



THE HAMILTON FIELDS SPORTS PARK

PROJECT DESCRIPTION

I. ABOUT THE PROPOSED HAMILTON FIELDS PROJECT

The Marin Sports Academy LLC (“MSA”) is proposing to develop, build, and operate a state-of-the-art youth and adult sports and recreational complex in Marin County, California, to be known as “HAMILTON FIELDS” (the “Project”). Situated on approximately 55 acres on the former Hamilton Army Base in centrally located Novato, California, the Project will feature athletic playing fields for youth and adult baseball and softball, a 1,000 seat Ball Field, a baseball/softball training center as well as two full size, multi-purpose fields for soccer, lacrosse, rugby and football.

Importantly, MSA will dedicate to the City of Novato an approximately 12-acre Community Park including the following potential elements: a youth baseball field and one youth multi-purpose field, a one-acre dog park, landscaped picnic facilities, a “splash pad”, outdoor versa courts and beach volleyball courts, a rock climbing element and other such public facilities. MSA will assume responsibility for the operation, maintenance and repair of the Community Park.

As part of the development, MSA intends to construct the New Access Road serving both the facility and the Hamilton Wetlands Restoration Project, as well as a Wetlands Interpretive Pavilion that will provide an understanding of the importance and impact of the 1,000- acre, \$250 million Hamilton Wetlands Restoration Project which lies just to the east of the planned Project.

Hamilton Fields will be the first family entertainment complex of its kind in Marin County and will satisfy a compelling community need for sports and

recreational facilities for use by children, adults, business and other organizations in need of such a resource for athletic, business and community events.

II. THE PRELIMINARY FACILITIES PLAN

MSA will construct playing fields for games, practices, leagues and tournaments in a wide range of sports that are currently underserved by existing local facilities. In doing so, MSA will offer recreational benefits to local residents as well as attracting out of town visitors to contribute incremental economic development benefits to the Novato community.

Among the sports and recreational groups (youth, high school, college, adult) served by the proposed project are:

- Baseball
- Softball
- Soccer
- Lacrosse
- Football
- Rugby
- Other field sports

The proposed sports park includes the following active and passive recreational amenities should all of the current plans achieve build-out:

- (4) Variable dimension youth baseball/softball fields
- 1,000 seat Ball Field
- (2) Full sized multi-sport fields
- 50,000 square foot training center to include the future home for the Marin Sports Hall of Fame
- Approximate 12 acre community park, including:
 - (1) Youth baseball park
 - (1) youth multi-sport field
 - Picnic areas
 - Play elements
- Restrooms and concession areas
- Hamilton Wetlands Restoration Project “interpretive pavilion”
- Parking
- Redirected access road
- Trail system and potential bike paths

A. Baseball/Softball Playing Fields

MSA's playing fields will be constructed with high performance, durable synthetic surfaces to reduce water consumption and to permit year-round play. Each field will be adaptable to all levels of youth baseball and slow pitch/fast pitch softball with variable base lines, outfield fencing and pitching mounds to enable field usage by all levels of boys, girls and adult play.

The fields will be planned as a four field "cloverleaf" with bleacher sections, scoreboards and a centerpiece concession stand with rest rooms and storage areas. Protective netting will cover pedestrian walkways, gathering areas and passageways between the fields. No lights are planned for the playing fields.

B. The "Ball Field"

The Ball Field will have 1,000 fixed light-weight aluminum frame seats for sports events such as baseball, softball, soccer, rugby and lacrosse tournament play, championships and exhibition games, as well as potentially serving as the home field for high school teams.

The facility will feature an electronic scoreboard, concessions areas, rest rooms, storage and a merchandise stand. It is planned that the venue will have a directed, low-volume directed public address system and small press box.

It is planned for the venue's playing field to be natural grass and to be lighted with directional, shielded light fixtures to reduce spillover and glare effects to surrounding areas.

C. The Multi-Sport Fields

The two multi-sport fields will be adaptable to a variety of field sports such as soccer, lacrosse, rugby, football, etc. The fields will be constructed with high performance, durable synthetic surfaces to reduce water consumption and to permit year-round play. Each field will be adaptable to all levels of youth and adult play with option to play full field by length or half fields by width.

A central snack bar and rest room structure, including storage space, will be centrally located for access to users of the two fields. Each field will feature small bleacher seating sections and two electronic scoreboards to accommodate full or half field games.

D. The Training Center

The planned 35,000 square foot training center will feature baseball/softball-batting cages, pitching lanes, practice areas, strength and conditioning rooms and physical therapy area. Administrative offices for the Hamilton Fields staff as well as a fully equipped locker room are planned.

