

An aerial photograph of the AJ McClung Memorial Stadium, showing the baseball field, seating areas, and surrounding grounds. The stadium is surrounded by trees and parking areas. The title text is overlaid on the center of the image.

AJ McClung Memorial Stadium

A Comprehensive Plan for Modernization and Community Impact

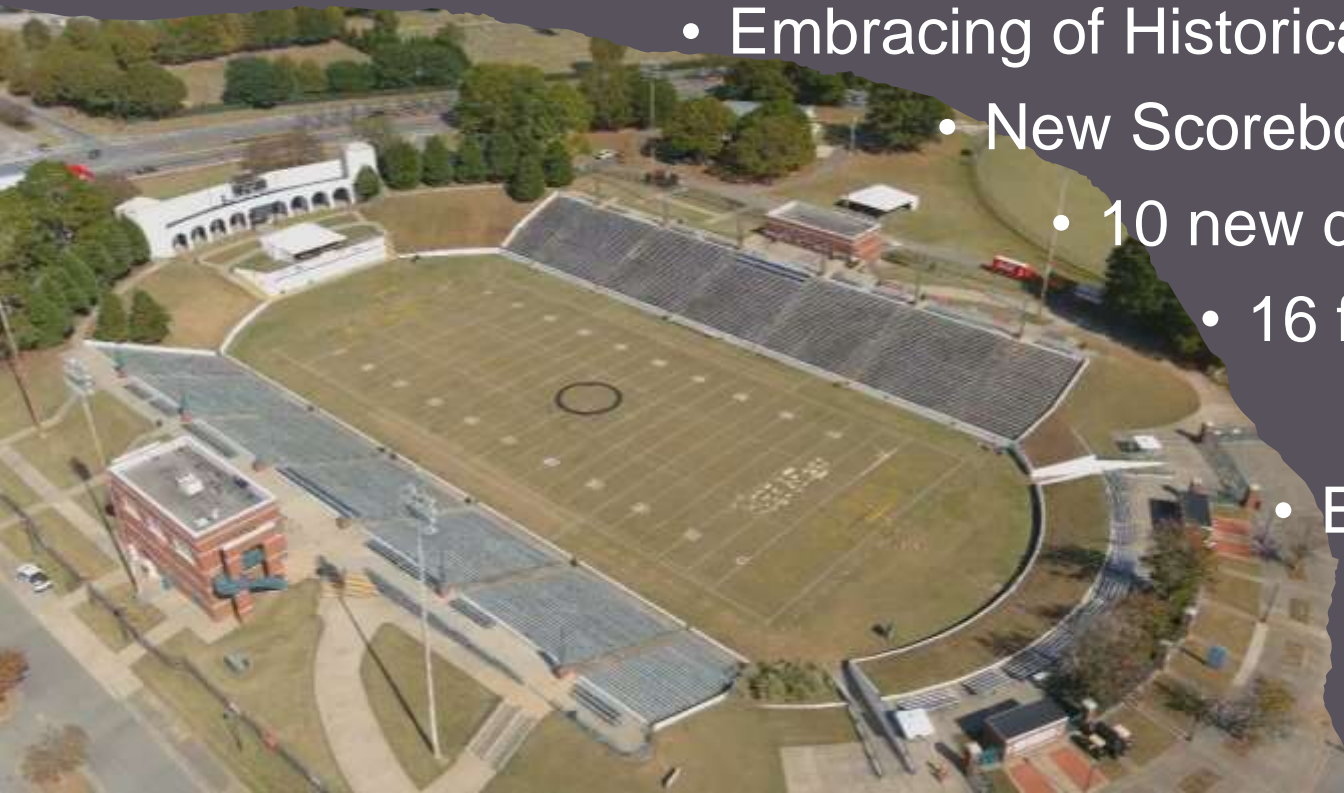
Known Issues

- 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?

Revenue Potential

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

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

An aerial photograph of a large baseball stadium, likely Fenway Park, showing the green field, the seating bowl, and surrounding urban areas with trees and buildings. The text "Thank You" is centered over the field in a large, white, sans-serif font.

Thank You

Q & A