

MARKET ANALYSIS

Market Analysis that includes some of the surrounding complexes. The information pertains to usage fees for field rentals, concession stand operation arrangements and similar items. Data was collected from fourteen different facilities located within 2-3 hours from the Seminole State College area: Ardmore, Cashion, Choctaw, Del City, Edmond, Moore, Mustang, MWC, Owasso, Seminole, Stillwater, Tulsa, University of Central Oklahoma, and University of Oklahoma. Many facilities are city owned and operated for economic impact and tourism dollars.

Ardmore, OK: The relationship with the City of Ardmore, Ardmore Tourism, Chamber of Commerce, and Shootout Baseball is one with mutual understanding and support. The Oklahoma-Texas Shootout is an annual event and is in its 21st year. Huge economic impact as the Chamber & Tourism covered \$12K in usage fees for three events / weekends in April 2021. Friday night field usage is \$100 per field with Saturday & Sunday at \$200 per field/day. Shootout Baseball is also allowed to run for their own concession stand for profit. This started years ago and out of necessity as the local user group would not participate in concession sales and the City of Ardmore had no interest in operations at the time for a one weekend event. Now, it provides meals for officials and staff and makes a nice profit.

8 Fields w/Lights – Friday \$100 per field / Sat \$200 per field / Sun \$200 per field

Cashion, OK – Cashion High School has 1 field with lights and leases \$100 per game. The concession stand operation is run by the High School Baseball Booster Club. The “TD” (Tournament Director) is responsible for managing the admissions gate (or here of late charging a team gate fee) and responsible for the hiring and paying officials, game management support and possibly field supervisor or field workers. There is usually very little profit if any on gate admissions vs paying officials. The concession stand operations is the profit and fundraising incentive for the local baseball booster club who is also able to

staff personnel with parental volunteer help.

1 Field – Friday \$100 per field / Sat \$100 per field / Sun \$100 per field

Choctaw, OK – Bouse Sports Complex (Owner City of Choctaw) is an 8 field (all infields) artificial turf – 225' field dimensions. Lack of maintenance and care has seen the facility degrade in the last few years. Water does not drain off 2 of 8 infields and field lighting is inoperative on one of the fields.

8 Fields – Friday \$100 per field / Sat \$180 per field / Sun \$180 per field

Del City, OK – Del City Ballpark is a very old complex with 9 playing surfaces. Facility is independently owner / operator partly leased from the local VFW. Tournaments are mostly free at this facility with mostly local area teams participating. Concession and gate is operated for a profit by the owner / operator who allows outside tournament directors to use the facility at no charge to bring in business.

9 Fields – Friday \$0.00 per field / Sat \$0.00 per field / Sun \$0.00 per field

Edmond, OK – Until recently, Edmond All-Sports Association had been contracted to manage the youth sports program and facilities within the City of Edmond. EASI does not lease out their facilities and host their own events. Concession operations via EASI – Edmond All-Sport Association or new management support user group.

Moore, OK – Buck Thomas Complex is an older complex with 6 playing surfaces. The facility is operated by the local youth organization that operates with a lease agreement with the City of Moore. The concession stand is operated by the local youth organization. The gate arrangement is negotiable depending on if a league sponsored event or leasing the fields to outside parties for the

weekend. 6 Fields – Friday \$125.00 per field / Sat \$125.00 per field / Sun \$125.00 per field

Mustang, OK – Mustang Sports Complex has 11 playing surfaces. The facility is

operated by the local youth organization with a lease agreement with the City of Mustang. The concession stand is operated by the local youth organization. The Gate arrangement is negotiable depending on if a league sponsored event or leasing the fields to outside parties for the weekend.

4 Games or Less - 11 Fields – Friday \$100.00 per field / Sat \$100.00 per field / Sun \$100.00 per field

5 Games or More - 11 Fields – Friday \$200.00 per field / Sat \$200.00 per field / Sun \$200.00 per field

MWC, OK – Reed Park is a very old complex with 4 playing surfaces and for 2022 is expected to have all infield turf installed. Facility is leased from the MWC YMCA who leases the facility from the City of Midwest City. Tournaments rarely make and are mostly free at this facility with mostly local area teams. Concession and gate operated for profit by the owner / operator who allows tournament directors to use the facility at a low rate.

4 Fields – Friday \$25.00 per field / Sat \$25.00 per field / Sun \$25.00 per field

Owasso, OK – Owasso Sports Complex is a fairly new 13 field complex. The facility is operated by the local user-group with a lease agreement with the City of Owasso. The concession stand is operated by the local youth organization while the gate arrangement is negotiable on a league sponsored event or leasing the fields to outside parties for the weekend.

13 Fields – Friday \$125 per field / Sat \$125 per field / Sun \$125 per field

Seminole, OK – Seminole Sports Softball Quad & the Blake Auld Complex has 9 playing surfaces combined that need attention and upgrades. The facility is operated by the local user-group with a lease agreement with the City of Seminole. The concession stand is operated by the local youth organization while the gate arrangement is negotiable on a league sponsored event or leasing the fields to outside parties for the weekend.

9 Fields – Friday \$15.00 per GM / Sat \$15.00 per GM / Sun \$15.00 per GM

Stillwater, OK – Stillwater Sports Complex has 14 playing surfaces. The facility is

operated by the local user-group with a lease agreement with the City of Stillwater. The concession stand is operated by the local youth organization while the gate arrangement is negotiable on a league sponsored event or leasing the fields to outside parties for the weekend.

14 Fields – Friday \$15.00 per GM / Sat \$15.00 per GM / Sun \$15.00 per GM

Tulsa, OK – O'Brien Sports Complex is split with some fairly new playing surfaces and a few of the 8 playing surfaces currently being converted to turf. The facility is operated by the local user-group with a lease agreement with the City of Tulsa. The concession stand is operated by the local youth organization while the gate arrangement is negotiated.

8 Fields – Friday \$125 per field / Sat \$125 per field / Sun \$125 per field

University of Central Oklahoma – The University of Central Oklahoma has 1 field with lights and leases \$250 per game. The concession stand is rarely available or operational during leased events. The "TD" is responsible for managing the gate (or here of late charging a team gate fee) and responsible for the hiring and paying of officials, game management and possibly field supervisor / worker. There is usually very little profit if any on gate admissions vs paying officials.

1 Field – Friday \$250 per GM / Sat \$250 per GM / Sun \$250 per GM

University of Oklahoma – The University of Oklahoma has 1 field with lights and leases \$400 per game. The concession stand is rarely available or operational during leased events. The "TD" is responsible for manning the gate (or here of late charging a team gate fee) and responsible for the hiring and paying officials, game management and possibly field supervisor / worker. There is usually very little profit if any on gate admissions vs paying officials.

1 Field – Friday \$400 per GM / Sat \$400 per GM / Sun \$400 per GM

Conclusion

So, what does all this mean? Comparing apples to apples, most of the facilities operate under the premise of economic impact. These are city facilities and paid for via tax dollars and not money physically earned via operation. Our business model / plan is unique and does not fit the “Economic Development Model” as most cities / complexes operate. I have years of experience and knowledge and am very confident that I can manage this operation for a profit in terms of income over expenses. The Operations Manager needs the authority to manage operations and to do so independently with the trust and support from you and the Foundation. We need to be on the same page moving forward as this project is like no other facility in Oklahoma.

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