



Business and Marketing Plan Overview

GL Sports Entertainment

813.484.2842

curt@glsportsentertainment.com

OVERVIEW:

The Pasco County full-service multisport complex will be Florida's premier year-round destination for sports tournaments, league play, and athletic training. The professional-feel sports campus will feature over 300 acres of multi-purpose fields and courts. It will be known for its expansive design, exciting entertainment atmosphere, and its ability to bring overall health and wellness to the Pasco County community. The pro-feel surroundings will attract a wide demographics base that ranges from a 6-year-old little leaguer to a 60-year-old corporate manager. The buzz created by the Pasco County and Tampa Bay communities will keep the complex in high demand.

The multisport complex will be affordable for families and will be a public-private partnership with a portion of profits going to Pasco County. Funding for the construction and development of the complex will stem from County construction impact fees and a hotel bed tax. It is proposed that GL Sports Entertainment will operate and be paid to manage the complex and, in turn, Pasco County will be reimbursed annually during the life of the long-term lease a portion of gross revenues. GL Sports Entertainment will put forward strong marketing campaigns which will include naming rights to the entire facility. The returns come back to the community directly with the project itself and indirectly through tax increment. GL Sports Entertainment and the County will work closely together to allow mutual decisions on the design and direction of the project.

PROJECT AND PARTNERSHIP HIGHLIGHTS:

GL Sports Entertainment is a successful team of professional sports consultants and business planning advisors. The Company develops, markets and manages the opening and operating of tournaments, sports facilities and recreation centers. GL Sports Entertainment is also teamed with a non-profit 501c3 organization known as Pyramid Sports. The organization was founded for the purpose of developing athletes to compete and succeed at the highest level of play and competition, while at the same time, becoming well rounded individuals. Pyramid Sports assists individuals in becoming the best including the mind, not just the body. All serious athletes, male and female are welcomed to use their services.



THE PRODUCT:

The Pasco County multisport complex will be designed to accommodate recreational use, exhibition games, tournaments, league games, special events, as well as academies, camps and clinics, and coaches' symposiums.

Its ideal location in the Tampa Bay area will provide easy access for residents ranging from Zephyrhills to Tampa, and even Pinellas County. The investment into the project will include many stages of construction:

- Stage 1 Multisport fields, including soccer, softball, volleyball and more.
- Stage 2 Indoor fitness/training center and restaurant. In addition, a baseball academy fieldhouse will be built.
- Stage 3 Additional sports fields, including tennis, basketball, track and championship field. Also included will be a 12,000-seat stadium.

The multisport complex will consist of 20 (FIFA dimensions) multi-purpose fields which will consist of a hybrid Sports Bermuda grass. The fields will include state-of-the-art irrigation systems designed to have superior drainage. Accompanying these fields are 10 baseball / softball diamonds, 10 tennis courts, 8 basketball courts, 8 volleyball courts, a large playground, and 3 pavilions and supporting buildings.

Additional plans include fully paved walkways, paved parking spots, permanent restrooms, shaded pavilions, a maintenance building with top-of-the-line equipment, picnic and recreation area, and a 3-acre lake

It will be designed for a variety of uses, and its unique concept, an "all-in-one" campus, means that customers will remain and spend money on site for a sustained period of time. To ensure strength and stability, the Company will focus on the amateur athlete as well as the development of competitive and professional athletes. GL Sports Entertainment will push these athletes to compete and succeed at the highest level of play and competition. The Company will incorporate its experience and knowledge of the industry into the development of the whole athlete.

THE COMMUNITY:

Pasco County is part of the Tampa Bay region that encompasses a seven-county area. The region includes, Hernando, Hillsborough, Manatee, Pasco, Pinellas and Sarasota Counties.

With 3.3 million residents, the Tampa Bay area ranks number one in population in Florida, and number two in the Southeast. More than one-third of the people moving into the Tampa Bay area each year are 25 to 34 years old.



As Florida's wealthiest market, Tampa Bay is number one in effective buying income and number one in retail sales. It is the second wealthiest market, following Atlanta, in the Southeast.

The complex will be located in Pasco County and will be owned by the County. The facility will be privately managed and operated by GL Sports Entertainment. This successful private-public partnership was engineered by Pasco County TDC Board, the corporate community, Curt Lutz of GL Sports Entertainment and the local sports community.

The property sits on more than 300 acres, conveniently located from I-75 and State Road 56.

Currently there are no other sports facilities like this in the Gulf Coast area of Florida. The complex will be an outdoor facility that would have the capabilities to host numerous types of sporting events, including recreational use, leagues, tournaments, camp and clinics. This ideal location would keep the facility located within approximately 10 miles of the newly constructed Boyette Park. In this manner, the fields and facilities would serve as a second-tier outlet or “compliment property”, fulfilling larger tournament needs.



