

Five County Stadium

Team Vision Update



August 8, 2022

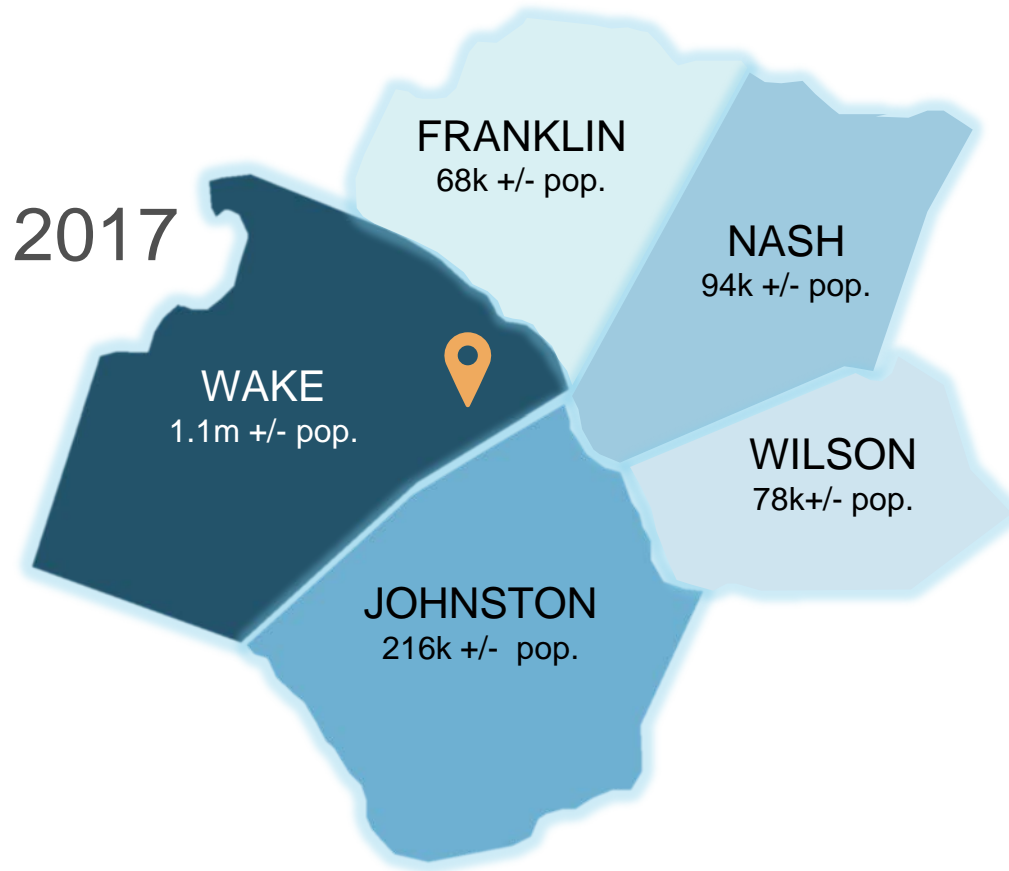
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Discussion Outline

- Introductions & Background
- PDL Standards & Team Vision – Brewers/Mudcats
- Recap of Stadium Improvement Concepts (PDL+)
- Next Steps
- Staff Requests for Board
- Questions

Introductions & Background

- Home to the Carolina Mudcats since 1991
- Class A Minor League team since 2019
- Milwaukee Brewers purchased Mudcats in 2017
- Stadium is jointly owned through ILA –
 - Wake County (85%)
 - Town of Zebulon (15%)
- Stadium Lease up for Renewal (2023)



PDL Standards

- Player Development League Standards (PDL) developed by MLB for affiliated minor league teams
- PDL Standards improve facilities for baseball operations, specifically for players and staff
- PDL requirements and standards require significant renovations to Five County Stadium
- Minor league stadiums which house teams are expected to be compliant with PDL standards by opening day 2025
- PDL renovations at Five County Stadium can be built to leverage other Fan Experience improvements in the future



