

# **THE MAC SPORTS & ENTERTAINMENT**

## **Proposal for Major Facilities Capital Project Funding**

### **RFP # 16 -045**



**Submitted by TRI SPORTS, LLC**  
**June 15, 2016**  
**Closing Time: 3pm EST, June 15, 2016**



June 15, 2016

To: Tom Wester  
Wake County Finance - Procurement Services  
Wake County Justice Center – 2nd Flr, Ste 2900  
301 S.McDowell Street Raleigh, NC 27601

Regarding: Proposal for Major Facilities Capital Project Funding  
RFP: # 16 -045

Dear Evaluation Team:

Please find enclosed my proposal for the Major Facilities Capital Project Funding. This document is prepared as directed by the "Detailed Submittal Requirements" and addresses the seven sections in sequential order. I am requesting funding, from the Wake County Occupancy and Prepared Food Tax Fund, for the currently-under-construction MAC Sports & Entertainment Park, in the amount of one million five hundred thousand dollars (\$1,500,000).

My wife and I are personally dedicated to making Wake County a better place for youth, adult, and corporate recreation, which is why we have taken it upon ourselves, and leveraged everything we own, to make this sports & entertainment venue a reality.

I look forward to speaking with you further regarding this exciting project. Thank you for your consideration.

Respectfully,

A handwritten signature in black ink, reading "Dan Lefebvre".

Dan Lefebvre  
President/CSO

Contact Info   Danny Lefebvre  
Cell:   919-302-5925  
Office: 919-293-0105  
E-mail: Danny@TriSportsNC.com  
Fax:   n/a

**TRI SPORTS, LLC 8924 Midway West Rd. Raleigh, NC 27617**

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## 1.0 Executive Summary

The MAC is a 23 acre sports & entertainment venue strategically located along I-540,  $\frac{3}{4}$  mile from RDU, in Brier Creek, in Northwest Wake County. The MAC is a highly versatile, outdoor recreational flex-space, featuring full-sized soccer fields, sand volleyball courts, a practice field, an elevated clubhouse with concessions & adjacent picnic area overlooking the competition surfaces. The MAC will be managed by TRI SPORTS, LLC, one of the nation's premier organizers of adult recreational sports & social events, without any recurring funding required for operational needs. It is a sports park for the modern age.

The venue will host:

- Youth Camps, Leagues & Tournaments
- Adult Classes, Leagues, & Tournaments
- Corporate Leagues, Outings & Field Days
- Unique 1-Day Sporting Events & Challenges
- Food & Cultural Festivals

However, what sets The MAC apart, and will make it the envy of all counties, nationwide, fighting to attract & retain the modern young professional workforce, is the TRI SPORTS Management Team. TRI SPORTS has been a leader in creative adult recreational programming for 15 years and has grown to well over 23,000 Triangle members, and won national awards each of the past 3 years. It is the TRI SPORTS management team's experience that makes this a facility unlike anything North Carolina has ever seen. Soccer fields and sand courts exist in any county; but in most counties, those fields are almost exclusively used for soccer, and almost exclusively by youth groups. The MAC will offer programming so varied and unique, and with such widespread appeal to all ages, it will be the model for sports parks all over the country.

The MAC's expected completion date is October 2016, at a total project cost of \$4,436,000.

The MAC is expected to attract 450,000 visitors a year and generate 13,575,000 in annual meal & room spending, resulting in an ROI of 3.56 years on the requested 1,500,000 capital investment.

Contact Info    Danny Lefebvre  
Cell:    919-302-5925  
Office: 919-293-0105  
E-mail: Danny@TriSportsNC.com  
Fax:    n/a

## 2.0 Scope of Project

**This section of the response should include a general discussion of the Proposer's overall Major Facilities project proposal, and should include any graphics that depict the scope of the project if it involves design and construction of a new building, building expansion or renovation. Scaled floor plans, site plan, elevations or artistic rendering of proposed building improvement if available should also be included in the response. The project must be consistent with Chapter 458, Section 5 of the 1995 N.C. Session Laws (see Attachment 1).**

The MAC will feature (4) full-sized, lighted, natural grass 11v11 soccer/rugby fields that can be divided into (6) lacrosse/ultimate fields, (16) kickball/5v5 flag football fields, (12) 7v7 soccer/16" Softball/7v7 flag football fields, (24) or (32) youth-sized sports fields, or any combination of the above [please see Exhibits A & B], plus a half soccer field, suitable for youth practices & games. The MAC has a lighted sand court area, used primarily as (5) beach volleyball courts, but also used for sand soccer, sand football, sand ultimate, dodgeball, bocce, and cornhole. The facility also features a 4,000 Sq. Ft. clubhouse/ concessions building with adjacent, elevated, observation & picnic area. In phase 2, as soon as is financially possible, The MAC will convert its grass fields to artificial turf (not part of this RFP), increasing the number of participants/visitors from 450,000 to 700,000 to provide maximum benefit for Wake County.

The scope of this project goes far beyond the facility, itself. The MAC will offer programming as varied and unique as the site is versatile. From sports like Bubble Soccer, Fowling, Spikeball, Frisbee Golf, Glow Kickball, Sloshball, and Fitness Bootcamps to the more traditional sports listed above, they'll all have a home at The MAC. The TRI SPORTS management team has been on the cutting edge of innovative programming for 15 years and The MAC will provide the blank canvas for that programming to be elevated to the next level. From food & cultural festivals, to corporate teambuilding retreats, to field days, to youth track-out camps, to 5K obstacle races, there's no facility that can rival The MAC when it comes to a variety of quality programming and widespread appeal.

All TRI SPORTS leagues are immediately followed by post-game socials at a nearby bar or restaurant; with Brier Creek Commons just a 4 minute drive from the facility, we expect our attendees to generate \$1.5M in annual revenues for the bars and restaurants in the area.

The MAC will be the County's adult-centric sports park. Upon completion, TRI SPORTS will immediately transfer its 150,000 annual sports league participants to The MAC. Our team has also been contacted by numerous other adult sports league organizers, wanting to make The MAC their base of operations as well. In addition, TRI SPORTS is currently negotiating to host the 2.1M-member Social Sports Network's (please see Exhibit C) National Tournaments.

Because The MAC focuses on adult sports, which are mostly played on weeknights, the facility is currently wide-open on weekends, and can host a different tournament for out-of-town visitors, every week of the year. And with The MAC just ¾ mile from RDU, there are numerous nearby hotels to host our 60,000 overnight tournament players.

