

# Dawson Park

## Facility Overview & Opportunity

December 2, 2025



KemperSports



# Overview

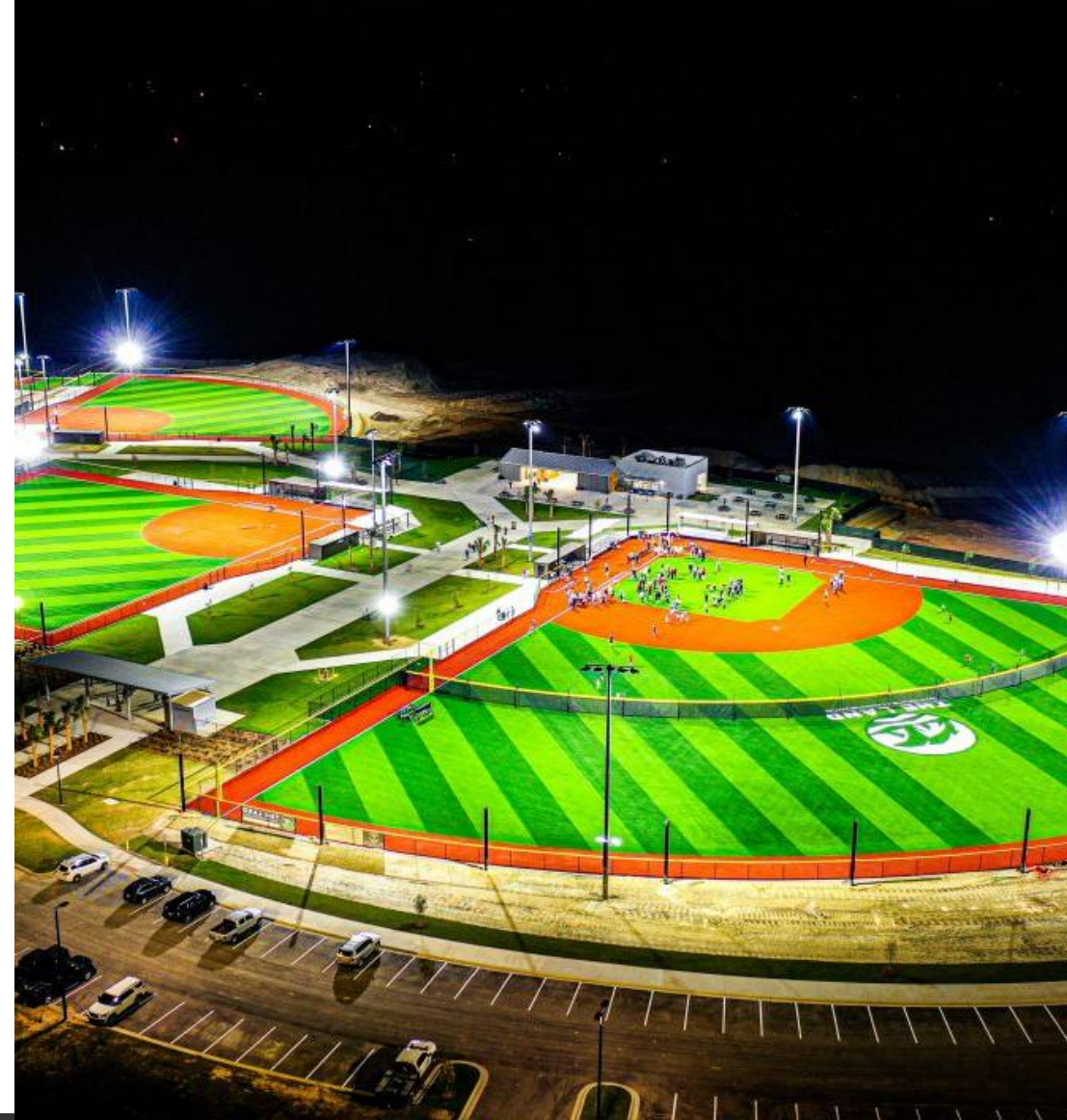
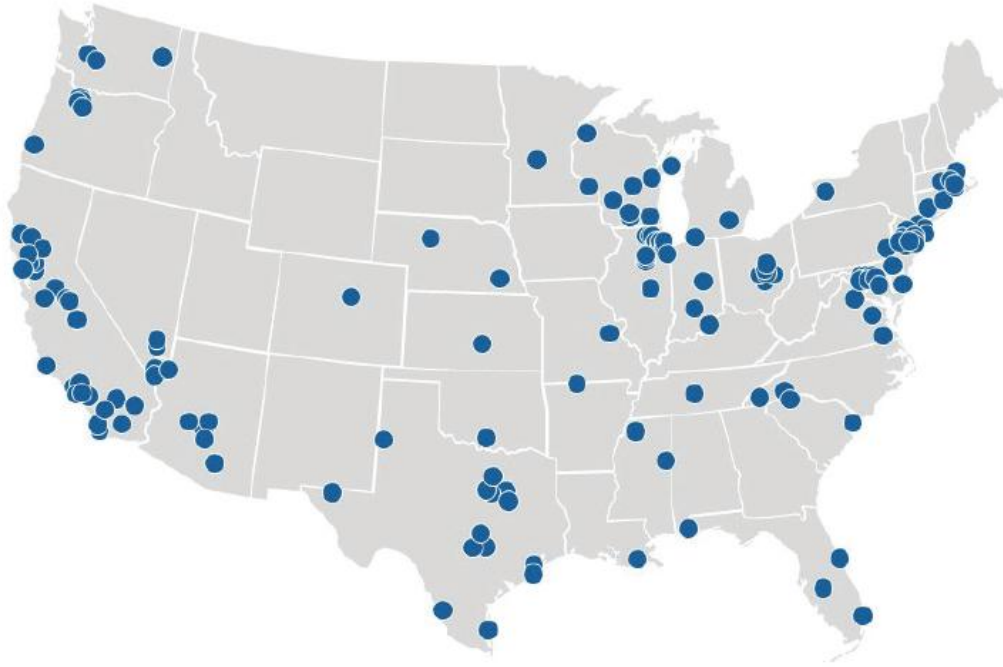
- About KemperSports
- Market Overview
- Existing Facilities Overview
- Facility Spaces
- Financial & Economic Impact Performance
- Next Steps
- Q&A