PDL SUMMARY

- **Major League Baseball's established new Player Development League (PDL) system - MLB Governance of Minor Leagues.**
- **Major League Baseball established "Facility Standards" – minimum standards for stadiums to host Minor League affiliates.**
- **Series of improvements needed at Five County Stadium by 2025 to comply with standards.**
- **No compliance jeopardizes the opportunity to host a Minor League affiliate.**
- **The Master Plan – includes capital improvements to fan experience.**
- **No material improvements to the fan experience at the stadium since 2004**
- **PDL and Master Plan creates New Opportunities**



A WINNING PROPOSITION

A return on investment to all invested parties - Wake County, Zebulon, the Mudcats, and baseball fans throughout North Carolina:

- **Ensuring that Minor League Baseball has a future in Zebulon.**
- **Bringing the Five County Stadium fan experience in line with similar ballparks.**
- **Creating a “centerpiece” of civic pride for local residents.**
- **An Economic Impact of \$5+ million per year – 47% of fans travel 40+ miles.**

How we get there:

- ✓ **Improve the fan experience and player facilities - capital improvements in 2004 led to a 37% attendance increase**
- ✓ **Improved Marketing Tools from MLB**
- ✓ **Population growth**
- ✓ **Lease extension – commitment from the Mudcats/Brewers Affiliation**



GROWTH OPPORTUNITIES

- **The Mudcats annual operating loss reduced from seven figures for many years to a projected (\$400,000) in 2022.**
- **Attendance up 30% over 2021.**
- **Eastward shift in residential/population growth.**
- **Better access to MLB data platforms (more efficient and “intelligent” marketing) – knowing the fans.**
- **Leverage MLB special programs – Play Ball, The Nine, etc.**
- **Build upon programs that bring new demographics of fans to Five County Stadium.**
- **Grow our donation of tickets to disadvantaged groups.**
- **Expand the success of our Sunday Five County Fun Days to create more Community Nights (Wake County Wednesdays, etc.).**
- **Creative Promotions – Fireworks Every Friday, Souvenir Saturdays.**



CURRENT COMMUNITY PROGRAMS



Buck Leonard Association



Copa de la Diversión – Pescados Nights



Field of Dreams Program



Education Days



MORE THAN JUST BASEBALL...IT'S A COMMUNITY

**Total Economic Impact of \$5,188,731
and growing!**

2022 Full Time Staff & Uniformed Personnel

- ✓ 18 budgeted full time front office staff positions
- ✓ Payroll of \$1.75 million
- ✓ Employees - County/Town residents