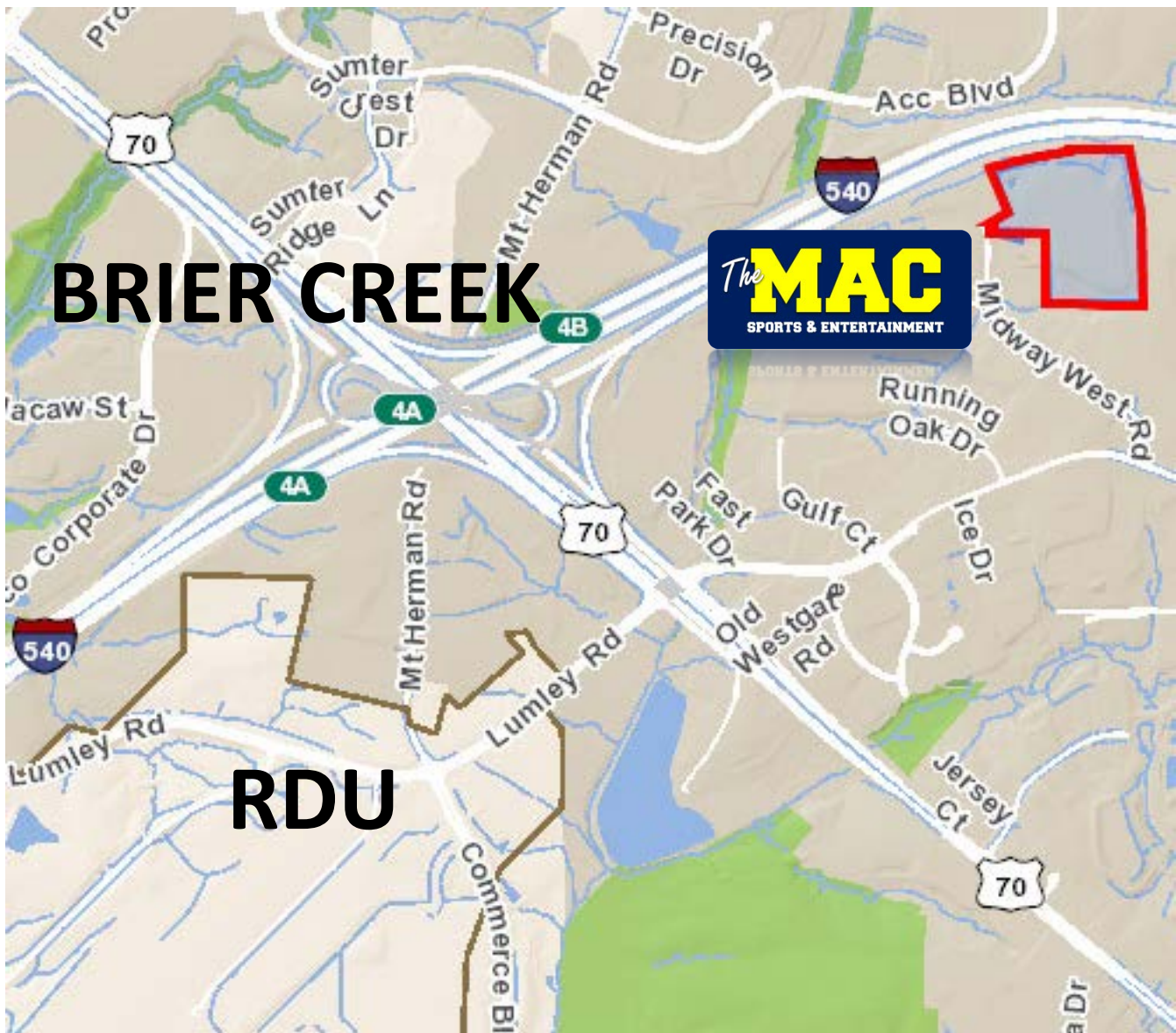


# ARTIST RENDERING (Building Rendering Pending)



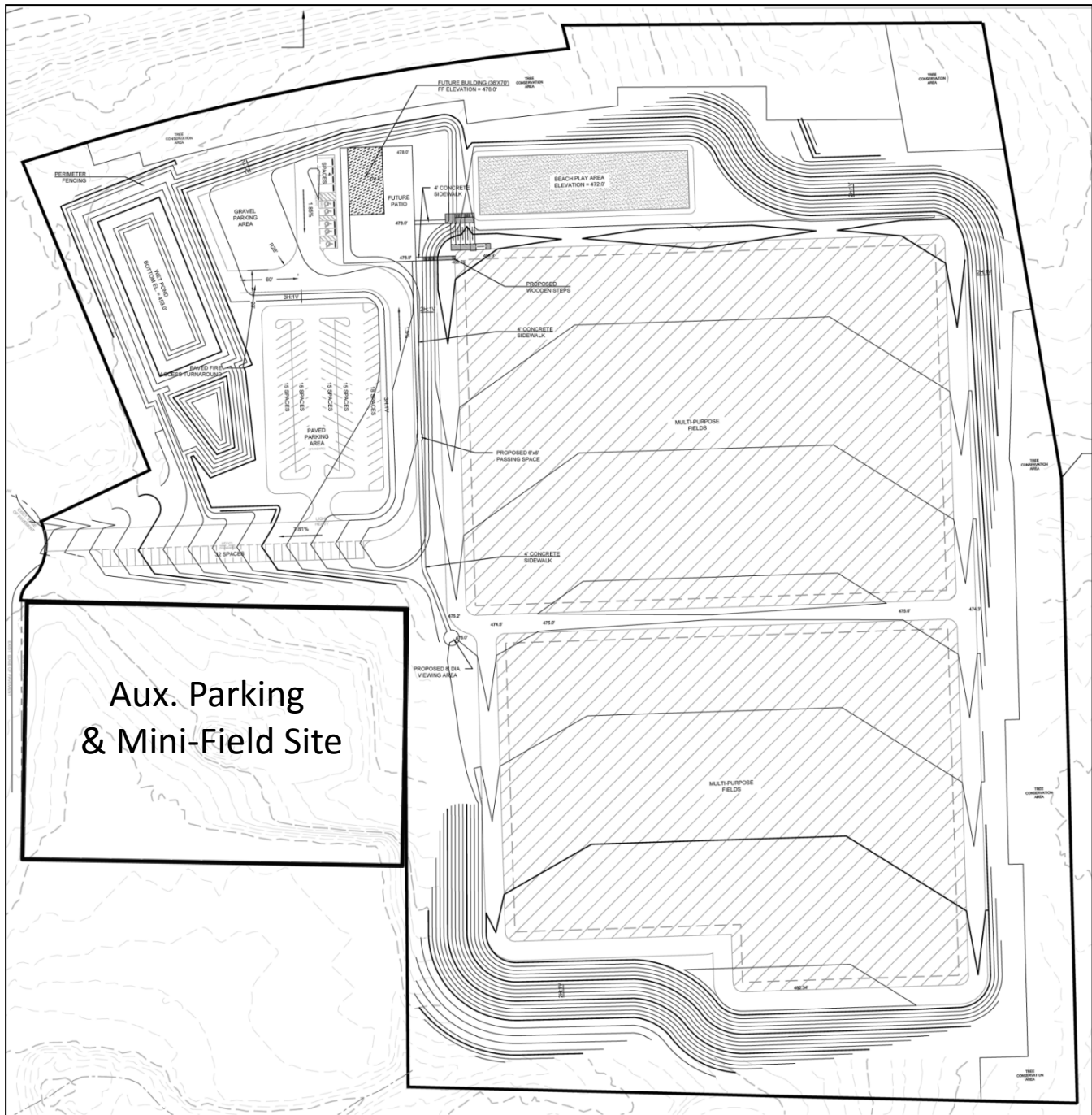
**The**  
**MAC**  
SPORTS & ENTERTAINMENT

