



ATLANTA TRACK CLUB TRACK & FIELD CENTER

A DEFINING MOMENT TO MAKE HEALTH AND WELLNESS ACCESSIBLE FOR ALL



WHERE ARE WE NOW?



DUE DILIGENCE

- ✓ Membership surveys
- ✓ Property/location visits
- ✓ Meeting with key community stakeholders
- ✓ Meetings with corporate and non-profit organizations
- ✓ Capital Campaign
- **Land Acquisition**



PUBLIC PRIVATE PARTNERSHIP

There is great potential for Atlanta's physical, social, and emotional well-being. As the foundational partner of the Track Center, the City of Atlanta will be investing in a transformative public private partnership that will further Atlanta's future health as well as its identity as Running City USA



STATES WITH INDOOR TRACK & FIELD FACILITIES

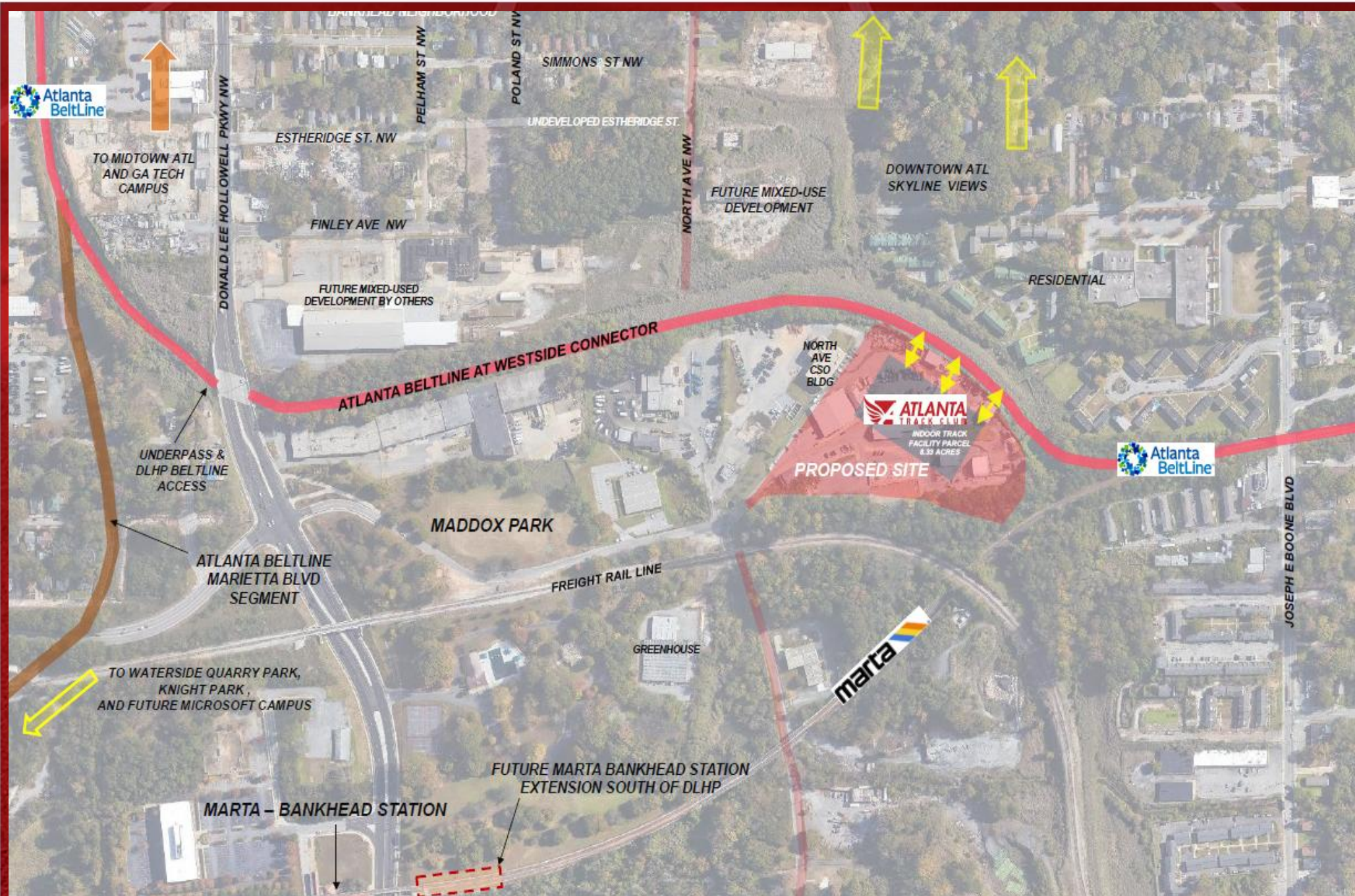
Red - At least one facility
Grey - No facility

State	Facility Status
Alaska	Grey
Arizona	Red
Arkansas	Red
California	Grey
Colorado	Red
Connecticut	Red
Delaware	Red
District of Columbia	Red
Florida	Red
Georgia	Grey
Hawaii	Grey
Idaho	Red
Illinois	Red
Indiana	Red
Iowa	Grey
Kansas	Red
Kentucky	Red
Louisiana	Red
Maine	Red
Maryland	Red
Massachusetts	Red
Michigan	Red
Minnesota	Grey
Mississippi	Red
Missouri	Red
Montana	Red
Nebraska	Red
Nevada	Red
New Hampshire	Red
New Jersey	Red
New Mexico	Red
New York	Red
North Carolina	Red
North Dakota	Red
Ohio	Red
Oklahoma	Grey
Oregon	Red
Pennsylvania	Red
Rhode Island	Red
South Carolina	Red
South Dakota	Red
Tennessee	Red
Texas	Red
Utah	Red
Vermont	Red
Virginia	Red
Washington	Red
West Virginia	Red
Wisconsin	Grey
Wyoming	Red

