



MIDWAY PARK MASTER PLAN

**A VISION FOR TRANSFORMING MIDWAY PARK INTO A LANDMARK
DESTINATION AT THE HEART OF CHEROKEE COUNTY, SOUTH CAROLINA**

-- Midway Park Master Plan Disclaimer --

This master plan is intended to serve as a conceptual framework that illustrates the general vision, programmatic elements, and spatial relationships for the proposed park improvements. The plan is not a final design document and is not intended for construction purposes. At this stage, the design has not undergone detailed engineering analysis. Specifically, the plan does not reflect comprehensive grading design, stormwater management calculations, utility coordination, geotechnical evaluation, or other site-specific technical studies. As such, all proposed features, layouts, and dimensions are preliminary and subject to change.

Further refinement during subsequent design phases will be required to address site constraints, including but not limited to topography, drainage, soil conditions, environmental considerations, permitting requirements, and regulatory compliance. These factors may result in modifications to the location, configuration, and feasibility of proposed amenities. The cost estimate provided are opinion-level approximations based on conceptual information and should not be interpreted as detailed or final construction costs.

Implementation of the master plan will require additional design development, engineering, public input, and coordination with relevant agencies and stakeholders.

TABLE OF CONTENTS

1.	EXECUTIVE SUMMARY	00
2.	INTRODUCTION & VISION	00
3.	REGIONAL CONTEXT & SITE LOCATION	00
4.	COMMUNITY NEEDS ASSESSMENT	00
5.	CHEROKEE COUNTY DEMOGRAPHIC ANALYSIS	00
6.	CULTURAL IDENTITY & COMMUNITY CHARACTER	00
7.	STRATEGIC DESIGN DRIVERS	00
8.	MIDWAY PARK MASTER PLAN FRAMEWORK	00
9.	INDOOR MULTISPORT FACILITY VISION	00
10.	PROGRAM ELEMENTS & AMENITIES	00
11.	SPORTS TOURISM & ECONOMIC DEVELOPMENT	00
12.	HOSPITALITY, RETAIL & COMMERCIAL INTEGRATION	00
13.	REVENUE GENERATING OPPORTUNITIES	00
14.	COMMUNITY INTEGRATION & PUBLIC BENEFIT	00
15.	ARCHITECTURAL & BRANDING DIRECTION	00
16.	IMPLEMENTATION STRATEGY	00
17.	CONCLUSION	00

DESIGN VISION

TRANSFORM MIDWAY PARK
DESTINATION WHERE
CONVERGE TO CREATE
HUB FOR YOUTH PARK
RECREATION, AND COMMUNITY
SPORTS TOURISM AND
REGION INTO THE FUTURE

ARK INTO A LANDMARK
SPORTS AND LEISURE
E A NEXT-GENERATION
PERFORMANCE, ADULT
MUNITY LIFE - FUELING
ND PROPELLING THE
URE.





1. EXECUTIVE SUMMARY

Midway Park will be a landmark destination where sports and leisure converge to create a next-generation hub for youth performance, adult recreation and community life — fueling sports tourism and transforming the region's future.

Midway Park represents a transformational opportunity for Cherokee County, South Carolina to establish a next-generation sports and recreation destination that serves both local residents and regional visitors. The proposed master plan envisions a comprehensive sportsplex that integrates indoor and outdoor athletic facilities, community recreation spaces, hospitality-supportive amenities, and economic development opportunities into a cohesive and vibrant civic destination.

The project is intended to supplement and elevate existing recreational assets while creating a regional identity centered around youth athletics, wellness, family activity, and community pride. By combining tournament-capable facilities with public recreation, educational opportunities, sports medicine, hospitality, and commercial development, Midway Park can become a catalyst for economic growth, tourism, and long-term community investment.

The vision for Midway Park is rooted in Cherokee County's cultural identity, community values, and aspirations for future growth. The development will support youth development, attract regional tournaments and events, generate tourism-related spending, and provide new recreational opportunities for residents of all ages.

2. INTRODUCTION & VISION

The Midway Park Master Plan establishes a long-term framework for creating a regional sports destination while maintaining the values and accessibility of a community park. The master plan balances tournament-ready facilities with everyday recreational uses and creates an environment where athletics, wellness, education, and entertainment coexist.

Modern sports destinations are no longer isolated athletic facilities. They are mixed-use community assets that incorporate recreation, social interaction, health and wellness, retail, hospitality, and entertainment into a unified experience. Midway Park has the opportunity to become this type of integrated destination for Cherokee County.

The project will strengthen the County's recreational infrastructure while positioning the region competitively within the growing sports tourism market throughout the Southeast.

3. REGIONAL CONTEXT & SITE LOCATION

Midway Park is strategically positioned within Cherokee County, South Carolina, with strong regional accessibility that supports both community recreation and destination-level sports tourism. The site benefits from proximity to major transportation corridors and access to surrounding population centers throughout South Carolina and neighboring states.

The project's location creates an opportunity to serve:

- ▶ Local residents and youth athletic programs
- ▶ Regional tournament organizers
- ▶ School and collegiate events
- ▶ Adult recreation leagues
- ▶ Wellness and fitness programming
- ▶ Community gatherings and festivals
- ▶ Sports training and performance development

The regional context allows Midway Park to compete within the broader Southeast sports tourism market while maintaining a strong local identity rooted in Cherokee County's culture and heritage.

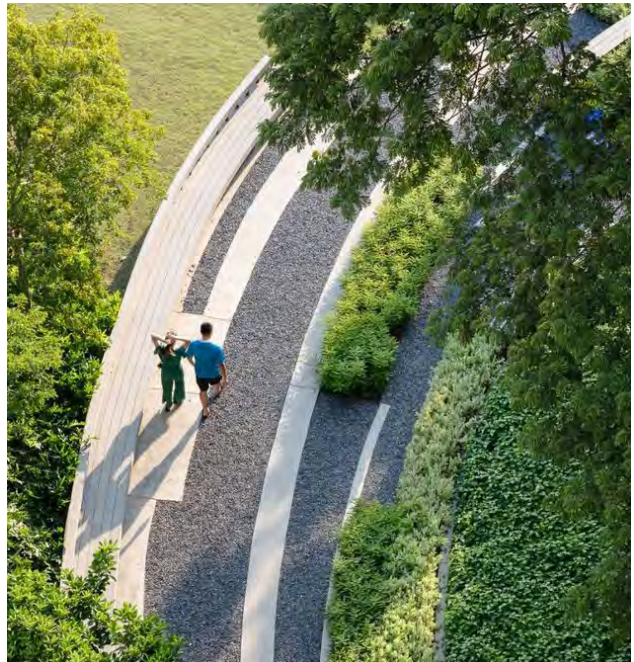
Midway Park's accessibility is one of its greatest long-term assets. The ability for families, athletes, and tournament visitors to reach the complex efficiently from multiple surrounding markets significantly increases the project's viability as both a local recreational destination and a regional sports tourism venue. The surrounding transportation network supports visitor movement, tournament logistics, and future commercial growth opportunities tied to increased visitation.

The surrounding landscape, community character, and existing recreational assets provide a strong foundation for creating a park experience that feels authentic to Cherokee County while

embracing modern sports and entertainment expectations.

The site itself offers the opportunity to establish a recognizable gateway destination for Cherokee County. Through coordinated architecture, landscape design, signage, and public spaces, Midway Park can become a defining landmark that represents the County's commitment to recreation, wellness, and economic growth.

In addition to sports programming, the regional positioning of Midway Park allows the complex to support broader civic and tourism functions such as festivals, community celebrations, educational events, wellness programming, and entertainment-oriented activities. This flexibility strengthens the long-term sustainability and public value of the development.



4. COMMUNITY NEEDS ASSESSMENT

Cherokee County has a growing need for modern recreational infrastructure capable of supporting youth sports, wellness initiatives, community programming, and regional athletic events. Existing facilities within the region often lack the flexibility, scale, and amenities required to host larger tournaments or provide year-round recreational opportunities.

As recreational trends continue to evolve, communities increasingly require facilities that support multiple uses, varying age groups, and diverse programming opportunities. Residents are seeking not only competitive athletic opportunities, but also wellness spaces, family-oriented recreation, and social gathering environments that contribute to overall quality of life.

Key community needs identified include:

Recreation & Athletics

- ▶ Additional indoor court space for basketball and volleyball
- ▶ Multi-purpose athletic facilities for year-round programming
- ▶ Expanded youth sports opportunities
- ▶ Adult recreation and fitness programming
- ▶ Enhanced outdoor field capacity
- ▶ Walking trails and wellness amenities
- ▶ Flexible community event spaces

The lack of sufficient indoor recreation space limits opportunities for year-round programming and regional tournament recruitment. Indoor facilities capable of supporting multiple sports simultaneously are increasingly important to both local recreation systems and sports tourism economies.



Community & Wellness

- ▶ Family-oriented recreation environments
- ▶ Public gathering and social spaces
- ▶ Wellness and health-focused programming
- ▶ Sports performance and training resources
- ▶ Educational and classroom spaces
- ▶ Accessible recreation for all age groups

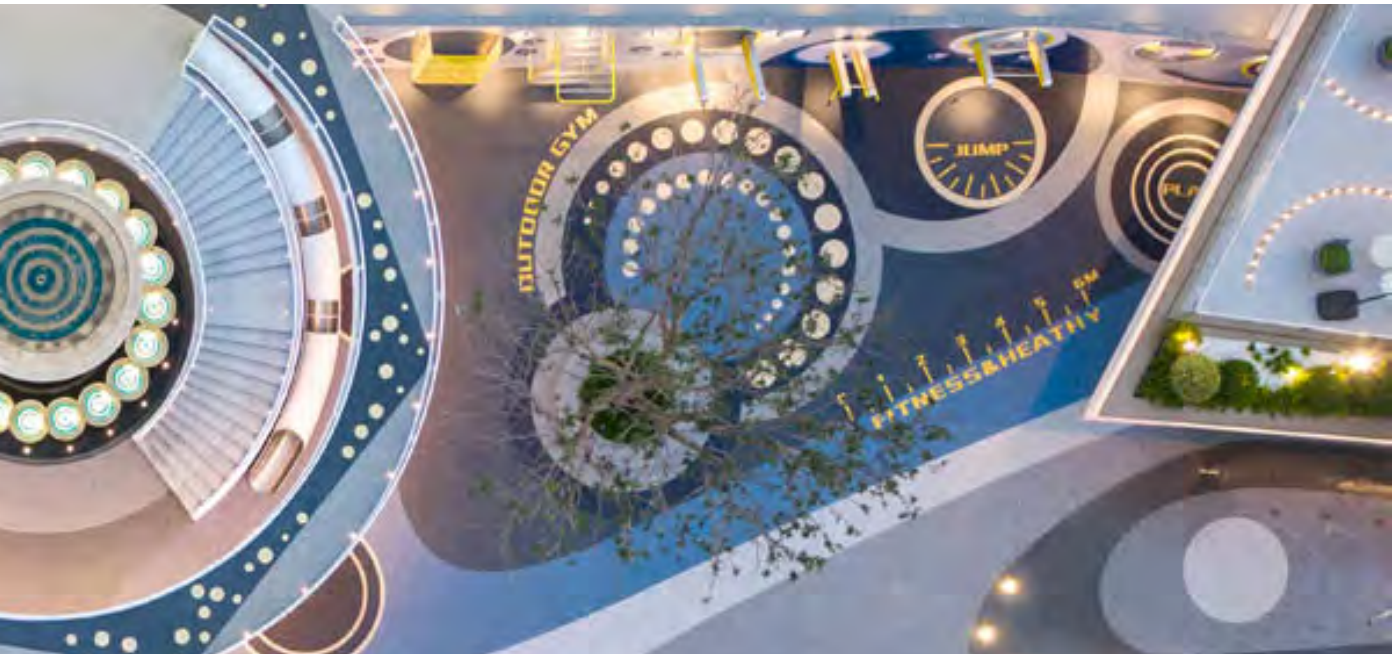
Modern parks and sports complexes increasingly function as wellness hubs that support physical activity, social interaction, and lifelong recreation. Midway Park has the opportunity to provide these benefits while strengthening overall community health and engagement.

Economic & Tourism Needs

- ▶ Regional sports tourism infrastructure
- ▶ Hospitality-supportive amenities
- ▶ Retail and food service opportunities
- ▶ Event-driven economic development
- ▶ Community branding and regional identity

The Midway Park development directly addresses these needs by creating a multi-dimensional recreational destination that supports daily community use while also functioning as a regional event venue.

Importantly, the development also fills a broader regional gap within the sports tourism marketplace. Many communities throughout the Southeast are investing heavily in destination-level sports infrastructure to capture economic activity associated with tournaments and visitor spending. Midway Park can position Cherokee County competitively within this growing market while simultaneously improving local recreation quality.



5. CHEROKEE COUNTY DEMOGRAPHIC ANALYSIS

Cherokee County's demographics support the development of a large-scale sports and recreation destination through its strong family-oriented population base, regional accessibility, and long-term growth potential.

- ▶ The County's demographic profile demonstrates:
 - ▶ Strong youth population participation potential
 - ▶ Family-centered community dynamics
 - ▶ Demand for local recreation opportunities
 - ▶ Need for expanded wellness and fitness facilities
 - ▶ Opportunity to attract new residents and visitors
- Potential for increased economic activity through tourism

A modern sports destination can positively influence future demographic growth by:

- ▶ Attracting young families seeking quality recreation
- ▶ Supporting workforce attraction and retention
- ▶ Enhancing community quality of life
- ▶ Increasing tourism visitation
- ▶ Stimulating nearby commercial and residential development

The addition of a high-quality sportsplex also positions Cherokee County competitively against neighboring communities that have successfully leveraged sports tourism and recreation infrastructure as economic development tools.

6. CULTURAL IDENTITY & COMMUNITY CHARACTER

The identity of Midway Park should reflect the culture, heritage, and character of Cherokee County while projecting a forward-looking vision for the community's future.

Cherokee County possesses a strong sense of community pride rooted in:

- ▶ Southern heritage and tradition
- ▶ Community athletics and school pride
- ▶ Family-oriented values
- ▶ Regional craftsmanship and authenticity
- ▶ Rural and small-town character
- ▶ Natural landscape and outdoor recreation

These elements can translate into architectural and branding strategies through:

- ▶ Use of brick, stone, wood, and contemporary metal materials
- ▶ Warm and welcoming public spaces
- ▶ Local storytelling and graphics
- ▶ Athletic-inspired branding elements
- ▶ Landscape design reflecting regional ecology
- ▶ Public art and historical references

The goal is to create a sports destination that feels uniquely connected to Cherokee County rather than a generic sports complex.



7. DESIGN DRIVERS



COMMUNITY FIRST

Prioritize public accessibility, local programming, and family-oriented experiences to ensure the complex remains a community asset.



REGIONAL IDENTITY

Create a recognizable sports and entertainment destination that elevates Cherokee County's regional presence.



HOLISTIC WELLNESS

Integrate fitness, sports medicine, recovery, and training amenities to support athlete development and community wellness.



LASTING EXPERIENCE

Create a visually dynamic and welcoming environment through architecture, branding, lighting, and public spaces.



FLEXIBLE DESIGN

Design facilities that accommodate multiple sports, events, and community functions throughout the year.



365 DAY ACTIVATION

Support continuous use through indoor programming, festivals, wellness activities, and tournament operations.



SUSTAINABLE GROWTH

Allow for phased expansion and future development while preserving flexibility for changing recreational trends.



ECONOMIC DEVELOPMENT

Incorporate hospitality, retail, and commercial opportunities that support tourism and generate long-term economic impact.



UNIQUELY CHEROKEE

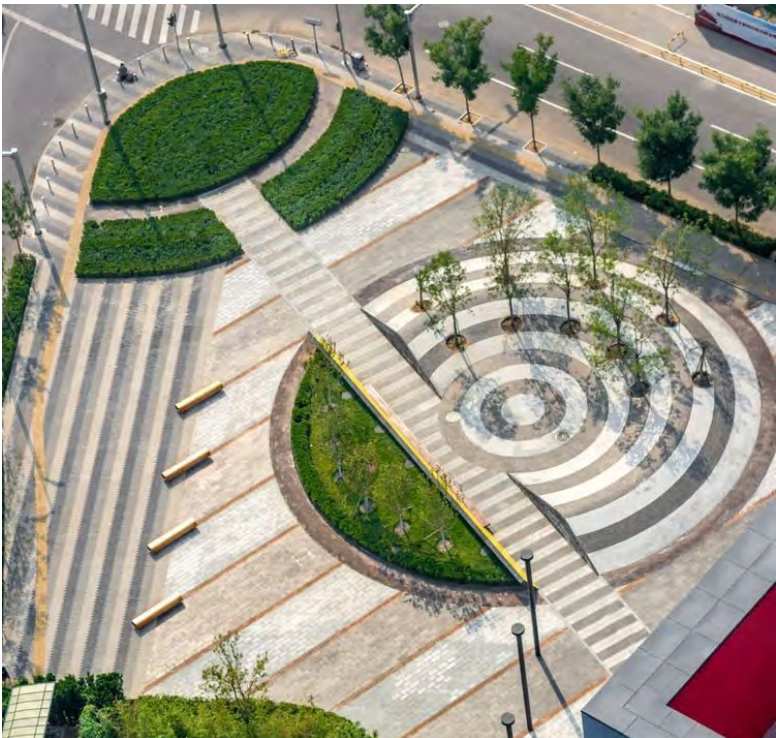
Celebrate local heritage, culture, and community pride through architectural expression, branding, and programming.