## AREA MAP





# Current Site Plan with Proposed Aux. Parking & Mini-Field





**1. An analysis of the demand or unmet need, inadequate facilities or future needs of sports, cultural, convention and arts programs in Wake County and the anticipated number of projected visitors / participants served.**

This project is critically essential to the continuing vitality of Wake County because adult sports leagues have become an endangered species. The MAC will serve as a sanctuary for adult recreation, providing better quality of life through sport & social opportunities, and helping the County's employers retain their talent. Due to the rapidly-growing population, and a recreational infrastructure at a crisis-level of deficiency, with municipalities prioritizing youth play, adult leagues are increasingly denied access to fields and many leagues have gone out of business. To meet National Recreation & Park Association standards, there must be 1 soccer field for every 10,000 residents. The City of Raleigh, population 450,000, does not have even 1 full-sized soccer field in its rental inventory; adult soccer, flag football, kickball, ultimate frisbee, etc. are all played in outfields on Raleigh's poorest-quality softball fields. Compounding this crisis in 2017, the City of Raleigh will be renovating the Walnut Creek Softball Complex fields, and closing 9 of their 2<sup>nd</sup> tier fields to accommodate the displaced Walnut Creek leagues. This will create a domino effect of relocation, resulting in all adult sports leagues, likely, being pushed off all City of Raleigh fields for the entire 2017 calendar year. With the benefit of the requested Major Facilities Project Funding, The MAC will be there to welcome in all the displaced leagues, and keep several adult sports leagues from going out of business. Particularly with forecasters projecting the area's population to grow more than 50% over the next 10 years, in our humble opinion, there may be no greater unmet need in Wake County than full-sized soccer fields.

With the breadth of sporting and social events The MAC will offer, we expect annual attendance (participants & spectators) of 450,000.

**2. Clear demonstration regarding the need for County capital investment in order for project success. It should also include data to demonstrate a clear link between the Major Facilities project initiative and the resulting increase in overnight room stays and food and beverage purchases.**

The MAC would be an unqualified success, but for the fact that there is a true gap in committed funding. The MAC needs County capital investment for field lighting, more parking to host large-scale out-of-town tournaments, and a proper clubhouse with concessions & restrooms. Without lights, the facility can only offer weekday programming 7 months of the year and with daylight-limited hours, versus 12 months of programming with extended hours. In order for The MAC to successfully operate adult sports leagues, there must be lights, as most adult leagues play weekdays, and often after sunset. The more months of utilization translates to more tournaments, to more visitors/participants, and directly correlates with more room & meal spending. The same applies to more parking. With more parking, The MAC can accommodate more annual visitors/participants, resulting in greater room & meal spending. Additionally, clubhouse/restroom/concessions building, will generate food & beverage sales by

itself, but equally as important, having refreshments, air conditioning & permanent bathrooms (rather than port-o-pottys) will attract more out-of-town tournaments, and repeat tournaments (through greater visitor satisfaction), even in the hottest months of the year, resulting in more room spending.

Only with County capital investment, can this project truly be considered a “success” and a “Home Run” for Wake County. As finances allow, and we’re able to convert the natural grass fields to artificial turf, the project will undeniably be a “Grand Slam Home Run” Success. Please see attachment 4, Visitor Estimates & Return on Investment for more detailed data on overnight stays and food & beverage purchases.

**3. A statement of the proposed Major Facilities project plan’s effectiveness in addressing the community need in comparison to existing facilities. Include whether delays in the project impact its viability.**

Existing facilities include municipal, school, church, and CASL-controlled soccer fields. Each of these organizations either books-out completely with youth soccer or, as a general rule, does not rent to adult user groups. So, inherently, the fact that The MAC will rent fields to adult user groups makes it a supremely effective plan to help fill one of the County’s great needs, while providing adults opportunities for physical activity, thereby helping counter adult obesity. Even more so, with the hosting of so many different types of sporting & social events, the facility will provide recreational opportunities for a broad range of citizens, companies, and community groups, rather than just the youth soccer that most existing facilities offer exclusively. And in a similar vein, with respect to hosting out-of-town visitors for tournaments, in comparison to existing facilities, which limit themselves to only a few youth soccer tournaments a year, The MAC can host a different sports tournament, and attract a completely different group of athletes, every week for 4 months, without repeating a sport.

Delays in the project will not affect its viability.

**4. A description of how the proposer will collaborate with other organizations (government, non-profit, and corporate) to achieve the desired outcomes resulting in lasting community change.**

We believe that by providing sporting & social opportunities for so many of the County’s organizations, we are helping to make happier & healthier citizens and building a better sense of community, which results in lasting community change for Wake County.

From a corporate perspective, TRI SPORTS is currently the organizing body of the RTP Kickball League, and has been working with the RTP Foundation for years, producing the RTP Corporate Challenge, an all-RTP Field Day competition. The Foundation would like to expand sports league offerings to include RTP Flag Football, RTP Soccer, RTP Ultimate Frisbee, and more.

However, there currently are no soccer fields available to organize such leagues. Once The MAC is completed with field lighting provided by this RFP, these additional leagues can become a reality. Additionally, The MAC plans to approach all major employers in the area and invite them to use the facility for lunchtime pick-up games, corporate retreats, corporate field days, and corporate sports leagues. The MAC will be an important partner for employers promising quality of life in the workplace.

