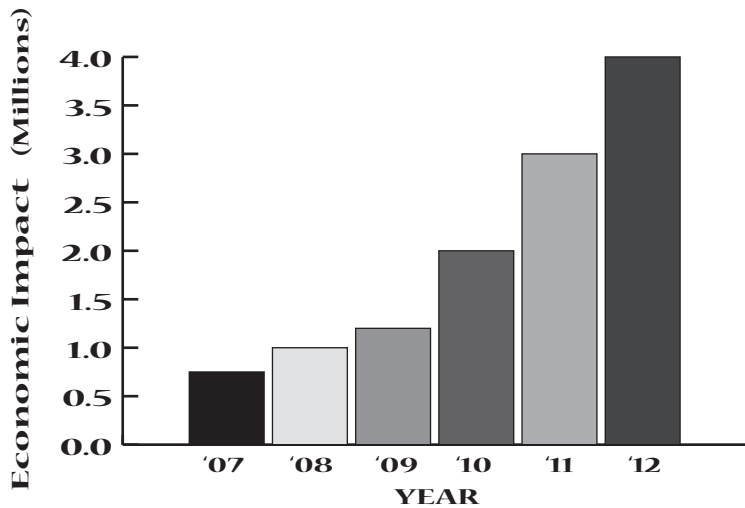


ECONOMIC IMPACT

EVENT PLANNING EXPERTISE ESTABLISHED

Fort Wayne is already home to some of the most well respected amateur baseball tournament venues in the Midwest. Below are projections for the future economic growth based on Upgraded Facilities and International Development

ECONOMIC IMPACT - Annually Amateur Tournament Venues *-Future Growth Opportunities-*



** 2010 - 2012 Predictions Based on ASH Centre renovations of World Class Facility*

**IMPORTANT
CONCEPT!**

Significant Economic Impact Complemented By Significant Social Outreach Capabilities



ECONOMIC IMPACT NOTE:

The Tournament Programming Makes Up Only 31% of The Projected Usage Of A World Class Facility.
However, These This Component is Projected To Create Millions of Dollars in Economic Impact Annually!



THE BUSINESS OF SPORT TOURISM

The Business of Sport Tourism
SportBusiness Group Ltd.
October 1, 2004

Sport tourism is a multi-billion dollar business, one of the fastest growing areas of the **\$4.5 trillion** global travel and tourism industry. By 2011, travel and tourism is expected to be more than 10 percent of the global gross domestic product. The economies of cities, regions and even countries around the world are increasingly reliant on the visiting golfer and skier or the travelling football, rugby or cricket supporter. In some countries, sport can account for as much as 25 percent of all tourism receipts.

Sport tourists are passionate, high-spending, enjoy new sporting experiences and often stimulate other tourism. Their direct benefit to a destination is cash - their indirect benefit can be years of follow-on tourists. Sport tourism is now a tool to make achieve many things - to make money, create thousands of new jobs and even help change cultural perceptions such as in the Middle East and South Africa.

Fort Wayne Being Positioned as National & International Destination in Amateur Baseball

By the end of 2008, the U.S. sports industry is expected to reach **\$69.6 billion** (SGMA Report).

This statistic demonstrates the magnitude of the industry of amateur sports on a national level. "Fort Wayne has the opportunity to truly position themselves as a national and global leader within the amateur baseball industry," explains Caleb Kimmel, Executive Director of The World Baseball Academy.

The game of baseball is exploding on a global scale and there are very few U.S. based organizations that have the insight and strategic plan to align with this growth.

The relationships within the Ft. Wayne Community are a unique dynamic that creates a substantial advantage in this industry. The final piece to positioning Ft. Wayne as a national and international destination is a world class facility to host the programming capabilities.

What Does This Mean?

The facility supports strong economic growth while the majority of the usage (69%) focuses on true outreach through the game of baseball serving inner city, special olympic, local and international needs.