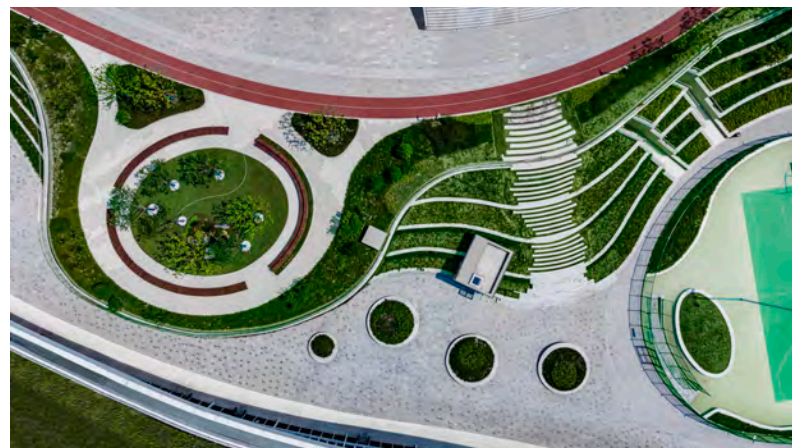


EFFICIENT OPERATION

Plan facilities and circulation systems that support efficient tournament management, maintenance, and long-term operations.

PRECEDENT IMAGERY - SITE





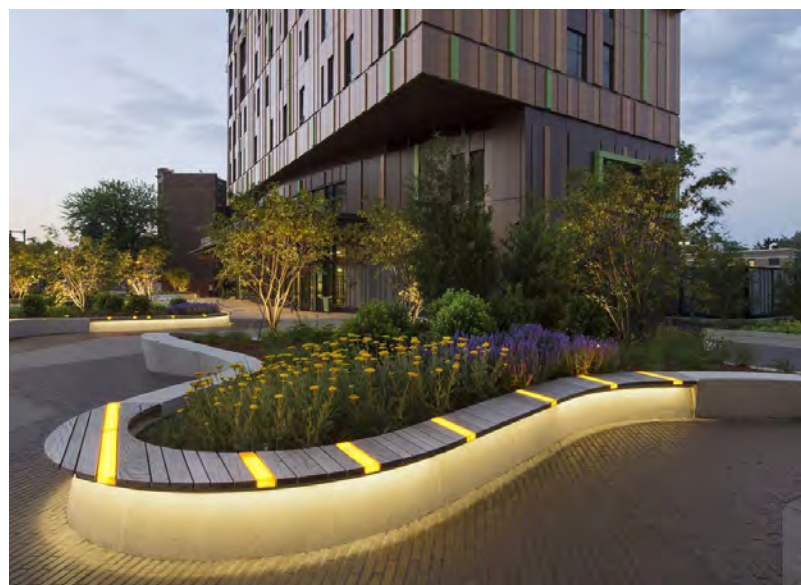
PRECEDENT IMAGERY - SITE



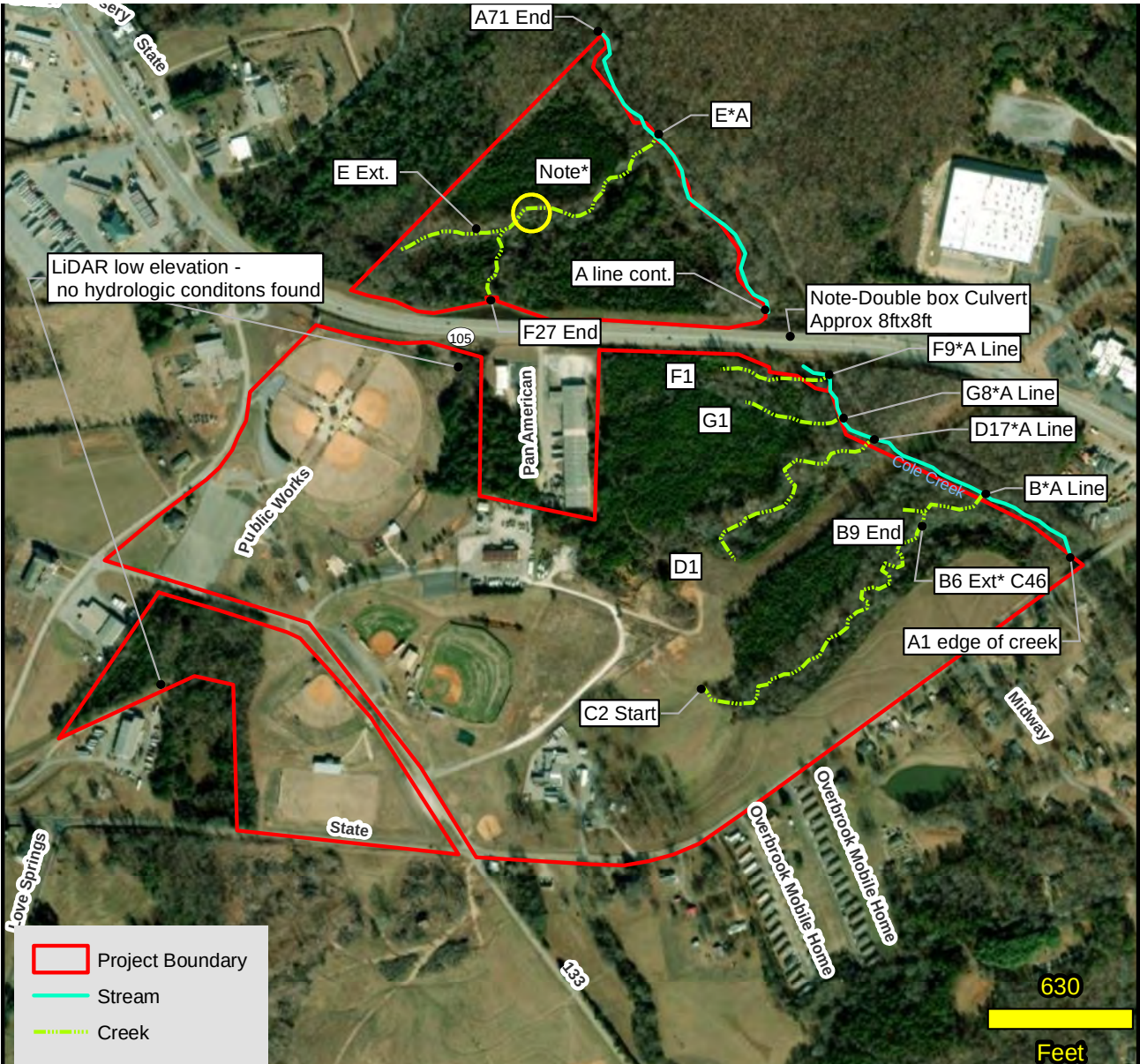


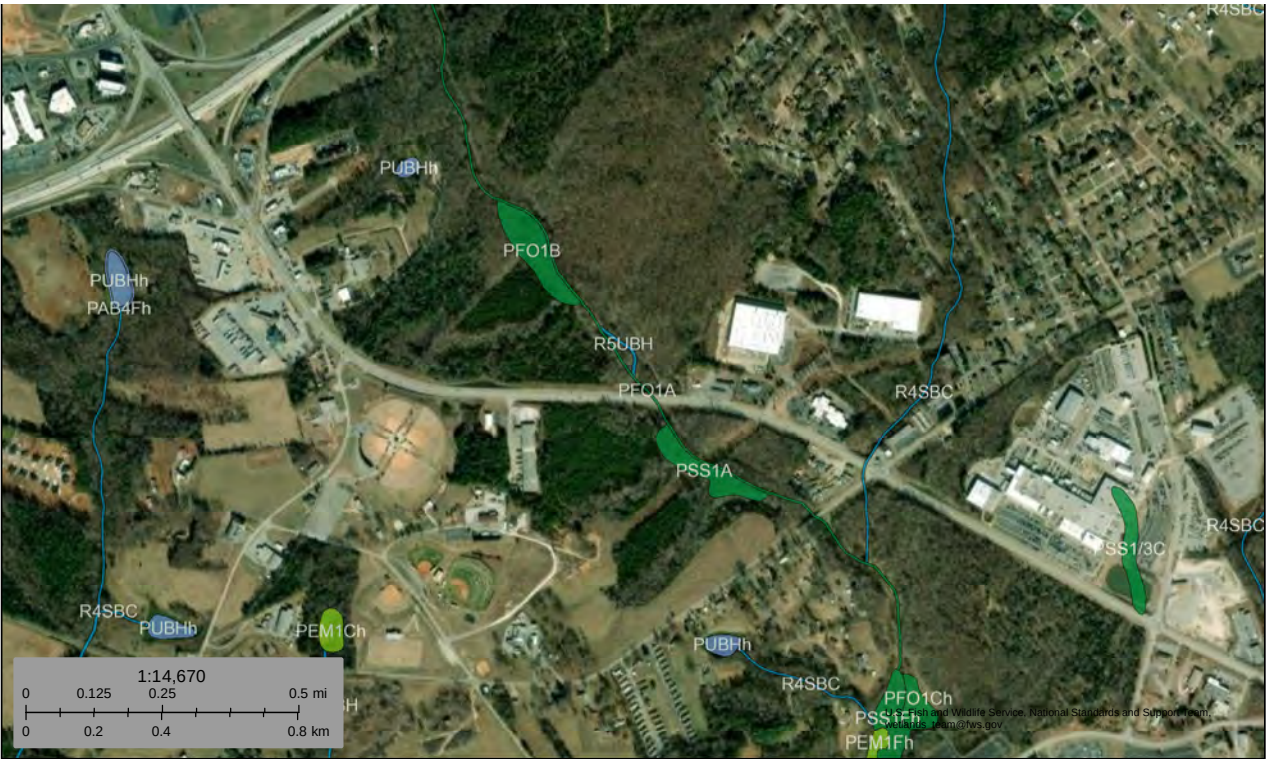
PRECEDENT IMAGERY - SITE





SITE ANALYSIS - WETLAND DELINEATION





July 23, 2025

Wetlands

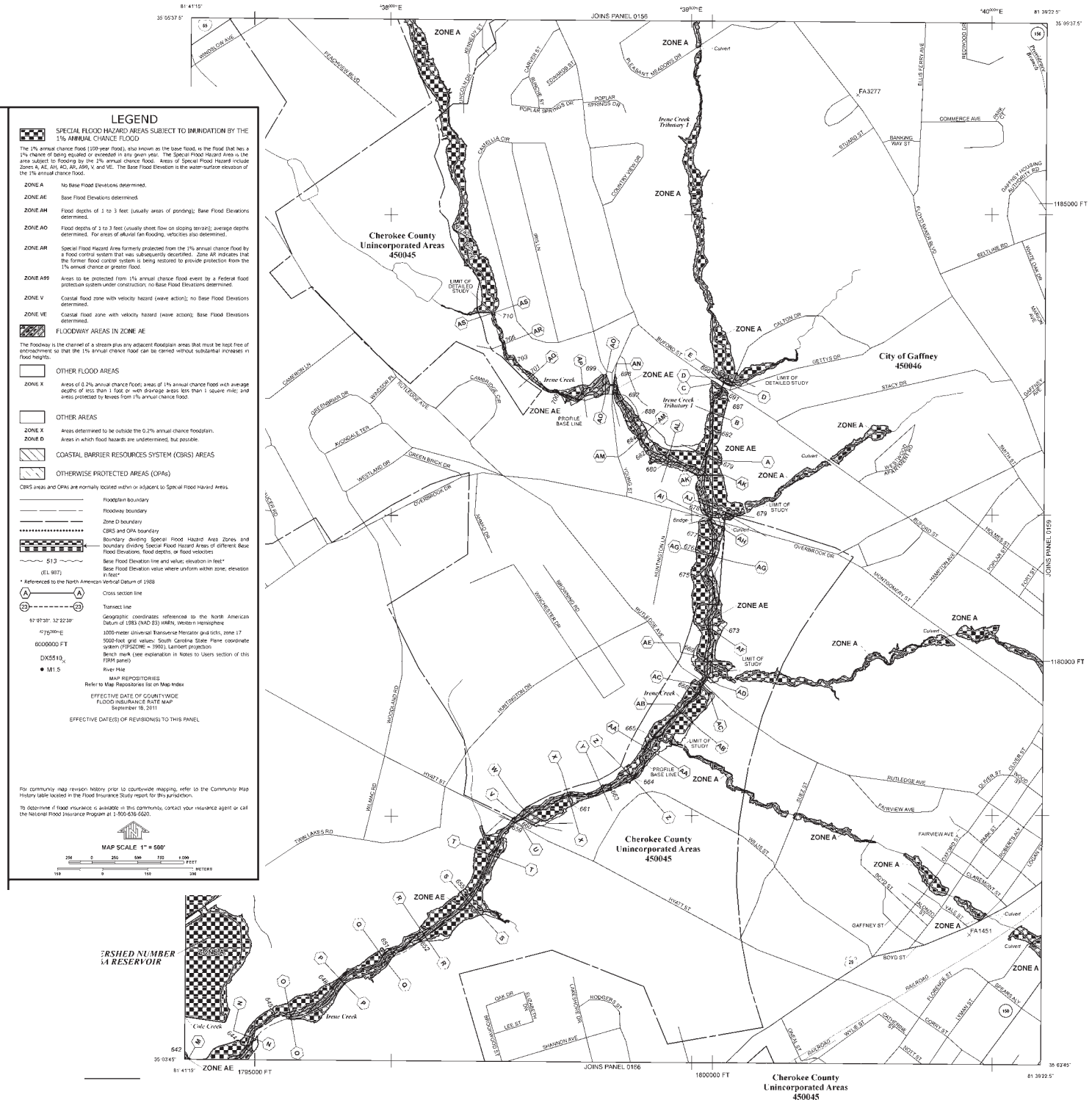
- Estuarine and Marine Deepwater
- Estuarine and Marine Wetland

- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Freshwater Pond

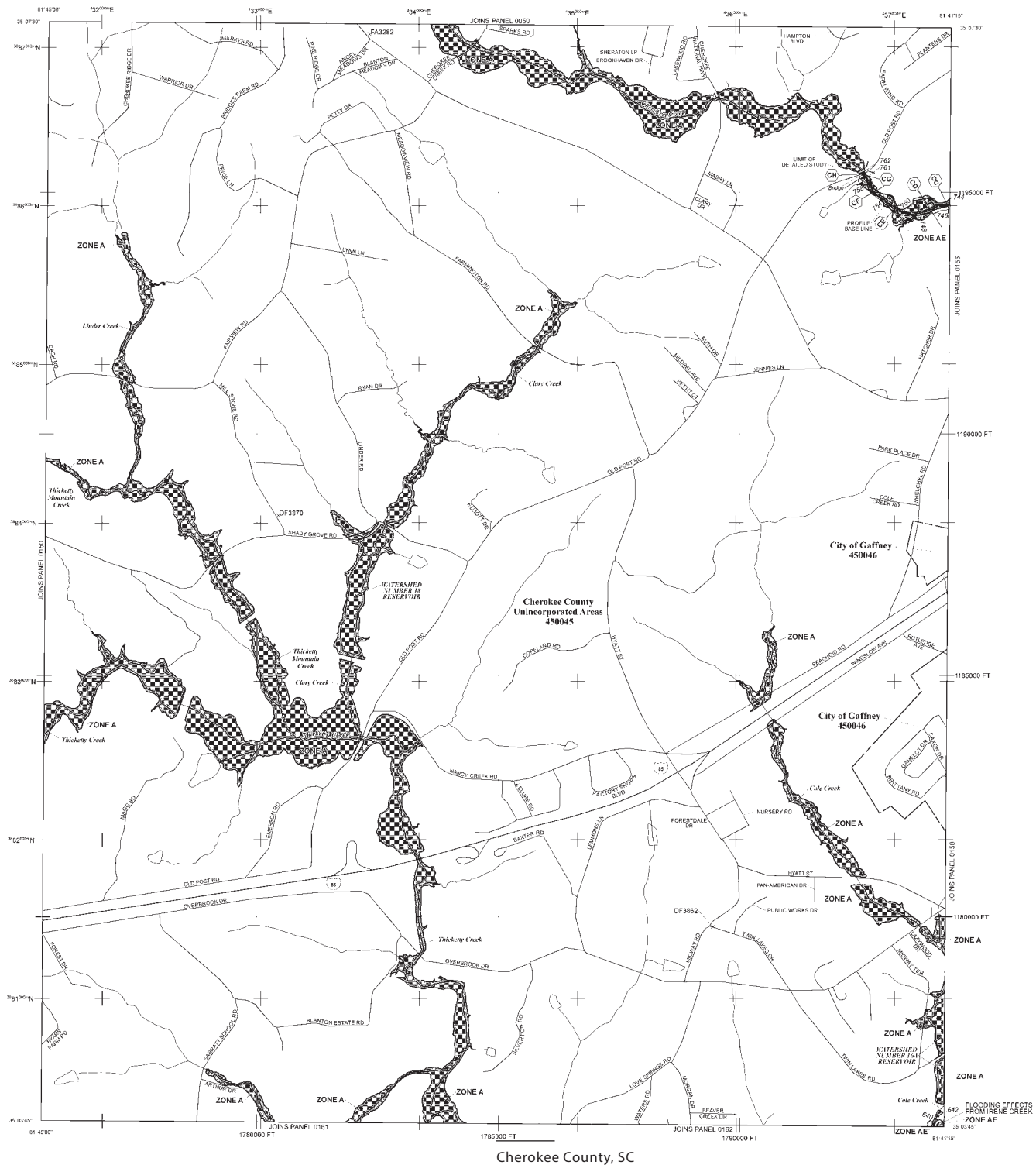
- Lake
- Other
- Riverine

This map is for general reference only. The US Fish and Wildlife Service is not responsible for the accuracy or currentness of the base data shown on this map. All wetlands related data should be used in accordance with the layer metadata found on the Wetlands Mapper web site.

