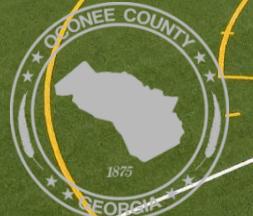


An aerial photograph of Dawson Park, showing several green soccer fields with white and yellow markings. In the background, there are baseball diamonds, a playground, and a construction site with piles of sand and gravel. The park is surrounded by trees and buildings.

Dawson Park

Facility Overview & Opportunity

December 2, 2025



KemperSports

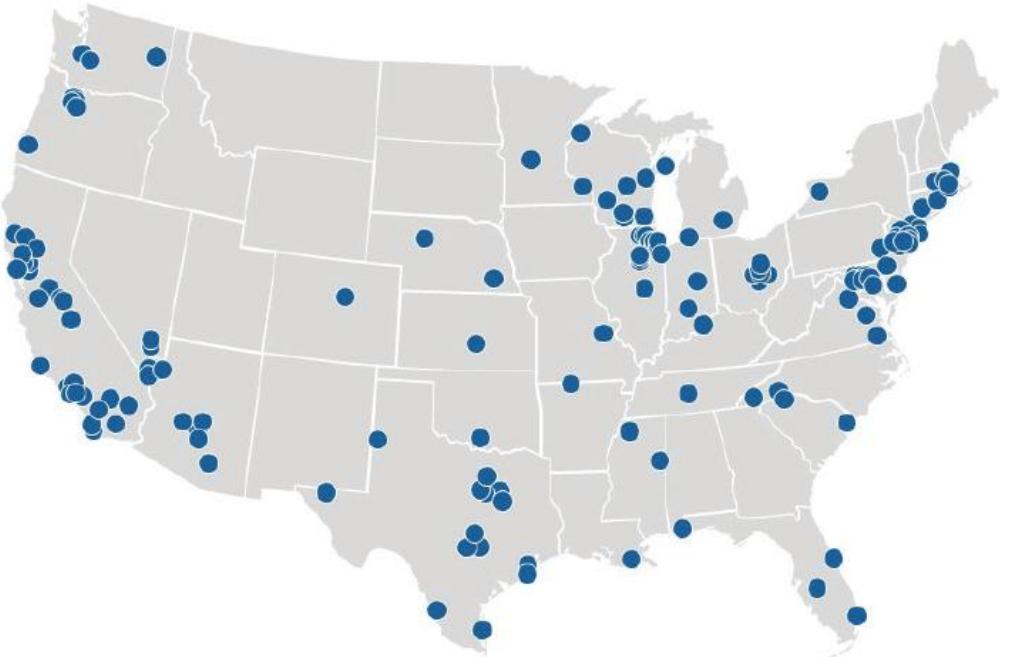
Overview

- 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

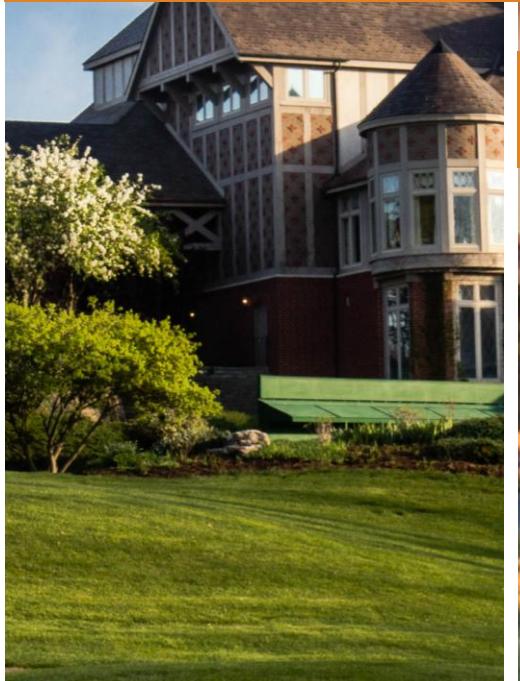
Municipal Clients

69



