



Champaign MiLB Exploratory Committee

Overview and Project Goals

Project Description / Mission

“To facilitate the construction a multi-use facility in the City of Champaign that will encourage the establishment of a minor-league baseball franchise who will then lease the facility and become the primary tenant. The facility should provide a family-friendly environment where the city can realize economic development and revitalization of an under-utilized area.”



Exploratory Committee Makeup

- ▶ Business Leaders
- ▶ Civic Leaders
- ▶ Real Estate Developers
- ▶ Baseball / Sports Business People
 - Experience with MiLB
 - Experience with Sports Business
- ▶ Local Supporters



Exploratory Committee Goals

- ▶ Preliminary Research
 - Facilities / Sites
 - Success Stories
 - Learning Experiences – CU MiLB History
- ▶ Professional Research
- ▶ Business Plan
- ▶ Marketing
 - Potential Investors
 - Potential Tenants
- ▶ Project Ratification and Realization



The Facility

- ▶ It all starts with the facility
- ▶ In Champaign
- ▶ Multi-use facility
 - Baseball Stadium
 - Private Meeting Rooms
 - Convention / Special Events
 - Other Activities (Year-Round)
- ▶ Financially self-sustaining



The Site

- ▶ In Champaign
- ▶ High Visibility
- ▶ Ample Parking
- ▶ Under-utilized (Infill Development)
- ▶ City-assisted
 - Zoning Advantages
 - Tax Advantages
- ▶ Anchor of commercial “neighborhood” in planned-use development



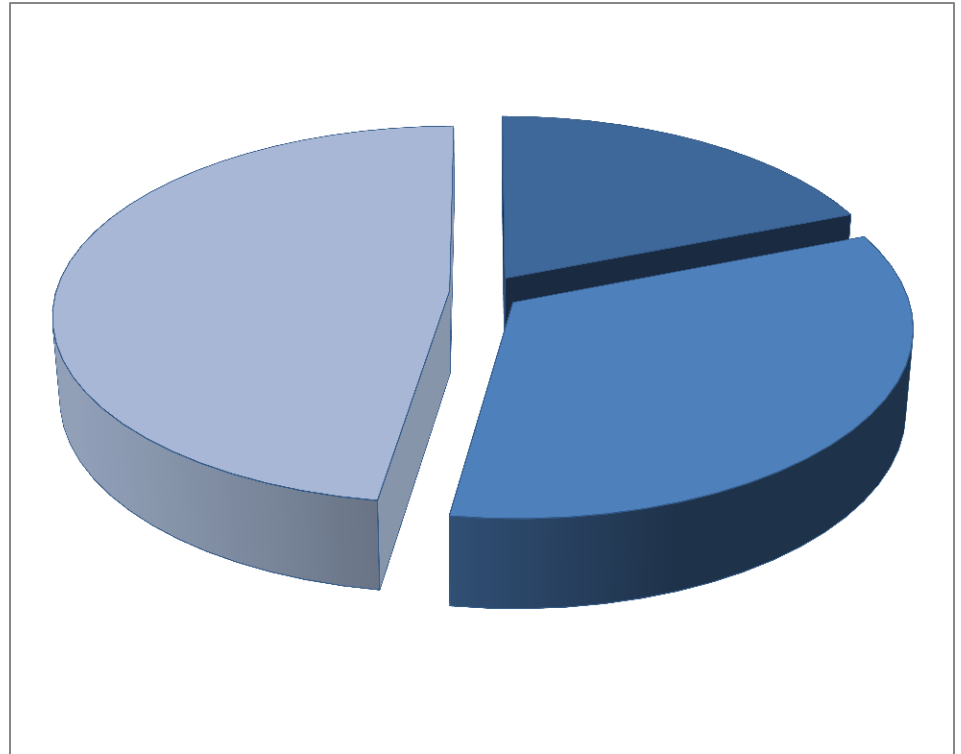
Professional Research

- ▶ Utilize professional research firm to propose site, facility scope
- ▶ Leverage existing success stories to develop repeatable formula for success
- ▶ Develop solid business plan



Funding Possibilities

- ▶ Private / Public partnership
- ▶ \$10–\$15 million
- ▶ Private Investment Opportunity
- ▶ Municipal Bonds