SITE ANALYSIS - FLOOD MAPS



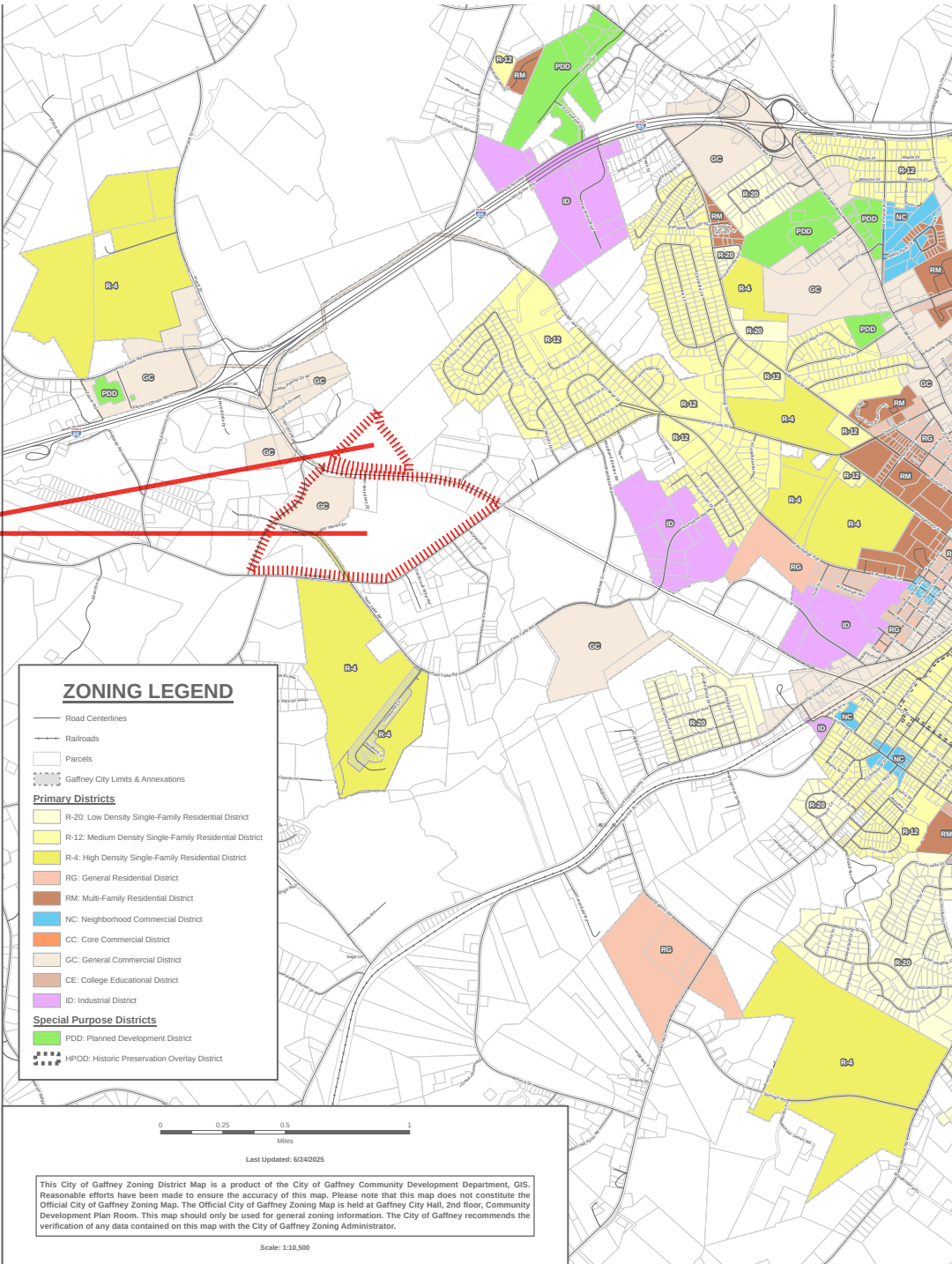
Midway Park Master Plan

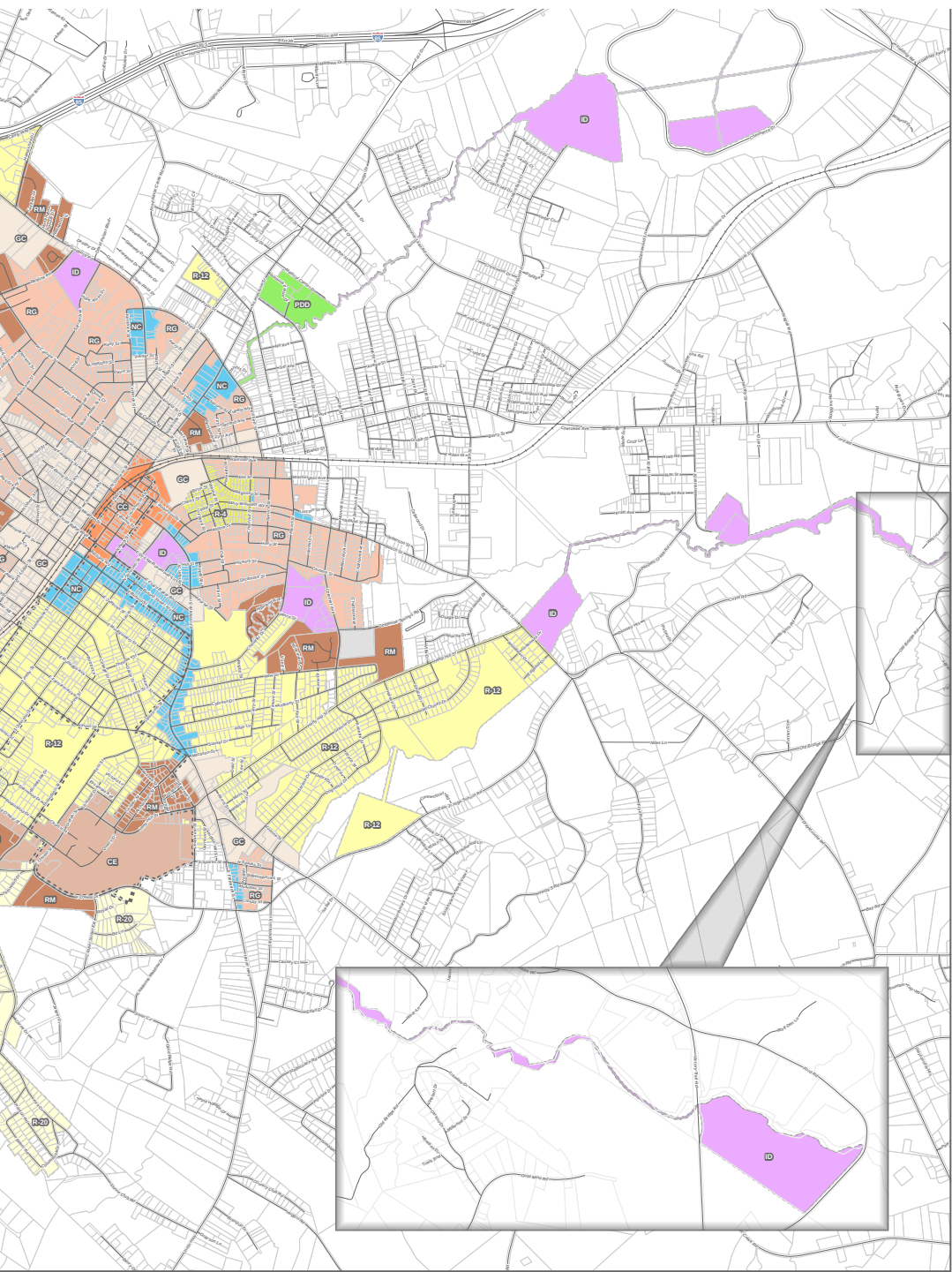


Cherokee County, SC

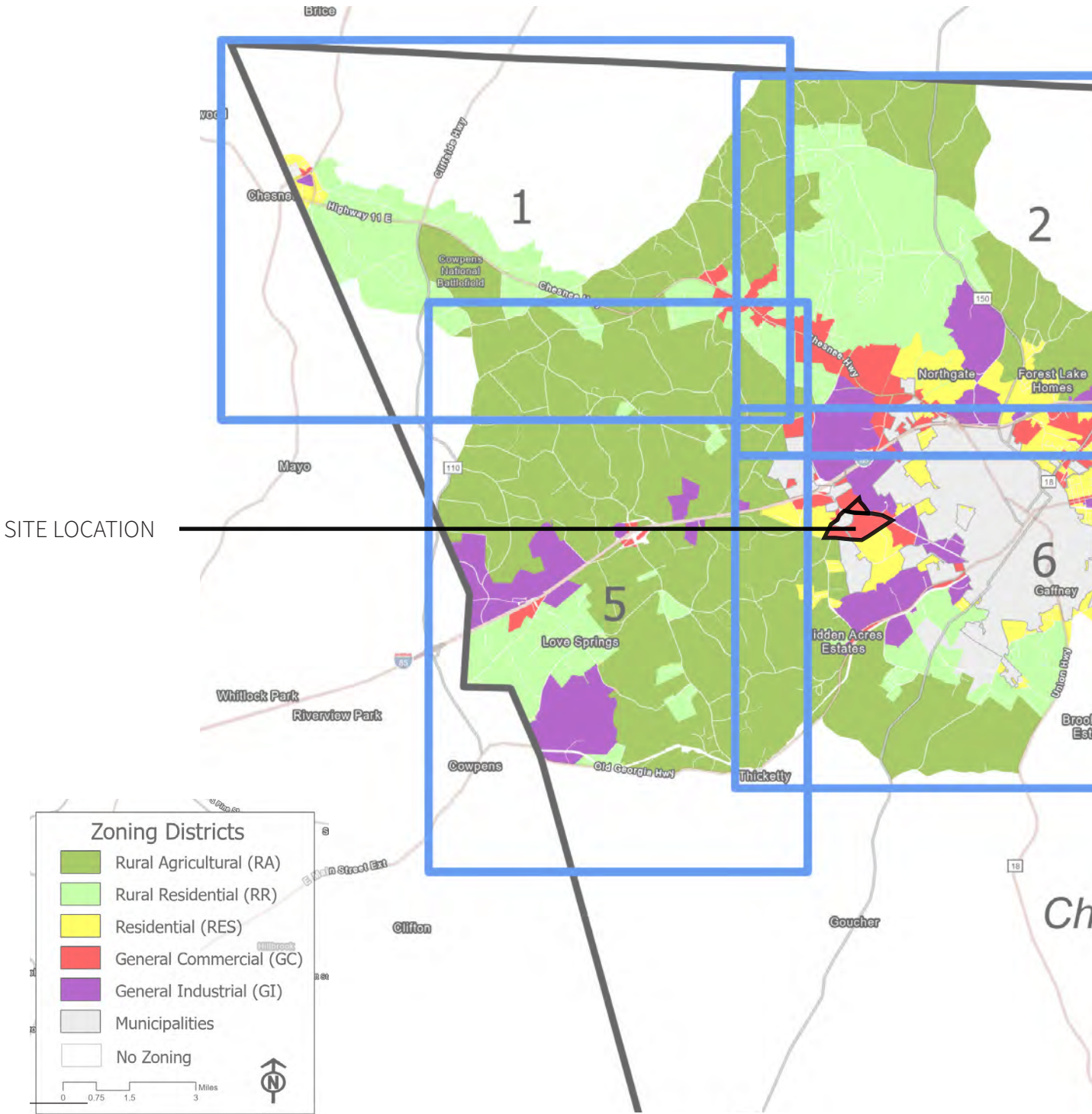
SITE ANALYSIS - CITY ZONING

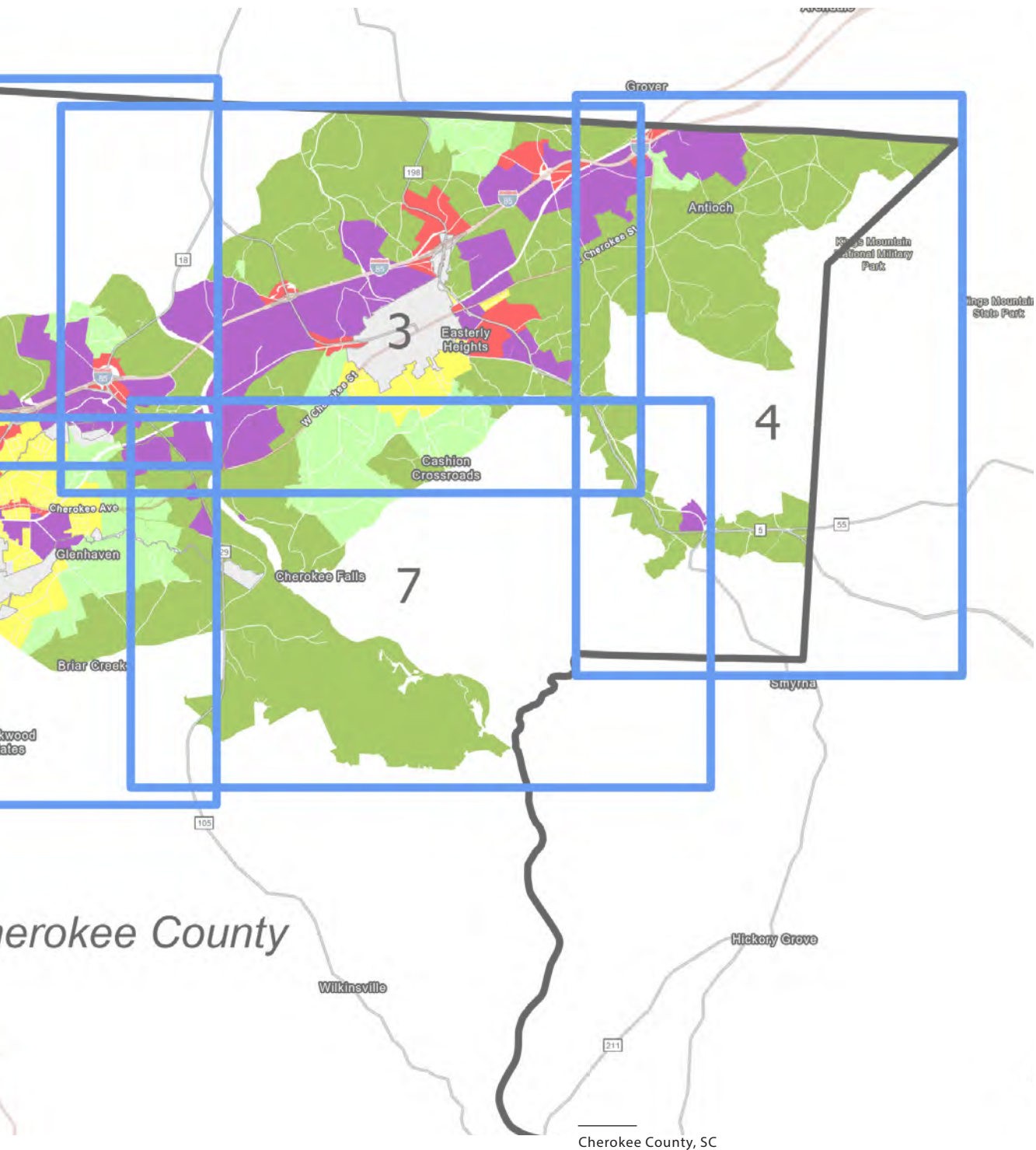
SITE LOCATION





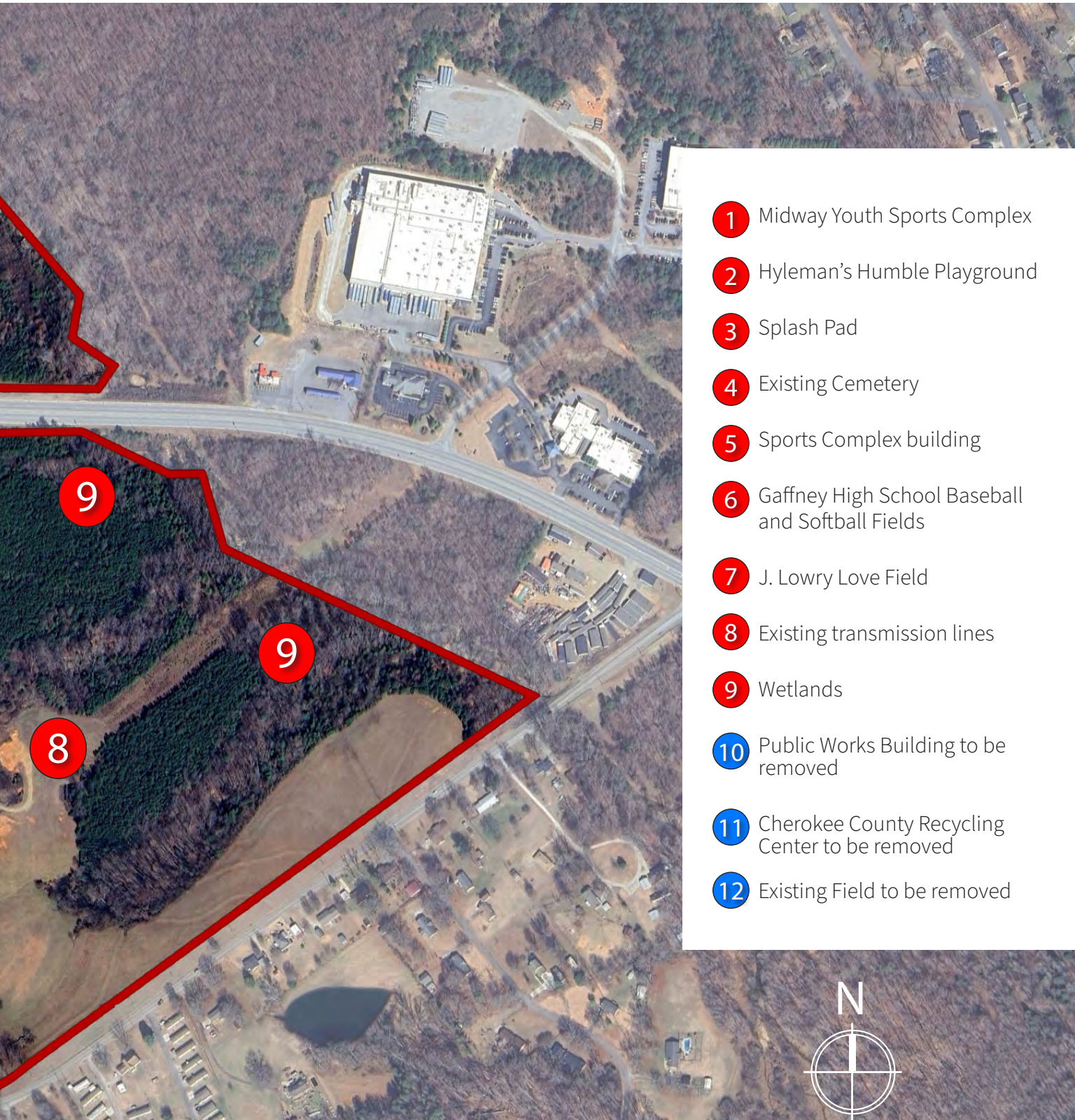
SITE ANALYSIS - COUNTY ZONING





EXISTING CONDITIONS





- 1 Midway Youth Sports Complex
- 2 Hyleman's Humble Playground
- 3 Splash Pad
- 4 Existing Cemetery
- 5 Sports Complex building
- 6 Gaffney High School Baseball and Softball Fields
- 7 J. Lowry Love Field
- 8 Existing transmission lines
- 9 Wetlands
- 10 Public Works Building to be removed
- 11 Cherokee County Recycling Center to be removed
- 12 Existing Field to be removed

