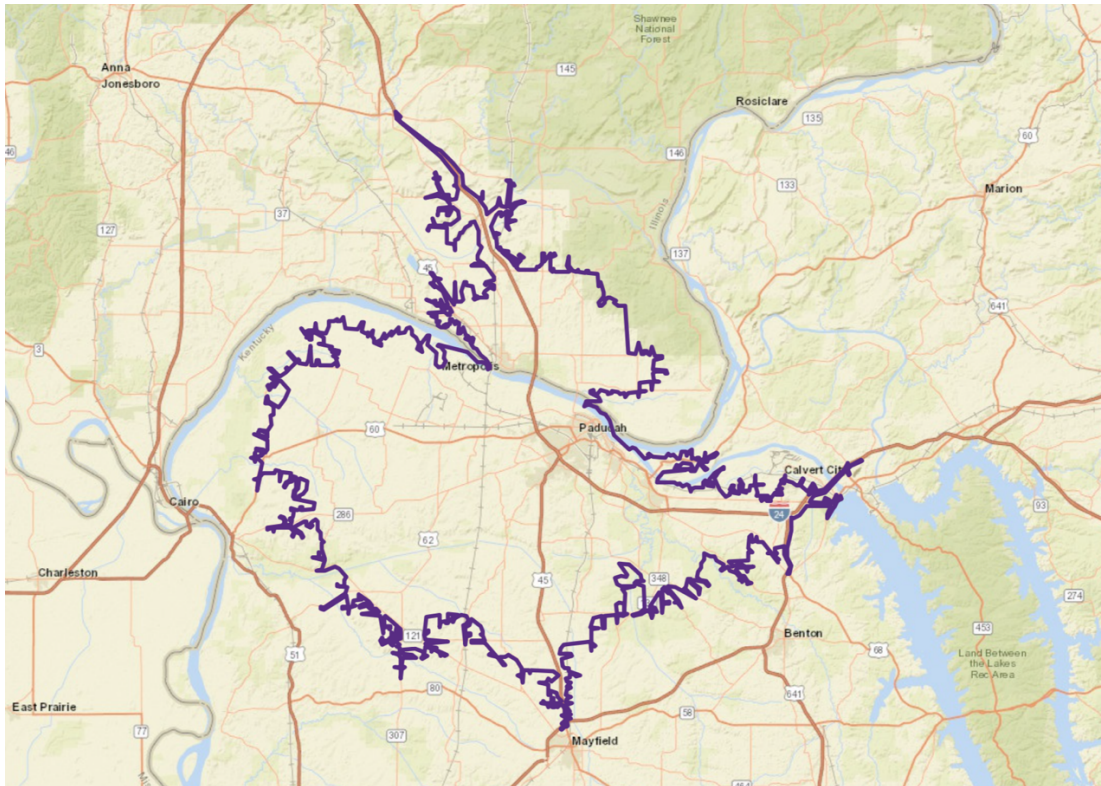
In order to project the financial performance of the facility, Pinnacle Indoor Sports took three internal steps to assess feasibility. Those steps were:

1. Interview the client to understand the vision and goals.
2. Identify areas in which residents are underserved, based on needs and habits.
3. Analyze existing regional service providers and events to identify areas of opportunities to attract traffic from outside the immediate market area.

Market Area Description

Local Market

For the purpose of this report, the local market area is defined as a 30-minute drive-time radius around Paducah, KY (see map below). Certain activities at a new outdoor sports facility — including tournaments, clinics and camps — would likely draw from a broader area. Weekly programming, on the other hand, would draw from a more localized area.



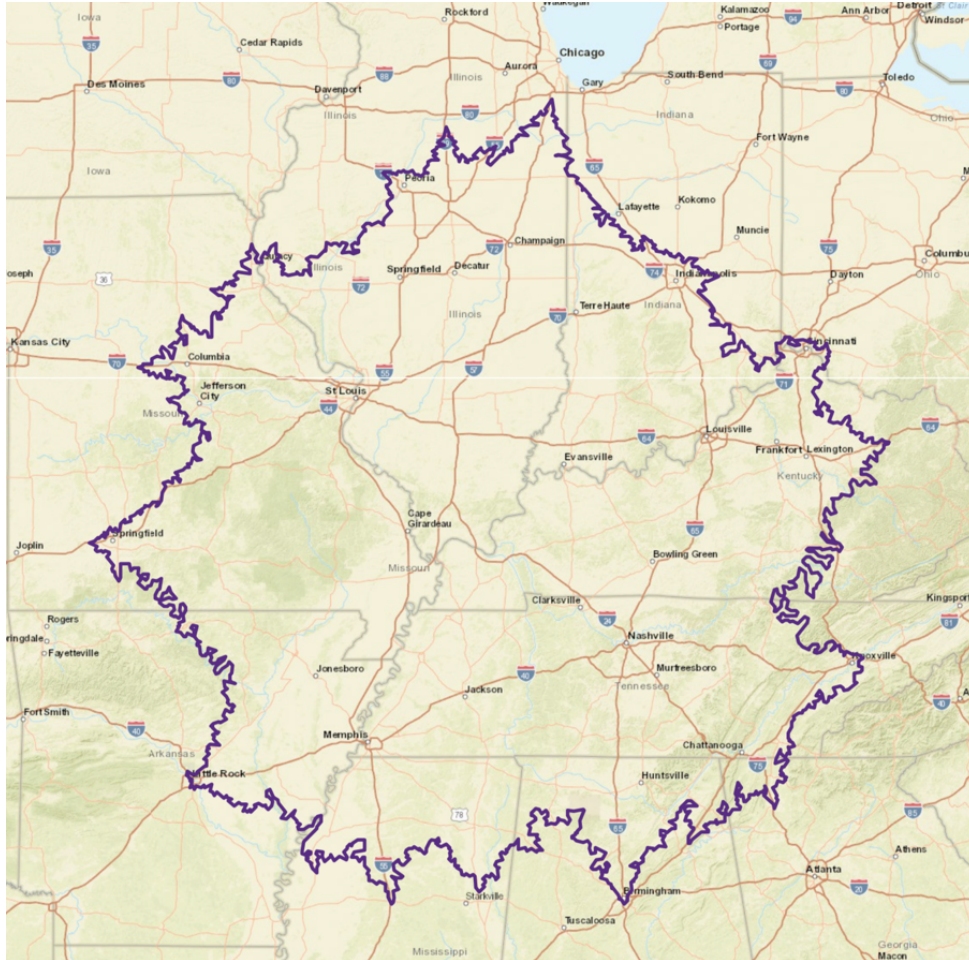
The City of Paducah — the county seat of McCracken County — spans 20 square miles and is located at the confluence of the Tennessee and Ohio rivers in western Kentucky. It is situated halfway between St. Louis to the northwest and Nashville to the southeast. A total of 20 blocks of the city's downtown have been designated as a historic district that is listed on the National Register of Historic Places.

Climate

In Paducah, average temperatures range from a low of 25 degrees Fahrenheit in January to a high of 89 degrees Fahrenheit in July. The city receives an average of 49 inches of rain annually and 7 inches of snow (compared to the U.S. average of 38 inches of rain and 28 inches of snow per year). The number of sunny days per year is 201; the U.S. averages 205 sunny days per year.

Regional Market

The regional market is defined as a driving range of up to five hours from Paducah and encompassing all or parts of Kentucky, Illinois, Missouri, Indiana, Ohio, Tennessee and Alabama (see map below).



Transportation

Interstate 24 is a four-lane freeway that runs west to St. Louis and east to Nashville, with a business loop that intersects downtown Paducah. Other major highways include US 60, which runs east-west through the Paducah business district; US 45, which runs north-south; and US 62, which connects Paducah to Cairo, IL, to the west and Calvert City, KY, to the west.



Travel

Travel distances to Paducah from major communities in the area with substantial sports organizations close enough to visit for tournaments or other events include:

<u>City</u>	<u>Distance</u>	<u>City</u>	<u>Distance</u>
Lone Oak	5 miles	Calvert City	19 miles
Cairo, IL	36 miles	Mount Vernon, IL	99 miles
Owensboro, KY	128 miles	Evansville, IN	33 miles
Nashville, TN	137 miles	St. Louis, MO	175 miles
Memphis, TN	200 miles	Louisville, KY	216 miles

Employment

The top employers in McCracken County/Paducah are in the healthcare, education and government sectors and include Baptist Health Hospital, Lourdes Hospital, Paducah Public Schools and West Kentucky Community and Technical College. McCracken County also is home to several inland marine transportation companies, as well as the headquarters for Dippin' Dots and the Paducah & Louisville Railway.

Unemployment

Between January 2010 and October 2019, the unemployment rate in McCracken County fluctuated, dropping from a high of 10.4% to a low of 4.1%. As of October 2019 — the latest date for which figures are available — the unemployment rate was 4.1%.

Demographic Market Analysis

General Population

The population in the designated McCracken County/Paducah area (see map on page 11) was estimated to change from 98,441 to 96,371 between the 2010 U.S. Census and 2019, a decrease of 2.1%. Over the next five years, the population of the designated market is projected to decrease slightly, by another 0.1%.

By comparison, the U.S. population was expected to increase by 7.0% between 2010 and 2019. That population total is expected to increase by another 3.3% by 2024.



The number of households in the market area was estimated to change from 41,705 to 41,082 between 2010 and 2019, a decrease of 1.5%. Over the next five years, the number of households is projected to decrease slightly, by an additional 1.8%.

By comparison, the number of households in the United States was estimated to increase by 7.5% between 2010 and 2019, and by another 3.4% by 2024.

On the other hand, the population of the designated regional market area (see map on page 12) was estimated to change from 22.2 million to 23.1 million between the 2010 U.S. Census and 2019, an increase of 4.1%. Over the next five years, the population of the designated regional market is projected to increase by another 2.1%.

The number of households in the designated regional market was estimated to change from 8.8 million to 9.2 million between 2010 and 2019 — an increase of 4.5%. That number is projected to increase another 2.2% over the next five years.

Age Distribution

The 2019 median age in the McCracken County/Paducah market was 42.6 years, while the 2019 average age was 42.0 years. In five years, the median age is projected to be 43.1 years.

By comparison, the median age in the United States in 2019 is 38.7, while the average age is 39.6. Five years from now, the U.S. median age is projected to increase to 39.6.

The 2019 median age in the designated regional market was 38.9 years, while the average age was 39.6 years, compared to 38.7 years and 39.6 years, respectively, in the United States.

User statistics in other communities indicate that younger populations are more likely to participate in programs at indoor and outdoor sports facilities.

Ethnic Diversity

Of the McCracken County/Paducah market's estimated 2019 population, 87.1% were White Alone; 8.3% were Black or African American Alone; 0.4% were American Indian and Alaska Native Alone; 0.8% were Asian Alone; 0.0% were Native Hawaiian and Other Pacific Islander Alone; 0.8% were Some Other Race; and 2.4% were Two or More Races.

In the designated regional market, the estimated 2019 demographics looked like this: 77.9% were White Alone; 14.8% were Black or African American Alone; 0.4% were American Indian and Alaska Native Alone; 2.2% were Asian Alone; 0.1% were Native Hawaiian and Other Pacific Islander Alone; 2.3% were Some Other Race; and 2.4% were Two or More Races.

Of the United States' estimated 2019 population, 69.4% were White Alone; 12.8% were Black or African American Alone; 1.0% were American Indian and Alaska Native Alone; 5.9% were Asian Alone; 0.2% were Native Hawaiian and Other Pacific Islander Alone; 7.1% were Some Other Race; and 3.5% are Two or More Races.

The local market's estimated Hispanic/Latino population is 2.6%, while the regional market's estimated Hispanic/Latino population is 5.1%. Both figures are significantly lower than the current estimated Hispanic/Latino population of the United States (19.0%). Generally speaking, adult Hispanics utilize indoor and outdoor sports facilities at a higher-than-average rate for sports such as soccer and futsal. That said, the designated market's lower-than-average Hispanic population is not expected to be a determining factor in the success of a proposed facility in the McCracken County/Paducah market.

Education

An estimated 13.6% of the McCracken County/Paducah area's population over age 25 has earned a Bachelor's Degree, 5.3% has earned a Master's Degree, 1.6% has earned a Professional School Degree and 0.5% has earned a Doctorate Degree.

In the designated regional market, an estimated 17.0% of the population over age 25 has earned a Bachelor's Degree, 7.5% has earned a Master's Degree, 1.7% has earned a Professional School Degree and 1.2% has earned a Doctorate Degree.



By comparison, in the United States, 19.5% of the population over age 25 has earned a Bachelor's Degree, 8.6% has earned a Master's Degree, 2.1% has earned a Professional School Degree and 1.4% has earned a Doctorate Degree.

Income Statistics

The McCracken County/Paducah market's average household income was estimated to be \$73,665 in 2019, while the average household income in the designated region is estimated to be \$78,977. By comparison, the average household income for the United States is estimated at \$93,707.



The McCracken County/Paducah market's average household income is projected to increase to \$81,982 over the next five years, while the average household income in the designated region is estimated to increase to \$87,873 during the same time period. By comparison, the average household income in the United States is projected to increase to \$104,663 during the same time.

Primary Market Area Demographic Summary

Key demographics in the McCracken County/Paducah market and the regional Kentucky/Illinois/Missouri/Indiana/Ohio/Tennessee/Alabama market relating to population numbers, household income and education levels are not in line with those in other communities that support an indoor or outdoor sports facility. But other factors — including regional household growth, local and regional demand, and Paducah's centralized location — suggest that a new multipurpose outdoors sports facility would be well received and successful at the local and regional levels.

The Recreational/Competitive Sports Communities

Between 2013 and 2018, the number of Americans active in a variety of sports — including team sports, fitness sports, outdoor sports and individual sports — increased, according to the Sports & Fitness Industry Association’s 2019 Topline Report.

That national data is in line with what’s happening in the local McCracken County/Paducah and regional markets, based on Pinnacle’s interviews with several representatives from local and regional sports communities. Response to a proposed facility in the area has been overwhelmingly positive. Here is a sampling of comments received:

- *Paducah is in a good location, and I think the market would be a regional draw for events.*

— Kentucky USSSA Baseball



- *We are interested in using a new facility to host five events in the spring, summer and fall.*

— Soccer Management Company (tournament promoter)

- *We have enough outdoor fields for recreational play, but there aren’t any quality fields for regional events. This would be a great opportunity for Paducah.*

— Lone Oak Youth Baseball and Softball



- *There is a major need for quality outdoor fields in McCracken County.*

— McCracken County Youth Soccer Association

- *Our organization would be interested in hosting a national tournament in Paducah if we had access to 20 or 30 courts.*

— Zero Gravity Basketball (tournament promoter)

- *We could host 11 two-day tournaments per year in Paducah.*

— Victory Events (lacrosse tournament promoter)

- *Paducah is centrally located for bigger cities with large volleyball-playing populations.*

— West Kentucky Volleyball Club

Multiple sports communities exist within the target market study area. What follows is a synopsis of six major ones.

Soccer

Youth soccer in the United States is highly structured, with the majority of participants registered through the U.S. affiliates of the sport's global governing body, Federation International de Futbol Association (FIFA). The United States Soccer Federation (USSF) delegates authority over youth soccer to the United States Youth Soccer Association (USYSA) and its member organizations. Formed in 1974 with 100,000 participants, USYSA now registers more than 3 million players between the ages of 5 and 19.

The USYSA affiliate for the target market area is the Kentucky Youth Soccer Association, which counts 40,000 players — the majority of them from Lexington, Louisville and Northern Kentucky. KYSA hosts two recreational tournaments and three competitive tournaments per year, mostly on grass fields in Elizabethtown, Lexington and Bowling Green.



In Kentucky, club soccer is played in the fall from August to November and in the spring from late March to mid-June. High school soccer also is played in the fall, while middle school soccer is played in the spring.

While KYSA does offer an Olympic Development Program, association representatives Adrian Parrish (technical director) and Derek Willis (director of player development) told Pinnacle that KYSA would not use a proposed outdoor complex for training or tournaments — citing location and logistics. They also expressed uncertainty about whether Paducah is capable of emerging as a regional market for soccer events.

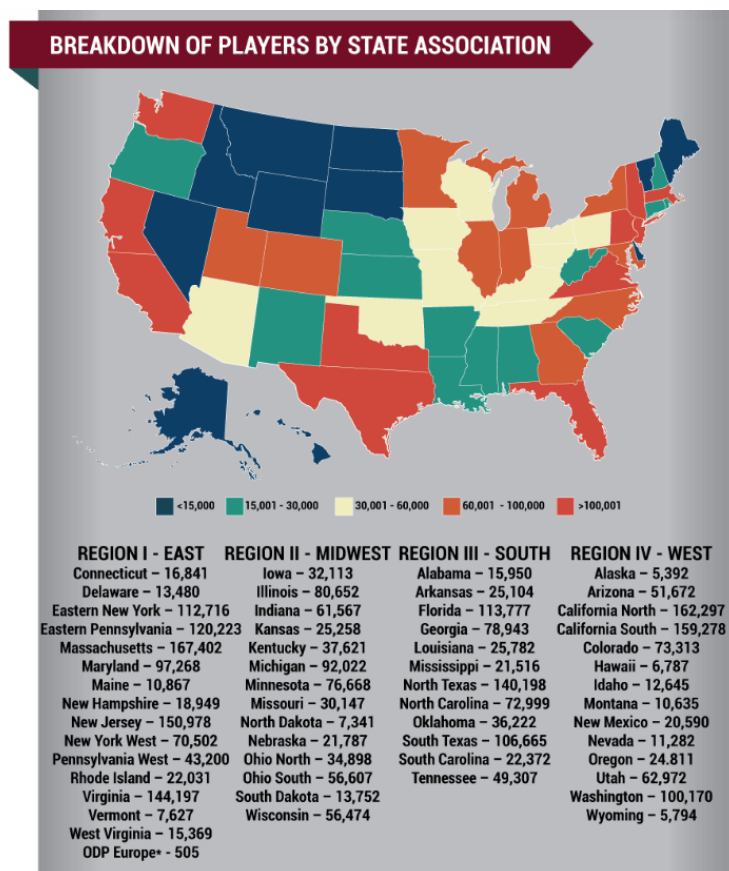
On the other hand, Bryan Stewart and Tara Kolb, president and board member (respectively) of the KYSA-affiliated McCracken County Youth Soccer Association, think Paducah can attract regional tournaments. Currently, the club has almost 400 players and more than 40 teams but does not host tournaments because of the poor quality of the existing outdoor soccer fields at the McCracken County Soccer Complex, which was built on a landfill. MCYSA teams train at the complex for free for about 30 hours per week in the fall and spring. Indoor soccer space is limited, too, according to Stewart and Kolb, who added that the association would participate in leagues, training, camps, clinics and tournaments at a proposed outdoor facility.

Another area club affiliated with KYSA is Pumas Futbol Club, which boasts 21 teams and attracts players from McCracken and Marshall counties. Like officials from the McCracken County Youth Soccer Association, club president Heather Jeffrey and technical director Armando Guell, believe there is a need for additional indoor and outdoor soccer space, and said that Paducah could be a regional tournament draw.

“We can’t host tournaments at the McCracken County Soccer Complex because the quality of fields is so poor.”

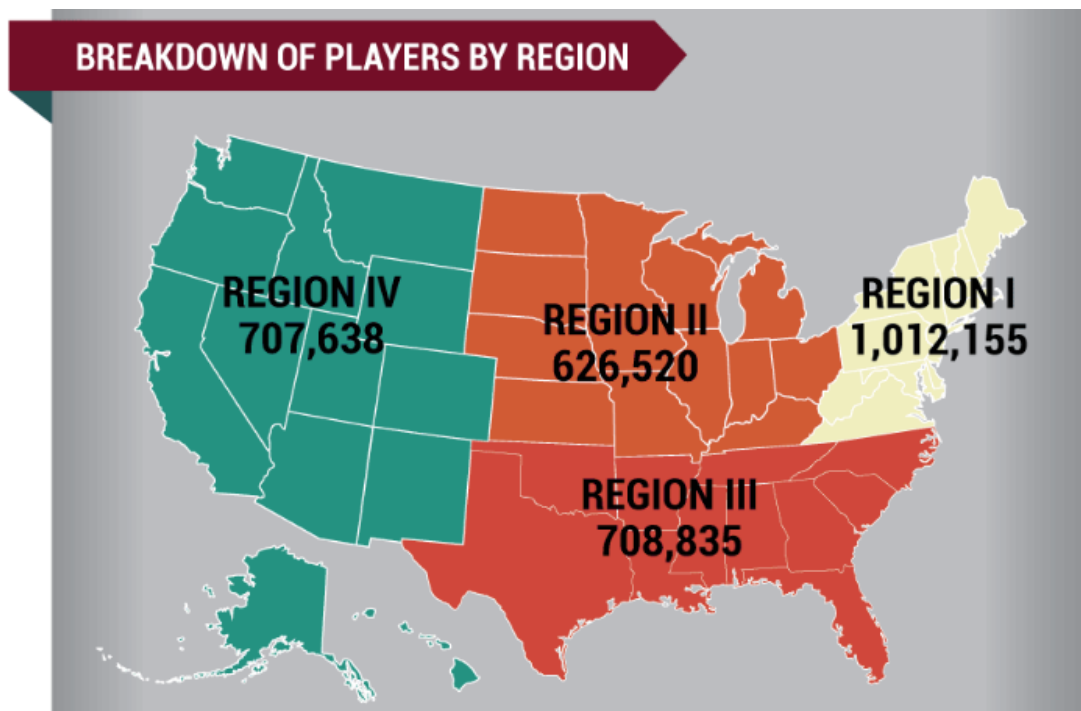
— Bryan Stewart, President, McCracken County Youth Soccer Association

The club trains indoors from November to mid-February at gymnasiums inside multiple schools and churches, making a donation to the facility instead of paying a rental fee. During the outdoor season, teams utilize four fields at the McCracken County Soccer Complex for 20 hours per week. Rental fees are \$10 per player per year. Jeffrey and Guell told Pinnacle they would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities at a proposed outdoor facility, as well as participate in leagues, rentals, camps, clinics and tournaments at the venue.