Grey - No facility



THE SITE



EXPANSION PLANS

Westside, Atlanta

Donald Lee Hollowell Parkway

8 acres

Close proximity to Bankhead MARTA

Easy access to Westside Park

Adjacent to Beltline (Kudzu) and Maddox Park

This location, which intersects Bankhead (in NPU-K) and Grove Park (in NPU-J) neighborhoods, currently experiences a gap in health and wellness offerings. Atlanta Track Clubs sees an opportunity to immediately meet the needs of these communities. The data below demonstrates key demographics for NPU-K and NPU-J.

DEMOGRAPHICS:

TOTAL POPULATION



20,364

MEDIAN HH INCOME



\$27,831

% WITH INCOME BELOW
200% POVERTY LINE



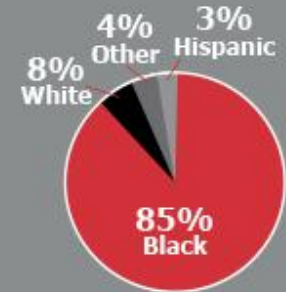
59%

% UNINSURED



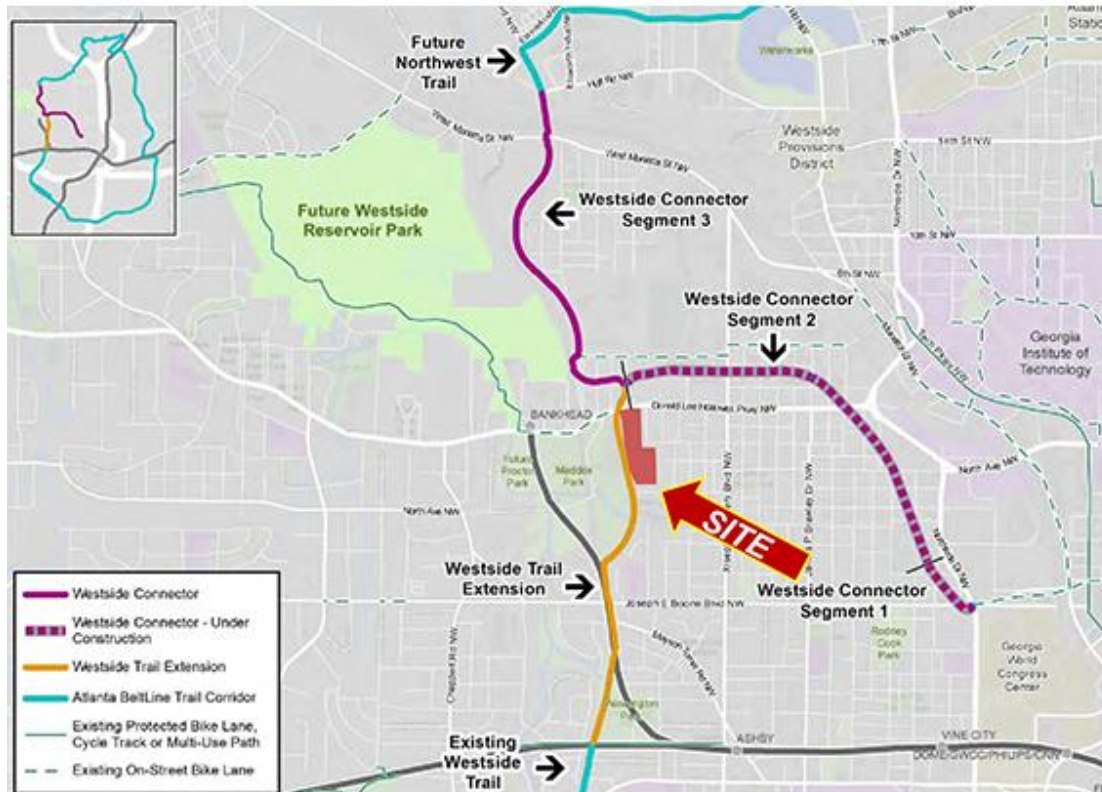
18.4%

RACIAL BREAKDOWN



Average life expectancy for residents in Bankhead and Grove Park neighborhoods is 64 years old, compared to the average life expectancy of a Buckhead resident which is 82 years old.

Sources: US Census Bureau's American Community Survey, 2019; National Center for Health Statistics US Small Area Life Expectancy Estimates Project, 2015



COMMUNITY & ACCESSIBILITY

An ever-present open door...



