

Business Proposal for Baseball Heaven

Date: September 21, 2024

Business Proposal for Baseball Heaven

To: Arvest Bank, Shawnee Branch
4500 N. Harrison St
Shawnee, OK

Date: September 12, 2024

Dear Ian Hayes,

I am pleased to present an exceptional opportunity for Arvest Bank to partner with the BCM Sports Commission in the development of **Baseball Heaven**, a premier youth sports campus. This proposal outlines my strategic vision for the project, financial projections, economic impact, and community benefits that align with Arvest Bank's commitment to community investment and regional economic growth.

Executive Summary

Baseball Heaven is a visionary sports complex that aims to become a premier youth sports campus in Shawnee. The project is designed to:

- **Generate over \$137.3M** in economic impact by 2030(Baseball Heaven Update ...).
- Address local infrastructure and recreational needs.
- Serve as a revenue-generating asset for the BCM Sports Commission.

I am gifting **Baseball Heaven LLC** and **Oklahoma Pickleball LLC** to the BCM Sports Commission, ensuring that the complex is financially viable from day one.

I. Introduction

A. Overview of the Proposal

- **Purpose:** To secure Arvest Bank's partnership in funding the development of Baseball Heaven.
- **Significance:** Aligns with Arvest Bank's goals for community investment, economic development, and regional growth.

B. Project Vision

- **Objective:** Establish Baseball Heaven as a premier regional hub for youth and community sports, supported by high-quality facilities.
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II. Addressing Key Questions

A. Who is Paying for It?

Funding comes from a combination of silent investors, city and nonprofit support, and my donation of **Baseball Heaven LLC** and **Oklahoma Pickleball LLC** to the BCM Sports Commission.

B. Pro Forma and Cash Budget

- **Projected Revenues:** \$22M by 2029(Baseball Heaven Update ...).
- **Expenses:** \$1.9M annually(Baseball Heaven Update ...).

C. Land Acquisition

Discussions with St. Gregory's Abbey are ongoing for either the purchase or donation of land.

III. Facilities and Programs

A. Indoor and Outdoor Facilities

- **Baseball Heaven Dome 1 & 2:** Multi-sport indoor facilities.
- **Pickleball Courts:** Youth pickleball integrated into the program.

B. Sonic-style Drive-Thru Concession

Expected to generate over \$6M annually(Baseball Heaven Update ...).

IV. Financial Impact and Payback Period

A. Projected Revenue:

- **Event Fees, Sponsorships, and Concessions:** Combined total projected to exceed \$22M by 2029(Baseball Heaven Update ...).

B. Payback Period:

The project has a payback period of 15.6 years(Baseball Heaven Update ...).

V. Visuals and Diagrams (Recommended for Final Report)

- **Projected Cash Flow:** A visual cash flow diagram can help illustrate projected revenue versus expenses.
 - **Facility Layout:** Including a layout of indoor and outdoor facilities would provide clarity on the scope of the project.
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VI. Risk Mitigation

- **Funding Delays:** Mitigated by securing diversified revenue sources (business partners, sponsorships, city contributions).
 - **Event Turnout Risks:** Addressed through aggressive marketing, leveraging the BCM Sports Commission's existing networks, and my experience with large-scale events.
 - **Operational Challenges:** My mentorship and operational oversight will ensure transparency and smooth management.
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VII. Sponsorship Opportunities

- **Naming Rights:** Opportunities for corporate sponsors to name fields, buildings, or concession areas.
 - **Branded Events:** Sponsors can have their brand associated with tournaments and leagues, offering long-term marketing value.
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VIII. Next Steps and Timeline

- **Q4 2024:** Finalize land acquisition (purchase or donation).
 - **Q1 2025:** Secure remaining investors and finalize TIF discussions with the city.
 - **Q2 2025:** Begin construction, with projected completion by 2026.
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Contact Information

Ian Hayes

Business Banker

Cell Phone: 405-765-8216

Business Proposal for Baseball Heaven

Date: September 21, 2024

Office Phone: 405-214-1218

Email: ihayes@arvest.com

I look forward to your consideration of this exciting opportunity.

Sincerely,

Kenneth R. Crawford

405-642-9592

Kenneth@BCMSports.net



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Executive Summary

Baseball Heaven is designed to become a premier youth sports complex in Shawnee, Oklahoma. The project is projected to:

- **Generate over \$137.3M** in economic impact by 2030(Baseball Heaven Update ...).
- Address the community's infrastructure and recreational needs.
- Serve as a revenue-generating asset for the BCM Sports Commission.

As part of this proposal, I will gift **Baseball Heaven LLC** and **Oklahoma Pickleball LLC** to the BCM Sports Commission, ensuring that the project is financially sustainable and beneficial from day one.