Source: US Youth Soccer

Meanwhile, Soccer Management Company, which operates 52 tournaments per year in 14 states — including about 15 in the Midwest — also expressed interest in bringing as many as five regional soccer tournaments to a proposed outdoor soccer complex in Paducah in spring, summer and fall. Pat McStay, the company’s tournament director, added that he also would utilize other outdoor fields within a 15-minute drive time in an effort to host an event with 80 to 100 teams. Additionally, he is interested in a contractual arrangement that would guarantee space and reduce the hourly cost of activities at the facility.



Source: US Youth Soccer

Futsal

Futsal is more popular in the Louisville and Northern Kentucky markets than in the Paducah market, and KYSA does not offer futsal opportunities. That said, the sport is gaining a foothold in the Paducah area, according to representatives from the McCracken County Youth Soccer Association.

Adult Soccer

Adult soccer is not popular in the McCracken County/Paducah market, according to the Kentucky Youth Soccer Association, which does not oversee adult play. Representatives from area soccer clubs concurred — although there are indoor and outdoor adult leagues active in the market.

See attached “Exhibit I—Selected Interview Notes” for more information on soccer.

Soccer Summary

The demand for an outdoor soccer facility in the McCracken County/Paducah market is clear, with two of the largest clubs in the area expressing interest in using it for multiple events and activities. The need is magnified by the condition of outdoor fields at the McCracken County Soccer Complex, which was built on a landfill and prevents clubs from hosting tournaments there. Furthermore, a leading soccer tournament promoter (Soccer Management Company) has indicated he would bring as many as five regional soccer tournaments to the Paducah area if new fields were built; other promoters likely would follow Soccer Management's lead and bring their own events to Paducah.

Baseball/Softball

Nationally, the trend toward using synthetic turf for baseball and softball is accelerating, and several tournament promoters Pinnacle interviewed indicated that Paducah could be a major regional draw for tournaments.



The National Softball Association-Kentucky, which runs fast-pitch tournaments in Kentucky from March to November (including two per year in Paducah at municipal facilities with grass fields), indicated he would be willing to host as many as 10 events at the proposed outdoor turf facility if it offered eight softball fields. Jim Piercefield, NSA-Kentucky's Western Kentucky youth director, added he would consider making it the organization's "home" facility and signing a contractual arrangement to guarantee space and reduce the hourly cost of activities.

Similarly, Lori Strode, state director of Kentucky USSSA Softball, told Pinnacle that she would consider hosting one or two weekend events per month between mid-March and late October at a proposed outdoor turf facility that offers a minimum of six fields. Currently, Kentucky USSSA Softball runs more than 30 fast-pitch events per year in Kentucky, with between 10 and 54 teams participating. All fields used by the promoter are grass and mostly owned by local parks and recreation departments; the rental fee is \$70 per field per day.

Kentucky USSSA Baseball state director BJ Sigler said that his organization currently runs tournaments in the McCracken County/Paducah market with about 30 teams, utilizing primarily municipal grass fields for \$100 per field per day; synthetic turf fields cost \$250 per field per day. The ideal number of baseball fields at a proposed turf facility would be 12, and the organization would consider hosting two weekend events per month from March to late October.

Dave Schmidt, owner of Game 7 Baseball, a promoter that currently does not run tournaments in the McCracken County/Paducah market — operating primarily in Middle Tennessee; Branson, MO; Bowling Green, KY; and Owensboro, KY — told Pinnacle that he would utilize fields at a proposed outdoor facility every weekend in spring and fall.

“I could sell out tournaments every weekend from mid-March to May and from August to late October.”

— Dave Schmidt, Owner, Game 7 Baseball

Pinnacle also spoke with representatives of local clubs. Jason English, president of Lone Oak Baseball and Softball, an independent club with about 700 players, said his teams’ outdoor needs are being met at its own complex in Lone Oak, with seven lit grass fields. Although he believes there are enough outdoor fields for recreational play in the market, he cited a need for quality fields that could host regional events. An outdoor complex with six to eight turf fields would make Paducah a hit with promoters and turn it into a tournament destination, he said.

See attached “Exhibit I — Selected Interview Notes” for more information on baseball and softball.

Adult Baseball/Softball

Adult baseball and softball are popular in the market, with parks and recreation departments running leagues.

Baseball/Softball Summary

As mentioned above, the trend toward using synthetic turf for baseball and softball training and competition is accelerating, and Paducah has the opportunity to be a statewide leader in this area. Promoters told Pinnacle they would like to bring multiple tournaments per year to Paducah if the proposed outdoor complex offered a minimum of six synthetic turf fields. Additionally, they estimated that as many as 65 percent of tournament participants likely would stay overnight in the McCracken County/Paducah area. The promoters Pinnacle spoke with also would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities at a proposed facility.

Generally speaking, additional outdoor revenue opportunities from ball-and-bat sports would be in the form of in-season training, group training programs, facility rentals and batting cage rentals.

Basketball

Basketball is one of the most popular participatory sports in the United States and continues to gain popularity around the world. In the United States, the Amateur Athletic Union (AAU) is the largest organizing body for youth basketball — overseeing organizations in several sports, with more than 700,000 members and more than 150,000 volunteers.

Greg Kristof is president of Zero Gravity Basketball, which oversees events that average 120 to 150 teams in 23 states. The company utilizes large regional facilities (such as Competitive Edge Sports and Spooky Nook Sports, both in Pennsylvania), as well as local schools — paying between \$55 and \$65 per court per hour. Kristof told Pinnacle that while he does not host any events in Paducah, he would be interested in doing so at a facility that offers between eight and 20 hardwood or modular courts. He added that Paducah is in a prime central location and envisions hosting six to eight two-day events per year in Paducah. He also would consider hosting the organization’s national tournament in Paducah if 20 to 30 courts were available.

See attached “Exhibit I—Selected Interview Notes” for more information on basketball.

Basketball Summary

While Pinnacle does not recommend the construction of an indoor hard-court facility for reasons outlined in the “Recommendation” section of this report (see page 41), basketball is one of the sports that could be leveraged in an effort to more effectively utilize the Paducah-McCracken County Convention & Expo Center to generate additional sports tourism dollars.

The temporary conversion of expo space to basketball courts using a portable modular surface would allow the McCracken County Sports Tourism Commission to welcome basketball tournaments (and other sporting events such as volleyball, cheer, dance and wrestling).

Implementation of this strategy could be gradual, by contracting with rental suppliers that deliver and install portable modular courts and bleacher seating for tournaments. Eventually, as usage of the facility increases for sporting events, the county could consider investing in its own portable surfaces and related amenities. Although most basketball tournament promoters prefer hardwood courts over modular Sport Court-type flooring, some — including Zero Gravity Basketball — still run tournaments on both surfaces.

Volleyball

USA Volleyball is the national governing body for competitive youth club volleyball in the United States, with more than 325,000 members and an estimated 5,300 clubs. The organization's growth corresponds with the opening of more specialty and multisport facilities capable of accommodating court sports in communities around the country.

In the target area, the Pioneer Region is the affiliate of USA Volleyball responsible for registering and sanctioning all junior volleyball players. The Pioneer Region includes about 5,200 members — the majority of them from the Lexington and Louisville markets, with about 200 players from the McCracken County/Paducah area.

Another popular volleyball organization in the area is the Junior Volleyball Association (JVA). There are approximately 22 JVA clubs in Kentucky, which is considered a strong JVA state, according to Jenny Hahn, the association's executive director.

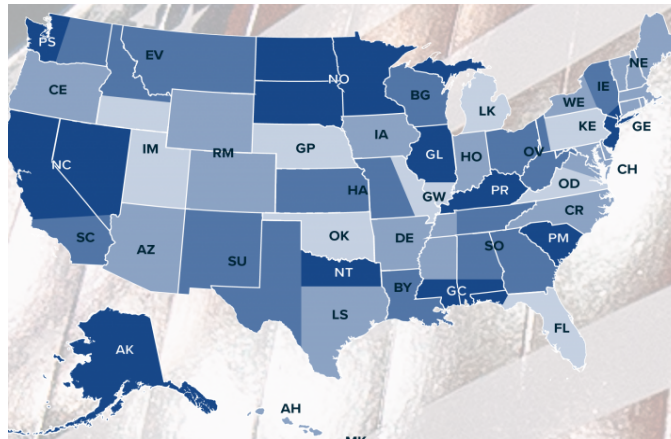
In the target area, club volleyball typically is played from mid-November to late May, while the high school season runs from early August to November. Most tournaments are held at indoor sports facilities, which charge between \$300-\$350 per day per court or \$50 per hour per court.

Representatives from both the Pioneer Region and JVA told Pinnacle that they believe teams would travel to Paducah for tournaments, if the tournaments were deemed competitive enough. JVA's Hahn also indicated the association needs additional venues for coaching education, clinics and other events, and she envisions one or more JVA member clubs utilizing a proposed facility to run high-profile events and leagues; JVA would help promote the activities along with member clubs. Additionally, member clubs would be interested in hosting events.

Locally, the likely closing of the Paducah Regional Sports Plex has created space concerns for clubs. Tim Whitis, head coach of McCracken County Mustangs Volleyball, as well as the girls' volleyball coach at McCracken County High School, said his club hosts multiple tournaments at high schools and the Sports Plex. Rental is free at the schools, but the Sports Plex charges \$2,400 for two-day tournaments and \$1,200 for one-day tournaments.



USA Volleyball Participation Growth: 2016-17 & 2017-18



Region	2017-18	2016-17	% Growth	Region	2017-18	2016-17	% Growth
Aloha Region (AH)	3,005	3,167	-5.1%	Keystone Region (KE)	8,070	7,483	7.8%
Alaska Region (AK)	1,010	1,085	-6.9%	Lakeshore Region (LK)	2,297	2,010	14.3%
Arizona Region (AZ)	10,266	9,912	3.6%	Lone Star Region (LS)	20,110	19,897	1.1%
Badger Region (BG)	15,698	14,895	5.4%	Moku O Keawe Region (MK)	1,408	1,292	9.0%
Bayou Region (BY)	3,533	3,194	10.6%	Northern California Region (NC)	19,893	19,861	0.2%
Columbia Empire Region (CE)	7,223	7,410	-2.5%	New England Region (NE)	12,064	11,812	2.1%
Chesapeake Region (CH)	10,204	10,020	1.8%	North Country Region (NO)	23,488	21,376	9.9%
Carolina Region (CR)	11,332	10,814	4.8%	North Texas Region (NT)	14,481	13,433	7.8%
Delta Region (DE)	6,492	5,683	14.2%	Old Dominion Region (OD)	4,529	4,474	1.2%
Evergreen Region (EV)	6,356	6,343	0.2%	Oklahoma Region (OK)	3,867	3,532	9.5%
Florida Region (FL)	14,360	14,669	-2.1%	Ohio Valley Region (OV)	23,775	22,839	4.1%
Gulf Coast Region (GC)	2,752	2,565	7.3%	Palmetto Region (PM)	4,813	4,528	6.3%
Garden Empire Region (GE)	11,214	10,613	5.7%	Pioneer Region (PR)	5,276	5,150	2.4%
Great Lakes Region (GL)	16,055	16,797	-4.4%	Puget Sound Region (PS)	6,940	7,699	-9.9%
Great Plains Region (GP)	4,663	4,907	-5.0%	Rocky Mountain Region (RM)	8,509	8,105	5.0%
Gateway Region (GW)	8,808	8,743	0.7%	Southern California Region (SC)	24,667	24,522	0.6%
Heart of America Region (HA)	15,748	15,355	2.6%	Southern Region (SO)	11,334	11,147	1.7%
Hoosier Region (HO)	3,531	3,432	2.9%	Sun Country Region (SU)	6,644	6,420	3.5%
Iowa Region (IA)	11,452	11,703	-2.1%	Western Empire Region (WE)	3,278	3,149	4.1%
Iroquois Empire Region (IE)	3,772	3,432	9.9%				
Intermountain Region (IM)	1,983	1,980	0.2%	Totals	374,900	365,448	2.6%

Source: USA Volleyball

Whitis also runs a volleyball league for youth players in kindergarten through grade eight at the high school for free, and he operates a six-week spring league for players in grades 4 through 12 at the Sports Plex for five hours per week. Whitis told Pinnacle he would utilize a new indoor hard-courts facility for all of the above-mentioned activities, and he believes Paducah is positioned to be a regional draw for competitive volleyball tournaments.

The West Kentucky Volleyball Club also hosted tournaments at the Paducah Regional Sports Plex (paying \$5,000 per tournament) and now will do so at McCracken County High School, according to club director Hanna Keeling. When club teams trained at the Sports Plex, they paid \$2,000 for three volleyball courts for eight hours per week between January and April. Teams now train at Lone Oak Elementary School for eight hours per week from January to May, paying a total of \$3,000 to rent two courts. Team also utilize one volleyball court at the high school for free for four hours per week during March and April.

The space situation for Elite Athletic Academy’s seven teams, featuring players from Paducah and Mayfield, is a little different. Teams train on a court built at club co-owner Michael Tapscott’s house. Like representatives from McCracken County Mustangs Volleyball and the West Kentucky Volleyball Club, though, Tapscott believes Paducah has the potential to attract quality tournaments.

“Paducah is centrally located for bigger cities with large volleyball-playing populations.”

— Hanna Keeling, Director, West Kentucky Volleyball Club

Sand Volleyball

Sand volleyball is in the early stages of development in Kentucky, and the designated sand season runs from June to late August. JVA partners with an organization that operates sand volleyball events. That said, there are no “true sand” courts in the Paducah area.

Adult Volleyball

Adult volleyball is not big in the McCracken County/Paducah market, nor is it sanctioned by a national or regional organizing authority. Rather, it is played at the recreational level via parks and recreation leagues and private organizations.

See attached “Exhibit I — Selected Interview Notes” for more information on volleyball.

Volleyball Summary

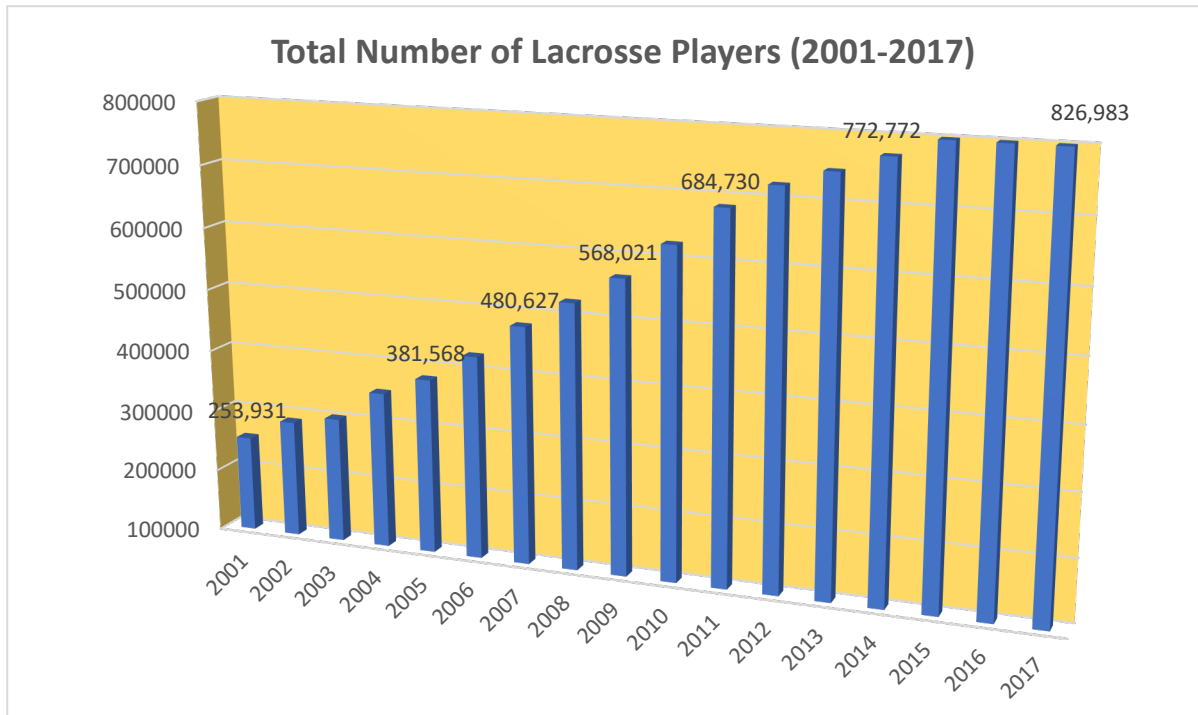
While Pinnacle does not recommend construction of an indoor hard-court facility for reasons outlined in the “Recommendation” section of this report (see page 41), volleyball is one of the primary sports that could be leveraged in an effort to more effectively utilize the Paducah-McCracken County Convention & Expo Center to generate additional sports tourism dollars.

The temporary conversion of expo space to several volleyball courts using a portable modular surface would allow the McCracken County Sports Tourism Commission to welcome volleyball tournaments (and other sporting events such as basketball, cheer, dance and wrestling).

Implementation of this strategy could be gradual, by contracting with rental suppliers that deliver and install portable modular courts and bleacher seating for tournaments. Eventually, as usage of the facility increases for sporting events, the county could consider investing in its own portable surfaces and related amenities.

Lacrosse

Youth lacrosse is among the fastest-growing sports in the United States. US Lacrosse estimates there are 450,000 youth players (not including high school players), with a compound growth rate of 77% since 2006. The sport is especially popular on the East Coast.



Source: US Lacrosse (includes youth, high school, college, pro and post-collegiate levels)

In the McCracken County/Paducah market, recreational lacrosse is still in the developmental stage. That said, lacrosse tournament promoters told Pinnacle they would be interested in hosting events at a proposed outdoor synthetic turf facility in the area.

NXT Lacrosse runs 50 lacrosse tournaments annually around the country, including 20 in the Mid-Atlantic Region and six in the Midwest. They are held outdoors in the October-November and June-July timeframes, and 75 percent of teams are from out of town and stay overnight. Usage fees are \$85 to \$100 per hour per grass field and \$125 per hour per turf field. Peter Lawrence, president of NST Lacrosse, told Pinnacle he would be interested in renting a proposed outdoor facility in the McCracken County/Paducah market to host four weekend events.

Similarly, Victory Events — which operates outdoor tournaments in six states between May and mid-July — would be interested in partnering with McCracken County to run lacrosse events at a proposed outdoor facility, according to owner Jeff Long. Almost all of teams attending tournaments hosted by Victory Events stay overnight in the designated community, Long added.

See attached “Exhibit I—Selected Interview Notes” for more information on lacrosse.

Lacrosse Summary

Pinnacle believes a proposed outdoor turf facility in the Paducah market that accommodates lacrosse tournaments would bolster the city’s status as a regional sports tourism destination.

Promoters of lacrosse events said they would like to bring several tournaments per year to Paducah, and they estimated that as many as 95 percent of tournament participants likely would stay overnight in the Paducah area. Additionally, at least one of the promoters Pinnacle spoke with would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities at a proposed facility.



Outdoor fields also would provide an opportunity for McCracken County to introduce lacrosse to the community.