Several non-profit sports leagues have contacted us regarding making The MAC their base of sports operations. Many have offered to write letters of support for this project. Our management team has also formed a 501c3 youth sports non-profit that will be offering some traditional sports and a few sports not currently offered anywhere in the Triangle. Overall, we expect many non-profits to use the facility for their recreational needs and charity fundraisers.

The MAC plans to work with many government agencies to serve their recreational & entertainment needs as well. We are in preliminary talks with the Raleigh Fire Department and the Raleigh Police Department to produce a corporate-style field day for them that will create a better sense of community & friendly rivalry for First Responders. We have also spoken with many school athletic departments about their field needs and it is clear many school teams will use The MAC for supplemental practice space. In addition The MAC can be used for inter-University competitions & charity fundraisers (i.e. UNC v NC State Charity Dodgeball Spectacular). And finally, TRI SPORTS would also like to offer a 10% Discount for WCPSS & Wake Tech employees registering for our sports leagues. We call it the “10 for Teachers Program”. We look forward to giving something back to those who do so much for our community.

**5. How the Proposer would track and measure success and how that mechanism and data would be included in future reports submitted to the County.**

TRI SPORTS would be happy to provide annual reporting to the County Manager, including lists of events held at the facility, with number of event days and number of teams competing in a sporting event where the members (and spectators for that team) come from outside a 50 mile radius of the facility.

TRI SPORTS will also keep open lines of communication with the bars & restaurants of the Brier Creek area, to track food & beverage sales directly resulting from activities at The MAC, particularly on tournament weekends, as compared to their historical sales data.

TRI SPORTS will also report the number of WCPSS & Wake Tech staff that have taken advantage of the “10 for Teachers”, 10% off sports leagues, discount program.

**6. A description of how the project advances the Board of Commissioners Goals as identified in Attachment 2.**

The MAC Sports & Entertainment project advances many of the Board of Commissioners Goals. Specifically, as follows:

### **Community Health**

The MAC significantly advances the Healthiest Capital County Initiative priority, addressing “adult obesity along with physical inactivity”, through increased access to physical activity, and the resulting healthier weight and reduced obesity experienced by its participants. Equally as important, without the building of new athletic facilities, particularly those with lighted fields, more adult sports leagues will go out of business and there will be fewer opportunities for physical activity than there are today.

### **Economic Strength**

The MAC, by its creation, will provide a venue for adult sports leagues to hold their activities and prevent further sports league operators from going out of business. Additionally, the programming offered at The MAC will help to attract and retain the highly sought-after young professional workforce, resulting in a higher quality of life for employees and, thereby, helping County businesses grow.

### **Education**

The MAC hopes to contribute positively towards healthier and happier educators, and assist WCPSS in recruiting and retention of quality educators with its “10 for Teachers” 10% Off Sports Leagues Program.

### **Growth and Sustainability**

By funding The MAC, Wake County is *leveraging an opportunity* of an already-under-construction sports park that directly addresses a major gap in recreational space while providing more recreational opportunities for its citizens.

### **People, Arts and Culture**

The MAC will be the host venue for cultural festivals and activities. And, of course, The MAC project is the epitome of developing parks & recreation opportunities for Wake County residents and visitors.

### **Public Safety**

The MAC hopes to contribute positively towards maintaining long term physical and psychological wellbeing of public safety personnel through recreational opportunities, and assist in recruiting and retention rates through First Responder community-building events like the proposed Raleigh Police & Fire Field Day.



### 3.0 Project Budget and Funding Sources

1. The Proposal must include all sources of funding for the proposed project, and year of commitment. Please note if the funding sources are pending or confirmed. Include the ratio of private to public investment. Public investment will include funding from any unit of government. For all confirmed sources of funding, please remit evidence of commitment. Proposal should include funding for the current project only and should not include prior phases and should demonstrate current commitment for a least half of non-county funding.

Total project cost of The MAC (\$4,436,000) will be funded 66.2% from private funding and 33.8% from public funding, should this proposal be accepted. 100% of the private funding is committed at this time. Please see pages 13-16 for evidence of confirmed sources of funding.

#### SOURCES OF FINANCING

Private Funds	Amount	Ratio	Confirmed?	Committed
Bank Loan	\$ 2,357,000		Confirmed	2015
Seller Financing (Land)	\$ 250,000		Confirmed	2014
Cash	\$ 329,000		Confirmed	2014
Total Private Funding	\$ 2,936,000	66.2%		
Public Funds	Amount	Ratio	Confirmed?	Committed
Wake County	\$ 1,500,000	33.8%	Requested	Uncommitted

Project Total                      \$ 4,436,000    100%

**2. The Proposal must include a clear schedule of expenditures for the project, and at a minimum, should detail expenditures by category. Please state who prepared the cost estimates and if the costs include an inflation factor.**

Use	Total
Land Purchase	\$1,735,000
Construction & Modular Clubhouse	\$2,218,000
Construction Contingency	\$119,300
Interim Interest	\$50,000
Design & Engineering	\$142,000
Bonding	\$20,000
Working Capital & Closing Cost Detail	\$89,597
Guaranty Fee	\$62,103
<b>Total</b>	<b>\$4,436,000</b>

The above cost estimates have been prepared by our engineers and contractors, with the addition of \$475,000 (full asking price) to Land Purchase, for the acquisition of an adjacent property for parking expansion. All costs are present day, and do not include an inflation factor.

**3. Describe the impact on existing infrastructure, such as roads or water and sewer facilities.**

The MAC's impact on existing infrastructure will be minimal. Water and sewer run to the site, and no modifications to roadways was required as part of our permitting approvals. The site is located just 1 mile from Highway 70 and the I-540 on-ramp. Additionally, much of the irrigation for fields will be derived from a well and from retention ponds, so as to minimize the burden on City water.

It should be noted that The MAC is located in an industrial park, and the peak hours run complementary to the other businesses in the park. Weekdays after work, and weekends, are when The MAC will see its highest levels of traffic, and that is when all the other park businesses are closed. The same scenario applies to hotel utilization; many of the hotels surrounding RDU see their occupancy rates drop on weekends, as business travelers return home. The MAC will put "heads in beds" at a time when the hotel occupancy rates are at their lowest. The ability to draw weekend travelers to this part of the County on the weekend is a positive benefit to our location.

