

a state-of-the-art sports experience



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What is FieldhouseUSA: FieldhouseUSA is a league, event and tournament based indoor sports facility. It serves the area residents by offering year-round league play in team sports such as basketball, soccer, volleyball, flag football and futsal. FieldhouseUSA also offers programs for individuals such as: performance training, all-sports camps, baseball/softball, birthday parties, boot camps, cheerleading, club volleyball, corporate events, dodgeball, lock-ins, skills training, taekwondo, and tumble. FieldhouseUSA hosts a wide range of events and tournaments, which cater to the select, club and recreational teams across the United States. This tournament series generates sales tax dollars annually and has a major economic impact for the City and surrounding areas. Since opening in March 2009 FieldhouseUSA Frisco has generated over \$115 million dollars of economic impact for the City of Frisco and averages 1.6 million visitors annually. FieldhouseUSA is geared for both recreational and competitive athletes and offers a variety of sporting activities where everyone has a place to play and create an amazing **EXPERIENCE!**



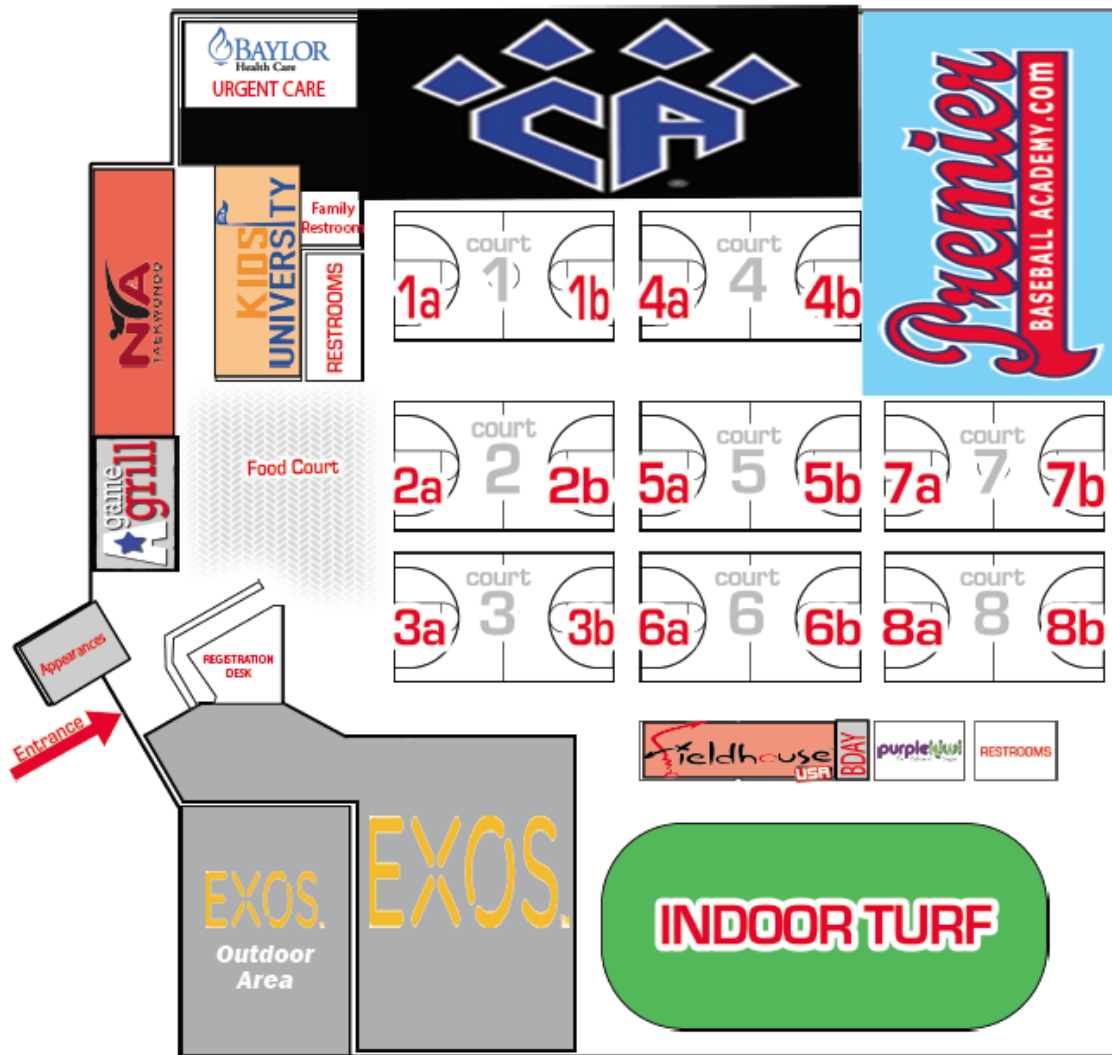
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Indoor Facility Features:

- Hardwood Courts
- Leagues/Events/Tournaments/Camps
- Fitness/Performance Center
- Cheerleading
- Birthday Parties
- Martial Arts
- Sponsorships
- Apparel Store
- Physical Therapy
- Office Space / Conference Room
- Retail Program Space
- Food Court

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What is FieldhouseUSA:
Community = Quality of Life

Programs Offered:

Basketball
Volleyball (Recreational and Club)
Futsal
Cheerleading
Fitness
All-sports Camps
Academy/Skills Training
Taekwondo/Martial Arts
Tumble
Birthday Parties
Boot Camps
Corporate Events
Dodgeball
Lock-ins
Performance Training
Baseball/Softball



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PREMIERE - PRIMETIME - AAU - NIKE



GET HEALTHY DRIVE

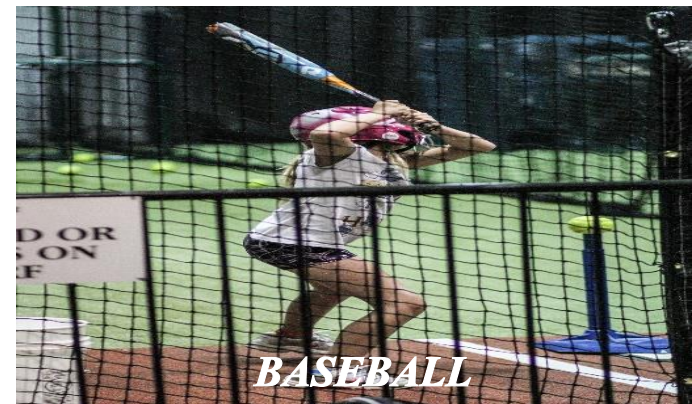
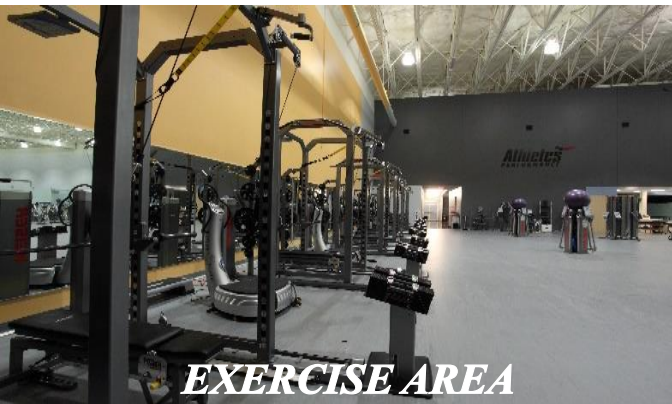


KIOSKS



DODGEBALL

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EAS

PARALYMPICS



WRESTLING



MAVERICKS & TEXAS LEGENDS



LACROSSE



SOCCER



ALL SPORT CAMPS



VOLLEYBALL

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FISD ACADEMICS



HOLIDAY BAZAAR



CORPORATE EVENTS



MEETING SPACE



PICKLEBALL



SPONSOR OPPORTUNITY



FUN

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FOUR LOCATIONS:

Frisco, TX

Grapevine, TX

Mansfield, TX

Council Bluffs, IA (Omaha)

EXPANSION: FieldhouseUSA Partners is an experienced entertainment development and facility operating company. The firm's current holdings include a unique Sports Village and FieldhouseUSA facilities in Frisco, TX.; Grapevine, TX.; Mansfield, TX.; and Council Bluffs Iowa. FieldhouseUSA Principals are Terry Casey and Gary Oliver.

FieldhouseUSA is a destination location that generates 1.6 million visitors annually. FieldhouseUSA fosters COMMUNITY involvement and attracts visitors from across the U.S. with 44 States represented last year in FieldhouseUSA! Fieldhouse Manager is seeking selected cities that share the vision regarding "Quality of Life and Economic Impact" expanding the FieldhouseUSA brand into new markets.



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FRISCO, TX ~ opened March 2009

- 144,620 sq. ft. facility
- 55,000 children ages 4-19 within five miles
- Average Parents' Age: 33.8
Median Income: \$108,000
- High level of Teen Buying Power