Wrestling

USA Wrestling is the national governing body for wrestling, with more than 226,000 members — including athletes, coaches, officials, parents and even fans. Each year, USA Wrestling charts more than 4,500 wrestling clubs and sanctions more than 2,100 local, state, regional and national competitions.

In Kentucky, USA Wrestling counts about 2,500 members, with about 10 percent of them in the McCracken County/Paducah market. The youth wrestling season runs from early November to early February, almost concurrent with the high school wrestling season.

Kentucky USA Wrestling hosts about six meets per year, primarily in Central Kentucky, with about half of all participants and their families staying overnight in the designated community. Chairman Jon Carr told Pinnacle that wrestling meets require about 60,000 square feet of space, adding that Paducah is centrally positioned to be a regional draw for tournaments. He said he would utilize an indoor facility in Paducah to host one regional event per year, and he would consider putting in a bid to host a national event at that facility.

See attached “Exhibit I—Selected Interview Notes” for more information on wrestling.

Wrestling Summary

While Pinnacle does not recommend construction of an indoor facility for reasons outlined in the “Recommendation” section (see page 41), wrestling is another sport — along with basketball, volleyball, cheer and dance — that could bring significant sports tourism dollars to the McCracken County/Paducah region. The temporary conversion of expo space to a wrestling venue could be accomplished by contracting with a company that rents mats and bleachers.

High School Sports Trends

Potential demand associated with any indoor or outdoor sports facility is somewhat dependent on the attributes of the industry as a whole, as well as specific target market segments. This section outlines key high school sports trends that may impact operation of a new indoor or outdoor sports facility.

The following information is from the 2018-19 High School Athletics Participation Survey, conducted by the National Federation of State High School Associations (NFHS). This data is based on figures from the 51 NFHS member state high school associations, which includes the District of Columbia.

The number of participants in high school sports declined (most notably in football) for the first time in 30 years during the 2018-19 academic year — from 7,980,886 in 2017-18 to 7,937,491 in 2018-19.

Kentucky ranks No. 28 in total high school sports participation (106,724 boys and girls).

Nationally, 4,534,758 boys and 3,402,733 girls participated in high school sports in 2018-19.

Here are the top 10 boys' sports for the 2018-19 school year:

- | | |
|----------------------------|-------------------------|
| 1. Basketball | 6. Golf |
| 2. Outdoor Track and Field | 7. Soccer |
| 3. Baseball | 8. Wrestling |
| 4. Cross Country | 9. Tennis |
| 5. Football | 10. Swimming and Diving |

Here are the top 10 girls' sports for the 2018-19 school year:

- | | |
|----------------------------|------------------------|
| 1. Basketball | 6. Soccer |
| 2. Outdoor Track and Field | 7. Golf |
| 3. Volleyball | 8. Tennis |
| 4. Fast-Pitch Softball | 9. Swimming and Diving |
| 5. Cross Country | 10. Competitive Spirit |

National Sports Tourism

Travel, Accommodations and Expenditures

The Sports Events & Tourism Association, or Sports ETA (formerly known as the National Association of Sports Commissions), estimates that amateur sports-related travel generates more than \$11.4 billion in annual spending across the United States. This includes transportation, lodging, food/beverage, entertainment and retail purchases.

That number has been on the rise for the past several years. Between 2012 and 2016, visitor spending related to sports tourism in the United States increased by more than 26%.



At the same time, the organization reported that more organizations than ever are entering into event ownership — thus increasing demand for spaces to accommodate those events.

Sports Event Site Selection Considerations

"In the late 1980s, approximately 30 cities were competing to host sporting events. When the National Association of Sports Commissions formed in 1992, it had 15 members. Today, more than 700 tourism bureaus, sports commissions, convention facilities, event owners and other organizations are members of the association. The competition has expanded, but the number of events has more than kept pace. In other words, there is room in the sports industry for facilities that can accommodate competitions of all kinds. It's a facilities-driven business. The most important element is facilities."

— **Don Schumacher, Executive Director**
National Association of Sports Commissions

"Participatory sporting events have become big business for cities around the country. Youth baseball tournaments, cheerleading competitions, gymnastics meets and half-marathons attract out-of-town athletes along with their families and friends, who generate revenue for the host site and the community by spending money on hotels, restaurants, entertainment and shopping. Although the weak economy has curtailed vacation plans for some families, travel to amateur sporting events remains strong nationwide. Parents whose son or daughter is scheduled to play in an out-of-town tournament will find a way to pay for the trip, even if it means tightening the budget in other areas."

— **Katherine Jackson, Writer**
Virginia Town & City

To compete with established competitors, it is important to understand what drives the decision of large sport associations and events directors when choosing a facility.

A few years ago, James Madison University and the University of Louisville submitted the “Site Selection Study of NASC Event Rights Holders” to the National Association of Sports Commissions. The purpose of this study was to “determine the most salient site selection factors perceived by representatives of organizations who hold the rights to sporting events.” A secondary purpose was to “examine satisfaction levels of rights holders and the intent to return their sport event to a particular destination.”

Additionally, hotel security, facility layout, facility availability, destination reputation, destination safety, past performance and event security are all significant and positively correlated with event organizers’ intentions to return to a destination in the future.

The following recommendations are highlighted in the NASC report and should be emphasized when recruiting, servicing and retaining events.

Most Important Site Selection Factors

Based on the mean scores of all study respondents, the five most important site selection factors were as follows:

1. The event facilities are available when required.
2. The destination provides suitable competition facilities.
3. The host organization is supportive
4. The event facilities are affordable,
5. The suitable accommodation is affordable.

Let’s break down each of these factors:

1. The event facilities are available when required.

As a new venue, the facility will have the advantage of being able to plan for large sporting events in advance of opening. The facility also will have the additional advantage of space for multiple sports and uses, which can be configured as needed depending upon the sport and event requirements. A professional sales staff and experienced operations staff must be engaged to seek out and procure the largest — and most lucrative — future events.

2. The destination provides suitable competition facilities.

As a new venue, the facility can plan to install the most current, top-of-the-line surface and equipment. Proper maintenance and upkeep should keep the facility at the top of most event planners lists for many years to come. Planning for correct field sizes,

preferred surface type, safe equipment, and ample player and spectator areas will ensure that all selection criteria can be met for all potential user groups.

3. The host organization is supportive.

Hiring experienced sales and operational staff will help ensure that event planners' expectations are met or exceeded. Ongoing communications, documented internal operating procedures, and coordination of event staff, facility staff and local service providers will help demonstrate the facility's support of the event.

4. The event facilities are affordable.

Affordability is based on both comparisons with facilities offering similar venues and comparisons of the amenities and services at other facilities. Not all event organizers simply choose the cheapest option; all of the factors listed in this study contribute to the analysis of cost/benefit factors. The facility's sales staff is responsible for providing a favorable cost/benefit analysis and keeping track of the competition's pricing and service offerings.

5. The suitable accommodation is affordable.

There are multiple hotels in the market area. Pinnacle recommends, however, at least one additional hotel near or attached to the proposed sports facility site.

Site Selection Factors That Predict Satisfaction

A second purpose of the James Madison University-University of Louisville/NASC study was to determine which event-site characteristics best predicted whether a representative of the organization was satisfied with the destination. The findings suggest that facility layout, facility availability and past performance are all significant and positively correlated with an event-rights holder's satisfaction with the destination selected.

Let's break down each of these factors:

1. Facility Layout

As the proposed facility has yet to develop final plans, the design process is only limited by imagination and finances. Land is available to ensure proper spacing, traffic flow, and player and spectator areas.

2. Facility Availability

As previously indicated, experienced sales and operational staff should be engaged and able to work together to plan for upcoming events with special needs or atypical schedules. Repeat events can be contracted and scheduled with multiyear contracts for more accurate and effective long-range planning.

3. Past Performance

With little or no past performance, the proposed facility will benefit by not having a poor prior performance with any large event or organization. On the other hand, organizations also might be wary of a facility with no past performance and question whether or not the facility's staff will have the experience or resources to execute a large-scale, high-profile event. Hiring experienced staff members who bring their own successful credentials to the facility will help tame potential objections.

Site Selection Factors That Predict Return Intent

Yet a third purpose of the study was to determine which event site characteristics best predict whether a representative of the organization intended to return to a selected destination for a future event. The findings suggest that hotel security, facility layout, facility availability, destination reputation, destination safety, past performance and event security are all significant and positively correlated with the intent to return.

It is not just enough to secure an event; a facility will have to prove itself worthy of repeating that event by showcasing it has the capability and resources to execute events at a national level to ensure repeat business.

Let's break down each of these factors:

1. Hotel Security

While some factors may appear to be out of the facility's control, hotel security should be considered when making future recommendations to outside groups traveling to the facility for tournaments, training and other activities. Working with the area's convention and visitors bureau, a facility can research hotels/motels with safe and secure reputations and speak with operators of those facilities in advance of the event to share information about the ages, demographics and other pertinent data about the groups traveling to participate in the specific event.

2. Facility Layout

As noted earlier, the ideal facility's layout will take advantage of ample space and up-to-date facility amenities to appeal to a variety of events and event planners.

3. Facility Availability

Facility availability will be managed by the facility's employees, who preferably are experienced sales and operations professionals.

4. Destination Reputation

Event participants and organizers will evaluate the reputation of the destination facility and the surrounding community.

5. Destination Safety

This can be a giant asset to a new facility — especially if measures are taken in advance to beef up area police and security patrols around the facility and hotels that will be used for sports event participants. A communications plan to alert local authorities of upcoming sporting events, dates, and locations of events and host hotels can be included in event marketing materials.

6. Past Performance

There are pros and cons to having little to no past performance as a new sports facility; see previous notes above.

7. Event Security

Event security often is left to the discretion of the facility and event staff. Specific security personnel, as well as trained part-time and salaried staff, will aid in the security preparation and operations of the facility. An emergency plan and a security plan should be in place and discussed and practiced on a consistent basis.

Summary of Site Selection Criteria and Considerations

A new outdoor sports facility in the McCracken County/Paducah market would be expected to open at a competitive advantage as it relates to all of the significant factors listed above. With knowledge of what event planners are looking for, the facility's management team and staff should be able to create proposals and bid packages similar — or superior — to those of other regional facilities.

Ancillary Revenue Opportunities

Due to the nature of the sports and recreation business, a large number of spectators and sports participants regularly frequent an outdoor sports facility. This leads to several ancillary revenue opportunities that should be explored. They include:

- Food Service
- Facility Rentals
- Retail
- Corporate Partnerships

Food Service

Food service at sports facilities has traditionally been in the form of a small concessions stand and/or vending area. Successful operators know that captive audiences can make for profitable food service operations if done correctly. Hot food options should be offered, along with fountain beverages (which are much less expensive to carry than bottles or cans). Additionally, a strict no carry-in policy should be enforced from Day One. The only exceptions to this policy can be for water bottles. A proactive marketing campaign also should be employed to package food into “meals,” to offer coupons to current participants as part of a membership program, or to include certain food or beverage items with tournament packages for groups.

Additionally, opportunities exist to include food and beverage items, gifts, staffing, equipment rentals and more — all at a mark-up for extra revenue. Local companies (bakeries, pizza places and party-supply businesses) should be considered for partnership opportunities for special events such as parties, similar to food-service partnerships.

Facility Rentals

Traditionally, sports facility rentals are considered only by sports organizations. Additional revenue opportunities, however, also exist via non-sports businesses and organizations looking for open spaces to host staff outings, corporate get-togethers and team-building sessions.

Retail

Retail components can be another source of revenue for outdoor sports facilities. Past experience in owning and operating sports facilities has shown that the best retail opportunities are those in which an already established local business leases space from the sports center as a satellite store to their main business. Pinnacle does not recommend the inclusion of an in-house retail component, opting instead to contact existing retail sports stores to see if any of them would be interested in dedicated space to accommodate an existing or expansion location.

Once a new facility becomes more fully established, a line of apparel could be offered as part of the membership offerings (free T-shirt, for example) and sold on a limited basis for additional community marketing.

Corporate Partnerships

Corporate marketing partnerships, sponsorships and more modest advertising arrangements for outside businesses normally provide significant revenue that can be in place by opening day, thereby providing critical cash flow as a new facility grows to capacity.

That being said, this is the one area of the outdoor sports industry that experienced a downturn during the Great Recession. Although revenues are not what they once were, interest is returning, and this remains a very viable source of significant high-margin revenue that is often overlooked.

Past experience has shown that commercial arrangements with local businesses in the fields of medical services, auto dealerships, financial institutions, soft drinks/beer, pizza, cellular phones and sporting goods all are prime prospects. Industries catering to new home construction and existing homeowners also generate above-average partnership revenues. Related businesses such as real estate companies, home-security providers, landscapers and furniture stores are prime prospects, as well.

Competition

McCracken County is home to a municipal outdoor soccer complex and a privately operated indoor multipurpose-sports facility — neither of which are fully serving the needs of the community.

The McCracken County Soccer Complex was built on a landfill, and the poor quality of fields there makes that facility incapable of hosting high-profile, highly competitive soccer tournaments. Meanwhile, the Paducah Regional Sports Plex, which features basketball/volleyball courts and an indoor turf field, likely will close soon (if it has not already done so). Its closing will shut out area basketball and volleyball teams that used the facility for training and tournaments. While those organizations that hosted tournaments at the Sports Plex told Pinnacle they had positive impressions of the facility, they are now in search of new venues to host practices and events.

Also worth noting is that the City of Paducah is building a 60,000-square-foot aquatics and recreation center, which is expected to open in 2021 with basketball/volleyball courts, a walking track and multiple pools. While that facility will seek to meet the recreational needs of local residents, it does not appear city officials are interested in making it a regional attraction for tournaments and other competitions.

On the other hand, the Paducah-McCracken County Convention & Expo Center remains underutilized as a facility that could host basketball, volleyball and other indoor sports tournaments and mat events.

The city also offers 11 grass baseball/softball fields and two grass soccer fields. City parks and recreation officials admitted to Pinnacle that the existing outdoor fields are in need of an upgrade (but not a replacement).

If a new outdoor synthetic turf facility were built in the McCracken County/Paducah market, it will be critical that it fill a void in the marketplace by providing a combination of outstanding service, diverse programming and previously unavailable amenities.

Such a facility has the potential to become a regional tournament destination while also serving the needs of the local community.

For complete descriptions of the existing sports facilities in the McCracken County/Paducah market study area, see the attached “Exhibit II — Existing Facility Competition.”

SWOT Analysis

Through multiple meetings/interviews, a site visit, demographic research, competition and sports asset analysis, tours of competing facilities, and other market research, Pinnacle identified a range of market characteristics and priorities. The primary driver throughout this process was to analyze the potential for a new indoor and outdoor sports facility located in the McCracken County/Paducah, KY, market. The following is a summary of key attributes and advantages, as well as potential and existing challenges:

S

Strengths

- Soccer, baseball, softball and volleyball are popular sports in the market
- Paducah is located relatively close to major highways and/or roadway access
- Proposed project has positive support from local and regional sports groups
- Proposed project supports county's overall economic growth initiatives

W

Weaknesses

- Low to non-existent participation numbers for lacrosse
- Population growth and average household income in the McCracken County/Paducah market is below the national average
- Hispanic population is low compared to the national average, suggesting reduced overall opportunities for adult soccer

O

Opportunities

- Strategic alliances/partnerships with local sports organizations
- Excess demand for market-priced outdoor turf and hard-court facilities
- Current outdoor facilities are average to below-average in quality
- Product mix for synthetic turf and court sports
- Potential to boost economic impact for county
- New outdoor complex with multipurpose synthetic turf fields allows for expansion of programming
- Opportunity to increase market's ability to host multiple-day events
- Potential to capitalize on shoulder seasons

T

Threats

- The number of competing regional facilities in the market
- Low price points for indoor municipal facilities, churches and schools
- Other private and/or public sports leagues or programming offered in the market

Contributors to Project Success

Pinnacle identified multiple factors as potential contributors to project success. Their impact will be quantified in full financial model, and they justify taking the next step in the assessment. These factors include:

- ***Destination appeal:*** One of the primary factors in attracting programming, tournaments and participants is the appeal of the destination/location. Paducah has the potential to be a regional draw — especially because the proposed facility would be located in an already established sports tourism destination, one to which people are used to traveling for sports tournaments and other events. Additionally, McCracken County/Paducah is easily accessible via highway — another advantage for attracting participants and teams from throughout the region.
- ***Public support:*** Successful public or private facilities begin with key institutional alliances that allow for a high level of support throughout the planning, zoning, construction and ongoing operations phases. There has been a positive response to the proposed project from several key organizations in the local market.
- ***Sports participation:*** The majority of user groups in the local and regional markets expressed enthusiasm for the proposed project.
- ***Regional market size:*** The regional market boasts a strong soccer, baseball and softball community, and it is expected that a proposed outdoor synthetic turf complex (if built) would capitalize on interest and participation as soon as its doors open.
- ***Opportunity to expand the business model:*** If a new outdoor synthetic turf facility is developed, it would have the ability to provide major revenue-generating services.
- ***Local and regional partnerships:*** By leveraging current relationships within the market and developing additional alliances with local and regional sports organizations and tournament organizers, the McCracken County Sports Tourism Commission would be in the position to significantly boost the area's sports tourism revenue.

Challenges to Project Success

As is the case with many new developments, obstacles exist along the path to creating and maintaining a financially viable and sustainable sports facility. They include:

- ***Capital costs and cost to operate:*** Capital costs have not yet been determined. Also, although not demonstrated in the financial analysis, there is an ongoing cost to operate an indoor sports facility.
- ***Balance of tournament vs. Local programming:*** Although there will be limited instances in which local programming would compete for inventory of time and space, an outdoor sports facility also should provide a local service component. Because of that, the facility's management will have to be clear in scheduling and messaging to ensure that local users are aware of tournament and event plans, so that they do not expect to have access to the facility during times when it is programmed for the purpose of creating a positive economic impact.
- ***Market rates:*** In order to mitigate the need for ongoing subsidization or financial loss, the operations team would need to charge full market rate for space.
- ***High level of competition:*** The regional market has several competing facilities, some of which have very good reputations (see "Exhibit VI: Regional Outdoor Sports Complexes"). In order to enter the market, county officials and the management team will need to be confident in their ability to generate income that meets their expectations. County officials and the management team also will have to work diligently to continue to cultivate relationships with programming partners, differentiate the facility's overall user experience from that at competing facilities and keep rates affordable for families with travel-team players.

Recommendation

Based on existing conditions and assumptions, Pinnacle recommends that McCracken County officials move forward with plans to build an outdoor sports facility on a site no smaller than 10 acres that would include four lighted synthetic turf fields configured to accommodate the following:

- 4 11-v-11 soccer games
- Up to 20 youth soccer games
- 8 Little League baseball/softball fields, including outdoor batting cage/pitching tunnel

(See “Proposed Facility Layout” on page 43.)

The designated location should be easily accessible and large enough to allow for expansion to include the addition of two to four more outdoor synthetic turf fields.

Some representatives of local sports programs Pinnacle interviewed indicated a desire for a dedicated indoor turf and hard-court venue. That desire is understandable, given current market conditions left by the likely closing of the Paducah Regional Sports Plex.

At this time, however, Pinnacle does not recommend construction of a freestanding indoor facility for either hard courts or synthetic turf. The capital costs associated with such a project would make long-term sustainability of the building difficult, as would the relatively short seasonal-training needs for an indoor turf facility.

Rather, Pinnacle suggests increasing efforts to more effectively utilize the Paducah-McCracken County Convention & Expo Center to generate additional sports tourism dollars by hosting hard-court events.

The temporary conversion of expo space would allow the McCracken County Sports Tourism Commission to welcome a variety of volleyball tournaments and other sporting events (including basketball, cheer, dance and wrestling). Pinnacle suggests this strategy be implemented gradually by contracting with rental suppliers that deliver and install portable modular courts and bleacher seating for tournaments. As usage of the facility increases for sporting events, the county could consider investing in its own portable surfaces and related amenities.

Note that most basketball tournament promoters prefer hardwood courts over modular Sport Court-type flooring. Thus, the convention and expo center likely would not attract highly competitive basketball tournaments.

Next Steps

Based on work completed to date, Pinnacle finds that there is demand for a new outdoor synthetic turf sports facility in Paducah. In order to fully analyze the concept for and operational performance of such a facility, Pinnacle recommends that McCracken County officials:

- Commence with developing complete financial and economic impact models to evaluate the facility's overall economic performance and cash-flow implications, as well as to quantify potential strategic partnership arrangements with interested third parties.
- Optimize the proposed facility's layout.
- Acquire a site for development.

This process will be initiated by Pinnacle at the client's request.

