

PROPOSED SERVICES



Proposed services document prepared exclusively for

Genesee County and Explore Flint & Genesee

by The Sports Facilities Companies

June 24, 2025

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Amari,

It has been great to speak with you about the vision to develop a new sports complex in Genesee County. Based on our conversation, we understand that the desire is to more fully understand the market opportunity, project feasibility, and overall financial viability for the development. This is directly in-line with our core competency as an organization and we're confident we can serve your needs.

This proposal is for the Sports Facilities Companies ("SFC") to provide you with detailed market research, opinion of cost, and a pro forma for the project. The steps outlined reflect the proven process that we have used to serve over 3,000 communities representing over \$15 billion in planned assets over the past 20+ years. While the steps within this proposal are our standard process, the work we do within this scope are highly customized to your vision, market, and desired outcomes.

Once you review the proposed scope of work, please do not hesitate to contact me with any questions you have. We have assisted a wide range of projects from early strategy and planning, through funding, opening, and on to successful operation. We are confident this process will help provide you with the data necessary to determine the best path forward!

I look forward to discussing the approach with you in the upcoming days.

Sincerely,



Eric McCafferty

Regional Vice President, Strategic Development

Sports Facilities Companies

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SF COMPANIES | SCOPE OF SERVICES

Step 1: Project Kick-Off Call

In this step, Consultant will set up an initial phone call with the Client's team to cover six topics that allow the Consultant's team to begin its work. Those topics are:

- Introductions
- Project History
- Existing Data
- Potential Partners and Stakeholders
- Key Dates for the Project
- Other Questions & Answers

Step 2: Existing Data Review & Market Analysis

In this step, Consultant will review any existing data, documentation, and/or resources provided related to the project. Consultant will then conduct preliminary market research, which will encompass demographics, sports participation in the region, and an analysis of existing service providers (competition).

Step 3: Remote Development Planning Session (DPS)

The DPS is a "deep-dive" planning and strategy session that will focus on defining success and refining the vision, value propositions, financial resources and core competencies, products and services, strategic alliances, and financial success metrics. During the DPS, Consultant will also share data from its preliminary market assessment, including key demographic and socioeconomic factors, participation rates, and other market insights. This will be held via a teleconference via Zoom meeting.

Step 4: Detailed Financial Forecast (Pro Forma)

In this step, Consultant will complete more in-depth research/analysis to produce a 5-year cash flow forecast and 20-year financial outlook. Consultant's pro forma documents are detailed, institutional-grade financial forecasts used to support decision-making and financing.

The pro forma will provide insight into the financial potential of the project and will include projections related to construction and start-up costs, revenues/expenses by product/program, EBITDA, net income, facility utilization, and more.

The pro forma will provide the Client with detailed financial projections related to and based on:

- The ideal business model
- Realistic and/or recommended debt-to-equity mix and debt service
- Right-sized program spaces and space requirements
- Construction and start-up costs based on recent, comparable projects
- Recommended parking
- Revenue by product/program
- Direct/variable costs (Cost of Goods Sold)
- Facility and operating expenses
- Management and staffing model
- Utilization Projections

Total Price Quote: \$44,800.00

This quote assumes a first draft review and one round of modifications for the pro forma. The draft pro forma will be delivered 8-10 weeks from the Development Planning Session. The final pro forma will be delivered approximately 2-3 weeks from the draft pro forma.

Please Note: This proposal is valid for 60 days from issuing date.