Weekday Hours Per Week

	<u>Track Oval & Infield</u>	<u>Fitness & Weight Room</u>	<u>Stem Center</u>	<u>Meeting Space</u>
Total Operational Hours	75	75	20	65
APS Teams & Student Athlete Access	10	10	20	N/A
Grove Park & Bankhead Resident Senior Access	25	25	20	65
Grove Park & Bankhead Resident Access	25	25	20	65
Non-Local Resident Members	25	25	20	N/A

Free Access

Reduced Price

COMMUNITY EVENT SPACE



CITY AND COMMUNITY COMMITMENTS

CONSTRUCTION

- ☐ Exceed City of Atlanta's EBO Minimums for Construction of Center

PARTNERSHIPS

- ☐ Prioritization for QSR and Running Specialty Retailer to be minority or female owned
- ☐ Commitment from above owners to hire at least 50% of their employee base from Grove Park/Bankhead

EMPLOYMENT GOALS

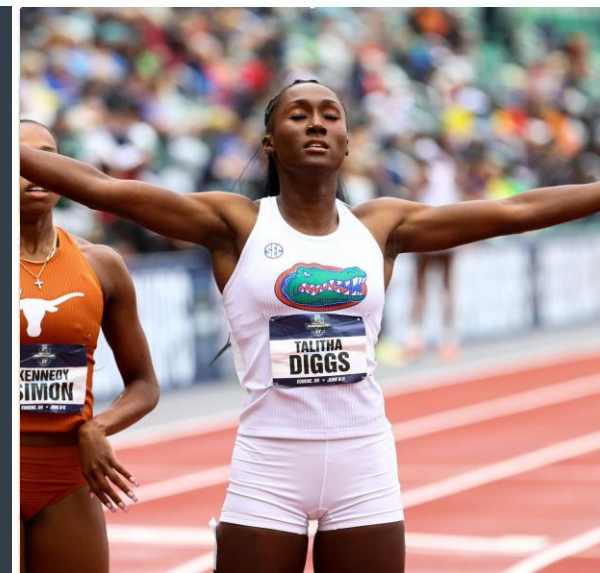
- ☐ Objective of at least 50% of new full-time, part-time, interns and seasonal employees to reside in Grove Park/Bankhead

JOB TRAINING

- ☐ Launch sport specific job training programs (ie., retail banking, customer service, coaching, timing and data management, AV and broadcasting)

REGIONAL, NATIONAL & INTERNATIONAL EVENTS & PROGRAMS

With a Center capacity of up to 5,000, Atlanta Track Club will host best-in-class youth, high school, collegiate and professional competitions. Atlanta will become known as THE destination for indoor track and field and running at all levels.



Events to Host

- Junior Olympics
- GHSA State Championships
- High School National Championships
- UAA Championships
- ACC Championships
- SEC Championships
- ASUN Championships
- NCAA Div I, II & III Championships
- USATF National Championships
- World Athletics Championships



WORLD
ATHLETICS™



SPORTS BROADCAST PARTNERSHIPS

Events and programs hosted at the Track & Field Center will be featured on ESPN (NCAA Championships), NBC (USA Championships) and Milesplit (HS Championships). All smaller events will be webcast in-house through a content sharing partnership with the Atlanta Journal-Constitution with a goal of every lap at every event easily viewed LIVE and on demand on the AJC's website in a branded media player.



