

An aerial photograph of AJ McClung Memorial Stadium, showing the large football field with its yard lines and end zones, surrounded by tiered seating. To the left is a red brick building, likely the concession area. In the background, there are several other sports fields, including baseball diamonds and a soccer field. The stadium is situated in a park-like area with trees and a road nearby.

AJ McClung Memorial Stadium

A Comprehensive Plan for Modernization and Community Impact

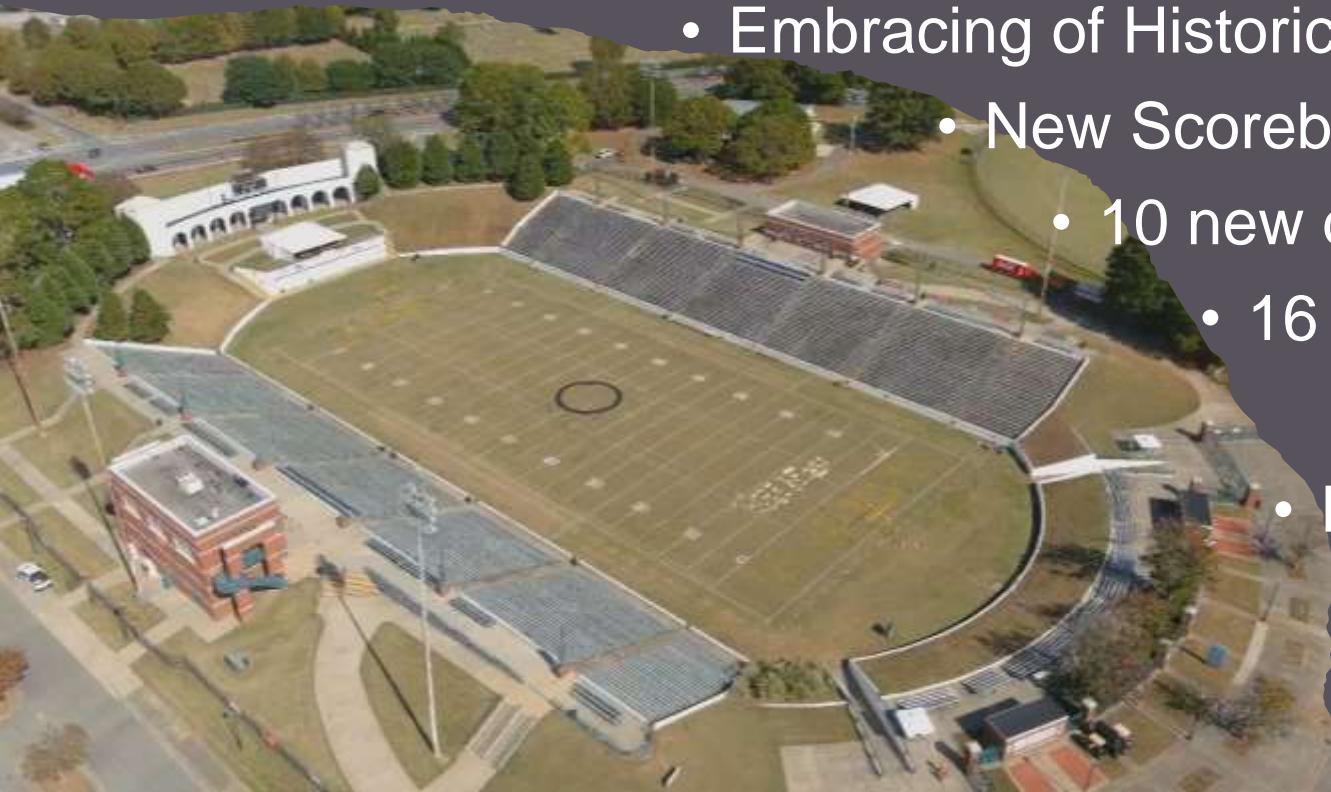
Known Issues

- Field Drainage and Underground Pipe Erosion
- Sidelines too narrow to comply with NCAA and Pro Requirements
 - Concrete Stands/Retaining Walls cracked and failing
 - Locker Rooms undersized and in disrepair
- Restrooms and Concession Stands in need of renovation
 - Lack of appropriately sized Scoreboards
- Heavy Maintenance/Landscaping Schedule
 - Stadium Security and Access
 - Damaged/Degraded Seating



Upgrades and Intentions

- Field Width increases from 230' to 262' to allow for 20' team area on either sideline
- Team Locker Room sizes increased and upgraded to comfortably hold 100+ players
 - Existing East/West Berms regraded for ground level entry on all sides
 - Embracing of Historical Component through Memorial Panels
 - New Scoreboards to conform with pro requirements
 - 10 new dedicated vendor units & 4 storage units
 - 16 flexible use spaces & 10 new restrooms
 - Existing Occupancy Count = 11,774 +/-
 - New Occupancy Count = 16,860 +/-





THINK YOU KNOW COLUMBUS?

Soccer Events

- Columbus United FC Season Games
- MLS preseason friendlies
- Cup Competitions (U.S. Open Cup)
- Doubleheaders (If women's team added)
- College Soccer Showcases
- International Exhibitions (CONCACAF friendlies, Women's National Team)

Other Events

- Outdoor Concerts & Music Festivals

Revenue Potential • Legacy/Returning Events

- Heritage Bowl
- Fountain City Classic
- Tuskegee-Morehouse Classic
- High School Football State championships
- Rivalry Games
- Youth Football Tournaments
- Community Festivals/Parades

• Expanded Football Opportunities

- High Schol Playoff Rounds (GHSA/AHSAA neutral site games)
- Additional HBCU Classics (SIAC or SWAC matchups)
- Neutral Site College Games (early season)

Revenue Potentials

- **Bowl game impact range:** **\$8–12M** per year for a non-NY6 bowl hosted downtown, assuming **10 - 20k** out of town visitors, 1 - 2 nights avg. stay, and integrated parade/fan-fest programming (scaled from Protective Stadium data)
- **Naming rights:** Mid-market football/soccer stadium **\$0.5 - \$1.5M/year** depending on capacity, event mix, and broadcast footprint (Protective at **\$1M/year**)
- **Mixed Use Campus Revenue Bleed:** Stadiums embedded in **mixed-use campuses** show measurable gains in regional impact- **\$168M** (CITYPARK Stadium in St. Louis 2023 alone)
- **Broadcasting of Large Games:** Assuring the new stadium is outfitted with the capability to broadcast large events, opening up the stadium to more opportunities for greater ROI



Thank You

Q & A