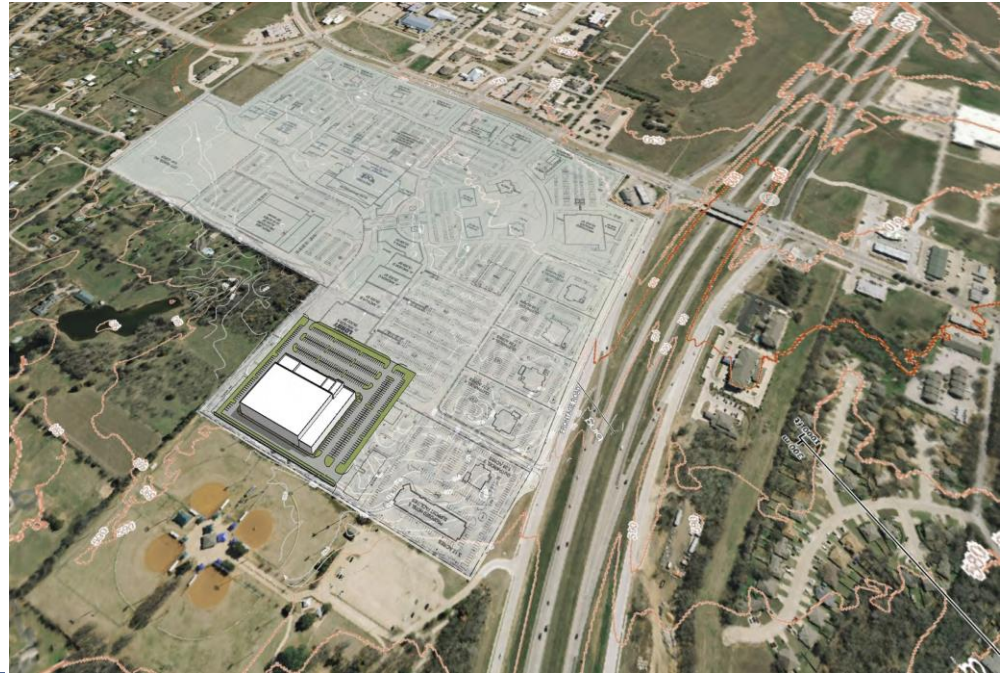


- High Disposable/Discretionary Income; Professional, Aspiring, & Well-Educated
- Top 5 fastest-growing cities in the country over the last 5 years
- Community is sports and fitness-minded

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MANSFIELD, TX November 2016

- 110,000 sq. ft. facility
- High volume of children ages 4-19 within fifteen miles
- Average Parents' Age: 30-35
Median Income: \$111,620
- High level of Teen Buying Power



- High Disposable/Discretionary Income; Professional, Aspiring, & Well-Educated
- One of the fastest-growing suburbs in the country, with impressive population and employment gains
- Community has a dynamic, youthful, fitness-minded outlook.

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GRAPEVINE, TX ~ January 2017

- 106,000 sq. ft. facility
- Home of Great Wolf Lodge and Gaylord Texan
- Average Parents' Age: 37.5
Median Income: \$93,587
- Within 10 miles population is 929,805



- Working with City of Grapevine and Mills Mall for renovation of 106,000 sq. ft. facility
- Currently has more the 5,300 hotel rooms
- Community is sports, fitness and activity minded

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COUNCIL BLUFFS, IOWA (OMAHA)

November 2016

- 106,000 sq. ft. facility
- Omaha-Council Bluffs metropolitan area has an estimated population of over 865,000
- Median age of 34 years
- Modern economy of area is diverse



- Strong and vibrant business community – home to five Fortune 500 companies
- In 2008, Omaha named the nation's third best city to live, work and play
- Communities cater to youth activities

FieldhouseUSA Frisco Event/Tournament Series #'s since opening in 2009:

Visitors are classified in 3 categories:

Resident = Local Regional = Less than 50 Miles but more than 12 Miles Visitor = Over 50 Miles
of Visitors are calculated: Tournament Teams, Participants and Gate Sales

Total Attendance Breakdown: (2009 - 2015)

Events:	185	20,309 Teams Participating	184,458 Athletes Competing	1,366,091 Spectators	\$107,285,769 Impact
# of Days:	458				
		Total Attendance	Daily	Average Annual	
Resident:		193,746	423	32,291	
Regional:		522,764	1,141	87,127	
Visitor:		649,581	1,418	108,263	
Total:		1,366,091	2,982	227,681	

Average Daily Expenditure Breakdown:

Expenditures Include: Lodging, Food/Beverage, Transportation (fuel), Retail, Entertainment, and Misc. Expenses

	Daily	Total Daily	Total Average Annual
Resident:	\$0	\$0	\$0
Regional:	\$46	\$52,486	\$4,007,842
Lodging	\$20		
Food/Beverage:	\$12		
Transportation:	\$10		
Retail/Ent/Misc:	\$4		
Visitor:	\$95	\$134,710	\$10,284,985
Lodging	\$39		
Food/Beverage:	\$22		
Transportation:	\$16		
Retail:	\$10		
Entertainment:	\$6		
Misc.	\$2		
Annual Economic Impact:		\$187,196	\$14,292,827

FieldhouseUSA Frisco Hotel Stays (2009 – 2015)

Total Room Nights	Average Annually	Average per Event	Average Room Rate
76,268	10,895	412	\$119 - \$139