# About KemperSports



# National scope, local focus.



Years of Experience

45+

Team Members

10,000

Facilities in Portfolio

215+

States in Operation

40

Municipal Clients

69

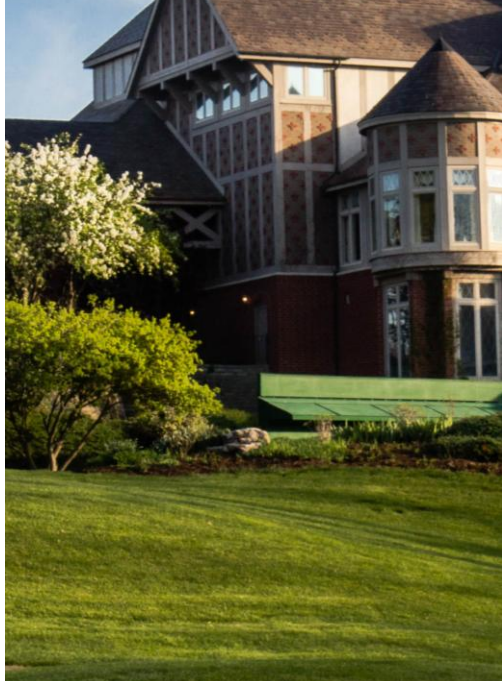


KEMPER**GOLF**



DAILY FEE COURSES

KEMPER**CLUBS**

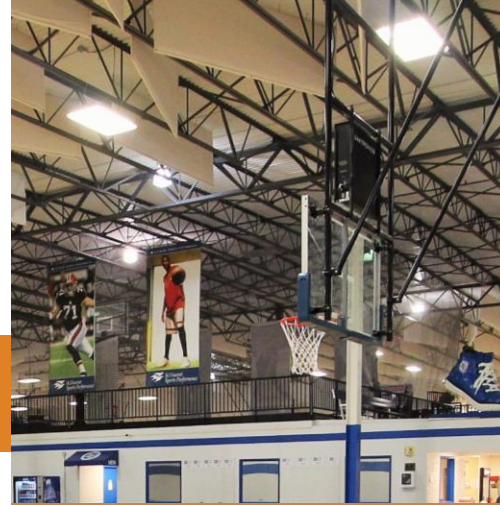


PRIVATE CLUBS

KEMPER**DESTINATIONS**



DESTINATION  
RESORTS



KEMPER**SPORTS**VENUES



YOUTH & RECREATION  
SPORTS VENUES



KEMPER**SPORTS**LIVE



SPORTS MARKETING,  