OVERALL SITE ANALYSIS

This map illustrates the overall site analysis, showing topographic contours and elevation points. Key areas and features include:

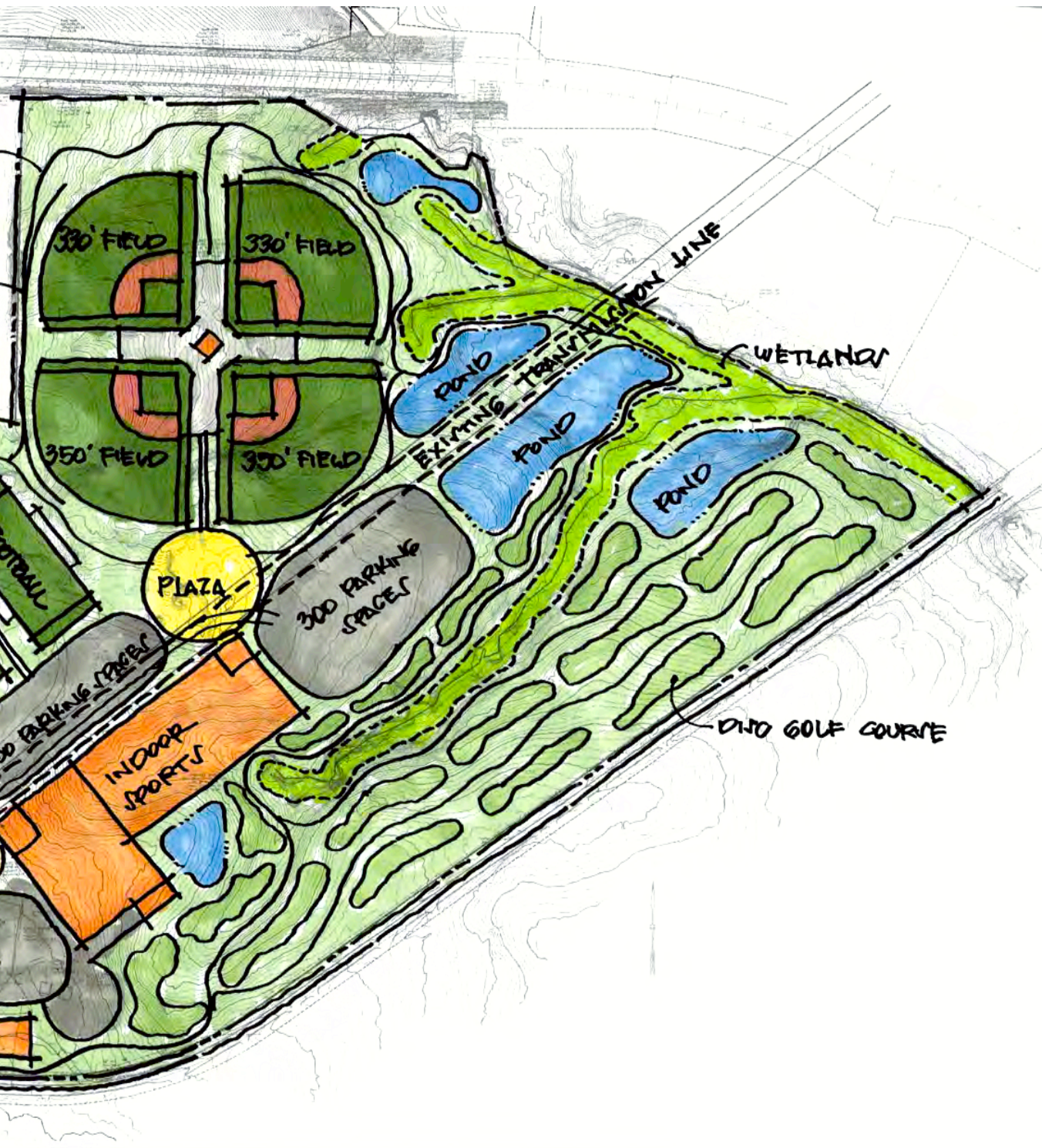
- MINIMAL RENOVATIONS:** Indicated by red shaded regions and a red asterisk symbol, located in the upper central part of the site.
- DEVELOPABLE PROPERTY:** Indicated by green shaded regions, located in the lower left and central parts of the site.
- OWNED BY OTHERS:** Indicated by a grey shaded region, located on the right side of the site.
- RECREATION BUILDING:** Located near the top left of the site.
- CEMETARY:** Located near the center of the site.
- PLAYGROUND & SPLASH PAD:** Located near the center of the site.
- MINIMAL RENOVATIONS WITHIN AREA:** Indicated by a red shaded region, located in the lower right part of the site.
- LOVE FIELD:** Located near the bottom center of the site.
- MINIMAL RENOVATIONS:** Indicated by a red shaded region, located near the bottom center of the site.

Elevation points are marked throughout the site, including EL 808, EL 800, EL 795, EL 792, EL 782, EL 776, EL 774, EL 766, EL 760, EL 755, EL 754, EL 740, EL 730, EL 724, EL 722, EL 705, EL 704, EL 797, EL 788, EL 785, EL 760, EL 770, EL 765, EL 760, EL 758, EL 755, EL 754, EL 740, EL 730, EL 724, EL 722, EL 705, EL 704.



CONCEPTUAL SITE PLAN





CONCEPTUAL SITE PLAN

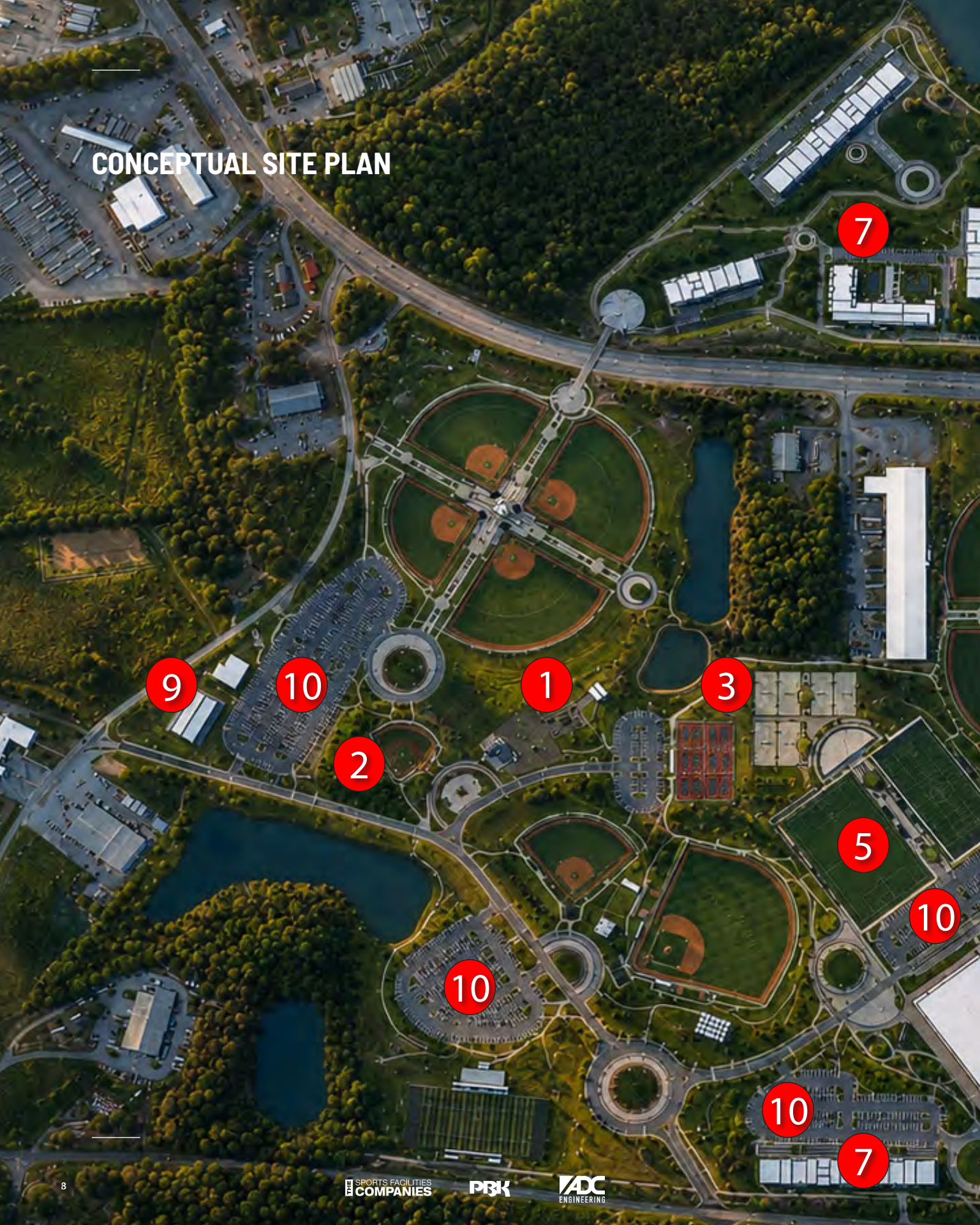


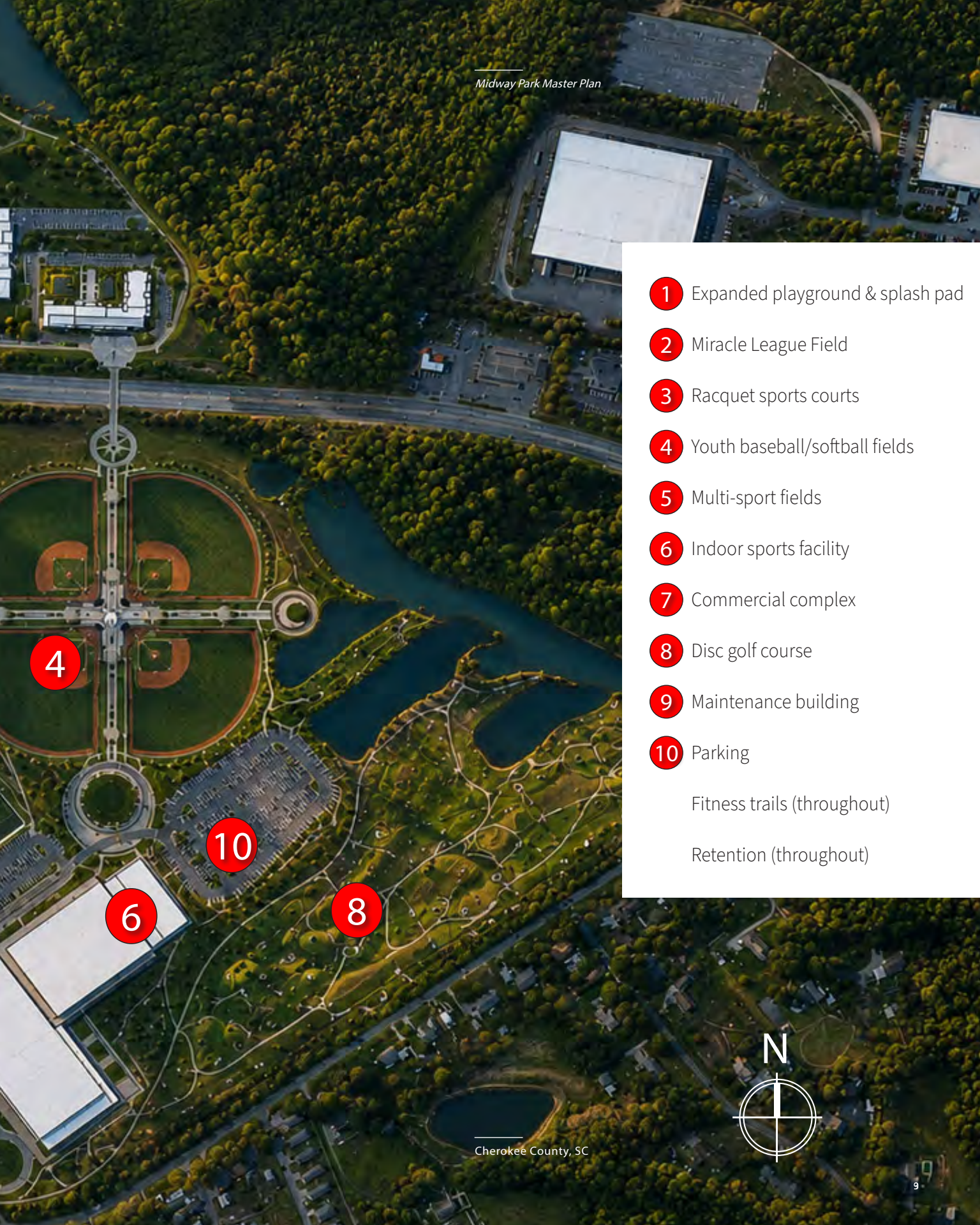
- PRIMARY PEDESTRIAN SPINE
- SECONDARY PEDESTRIAN ROUTE
- GREENWAY / TRAIL CONNECTION
- SERVICE / MAINTENANCE ACCESS
- VEHICULAR CIRCULATION
- PRIMARY PLAZA / GATHERING
- PARKING
- ENTRY POINT

REGIONAL CONNECTION



CONCEPTUAL SITE PLAN





- 1 Expanded playground & splash pad
- 2 Miracle League Field
- 3 Racquet sports courts
- 4 Youth baseball/softball fields
- 5 Multi-sport fields
- 6 Indoor sports facility
- 7 Commercial complex
- 8 Disc golf course
- 9 Maintenance building
- 10 Parking

Fitness trails (throughout)

Retention (throughout)



MASTER PLAN - AMENITIES

1. Expanded Playground & Splash Pad

- ▶ Fix existing flooding issues around the splash pad
- ▶ Look at ways to connect and grow both the playground and splash pad
- ▶ Look at doing new shared restroom building in the future

2. Miracle League Field

- ▶ This will be a 180' (to the outfield fence) with artificial turf or poured in place rubber surface on an asphalt base
- ▶ Everything will be wheelchair accessible
- ▶ Will likely need a small restroom building nearby

3. Racquet Sport Courts

- ▶ 12 pickleball courts and 6 tennis courts
- ▶ All on asphalt base with acrylic-colored coatings
- ▶ 10' high black vinyl coated chain-link fence
- ▶ Will need a small clubhouse with restrooms and storage

4. Youth Baseball/Softball Fields

- ▶ 2 new 350' and 2 new 330' baseball/softball fields - These can be artificial or natural fields
- ▶ Will have a 2-story press box, concessions, restrooms, and storage
- ▶ Grading will be a challenge and retaining walls may be required

5. Multi-Sport Fields

- ▶ 1 new soccer field and 1 new football field - These can be artificial or natural turf
- ▶ Will include spectator stands
- ▶ Close enough to the indoor sports facility where bathrooms are not needed but could also be shared with tennis facility

6. Indoor Sports Complex

- ▶ Just north of Overbrook Dr. and the new disc golf course
- ▶ Would be capable of supporting 8-12 basketball courts which are convertible for volleyball and other activities - providing flexibility for year-round programming opportunities. There would be retractable bleachers for the courts and arena spaces
- ▶ In addition to the courts, program elements could include lobby/pre-function space, cafe/concessions and support spaces, offices, team/flex meeting space, training room, locker/changing spaces, restrooms
- ▶ Grading may be a challenge and retaining walls may be required

7. Commercial Complex

- ▶ Northern commercial area (north of Hyatt Street) will contain several buildings with retail, restaurants, offices, hotels, and an amphitheater
- ▶ The southern commercial area (on Overbrook Drive) contains 12-to-15-unit retail spaces for retail that is supportive of the park activities

8. Disc Golf Course

- ▶ 18-hole disc golf course with standard goals and concrete tee boxes
- ▶ Minimal tree clearing is needed
- ▶ No grading needed

9. Maintenance Building

- ▶ With the new Miracle League field going next to the playground/splash pad, the old maintenance buildings will need to be torn down
- ▶ The new maintenance building will be located next to the County Rec building
- ▶ This can be a metal building with some brick detailing

10. Parking

- ▶ New parking will be added throughout the park
- ▶ Each amenity will have parking within a reasonably close distance
- ▶ ADA parking will be needed in every parking lot

11. Existing Love Field

- ▶ Renovate existing Love Field, grandstands, restrooms, press box, and concessions
- ▶ This may include regrading, new irrigation, and drainage on the field
- ▶ The grandstands canopy is relatively new, but the stands could be upgraded
- ▶ The restrooms, press box, and concessions need full renovation and upgrades

12. Existing Baseball Fields

- ▶ The existing baseball fields have recently been renovated so minimal maintenance is all that is required

13. Fitness/Walking Trails

- ▶ Fitness and walking trails will be included throughout the park to connect other park amenities
- ▶ This trail will be a 10'-12' wide concrete path in most areas. Minimal grading will be needed

14. Plazas

- ▶ Plaza nodes will be located throughout the park to include shade structures, seat walls, and site furnishings





8. MIDWAY PARK MASTER PLAN FRAMEWORK

The Midway Park Master Plan should establish a layered recreational environment that integrates competitive sports, community recreation, wellness, entertainment, and economic development.