The Atlanta
Journal-Constitution

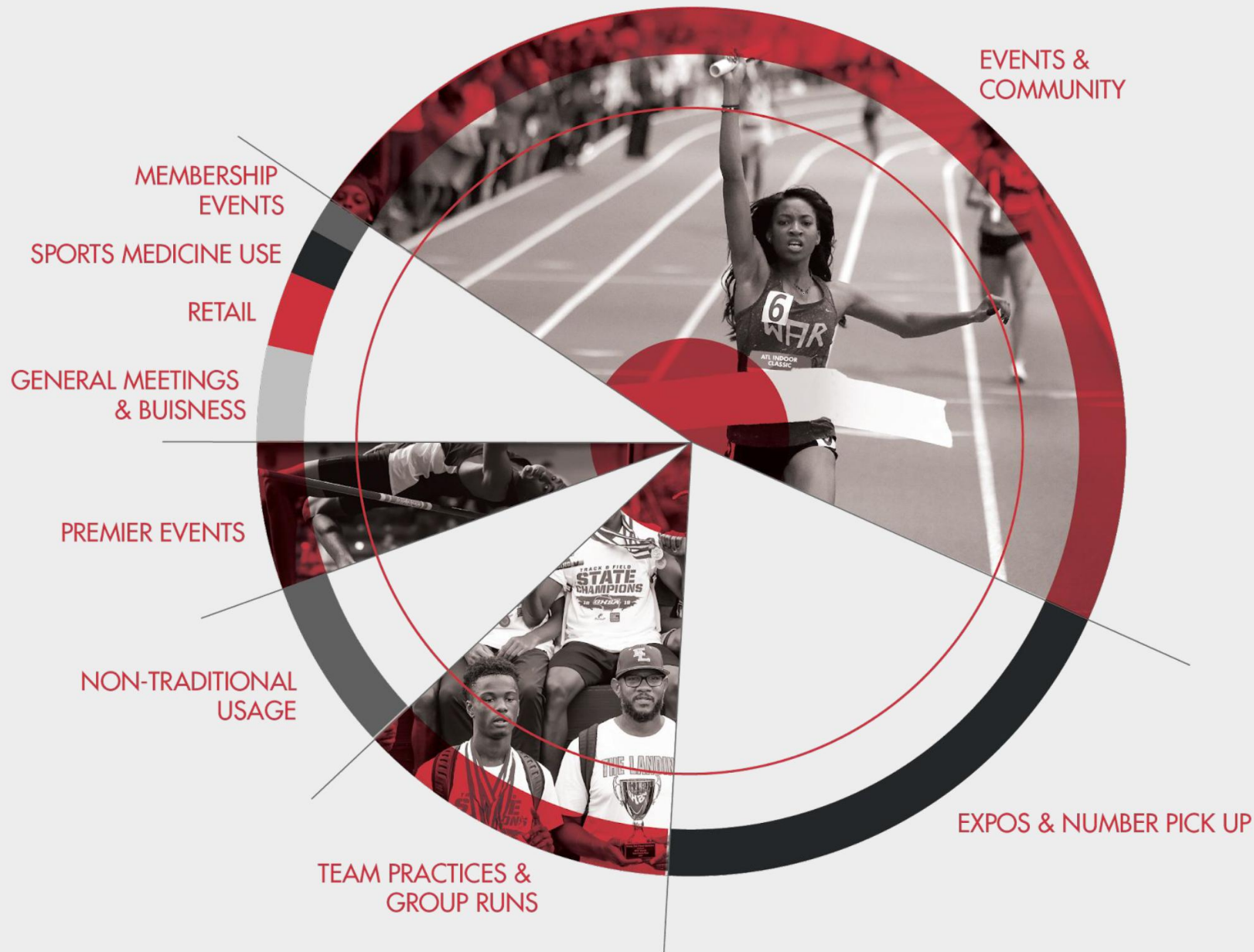


ESPN

MileSplit



BREADTH OF PROGRAMMING & ACCESS



≈
430,000
ANNUAL VISITORS

MEDIA & BRANDING

The Track & Field Center will deliver millions of annual in-person and digital media impressions for and to the City of Atlanta and its identity as Running City. As a foundational partner, the