EVENTS & PUBLIC  
RELATIONS

# Sports & Recreation Facilities





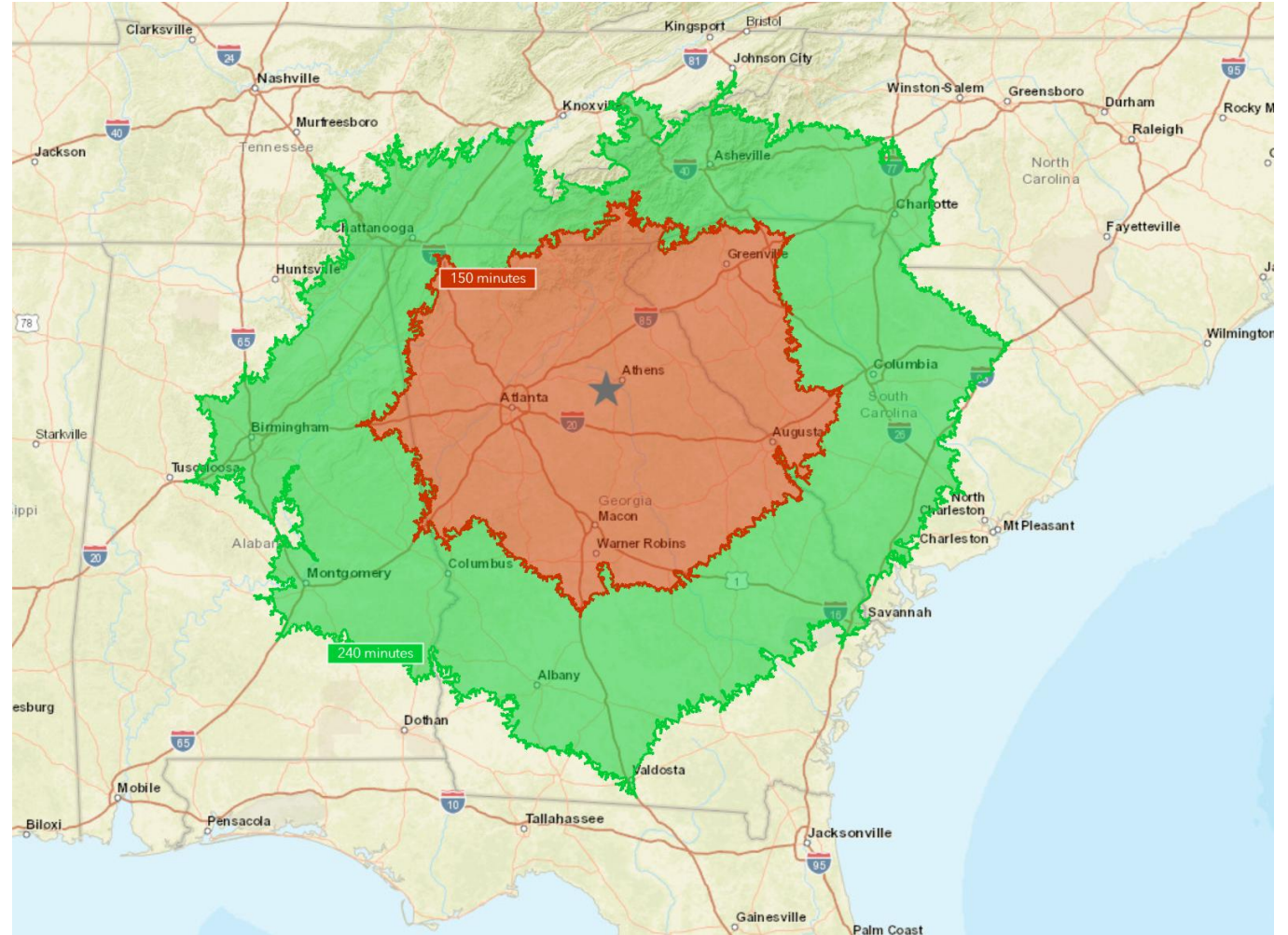
A photograph of a lacrosse game in progress. A player in a white jersey is positioned in front of the goal, ready to defend. A player in a dark blue jersey with the number 42 is in the foreground, having just taken a shot. A third player's stick is visible on the right side of the frame. The background shows a grassy field, a black fence, and a scoreboard displaying the number 52.