#### 4.0 Project Timeline

Each proposal must provide the following information about the project timeline, so that the County can evaluate the Proposer's ability to support the implementation and feasibility of the project. Make sure to include any actions already taken, as well as future actions. Any site plan approvals or zoning variances required for the project shall be noted and the status of those activities included in this section. The County, at its option, may require a Proposer to provide additional support or clarify requested information.

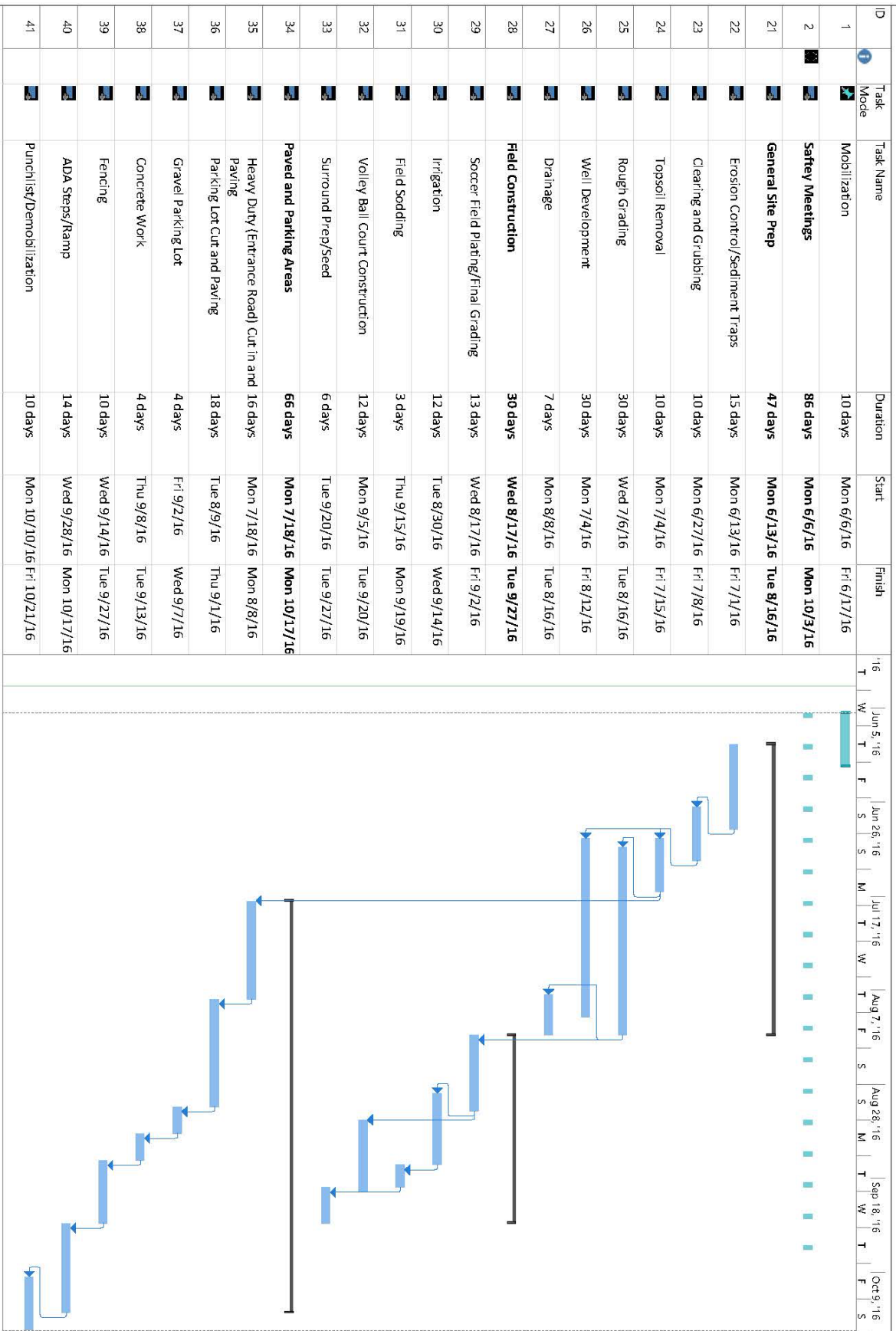
This project is currently under construction. Should this proposal be approved, the addition of field lighting and a clubhouse will require separate building permits that have not yet been applied for. It is not expected that these permits, nor the installation of the modular building will delay the opening of the facility or impact the project viability.

Project Action	Start Date	Finish Date
Study and Analysis of Project	10/1/2005	12/1/2014
Site Identification	10/1/2005	8/1/2014
Land/Site Acquisition	10/13/2014	5/19/2016
Architectural/Engineering Studies	12/1/2014	4/5/2016
Site Plan Approval	8/6/2015	4/5/2016
Facility Construction	6/6/2016	10/21/2016
Equipment Purchase	10/1/2016	10/21/2016

Please see construction schedule on page 19 for detail on specific tasks.

## The MAC Sports Complex Construction Schedule

5.31.16





## **5.0 Project Operating Plan**

**Each proposal must include a ten-year operating budget, showing anticipated revenues and expenditures in order to demonstrate the long-term viability of the project operations and protect the County's investment. Describe annual operating plan in detail.**

Material provided to review team but asked to keep confidential

### **Operating Budget & Financial Results**

**1. Submit latest copy of IRS form 990 or applicable tax return. For non-public tax returns, see section 3.8 regarding personal and confidential**

**information.**

**2. Please provide one copy of most recent audit and management letter if your agency received one.**

n/a

**a. If your organization DOES NOT have an audit, review, or compilation submit:**

**i. A completed Audit Form (Attachment 3) using figures from year-end financial statements. Attachment 3 is available electronically upon request.**

n/a

**ii. A notarized letter from your treasurer confirming the accuracy of the statements**

n/a

## **6.0     Estimates on Visitors and Return on Investment**

**Each proposal must provide estimated visitor information, including the estimated number of day-visitors (from within the county and within a 50-mile radius of the facility) and overnight visitors. Using the estimated visitor counts and formulas provided in Attachment 4: Visitor Estimates and Return on Investment, proposals should include the estimated annual economic impact of visitors for the project for the first seven (7) years of operation after completion of the capital investment and the estimated return on investment of the County's investment based on occupancy, prepared food and beverage taxes collected. Attachment 4 is available electronically upon request.**

The estimated annual impact of visitors for the project for the first seven years of operation amount to \$13,575,000, resulting in a Return on Investment of 3.56 years. Please see Attachment 4 on the next page for detailed visitor information.