MARKETING:

GL Sports Entertainment proposes to sell the naming rights of the sports complex to a high profile company with the same vision as GL Sports Ent. The

Pasco County multisport complex will be heavily marketed, advertised and trumpeted as the premier sports facility in Florida. It will attract the professional athletes to use as a training home and GL Sports Entertainment will explore all possibilities of continued expansion of the surrounding property. There are additional plans to develop a retail store, athletic/fitness facility, (membership sales) administrative offices, restaurant and indoor gymnasium. Similarly to Busch Gardens or Walt Disney World from 30 years ago, new features and additions will be regularly added. In fact, GL Sports Entertainment has plans to team with Busch Gardens on group marketing.

GL Sports Entertainment will deliver upon its promise of superior quality field and court conditions. The Company will adopt a slogan that tells the customer the atmosphere is first class. The Company’s attitude will maintain this professional feel and just as importantly, constantly strive to make the experience bigger and better each year.

GL Sports Entertainment will create a niche market and pattern after widely successful companies such as Chuck E. Cheese’s, Dave & Buster’s, and House of Blues. Each of these companies has created a strong position in the marketplace and is an innovator in the restaurant/entertainment business.

It will not be enough to merely offer a great facility; the customer must feel that their visit to the Pasco County multisport complex was of value.

An example of poor value would be many of today’s professional sporting events. The food and ticket prices are outrageous.

According to The Team Marketing Report, and its 2006 study, the costs for a family of four to attend one NFL game add up to an enormous total of \$354. The business of professional sports is quickly pushing a day at the game out of financial reach for many families.

In Major League Baseball, its study found that the average game-costs per fan have increased from \$28 to \$73 in the past nine years.



MARKET NEED:

The Tampa Bay area has been making its transition from what was once considered a retirement community to a young adult playground. Softball and volleyball continue to be a popular outlet for these demographic groups. In addition, soccer and lacrosse are continuing an impressive rise in popularity. Currently, leagues are run through city recreation departments, or the privately operated Tampa Bay Club Sports. With a limited number of fields and courts to play on, often, many teams find it difficult to find a venue of their own. The complex will provide the additional resources needed to supply the demand of this younger community.

Michael Cox, a Pasco County Commissioner, has long supported the idea of a Multipurpose Sports Complex to serve Pasco County residents and community groups. Cox proposes the County pay for construction of fields, batting cages and a stadium with proceeds from construction impact fees and a hotel bed tax. A private agency, such as GL Sports Entertainment, would run the complex and share profits with Pasco.

“With the tourist development tax, we have a pot of money. Our problem is when we build something... how do you operate it?” Cox said on October 16, 2007.

COMPARABLE FACILITIES AND FUTURE EXPANSION:

The Pasco County multisport complex will be the first public-private partnership facility of its kind to open in Florida. However, there are a few other similar partnerships throughout North America; one of which is Big League Dreams. The BLD concept is a proven money-maker and is among the booming industry of amateur league and tournament play. Yet, BLD does not have, nor will have equal restaurant facilities that GL Sports Entertainment will showcase. In addition, GL Sports Entertainment will have multiple revenue streams and will work very closely through partnerships with the local communities.

An example of the opportunity that exists can be seen each weekend at dozens of facilities in California, Texas and New York. The tournament market is strong and is perpetually growing. Tournaments are scheduled each weekend and are booked years in advance.

GL Sports Entertainment will have an advantage by being the first to hit the southeast U.S. market. It is a sizeable advantage to be in a climate that provides year-round play.

TIMELINE:

GL Sports Entertainment proposes to Pasco County that the following major steps occur in the project:

November 2007 - hire GL Sports Entertainment to work toward approval of the County Sports Complex Project.

This includes:

- a. Maintenance and Operations Agreement (MOA) with GL Sports Entertainment – all cost estimates clearly labeled.
- b. Estimates - including land- offsite costs, rough grading, construction management amount, construction costs , GL Sports Entertainment Consulting fees and Architect fees.
- c. June 2008 - approval of Architect for Design Services.
- d. October 2008 – Presentation of Master site Plan – start of development.
- e. October 2008 – approval contract for pre-construction services.
- f. November 2008- approval of design services - including offsite stormwater, sewer water amenities and roadways.
- g. February 2009 - approval design for drainage, lighting, pump station.
- h. October 2009 – Grand Opening.



William A. Morehouse
39117 6th Avenue
Zephyrhills, FL 33542

October 18, 2007

Curt Lutz, CEO
GL Sports Entertainment
5432 Deerbrooke Creek Circle #5
Tampa, FL 33624

Dear Mr. Lutz:

As a resident of Pasco County and a parent of three young children who are absolutely crazy about soccer, I am writing to let you know how excited I am to hear that you are trying to establish a sports complex in Pasco County.