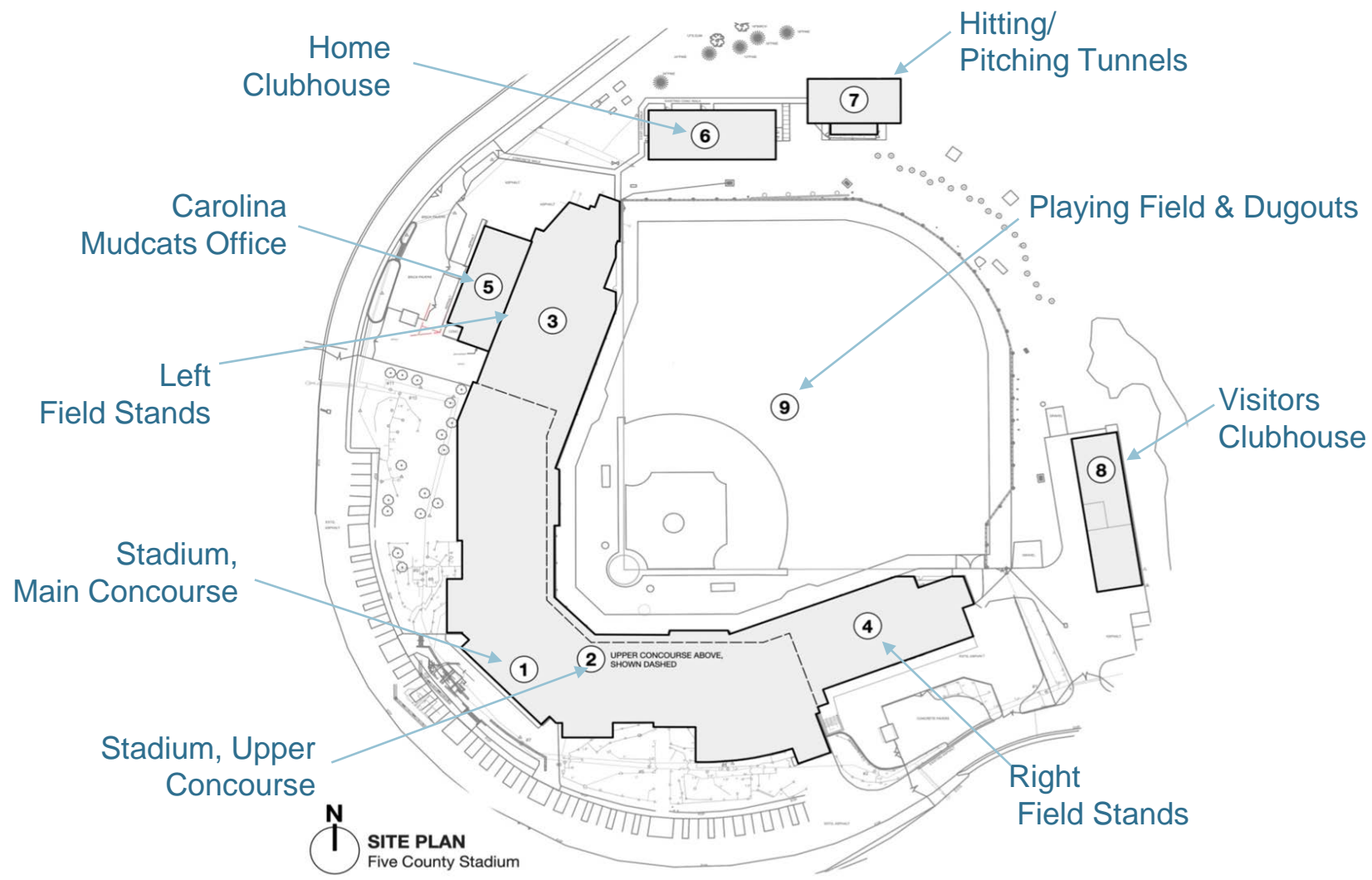
2022 Game Day Staff (Part Time)

- ✓ Nearly 300 game day employees
- ✓ Estimated payroll of \$500,000
- ✓ More than 50% live in Wake County

