

WWW.SPORTADVISORY.COM



SFA PROJECT PORTFOLIO

SFA... *Here to Help!*

SFA PORTFOLIO

WWW.SPORTADVISORY.COM



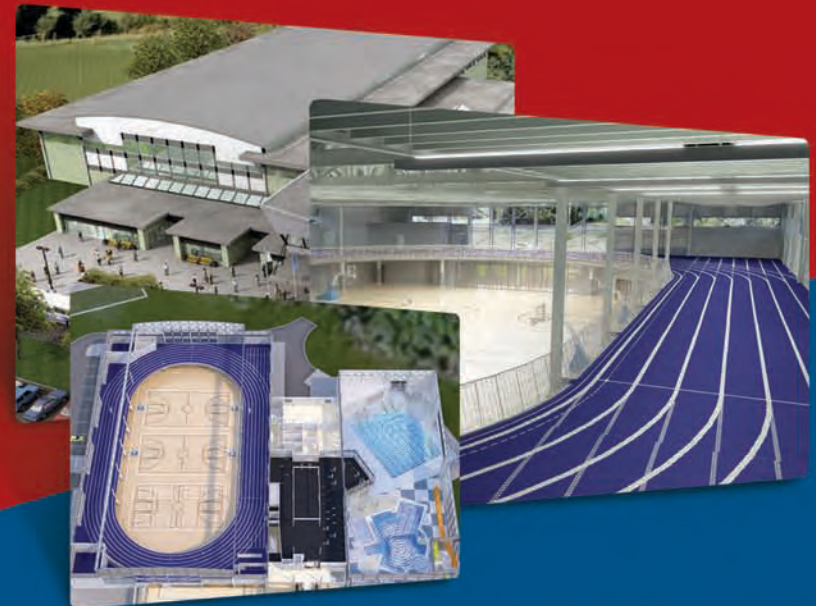
NATIONAL STADIUM OF THE BAHAMAS AT QUEEN ELIZABETH SPORTS CENTRE

Location	Nassau, Bahamas
Facility Type	Stadium (as centerpiece of master planned development)
Construction Budget	Over \$20MM
Overview of SFA's Role	Working with the national sports authorities and the master planning committee, SFA has provided analysis of projected utilization, financial performance, and economic impact consultation. SFA is also providing recommendations for the program, the master plan, and future management and operations systems.



CANADA GAMES CENTRE AT MAINLAND COMMON

Location	Halifax, Nova Scotia
Facility Type	Indoor Sports, Aquatics and Multipurpose Complex
Construction Budget	Over \$20MM
Overview of SFA's Role	Working with the Halifax Regional Municipality, SFA was tasked with reviewing the master plan and providing comprehensive financial forecasts for the development of this expansive facility which shall serve as the home of the 2011 Canada Winter Games. SFA also worked with the municipality to establish pre-opening timelines related to management and operations systems, marketing campaigns, and staff recruiting and development.



SFA... *Here to Help!*

SFA PORTFOLIO

WWW.SPORTADVISORY.COM



AVIATOR SPORTS & EVENTS CENTER

Location	Brooklyn, NY
Facility Type	Indoor & Outdoor Multisport and Events Complex
Construction Budget	Over \$20MM
Overview of SFA's Role	As a subcontractor to Capital Hotel Management, SFA has been retained by the National Park Service to provide business planning, asset management, and contract oversight support of the new concessioner at this sports facility which was financially compromised due to an unsupportable debt structure.



CITY BEACH

Location	Fremont, CA & Santa Clara, CA
Facility Type	Indoor Multipurpose Sports & Events Center and Restaurant
Construction Budget	Less than \$10MM
Overview of SFA's Role	SFA advisors led the development and re-engineering of the center from a sand pit volleyball center in 1997 to the current corporate events and sports/recreation center. This work has included strategic and business planning, capital acquisition support, marketing consultation, program development, and consultation at construction and development.