Core Components

- ▶ Outdoor Sports Facilities
- ▶ Tournament baseball and softball fields
- ▶ Multi-purpose rectangular fields
- ▶ Soccer and football programming areas
- ▶ Flexible recreational lawn spaces
- ▶ Spectator amenities and shade structures
- ▶ Walking trails and fitness paths

Indoor Sports & Event Center

- ▶ 8–12 basketball courts convertible to volleyball
- ▶ Flexible event and tournament space
- ▶ Multi-use competition venue
- ▶ Community event hosting capability
- ▶ Performance and training facilities

Community Recreation Spaces

- ▶ Inclusive playgrounds
- ▶ Family gathering spaces
- ▶ Picnic and social areas
- ▶ Public plazas and event lawns
- ▶ Interactive recreation features

Commercial & Hospitality Support

- ▶ Food and beverage operations
- ▶ Retail opportunities
- ▶ Hotel and lodging partnerships
- ▶ Entertainment-oriented development
- ▶ Tourism support amenities

The overall framework should emphasize connectivity between facilities while creating a cohesive destination experience.

9. INDOOR MULTISPORT FACILITY VISION

A central component of the Midway Park vision is the development of a large-scale indoor multisport facility capable of supporting 8–12 basketball courts convertible for volleyball and other activities.

This facility would function as:

- ▶ A regional tournament destination
- ▶ A year-round recreation center
- ▶ A community wellness hub
- ▶ A sports performance environment
- ▶ An event and entertainment venue

The flexibility of the facility is critical to maximizing operational efficiency and year-round activation.

Indoor multisport facilities have become essential components of successful regional sports destinations because they provide operational consistency, flexibility, and year-round programming opportunities. Unlike outdoor facilities that are limited by weather and seasonal conditions, indoor complexes create reliable scheduling opportunities that maximize both community use and tournament activity.

Importance of an Indoor Facility

Indoor multisport facilities create significant advantages for communities and tournament markets:

- ▶ Year-round athletic programming
- ▶ Weather-independent operations
- ▶ Increased tournament hosting potential
- ▶ Expanded recreation access

- ▶ Enhanced economic impact through overnight visitation
- ▶ Community gathering opportunities
- ▶ Multi-generational recreational use

The facility would allow Cherokee County to host:

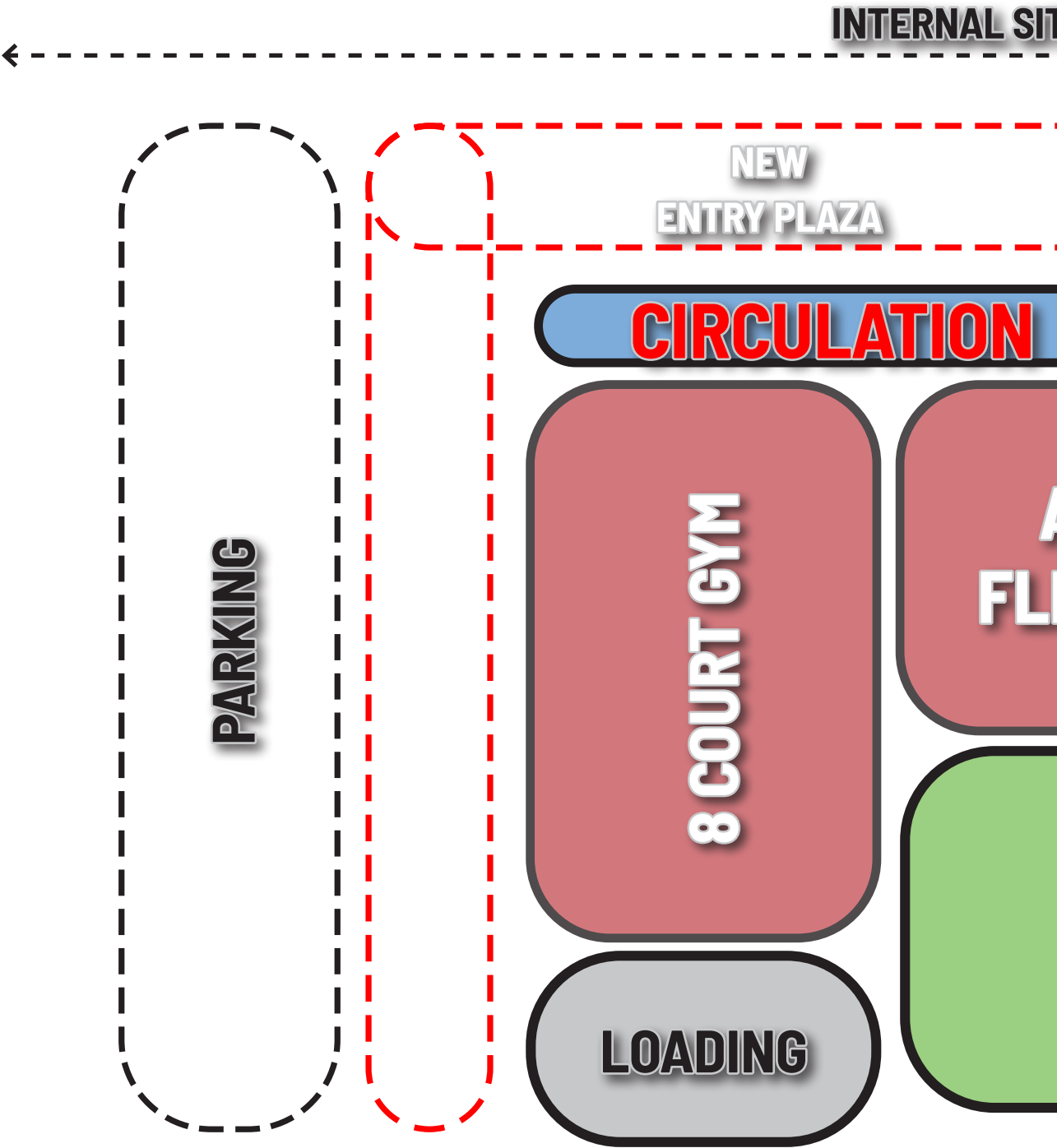
- ▶ Basketball tournaments
- ▶ Volleyball tournaments
- ▶ Cheer and dance competitions
- ▶ Wrestling events
- ▶ Indoor training programs
- ▶ Community events and expos
- ▶ Educational and wellness programming

Beyond athletics, the facility can function as a true civic asset that supports educational programming, wellness initiatives, youth development, and community gatherings. During non-tournament periods, the building can support local leagues, walking programs, fitness classes, school activities, and community events that maintain continuous public activation.

The architectural experience of the indoor facility should reinforce the overall vision for Midway Park as a next-generation sports destination. Large open public concourses, internally illuminated glass, dynamic branding elements, and flexible gathering spaces can elevate the visitor experience while creating a memorable identity for the complex.

Operationally, the scale of the facility allows Cherokee County to compete for higher-profile events that generate overnight stays and regional economic activity. Tournament operators increasingly seek facilities with sufficient court counts, flexible support amenities, and strong spectator experiences. The proposed 8–12 court configuration positions Midway Park competitively within this market.

PROGRAMMING PLAN - INDOOR SPORTS FACILITY



TE DRIVE

SPINE

ARENA/
EX VENUE

LOADING

PARKING

OUTDOOR EVENT SPACE
/ AGILITY / DISC GOLF

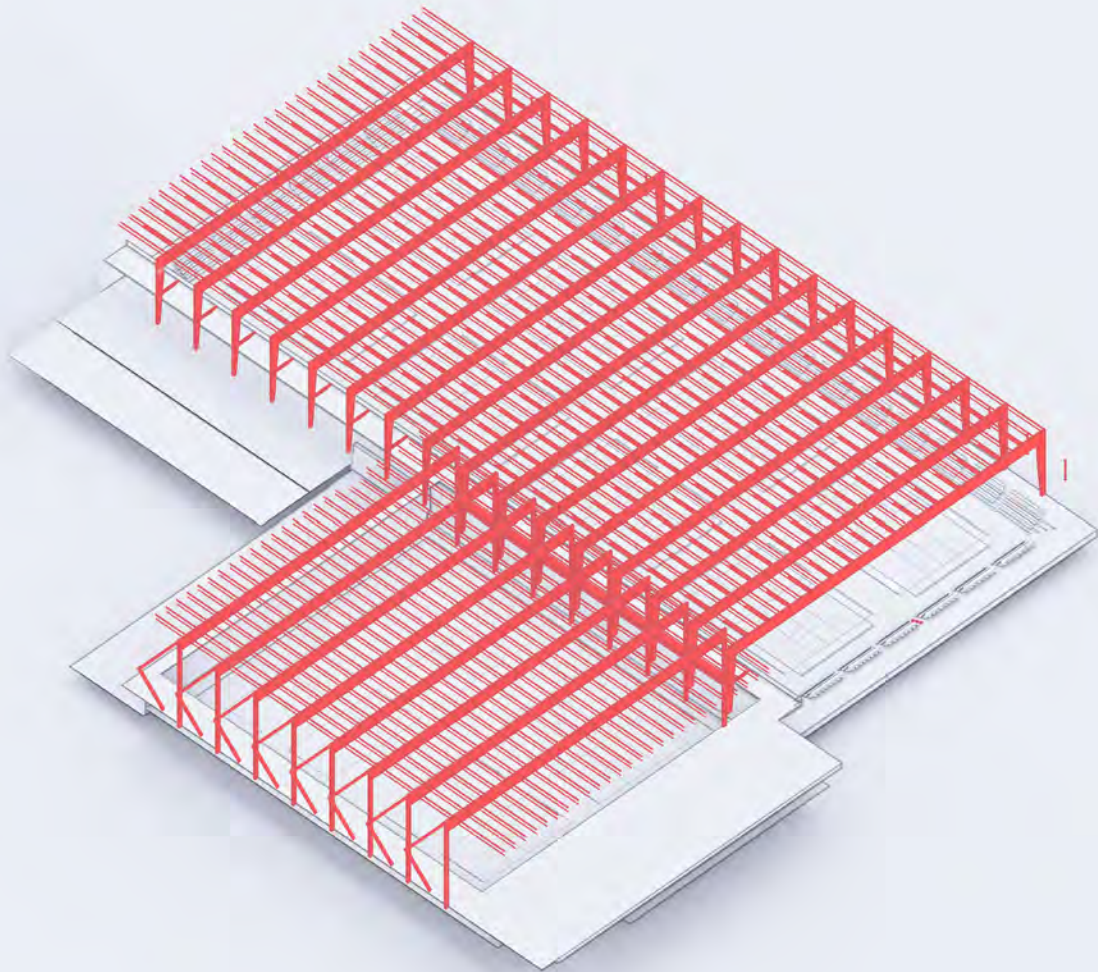
POTENTIAL EXTERIOR - INDOOR SPORTS FACILITY









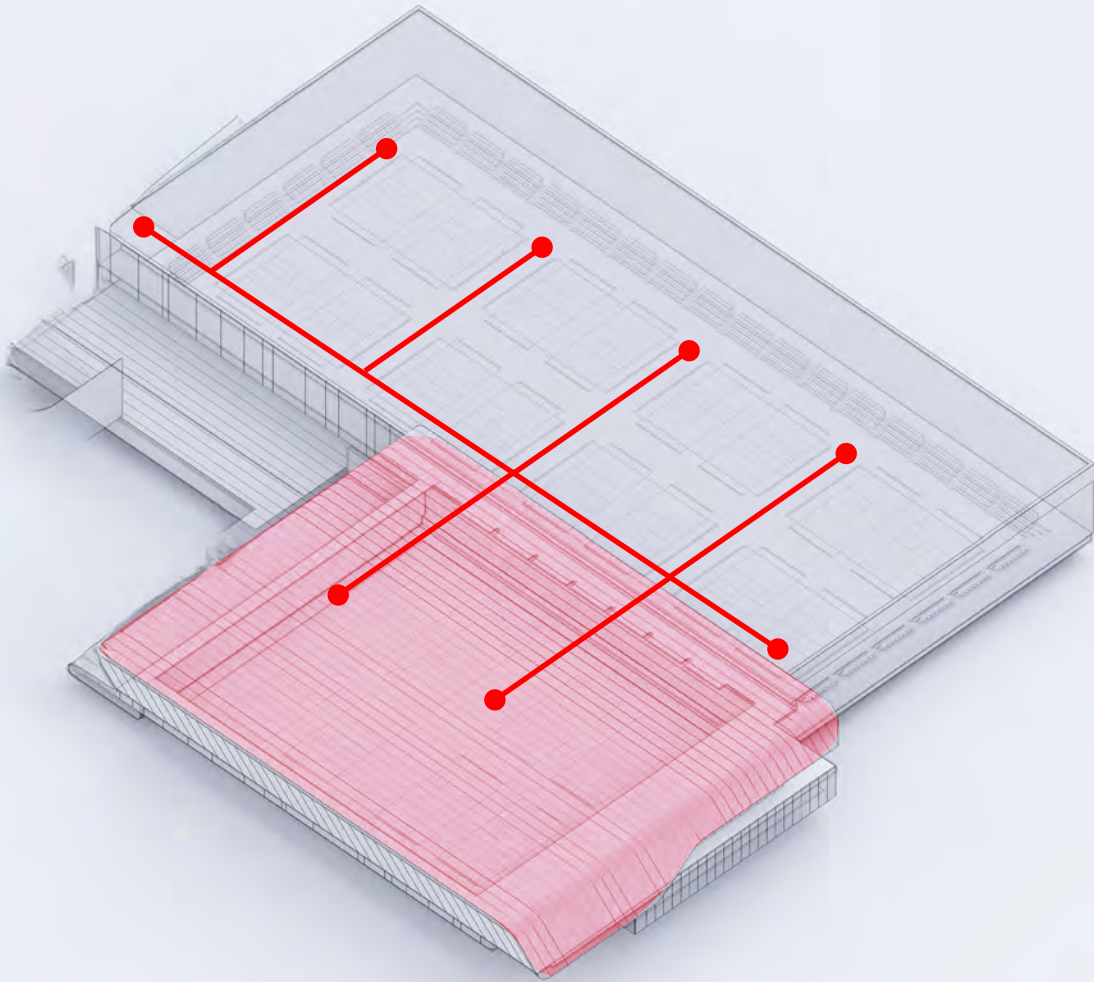


INTEGRATED ENVELOPE SYSTEM

A high-performance panelized enclosure system wraps the roof and walls in one continuous application, reducing labor and detailing costs while delivering clean lines, long-term durability, and a unified architectural expression along Fowler.

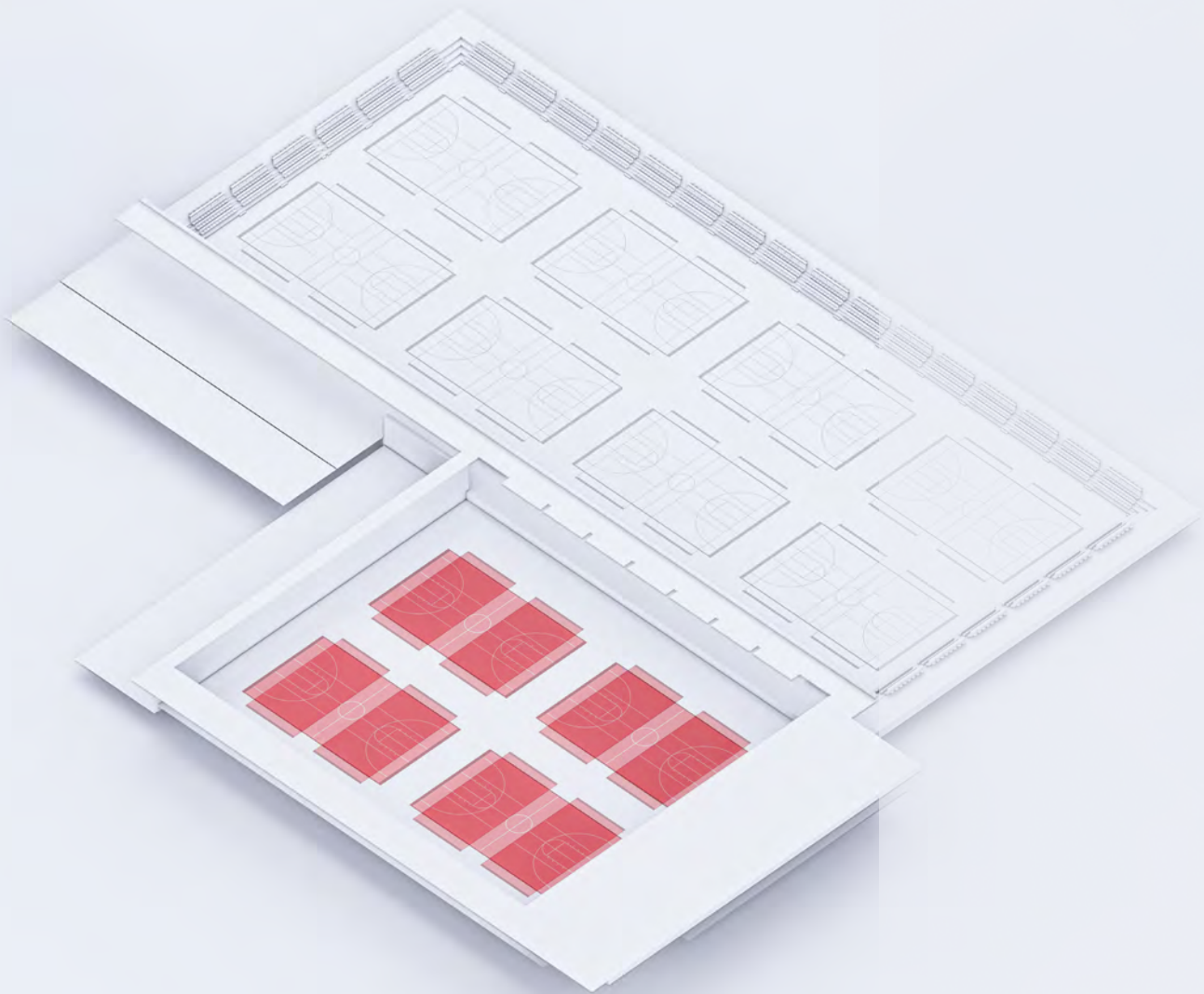
COST EFFECTIVE STRUCTURAL FRAMING

The Fieldhouse structure uses a long-span steel system selected for its cost-efficiency, speed of erection, and ability to support uninterrupted court layouts. Its clear spans reduce structural complexity while maximizing interior flexibility.