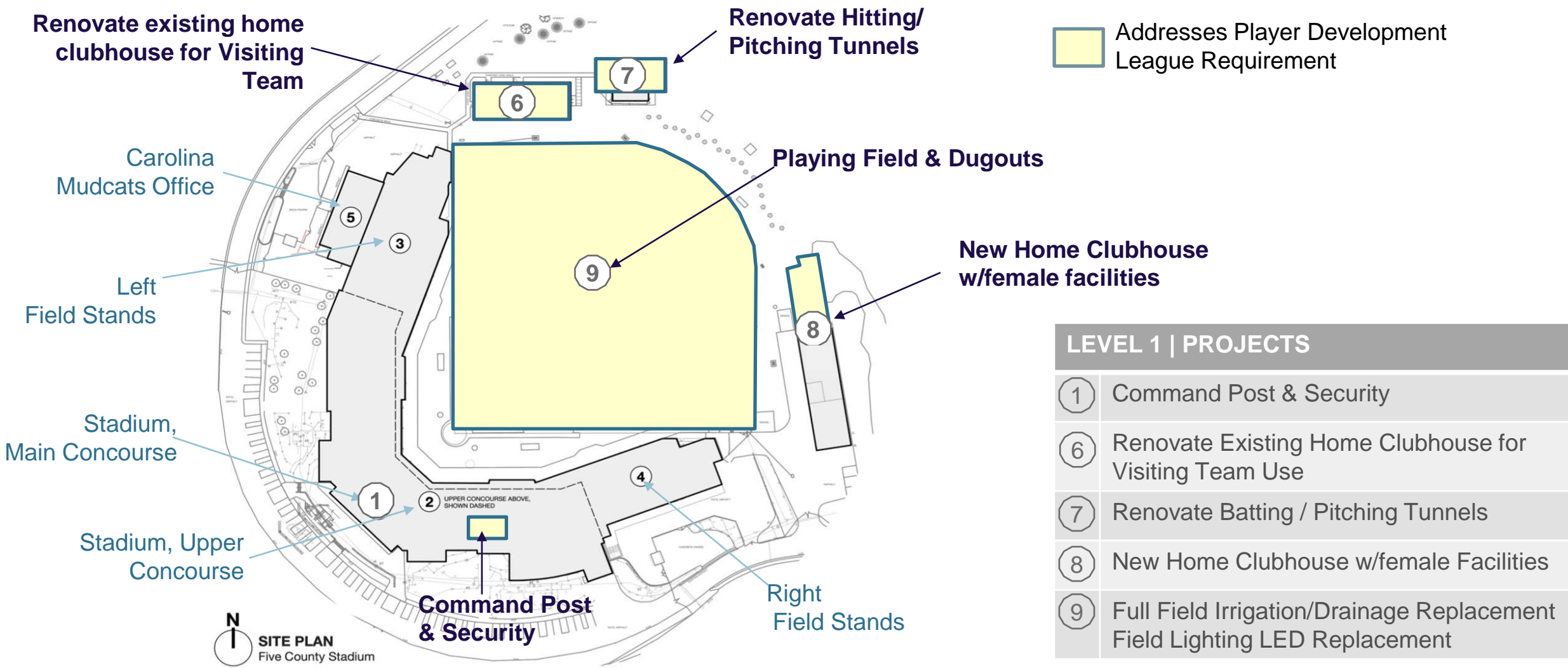
17+ Zebulon Based Partners...and growing:

- ✓ Dan Ryan Builders
- ✓ Old Raleigh Distillery
- ✓ Next Century Spirits
- ✓ Devil-Dog Dungarees
- ✓ Victory Lane Quick Oil Change