City of Atlanta will speak directly to an equitable commitment to the physical, emotional, social and environmental well-being of Atlanta.

Total Annual Impressions
65 MILLION

Total Annual Engagement
7.8 MILLION

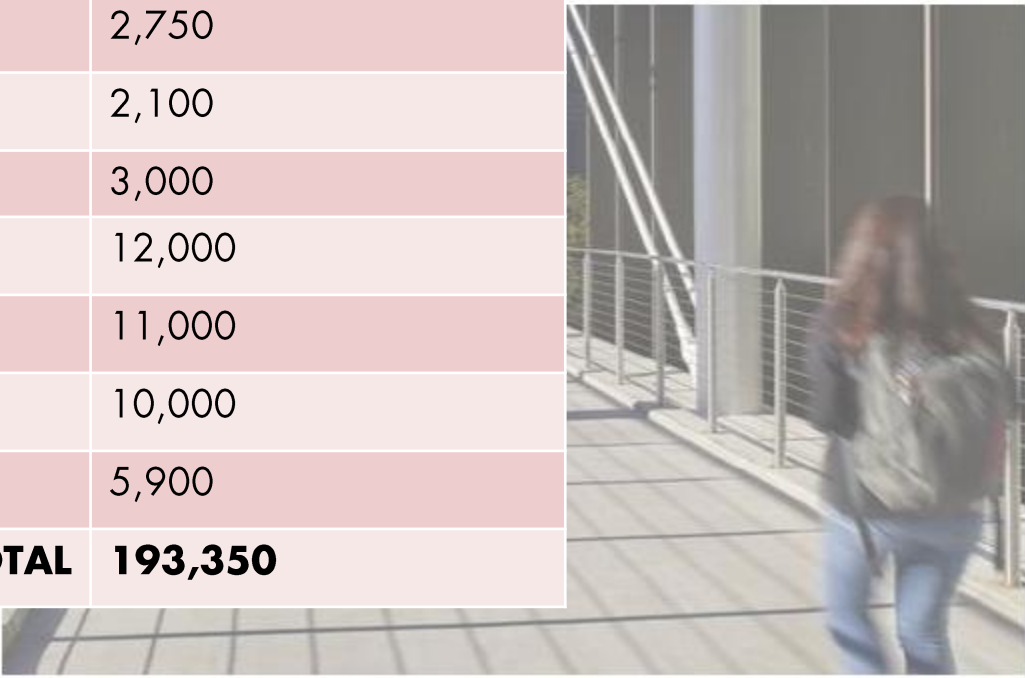
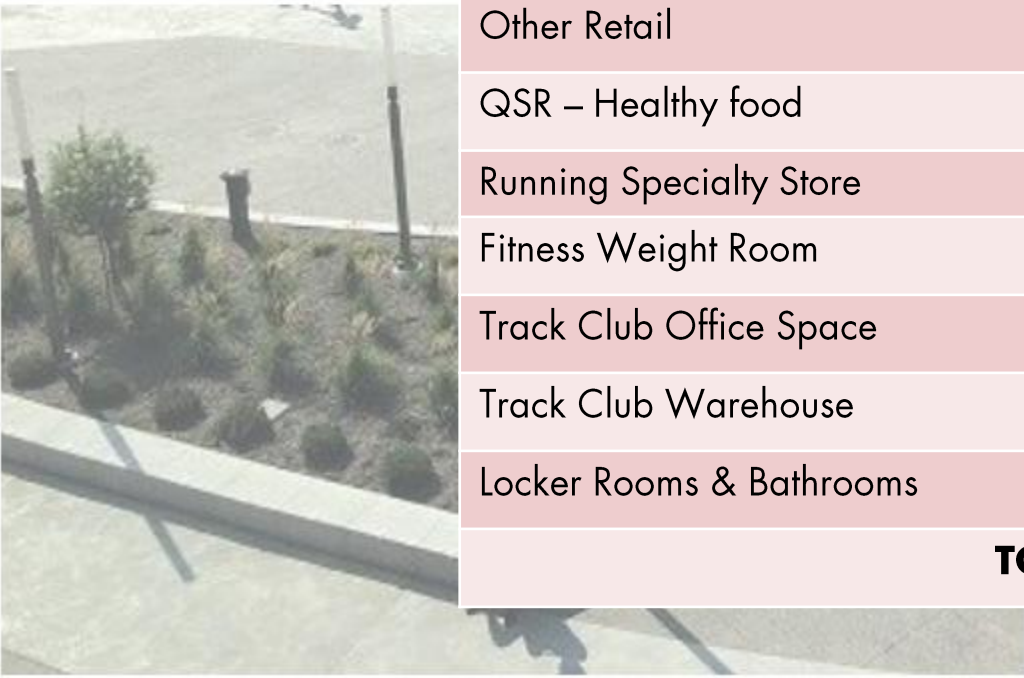
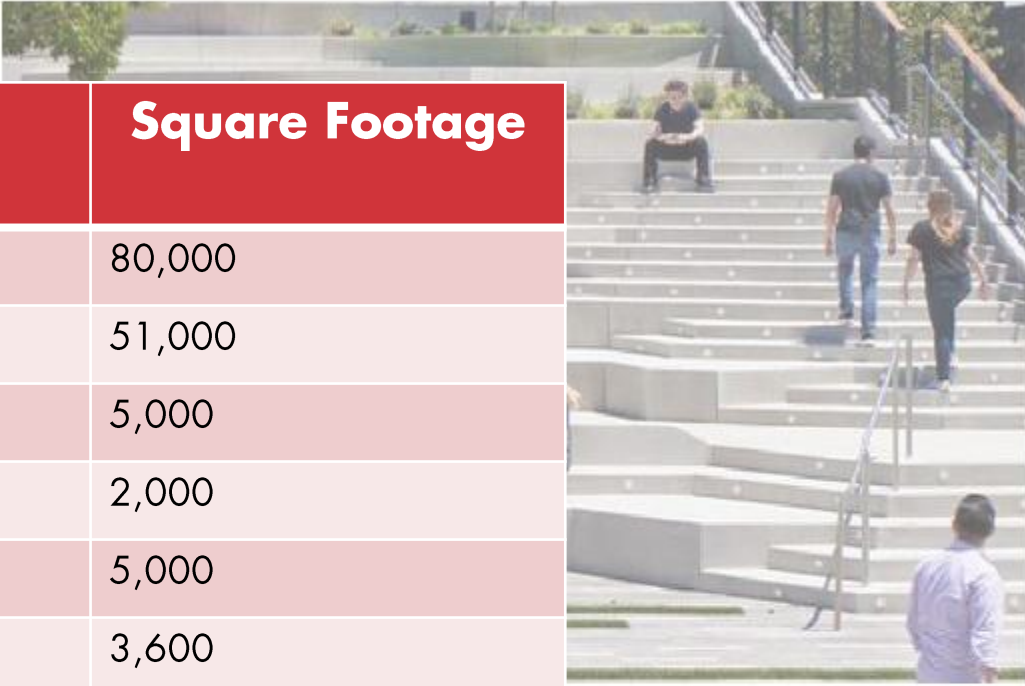
Annual Branded Social Posts
592