## Attachment 4: Visitor Estimates and Return on Investment

### Definitions:

#### Visitors -

- a. **Wake County resident** - visitor from within Wake County
  - b. **Day Visitor** - Visitor from within 50 mile radius of proposed project
  - c. **Overnight Visitor** - Visitor from outside 50 mile radius of proposed project
- Room Rate** = \$95/per night  
**Meal Rate** = \$50/per day

### Visitor Estimates, Economic Impact and Taxes Collected

1. Estimated Wake County residential visitors (annual) =

292,500 = \$ 1,000,000

#### Meal Spending

### **NOTE\*\***

With all due respect to the process, our programming has a highly integral social component, and we fully expect our Wake County residential visitors to account for at least \$1M in annual food & beverage sales, at our post-game socials. That results in a 3.56 year ROI. Without that \$1M from residential visitors, the ROI goes to 3.65 years.

### Estimated Food and Beverage Spending and Taxes Collected

2. Estimated Day Visitors (annual) =

Number of Visitors		Meal Rate		Meal Spending
97,500	X	\$50	=	\$ 4,875,000

3. Estimated Overnight Visitors (annual) =

60,000	X	\$50	=	\$ 3,000,000
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4. Total Meal Spending =	\$ 7,875,000	X 1% Food & Bev Tax =	\$ 78,750
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### Estimated Food and Beverage Spending and Taxes Collected

	Number of Visitors	Room Rate		Room Spending
5. Estimated Overnight Rooms (annual) =	60,000	X	\$95	= \$ 5,700,000

6. Total Room Spending =	\$ 5,700,000	X 6% Occupancy tax =	\$ 342,000
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7. Return on Investment based on taxes collected (County funding/total taxes collected) = 3.56\*\* (in years)

## **7.0 Organizational Information**

Each proposal must provide the following information about the submitting Proposer's, so that the County can evaluate the Proposer's ability to support the commitments set forth in response to the RFP. The County, at its option, may require a Proposer to provide additional support or clarify requested information.

### **Organization Background**

**1. How long the proposer been in business?**

TRI SPORTS has been in operation since 2001.

**2. A brief description of the organization size and organizational structure. Include a list of the Board of Directors if applicable.**

TRI SPORTS has 4 full-time staff and 24 part-time staff. We expect to double in size to 8 full time and 48 part-time employees, once the facility opens.

**3. A list of all executive officers of the organization. If the organization is a statewide or national organization, submit the local chapter information.**

Danny Lefebvre – President/CSO

Charles Warren – Athletic Director

**4. Any material (including letters of support or endorsement) indicative of the Proposer's capabilities to implement the Major Facilities project.**

The City of Raleigh has already approved this facilities project and it is currently under construction.

**5. Identify any litigation or governmental or regulatory action pending against your organization.**

None.

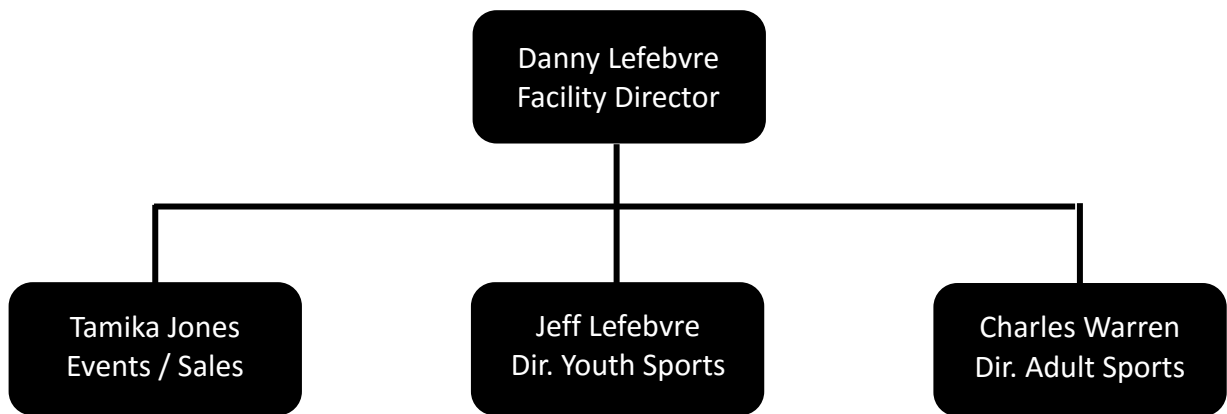
**6. A description of contractual relationships, if any, with other organizations that would be a conflict of interest or appearance of conflicts of interest in partnering with Wake County to deliver the capital project.**

None.

### **Proposer Team Experience**

**1. Identify the proposed team indicating who is responsible for the key roles of the proposed project; provide an organizational chart showing lines of communication and levels of authority.**





### **Danny Lefebvre, Facility Director, Bio**

Raised in Grosse Pointe, MI., Danny played 5 sports in high school, and 2 sports while earning his undergraduate degree from the University of Michigan Ross School of Business. He worked for the Detroit Tigers (MLB) and the Detroit Red Wings (NHL) before accepting a fellowship to attend the University of North Carolina-Chapel Hill's MBA program, with an emphasis in entrepreneurship. After matriculation, he worked for an Internet Incubator & Venture Capital firm, performing due diligence and financial feasibility studies for investment opportunities. He left VC to start TRI SPORTS in August 2001, and has grown membership to well over 23,000 people in the Triangle. TRI SPORTS is now responsible for over 200 marriages, and tens of thousands of friendships.

From his bio, on the TRI SPORTS website- *"I can't tell you the number of times somebody has moved away from the Triangle, only to return within a year, to tell me that their new city didn't have anything like TRI SPORTS and they just couldn't get plugged-in socially. Which is exactly the point; we're your one-stop shop for instant social life, sports leagues and travel. We hope to see you soon. - Danny Lefebvre"*

### **About TRI SPORTS**

Headquartered in Raleigh, TRI SPORTS, LLC is one of the leading companies in the United States that organizes, markets, and operates adult recreational sports and social events. With over 23,000 members in the Triangle area and 3,000 weekly participants in its sports leagues, TRI SPORTS has established itself as the "go-to" organization for adult recreation & social life in the Raleigh-Durham-Chapel Hill area.

TRI SPORTS is known for not just its sports leagues, but particularly the community-building post-game socials that follow every athletic competition at a nearby bar or restaurant. TRI SPORTS also organizes large-scale social events & holiday parties, tournaments, corporate events, and charity benefits.