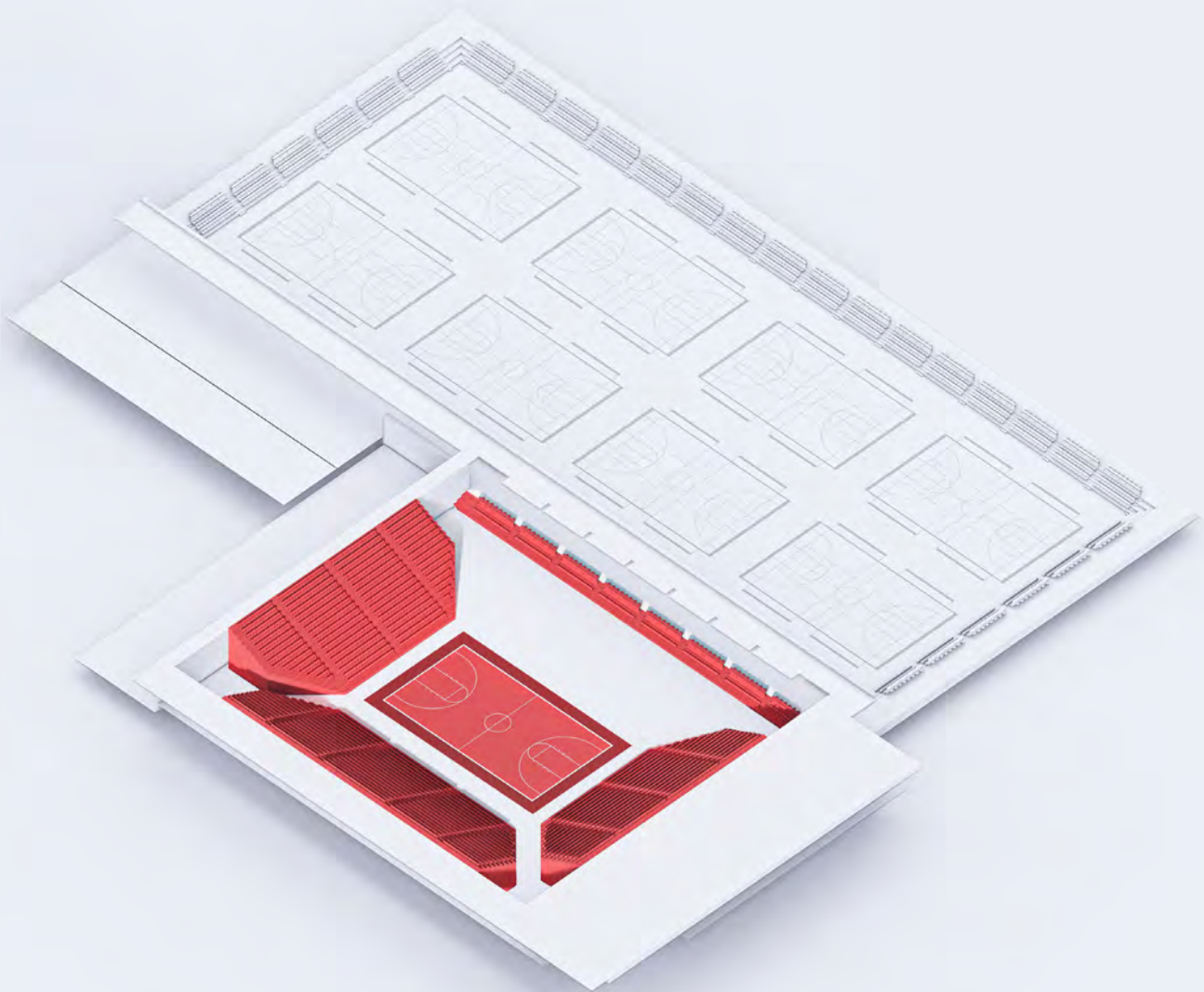
EFFICIENT MECHANICAL SYSTEM

A consolidated mechanical system with efficient runs that cover the 8 courts fieldhouse and flexible arena



4 BASKETBALL / 8 VOLLEYBALL

All 12 Courts follow the most cost-effective and efficient solution to host basketball and volleyball games with the proper offsets. 3-Tiered Seating is located around the perimeter with an additional drink rail behind it.



CHAMPIONSHIP EVENT

The 4-pack of courts opposite of the main 8 can transform into a center-court championship event without affecting the operations of main gym.

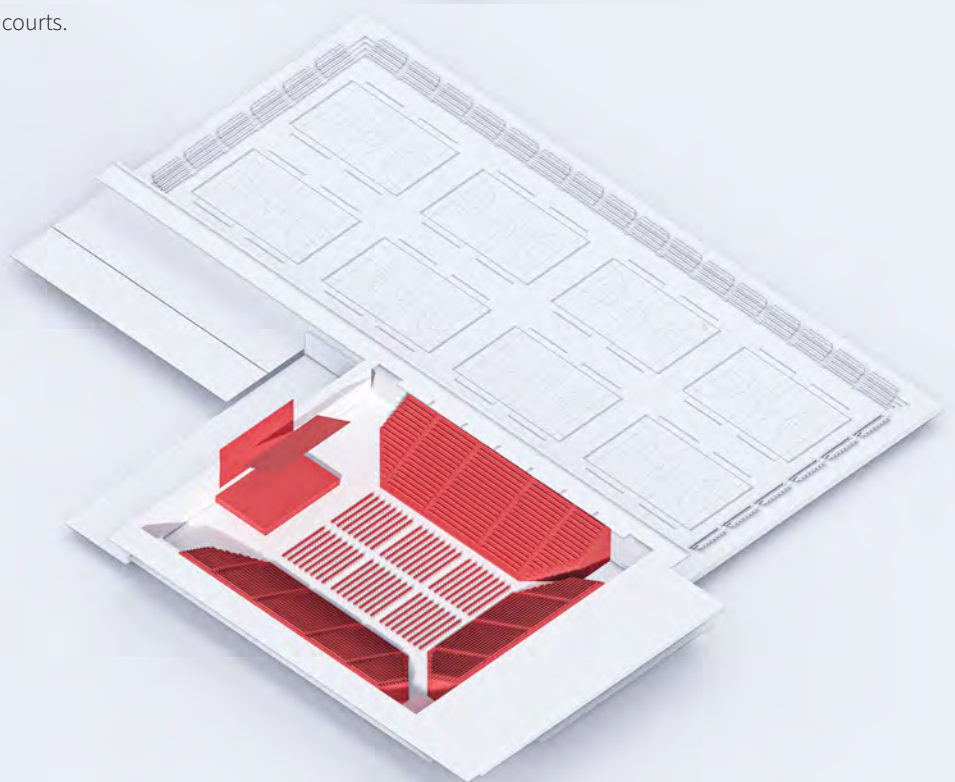
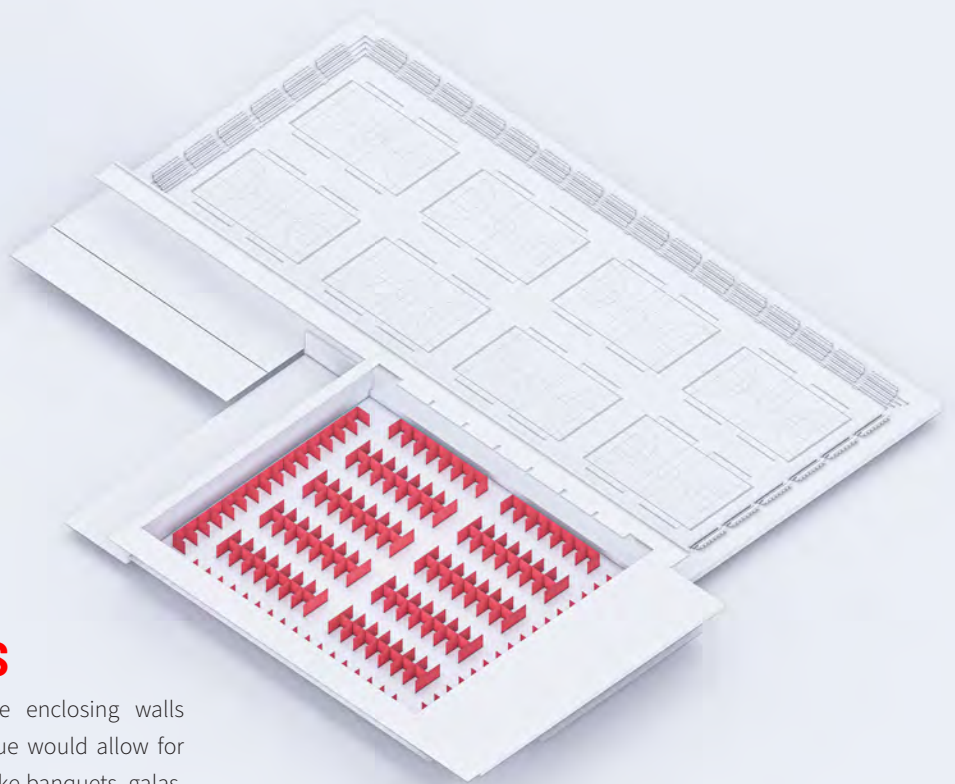
Retractable seating is located on 3 sides for visual and experiential connection back to the main gym.





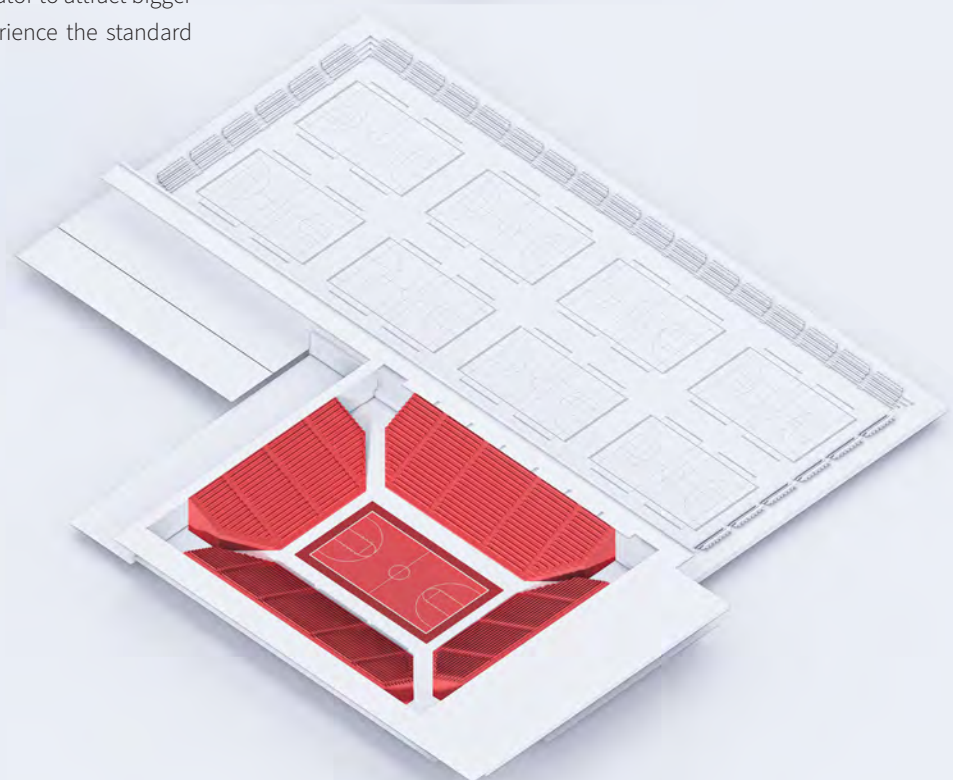
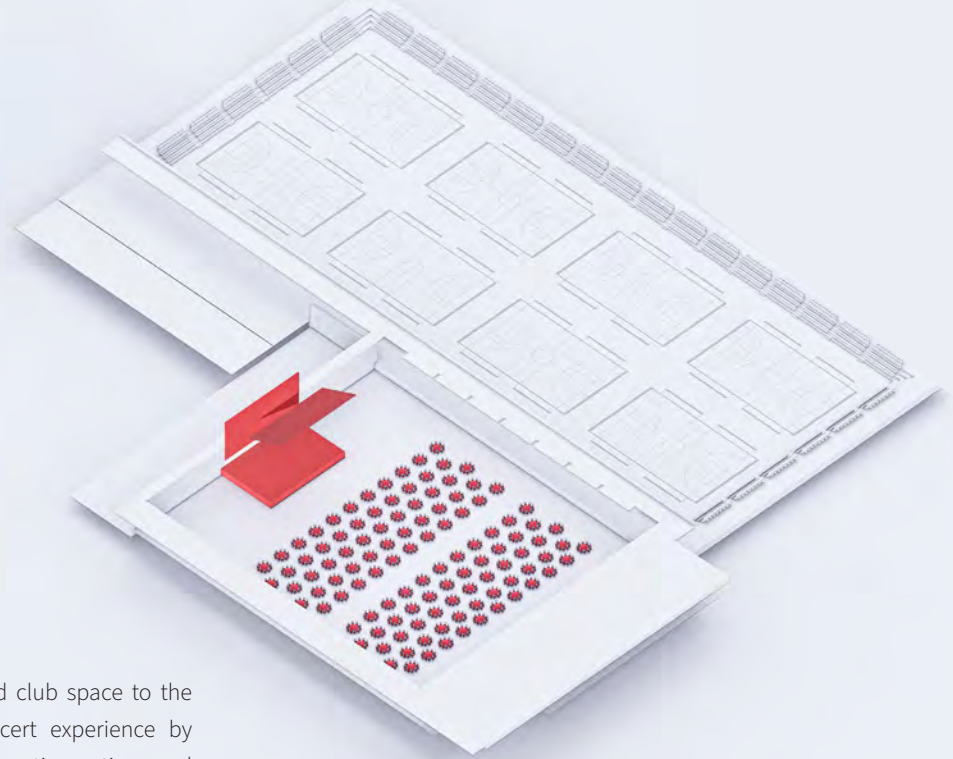
FLOOR EVENTS

The addition of retractable enclosing walls around the HYPERFLEX venue would allow for more intimate floor events like banquets, galas, and exhibitions without disruption or visual connection to the adjacent 8 courts.



CONCERT & COMPETITIONS

The addition of a separate lobby and club space to the HYPERFLEX venue elevates the concert experience by allowing the opportunity for premium seating options and hospitality -- this would be a differentiator to attract bigger shows and provide a better fan experience the standard concert setup.









Overall Site Aerial



Indoor Sports Facility



Commercial Complex



Disc Golf Course

10. PROGRAM ELEMENTS & AMENITIES

To support the overall sportsplex vision, the indoor and outdoor facilities should incorporate a broad range of complementary program elements.

Athlete Performance & Wellness

- ▶ Strength and conditioning areas
- ▶ Sports performance training spaces
- ▶ Recovery and rehabilitation rooms
- ▶ Sports medicine clinics
- ▶ Athletic training support
- ▶ Physical therapy partnerships

Education & Community Learning

- ▶ Flexible classrooms
- ▶ Meeting and seminar rooms
- ▶ Coaching education spaces
- ▶ Youth development programs
- ▶ STEM and educational partnerships

Family & Visitor Amenities

- ▶ Food courts and concessions
- ▶ Lounge and social spaces
- ▶ Family waiting areas
- ▶ Premium viewing opportunities
- ▶ Wi-Fi and technology integration

Event & Operational Support

- ▶ Tournament administration offices
- ▶ Team meeting rooms
- ▶ Officials' facilities
- ▶ Equipment storage
- ▶ Flexible event infrastructure

Community Recreation

- ▶ Walking tracks
- ▶ Fitness and wellness spaces
- ▶ Public recreation programming
- ▶ Multi-purpose activity rooms

These amenities expand the value of the facility beyond tournament operations and create stronger year-round community use.



11. SPORTS TOURISM & ECONOMIC DEVELOPMENT

Sports tourism has become one of the fastest-growing sectors within the tourism industry, generating substantial economic impact through hotel stays, dining, retail spending, and entertainment activity.

Midway Park can position Cherokee County as a regional sports tourism destination capable of attracting:

- ▶ Youth sports tournaments
- ▶ Regional championships
- ▶ Camps and clinics
- ▶ Adult league competitions
- ▶ School and collegiate events
- ▶ Community festivals and entertainment events

The sports tourism industry has evolved into a major economic driver for communities throughout the Southeast. Families participating in youth sports events often travel in groups and generate spending across multiple sectors including lodging, dining, retail, fuel, and entertainment. High-quality sports destinations can therefore produce significant indirect economic benefits far beyond the athletic facilities themselves.

Economic Benefits

Potential economic impacts include:

- ▶ Increased hotel occupancy
- ▶ Restaurant and retail spending
- ▶ Local job creation
- ▶ Enhanced tax revenue
- ▶ Increased regional visibility
- ▶ Private investment attraction

Sports tourism also creates indirect community benefits through:

- ▶ Improved recreational quality of life
- ▶ Enhanced community branding
- ▶ Increased local business activity
- ▶ Long-term development momentum

The integration of indoor and outdoor facilities significantly increases the marketability and competitiveness of the complex within the regional sports tourism marketplace.

A destination-level sportsplex can also influence long-term economic development patterns by encouraging surrounding commercial investment and improving overall perceptions of community quality. Successful sports destinations often become catalysts for hotel development, restaurant growth, retail expansion, and broader mixed-use investment.

Importantly, Midway Park should not be viewed solely as a tournament facility. Its value lies in its ability to function simultaneously as a community park, tourism generator, wellness destination, and economic development initiative. This multi-dimensional approach creates broader long-term public value and strengthens the project's sustainability.



Racquet Sports Courts



Expanded Splash pad & Playground



Multi-Sport Fields



Youth Baseball & Softball Fields

12. HOSPITALITY, RETAIL & COMMERCIAL INTEGRATION

Modern sports destinations require integrated hospitality and commercial support systems to fully capitalize on tournament-driven economic activity.