KEMPERGOLF

DAILY FEE COURSES

KEMPERCLUBS

PRIVATE CLUBS

KEMPERDESTINATIONS

DESTINATION
RESORTS

KEMPERSPORTS VENUES

YOUTH & RECREATION
SPORTS VENUES

**KEMPERSPORTSLIVE**

SPORTS MARKETING,
EVENTS & PUBLIC
RELATIONS



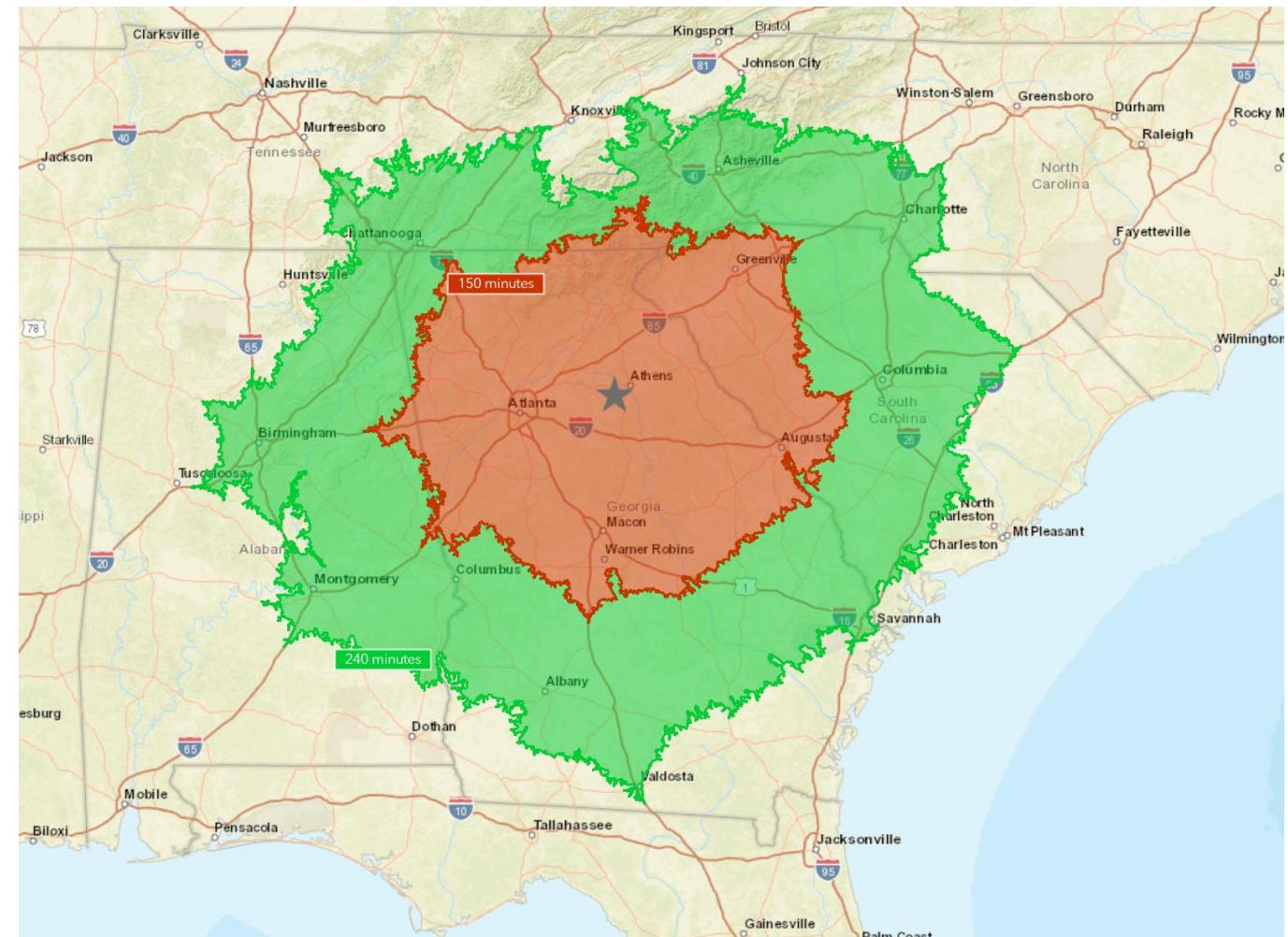
Sports & Recreation Facilities