# Market Overview



# Regional Market

- Strategic Location Near Major Metro
- 22.7 Million People Within 240-Mins
- Access to Major Transportation
- Established Youth Sports Ecosystem
- Complementary Facilities in Nearby Communities
- Community Support for Sports Tourism
- Proximity to Lake Oconee for Recreational & Family Activities
- Availability of Accommodations and Visitor Amenities
- Supportive Local Government and Infrastructure





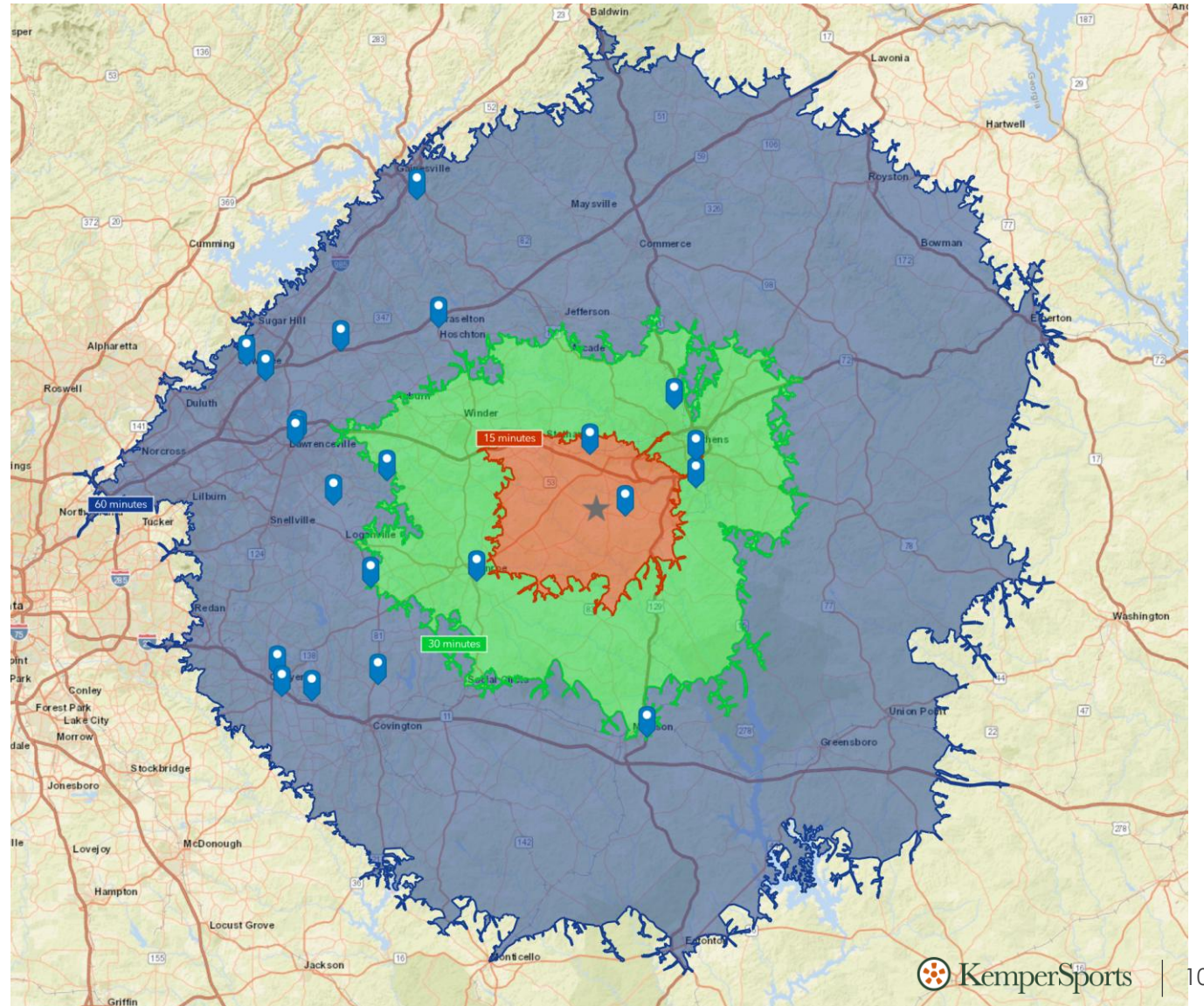


# Existing Facilities Overview



# Local Multi-Purpose Field Facilities

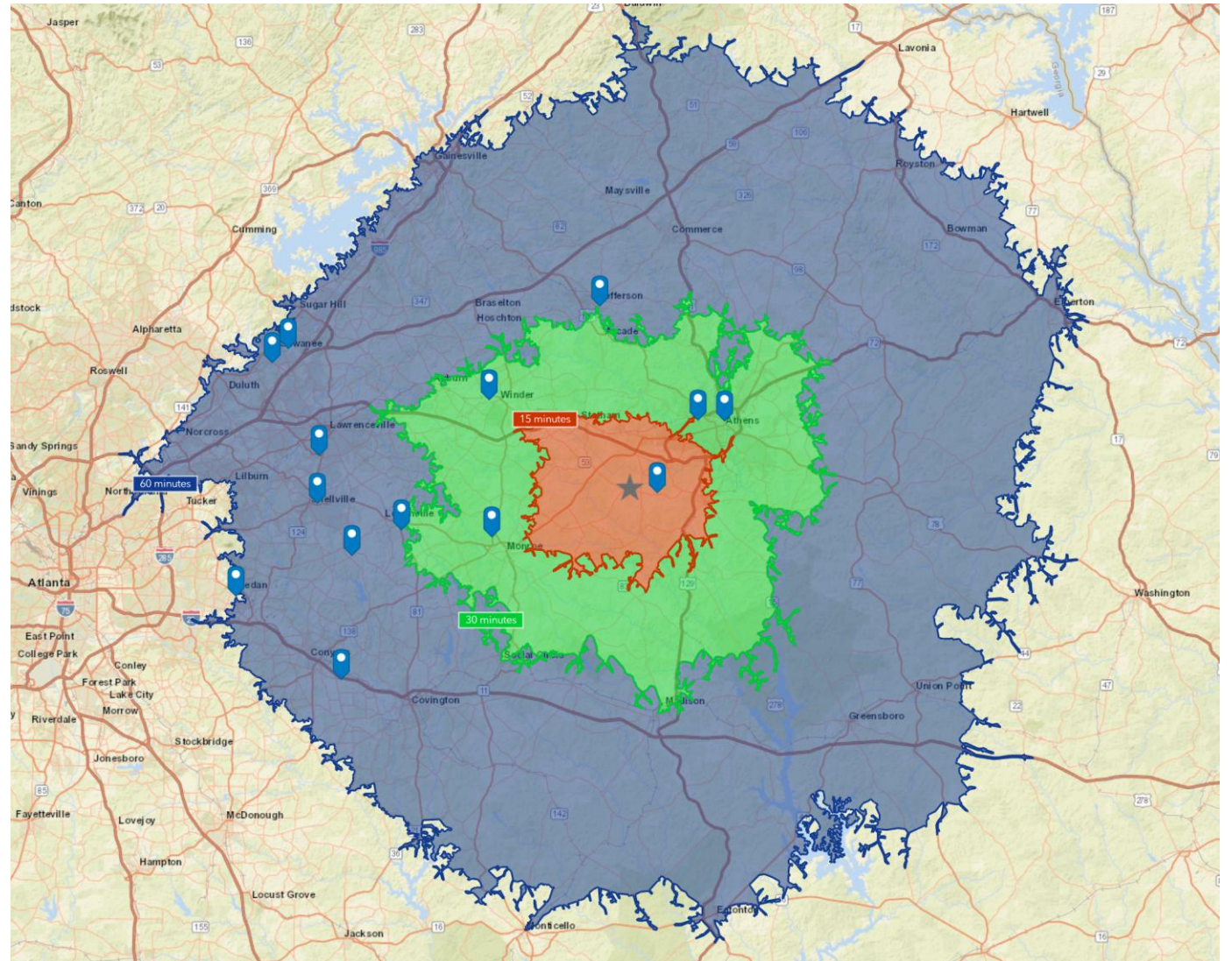
- Mid-sized complexes trending in the region.
- Heavy soccer demand.
- Multi-sport use facilities growing: soccer, lacrosse, football, rugby, ultimate, etc.
- Synthetic turf adoption for year-round, all-weather play growing.
- Surface quality is a differentiator and critical for tournaments and rentals.
- Modern infrastructure: lighting, parking, restrooms, concessions. (Closer to Atlanta)
- Flexible layouts with striping and movable goals.
- Tournament-ready design drives economic impact and demand.