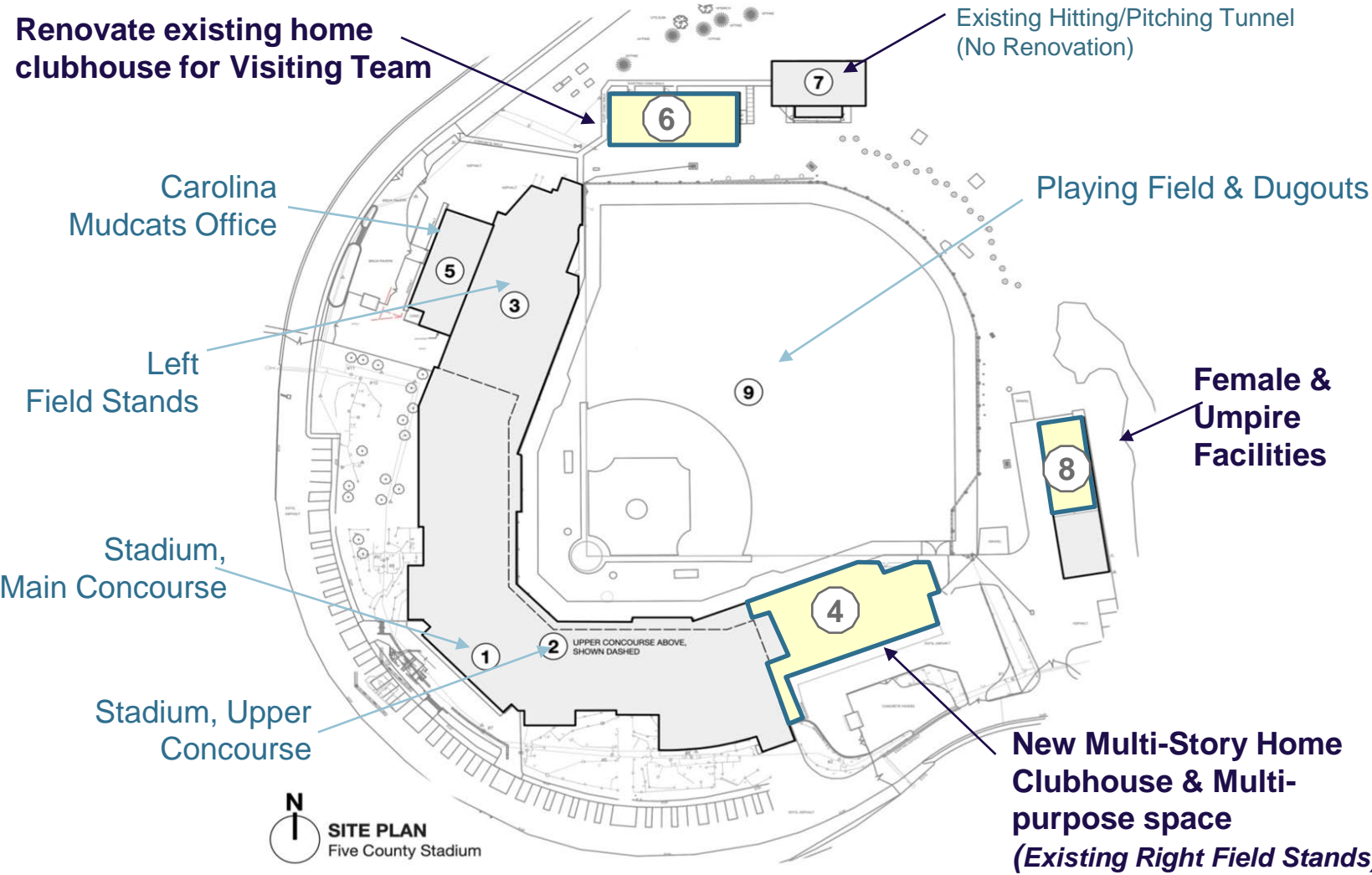
Stadium Existing Footprint



Level 1 – PDL | Base Improvements

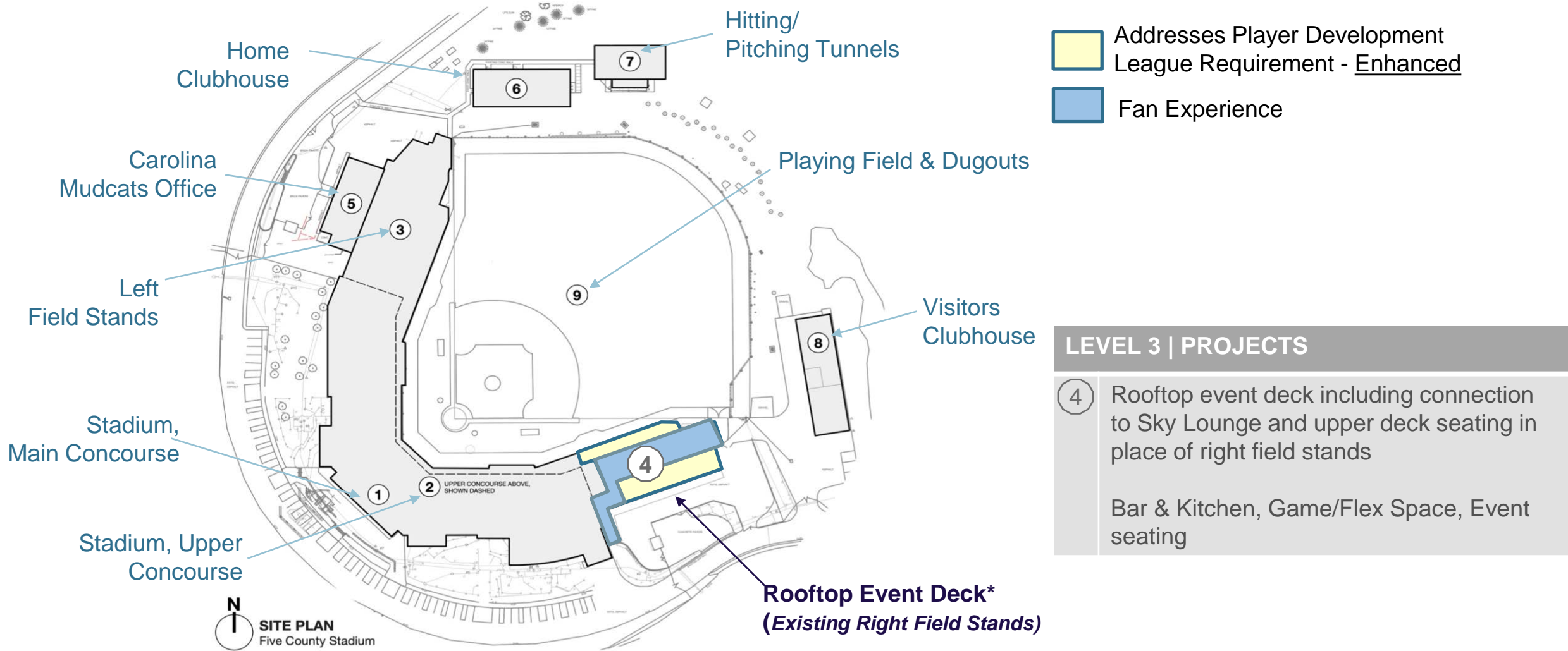


Level 2 – PDL | Enhanced Improvements