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

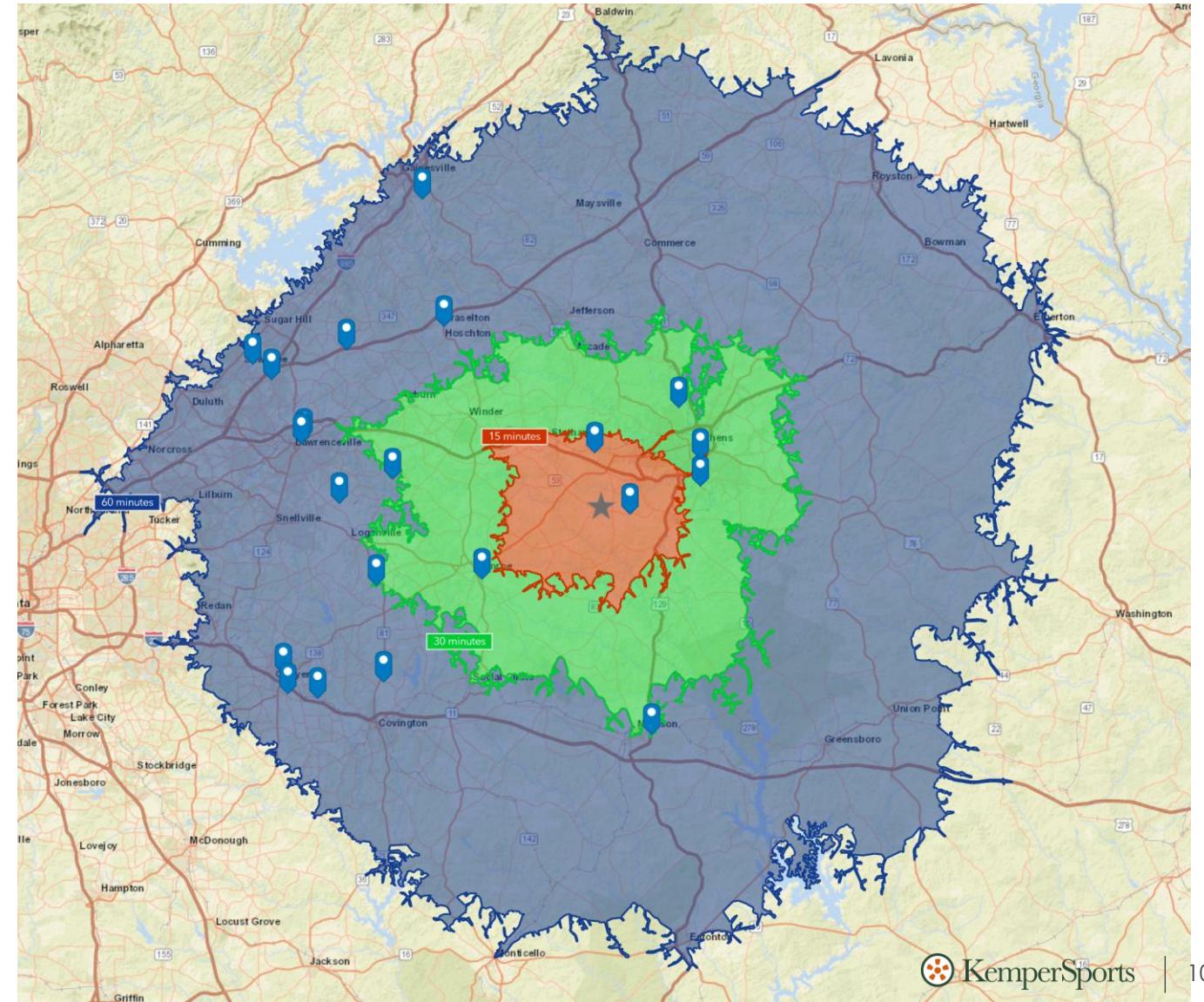




Existing Facilities Overview

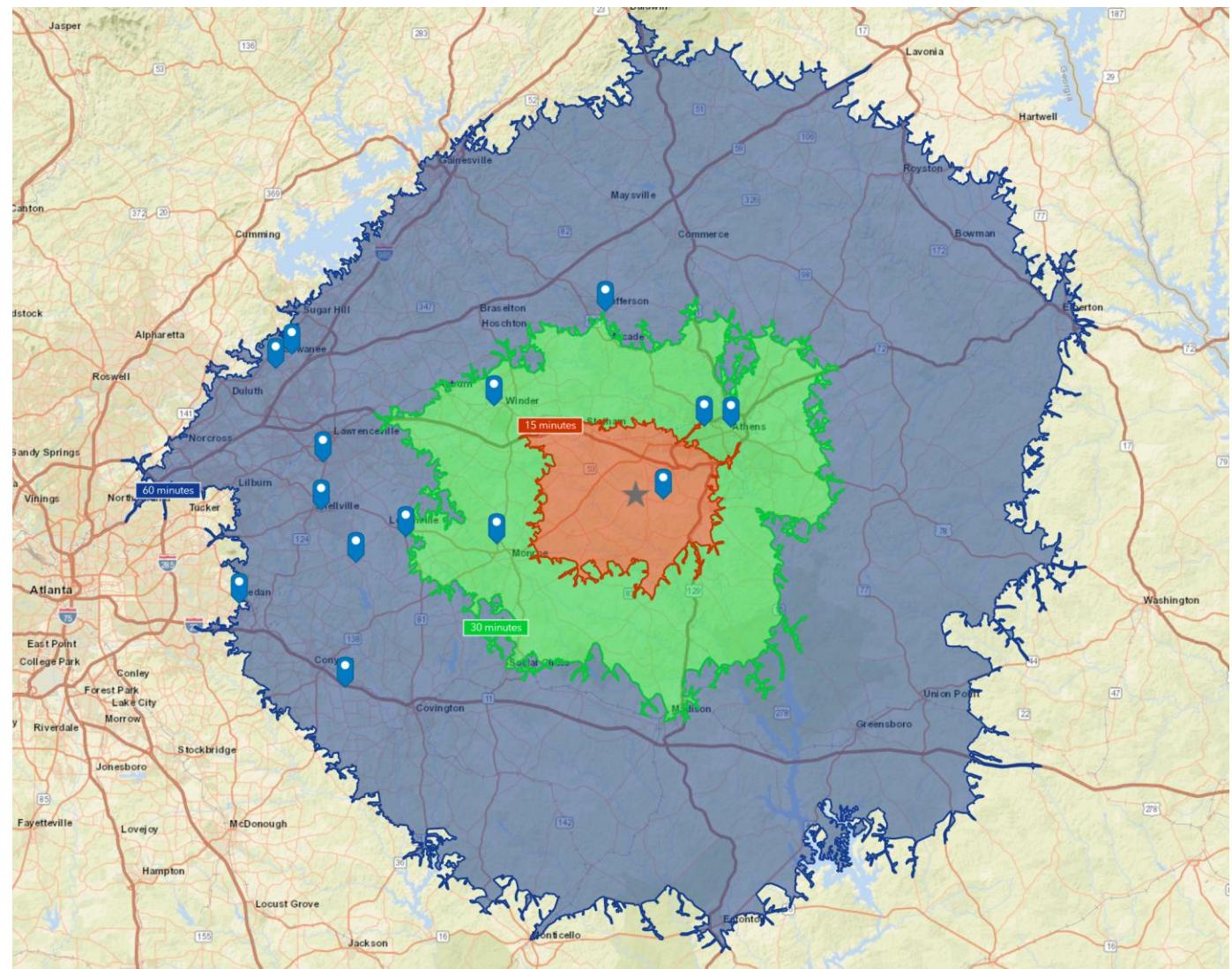
Local Multi-Purpose Field Facilities

- 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.