# Local Indoor Court Facilities

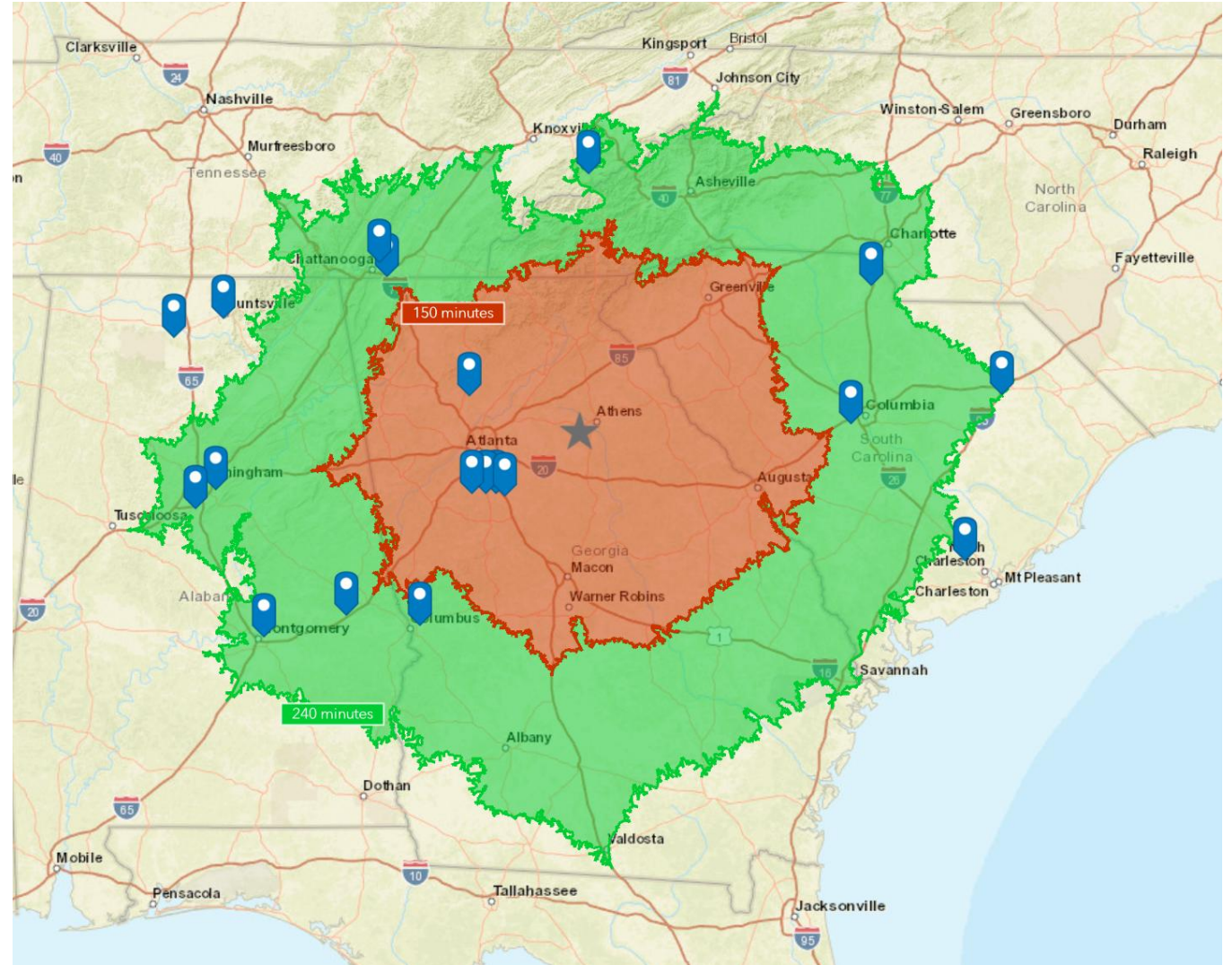
- Prevalence of Community Centers & YMCAs
- Limited Multi-Court Facilities in Oconee County
- Greater Atlanta Hosts Larger Multi-Court Facilities
- Quality of Facilities Varies
- Rise of Specialized Pickleball Venues
- Integration of Sports with Community Amenities
- Focus on Multi-Use Spaces
- Community Engagement Through Leagues and Events