Video Views
9.9 MILLION

Events Streamed Annually
200+



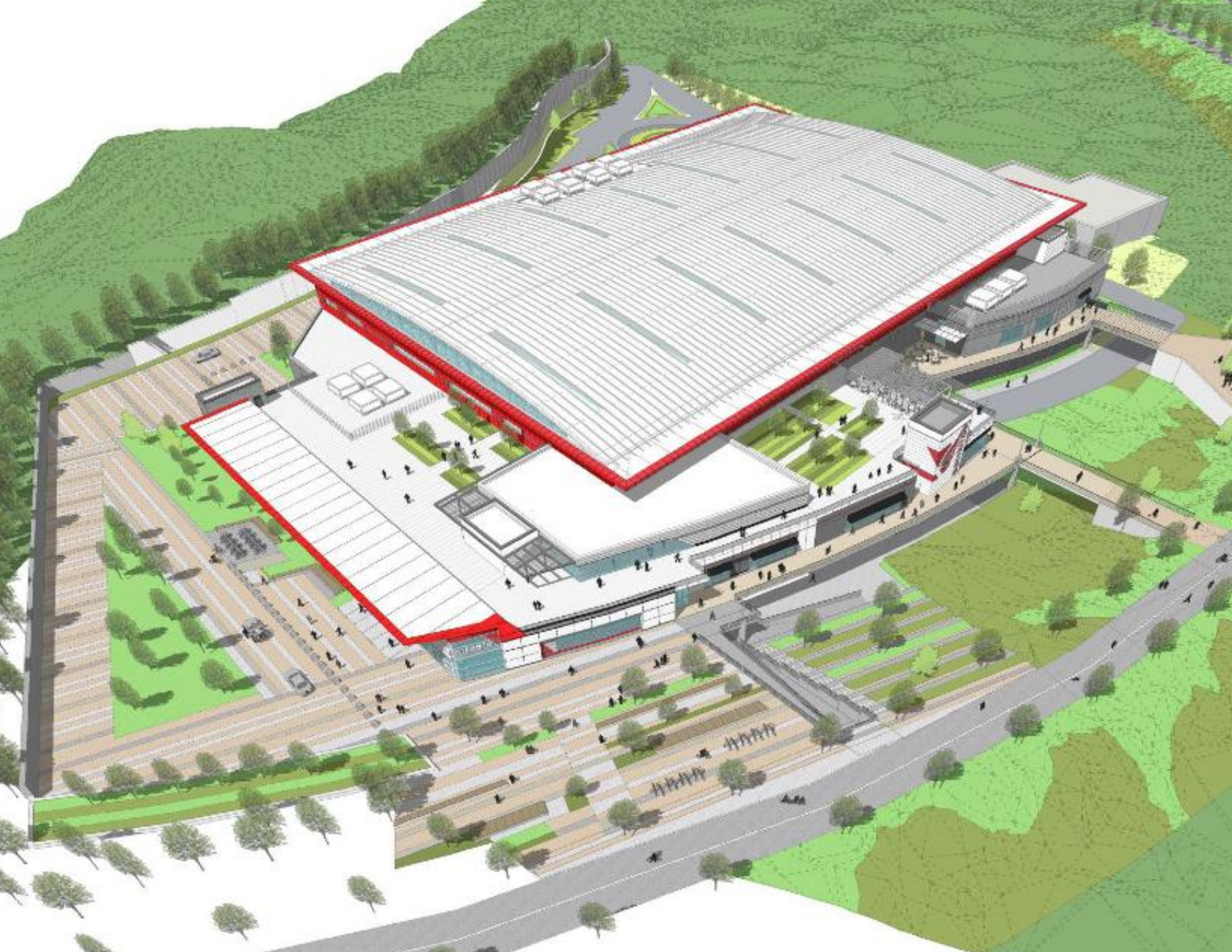
THE CENTER – SQUARE FOOTAGE ALLOCATION



Function	Square Footage
Track and Court Sport Space	80,000
Seating and floor space	51,000
Health Clinic	5,000
Exercise Physiology Lab	2,000
Financial Wellness/STEM Lab	5,000
Meeting Rooms/Space	3,600
Other Retail	2,750
QSR – Healthy food	2,100
Running Specialty Store	3,000
Fitness Weight Room	12,000
Track Club Office Space	11,000
Track Club Warehouse	10,000
Locker Rooms & Bathrooms	5,900
TOTAL	193,350

BEST-IN-CLASS OFFERINGS

	The Center	Reggie Lewis Center Boston	Armory New York	New Balance Indoor Center	YMCA	LIFETIME FITNESS
Free Atlanta Public Schools Access	✓	✓	Paid Only	Paid Only		
Free Access to Seniors	✓					
Neighborhood or Income Based Pricing	✓	✓			✓	
Hydraulic Oval	✓			✓		
Court sports	✓	✓			✓	✓
Running Retailer & QSR	✓		✓	✓		
Health Care Offerings	✓					
Public Meeting Space	✓	✓	✓		✓	
Stem or Financial Wellness Center	✓		✓			
Neighborhood Employment & Training Programs	✓	✓			✓	