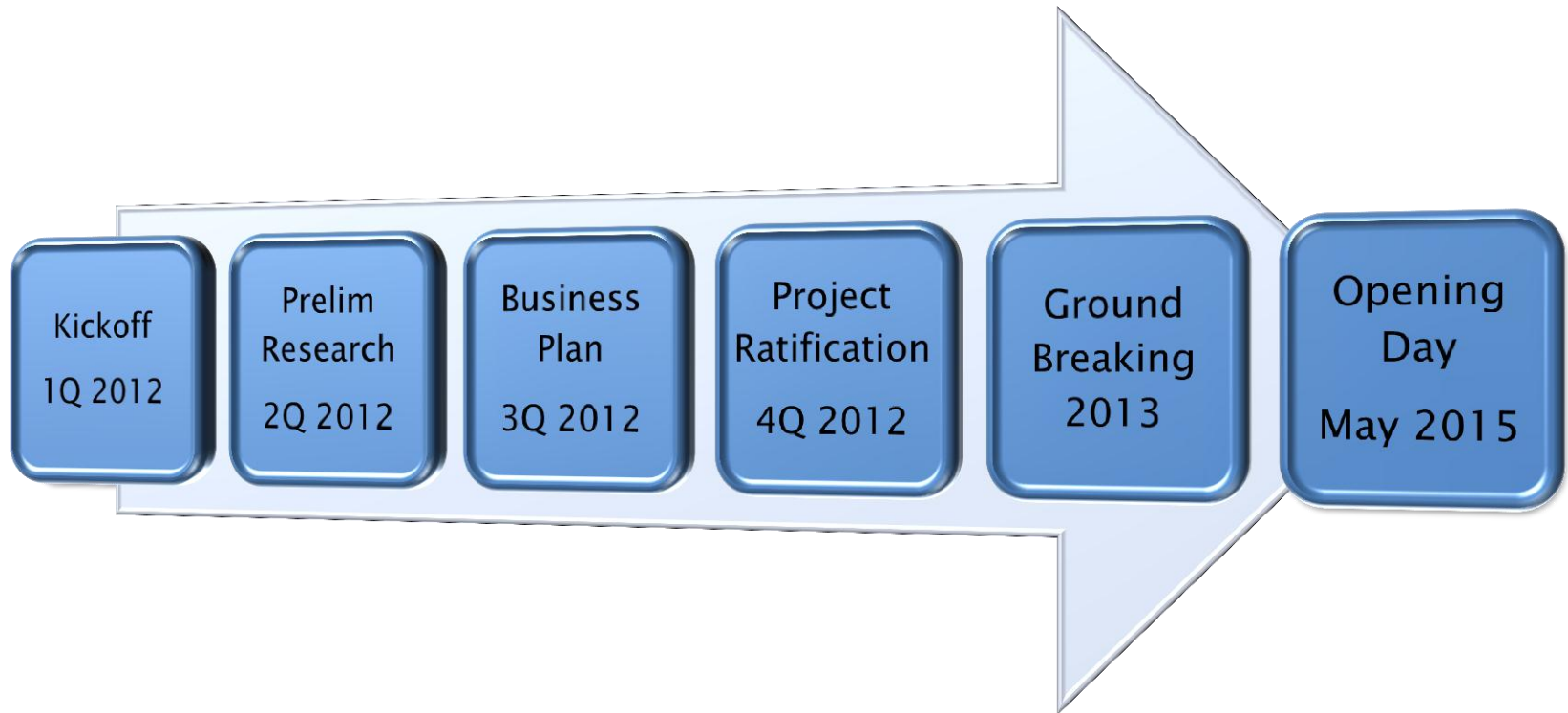


Regional and Community Benefits

- ▶ Infill Development generates tax revenue
- ▶ Healthy commercial neighborhood benefits community
- ▶ Tourism
 - Hotels / Restaurants
 - Major Tournament Host
- ▶ Makes Champaign a more attractive place to live



Potential Timeline



Private / Public Partnership

Private Action Items

- ▶ Committee Research on Project Scope, Success Stories, and Business Plan
- ▶ Private Financing Research

Public Action Items

- ▶ City Research on Potential Sites for Development
- ▶ Tax Districts
- ▶ Public Funding Research



Inspiration from the Babe

“Never let the fear
of striking out get
in your way.”



Thanks for your
time and interest



Subcommittees

- Peer Community Success Stories
- History of MiLB in CU
- Site Selection (led by city)
- Financing
 - Public (led by city)
 - Private
- Professional Services Evaluation
- MiLB Team Research
 - Affiliated
 - Independent
- Secondary Business Tenant Research

