



Est. 2021

CHAMPION

SPORTS COMPLEX & HOTELS

DISTRICT DEVELOPMENT LICENSE

CHAMPION SPORTS COMPLEX & HOTELS

District Development License



CSCH is an indoor/outdoor athletic tournament, training, tourism, and event destination centered around a premium sports complex with an integrated hotel. It is designed to support year-round tournaments, camps, training, community use, and special events through a District Development License structure.

- Premium indoor sports complex typically organized around approximately 8 to 12 convertible courts
- Approximately 40- to 50-yard indoor turf training field and flexible event-support infrastructure
- Complementary outdoor athletic components and event spaces where market and site conditions support them
- Integrated hotel designed to strengthen tournament hosting, family stays, team travel, and visitor capture
- Programming mix that may include tournaments, leagues, camps, clinics, training, community events, and related tourism activity



- tournaments
- training
- tourism
- hotel integration
- district development



CHAMPION SPORTS COMPLEX & HOTELS





Communities generally explore CSCH when they are looking for a project that can combine sports tourism, community use, visitor spending, hotel demand, and district-level development potential. The concept is typically most relevant where a city wants to evaluate whether an integrated destination asset could support broader economic development goals.

- Strengthen sports tourism and room-night generation
- Create a differentiated community and regional destination asset
- Support youth, amateur, and training-based athletic programming
- Leverage available land, infrastructure, or redevelopment opportunities
- Evaluate a public/private development pathway instead of a purely municipal recreation project

Integrated Hotel Strategy



- overnight tournament capture
- family and team stays
- stronger visitor spending

District Development License Structure













Project Components Typically Evaluated

Component	How it is viewed in early discussions
Indoor sports complex	Core venue for tournament, training, league, and event activity; generally planned around convertible courts, turf, spectator support, and flexible programming.
Outdoor components	May include complementary outdoor athletic uses, support fields, gathering areas, and event-support spaces where land and market conditions justify them.
Integrated hotel	Attached or directly connected hospitality component intended to support teams, families, event participants, and overnight visitor capture.
District-support elements	May include food and beverage, retail, sponsorship environments, pad-site support, parking, and related district economics.
Operations and programming	Tournament scheduling, leagues, camps, clinics, recurring community use, special events, and hospitality/event integration.



REVENUE CATEGORIES COMMONLY CONSIDERED

-  Tournaments, rentals, leagues, camps, clinics, and training
-  Hotel room revenue and event-driven overnight stays
-  Food and beverage, concessions, and premium event support
-  Retail and destination-oriented merchandise
-  Sponsorships, naming rights, and advertising
-  Parking, special events, and related event-support revenue
-  Technology or platform-related revenue where applicable
-  District-support or adjacent revenue contributions, depending on the development model

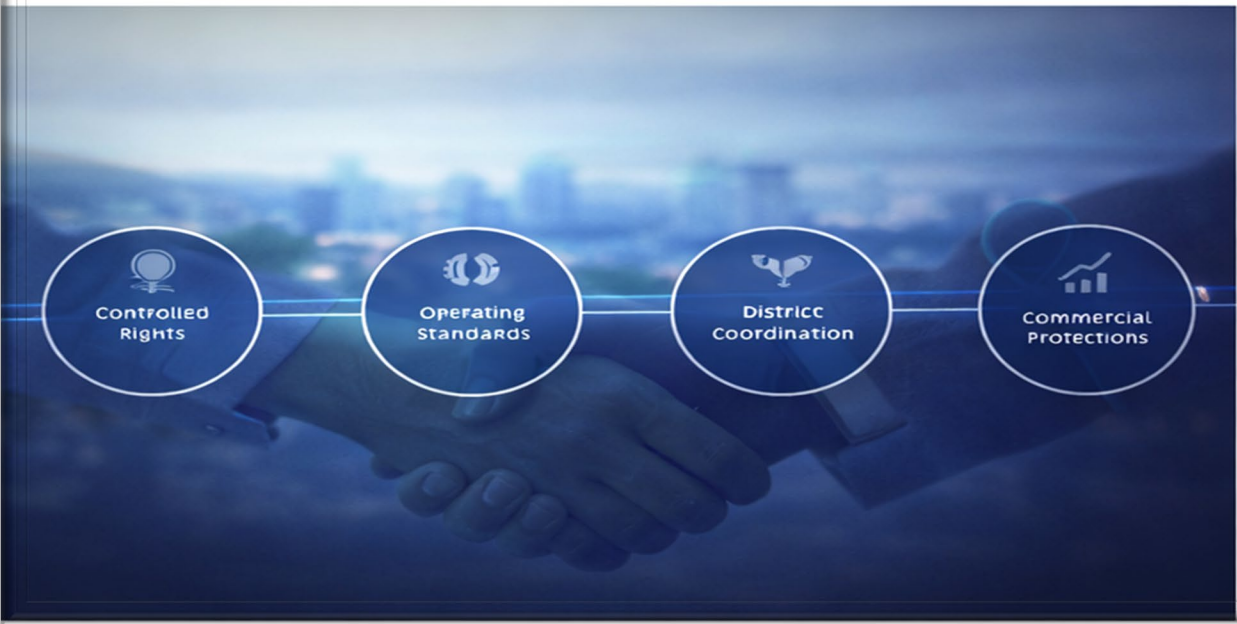
Actual economics are market-specific and should be treated as planning-level only until validated through feasibility, underwriting, and legal review.