# Regional Multi-Purpose Field Facilities

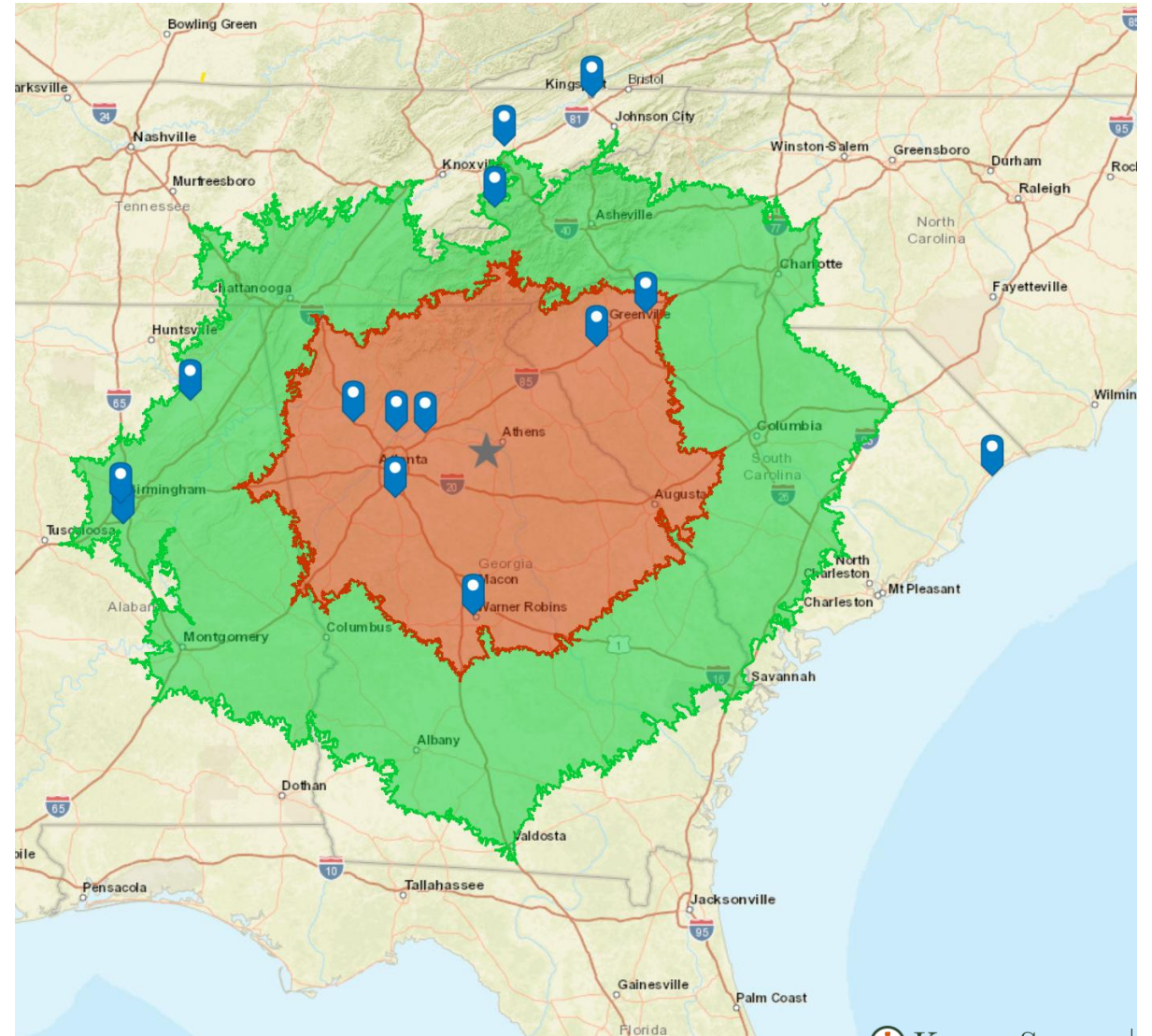
- Expansion of Multi-Field Complexes
- Integration of Multi-Sport Field Design
- Focus on High-Quality Playing Surfaces
- Emphasis on Lighting
- Community and Economic Impact Orientation
- Investment in Youth Development
- Collaboration with National Governing Bodies





# Regional Indoor Court Facilities

- Emergence of Large Multi-Court Facilities
- Focus on Multi-Sport Flexibility
- Integration of Pickleball
- Community-Centric Design & Programming
- Emphasis on Quality & Experience
- Economic Impact and Tourism Growth
- Technological Integration
- Mixed-Use Developments with Sports Components





A female soccer player is seen from behind, wearing a bright green long-sleeved jersey with the number 98 in large black digits. She has long brown hair tied in a ponytail. She is standing on a green soccer field. In the background, there is a large white goal net and some trees. The scene is brightly lit, suggesting it's daytime. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text "Facility Spaces" in a white serif font.

# Facility Spaces

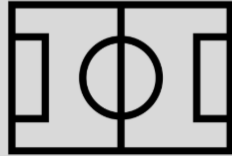


# Facility Overview

## Phase 1

### 10 Full- Size Multi-Purpose Fields

(Can accommodate soccer, flag football, lacrosse, field hockey, etc.)



