



EDGE SPORTS GROUP

Crossroads Holdings LLC

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June 21, 2019

**Market Analysis and Surface Feasibility Study
Scarborough Downs Sports Center**

This Market Analysis and Feasibility Study of Scarborough Maine / Cumberland County market area has been prepared by ESG Associates Inc. to determine the surface feasibility of a sports center within the Scarborough Downs community. ESG Associates studied the current state of ice rinks, aquatic centers, multi-surface court, indoor/outdoor athletic fields, and their current usage, along with estimating future needs and usage of a rapidly growing community.

The purpose of the surface feasibility study is for ESG Associates Inc. to determine, in consultation with Crossroads holding LLC, which sport surfaces are feasible in The Downs project and to identify and secure primary anchor tenants in the potential facility. Below you will find a breakdown of potential user per surface, discussions are still ongoing internally within the organizations and with ESG.

Ice Rink Anchor Tenants and Partners

Maine Wild Youth Hockey - For profit youth hockey program, demand and desire to grow, not enough ice time available and no true home rink with spring/summer ice.

High Schools - Scarborough High School's three teams (possibly adding a 4th), surrounding towns high school teams could move in as well.

Youth Hockey - Scarborough Youth/Middle School Hockey and Maine Amateur Hockey Association are all growing programs and leagues that have a lack of ice time in the area.

Adult Leagues - Greater Portland Industrial Hockey League and rink run adult league.

Learn to skate/Learn to play - Rink run with anchor hockey and figure skating tenants as partners

Figure Skating - North Atlantic Figure Skating Club and New England Edge Skating Club

Curling - Pine Tree Curling Club and Rink Run leagues

Aquatics Center Anchor Tenants and Partners

Membership and Rental based model operated by the potential partners below. A 6-8 lane 25y competition section along with a teaching/"fun" area to drive memberships of all ages and to offer swim lessons.

Town of Scarborough - Recreation department run aquatics center within the Sports Center

YMCA of Southern Maine - Internal discussions about feasibility of a Scarborough YMCA branch within the Sports Center.

Town of Scarborough and YMCA - Partnership potential between the YMCA and the town to take on pool operations together.



ESG Associates Inc ... a leader in private recreational design, development & operations.
Contact info@EdgeSportsGroup.com or (617) 855-9210 for more info!



Indoor/Outdoor Turf Field Anchor Tenants and Partners

Seacoast United - Largest club sports organization in Maine and New Hampshire

Seacoast United Soccer

Seacoast United Field Hockey

Seacoast United Baseball & Softball

Seacoast United Lacrosse (Houlagan Lacrosse)

Thunder and Lightning Baseball - Maine's largest club baseball and softball program...potential tenant for S&C, PT, and batting cages

Lacrosse - 207, Back Bay, Mainiac

Football - Scarborough Youth football, XL Sports Flag football, Portland Youth Football League, South Portland Youth Football

Scarborough Recreation - Youth Sports, camps and programming

YMCA - Youth Sports, camps and programming

Adult - Casco Bay Sports

Multi-Surface Court Anchor Tenants and Partners

Basketball - Zero Gravity, Maine Hoops, Renegades, Blue Wave, YES!, Firecrackers, Next Level Athletics, Swarm, Shock, Recreation department, YMCA

Volleyball - Maine Juniors Volleyball Club, Recreation department, YMCA

Tennis/Pickleball - Maine Tennis, Recreation department, YMCA

After discussions with potential anchor tenants, community members, and users along with research performed over the past month, outlined above, there is a very clear desire and need for a multi-use sports complex in the Scarborough area. It is our determination that the surface model of one ice sheet, aquatics center, outdoor fields, and indoor turf/multi surface court is feasible for the area with potential to expand over time.

The amount of teams at the club, recreation, and organized adult teams is the primary factor in making a Scarborough Downs Sports Center feasible. It is ESG's belief that as the Scarborough and greater Portland area grow a complex of this kind would grow along side the population and attract more sports teams, leagues, and events in the area.



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Original Permit / Construction Schedule
 May 1, 2019

TASK	DESCRIPTION	TIMEFRAME
Due Diligence	Investigate private recreation groups, public user groups, and select leagues in ice / rectangular turf / aquatics / diamond field / ancillary support users in S&C / PT / concessions / pro-shop	Through May 31, 2019
Conceptual Layout	Upon receipt of ACAD layout, compile due-diligence findings into conceptual masterplan	May 15 – June 15, 2019
Financial pro-forma	Integrate the DD results against conceptual land plan in conjunction with design / build or GMP construction partner	June 1 – June 30, 2019
Design / Development Plans	GP to develop conceptual fields plans into DD documents for permitting and bidding	June 30 – GP discretion
Permitting / Entitlements	At the direction of GP	Direction of GP
Financing – Equity	Typically reach out to prospective equity partners / investors during the DD phase, with an ASK and fund prior to permitting commencing	June 15 – July 15, 2019
Financing – Debt	Bid to local debt lenders during P/E phase	August 15 – October 15, 2019
Groundbreaking - Fields		Fall 2019
Operation – Field		Fall 2020
Groundbreaking – Structure		Spring 2020
Operation – Structure		18 month timeline



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Updated Permit / Construction Schedule
July 15, 2019

TASK	DESCRIPTION	TIMEFRAME
Due Diligence	Investigate private recreation groups, public user groups, and select leagues in ice / rectangular turf / aquatics / diamond field / ancillary support users in S&C / PT / concessions / pro-shop	Completed July 1, 2019
Conceptual Layout	Upon receipt of ACAD layout, compile due-diligence findings into conceptual masterplan	July 15, 2019
Financial pro-forma	Integrate the DD results against conceptual land plan in conjunction with design / build or GMP construction partner	July 15 – July 30, 2019
Design / Development Plans	GP to develop conceptual fields plans into DD documents for permitting and bidding	July 15 – August 15, 2019
Permitting / Entitlements	At the direction of G	Direction of G
Financing – Equity	Typically reach out to prospective equity partners / investors during the DD phase, with an ASK and fund prior to permitting commencing	August 1 - September 1, 2019
Financing – Debt	Bid to local debt lenders during P/E phase	September 15 – August 15, 2019
Groundbreaking - Fields		Winter 2019
Operation – Field		Fall 2020
Groundbreaking – Structure		Spring 2020
Operation – Structure		18 month timeline