The training center will accommodate community meeting rooms and the Marin County Sports Hall of Fame.

E. The Community Park

Initial landscaping, planting and irrigation and infrastructure for an approximate 12-acre Community Park running west to east in the vicinity of the current Todd's Road and located along the southern boundary of the Landfill serving as a buffer between the playing fields and the neighborhoods to the south of the Landfill property.

Elements of the Community Park will include:

- Shaded grassy picnic area
- One-acre dog park
- Little League baseball field
- Youth sized soccer field
- Other amenities such as outdoor Versa Courts, beach volleyball pits, a "splash pad", a rock climbing element, play equipment, bocce ball courts, a snack bar and restrooms, etc. City and community input as to the final elements of the Community Park will be welcome.

A dedicated parking lot serving the Community Park will be provided as a part of the project plan.

F. Interpretive Display Pavilion

The existing ACOE building and plant nursery will be retained in its current location on the property. MSA proposes to construct an "interpretive display pavilion" at an appropriate location adjacent to the Wetlands Restoration trail.

III. THE OPERATIONS PLAN

A. Description of Operations

Our goal is to provide quality, safe recreational areas and playing fields and to protect park resources by managing our facilities efficiently to accommodate the needs of the players, park users and the local community. MSA shall undertake all reasonable efforts to respect the quality of life of the park neighbors, to preserve the natural environment and contribute to local social and economic development.

The operational plan encompasses:

- Schedule of Operations
- Management Team and Staffing Plan
- Field Usage Plan and Business Model
- Marketing and Sponsorships
- Maintenance and Capital Improvements

1. Schedule of Operations

Hamilton Fields' parks and recreational facilities will be open for year round operations to accommodate local community needs and to accomplish business goals. Local leagues, camps and clinics, lessons and tournament play form the basis of the MSA usage model, and while it is not anticipated that each weekend will be booked for tournament play, it is nonetheless expected that local park users will desire field and facility access on weekends throughout the year.

As it is currently planned that only the Ball Field will be lighted, the baseball/softball fields and multi-use fields will not accept play after dark. Since the facilities are largely planned for youth play, the weekday usage while school is in session will be limited, with usage increasing after 3pm. On weekends and during non-school periods the park usage periods will generally extend from 8am until dark.

2. Management Team and Staffing Plan

The MSA management team will be structured to: (a) oversee the business requirements of operating a multi-use sports and recreational facility in a fiscally prudent manner and to effectively integrate the park with the community; and (b) operate the various sport programs, market usage of

the facilities and balance facility usage and programmatic development between local resident and non-resident users.

The operational staff will be divided between full-time and part-time employees responsible for marketing and sales, coaching duties, game/event operations, concessions, maintenance and refereeing/umpiring.

On maximum attendance days it is currently assumed that the following operational staffing plan will be required:

- Gate Attendants: 2
- Maintenance/Grounds: 6
- Security: 4
- Concessions: 14
- Merchandise/Retail: 2
- Guest Services: 2
- Training Center: 8
- Managers: 6
- Scoreboard/PA: 10
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It shall be a priority in hiring decisions to first seek qualified employees from the local community.

3. Field Usage and Business Model

The programming model for all sports using the Hamilton Fields facilities is divided among the following activities:

- Lessons
- Camps and Clinics
- League Play
- Tournament
- Showcases
- Exhibitions
- Other Events

The facility usage schedule is generally sectioned between in-school periods and non-school periods as reflected in the following chart (note: not all programs occur during listed usage periods, but rather subject to field availability):

Programs	In-School Weekdays	In-School Weekends	Non- School Weekdays	Non- School Weekends
Lessons	3pm-7pm	9am-7pm	9am-7pm	9am-7pm
Camps	3pm-7pm	9am-7pm	9am-7pm	9am-7pm
Leagues	6pm-8pm	9am-8pm	6pm-8pm	9am-8pm
Tournaments	None	8am-8pm	None	8am-8pm
Showcases	None	9am-5pm	None	9am-5pm
Exhibitions	None	9am-8pm	None	9am-8pm

The Ball Field hours will vary according to events. As the only lighted facility in the park it is contemplated that night events, such as baseball games or other sports events, may remain open until approximately 10pm or occasionally until 11pm.

The MSA business model contemplates that the current Future Prospects Baseball program will operate the baseball/softball programs and the training center while MSA will oversee management and maintenance of the park facilities, including the Community Park and the Ball Field. Sport-specific managers retained by Hamilton Fields will operate the multi-sport field programs.