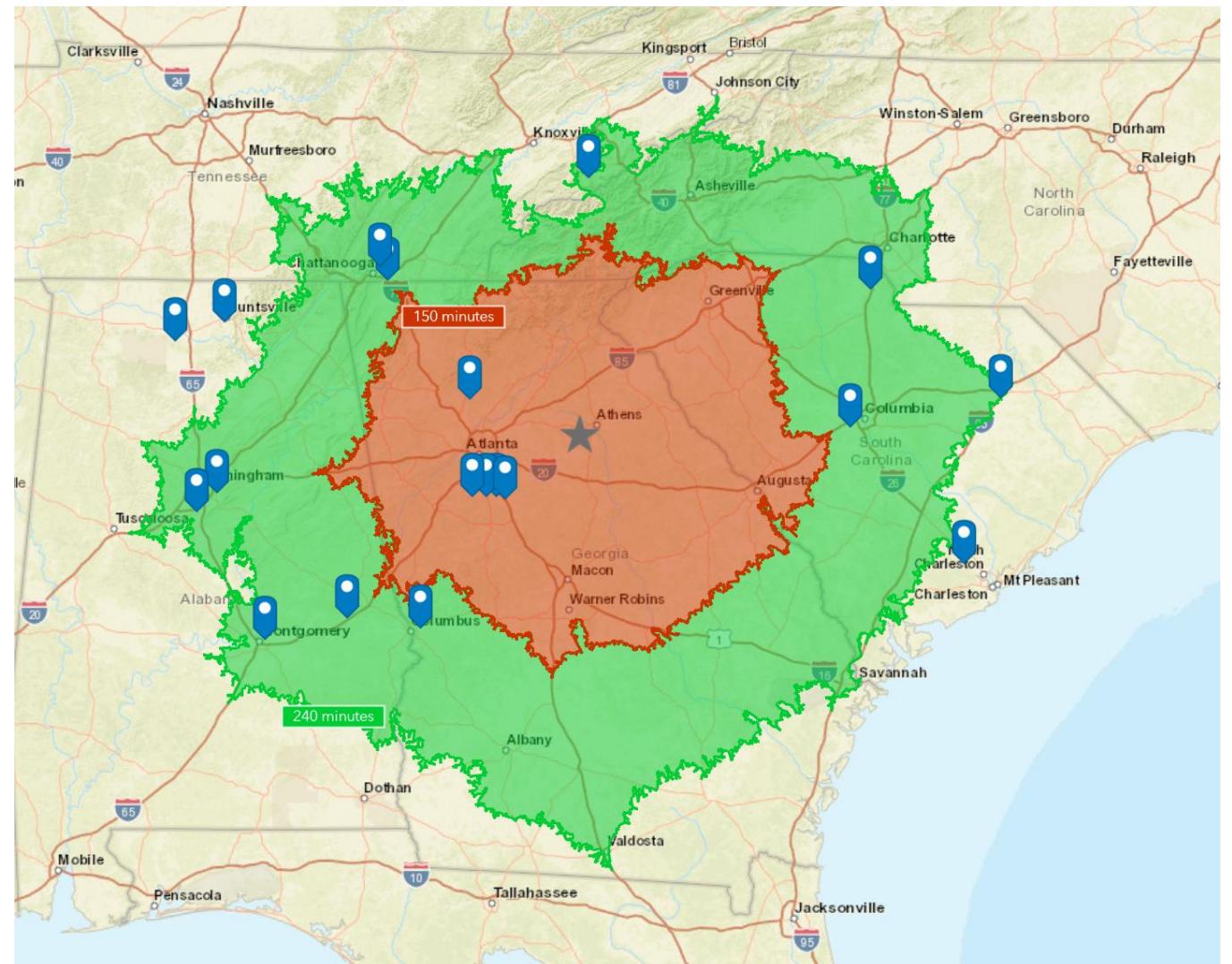
Local Indoor Court Facilities

- 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



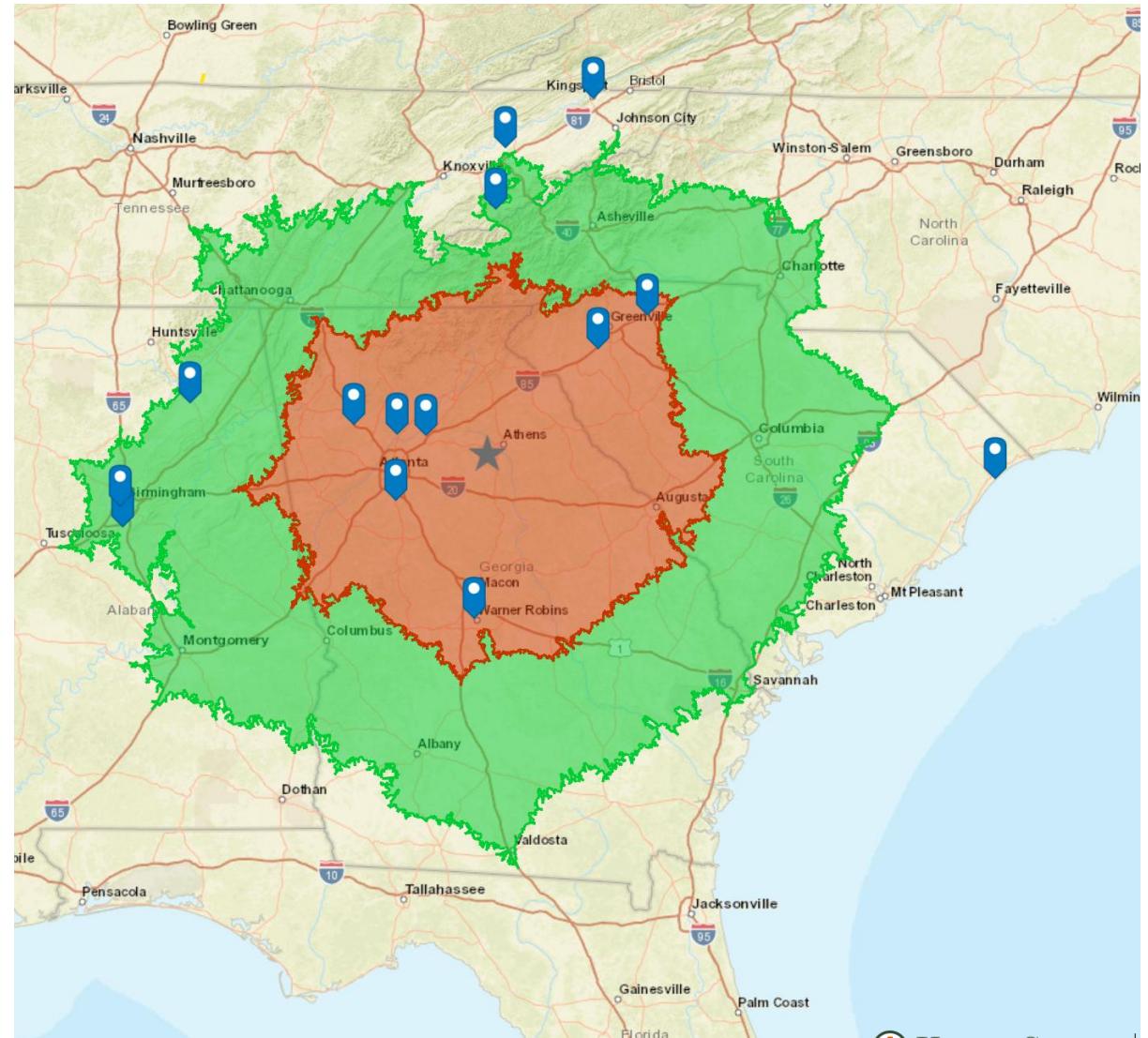
Regional Multi-Purpose Field Facilities

- 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



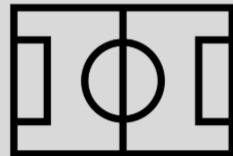


Facility Spaces

Facility Overview

Phase 1

10 Full- Size Multi- Purpose Fields
(Can accommodate soccer, flag football, lacrosse, field hockey, etc.)



92 Acres

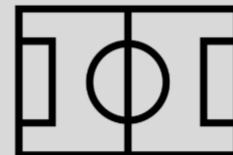


1,616 Parking Spaces

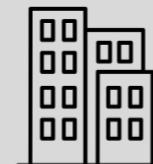


Future Phases

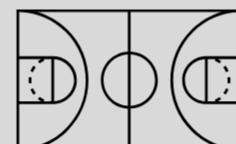
6 Full- Size Multi- Purpose Fields



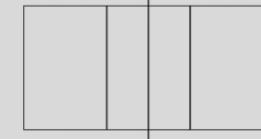
~90,000 SF Indoor Sports Complex



8 Basketball Courts



16 Volleyball Courts



872 Parking Spaces



TBD - Finalizing



A high-energy football game is captured in mid-action. In the foreground, a player in a red uniform with the number 97 is in a dynamic pose, leaning forward. Behind him, another player in a red uniform with the number 68 is also in motion. To the right, a player in a white uniform with "FALCONS" and "EZ.COM" on the helmet is running towards the left. The background shows other players and a chain-link fence, with the green grass of the field under bright sunlight.

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
Gross Profit	\$2,316,586	\$1,942,021	\$1,395,122	\$1,020,558
<i>Gross Profit Margin</i>	66%	66%	67%	67%
Operating Expenses	\$2,495,010	\$2,642,304	\$1,964,740	\$2,103,619
EBITDA	(\$178,425)	(\$700,283)	(\$569,618)	(\$1,083,061)
<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

12
HOME
20
AWAY