I. Introduction

A. Overview of the Proposal

- **Purpose:** To secure Arvest Bank's partnership in funding Baseball Heaven.
- **Significance:** Aligns with Arvest Bank's goals for community investment, regional economic development, and long-term growth.

B. Project Vision

- **Objective:** Develop Baseball Heaven as a premier hub for youth sports, providing top-tier facilities for baseball, softball, pickleball, and other community sports.
 - **Scope:** Comprehensive facility expansion, integration of diverse sports programs, and community engagement that ensures long-term economic benefits for Shawnee and Pottawatomie County.
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II. Addressing Key Questions

A. Who is Paying for It?

Baseball Heaven will be funded by a combination of business partners, silent investors, city and nonprofit contributions, and my personal gifting of **Baseball Heaven LLC** and **Oklahoma Pickleball LLC** to the BCM Sports Commission. Here's the breakdown:

1. **BCM Sports Commission:** The BCM Sports Commission will own and operate the facility as a revenue-generating entity.
2. **City and County Contributions:** Ongoing discussions with the City of Shawnee and Pottawatomie County about public-private partnerships, including infrastructure support and possible tax increment financing (TIF).
3. **Silent Investors and Business Partners:** Private investors are showing interest in funding the project in exchange for sponsorships and long-term returns.

B. Pro Forma and Cash Budget

- **Revenue Projections:** The combination of event entry fees, sponsorships, concessions, and facility rentals is expected to generate over \$22M by 2029(Baseball Heaven Update ...).
- **Expenses:** Annual operational costs, including staff salaries, maintenance, and official fees, are projected to be \$1.9M(Baseball Heaven Update ...).
- **Backing in Cash Flow:** A diversified revenue structure ensures long-term financial stability, with contingency plans from investors and city support if necessary.

C. Land Acquisition: Purchased or Donated?

Negotiations with **St. Gregory's Abbey** are ongoing to finalize whether the land will be purchased or donated, both of which are viable paths to minimize costs and secure the ideal location.

D. Global Cash Flow Contributions

- **City and Nonprofits:** Contributions from city and county partnerships, nonprofits like the Avedis Foundation, and community support programs.

- **Event Revenue and Sponsorships:** Additional revenue from tournament fees, sponsorships, and facility rentals.
 - **Concession Income:** The innovative Sonic-style drive-thru concession will be an additional revenue stream, projected to generate over \$6M annually(Baseball Heaven Update ...).
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III. Facilities and Programs

A. Indoor and Outdoor Facilities

- **Baseball Heaven Dome 1 & Dome 2:** Fully insulated, climate-controlled indoor domes designed to accommodate year-round baseball, softball, and multi-sport events.
- **Pickleball Courts:** Dedicated outdoor pickleball courts integrated with **Oklahoma Pickleball LLC**, offering youth-focused programs and attracting regional tournaments.
- **Gymnasiums and Training Centers:** Indoor training centers for team practices, youth leagues, and fitness training.

B. Sonic-style Drive-Thru Concession

The Sonic-style concession will provide fast, efficient food service to event attendees, boosting revenue and visitor satisfaction.

IV. Financial Impact and Payback Period

A. Revenue Projections

- **Event Fees, Sponsorships, and Concessions:** Total projected revenue is expected to exceed \$22M by 2029(Baseball Heaven Update ...).

B. Payback Period

The estimated payback period for the \$35M project is 15.6 years(Baseball Heaven Update ...), supported by revenue from events, sponsorships, and partnerships.

V. Visuals and Diagrams (Recommended for Final Report)

For final presentation purposes, it would be beneficial to include:

- **Projected Cash Flow Diagrams:** Illustrating revenue vs. expenses over time.

- **Facility Layouts:** Detailed maps of the indoor and outdoor facilities, including field dimensions, seating, and capacity for events.
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VI. Risk Mitigation

A. Funding Delays

Funding delays will be mitigated by diversifying revenue streams from sponsorships, partnerships, and city contributions.

B. Event Turnout Risks

Drawing on my extensive experience with large-scale events, particularly through the **Brian Crawford Memorial Tournament**, I will ensure robust marketing strategies and community engagement to attract participants and spectators.

C. Operational Challenges

I will mentor the BCM Sports Commission's staff, bringing my expertise in event management, technology integration, and operational transparency to ensure smooth, efficient management of Baseball Heaven.

VII. Sponsorship Opportunities

A. Naming Rights

Sponsorship opportunities will include naming rights for fields, buildings, and concession areas, offering substantial visibility for corporate sponsors.

B. Branded Events

Sponsors will also have the chance to brand major tournaments and events, enhancing their market presence and association with youth sports.

VIII. Next Steps and Timeline

- **Q4 2024:** Finalize land acquisition (purchase or donation).
 - **Q1 2025:** Secure additional investors and finalize tax increment financing (TIF) discussions with the city.
 - **Q2 2025:** Begin construction, with an expected completion by 2026.
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