SFA... *Here to Help!*

SFA PORTFOLIO

WWW.SPORTADVISORY.COM



CHESAPEAKE COMMUNITY ACTIVITY CENTER & TENNIS COMPLEX

Location	Chesapeake, VA (Hampton Roads region)
Facility Type	Indoor Multisport/Multipurpose Community and Events Center & Indoor/Outdoor Tennis Complex
Construction Budget	Over \$20MM
Overview of SFA's Role	In collaboration with a local architectural and engineering firm, SFA worked with the City of Chesapeake to produce a program plan, financial forecast, and economic impact analysis related to this destination-based sports, activity, and events complex.



KING FISHER SOCIETY

Location	Laurel Hill, NC
Facility Type	Private Fishing and Hunting Lodge & Client Entertainment Experience
Overview of SFA's Role	SFA was brought on board during the strategic planning and financial forecasting phase of development. SFA then completed a strategic marketing action plan for this unique facility, the largest of its kind in the U.S.



SFA... *Here to Help!*

SFA PORTFOLIO

WWW.SPORTADVISORY.COM



FAIRVIEW INDOOR SPORTS COMPLEX

Location	Fairview, TX
Facility Type	Indoor Multipurpose Sports, Events, and Community Center
Construction Budget	Over \$20MM
Overview of SFA's Role	SFA analyzed the feasibility of this community asset for the Economic Development Council, while also providing recommendations related to financial performance, best use, and an optimal program plan. SFA is also assessing the economic impact for the community, which seeks to drive tourism to the local area and maximize the potential for overnight visitors and increased sales for area restaurants and commercial outlets.



KAPALUA ADVENTURE CENTER

Location	Maui, HI
Facility Type	Outdoor Sports Tourism Destination
Construction Budget	Less than \$5MM
Overview of SFA's Role	Prior to opening the Mountain Outpost, the Ritz Carlton Kapalua Resort engaged SFA to provide curriculum, sales training support, and program consultation. SFA's deliverables in this engagement included corporate teambuilding curriculum, group events sales strategies, and a comprehensive staff resources manual.



SFA... *Here to Help!*

SFA PORTFOLIO

WWW.SPORTADVISORY.COM



VALLEY SPORTS CENTER

Location	Simsbury, CT
Facility Type	Indoor multisport center
Overview of SFA's Role	SFA analyzed the feasibility and financial projections for this facility, then assisted the founder during the capital acquisition phase.



THE LEGENDS SPORTS COMPLEX

Location	The Woodlands, TX (Metro Houston)
Facility Type	Indoor & Outdoor Multisport & Fitness Center
Overview of SFA's Role	For this existing facility, SFA outlined an Optimization Initiative and associated project timeline. SFA's work has included a complete audit of the facility's financial performance, operating systems, and management structure. SFA then identified opportunities to enhance facility performance through enhanced operating systems, institution of higher-performing programs, and proper allocation of facility assets. Ultimately, SFA is helping the ownership and management team to drive revenue per square foot, maximize cost containment, and enhance bottom-line profitability.



SFA... *Here to Help!*

SFA PORTFOLIO

WWW.SPORTADVISORY.COM



THE SALVATION ARMY-ST. JOSEPH COUNTY RAY & JOAN KROC CORPS COMMUNITY CENTER

Location	South Bend, IN
Facility Type	Indoor Multisport and Multipurpose Community & Aquatics Center
Construction Budget	Over \$20MM
Overview of SFA's Role	SFA has worked with the Salvation Army from the early-stage planning and programming and financial forecasting and budgeting through management and operational assistance. SFA has helped to build out the program plan, create the organizational chart, and create and implement the detailed project and construction timeline. The facility is scheduled to open Winter 2011.



BRANCHBURG SPORTS COMPLEX

Location	Branchburg, NJ
Facility Type	Indoor Multisport & Family Entertainment Centre
Overview of SFA's Role	SFA has seen this project through from the initial planning and financial forecasting and budgeting through the creation and implementation of a full suite of management and operations systems. In addition to the sports and corporate/group events components, BSC offers the largest laser tag arena in the state of New Jersey.



SFA... *Here to Help!*