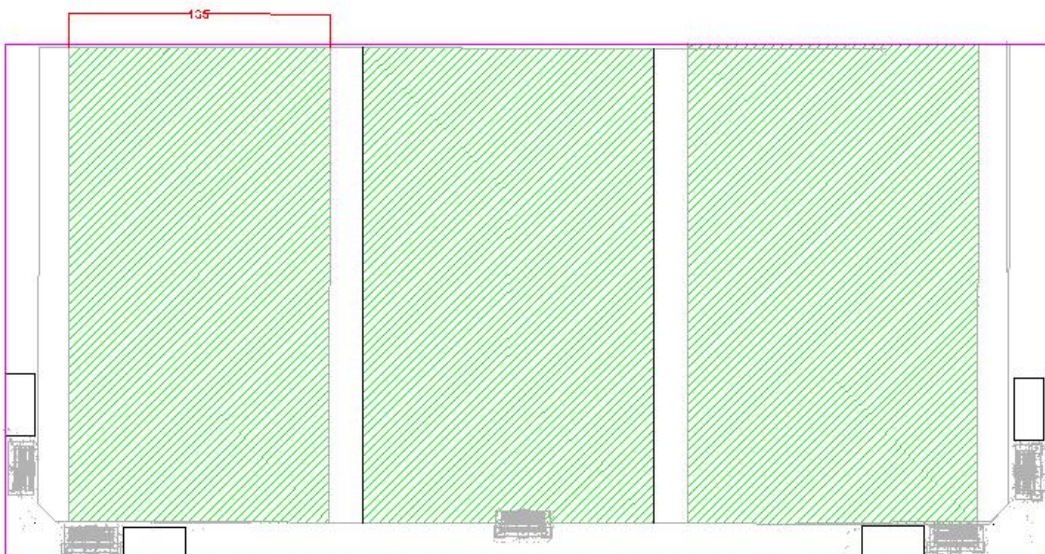
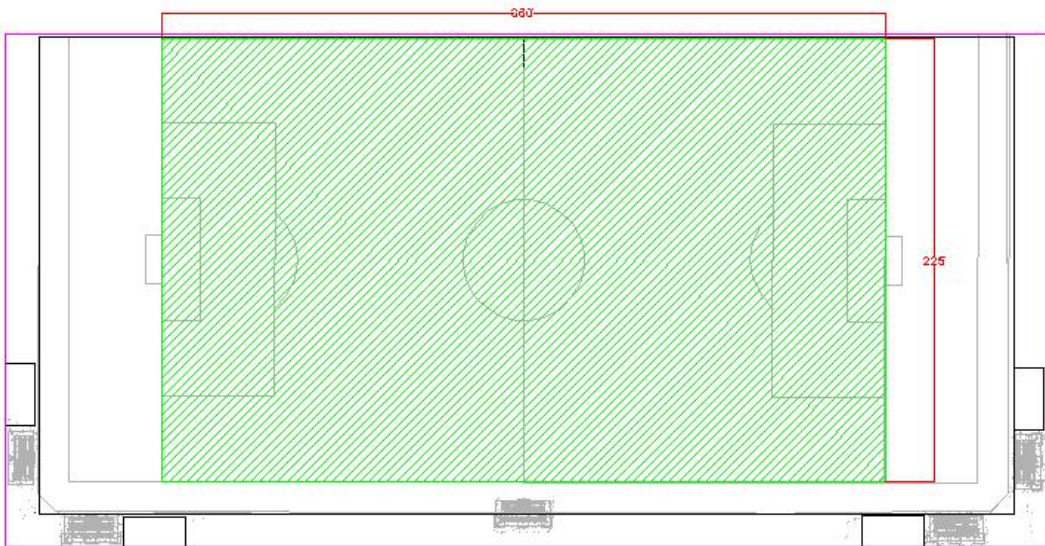
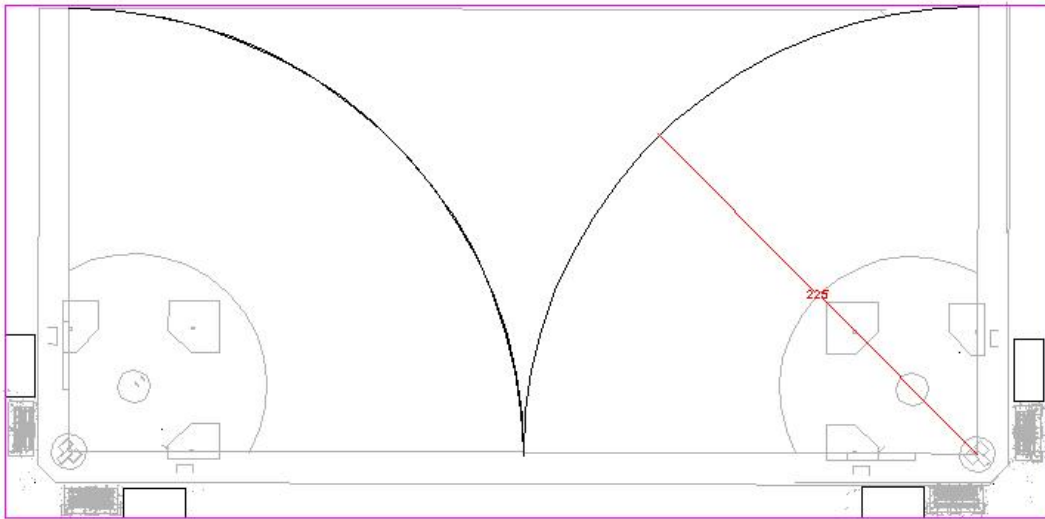
Proposed Facility Layout

Exhibit I: Selected Interview Notes

McCracken County/Paducah, KY

Baseball/Softball

- Game 7 Baseball (Event Operator): Dave Schmidt, Owner
- Kentucky USSSA Baseball: BJ Sigler, State Director
- Kentucky USSSA Softball: Lori Strobe, State Director
- Lone Oak Youth Baseball and Softball: Jason English, President
- National Softball Association (NSA) – Kentucky: Jim Piercefield, Western Kentucky Youth Director

Basketball

- Zero Gravity Basketball (Event Operator)

Lacrosse

- NXT Lacrosse (Event Operator): Peter Lawrence, President
- Victory Events (Event Operator): Jeff Long, Owner

Soccer

- Kentucky Youth Soccer Association: Adrian Parrish, Technical Director / Derek Willis, Director of Player Development
- McCracken County YSA: Bryan Stewart, President / Tara Kolb, Board Member
- Pumas Futbol Club: Heather Jeffrey, President / Armando Guell, Technical Director
- Soccer Management Company (Event Operator): Pat McStay, Tournament Director

Volleyball

- Elite Athletic Academy: Michael Tapscott, Co-Owner
- Junior Volleyball Association (JVA): Jenny Hahn, Executive Director
- McCracken County Mustangs Volleyball: Tim Whitis, Head Coach
- USA Volleyball - Pioneer Region: Nancy Funk, Assistant Commissioner
- West Kentucky Volleyball Club: Hanna Keeling, Director

Wrestling

- Kentucky USA Wrestling: Jon Carr, Chairman

Other

- City of Paducah Parks & Recreation Department: Mark Thompson, Director / Amie Clark, Recreation Superintendent
- McCracken County Public School System: Steve Carter, Superintendent
- Paducah Convention & Visitors Bureau: Mary Hammond, Executive Director
- Paducah McCracken Convention Center: Michelle Campbell, Executive Director
- Paducah Tilghman High School: Jason Nickal, Athletic Director
- Paducah Regional Sports Plex: Tim Stonecipher, General Manager

BASEBALL/SOFTBALL**Game 7 Baseball (Event Operator): Dave Schmidt, Owner**

- Based out of St. Louis
- Run only baseball tournaments
- Tournament season is mid-March to July and end of August to end of October
- Run events every weekend during the spring/summer and fall seasons
 - Average 90 teams per event
 - Events are 2- and 3-day events
 - Entry fees are \$425-\$450 per team
 - No gate fees
 - Games are 1 hour and 40 minutes long
 - About 20% of teams stay overnight from March to mid-May; up to 65% stay overnight in June and July; and up to 20% stay overnight in the fall
- Run events in Middle Tennessee; Branson, MO; Bowling Green, KY; and Owensboro, KY
- The owner stated he would be interested in an outdoor baseball field and would utilize the facility every weekend and sell out every tournament from mid-March to May and from late August to late October
- The owner would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

Kentucky USSSA Baseball: BJ Sigler, State Director

- The organization currently runs baseball tournaments in Kentucky from March to end of October
- The organization runs baseball events every weekend during the season
 - Average about 30 teams per event in the Paducah market; average 60-90 teams in the Louisville market
 - Events are 2- and 2 ½-day events
 - Entry fees are \$300 per team for 3 games guaranteed
 - Gate fees are \$5 per day per person
 - About 30%-40% of teams/participants stay overnight
- The organization utilizes/rents facilities/venues mainly at municipal fields. On average, 70% of fields are natural grass and 30% are synthetic turf. Rental fees for synthetic turf are \$250 per day per field and \$100 per day per field for natural grass fields
- The director believes Paducah is in a good location and that a facility there would be a regional draw for events
- Amenities desired at a proposed facility:
 - 12 baseball fields
 - Four fields with 200-foot fences
 - Four fields with 250-foot fences
 - Four fields with 350-foot fences

- Turf fields
 - Pavilion
- The organization would host 2 weekend events/tournaments per month from March to end of October
- The organization would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

Kentucky USSSA Softball: Lori Strode, State Director

- The organization currently runs fast-pitch softball tournaments in Kentucky from mid-March to end of October
- The organization runs 30-plus fast-pitch events per year in Kentucky
 - Average between 10-54 teams per event
 - Events are 2 days
 - Entry fees are \$325 per team
 - Gate fees are \$7 per day or \$12 per weekend per person
 - About 50% of teams/participants stay overnight
- The organization utilizes/rents facilities/venues at local parks and recreation fields. All fields are grass ,and average rental cost is about \$70 per field per day. The organization utilizes 4-10 fields, on average
- What would it take to move events to a proposed facility = a complex with a minimum of 6 turf fields
- The director believes Paducah is in a good location and that a facility there would be a regional draw for events
- The organization would not have a need for a “home” facility to run softball events
- Amenities desired at a proposed facility:
 - 6-8 regulation-size turf softball fields
 - Concessions
 - Gate entry
 - Seating
 - Parking
 - Restrooms
 - 4 batting cages and pitching mounds
 - Playground/splashpad
- The organization would host 1-2 weekend events/tournaments per month from mid-March to end of October
- The organization would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

Lone Oak Youth Baseball and Softball: Jason English, President

- There are 700 players in the organization (80% baseball and 20% softball) from ages 4-18
- Cost per player is \$65 per season
- The organization is not affiliated with an association (such as Little League)
- Geographic reach of its players is mainly from Lone Oak
- Spring season is end of April to early June; fall season is August to October
- The organization/teams play in the West Kentucky Baseball & Softball Association, which comprises teams from 7 different areas
- Teams do not train during the off/winter season nor play in indoor leagues
- The club plays/trains at a 7-field complex in Lone Oak, which is owned by the organization. The complex is all grass fields with lights
- Current outdoor needs are being met
- There are only a couple indoor training places for baseball/softball; Prospect has a facility and there's a private individual who operates inside a barn
- Teams do not participate in outdoor tournaments
- The president believes there are enough outdoor fields for recreational play, but there aren't any quality fields for regional events
- The president does believe there is a need for an additional indoor and outdoor sports facility for the sport, because Paducah is in a prime location
- The president does believe there is a regional draw for events in Paducah
- Ideal configuration of a new facility to maximize participation would be:
 - Field Size: 6-8 Little League baseball/softball fields with 250- to 350-foot fences
 - Preferred Flooring: Turf
 - Unacceptable Size and Flooring: n/a
 - Other Amenities Desired: Playground
- Indoor activities that the organization would likely participate in at a new facility:
 - Leagues: Yes, 15-17 teams
 - Rentals: No, have their own complex
 - Camps/Clinics: Yes, about 120 kids; the club would promote the activities
 - Tournaments: Yes, 15-17 teams
- Impression of a proposed facility in the market = positive
- Ideal location of a proposed facility would be off Exit 4
- The president does believe there is a need for sports performance training in the market
- Adult baseball/softball is popular in the market; parks and recreation departments host leagues
- Other sports that would impact the usage of a proposed facility = volleyball and soccer

National Softball Association (NSA) – Kentucky: Jim Piercefield, Western Kentucky Youth Director

- The organization currently runs fast-pitch softball tournaments in Kentucky from March to November
- The organization runs events every weekend during the season
 - Average about 30 teams at the two events held in Paducah
 - Events are 1- and 2-day events; 2-day events primarily take place in the summer
 - Entry fees are \$250 per team
 - Gate fees are \$10 per day per person
 - About 50% of teams/participants stay overnight for 2-day events
- The organization utilizes/rents facilities that are mainly municipal fields. All fields are grass, and the average rental cost is about \$125 per field per day
- The director would shift more events to the market if a proposed facility offered 8 fields
- The director believes Paducah is in a good location and that a facility there would be a regional draw for events
- The organization would be open to a “home” facility to run softball events
- Amenities desired at a proposed facility:
 - 8 regulation-size turf softball fields
 - Concessions
- The organization would host 10 weekend events/tournaments from March to November; events would be a 50/50 mix of 1- and 2-day events.
- The organization would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

BASKETBALL**Zero Gravity Basketball (Tournament Promoter): Greg Kristof, President**

- The organization currently runs basketball tournaments in 23 states
 - Average about 120-150 teams per event
 - Events are 2 days, with a national event being 3 days
 - Entry fees are \$345 per team for 3 games guaranteed
 - The event does charge gate fees of \$15 per person for entire weekend
 - About 40%-55% of teams/participants stay overnight
- Currently, the organization does not run any events in the Paducah market, but the promoter would be interested in doing so at a proposed facility in Paducah
- The organization utilizes/rents the following facilities/venues at Competitive Edge, Spooky Nook and local schools. Average rental cost is about \$55-\$65 per hour per court
- What would it take to move all and/or some events to a proposed facility = reasonable cost, a multi-year agreement, scheduling flexibility and ability to run basketball events

- The president believes Paducah is a good location
- The organization would have a need for a “home” facility to run basketball events
- Amenities desired at a proposed facility:
 - 8-20 high school basketball courts
 - Wood or Taraflex surface
 - Spectator seating
 - Conference rooms
- The organization would host 6 to 8 2-day events/tournaments per year
- The organization would be interested in running its national tournament at the proposed complex if it has 20 to 30 courts
- The organization would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

LACROSSE

NXT Lacrosse (Event Operator): Peter Lawrence, President

- Considered the largest lacrosse tournament operator in the country
- Currently runs 50 tournaments across the country. About 20 of those events are in the Mid-Atlantic region and 6 are in the Midwest
 - Tournaments are held in October/November and June/July
 - Events are held outdoors
 - Average 80-100 teams in the fall and 150-200 teams in the summer
 - Fall events are 1 day; summer events are 2 days
 - About 75% of teams are from out of town and/or stay overnight
 - No gate or parking fees; charging for them is not traditional in lacrosse
 - Midwest events are held in Illinois, Michigan and Indiana
 - One of the organization’s larger events is held at Grand Park in Indiana on 31 fields which include grass, synthetic turf and an indoor facility.
 - Outdoor Grass Field: Rental fees are \$85-\$100 per hour per field
 - Outdoor Synthetic Turf Field: Rental fees are \$125 per hour per field
 - Indoor Turf Field: Rental fees are \$250 per hour per field
- Paducah is in a good regional location
 - Preferred Surface: Turf
 - Other Amenities Desired: Restrooms, scoreboards and parking
- NXT would be interested in renting the proposed facility to host tournaments; would be interested in running 4 events per year on the weekends in October/November and June/July
- The club would consider a long-term contractual arrangement to guarantee space and reduce the hourly cost of activities

Victory Events (Event Operator): Jeff Long, Owner

- Victory Events is a tournament promoter that focuses on boys' and girls' lacrosse
- The company/events are not affiliated with US Lacrosse
- Currently run lacrosse tournaments in 6 states
- Tournament outdoor season is May to mid-July; indoor season is December to February
- The company ran one indoor tournament at XL Sports World in Hatfield, PA, and is scheduled to run 4 events during the 2020 winter season
- Indoor fees are \$1,200 per team and outdoor fees are \$1,400-\$1,600 per team
- There are no gate fees charged for events
- The company is responsible for running all tournament operations
- Events range from 2 to 3 days
- 95% of teams attending events are regional and stay overnight
- The owner stated a complex with 6-10 outdoor fields would be ideal, because it would accommodate 60-100 teams
- Games are 50 minutes long and teams are guaranteed 3 or 4 games
- Events average about 110 teams
- The owner would be interested in partnering to run lacrosse events and would want exclusivity for running lacrosse tournaments
- The owner would utilize the proposed facility for events as follows:
 - Outdoor Season = 11 2-day events per year; would need 6 fields
 - Indoor Season = 4 2-day events per year; would need 2-3 full-size fields
- The owner currently rents facility space with no profit sharing
- Impression of a proposed facility in Paducah = good location

SOCCER**Kentucky Youth Soccer Association: Adrian Parrish, Technical Director/
Derek Willis, Director of Player Development**

- There are 40,000 players in the state, with the majority of the players from Louisville, Lexington and Northern Kentucky
- The association does not oversee adult soccer, and both directors stated that adult soccer is not popular in the state
- Seasons are in the fall and spring, with the high school season also in the fall
- The association does host 2 recreational tournaments and 3 competitive tournaments
 - Events are mainly held in Elizabethtown, Bowling Green and Lexington
 - Mainly 2-day events
 - Do not charge gate fees
 - Mostly on grass fields
- Indoor or outdoor space isn't an issue for the association when it comes to Olympic Development Program training, coaching education and other activities

- The association would use minimal space in a proposed complex for ODP training or coaching education
- The association would not use the proposed outdoor complex for their events, due to logistics and location
- Futsal is more popular in the Louisville and Northern Kentucky markets than in the Paducah market
- The association does not offer or operate any futsal leagues or tournaments
- Both directors do not believe there is a need for an additional outdoor complex in the market for the sport, because Paducah is not an ideal location
- Both directors were not sure if there would be a regional market for events in Paducah

McCracken County Youth Soccer Association: Bryan Stewart, President/Tara Kolb, Board Member

- There are 397 players and (43 teams) in the club from ages 3-14
- Fall season is August to October; spring season is end of March to May; high school season is in the fall; middle school season is in the spring
- Affiliated with Kentucky Youth Soccer Association
- Geographic reach of its players is Paducah
- Teams do not train indoor during the off/winter season nor do they play in indoor leagues
- Club teams train at the county-owned McCracken County Soccer Complex, which is an all-grass facility with lights on two of the fields. There are 12 fields of various sizes. The club utilizes the complex in the fall and spring for about 30 hours per week for free.
- The club does not host any tournaments, due to the quality of fields
- Teams do not participate in outdoor soccer tournaments
- Availability of indoor space is limited. Outdoor space is available, but the quality of the fields is poor because the complex was built on a landfill
- The president and board member believe there is a need for an indoor and outdoor sports complex in the market for the sport, because of the lack of quality outdoor space and the lack of indoor space
- Ideal configuration of a new facility to maximize participation would be:
 - Field Size:
 - Outdoor: 6 full-size soccer fields with lights
 - Indoor: 200 x 100 ft. / boarded
 - Preferred Flooring: Turf
 - Unacceptable Size: Anything less than a 7v7 field
 - Other Amenities Desired: Concessions, parking, playground, restrooms and pavilion

- Indoor activities that the organization would likely participate in at a new facility:
 - Leagues: Yes, 15 teams
 - Rentals:
 - Outdoor: Yes, fall and spring for 30 hours per week; the club would have minimal funds to rent the fields
 - Indoor: No
 - Camps/Clinics: Yes, about 50% of kids would participate; the club would promote the activities
 - Tournaments: Yes, 20 teams
- Futsal is in its early stages of growth in the market; there was an adult futsal league in the market
- Adult soccer is small in the market
- Impression of a proposed facility in the market = positive
- The president does believe there is a need for sports performance training in the market; about 15%-20% of players would utilize the service
- The president and board member believe there is a regional draw for tournaments in Paducah
- Other sports that would impact the usage of a proposed facility = baseball, softball, flag football and ultimate