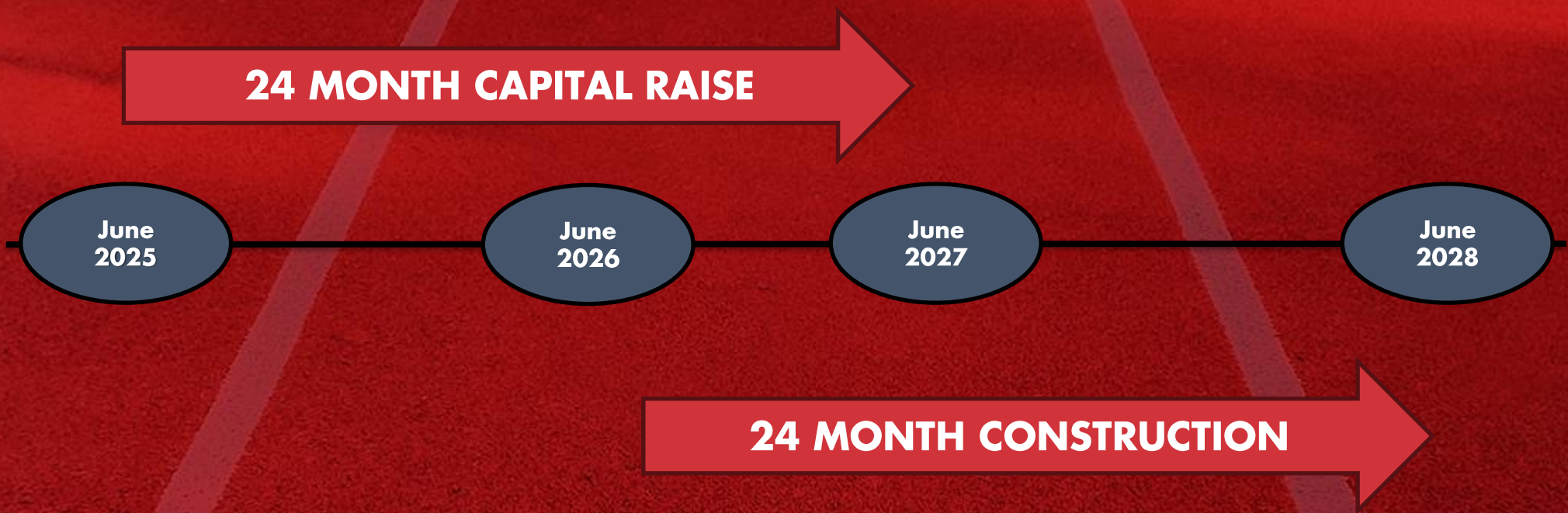


Site plan of the Atlanta-Fulton County Stadium arena and surrounding area. The plan shows the stadium building with its track level (lower level) and upper level (main level). Key features include the North Ave. CSO Building, Maddox Park, CSX Active Rail Lane, and various fire lanes and setbacks. The plan also shows the Atlanta Beltline at Westside Connector and the Atlanta-Fulton County Stadium arena. The plan is oriented with North at the top. A scale bar at the bottom left indicates distances from 0 to 300 feet. A north arrow is located near the top center of the plan.

THE SITE



PROJECT TIMELINE



ADDENDUM

CAPITAL STACK

\$130 Million

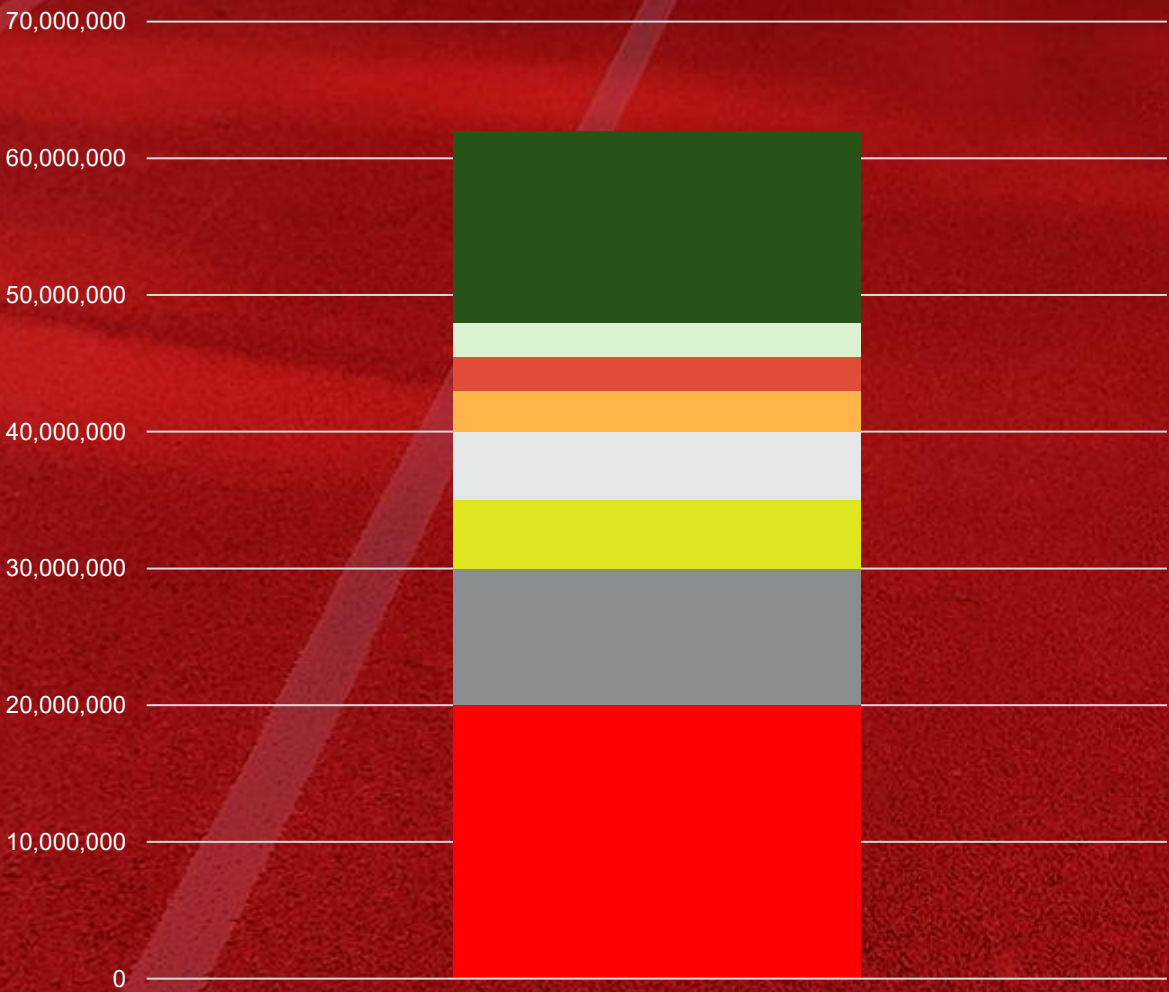
Total Design, Construction &
Acquisition Costs*



*Including contingency

CAPITAL STACK – CORPORATE

Corporate Sponsors by Category



- **Financial Services - \$20m**
- **Footwear/Apparel - \$10m**
- **Beverage - \$5m**
- **Aviation - \$5m**
- **Healthcare - \$3m**
- **QSR/Restaurant - \$2.5m**
- **Media - \$2.5m**
- **Other - \$14m**

Financial Services Footwear/Apparel Beverage Aviation
Healthcare QSR/Restaurant Media Other

CAPITAL STACK - OTHER

Atlanta's most important Foundations are aware of the project. All have expressed interest in supporting and have asked the Club to return once its land agreement has been finalized. Atlanta Track Club's member base and more than 125,000 annual participants will be asked to support the project.