It should be noted that TRI SPORTS is a founding member of the Social Sports Network ( <http://socialsportsnetwork.com/> ), composed of over 60 member clubs, and 2.1M members, nationwide. The SSN member clubs interact daily to share ideas on best practices, innovative

programming, emerging sports, and to coordinate national tournaments and adventure challenge tours. Please see Exhibit C for more information on our network of participants and activities. TRI SPORTS is already in conversations to move the SSN's National Tournaments to The MAC upon its completion.

### **Similar Projects**

**1. Provide a description of a similar project or projects most similar to the one described in the proposal for which the organization has been responsible.**

TRI SPORTS has a 15-year track record of varied and unique sport & social programming, using public & private facilities throughout the Triangle. This project will be a natural extension that will allow TRI SPORTS to streamline its programming and realize the efficiencies & benefits of a centralized hub of activity. Expansion into youth sports and extending our RTP Sports corporate brand are also well-within our core competencies. Admittedly, TRI SPORTS has not managed a sports complex before, but we are outsourcing the field maintenance to a professional landscaping company and the pre-construction field rental demand has exceeded our expected available field time, once completed. We have complete confidence that the two new major responsibilities that come with the development of this project- the care of the fields & the renting of the fields to outside user groups -will be expertly executed by our management team and professional service providers.



## EXHIBIT C – Social Sports Network Participant & Activities Info

**SSN**

**SOCIAL SPORTS NETWORK REPRESENTS 65 RECREATIONAL SPORT CLUBS ACROSS THE U.S. & CANADA**

▼

**REACHING 2.1 MILLION ACTIVE LIFESTYLE PARTICIPANTS**

**SOCIAL SPORTS NETWORK | 2016 SPONSORSHIP CAPABILITIES**

The background image shows a group of young adults in maroon t-shirts with 'ATLANTA' and 'SOCIAL SPORTS NETWORK' logos, posing on a grassy field with a city skyline in the background. A circular logo in the bottom right corner contains the text 'SOCIAL SPORTS NETWORK' around a central icon of a trophy and people.





**FOOTPRINT**

**SPORT AND SOCIAL CLUBS  
ARE LOCATED IN 30+ STATES AND PROVINCES**

**SCALED ACROSS  
60+ MARKETS**

**SOCIAL SPORTS NETWORK | 2016 SPONSORSHIP CAPABILITIES**

**NATIONALBEERMILE.COM**

**FINISH**

**Beer Mile**

**SOCIAL SPORTS NETWORK**

## EXHIBIT C – Social Sports Network Participant & Activities Info



**MEMBERS**

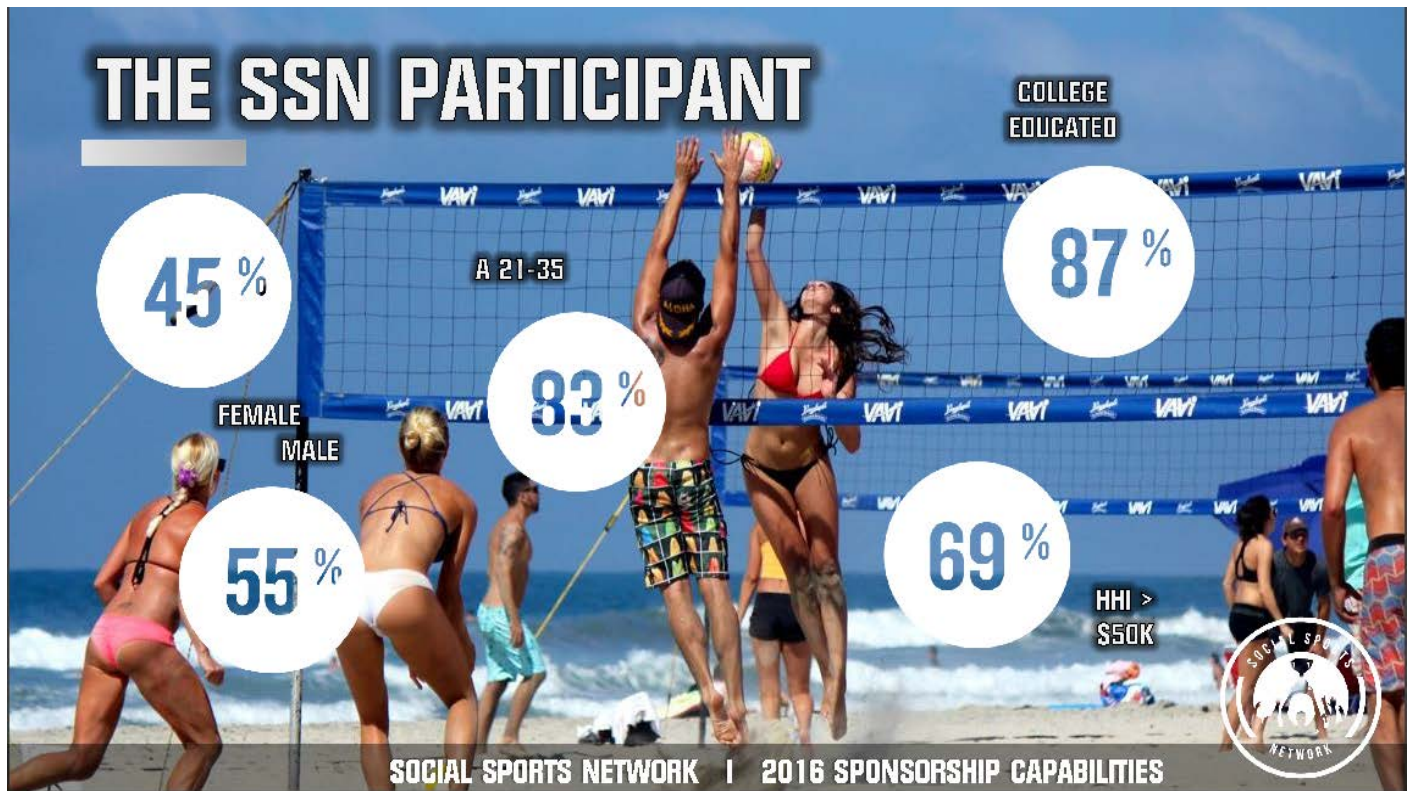
**OUR CLIENTS' MEMBERS ARE  
YOUNG PROFESSIONALS:  
EDUCATED AND AFFLUENT MILLENNIALS**