Pumas Futbol Club: Heather Jeffrey, President/Armando Guell, Technical Director

- Club started in 2010
- There are 21 teams in the club from ages U8-U19
- Affiliated with Kentucky Youth Soccer Association; teams play in the St. Louis Youth Soccer Association
- Geographic reach of players is from McCracken and Marshall Counties
- Spring season is March to mid-June; fall season is August to mid-November
- The club hosts “Game Days,” which have a tournament format
 - Host 1 in the spring and 1 in the fall
 - Attract 50 teams to the 1-day event, which is the maximum number of teams the club can host due to field space
 - Team fees is \$150 per team for 2 games guaranteed
 - Average travel time to the event for teams is 3 hours
- Teams participate in 4-6 tournaments per year. Entry fees are \$450-\$750 per team; teams travel within a 3-4 hour driving distance
- Teams train during the indoor/winter season utilizing 3-4 gyms at schools or churches from November to mid-February for 12 hours per week. For use of the courts, the club makes a donation to the school or church
- Futsal is popular in the market, but there are no futsal leagues

- The club utilizes the McCracken County Soccer Complex from March to mid-June and from August to mid-November for 20 hours per week for 4 fields. The club pays \$10 per player registration per year
- Availability of indoor and outdoor space is limited, especially considering the club shares the complex with another youth soccer association
- The president and technical director believe there is a need for an additional indoor and outdoor sports complex in the market for the sport, because of the lack of indoor and outdoor space in the market
- Ideal configuration of a new facility to maximize participation would be:
 - Field/Court Size:
 - Outdoor: 8 full-size soccer fields with lights
 - Indoor: 2-4 futsal regulation-size courts and a 180x80 ft. turf field
 - Preferred Surface: Turf or Sport Court for futsal
 - Unacceptable Size and Flooring: Anything less than above
 - Other Amenities Desired: Restrooms, locker rooms, concessions, lights and parking
- Indoor activities that the organization would likely participate in at a new facility:
 - Leagues: Yes, 15 teams
 - Rentals:
 - Outdoor: Yes, fall and spring for 20 hours per week
 - Indoor: Yes, November to mid-February for 12 hours per week
 - Camps/Clinics: Yes, about 300 players; the club would promote the activities
 - Tournaments: Yes, 15 teams
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Adult soccer is popular in the market; indoor and outdoor leagues are available
- Impression of a proposed facility in the market = positive
- The technical director does believe there is a need for sports performance training in the market; about 15 teams would utilize the service
- The president and technical director believe there is a regional draw for tournaments in Paducah
- Other sports that would impact the usage of a proposed facility = basketball, volleyball, softball and baseball

Soccer Management Company (Event Operator): Pat McStay, Tournament Director

- Company operates 52 tournament per year in 14 states; about 15 tournaments are held in the Midwest
- If a facility in the Midwest were to rent a turf field to an event operator for \$125-\$150 per hour per field, such a fee would be considered high — and the cost would need to be added on to tournament fees

- Majority of the events are held at city parks and recreation fields
 - Average number of fields used for events: 15 fields
 - Average number of teams per event: 80-100
 - Events are 2 days
 - No entry/gate fees charged
 - Team fees are \$550-\$750 per team
 - About 25% of teams stay overnight
- Rental rates can vary; for example, a 15-field grass field rental for one two-day tournament was \$700, but the River city Sports Complex in Richmond, VA., charges \$25,000 for one weekend for use of 12 outdoor synthetic turf fields with lights
- The tournament director does envision using the proposed complex for a total of five events in the spring, summer and fall
- The tournament director did mention he would also use other outdoor fields within a 15-minute drive time in an effort to host an event with 80-100 teams
- The tournament director would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities

VOLLEYBALL

Elite Athletic Academy: Michael Tapscott, Co-Owner

- There are 7 teams in the club from grades 5-12
- The club has been around for 4 years
- Affiliated with Pioneer Volleyball, AAU and Junior Volleyball Association
- Season is January to June
- Geographic reach of players is Paducah and Mayfield
- The club has a one volleyball court facility built at the co-owner's house
- Teams participate in 5-7 tournaments per year. Entry fees are \$400 per team for a 2-day event, and events are sanctioned by USA Volleyball, JVA and AAU. Teams travel within a 3-hour driving distance
- Availability of indoor space is limited
- Courts available in the market are at school gyms and churches
- The director does believe there is a need for an additional indoor sports facility in the market for the sport, but it would have to be managed by competent/professional staff
- Beach/sand volleyball does not exist in the market
- The director does believe there is a regional draw for events in Paducah
- Ideal configuration of a new facility to maximize participation would be:
 - Court Size: 4-10 regulation-size volleyball courts
 - Preferred Flooring: Wood or Sport Court
 - Unacceptable Size and Flooring: Anything less than above and, in terms of flooring, concrete

- Other Amenities Desired: Concessions and bathrooms
- Indoor activities that the organization would likely participate in at a new facility:
 - Leagues: Not sure
 - Rentals: No, needs are being met
 - Camps/Clinics: Yes, about 7 teams; the club would promote the activities
 - Tournaments: Yes, 7 teams
- Adult volleyball is small in the market. A group does rent the club's facility
- Generally speaking, the director does not rent his indoor gym to outside groups
- Impression of a proposed facility in the market = positive
- The director does believe there is a need for sports performance training in the market; about 60%-70% of players would utilize the service
- Other sports that would impact the usage of a proposed facility = basketball

Junior Volleyball Association (JVA): Jenny Hahn, Executive Director

- There are roughly 22 JVA volleyball clubs in Kentucky
- Tennessee and Kentucky markets are strong JVA states
- Club season is November to June; high school season is in the fall
- Sand season is June to end of August, and sand volleyball is in the early stages of growth
- The association partners with an organization that runs sand events
- The association does not sanction any indoor leagues
- The association currently holds 6 regional events per year, utilizing a minimum of 24 volleyball courts. Gate fees are typically applied by the venue and generally range from \$3 to \$8 per person per day
- There is no rule within the association that a facility needs a club to run an event
- The association does have needs for venues for coach's education, clinics etc., and would see using the proposed facility in partnership with the club members
- One-day events are \$175-\$225; 2- and 3-day events are \$475 to \$675
- The association does not run any adult programming/events
- The executive director envisions one or more member clubs utilizing a proposed facility to run Challenge Series and Power Leagues; JVA would help promote the activities along with the member clubs. In addition, member clubs also would be interested in using the facility to host events

McCracken County Mustangs Volleyball: Tim Whitis, Head Coach

- Whitis currently is girls' high school coach, but he is considering adding a boys' program
- High school season is July 15 to November 10
- The coach also hosts a handful of tournaments
 - JV Tournament: Spike Fest

- 24 teams participate
 - Held in September; entry fees are \$250 per team for the 1-day event
 - Gate fees: \$5 per person
 - Varsity Tournament
 - 32 teams participate from Arkansas, Alabama, Illinois, Missouri and Tennessee
 - The 2-day event is held in October
 - Gate fees: \$7 per person
 - About 20 teams stay overnight
- Both events are held at the high school (2 volleyball courts) and the Sports Plex (6 volleyball courts). Court rental is free at the high school but \$2,400 for the 2-day event and \$1,200 for the 1-day event at the Sports Plex. That breaks down to about \$60 per hour per 2 volleyball courts
- The coach also runs a volleyball league from February to March for players in grades K to 8th grade
 - About 250-275 players participate
 - Held at the high school, which is free to use
 - Cost is \$65 per person
 - Program is held twice per week for 7 weeks
- In addition, the coach runs a 6-week spring league for players in grades 4-12
 - 30 school teams participate
 - Entry fees are \$350 per team
 - Utilize the Sports Plex and high school for 5 hours per week
- With the Sports Plex closing, availability of space is limited
- The coach does believe there is a need for an additional indoor sports facility in the market for the sport, because of the lack of indoor space — especially now that the Sports Plex is closing
- Impression of a proposed facility = positive
- The coach does believe there is a need for sports performance training in the market
- Adult volleyball is small in the market; churches and parks and recreation departments offer pick-up programs
- Ideal configuration of a new facility to maximize participation would be:
 - Court Size: 6-10 regulation-size volleyball courts
 - Preferred Flooring: Wood or Sport Court
 - Unacceptable Size and Flooring: Anything less than above, and in terms of flooring, tile or concrete
 - Other Amenities Desired: Drop-down netting
- The coach would utilize the proposed facility for all of the above events and programs

- The coach would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- The coach does see Paducah as being a regional draw for events in the market
- Other sports that would impact the usage of a proposed facility = basketball, baseball, softball and soccer

USA Volleyball - Pioneer Region: Nancy Funk, Assistant Commissioner

- There are 5,200 members in the region, with the majority from the Lexington and Louisville markets; about 200 players are in the Paducah region
- Club season is mid-November to end-May; high school season is early August to November
- The region sanctions tournaments from January to May, with tournaments happening every weekend. Events are hosted by clubs and vary from 1 to 2 days. A 1-day event fee is \$225 per team, and a 2-day event fee is \$450 per team
- Events can hold 4-6 teams per court based on a pool play with tournament format
- The region does suggest that host organizers charge for gate fees, but it's up to the club or facility. Gate fees average \$4 per adult
- The assistant commissioner believes teams would travel to the Paducah market for a tournament if the competition were good
- The Sports Plex ran about 2-3 tournaments during the season, and received a positive impression from groups
- Most tournaments are held at indoor sports facilities. Rental rates vary, but on average the fee is \$300-\$350 per court per day / \$50 per hour per court
- Facility considerations:
 - 4-9 regulation-size volleyball courts
 - Spectator seating
 - Surface: Sports Court
 - Concessions
- The assistant commissioner does see Paducah as being a regional draw for events in the market
- The assistant commissioner suggested that a designated club should host tournaments at a proposed facility

West Kentucky Volleyball Club: Hanna Keeling, Director

- There are 6-7 teams in the club from 12U-18U; five years ago, the club had 15 teams
- The club also runs a developmental program with 20 kids
- The club is turning away players due to lack of space
- The club is affiliated with Pioneer Region of USA Volleyball
- Season is January to May
- Geographic reach of its players is Paducah

- Teams participate in 5-7 tournament per year; entry fees are \$150 per team for 1a -day event and \$750 for a 3-day event. Teams travel within a 3-hour driving distance. Events are sanctioned by USA Volleyball, AAU and Junior Volleyball Association
- Teams train at Lone Oak Intermediate School and McCracken County High School, using 2 volleyball courts at Lone Oak School for 8 hours per week from January to May and paying a total of \$3,000 in rental fees. Teams utilize 1 volleyball court at the high school for free from March to April for 4 hours per week
- The club also hosts 2 tournaments per year
 - In the past, they were held at the Sports Plex and now will be held at the school
 - Events are 2 days and held in February and March
 - Cost per team is \$350
 - Average 32-38 teams; about 80% of teams stay overnight
 - Gate fees: \$5 per adult per day
 - The club pays \$5,000 per tournament for facility rental
- Availability of indoor space in the market is limited
- At the Sports Plex, the club utilized 3 volleyball courts for 8 hours per week — paying \$20,000 in rental fees from January to April
- The director does believe there is a need for an additional indoor sports facility in the market for the sport, because of the lack of quality of space and because Paducah is located central to bigger cities with large volleyball-playing populations
- Beach/sand volleyball is in its early stages of growth; there are no true sand courts in the area
- Ideal configuration of a new facility to maximize participation would be:
 - Court Size: 6-12 regulation-size volleyball courts
 - Preferred Flooring: Wood or Sport Court
 - Unacceptable Size and Flooring: Anything less than above
 - Other Amenities Desired: Concessions and fitness center
- Indoor activities that the organization would likely participate in at a new facility:
 - Leagues: Yes, 2 teams
 - Rentals: Yes, December to April for 8 hours per week
 - Camps/Clinics: Yes, about 80% of players would participate; the club would promote the activities
 - Tournaments: Yes, 6-7 teams; the club would like to host them
- The club would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
- Adult volleyball is small in the market; the parks and rec department offers a pickup program

- Impression of a proposed facility in the market = positive
- The director does believe there is a need for sports performance training in the market; about 3 teams would utilize the service
- The director does see Paducah as being a regional draw for events in the market
- Other sports that would impact the usage of a proposed facility = basketball, soccer, softball and baseball

WRESTLING

Kentucky USA Wrestling: Jon Carr, Chairman

- There are 2,000-2,500 members in the state; about 10% of registered members are in the Paducah region
- The state hosts about 4-6 events per year
 - Mainly held in Central Kentucky
 - One of the events is held at Pikeville Convention Center; no fee, and the local CVB pays for the rental
 - About 50% of participants stay overnight
 - Events are 1 day
 - Entry fees: \$16-\$25 per athlete
 - Gate fees: \$5-10 per person and/or \$30 per person for a weekend pass
- Youth season is early November to early February; high school season is end- of November to mid-February
- Impression of a proposed indoor facility in the market = positive, plus Paducah is a good central location
- Amenities desired:
 - 60,000 sq. ft. of space
 - Concessions and parking
- The chairman does see Paducah as being a regional draw for events in the market
- The chairman would utilize a proposed facility to host 1 event per year, and he would put in bid to host 1 national event

OTHER

City of Paducah Parks & Recreation Department: Mark Thompson, Director/ Amie Clark, Recreation Superintendent

- The city is building a 60,000-sq.-ft. aquatic and recreation center
 - It will have 2 basketball/3 volleyball courts and a walking track
 - The facility will be managed by a management company
 - Goal is to break ground in fall 2020 with completion in fall/winter 2021
- The department has 11 grass baseball/softball fields and 2 grass soccer fields The department offers the following youth sports programs:
 - Basketball: 90 kids from December-February

- Baseball: 20 kids in spring and fall
 - Soccer: 130 kids from April-May
 - Ages are 4-10 / 8-week sessions / Fees: \$25-\$60 per person
- The department offers the following adult sports programs
 - Softball: 14 teams
 - Kickball: 4-6 teams
 - Soccer: 4 teams
- The department does have 1 gym, but it doesn't rent the space to outside groups
- The department does not have any plans in the immediate future to develop additional indoor or outdoor recreational facilities beyond the one mentioned above
- There are no rumored projects of indoor or outdoor sports facility developments
- Impression of the area = concern that the proposed facility would be located in a low-income area of the city
- Both the director and superintendent do not believe there is a need for an indoor sports facility, because of the current aquatics and recreation center project.
- The director and superintendent also do not believe there is a need for more outdoor fields, because the current fields just need updated (and not replaced)
- Popular sports that would have the greatest needs for facility space = soccer, football, baseball and softball

McCracken County Public School System: Steve Carter, Superintendent

- The school's current indoor and outdoor sports facilities needs are being met
- The school does have a turf fieldhouse but does not rent the facility to outside groups
- The school also purchased in recent years an existing indoor tennis facility with 6 tennis courts
- The school does utilize the Sports Plex, but only on an as-needed basis
- The school does have 1 outdoor turf field, as well as plans to build a second turf field in the near future
- The superintendent isn't aware of any rumored projects outside of the city's new aquatic and recreation center
- The school district does own 24 acres of land near the old elementary school
- Impression of a proposed indoor/outdoor sports complex in the market = positive
- The superintendent does see Paducah as being a regional draw for events in the market
- The school district works with the high school basketball tournament in early January that attracts about 12 teams that stay overnight

Paducah Convention & Visitors Bureau: Mary Hammond, Executive Director

- There are 2,400 hotel rooms in the market
- Busy season is mid-April to October; shoulder season is November to March
- The department works on a budget of \$1 million and focuses on convention sales, leisure sales and sports sales
- The CVB is very active in bringing sporting events and conventions to the area
- The CVB would be willing to promote the proposed facility to outside groups
- Impression of a proposed indoor and outdoor complex = positive
- The executive director did explain that, going forward, a new county sports commission will pursue sports events while the CVB will focus on convention and leisure efforts
- There are no plans by private or public developers for more expo space
- The executive director does not believe there is a need for a new large multipurpose space, because the current convention center is sufficient
- There have been sports groups turned away in recent years due to lack of space
- The department did not work closely with operators of the Sports Plex
- The executive director does believe there is a need for an additional indoor and outdoor sports complex in the market, because it would improve the quality of life for residents as well as spark tourism
- Most popular sports for regional events = volleyball, soccer and cheer

Paducah McCracken Convention Center: Michelle Campbell, Executive Director

- The expo's busy season is September-May; slow season is June-August
- There have been 8-9 events during the year in the expo side of the convention center
- The convention center also operates a 40,000-sq.-ft. dome on a separate site from April to September
- There are more weekend events than weekday events
- Convention space is busy during from September-May
- Events held include:
 - Cheer/Dance: 2-4 times per year; 100% of participants stay overnight
 - Gymnastics: 2 times per year; 100% of participants stay overnight
 - Martial arts and MMA events
 - Wrestling: Small event
- Basketball and volleyball have been turned away, because of lack of space
- Visitors travel from between 3 and 5 hours away
- The executive director did state that sales efforts are split between the CVB and the convention center
- Impression of a proposed sports complex = positive
- The center does offer food and beverages (including alcohol)

- According to the executive director, competing markets would be Owensboro, KY; Elizabethtown, KY; and Cape Girardeau, MO

Paducah Tilghman High School: Jason Nickal, Athletic Director

- There is one gymnasium at the high school that is not rented to outside groups
- Sports that are most popular at the school in terms of participation = football, basketball and soccer
- The school does not have plans to develop additional indoor or outdoor sports facilities
- The athletic director is not aware of any rumored projects outside of the city's aquatic and recreation center project
- Indoor courts available in the market are at schools, and indoor turf space is available at the Sports Plex; outdoor fields are the current City fields
- The school's varsity teams could utilize the following facilities:
 - Indoor: From mid-October to end of November, from August to October, and from March to May for 10-16 hours per week
 - Outdoor: In fall and spring for 10-16 hours per week
 - Rental rates would be paid by booster clubs (not the school)
 - The school would consider a contractual arrangement to guarantee space and reduce the hourly cost of activities
 - The school would support bussing teams to the proposed complex
- Impression of a proposed complex in the market = positive
- The director does believe there is a need for sports performance training in the market
- The director does believe there is a need for an indoor and outdoor sports complex in the market, because of the limited space
- The school's football teams did rent the Sports Plex for training and paid \$50-\$100 for 2 hours
- The director does see Paducah as being a regional draw for events in the market

Paducah Regional Sports Plex: Tim Stonecipher, General Manager

- The indoor season is September-April
- The facility is available for basketball tournament operators to rent
 - Rental cost: \$75 per hour per court (3 basketball courts)
 - Average number of teams: 40 teams
 - Gate fees: \$5-\$12 per day per adult
- The facility does not run any adult programming or youth basketball leagues
- The facility runs 2 sessions of youth soccer and volleyball leagues; entry fees \$250-\$375 per team
- The facility runs summer camps for 8 weeks; cost is \$100 per week per person

- Impression of a proposed complex in the market is positive, but it would need to be done right
- The facility's rental fees for hard courts = \$75 per hour per court; rental fees for the turf field = \$100 per hour
- The general manager stated that the facility is still currently open (as of mid-December 2019) and has not been sold
- Utilization during the facility prime season
 - 8 a.m.-4 p.m. = minimal use
 - 5 p.m.-10 p.m. – 100% full
- The general manager did state there are 2 rumored projects of a proposed indoor facility: One is a volleyball facility with two courts and the second is with 1-3 basketball courts
- According to the general manager, the Sports Plex is financially strong
- The general manager does not believe there is a need for outdoor sports fields for events in the market

Exhibit II: Existing Facility Competition

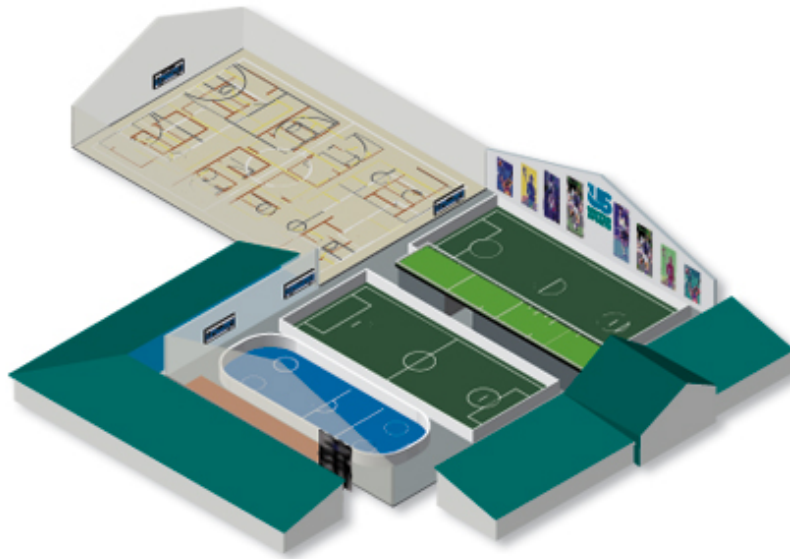
McCracken County/Paducah, KY

Pinnacle researched and analyzed existing facilities locally that could impact the proposed project. The facilities researched include local service providers that offer similar facilities and program offerings, as well as represent potential competitors by hosting programs that may impact the operation of a proposed outdoor sports facility.