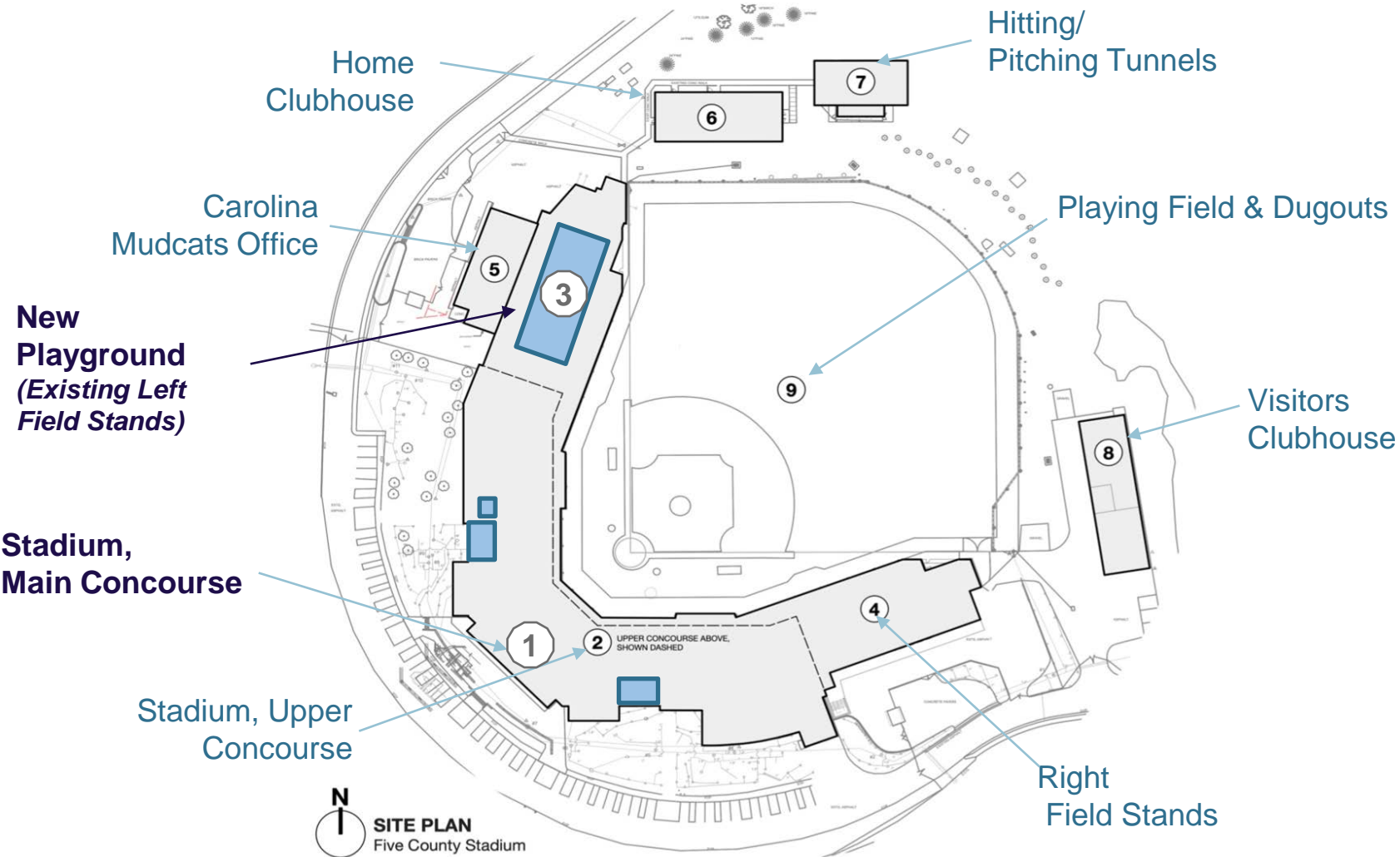


LEVEL 2 PROJECTS	
4	New Multi-Story Home Clubhouse w/female facilities (1 st story) New Batting/Pitching Tunnels New Multi-Purpose space (2 nd story) in place of right field stands
6	Renovate existing home clubhouse for visiting team use w/female facilities
8	Renovate Existing Visitors Clubhouse for female & Umpire Facilities