Midway Park should incorporate or encourage:

Hospitality Opportunities

- ▶ Hotel partnerships
- ▶ Tournament lodging packages
- ▶ Visitor accommodations
- ▶ Team hospitality areas

Retail & Food Service

- ▶ Sports retail and merchandise
- ▶ Local restaurant opportunities
- ▶ Café and food hall concepts
- ▶ Family entertainment venues

Mixed-Use Development

- ▶ Commercial pad development
- ▶ Entertainment-oriented uses
- ▶ Wellness and fitness operators
- ▶ Destination dining experiences

These elements create a more complete visitor experience while increasing revenue opportunities and supporting local economic growth.

The integration of hospitality and commercial development also strengthens the long-term financial sustainability of the sportsplex.



13. REVENUE GENERATING OPPORTUNITIES

The Midway Park development can create multiple revenue streams that support operational sustainability and future reinvestment.

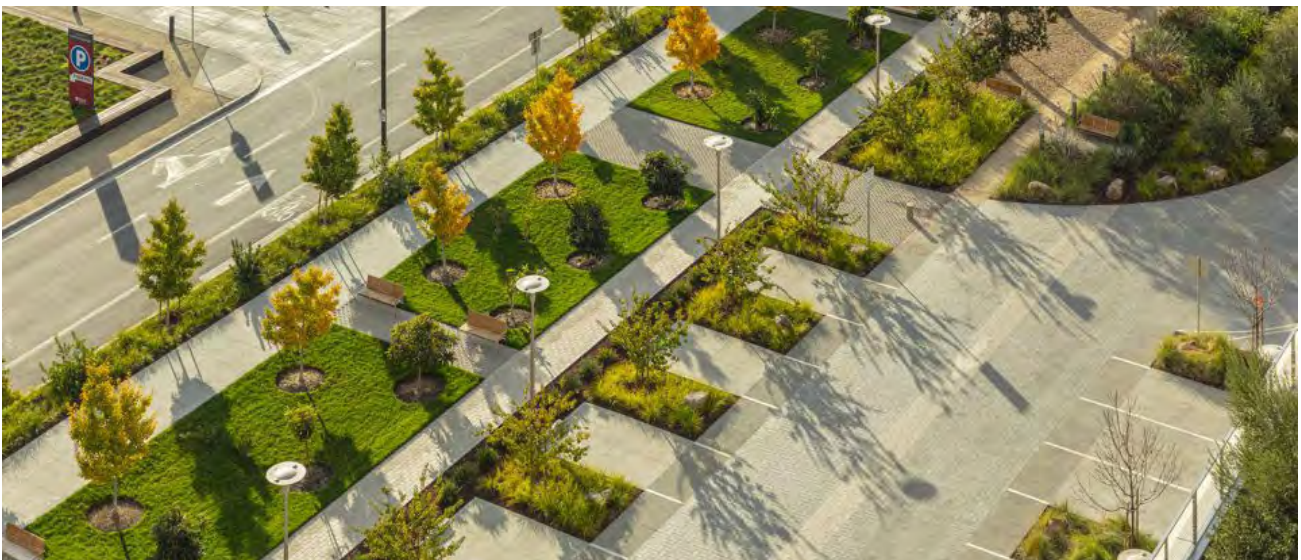
Hospitality Opportunities

- ▶ Tournament hosting fees
- ▶ Facility rentals
- ▶ League programming
- ▶ Camps and clinics
- ▶ Sponsorships and naming rights
- ▶ Concessions and food service
- ▶ Retail sales
- ▶ Special events
- ▶ Membership and fitness programming

Secondary Revenue Opportunities

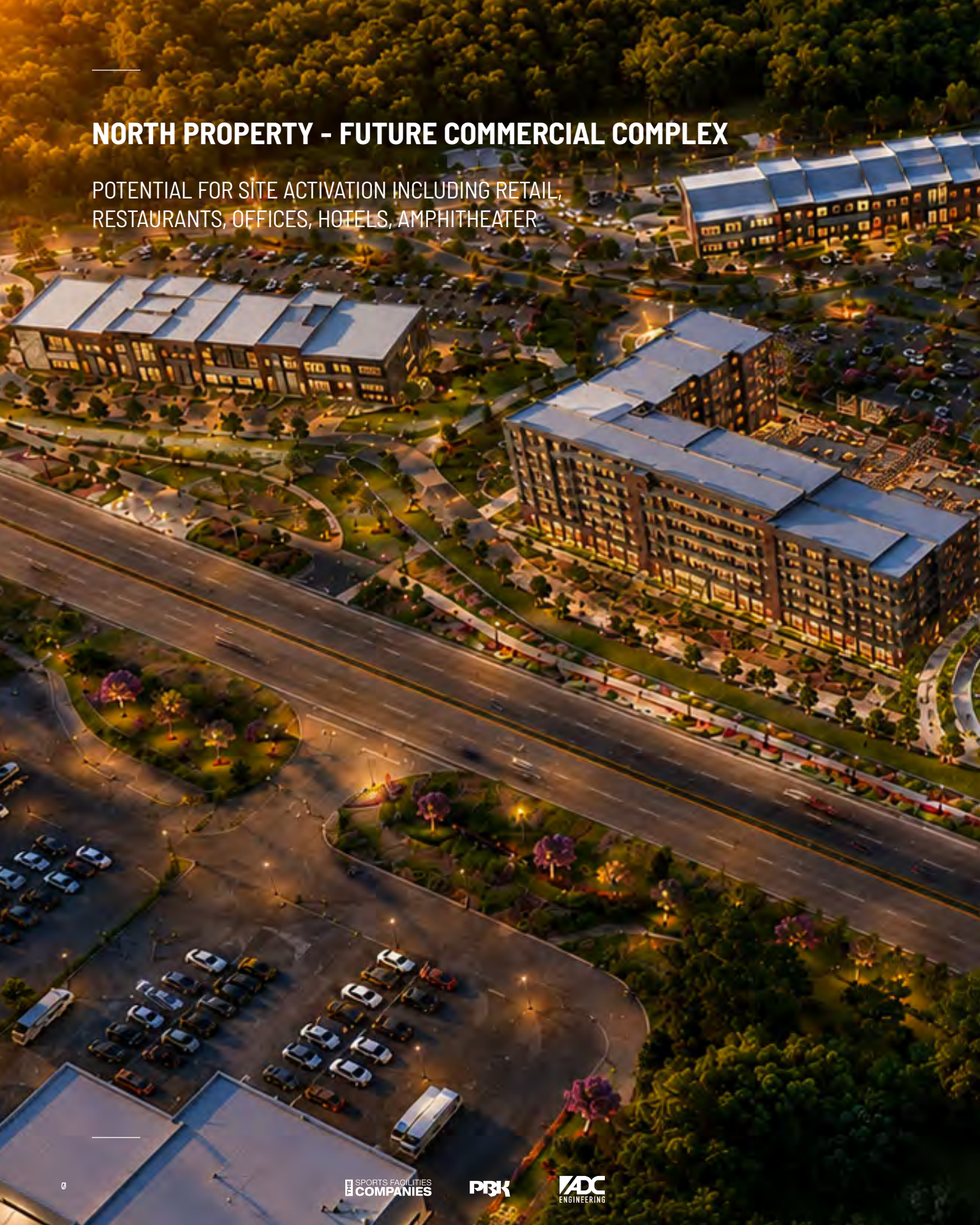
- ▶ Sports medicine partnerships
- ▶ Performance training programs
- ▶ Classroom and meeting rentals
- ▶ Corporate events
- ▶ Festivals and entertainment programming
- ▶ Advertising and branding opportunities

Diversifying revenue sources improves operational resilience and reduces reliance on a single programming category.



NORTH PROPERTY - FUTURE COMMERCIAL COMPLEX

POTENTIAL FOR SITE ACTIVATION INCLUDING RETAIL,
RESTAURANTS, OFFICES, HOTELS, AMPHITHEATER





14. PROGRAM ELEMENTS & AMENITIES

A successful sports destination must function as both a regional attraction and a daily community resource.

Midway Park should prioritize:

- ▶ Public accessibility
- ▶ Affordable recreational programming
- ▶ Inclusive community spaces
- ▶ Local partnerships
- ▶ School collaboration opportunities
- ▶ Health and wellness initiatives

The integration of community-focused amenities ensures the project delivers long-term public value while strengthening civic identity.

The sportsplex should become a place where:

Education & Community Learning

- ▶ Families gather
- ▶ Youth develop skills and relationships
- ▶ Residents engage in wellness activities
- ▶ Community events occur year-round
- ▶ Visitors experience Cherokee County's identity and hospitality

This balance between destination-scale programming and community accessibility is essential to the project's long-term success.

15. ARCHITECTURAL & BRANDING DIRECTION

The architecture of Midway Park should communicate both civic pride and contemporary energy.

Architectural Character

The design aesthetic should combine:

- ▶ Classic brick materials
- ▶ Contemporary metallic elements
- ▶ Internally illuminated glass features
- ▶ Dynamic sports-inspired forms
- ▶ Large-scale graphics and banners
- ▶ Open and welcoming public spaces

The visual identity should feel:

- ▶ Timeless yet modern
- ▶ Family-oriented yet competitive
- ▶ Regional yet aspirational
- ▶ Authentic yet destination-worthy

Branding Opportunities

Potential branding strategies include:

- ▶ Signature entry experiences
- ▶ Sports-themed environmental graphics
- ▶ Community storytelling installations
- ▶ Integrated lighting and signage systems
- ▶ Unified branding throughout the campus

16. IMPLEMENTATION STRATEGY

The Midway Park Master Plan should be implemented through a phased development strategy that aligns with funding opportunities, operational growth, and market demand.

Phase 1

- ▶ Core infrastructure improvements
- ▶ Initial outdoor sports facilities
- ▶ Site circulation and utilities
- ▶ Public recreation amenities
- ▶ Branding and identity elements

Phase 2

- ▶ Indoor multisport facility development
- ▶ Expanded tournament infrastructure
- ▶ Hospitality partnerships
- ▶ Additional parking and support facilities

Phase 3

- ▶ Commercial and mixed-use expansion
- ▶ Additional recreational amenities
- ▶ Entertainment and event programming growth
- ▶ Long-term expansion opportunities

Phased implementation allows the project to establish momentum while maintaining flexibility for future growth and market adaptation.







SFA MIDWAY PARK ANALYSIS

The below information is an analysis of the recommendations presented to Cherokee County in order to enhance Midway Park.

Market Overview

Cherokee County is located in northwest South Carolina, positioned between large economic hubs such as Spartanburg and Charlotte. The county population is roughly 58,000 with a household median income averaging close to \$50,000, below the average when adjusted for cost of living. The average spending on sports and recreation lessons is between \$60 and \$88 per lesson.

The ability to financially support sports and recreation presents some challenges as well as opportunities. Locally the median household income and spending on recreation lessons are both below average, which is considered a challenging characteristic of the local market. However, with the upgrades recommended by the project team, this would give residents an opportunity to participate in programs and facilities not currently accessible, which is a tremendous opportunity.

With the goal of driving tournament usage we expanded our analysis out to four hours of Midway Park to view potential market capture, and competition. Within four hours of the site there are 24,945,900 people spanning six states. Within this area are some large tournament venues with operations to support the drive of these events, including the Rock Hill Sports and Events Center, The Greensboro Sportsplex, Rocky Top Sports World, Rocky Mount Event Center, and Lakepoint Sporting Community. How this facility performs is dependent on the on the overall inventory, condition, and operation of assets.

Facility Performance Overview

In analyzing the opportunities within the facility recommendations it is clear that, if adopted, these recommendations present a competitive venue that will serve its residents while drawing in non local visitation through tournaments. With 8 basketball courts, 16 volleyball courts, leased medical space, food and beverage and retail, this is positioned well to compete with top tier tournament facilities. The number of courts, ancillary amenities to support the client experience, and assumed strong operations focused on local usage and sports tourism, these recommendations are positioned well to be successful for the residents of Cherokee County.

The outdoor recommendations provide the inventory to compete for diamond tournaments, with an opportunity to expand usage locally for mp fields. The new diamonds are projected to be 325' each, which provides either six or eight turf diamonds to serve potentially any age baseball and softball. The cross lined mp fields offer the ability to expand opportunities for use into other sports, with a majority of the usage coming from local usage and an opportunity to bring in small tournaments from within 2 hours or so. The additional facilities including the high school fields, miracle fields, tennis courts, and outdoor playgrounds round out Midway Park as a first class facility for local and tournament usage.

Summary

The recommendations to upgrade Midway Park offer the opportunity to improve the offerings to local residents and draw in non local spending. If adopted, Midway Park could be a destination site for local usage and sports tourism. While financial performance relies on facility design, community buy in, and strong operations, the facility recommendations presented in the two models offers the opportunity to reach the community changing impact the county seeks.



Project Name Goes Here / Title Case /

Client Name Goes Here / Title Case

Capital Costs and Start-up Expenses

SOURCES OF FUNDS		
Equity Contribution	100%	\$115,164,223
Bank Financing	0%	\$0
Bond Financing	0%	\$0
Public Contribution	0%	\$0
Total Sources of Funds		\$115,164,223

USES OF FUNDS	LOW	MID	HIGH
Land Cost	TBD	TBD	TBD
Hard Cost	\$61,087,248	\$67,874,720	\$74,662,192
Field and Sport Equipment Cost	\$20,064,476	\$22,293,863	\$24,523,249
Furniture, Fixtures, and Equipment	\$7,535,944	\$8,373,271	\$9,210,598
Soft Costs Construction	\$7,172,315	\$7,969,239	\$8,766,163
Soft Costs Operations	TBD	TBD	TBD
Escalation	\$7,787,817	\$8,653,130	\$9,518,443
Working Capital Reserve	TBD	TBD	TBD
Total Uses of Funds	\$103,647,801	\$115,164,223	\$126,680,646

Performance Benchmark Ranges

Cherokee County - Model 1

Revenue	Low	Mid	High
Court Area	\$1,591,200	\$2,652,000	\$4,243,200
Field Revenue (Inc. Gate)	\$325,000	\$845,000	\$1,040,000
Supporting Revenue (F&B, etc.)	\$317,189	\$795,450	\$2,586,500
Sponsorship & Advertising	\$185,090	\$330,150	\$595,300
Total Revenue	\$2,418,479	\$4,622,600	\$8,465,000
Cost of Goods Sold	Low	Mid	High
Court Area	\$795,600	\$1,326,000	\$2,121,600
Field Revenue (Inc. Gate)	\$97,500	\$253,500	\$312,000
Supporting Revenue (F&B, etc.)	\$174,454	\$437,498	\$1,422,575
Sponsorship & Advertising	\$46,273	\$82,538	\$148,825
Total Cost of Goods Sold	\$1,113,826	\$2,099,535	\$4,005,000
Gross Margin	\$1,304,653	\$2,523,065	\$4,460,000
<i>% of Revenue</i>	<i>54%</i>	<i>55%</i>	<i>53%</i>

Outdoor Overhead

Facility Expenses	\$872,327	\$1,026,267	\$1,180,207
Operating Expenses	\$386,957	\$554,712	\$677,200
Management Payroll	\$290,217	\$554,712	\$1,015,800
Payroll Taxes/Benefits/Bonus	\$120,924	\$231,130	\$423,250
Total Operating Expenses	\$1,670,425	\$2,366,821	\$3,296,457
EBITDA	(\$365,772)	\$156,244	\$1,163,543
<i>% of Revenue</i>	<i>-15%</i>	<i>3%</i>	<i>14%</i>

Economic Impact	Low	Mid	High
Direct Spending - Indoor Courts	\$6,000,000	\$14,400,000	\$24,000,000
Direct Spending - Outdoor Courts	\$1,170,000	\$2,700,000	\$4,500,000
Direct Spending - Fields	\$9,750,000	\$19,500,000	\$32,500,000
Total Direct Spending	\$16,920,000	\$36,600,000	\$61,000,000

Facility Program

Indoor Athletic Facilities

Space	Indoor Programming Product/Service	Count	Dimensions L (') W (')		Approx. SF each	Total SF	% of Footprint
Courts	Basketball Courts (actual courts 84' x 50')	8	104	80	8,320	66,560	32.4%
	Basketball Courts (w/Event Seating)	4	104	95	9,880	39,520	19.3%
	Pickleball Courts	36	44	20	Over Basketball Courts		0.0%
	Volleyball Courts	24	60	30	Over Basketball Courts		0.0%
	Telescopic Bleacher System: 4000 Seats	1	-	-	Event/Court Floor		0.0%
Total Courts Sq. Ft.						106,080	51.7%
Flex Space	Lobby/Welcome Area	1	-	-	1,500	1,500	0.7%
	Control Room	1	15	10	150	150	0.1%
	Ticket Office	1	10	10	100	100	0.0%
	Manager's Offices	3	10	10	100	300	0.1%
	Office Area	1	-	-	900	900	0.4%
	Catering Kitchen w/Front Concession	1	50	40	2,000	2,000	1.0%
	Café Seating Area	1	50	50	2,500	2,500	1.2%
	Full Secondary Concession	1	50	20	1,000	1,000	0.5%
	Flex/Team Rooms (Divisible)	3	60	25	1,500	4,500	2.2%
	Ref Rooms	3	15	10	150	450	0.2%
	Training Room	1	20	15	300	300	0.1%
	Restrooms	2	35	25	875	1,750	0.9%
	Leased Space - Medical	1	-	-	5,000	5,000	2.4%
	Elevated Track	1	-	-	11,720	11,720	5.7%
	First Floor under Elevated Track	1	-	-	10,120	10,120	4.9%
Total Flex Space Sq. Ft.						42,290	20.6%
Required SF for Products and Services						165,120	80.5%
Mechanical, Electrical, Storage, etc. 10% of P&S SF (Excl. Leased Space)						16,012	7.8%
Common Area, Stairs, Circulation, etc. 15% of P&S SF (Excl. Leased Space)						24,018	11.7%
Total Estimated Indoor Athletic Facility SF						205,150	100%
Estimated Building Footprint						174,087	
Total Building Acreage						4.00	