Facilities are evaluated according to several criteria, including:

Functional Planning	Design	Site
<ul style="list-style-type: none"> • Plan and/or facility efficiency • Facility entry • Amount and use of space • User fees, rental rates and registration costs 	<ul style="list-style-type: none"> • Interior finishes • Detailing/color schemes • Indoor circulation/traffic flow • Use of natural and artificial lighting • Building structure and materials 	<ul style="list-style-type: none"> • Location of sports complex/facility • Distance from proposed facility • Ease of access to site • Safety of facility and parking lot

Pinnacle also takes into consideration the ability of a new facility to effectively market and capture sports and recreation participants based on such factors as user demographics, quality of existing facilities and the reputation of the destination.



Local Competition

Name	McCracken County High School Fieldhouse
Address	6530 Old Hwy. 60, Paducah, KY
Website	www.mccracken.kyschools.us/ActivitiesAthletics.aspx

Focus Criteria	Below Average/No	Average	Above Average/Yes
Exterior Facility Signage			x
Ample Parking Lots		x	
What is the image portrayed by the facility			x
Parking Lot Lighting			x
Member Service Desk	x		
Staff person assigned at the front desk and was greeted	x		
Cleanliness of the facility		x	
Interior lighting of the facility			x
Surface of the sports venue			x
Marketing material available on programming	x		
Facility is situated in a good area in terms of safety and ease of access			x
Is the facility easy to find and / or enter the site		x	
Quality of Website			x
Offer on-line registration for programs	x		
Spectator seating around the field(s)/hard court(s)	x		
Hours of Operation posted in the facility	x		
Marketing Partners surrounding the facility	x		
Climate Controlled			x



Name	Paducah Regional Sports Plex
Address	6525 U.S. Hwy. 60, Paducah, KY
Website	www.paducahregionalsportsplex.com

Focus Criteria	Below Average/No	Average	Above Average/Yes
Exterior Facility Signage			X
Ample Parking Lots		X	
What is the image portrayed by the facility			X
Parking Lot Lighting	X		
Member Service Desk			X
Staff person assigned at the front desk and was greeted	X		
Cleanliness of the facility		X	
Interior lighting of the facility		X	
Surface of the sports venue			X
Marketing material available on programming	X		
Facility is situated in a good area in terms of safety and ease of access			X
Is the facility easy to find and / or enter the site			X
Quality of Website	X		
Offer on-line registration for programs	X		
Spectator seating around the field(s)/hard court(s)		X	
Hours of Operation posted in the facility	X		
Marketing Partners surrounding the facility	X		
Climate Controlled			X



Pinnacle staff did not have an opportunity to visit the facility during the on-site portion of the market study.

Name	Expoindoor Soccer
Address	1001 Housman St., Mayfield, KY



McCracken County/Paducah, KY
Facility Analysis Summary

Facility Name	# of Fields/Courts	Field/Court Dimensions	Mezzanine Viewing	Air Cond.	Heating	Locker Rooms	Retail	Alcohol	Food Service	Rental Rates
McCracken County High School—Indoor Athletic fieldhouse	1 Indoor Turf Field	80 yards	No	Yes	Yes	No	No	No	No	Does not rent the space
Level 5 Performance	5 Hitting Lanes/Cages	Cages – 15 x 70 ft.	No	No	Yes	No	No	No	No	-
Premier Indoor Soccer	1 Boarded Turf Field	-	-	-	-	-	-	-	-	Turf Time - \$80 Per hr.
United Team Sports Center	3 Volleyball Courts 3 Basketball Courts 1 Turf Field	35,000 sq. ft. facility	-	-	-	-	-	-	-	-

McCracken County/Paducah, KY Indoor Sports Facility Map Summary

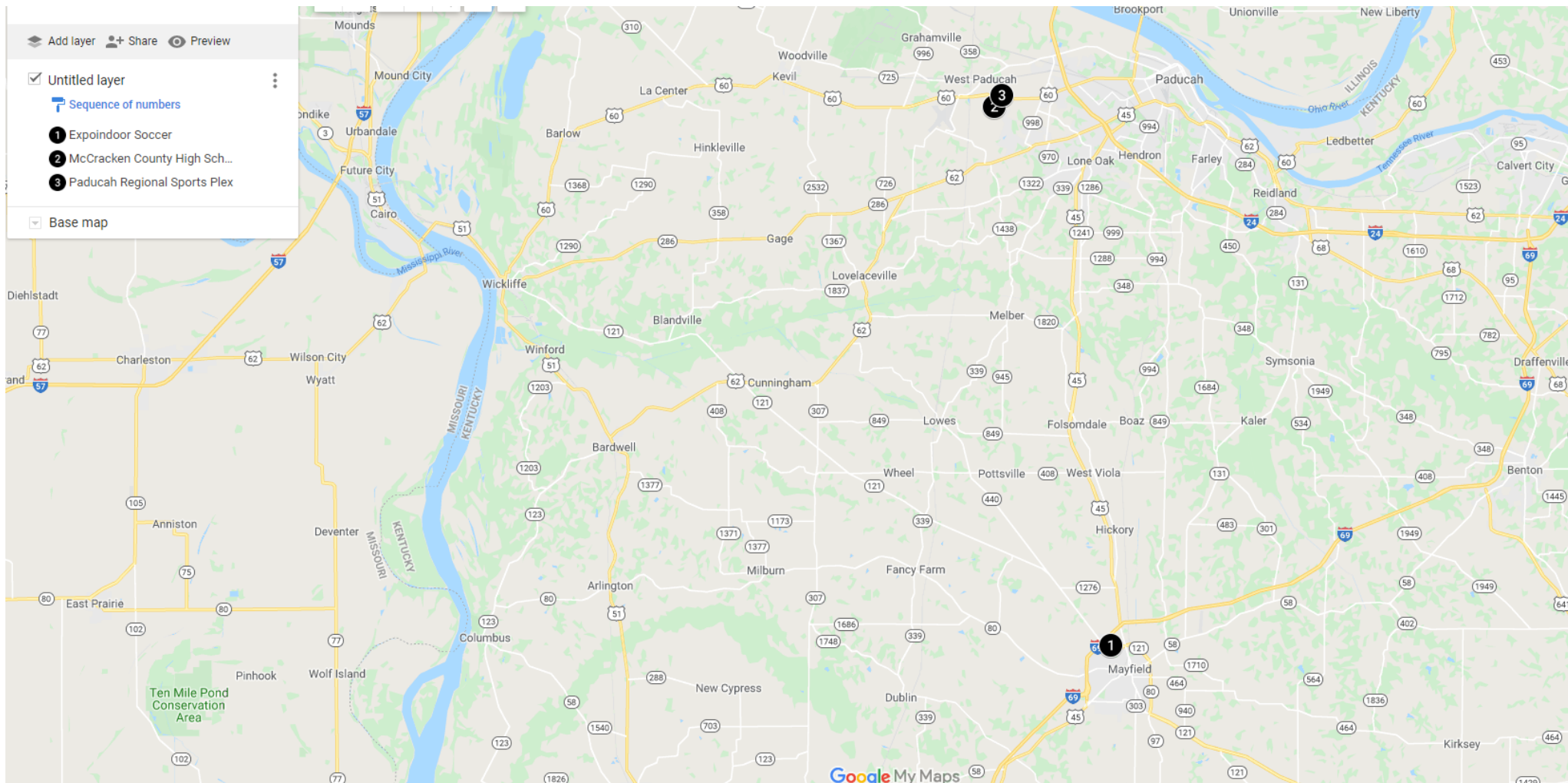


Exhibit III: Regional Indoor Sports Complexes

Rocky Top Sports World (Gatlinburg, Tennessee)

- Opened: 2014
- Cost: \$20 Million
- Facility:
 - 80-acre indoor/outdoor sports complex
 - Indoor facility: 86,000 square feet
 - 12 regulation volleyball courts
 - 6 regulation basketball courts
 - 3 NCAA-size courts
 - 6 high school-size courts
 - 3 multipurpose rooms
 - Café and grill
 - Outdoor complex: 7 multi-use fields



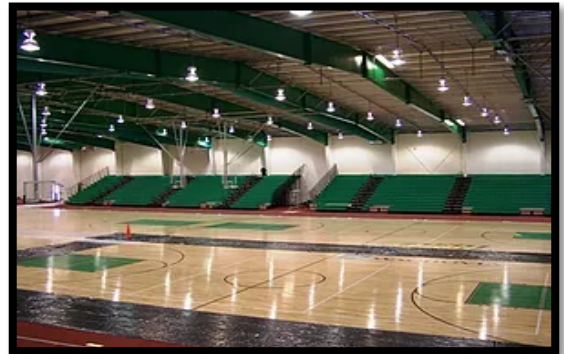
Hoover Sports Complex (Hoover, Alabama)

- Opened: 2017
- Cost: \$80 Million
- Facility:
 - 120-acre indoor/outdoor sports complex
 - Indoor facility: 155,000 square feet
 - 12 regulation volleyball courts
 - 9 regulation basketball courts
 - - 6 tennis courts
 - 1 artificial turf field
 - 3 multipurpose rooms
 - Café and grill
 - Outdoor complex: 6 multi-use fields and 8 baseball/softball fields



Boo Williams Sportsplex (Hampton, Virginia)

- Opened: 2008
- Cost: \$13.5 Million
- Facility:
 - Indoor facility: 135,000 square feet
 - 12 regulation volleyball courts
 - 8 regulation basketball courts
 - 8 regulation indoor hockey fields
 - 6-lane indoor track
 - Concessions area and banquet room
 - Speed and conditioning center
 - Retractable seating for up to 4,000 spectators



Myrtle Beach Sports Center (Myrtle Beach, South Carolina)

- Opened: 2015
- Cost: \$12.4 Million
- Facility:
 - Indoor facility: 100,000 square feet
 - 16 regulation volleyball courts
 - 8 regulation basketball courts
 - Snack bar



Round Rock Sports Center (Round Rock, Texas)

- Opened: 2014
- Cost: \$14.9 Million
- Facility:
 - Indoor facility: 82,000 square feet
 - 12 regulation volleyball courts
 - 6 regulation basketball courts
 - Concessions



Upward Star Center (Spartanburg, South Carolina)

- Opened: 2014
- Cost: \$19 Million
- Facility:
 - Indoor facility: 120,000 square feet
 - 12 regulation volleyball courts
 - 6 regulation basketball courts
 - 4 batting cages
 - Running track
 - Café and retail shop



Cape Sportsplex (Cape Girardeau, Missouri)

- Opened: 2016
- Cost: \$12 Million
- Facility:
 - Indoor facility: 120,000 square feet
 - 12 regulation volleyball courts
 - 6 regulation basketball courts
 - 2 indoor turf fields
 - Batting cages
 - Full-service food and beverage capabilities



Fieldhouse USA (Frisco, Texas)

- Opened" 2009
- Facility:
 - Indoor facility: 100,000-plus square feet
 - 12 regulation volleyball courts
 - 12 regulation basketball courts
 - Food court
 - Athletic training facility
 - Sporting goods store



Exhibit IV: Regional Outdoor Sports Complexes

Elizabethtown Sports Park, Elizabethtown, Kentucky



Location: 1401 West Park Road #3082, Elizabethtown, KY

Number of Fields:

- 12 soccer/lacrosse/field hockey natural turf fields
- 3 quads for baseball/softball/fast-pitch = 12 total lit diamonds
- 2 championship fields with synthetic turf

Grand Park, Westfield, Indiana



Location: 19000 Grand Park Blvd, Westfield, IN

Number of Fields:

- 31 multipurpose fields for soccer, football, rugby, field hockey and lacrosse
- 26 baseball and softball diamonds

West Tennessee Healthcare Sportsplex, Jackson, Tennessee



Location: 250 Bancorpsouth Pkwy., Jackson, TN

Number of Fields: • 17 baseball and softball diamonds

Sports Force Parks at Cedar Point Sports Center, Sandusky, Ohio



Location: 3115 Cleveland Road W., Sandusky, OH

Number of Fields:

- 8 youth diamonds & 4 full-size diamonds
- 11 softball fields
- 8 soccer and lacrosse fields

United Sports, Downingtown, Pennsylvania



Location: 1426 Marshallton Thorndale Road, Downingtown, PA

Number of Fields: • 4 synthetic turf fields and 7 grass fields

Amenities: • Indoor sports facility
• Concessions stand

ESPN Wide World of Sports at Disney, Orlando, Florida



Location: Disney Campus, Orlando, Florida

Number of Fields:

- 16 baseball/softball diamonds
- 4 multipurpose fields for soccer and lacrosse

Woodside Dells Sports Complex, Wisconsin Dells, Wisconsin



- Location: 2100 River Road, Wisconsin Dells, WI
- Number Fields:
- 6 synthetic turf fields and 2 grass fields (soccer/lacrosse)
 - 4 synthetic turf baseball/softball diamonds
- Amenities:
- Adjacent indoor sports facility
 - Six batting cages
 - Full concessions and retail area
 - Located in the Wisconsin Dells amusement area

Old Settlers Park, Round Rock, Texas



Location: 3300 E. Palm Valley Blvd., Round Rock, TX

Number of Fields:

- 20 baseball fields
- 5 softball fields
- 2 football fields
- 7 soccer fields
- 12 tennis courts
- 2 sand volleyball courts

Amenities:

- 18-hole disc golf course
- Playgrounds
- Picnic areas

The Ripken Experience, Aberdeen, Maryland



- Location: 873 Long Dr., Aberdeen, MD
- Number of Fields:
- 5 60'/70' MLB replica baseball fields
 - 90' synthetic turf stadium
 - 8 covered batting cages
- Amenities:
- Ripken Training Circle
 - Playground

The Ripken Experience, Myrtle Beach, South Carolina



Location: 3051 Ripken Way, Myrtle Beach, SC

Number of Fields:

- 5 60'/70' lighted synthetic turf baseball fields
- 3 80'/90' baseball fields

Amenities:

- Ripken Training Circle
- Clubhouse
- Multiple concessions areas

Cooperstown Dreams Park, Cooperstown, New York



Location: Cooperstown, NY 13326

Number of Fields: • 22 youth baseball diamonds

Amenities: • 60 onsite bunkhouses
• Dining hall

Rocky Top Sports World, Gatlinburg, Tennessee



Location:	1870 Sports World Blvd., Gatlinburg, TN
Size:	86,000 sq. ft. indoor facility (12 volleyball courts/6 basketball courts)
Number of Fields:	<ul style="list-style-type: none">• 6 new Astroturf fields• 1 natural grass field• Configurable for 14 youth soccer fields
Amenities:	<ul style="list-style-type: none">• Expanded restaurant

Michael O. Buchanon Park, Bowling Green, Kentucky



Location: 9222 Nashville Road, Bowling Green, KY 42101

Number of Fields:

- 2 football fields
- 8 multipurpose fields
- 2 soccer fields

Amenities:

- 6 outdoor batting cages
- Picnic shelter w/grill area
- Playground Area

Paducah, KY_Local

Pop-Facts® Demographics | Population & Race

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 30 min Drivetime

POPULATION

96,371

HOUSEHOLDS

41,082

ETHNICITY



2.6%

Index: 14

Hispanic/Latino

HISPANIC ORIGIN*



66.4%

Index: 107

Mexican

HOME LANGUAGE*

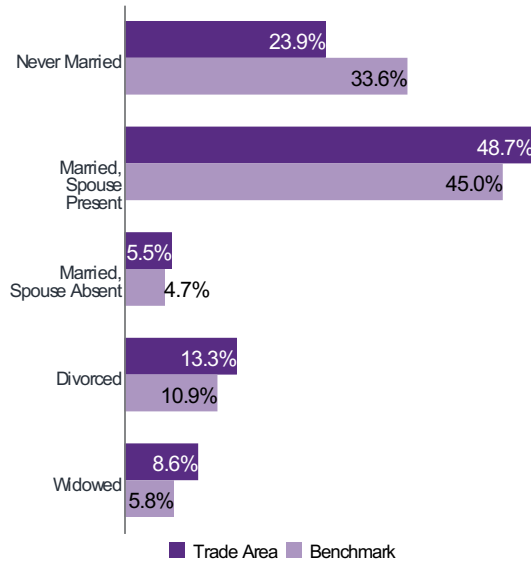


94.1%

Index: 123

Only English

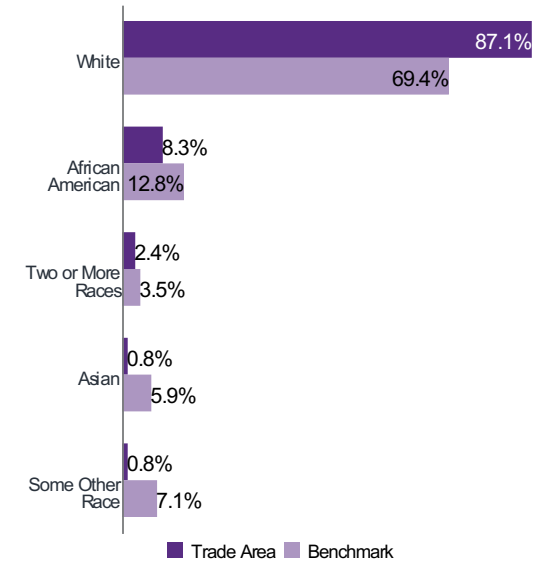
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	5,738	6.0	98
5 - 9	5,815	6.0	99
10 - 14	5,971	6.2	99
15 - 17	3,601	3.7	96
18 - 20	3,272	3.4	82
21 - 24	4,250	4.4	83
25 - 34	10,951	11.4	84
35 - 44	11,314	11.7	93
45 - 54	11,993	12.4	99
55 - 64	13,582	14.1	110
65 - 74	11,461	11.9	120
75 - 84	5,746	6.0	125
85+	2,676	2.8	139

POPULATION BY RACE**



Benchmark: USA

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(<https://en.environicsanalytics.ca/Spotlight/About/3/2020>)

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Housing & Household

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 30 min Drivetime

Population: 96,371 | Households: 41,082

MEDIAN AGE OF HOUSEHOLDER

56

Index: 106

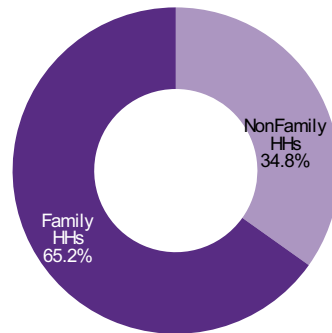
PRESENCE OF CHILDREN*



29.6%

Index: 88

HOUSEHOLD TYPE



HOUSING TENURE



Own

70.2%

Index: 108



Rent

29.8%

Index: 85

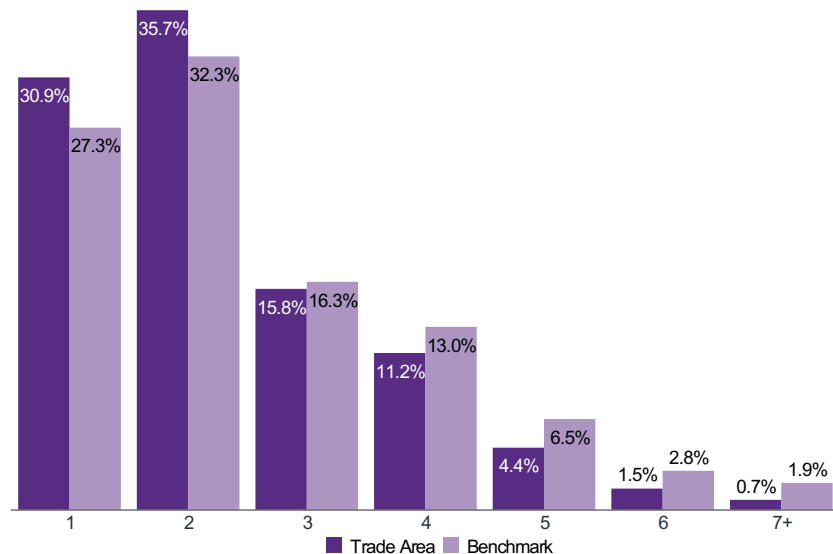
AGE OF HOUSING**



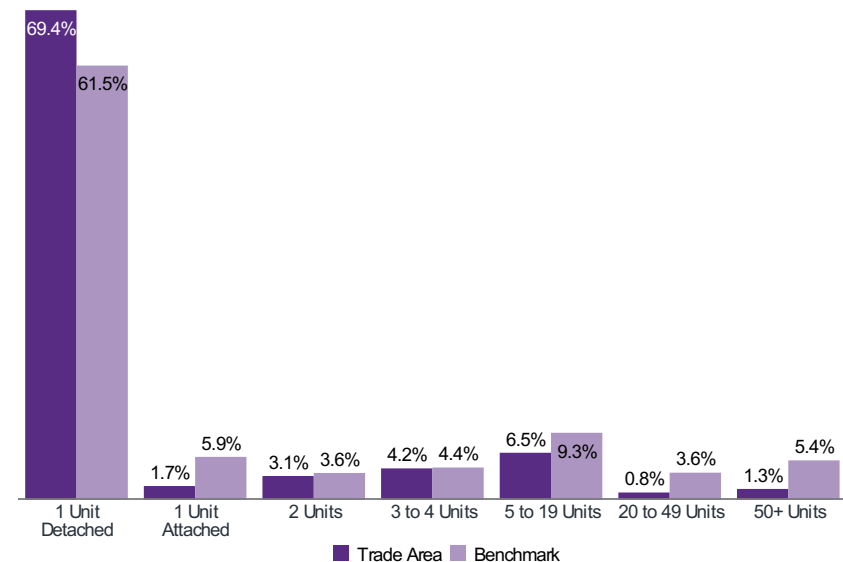
39 - 48 years old

% Comp: 17.0 Index: 118

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: USA

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*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors: <80 80 - 110 110+