The Track Club has proposed the issuance of up to \$50 million in bonds to help the Club Fund the capital build of the Center. The Club expects its current retail banking partners, PNC Bank or Ameris Bank to offer debt/bridge financing.

With current feedback from CDE's in this project and the double round of New Markets Tax Credits in 2025, \$8 million in funding is a reasonably conservative forecast.

Corporate \$62 million

Philanthropy \$30 million

Debt Financing \$30 million

**New Markets
Tax Credit** \$8 million

*Including contingency

CAPITAL STACK - OTHER

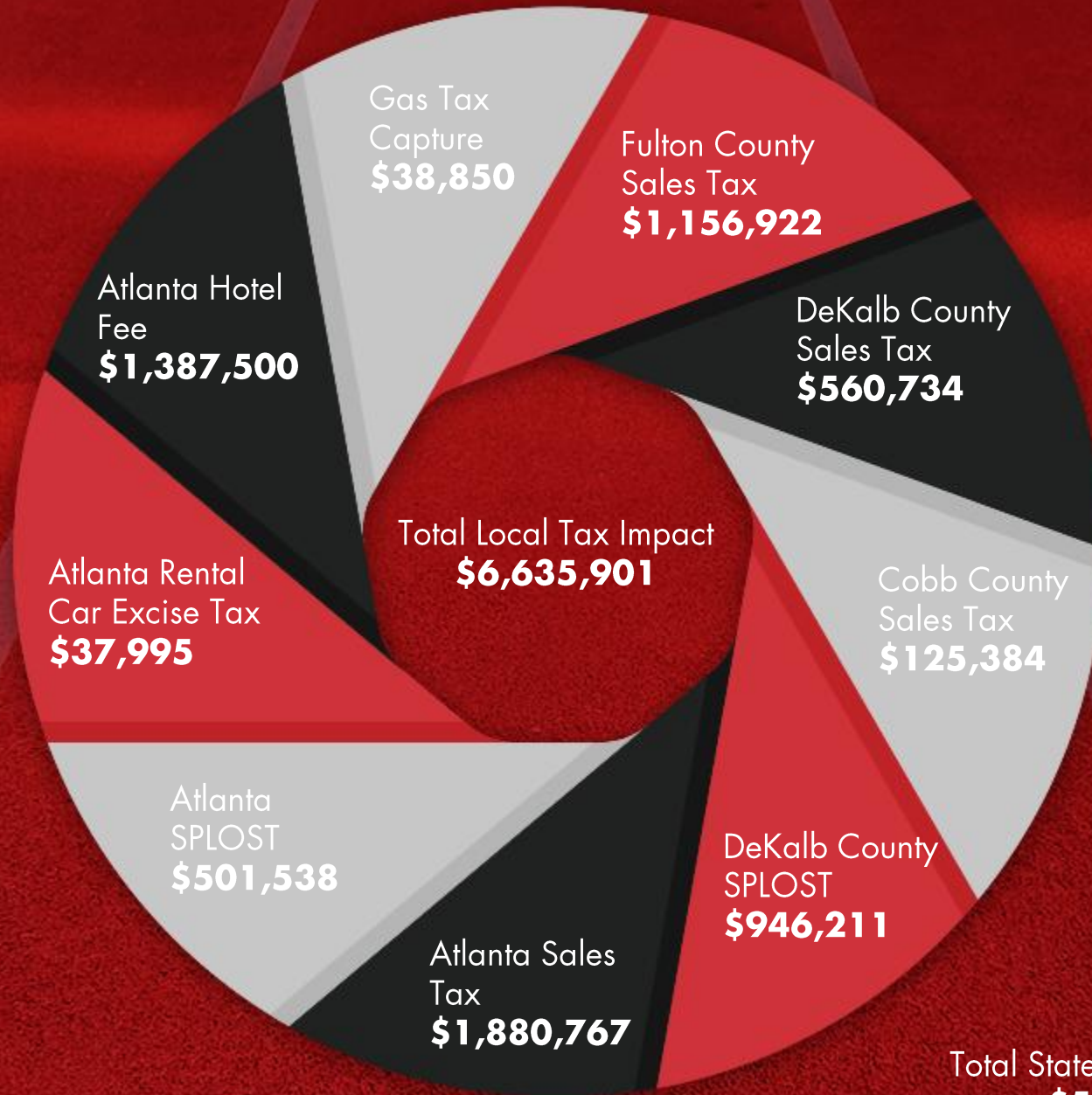


Corporate Prospects Include:

PNC
Ameris Bank
Invesco
adidas
Coca-Cola
Delta
Grady
Microsoft
BMW
Garmin

Northside Hospital
Kaiser Permanente
Chick-fil-A
Atlanta Journal-Constitution
Home Depot
UPS
ESPN
Publix
Sweetwater
Novelis

ANNUAL TAX IMPACT ON REGION



Total State Sales Tax Impact
\$5,034,960

ANNUAL ECONOMIC IMPACT

Atlanta Track Club commissioned an independent economic impact study which has been reviewed and endorsed by the Metro Area Chamber of Commerce.