Likely Development Path

In many communities, the most practical path is a phased public/private structure.

- 🏛️ The city or other public-side participants evaluate site fit, local process, infrastructure, and enabling conditions.
- ⚙️ **Private parties** evaluate development, hotel participation, operations, and project finance.
- 🏛️ Some cities may support a public enabling role with private-led vertical development.
- 🏛️ Others may be better suited to a developer-led structure coordinated through the **District Development License** framework.





INFORMATION TYPICALLY NEEDED FROM AN INTERESTED CITY

If a city wants to continue discussions, the next step is usually to assemble baseline information so **CSCH** and **potential partners** can determine whether the opportunity warrants **formal screening**.

REQUESTED CATEGORY	WHY IT MATTERS
 Land / site options	Available parcels, acreage, ownership, control status, adjacent uses, expansion flexibility
 Utilities	Water, sewer, electric, gas, broadband, stormwater, and known upgrade needs
 Zoning / entitlements	Current zoning, overlay restrictions, use permissions, signage, parking, and approval path
 Access / transportation	Highway access, traffic conditions, ingress/egress, visibility, airport access if relevant
 Hotel and tourism data	Hotel inventory, occupancy, ADR, room-night demand, tourism trends, hotel-lax structure
 Sports demand indicators	Existing user groups, tournament history, facility gaps, school and club participation
 Incentive framework	Available tools, restrictions, eligibility rules, pledged revenues, and infrastructure participation
 Political and procurement process	Decision-makers, timeline, required approvals, RFQ/RFP limits, unsolicited proposal rules



Suggested Discussion Agenda for an Interested City

- Local priorities: tourism, sports, redevelopment, community-use, and economic-development
- Potential sites and physical fit analysis
- City's possible role, policy and procurement constraints
- Hotel and tourism context: room inventory and visitor patterns
- Local and regional sports demand and competitive facilities
- Path forward: NDA, formal screening, and site review



Recommended Next Steps

- ◆ Execute an NDA or municipal/public-entity confidentiality package as appropriate
- ◆ Provide baseline city information and any available site materials
- ◆ Hold an initial leadership discussion with the city, EDC, tourism office, and relevant partners
- ◆ Screen one or more potential sites against CSCH physical and access criteria
- ◆ Determine whether to advance to formal market screening, hotel review, and development-structure evaluation
- ◆ If warranted, move to feasibility, partner alignment, and District Development License discussions



IMPORTANT NOTE

This package is intended for introductory city-facing discussions only. It does not authorize use of the CSCH concept, brand, structure, standards, site strategy, district model, or rollout approach outside a written agreement.

Convenience and Daily Needs



- Fuel / convenience store
- Pharmacy / wellness retail
- ATM / banking kiosk
- EV charging partner
- Car wash
- Laundromat

Sports and Athlete Services



- LeFort Sports retail
- Sporting goods / team gear
- Uniform / customization shop
- Physical therapy / sports medicine
- Chiropractic / massage recovery
- Cryotherapy / wellness recovery
- Training lab / performance testing
- Nutrition / supplement retail

Family and Visitor Support



- Childcare / drop-in kids zone
- Family entertainment venue
- Arcade / interactive gaming
- Indoor play concept
- Pet boarding / pet care
- Travel essentials retail

Community and Service Uses



- Medical urgent care
- Dental / family clinic
- Insurance office
- Real estate / leasing office
- Education / tutoring center
- Community bank branch

Hospitality and Event Support



- Cominul urgent care
- Hotel overflow partner uses
- Meeting / event support vendor
- Shuttle / transportation partner
- Event rental / party support
- Ticketing / visitor service kiosk

Destination / District Enhancers



- Branded restaurant anchor
- Rooftop or signature dining
- Outdoor gathering venue
- Brewery or entertainment concept where allowed
- Festival / pop-up vendor zone
- Seasonal activation partner



- Quick-service restaurants
- Fast casual restaurants
- Coffee shop / café
- Smoothie / juice bar
- Ice cream / dessert shop
- Family dining
- Sports bar / grill
- Pizza
- Grab-and-go food concept



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