Pop-Facts® Demographics | Affluence & Education

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 30 min Drivetime

Population: 96,371 | Households: 41,082

EDUCATIONAL ATTAINMENT: TOP 2*



33.3%

Index: **123**

High School Graduate



23.0%

Index: **112**

Some College, No Degree

EDUCATION: HISPANIC/LATINO



0.3%

Index: **11**

Bachelor's degree or higher

POVERTY STATUS



87.5%

Index: **97**

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$51,698

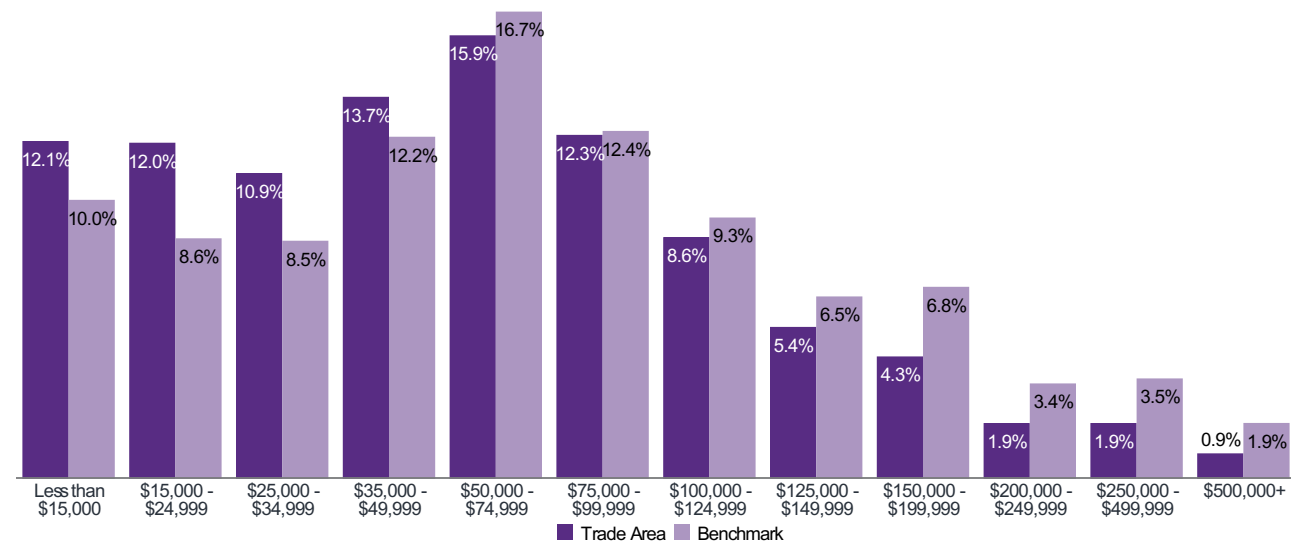
Index: **79**

Average Household Income

\$73,665

Index: **79**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: USA

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*Ranked by percent composition

Index Colors: <80 80 - 110 110+

Pop-Facts® Demographics | Employment & Occupation

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 30 min Drivetime

Population: 96,371 | Households: 41,082

OCCUPATIONAL CLASS*



58.2%

Index: 95

White Collar

UNEMPLOYMENT RATE



4.8%

Index: 88

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



87.0%

Index: 114

Travel to work by **Driving Alone**

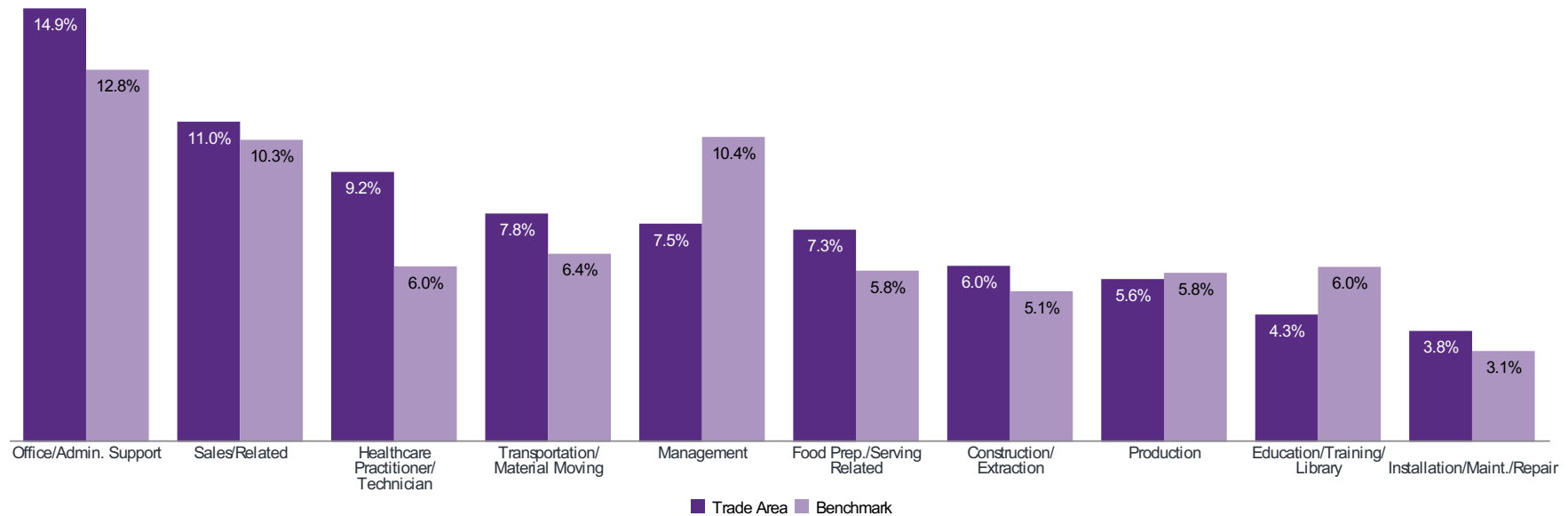


6.3%

Index: 70

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

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(<https://en.environicsanalytics.ca/Spotlight/About/3/2020>)

*Chosen from percent composition ranking

Index Colors: <80 80 - 110 110+

Trade Area: 6530 Old Hwy 60 - 30 min Drivetime



POPULATION

The population in this area is estimated to change from **98,441** to **96,371**, resulting in a growth of **-2.1%** between 2010 and the current year. Over the next five years, the population is projected to grow by **-0.1%**.

The population in the base area is estimated to change from **308,745,538** to **330,342,293**, resulting in a growth of **7.0%** between 2010 and the current year. Over the next five years, the population is projected to grow by **3.3%**.

The current year median age for this area is **42.6**, while the average age is **42.0**. Five years from now, the median age is projected to be **43.1**.

The current year median age for the base area is **38.7**, while the average age is **39.6**. Five years from now, the median age is projected to be **39.6**.

Of this area's current year estimated population:

87.1% are White Alone, **8.3%** are Black or African American Alone, **0.4%** are American Indian and Alaska Nat. Alone, **0.8%** are Asian Alone, **0.0%** are Nat. Hawaiian and Other Pacific Isl. Alone, **0.8%** are Some Other Race, and **2.4%** are Two or More Races.

Of the base area's current year estimated population:

69.4% are White Alone, **12.8%** are Black or African American Alone, **1.0%** are American Indian and Alaska Nat. Alone, **5.9%** are Asian Alone, **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone, **7.1%** are Some Other Race, and **3.5%** are Two or More Races.

This area's current estimated Hispanic or Latino population is **2.6%**, while the base area's current estimated Hispanic or Latino population is **19.0%**.



HOUSEHOLD

The number of households in this area is estimated to change from **41,705** to **41,082**, resulting in an increase of **-1.5%** between 2010 and the current year. Over the next five years, the number of households is projected to increase by **0.1%**.

The number of household in the base area is estimated to change from **116,716,292** to **125,476,002**, resulting in an increase of **7.5%** between 2010 and the current year. Over the next five years, the number of households is projected to increase by **3.4%**.

Benchmark: USA

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Trade Area: 6530 Old Hwy 60 - 30 min Drivetime



EDUCATION

Currently, it is estimated that **5.3%** of the population age 25 and over in this area had earned a Master's Degree, **1.6%** had earned a Professional School Degree, **0.5%** had earned a Doctorate Degree and **13.6%** had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, **8.6%** had earned a Master's Degree, **2.1%** had earned a Professional School Degree, **1.4%** had earned a Doctorate Degree and **19.5%** had earned a Bachelor's Degree.



INCOME

The average household income is estimated to be **\$73,665** for the current year, while the average household income for the base area is estimated to be **\$93,707** for the same time frame.

The average household income in this area is projected to change over the next five years, from **\$73,665** to **\$81,982**.

The average household income in the base area is projected to change over the next five years, from **\$93,707** to **\$104,663**.



HOUSING

Most of the dwellings in this area (**70.2%**) are estimated to be **Owner-Occupied** for the current year. For the base area the majority of the housing units are **Owner-Occupied** (**65.1%**).

The majority of dwellings in this area (**69.4%**) are estimated to be structures of **1 Unit Detached** for the current year. The majority of the dwellings in the base area (**61.5%**) are estimated to be structure of **1 Unit Detached** for the same year.

The majority of housing units in this area (**17.0%**) are estimated to have been **Built 1970 to 1979** for the current year.

The majority of housing units in the base area (**14.4%**) are estimated to have been **Built 1970 to 1979** for the current year.

Benchmark: USA

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Trade Area: 6530 Old Hwy 60 - 30 min Drivetime



LABOR

For this area, **6530 Old Hwy 60 - 30 min Drivetime**, **95.2%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.1% are in the Armed Forces, **54.0%** are employed civilians, **2.7%** are unemployed civilians, and **43.2%** are not in the labor force.

The occupational classification for this area are as follows:

23.1% hold blue collar occupations, **58.2%** hold white collar occupations, and **18.7%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

1.8% are in Architecture and Engineering, **1.5%** are in Arts, Entertainment and Sports, **2.8%** are in Business and Financial Operations, **1.7%** are in Computers and Mathematics, **4.3%** are in Education, Training and Libraries, **9.2%** are in Healthcare Practitioners and Technicians, **2.5%** are in Healthcare Support, **0.6%** are in Life, Physical and Social Sciences, **7.5%** are in Management, **14.9%** are in Office and Administrative Support.

2.3% are in Community and Social Services, **7.3%** are in Food Preparation and Serving, **0.6%** are in Legal Services, **1.6%** are in Protective Services, **11.0%** are in Sales and Related Services, **3.3%** are in Personal Care Services.

3.6% are in Building and Grounds Maintenance, **6.0%** are in Construction and Extraction, **0.4%** are in Farming, Fishing and Forestry, **3.8%** are in Maintenance and Repair, **5.6%** are in Production, **7.8%** are in Transportation and Moving.

For the base area, **USA**, **94.5%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.4% are in the Armed Forces, **59.3%** are employed civilians, **3.5%** are unemployed civilians, and **36.8%** are not in the labor force.

The occupational classification for the base area are as follows:

20.4% hold blue collar occupations, **61.0%** hold white collar occupations, and **18.6%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories:

1.8% are in Architecture and Engineering, **2.0%** are in Arts, Entertainment and Sports, **4.9%** are in Business and Financial Operations, **3.0%** are in Computers and Mathematics, **6.0%** are in Education, Training and Libraries, **6.0%** are in Healthcare Practitioners and Technicians, **2.3%** are in Healthcare Support, **0.9%** are in Life, Physical and Social Sciences, **10.4%** are in Management, **12.8%** are in Office and Administrative Support.

1.7% are in Community and Social Services, **5.8%** are in Food Preparation and Serving, **1.1%** are in Legal Services, **2.1%** are in Protective Services, **10.3%** are in Sales and Related Services, **3.8%** are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, **5.1%** are in Construction and Extraction, **0.7%** are in Farming, Fishing and Forestry, **3.1%** are in Maintenance and Repair, **5.8%** are in Production, **6.4%** are in Transportation and Moving.

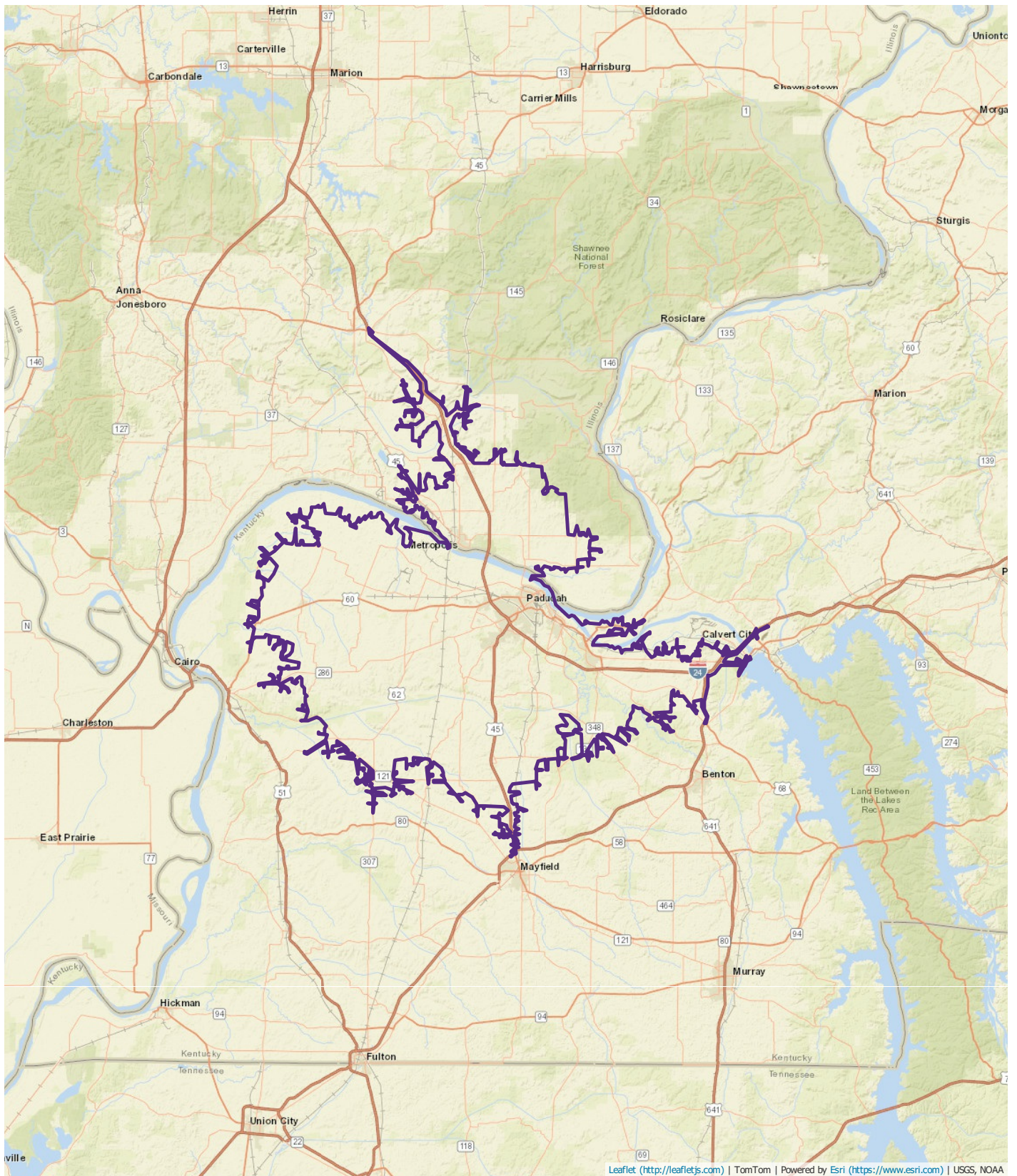
Benchmark: USA

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Pop-Facts® Executive Summary | Map

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 30 min Drivetime



Benchmark: USA

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Report Details

Name: Paducah, KY_Local
Date / Time: 12/18/2019 2:06:33 PM
Workspace Vintage: 2020

Trade Area

Name	Level	Geographies
6530 Old Hwy 60 - 30 min Drivetime	30 min Drivetime	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Claritas Pop-Facts® Premier	Claritas	©Claritas, LLC 2019 (https://en.environicsanalytics.ca/Spotlight/Abo)
SPOTLIGHT Pop-Facts® Premier	Claritas	©Claritas, LLC 2019 (https://en.environicsanalytics.ca/Spotlight/Abo)

Paducah, KY_Regional

December 18, 2019

Pop-Facts® Demographics | Population & Race

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 300 min Drivetime

POPULATION

23,125,468

HOUSEHOLDS

9,156,084

ETHNICITY



5.1%

Index: 27

Hispanic/Latino

HISPANIC ORIGIN*



66.6%

Index: 108

Mexican

HOME LANGUAGE*

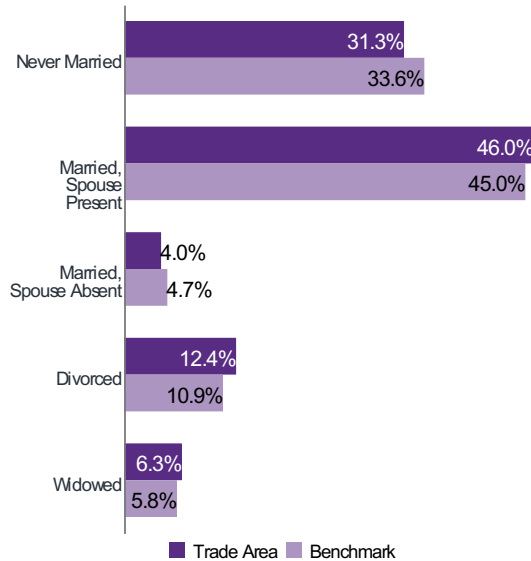


90.8%

Index: 119

Only English

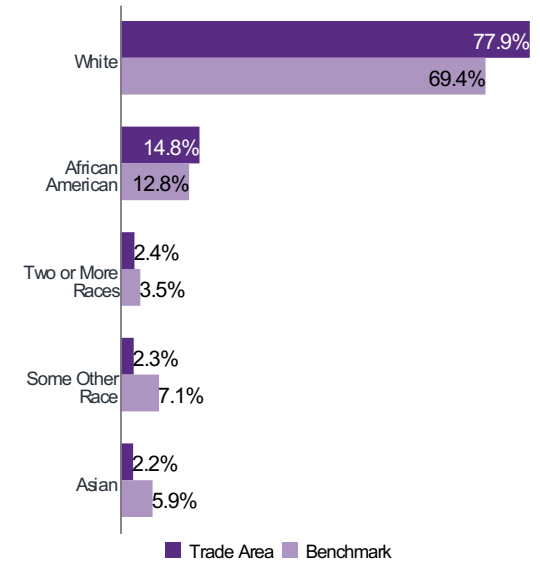
MARITAL STATUS



POPULATION BY AGE

Age	Count	%	Index
0 - 4	1,421,208	6.1	101
5 - 9	1,423,608	6.2	101
10 - 14	1,456,631	6.3	101
15 - 17	897,319	3.9	100
18 - 20	986,225	4.3	103
21 - 24	1,252,777	5.4	102
25 - 34	3,058,061	13.2	98
35 - 44	2,863,328	12.4	98
45 - 54	2,858,760	12.4	99
55 - 64	3,008,667	13.0	101
65 - 74	2,329,536	10.1	102
75 - 84	1,117,943	4.8	102
85+	451,405	2.0	98