**ACCESS THE  
MOST SOUGHT  
AFTER DEMOGRAPHIC**

**SOCIAL SPORTS NETWORK | 2016 SPONSORSHIP CAPABILITIES**

**SOCIAL SPORTS NETWORK**





## EXHIBIT C – Social Sports Network Participant & Activities Info







## EXHIBIT C – Social Sports Network Participant & Activities Info







# ACTIVATION PLATFORMS

OUR CLIENTS ENGAGE MEMBERS  
ACROSS THESE THREE PLATFORMS

SPORTS

SOCIAL

ADVENTURE

SOCIAL SPORTS NETWORK | 2016 SPONSORSHIP CAPABILITIES



## EXHIBIT C – Social Sports Network Participant & Activities Info



# SPORTS

MORE THAN 1.7 MILLIONS PLAYERS PARTICIPATE IN 80,000+ GAMES  
AND 200+ TOURNAMENTS

KICKBALL

SOFTBALL

FLAG FOOTBALL

VOLLEYBALL

SOCCER

DODGEBALL

BASKETBALL

ULTIMATE FRISBEE

BOWLING

WATER POLO

LACROSSE

TENNIS

BROOMBALL

BOCCEBALL

CORNHOLE

HOCKEY

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# SOCIAL

**SOCIAL SPORTS IS MORE THAN WIN OR LOSE, IT'S ALSO ABOUT POST-GAME CELEBRATIONS, HAPPY HOURS AND HOLIDAY PARTIES**

- BAR CRAWLS
- HAPPY HOURS
- NETWORKING MIXERS
- POST-GAME SPONSOR BARS
- TRIVIA NIGHTS
- HOLIDAY PARTIES
- BREWERY & WINERY TOURS
- TAILGATING
- CRAFT BEER FESTIVALS
- POP UP DINNER PARTIES

**SOCIAL SPORTS NETWORK | 2016 SPONSORSHIP CAPABILITIES**



## EXHIBIT C – Social Sports Network Participant & Activities Info



# ADVENTURE

**LOOKING TO PUSH THE LIMITS, OUR CLUBS BRING THE THRILL TO PARTICIPANTS**

- BOOT CAMPS
- MUD RUNS
- OBSTACLE RACING
- SKI TRIPS
- HIKING

**SOCIAL SPORTS NETWORK | 2016 SPONSORSHIP CAPABILITIES**





# OPPORTUNITY

THE SOCIAL SPORTS NETWORK IS THE SINGULAR, RELEVANT TOUCHPOINT FOR NATIONAL BRAND AWARENESS

ENGAGE 2.1 MILLION ACTIVE LIFESTYLE PARTICIPANTS AT THEIR PASSION POINTS

SOCIAL SPORTS NETWORK | 2016 SPONSORSHIP CAPABILITIES




## EXHIBIT C – Social Sports Network Participant & Activities Info

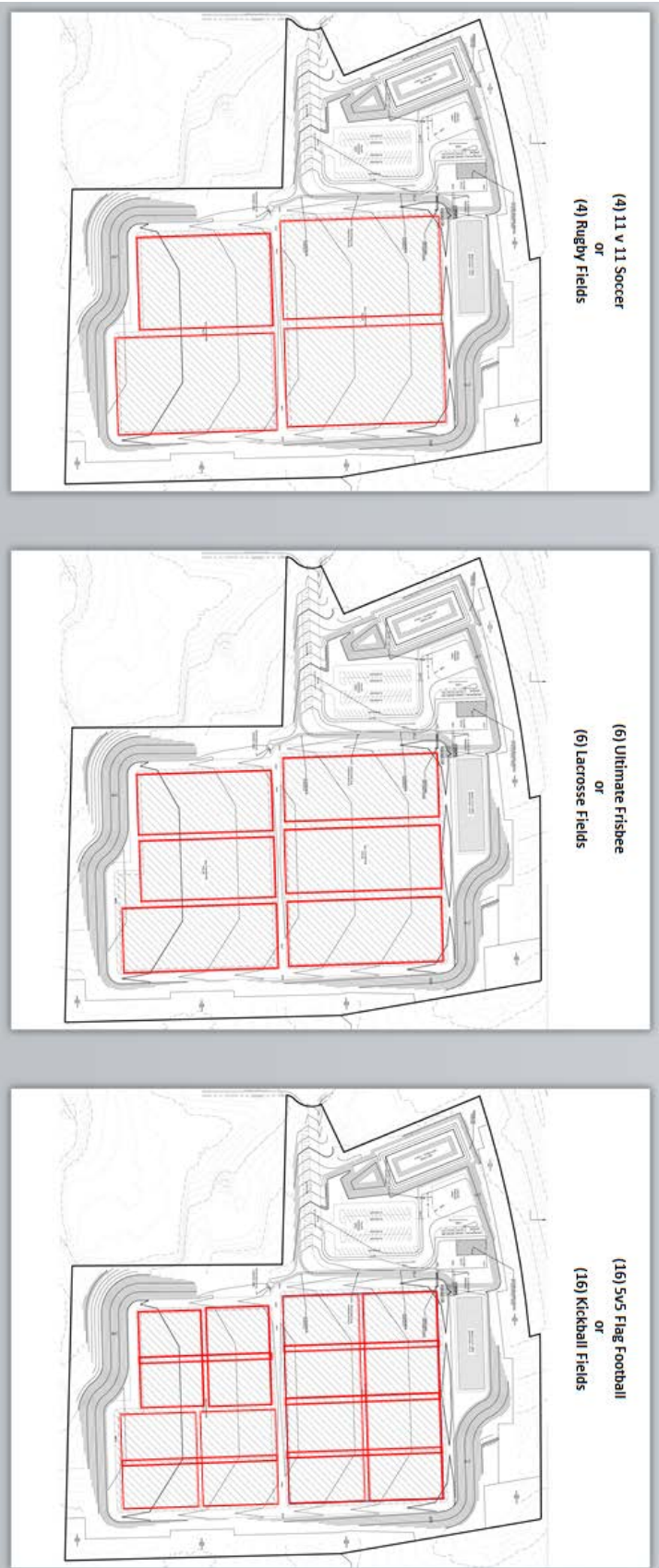
# SSA MARKETS



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# Exhibit A- Multiple Sport Configurations





# Exhibit B - Multiple Sport Configurations



# **THE MAC SPORTS & ENTERTAINMENT**

## **Proposal for Major Facilities Capital Project Funding**

### **RFP # 16 -045**



**Submitted by TRI SPORTS, LLC**  
**June 14, 2016**  
**Closing Time: 3pm EST, June 15, 2016**