Level 3 – Fan | Rooftop Dining & Event Space



Level 4 – Fan | Public Playground/Concessions

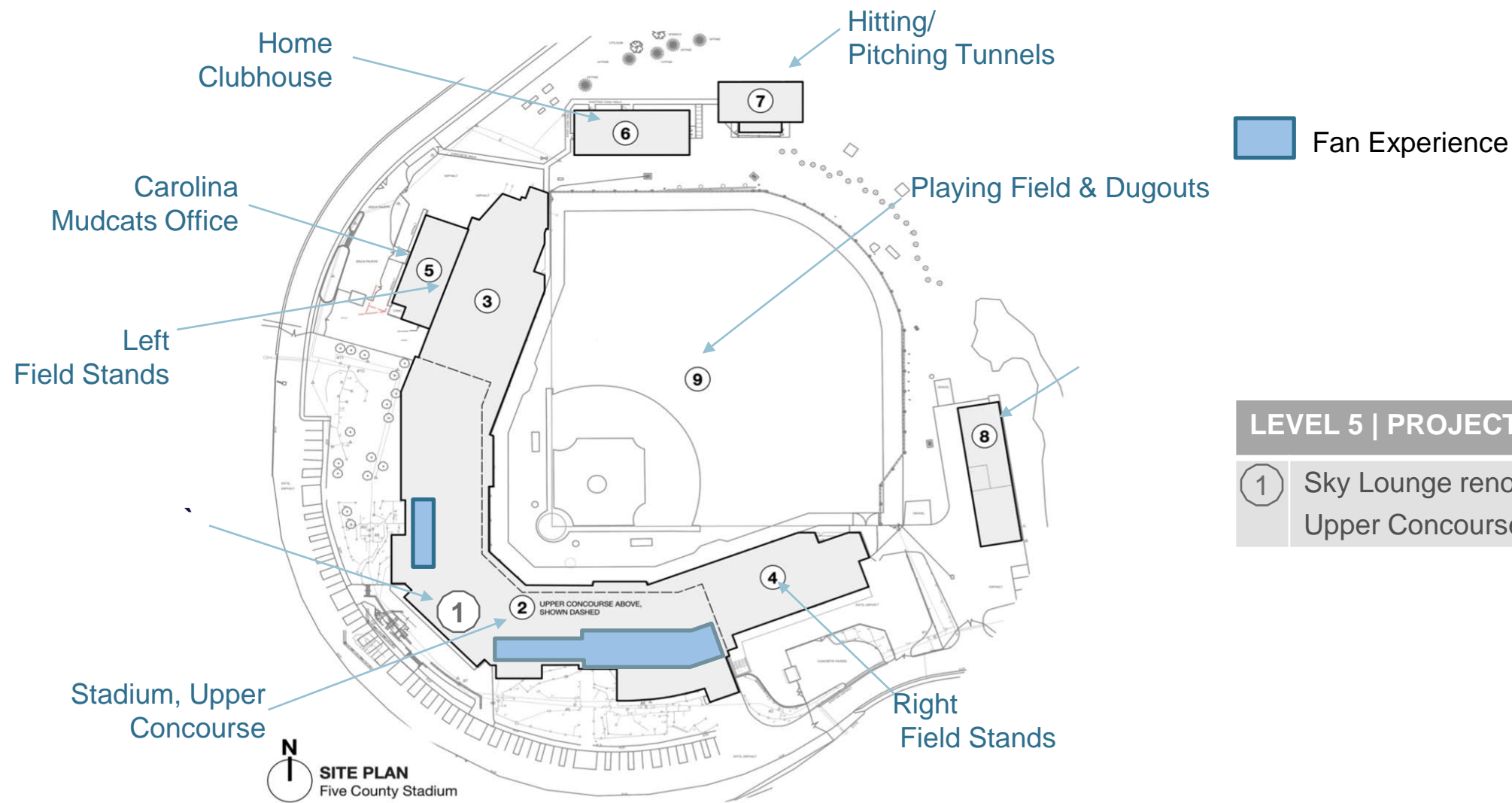


 Fan Experience

LEVEL 4 | PROJECTS

- ① Renovate concessions to market grab-n-go and grill kitchen concept located in the main concourse
Dedicated EMS Space located in the main concourse
- ③ Public playground w/multi-tiered accessible play areas in place of left field stands

Level 5 – Fan | Sky Lounge & Suite Renovations



Fan Experience Examples



Phoenix – American Family Field



Durham Bulls – Outfield Patio & Deck



Kannapolis Cannon Ballers - Playground



Charlotte Knights – Grab & Go Concessions




Fayetteville Woodpeckers – Outfield Patio



Charlotte Knights – Lounge Area

Level 1+2 – PDL | Enhanced Improvements



 Addresses Player Development League Requirement - Enhanced

Recommended Alternative

- *Provides Most Value & Best Opportunity for Future Investments*
- *Estimated \$15 Million+*
- *Requires collaborative approaches for successful completion*

Next Steps – Collective Efforts

- August – October 2022
 - Agree Upon PDL Improvements & Timeline
 - Develop Funding & Implementation Plan
 - Brewers/Mudcats Develop Marketing, Community Outreach, and Attendance Plans
 - Begin Drafting Third Amendment to Lease and Any Needed ILA Updates with Town
 - Determine whether New Lease Document is Required
- October 2022
 - Present Funding/Implementation Plan & Appropriation Request to Respective Boards for Approval
 - Present Third Amendment to Lease for Approval (to Cover All Commitments Above)
- Upon Execution of Third Amendment
 - Begin Implementation of PDL Design and Construction Projects
 - Negotiate Terms of New Lease, if Required

Staff Requests for Board

- 1) Authorize Staff to Proceed with Next Steps as Outlined Previously
 - Develop PDL Improvements & Timeline
 - Develop Funding & Implementation Plan
 - Update ILA with Town of Zebulon
 - Negotiate Third Amendment to Lease
 - Review maintenance and operation responsibilities for all parties
- 2) Continue negotiations with the Brewers/Mudcats and Town of Zebulon to accomplish any of the foregoing



Questions