POPULATION BY RACE**



Benchmark: USA

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*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Housing & Household

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 300 min Drivetime

Population: 23,125,468 | Households: 9,156,084

MEDIAN AGE OF HOUSEHOLDER

53

Index: 100

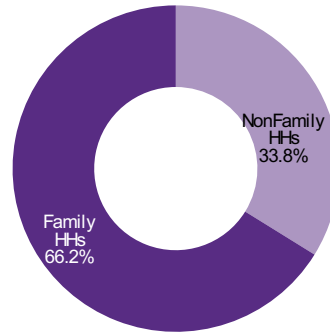
PRESENCE OF CHILDREN*



32.6%

Index: 97

HOUSEHOLD TYPE



HOUSING TENURE



Own

68.2%

Index: 105



Rent

31.8%

Index: 91

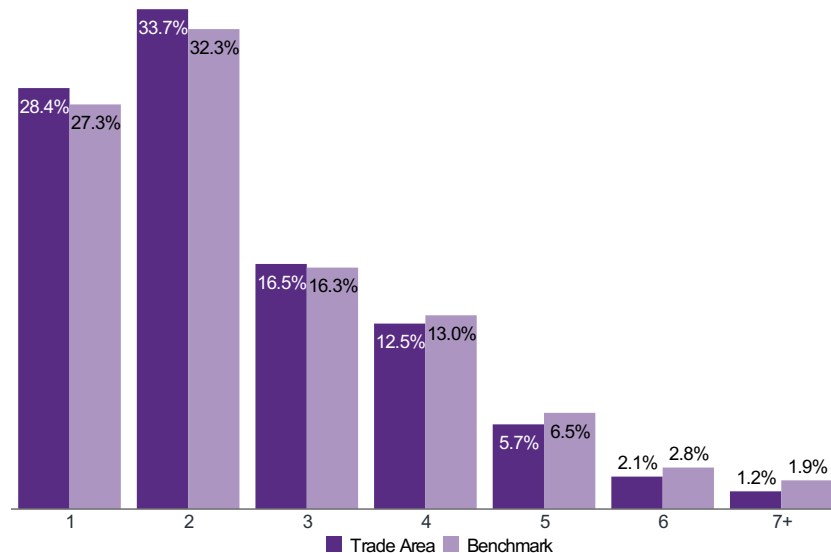
AGE OF HOUSING**



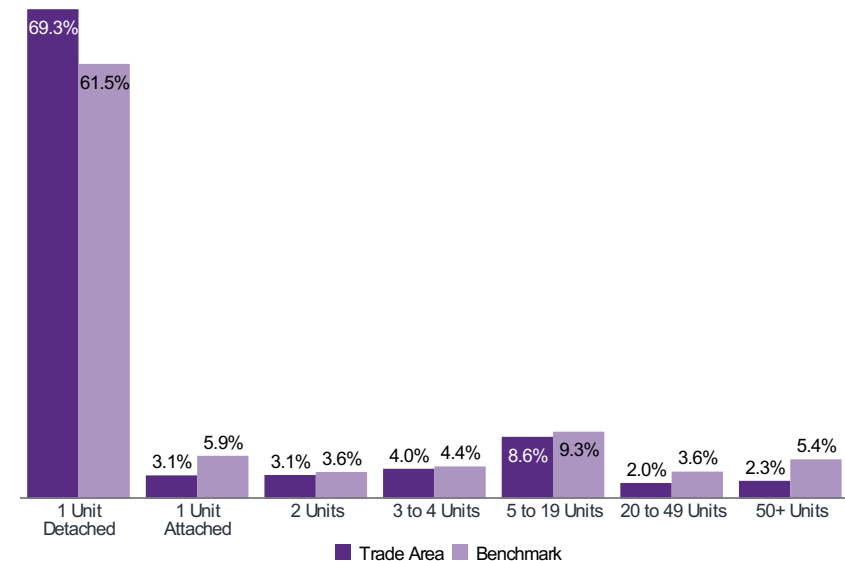
19 - 28 years old

% Comp: 15.4 Index: 115

HOUSEHOLD SIZE



HOUSING UNITS IN STRUCTURE



Benchmark: USA

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(<https://en.environicsanalytics.ca/Spotlight/About/3/2020>)

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors: <80 80 - 110 110+

Pop-Facts® Demographics | Affluence & Education

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 300 min Drivetime

Population: 23,125,468 | Households: 9,156,084

EDUCATIONAL ATTAINMENT: TOP 2*



31.2%

Index: **115**

High School Graduate



21.3%

Index: **104**

Some College, No Degree

EDUCATION: HISPANIC/LATINO



0.7%

Index: **26**

Bachelor's degree or higher

POVERTY STATUS



89.2%

Index: **99**

At or above poverty

HOUSEHOLD INCOME



Median Household Income

\$56,644

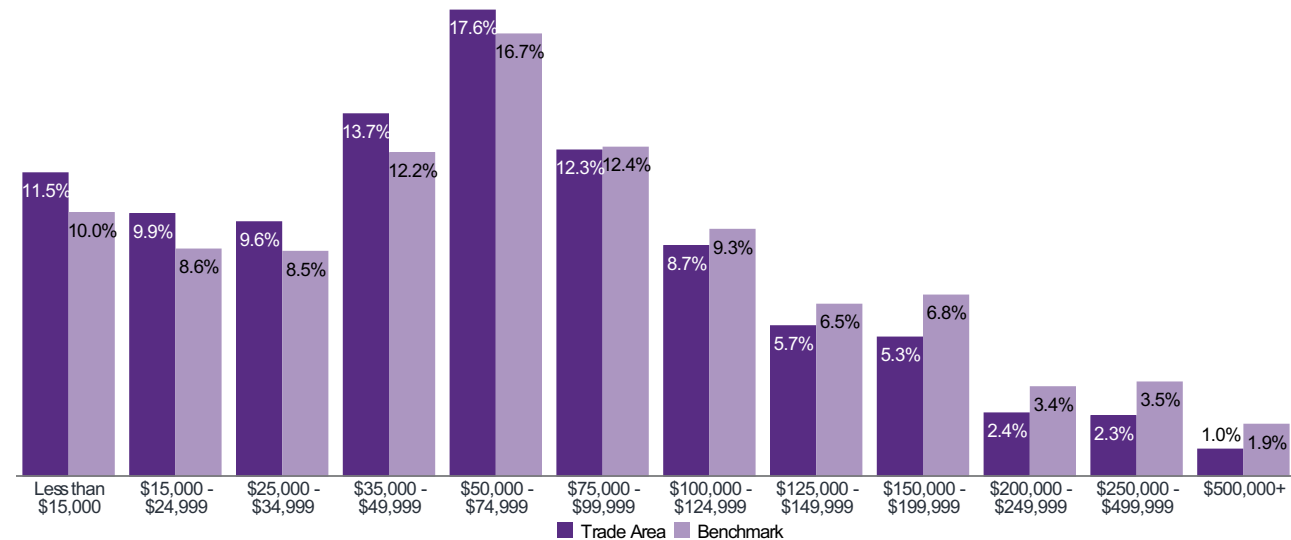
Index: **87**

Average Household Income

\$78,977

Index: **84**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: USA

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*Ranked by percent composition

Index Colors:	<80	80 - 110	110+
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Pop-Facts® Demographics | Employment & Occupation

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 300 min Drivetime

Population: 23,125,468 | Households: 9,156,084

OCCUPATIONAL CLASS*



58.7%

Index: 96

White Collar

UNEMPLOYMENT RATE



5.6%

Index: 101

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*



82.9%

Index: 108

Travel to work by **Driving Alone**

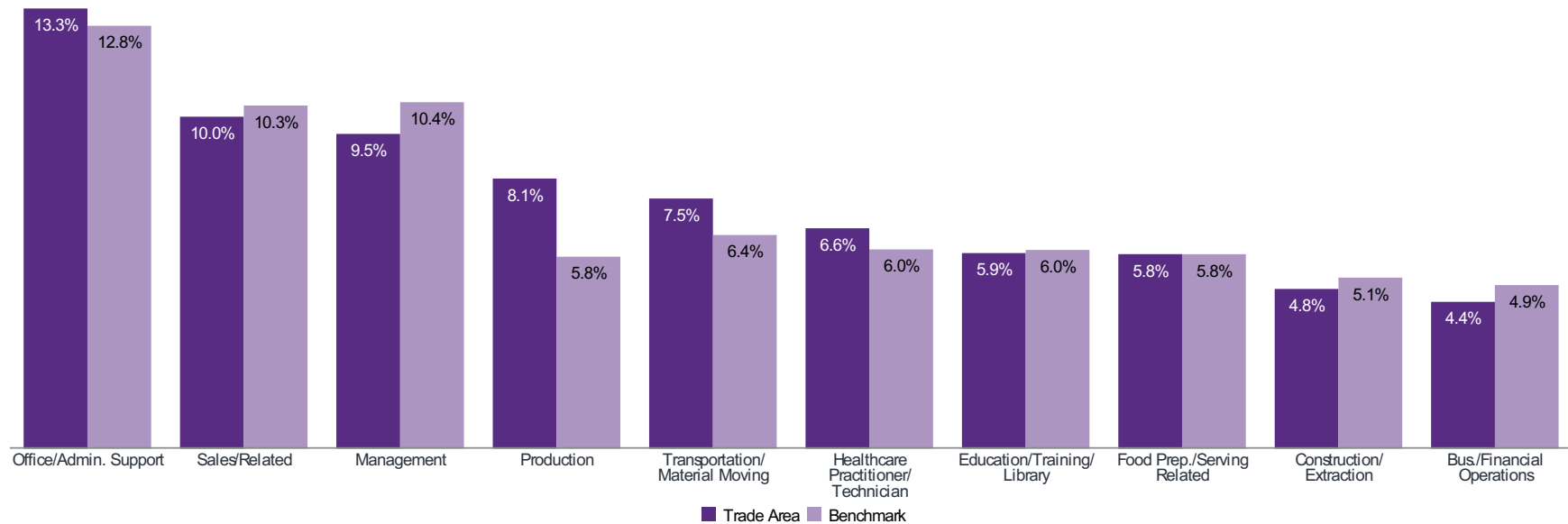


8.6%

Index: 96

Travel to work by **Carpooling**

OCCUPATION: TOP 10*



Benchmark: USA

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(<https://en.environicsanalytics.ca/Spotlight/About/3/2020>)

*Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+
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Trade Area: 6530 Old Hwy 60 - 300 min Drivetime



POPULATION

The population in this area is estimated to change from **22,213,270** to **23,125,468**, resulting in a growth of **4.1%** between 2010 and the current year. Over the next five years, the population is projected to grow by **2.1%**.

The population in the base area is estimated to change from **308,745,538** to **330,342,293**, resulting in a growth of **7.0%** between 2010 and the current year. Over the next five years, the population is projected to grow by **3.3%**.

The current year median age for this area is **38.7**, while the average age is **39.6**. Five years from now, the median age is projected to be **39.5**.

The current year median age for the base area is **38.7**, while the average age is **39.6**. Five years from now, the median age is projected to be **39.6**.

Of this area's current year estimated population:

77.9% are White Alone, **14.8%** are Black or African American Alone, **0.4%** are American Indian and Alaska Nat. Alone, **2.2%** are Asian Alone, **0.1%** are Nat. Hawaiian and Other Pacific Isl. Alone, **2.3%** are Some Other Race, and **2.4%** are Two or More Races.

Of the base area's current year estimated population:

69.4% are White Alone, **12.8%** are Black or African American Alone, **1.0%** are American Indian and Alaska Nat. Alone, **5.9%** are Asian Alone, **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone, **7.1%** are Some Other Race, and **3.5%** are Two or More Races.

This area's current estimated Hispanic or Latino population is **5.1%**, while the base area's current estimated Hispanic or Latino population is **19.0%**.



HOUSEHOLD

The number of households in this area is estimated to change from **8,759,217** to **9,156,084**, resulting in an increase of **4.5%** between 2010 and the current year. Over the next five years, the number of households is projected to increase by **2.2%**.

The number of household in the base area is estimated to change from **116,716,292** to **125,476,002**, resulting in an increase of **7.5%** between 2010 and the current year. Over the next five years, the number of households is projected to increase by **3.4%**.

Benchmark: USA

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Trade Area: 6530 Old Hwy 60 - 300 min Drivetime



EDUCATION

Currently, it is estimated that **7.5%** of the population age 25 and over in this area had earned a Master's Degree, **1.7%** had earned a Professional School Degree, **1.2%** had earned a Doctorate Degree and **17.0%** had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, **8.6%** had earned a Master's Degree, **2.1%** had earned a Professional School Degree, **1.4%** had earned a Doctorate Degree and **19.5%** had earned a Bachelor's Degree.



INCOME

The average household income is estimated to be **\$78,977** for the current year, while the average household income for the base area is estimated to be **\$93,707** for the same time frame.

The average household income in this area is projected to change over the next five years, from **\$78,977** to **\$87,873**.

The average household income in the base area is projected to change over the next five years, from **\$93,707** to **\$104,663**.



HOUSING

Most of the dwellings in this area (**68.2%**) are estimated to be **Owner-Occupied** for the current year. For the base area the majority of the housing units are **Owner-Occupied** (**65.1%**).

The majority of dwellings in this area (**69.3%**) are estimated to be structures of **1 Unit Detached** for the current year. The majority of the dwellings in the base area (**61.5%**) are estimated to be structure of **1 Unit Detached** for the same year.

The majority of housing units in this area (**15.4%**) are estimated to have been **Built 1990 to 1999** for the current year.

The majority of housing units in the base area (**14.4%**) are estimated to have been **Built 1970 to 1979** for the current year.

Benchmark: USA

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Trade Area: 6530 Old Hwy 60 - 300 min Drivetime



LABOR

For this area, **6530 Old Hwy 60 - 300 min Drivetime**, **94.7%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.3% are in the Armed Forces, **58.3%** are employed civilians, **3.3%** are unemployed civilians, and **38.1%** are not in the labor force.

The occupational classification for this area are as follows:

23.8% hold blue collar occupations, **58.7%** hold white collar occupations, and **17.5%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

1.6% are in Architecture and Engineering, **1.6%** are in Arts, Entertainment and Sports, **4.4%** are in Business and Financial Operations, **2.4%** are in Computers and Mathematics, **5.9%** are in Education, Training and Libraries, **6.6%** are in Healthcare Practitioners and Technicians, **2.3%** are in Healthcare Support, **0.7%** are in Life, Physical and Social Sciences, **9.5%** are in Management, **13.3%** are in Office and Administrative Support.

1.7% are in Community and Social Services, **5.8%** are in Food Preparation and Serving, **0.9%** are in Legal Services, **1.9%** are in Protective Services, **10.0%** are in Sales and Related Services, **3.3%** are in Personal Care Services.

3.6% are in Building and Grounds Maintenance, **4.8%** are in Construction and Extraction, **0.5%** are in Farming, Fishing and Forestry, **3.3%** are in Maintenance and Repair, **8.1%** are in Production, **7.5%** are in Transportation and Moving.

For the base area, **USA**, **94.5%** of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:

0.4% are in the Armed Forces, **59.3%** are employed civilians, **3.5%** are unemployed civilians, and **36.8%** are not in the labor force.

The occupational classification for the base area are as follows:

20.4% hold blue collar occupations, **61.0%** hold white collar occupations, and **18.6%** are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories:

1.8% are in Architecture and Engineering, **2.0%** are in Arts, Entertainment and Sports, **4.9%** are in Business and Financial Operations, **3.0%** are in Computers and Mathematics, **6.0%** are in Education, Training and Libraries, **6.0%** are in Healthcare Practitioners and Technicians, **2.3%** are in Healthcare Support, **0.9%** are in Life, Physical and Social Sciences, **10.4%** are in Management, **12.8%** are in Office and Administrative Support.

1.7% are in Community and Social Services, **5.8%** are in Food Preparation and Serving, **1.1%** are in Legal Services, **2.1%** are in Protective Services, **10.3%** are in Sales and Related Services, **3.8%** are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, **5.1%** are in Construction and Extraction, **0.7%** are in Farming, Fishing and Forestry, **3.1%** are in Maintenance and Repair, **5.8%** are in Production, **6.4%** are in Transportation and Moving.

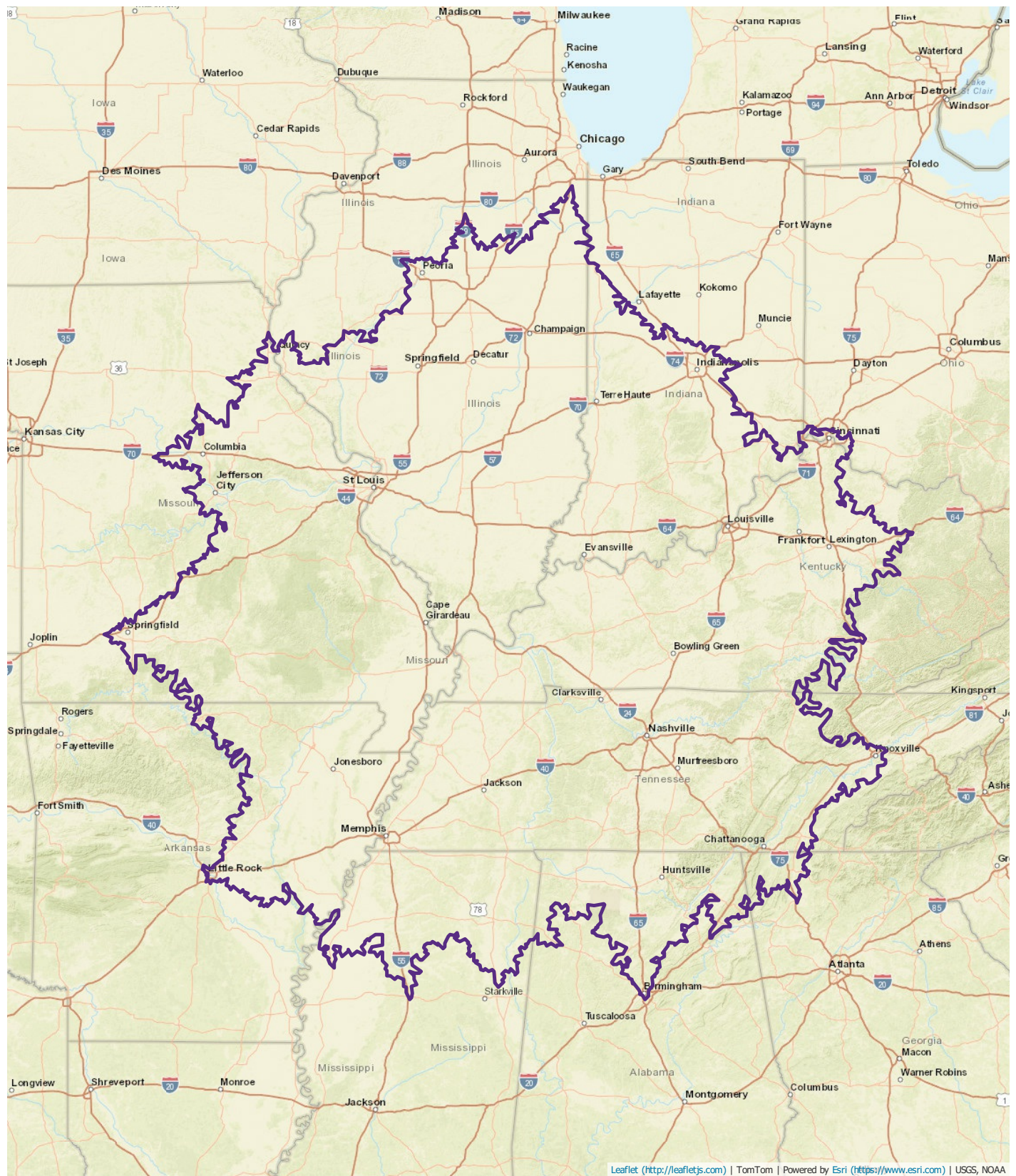
Benchmark: USA

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Pop-Facts® Executive Summary | Map

ENVIRONICS
ANALYTICS

Trade Area: 6530 Old Hwy 60 - 300 min Drivetime



Benchmark: USA

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Report Details

Name: Paducah, KY_Regional
Date / Time: 12/18/2019 1:40:24 PM
Workspace Vintage: 2020

Trade Area

Name	Level	Geographies
6530 Old Hwy 60 - 180 min Drivetime	180 min Drivetime	N/A
6530 Old Hwy 60 - 300 min Drivetime	300 min Drivetime	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
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SPOTLIGHT Pop-Facts® Premier	Claritas	©Claritas, LLC 2019 (https://en.environicsanalytics.ca/Spotlight/Abo)