92 Acres

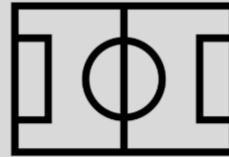


1,616 Parking Spaces

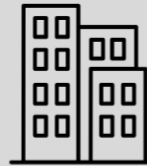


## Future Phases

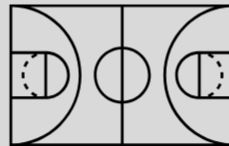
### 6 Full- Size Multi-Purpose Fields



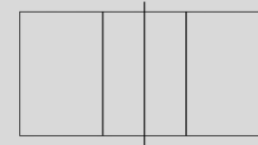
~90,000 SF Indoor Sports Complex



8 Basketball Courts



16 Volleyball Courts



872 Parking Spaces



TBD - Finalizing







# Financial & Economic Impact Performance



# General Assumptions

- Four baseline operating models are included:
  - Synthetic Turf Fields (Indoor + Outdoor) Model
  - Grass Fields (Indoor + Outdoor) Model
  - Synthetic Turf Fields (Outdoor Only) Model
  - Grass Fields (Outdoor Only) Model
- Assumed Phase 2 construction will begin only after Phase 1 is completed and operational, with 6 additional fields opening in Year 3 of operations.
- OCPRD usage is included in the model.
- Incorporated new programming opportunities that will not compete with existing OCPRD offerings, but rather complement them.
- Acknowledged that the park design and features are still evolving; the current models serve as baselines that can be adjusted in real time as project details are refined.



# Financial Performance – Comparison

	Year Five			
	Synthetic Turf Fields (Indoor + Outdoor) Model	Grass Fields (Indoor + Outdoor) Model	Synthetic Turf Fields (Outdoor Only) Model	Grass Fields (Outdoor Only) Model
Revenue	\$3,503,919	\$2,955,567	\$2,069,970	\$1,521,618
COGS	\$1,187,334	\$1,013,546	\$674,848	\$501,060
<b>Gross Profit</b>	<b>\$2,316,586</b>	<b>\$1,942,021</b>	<b>\$1,395,122</b>	<b>\$1,020,558</b>
<i>Gross Profit Margin</i>	66%	66%	67%	67%
Operating Expenses	\$2,495,010	\$2,642,304	\$1,964,740	\$2,103,619
<b>EBITDA</b>	<b>(\$178,425)</b>	<b>(\$700,283)</b>	<b>(\$569,618)</b>	<b>(\$1,083,061)</b>
<i>% of Revenue</i>	-5%	-24%	-28%	-71%
Capital Expenditure	(\$140,157)	(\$118,223)	(\$82,799)	(\$60,865)



# Direct Impact Drivers, Spending, & Tax Revenue - Comparison

	Year Five			
	Synthetic Turf Fields (Indoor + Outdoor) Model	Grass Fields (Indoor + Outdoor) Model	Synthetic Turf Fields (Outdoor Only) Model	Grass Fields (Outdoor Only) Model
Number of Events	62	51	30	19
Non-Local Days	193,142	148,034	124,614	79,506
Hotel Room Nights	55,183	42,295	35,604	22,716
Direct Economic Impact	\$26,543,005	\$20,343,929	\$17,125,379	\$10,926,304
Incremental Tax Revenue	\$946,597	\$725,521	\$610,738	\$389,662



# Synthetic Turf Field Performance Drivers

- Maximizes Field Availability and Playable Hours
- Unlocks More Tournament Inventory
- Reduces Long-Term Operating Costs
- Improves Revenue Stability
- Accommodates High-Volume, High-Intensity Use
- Enhances Participant Experience
- Extends Seasonal Programming Window
- Creates Stronger Community & Regional Economic Impact



# Models Key Insights

- **Overbuilt Relative to Local Market Size:**

- All models are overbuilt relative to the local market's capacity to consistently fill and sustain them.
- While designed to meet sports tourism industry thresholds, this overbuilding has impacted the complex's financial performance due to underutilization during weekdays and higher fixed operating costs.

- **Positive Sports Tourism Opportunity:**

- **Strategic Location:** Oconee County's proximity to major metropolitan areas such as Atlanta, Augusta, and Greenville, SC, positions it within a 2–3 hour drive for a significant portion of the Southeast's population, offering access to a broad regional market.
- **Untapped Potential:** Despite existing facilities, there is a recognized need for additional sports venues to accommodate growing demand, particularly for indoor courts and multi-purpose fields.

- **Seasonality & Climate Advantage:**

- Oconee County's favorable climate and mild seasonality support longer sports seasons and near year-round playability, improving the county's ability to host tournaments and maximize economic impact performance.

- **Turf Model Performance:**

- Lower annual maintenance costs and the ability to host tournaments more frequently drive stronger financial and operational performance in the Turf Fields models compared to the Grass Fields models.

- **Collaborative Model Adjustments:**

- Will work with the County and stakeholders to adjust the baseline model as needed, ensuring alignment on upfront capital costs and long-term operational expectations, creating a model that all parties are comfortable with.





# Next Steps



# Next Steps

- Begin Park Branding & Marketing Efforts
- Determine Synthetic Turf vs. Natural Grass for Phase 1 Outdoor Fields
- Finalize Facility Design
- Finalize Funding Structure
- Confirm Program Mix & Operating Model
- Prepare for Construction & Project Delivery
- Phasing Plan for Future Amenities







# Q&A