The principal programs utilizing each of the facility elements will be subject to a fee schedule based on comparable market rates, local resident/local league discounts and level of play. Revenue streams will be diversified to include program registration fees, concessions, merchandise, sponsorships, gate fees (tournament dates only) and field/training center rentals.

Critical to the Project operating program is the intensive customer service training program that all staff will receive to assure that park guests are treated with the utmost care and responsiveness and to underscore that guest safety and park cleanliness is their highest priority. The training program will govern the Project's relationship with its guests and in assuring that the guest experience in the park is favorable.

4. Marketing and Sponsorships

The park facilities and sports programs will be broadly marketed to promote tournament registration as well as targeted to promote local and regional programs such lessons, camps and clinics, league play and facility rentals. Weekday and weeknight usage will be largely dedicated to local users while weekend tournaments are expected to attract a blend of out-of-town visitors and local teams.

It is anticipated that MSA will market a range of sponsorships (e.g. naming rights, signage, promotions, value-in-kind trade) within each facility primarily targeting local businesses.

5. Maintenance and Capital Improvement

The Project operating budget includes allocations for ongoing facility and property maintenance and repair. Hamilton Fields will be operated as a first class sports and recreational park through a detailed maintenance plan outlining specific tasks and regularly scheduled reviews with respect to park upkeep, cleanup, repairs and maintenance. A separate capital improvements budget will be established to assure that no repair or replacement task is unreasonably deferred.

The Project budget includes the long-term maintenance, operation and capital improvements of the Community Park to be funded by third party donations, concession sales and Project revenues.

IV. PROJECTED FACILITY USERS

Currently, MSA has no precise estimates of the breakdown between local and out-of-town visitor park users, but has created “best guess” assumptions based on the usage rates at comparable facilities and based on reasonable projections.

Simply, it is assumed that leagues, camps and lessons programs will be predominantly local (“local” defined as Marin County) users and that tournament attendance will skew slightly toward weekend visitors, as follows:

The Geographic Attendance Distribution analysis, below, was developed on assumptions based on the current Future Prospects attendance distribution for camps/clinics and lessons; the San Rafael Pacifics attendance distribution at Albert Park in San Rafael for the Ball Field and assumptions based on the experience of Big League Dreams in Manteca, Twin Creeks Park in Sunnyvale and The Ripken Experience in Aberdeen, Maryland with respect to the distribution of league attendance and tournament attendance.

Note that this table represents only an assumed percentage of distribution between local and non-local visitors and attendance projection assumptions that are not based on actual experience. These assumptions

are intended for analytical purposes only and represent highly speculative calculations based on comparable facilities and experience that is not directly relevant to the number of fields, facilities, programs or location of the Project.

ATTENDANCE DISTRIBUTION	Local	Visitors	Max Total Local/Day	Max Total Visitor/Day	Max Total Users/Day
Leagues	100%	0%	473	0	473
Tournaments	40%	60%	541	811	1,352
Camps/Clinics	75%	25%	33	11	44
Lessons/Training	95%	5%	112	6	118
Ball Field	80%	20%	816	204	1,020*
Community Park	100%	0%	427	0	427
Training Center	75%	25%	268	89	357
Event Staff	100%	0%	70	0	70
TOTAL			2,740	1,121	3,861

*Maximum Ball Field attendance assumes the facility can only accommodate one completely sold-out event per day

The comparison between the projected MSA attendance distribution and Big League Dreams in nearby Manteca is as follows:

League Attendance	Local	Visitor	% of Total
Big League Dreams	85%	15%*	60%**
MSA	100%	0%	22%

*BLD defines visitors as outside 20 miles and MSA defines visitors as outside Marin County

**Big League Dreams does not emphasize lessons or camps/clinics nor does it have a Ball Field

Tournament Attendance	Local	Visitor	% of Total
Big League Dreams	1%	99%*	40%
MSA	40%	60%**	46%

*Defined as outside of 20 miles

**Defined as outside Marin County

It should be noted that the projected park usage is disbursed over the hours of daily operation, and that with the exception of events that may occur at the Ball Field (when attendance is generally at one seating and certainly only one sold out event per day), park usage is non-cumulative. Camps/clinics, for example, occur at irregular intervals (frequently on

school holidays and occasional weeks during the summer). Tournament times are staggered such that visitors will come in for an early game, leave for a time, and be replaced by those coming for a game at a later time. Therefore, daily usage estimates must take into consideration scheduling variations.