

**STATEMENT OF EXPERIENCE**  
**DON SCHUMACHER & ASSOCIATES, INC.**

1. Sample facility management/event bidding/operations/marketing/consulting experiences.
  - College Football Hall of Fame and Galbreath Field. Served as general manager of the hall of fame and its 10,000-seat stadium. Bid upon and presented three years of high school football and soccer playoff games. Developed relationship with NCAA and obtained 1983 and 1984 Division III National Football Championships.
  - Cincinnati Riverfront Coliseum (now U.S. Bank Arena). President of this privately owned 17,000-seat arena. In addition to a full schedule of college basketball, concerts and family shows, we bid upon, developed and presented the 1987 World Figure Skating Championships and the 1987 Midwest Regional Championships (NCAA Division I).
  - Greater Cincinnati Sports & Events Commission. Nine years as executive director (1989-1998). Bid on and developed more than forty events that produced \$45 million in direct visitor spending. Events included a wide range of AAU National Championships, professional figure skating, the 1992 NCAA Southeast Region 1<sup>st</sup> and 2<sup>nd</sup> rounds, 1996 NCAA Hockey Championship, and 1997 Women's Final Four.
  - Cinergy Field. Part of the management team and responsible for marketing facility for non-Reds, non-Bengals rentals.
  - Paul Brown Stadium. Developed and implemented a successful personal seat license campaign which raised \$26 million... \$5 million more than the minimum required, in support of the team with poorest on-field record at the time in the NFL.
  
2. Sample consulting projects – facilities
  - United States Olympic Festival. Performed feasibility study and prepared a bid for this \$12.5 million event.
  - Olympic Games. Performed initial study of all sports facilities in Cincinnati, Dayton, Columbus, Indianapolis, Louisville, and Lexington for possible use in an Olympic Games.
  - Conducted market support study for Downtown Tulsa Unlimited for a new downtown arena, refurbished convention center, and a natatorium and a football/soccer/track and field stadium. Developed comparable case histories for each proposed facility.

- Performed market study leading to construction of Kentucky Speedway, a \$150-million speedway 40 miles from Cincinnati.
- Market support study for Union Public Schools in Tulsa. This \$20 million student activity center opened in 2004 and has exceeded our most optimistic projections.
- Market support study for Kingsport, Tennessee. Comprehensive analysis of all sports facilities with possible modifications and cost/benefit analysis. Includes an indoor community recreation center.
- Conducting a follow-up study for Kingsport, TN to advise on further developments including an indoor aquatic facility and water park.
- Market support study for City of Federal Way, WA on potential for a multi-purpose field house.
- Conducted sports facility analysis, including potential impact of a new recreation complex, for Lake County, Illinois.
- Developed and conducted a comparative arena operations study for Golden State Warriors which included four NBA/NHL arenas.
- Conducted a comprehensive study for the Pensacola Sports Association designed to assist in the redevelopment and expansion of sports facilities that will bring incremental visitor spending to Escambia County, Florida.
- Served as expert witness in legal proceedings on behalf of Walt Disney Sports, the Golden State Warriors, and U.S. Bank Arena.
- Developed a comprehensive feasibility study for a motor sports complex at Pearl River Resort, Mississippi.
- Conducted a feasibility study for a multi-sport complex for the Euclid-St. Clair Development Corporation in Cleveland, OH
- Conducted a comprehensive sports facilities study for Alpharetta, GA including an economic impact analysis and a strategy for developing new sports facilities that will produce room nights
- Conducted a comprehensive marketing campaign to sell club memberships and VIP Suites at the new Iowa Speedway in Newton, Iowa.

- Developed the successful naming rights proposal for the new Regional Events Center at Northern Kentucky University (Bank of Kentucky Center).
- Conducted a complete sports facilities analysis for the Central Pennsylvania Convention & Visitors Bureau including recommendations for new sports facilities, cost estimates, and economic impact estimates. This project included extensive interviews and focus groups with key user groups and partners.
- Conducted a thorough analysis of all sports facilities in the Greater Evansville, IN area and suggested modifications and upgrades to produce substantially greater levels of visitor spending.
- Conducted an analysis of potential new sports facilities for Mesquite, NV including projections as to the number and kinds of facilities and possible results in terms of events and annual increases in visitor spending.
- Conducted an analysis of the amateur sports facilities in Fairfax, County VA for the purposes of increasing economic impact for the county through visitor spending.
- Conducted a market analysis which led to the rebirth of Spokane Raceway Park in Spokane, Washington.
- Conducted market analysis for proposed new motor sports complex outside Minneapolis, MN

3. Consulting projects with sports commissions or convention and visitors bureaus.

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|-----------------------------------|-------------------------|
| ➤ Columbus, GA                    | ➤ Williamson County, TN |
| ➤ Cincinnati, OH                  | ➤ Elkhart County, IN    |
| ➤ Tampa, FL                       | ➤ Warren County, OH     |
| ➤ Detroit, MI                     | ➤ Wausau, WI            |
| ➤ Grand Rapids/Kent County, MI    | ➤ Port Charlotte, FL    |
| ➤ Louisville/Jefferson County, KY | ➤ Kingsport, TN         |
| ➤ Shelby, NC                      | ➤ La Porte County, IN   |
| ➤ Des Moines, IA                  | ➤ Lake County, IL       |
| ➤ Memphis/Shelby County, TN       | ➤ Chicago Southland, IL |
| ➤ Manchester, NH                  | ➤ Alpharetta, GA        |
| ➤ Kettering, OH                   | ➤ State College, PA     |
| ➤ Lake County, IN                 | ➤ Springfield, IL       |
| ➤ Clermont County, OH             | ➤ Pittsburgh, PA        |
| ➤ Gwinnett County, GA             | ➤ Lake County, IN       |
| ➤ Columbus, IN                    | ➤ Evansville, IN        |
| ➤ Fairfax County, VA              | ➤ Mesquite, NV          |

- York County, PA
- Vanderburgh Cty, IN
- Arlington, TX
- Pensacola, FL
- Panama City Beach, FL
- Chesapeake, VA

4. Management of sports organizations.

- Greater Cincinnati Sports & Events Commission (noted above; operated this not-for-profit corporation under management contract for nine years).
- National Association of Sports Commissions. Began managing the NASC in 1994. We represent about 370 cities and more than 80 event owners and suppliers to the sports event travel market. We understand all of the dynamics of what causes travel to, or in support of, sports events of all kinds. We also know who owns the events and what they are looking for in host communities.

Over the past few years we have applied the insight which comes from studying potential facilities, running existing arenas and stadiums, identifying events and matching them with facilities and bidding upon, developing and presenting the events. This experience produces very valuable results for our clients. Results grounded in reality, not possibilities.

Finally, we own our own sports events! Our Prep Sports Division presents the biggest prep football event in the country. This year's Skyline Chili Crosstown Showdown features 16 of the finest high school football teams in the Midwest. We also produce a weekly high school football tailgate party in conjunction with Cincinnati's local NBC-TV affiliate, and are working with Fox Sports Ohio on a series of ten live Thursday night telecasts of high school football games.