Outdoor Athletic Facilities

Space	Outdoor Programming Product/Service	Count	Dimensions L (') W (')		Approx. SF each	Total SF	% of Footprint
325' BB/SB Fields	Regulation Turf Field (with dugouts, warm-up, viewing area)	8	325' Fence		105,625	845,000	59.4%
	Total 325' Baseball/Softball Fields Sq. Ft.					845,000	59.4%
High School Softball Field	Existing Grass Diamond	1	250' Fence		62,500	62,500	4.4%
	Total 250' Baseball/Softball Fields Sq. Ft.					62,500	4.4%
High School Baseball Field	Existing Grass Diamond	1	400' Fence		137,553	137,553	9.7%
	Total Championship Baseball Field Sq. Ft.					137,553	9.7%
MP Fields	Existing Natural Grass Field - (With 12' Apron)	1	384	249	95,616	95,616	6.7%
	Synthetic Turf Field - (With 12' Apron)	2	384	249	95,616	191,232	13.5%
	Total Outdoor Multi-Purpose Fields Sq. Ft.					286,848	20.2%
Outdoor Courts	Tennis Courts (78'x36' with Required Clear Space)	6	120	60	7,200	43,200	3.0%
	Pickleball Courts (44'x20' with Clear Space)	12	64	34	2,176	26,112	1.8%
	Total Outdoor Courts Sq. Ft.					69,312	4.9%
Support Buildings	Children's Playground	1	-	-	5,000	5,000	0.4%
	Secondary Support Buildings	3	40	40	1,600	4,800	0.3%
	Press Box	3	40	40	1,600	4,800	0.3%
	Total Support Buildings Sq. Ft.					18,600	1.3%
Maint.	Maintenance Buildings	1	48.75	40	1,950	1,950	0.1%
	Total Maintenance Sq. Ft.					1,950	0.1%
Total Estimated Outdoor Athletic Facilities SF						1,421,763	100%
Total Outdoor Athletic Facility Acreage						32.64	

Site Development

		Quantity	Dimensions L (') W (')		Approx. SF each	Total SF	% of Total
Parking Spaces Total	Parking Spaces Total (10'x18' actual, 20' x 20' inc. aisles)	2,225	20	20	400	890,000	47.7%
	Disc Golf, Setbacks, Green Space, Trails, etc. 25% Indoor/Parking, 50% Outdoor					976,903	52.3%
Total Estimated Site Development SF						1,866,903	100%
Total Site Development Acreage						42.86	
Total Complex Acreage						79.49	

Capital Costs & Start-Up Expenses - Indoor Athletic Facilities

Details		Quantity	Unit	Cost/Unit	Budgeted Cost	% of Total
Building & Land Cost						
Real Estate Acquisition	TBD	14.42		\$0.00	\$0	0.0%
Land Cost Total					\$0	0.0%
Hard Costs						
Hard Structure Cost	Warm Shell	176,680	SF	\$170	\$30,035,600	43.0%
Hard Structure Cost - Mezzanine/Elevated Track	Warm Shell	11,720	SF	\$185	\$2,168,200	3.1%
Hard Structure Cost - Meeting Space	Warm Shell	16,750	SF	\$310	\$5,192,500	7.4%
Finish Out	Enhanced Cost of Kitchen & Secondary Concession Space	1	LS	\$60,000	\$60,000	0.1%
Site Development	Paving, Grading, Utilities, Landscaping, Improvement Allocation for Indoor Facility	14.42	Acre	\$350,000	\$5,046,787	7.2%
Contingency				10.00%	\$4,250,309	6.1%
Escalation				9.00%	\$4,207,806	6.0%
Contractor Fee	Includes Hard Cost Contingency/Escalation			3.50%	\$1,783,642	2.6%
Hard Cost Total					\$52,744,844	75.4%
Field and Sport Equipment Cost						
Court Area						
	25 ft. clearance at minimum (ceiling height)					
Hardwood Flooring	Includes Additional Footprint from Elevated Track setup	116,200	SF	\$14	\$1,626,800	2.3%
Basketball Net & Stanchion System	Mechanical Roll-Down System	16	Ea.	\$10,000	\$160,000	0.2%
Basketball Net & Stanchion System (Movable)	4-Court Pod	8	Ea.	\$15,000	\$120,000	0.2%
Volleyball Net System	Electronic System (Nets, Poles, Padding, Etc.)	16	Ea.	\$20,000	\$320,000	0.5%
Volleyball Net System (Movable/In-Ground)	4-Court Pod	8	Ea.	\$15,000	\$120,000	0.2%
Pickleball Net System	USAPA Portable Net Systems	36	Ea.	\$150	\$5,400	0.0%
Wall Padding/Netting	Average Cost per Court	12	Ea.	\$6,500	\$78,000	0.1%
Scoreboards	With Controllers	12	Ea.	\$8,000	\$96,000	0.1%
Court Seats (Participants)		552	Ea.	\$125	\$69,000	0.1%
Bleachers (Spectators)	Approx. 50 Capacity per Tip and Roll Set	48	Ea.	\$3,250	\$156,000	0.2%
Curtains (Court)	Mechanical Roll-Down System	11	Ea.	\$20,000	\$220,000	0.3%
Vinyl Floor Covering		116,200	SF	\$1.70	\$197,540	0.3%
Athletic Equipment	Sports Equipment (Cones, Balls, Etc.)	1	LS	\$30,000	\$30,000	0.0%
Shipping				5.00%	\$159,937	0.2%
Contingency				10.00%	\$335,868	0.5%
Escalation				9.00%	\$332,509	0.5%
Field and Sport Equipment Cost Total					\$4,027,054	5.8%
Furniture, Fixtures and Equipment Cost						
FOOD & BEVERAGE						
Concessions Equipment	Catering/Event Center Level	1	LS	\$1,000,000	\$1,000,000	1.4%
Secondary Concessions	Full Capability Concession with Fryers/Grills, etc.	1	LS	\$200,000	\$200,000	0.3%
Smallwares		1	LS	\$48,000	\$48,000	0.1%
FURNISHINGS - STANDARD						
Furnishings	Furniture in Non-Sport Areas (Office/Flex Space/Circulation)	61,308	SF	\$2.00	\$122,616	0.2%
Event Furnishings	Event-orientated	1	LS	\$62,500	\$62,500	0.1%
Walking/Running Track Surface		11,720	SF	\$12	\$140,640	0.2%
Telescopic Bleachers - Courts	Individual Seats, Event Center model	4,000	Ea.	\$500	\$2,000,000	2.9%
FURNISHINGS - IT/LOW VOLTAGE						
Low Voltage Devices	Low Voltage Devices/Security/Wireless/Intercom	205,150	SF	\$1.02	\$210,150	0.3%
Low Voltage Conveyance	Structure Cabling and Conveyance	205,150	SF	\$1.00	\$205,150	0.3%
Access Control		205,150	SF	\$0.30	\$61,545	0.1%
Hardware - Point of Sale		40	LS	\$8,000	\$320,000	0.5%
Hardware - IT Rooms	Core Network/Wireless/IT/Software	205,150	SF	\$0.40	\$82,060	0.1%
MISCELLANEOUS						
Marquee Signage	Exterior	1	LS	\$300,000	\$300,000	0.4%
Graphics Package	Interior signage, branding, advertisement, wall art, etc.	205,150	SF	\$2.00	\$410,300	0.6%
Audio/Video	Facility-wide audio hook up, tv/displays with music for scrolling ads & programming updates, etc.	1	LS	\$750,000	\$750,000	1.1%
Maintenance Equipment		205,150	SF	\$0.50	\$102,575	0.1%
Shipping				5.00%	\$300,777	0.4%
Contingency				10.00%	\$631,631	0.9%
Escalation				9.00%	\$625,315	0.9%
Furniture, Fixtures and Equipment Cost Total					\$7,573,259	10.8%
Soft Costs Construction						
Design Soft Costs	Civil, Architectural			7.0%	\$3,567,284	5.1%
SFC Owner's Rep Services	Planning Support, FF&E Procurement			2.0%	\$1,251,230	1.8%
Permits/Inspections				0.50%	\$254,806	0.4%
Additional Services				10.00%	\$507,332	0.7%
Soft Cost Total					\$5,580,652	8.0%
Total Construction Costs - Indoor Facility					\$69,925,809	100.0%
Cost Per Square Foot					\$341	

Capital Costs & Start-Up Expenses - Outdoor Athletic Facilities

Details		Quantity	Unit	Cost/Unit	Budgeted Cost	% of Total
Building & Land Cost						
Real Estate Acquisition	TBD	65.07	Acre	\$0	\$0	0.0%
Land Cost Total					\$0	0.0%
Hard Costs						
Site Development						
Support Buildings	Finished Modular Building with FF&E (Not Including F&B)	9,600	SF	\$350	\$3,360,000	7.4%
Site Development - Clearing, Prep, Grading, Utility Runs, Landscaping, etc.	Paving, Grading, Utilities, Landscaping, Improvement Allocation for Outdoor Facility	64.94	Acre	\$200,000	\$12,987,347	28.7%
Existing Site Development	Improvement Allocation Budget	0.14	Acre	\$50,000	\$6,887	0.0%
Finish Out	Enhanced Cost of Kitchen & Secondary Concessions Space	1	LS	\$36,000	\$36,000	0.1%
Fencing - Perimeter and Facility Control		4,770	LF	\$55	\$262,323	0.6%
Maintenance Building	Finished Modular Building	1,950	SF	\$190	\$370,500	0.8%
Contingency				10.00%	\$1,702,306	3.8%
Escalation				9.00%	\$1,685,283	3.7%
Contractor Fee	Includes Hard Cost Contingency/Escalation			3.00%	\$612,319	1.4%
Hard Cost Total					\$21,022,965	46.5%
Baseball/Softball Fields						
Synthetic Turf Fields						
Synthetic Turf Fields	Full Turf Model, Turf with Full Installation, Includes Curb, Field Drainage, Stone, Geotech, Turf & Infill	765,306	SF	\$9.25	\$7,079,082	15.6%
Natural Grass Field						
Natural Grass Fields	Full Natural Grass Model	98,200	SF	\$1.60	\$157,120	0.3%
Infield Clay		12	Ton	\$2,500	\$28,854	0.1%
Field Conditioner	1/4 depth standard, cost per bag	220	Ea.	\$13	\$2,860	0.0%
Grading		98,200	SF	\$0.21	\$20,622	0.0%
Irrigation		1	Ea.	\$40,000	\$40,000	0.1%
All Fields						
Field Lights (390' - 400' Fence)	Material and Install. Default 4 Poles per Field (unless shared)	1	Ea.	\$275,000	\$275,000	0.6%
Field Lights (300' Fence - standalone)	Material and Install. Default 4 Poles per Field (unless shared)	8	Ea.	\$275,000	\$2,200,000	4.9%
Field Lights (250' Fence - standalone)	Material and Install. Default 4 Poles per Field (unless shared)	1	Ea.	\$225,000	\$225,000	0.5%
Championship Field Scoreboard		1	Ea.	\$20,000	\$20,000	0.0%
Scoreboard		9	Ea.	\$12,500	\$112,500	0.2%
Plate Bases and Anchors		10	Set	\$900	\$9,000	0.0%
Dugouts with Fountains		10	Ea.	\$12,000	\$120,000	0.3%
Foul Poles		10	Set	\$4,000	\$40,000	0.1%
Fencing and Backstop		10	Ea.	\$75,000	\$750,000	1.7%
1B Screens		10	Ea.	\$475	\$4,750	0.0%
Portable Pitching Mounds (400')	Championship Field quality (Porta-Pitch - Sportsfield level)	1	Ea.	\$24,000	\$24,000	0.1%
Portable Game Mounds (300')	8"	8	Ea.	\$9,000	\$72,000	0.2%
Portable Game Mounds (250')	6"	1	Ea.	\$8,000	\$8,000	0.0%
Portable Bullpen Mounds (300')	8"	16	Ea.	\$2,500	\$40,000	0.1%
Bleachers		20	Ea.	\$4,000	\$80,000	0.2%
Portable Fencing		5	Ea.	\$15,000	\$75,000	0.2%
Shade Structures - Tension Fabric		20	Ea.	\$10,000	\$200,000	0.4%
Tracking System		10	Ea.	\$20,000	\$200,000	0.4%
Streaming System		10	Ea.	\$10,000	\$100,000	0.2%
Field and Sport Equipment	Signage, Helmets, Balls, Cages, etc.	10	Ea.	\$5,000	\$50,000	0.1%
Batting Cages	Batting Cage Lanes	5	Ea.	\$15,000	\$75,000	0.2%
Shipping				5.00%	\$600,439	1.3%
Contingency				10.00%	\$1,260,923	2.8%
Escalation				9.00%	\$1,248,313	2.8%
Baseball/Softball Fields Cost Total					\$15,118,463	33.4%

Capital Costs & Start-Up Expenses - Outdoor Athletic Facilities

Details		Quantity	Unit	Cost/Unit	Budgeted Cost	% of Total
Multi-Purpose Fields						
Synthetic Turf Fields						
Synthetic Turf Fields	Turf with Full Installation, Includes Curb, Field Drainage, Stone, Geotech, Turf & Infill	191,232	SF	\$9.70	\$1,854,950	4.1%
Natural Grass Fields						
Premium Natural Grass Fields	Regional Hybrid with Full Prep and Installation	95,616	SF	\$2.00	\$191,232	0.4%
Grading		95,616	SF	\$0.21	\$20,079	0.0%
Drainage/Pipe		1	LS	\$15,000	\$15,000	0.0%
Irrigation		1	LS	\$25,000	\$25,000	0.1%
All Fields						
Field Lights (standard Rectangle)	Material and Install. Default 4 Poles per Field (unless shared)	3	Ea.	\$200,000	\$600,000	1.3%
Scoreboards		3	Ea.	\$12,500	\$37,500	0.1%
Benches (Participants)		12	Ea.	\$600	\$7,200	0.0%
Bleachers (Spectators)	Tip and Roll	12	Ea.	\$4,000	\$48,000	0.1%
Goals	Soccer: 11 v 11	6	Ea.	\$5,000	\$30,000	0.1%
Goals	Soccer: 9v9	6	Ea.	\$1,200	\$7,200	0.0%
Goals	Soccer: 6v6	12	Ea.	\$1,050	\$12,600	0.0%
Goals	Lacrosse	6	Ea.	\$750	\$4,500	0.0%
Field Equipment	Flags, Balls, Cones, & Training Equip.	3	Ea.	\$5,000	\$15,000	0.0%
Shipping				5.00%	\$143,413	0.3%
Contingency				10.00%	\$301,167	0.7%
Escalation				9.00%	\$298,156	0.7%
Multi-Purpose Fields Cost Total					\$3,610,998	8.0%
Outdoor Courts						
Tennis Court Surface	Surface, Coloring, Striping, Etc.	43,200	SF	\$13	\$561,600	1.2%
Pickleball Court Surface	Surface, Coloring, Striping, Etc.	26,112	SF	\$13	\$339,456	0.8%
Tennis Court Lights		6	Ea.	\$10,000	\$60,000	0.1%
Pickleball Court Lights		12	Ea.	\$1,800	\$21,600	0.0%
Seating (Participants)		36	Ea.	\$600	\$21,600	0.0%
Bleachers (Spectators)		36	Ea.	\$3,000	\$108,000	0.2%
Tennis Court Accessories	Court Nets, Perimeter Netting, Poles, Pads, Etc.	6	Ea.	\$5,000	\$30,000	0.1%
Pickleball Netting (Permanent)	Court Nets, Poles, Etc.	12	Ea.	\$750	\$9,000	0.0%
General Tennis Equipment	Balls, Cones, & Training Equip.	1	LS	\$50,000	\$50,000	0.1%
General Pickleball Equipment	Balls, Cones, & Training Equip.	1	LS	\$25,000	\$25,000	0.1%
Shipping				5.00%	\$61,313	0.1%
Contingency				10.00%	\$128,757	0.3%
Escalation				9.00%	\$127,469	0.3%
Outdoor Courts Cost Total					\$1,543,795	3.4%
Furniture, Fixtures and Equipment Cost						
FOOD & BEVERAGE						
Secondary Concessions	Full Capability Concession with Fryers/Grills, etc.	3	Ea.	\$200,000	\$600,000	1.3%
Smallwares		1	LS	\$21,000	\$21,000	0.0%
FURNISHINGS						
Signage	Monument and Wayfinding	1	LS	\$50,000	\$50,000	0.1%
Furnishings	Support Air-Conditioned Space and Additional Circulation	12,000	SF	\$2.00	\$24,000	0.1%
Hardware/Software	IT Systems, Computers, etc.	1	LS	\$300,000	\$300,000	0.7%
MAINTENANCE EQUIPMENT						
Maintenance Equipment Budget	Janitorial/Trash, General Maintenance, Groundskeeping, Medical & Safety, Crowd Control, Parking, Restroom	65.07	Acre	\$1,368	\$89,049	0.2%
MISCELLANEOUS						
Children's Playground		5,000	SF	\$30	\$150,000	0.3%
Shipping				5.00%	\$61,702	0.1%
Contingency				10.00%	\$129,575	0.3%
Escalation				9.00%	\$128,279	0.3%
Furniture, Fixtures and Equipment Cost Total					\$1,553,606	3.4%
Soft Costs Construction						
Design-Build Fees	% of Structure and Site work			6.0%	\$1,224,639	2.7%
SFC Owner's Rep Services				2.0%	\$844,750	1.9%
Permits/Inspections				0.50%	\$102,053	0.2%
Additional Services				10.00%	\$217,144	0.5%
Soft Costs Total					\$2,388,586	5.3%
Total Construction Costs - Outdoor Facility					\$45,238,414	100.00%





17. CONCLUSION

Midway Park has the opportunity to become one of Cherokee County's most significant long-term community investments.

By combining recreation, wellness, sports tourism, hospitality, and community gathering spaces into a unified destination, the project can create lasting economic, social, and cultural impact for the region.

The proposed master plan establishes a vision that is:

- ▶ Community-centered
- ▶ Economically catalytic
- ▶ Regionally competitive
- ▶ Architecturally memorable
- ▶ Operationally flexible
- ▶ Future-focused

More than a sports complex, Midway Park can become a landmark destination that reflects the identity, aspirations, and future of Cherokee County while creating meaningful opportunities for residents and visitors alike.