I grew up on baseball and my kids were catching pop flies since they could walk, but we've been a soccer family since we moved to Florida seven years ago. One of my sons wants to be a professional soccer player. He plays on the school team and a competitive team. When he plays in a tournament, our entire family travels to that tournament, joined by the families of his teammates. We all have a terrific time. If you've ever been to one of these tournaments, you know what I mean – it's a festival!

I serve on the board of directors of the Zephyrhills Youth Soccer League. Each year we hold one of the state's largest tournaments for recreational players, the "Z-Cup." We field close to 90 teams. With so many teams we can't fit them all at one location, so we have to split into three separate venues and even turn teams away. Can you imagine what it would be like if we could accept every team and have them all play in one complex? We'd have thousands on people enjoying soccer in one spot. Now that's a festival!

Our club has also served as a venue for the annual "C-Cup" tournament for competitive teams and USF's Sun Bowl. Again, these tournaments have been split up into smaller groups because there isn't a complex in the area large enough to have all the teams play in one spot.

The complex you envision could handle many more teams at one time. Each event would bring in thousands of people, and that's just for soccer. I haven't even mentioned other sports that would enjoy the complex such as football and lacrosse. What an impact on the local economy!

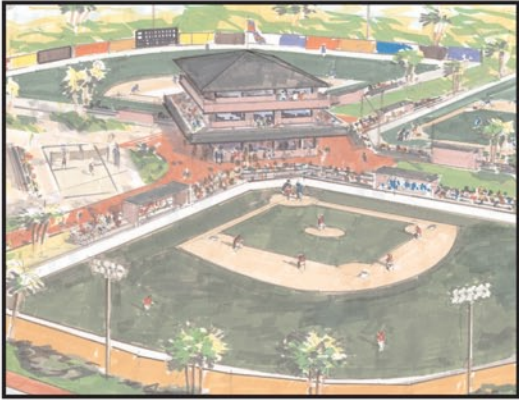
So thank you for your dream. Be assured that, if realized, a grand sports complex in our own back yard would be a dream for many businesses and families in Pasco County and the Tampa Bay area.

Sincerely,

William A. Morehouse

SPORTS

October 15, 2009



Pasco County Sports Entertainment Complex Opens with a Bang!

Pasco County - It was worth the wait. In fact, some wonder why it took so many years for anyone to finalize it.

After one year of construction, Pasco County Multisports Complex opened to the public. Phase I of the 300 - acre sports complex features 20 soccer fields, 10 softball fields, 10 tennis courts, 8 basketball courts, 8 volleyball courts, 3 pavilions and a huge playground. Phase II promises to showcase a retail store, an athletic fitness facility, 2 restaurants and an indoor gymnasium. The Complex offers weekend athletes the opportunity to play in regularly scheduled softball and volleyball league in a setting that previously had been seen only at professional stadiums.

“What an absolutely great atmosphere this place has” Brendan O’Connell, 34, of Hudson said. “I’ve been waiting for this night for months.”

Kathryn Gillis, 44 of Wesley Chapel added “ I was especially thrilled with the volleyball. There was some great competition out there tonight”.

Apparently amateur athletes take their games seriously and jump at the opportunity to play in local leagues as

well as tournaments throughout the country.

In the case of Pasco County’s “all-in-one” concept is a unique combination of a premier quality sports complex, a relaxed yet superior restaurant atmosphere, and an excellent location that will make GL Sports Entertainment a Florida household name.

GL Sports Entertainment is a successful team of professional sports consultants and business planning advisors. The company develops, markets and manages the opening and operating of tournaments, sports facilities and recreation centers.

According to Curt Lutz, the Chief Executive Officer of GL Sports Entertainment, the goal is for the The Pasco County Sports Complex to be Florida’s premier year-round destination for tournaments and corporate entertainment.

Customers such as “ Softball Guy” and “Volleyball Girl” will look to prove themselves on the field. Corporate meeting, parties, and events can be held in the restaurant. The corporate customer will be attracted to the variety of venues to meet their needs.

Pasco County’s elite have been seen

mingling in the restaurant. “Lutz’ excitement and enthusiasm shine through”, Pasco County’s Commissioner remarked. “This facility is built to attract a wide variety of customers and I think it’s just what this county needed. I’m ecstatic that we decided to go with GL Sports Entertainment.”

Upcoming events include a comedy act from the nationally recognized comedian Carrot Top, a charity event with three-time Olympic Gold and professional volleyball player Karch Kiraly, and a hitting instructional camp for the little leaguers put on by Tampa’s own Wade Boggs.

What are the Fans Saying?

“What a great location! I work in Tampa , so I can catch the events that are going on after work.” - David Price, Tarpon Springs

“I loved the food! The fact that a sports bar offers pizza and vegetarian food is a great idea. The next time I’m here, I’ve got to try those sweet potato fries!” - Katie Knoth, Tampa

“I’ve been reading about GL Sports Entertainment and have seen their billboards for months, but this place blows me away. It has everything our softball team could ask for. I can’t wait for our game next week!” - Claire Layman, Zephyrhills.