



Western & Southern Open



1 of the 9 Most Coveted Trophies in Tennis



4 Grand Slams

5 Combined Mens + Womens Masters 1000

4 Mens Only Masters 1000



Premier Date on the Tennis Calendar Immediately Preceding the US Open

9 of the Top 10 Men
10 of the Top 10 Women
Participated in 2022



Fans Attend the Tournament from

50 States & 39 Countries



Total TV + Streaming Audience

62.7M



Growing Scale & Importance in 2025

1 → 2 weeks
56 → 96 Draw

The International Appeal of Tennis



Most Popular Sport by # of Fans

#4



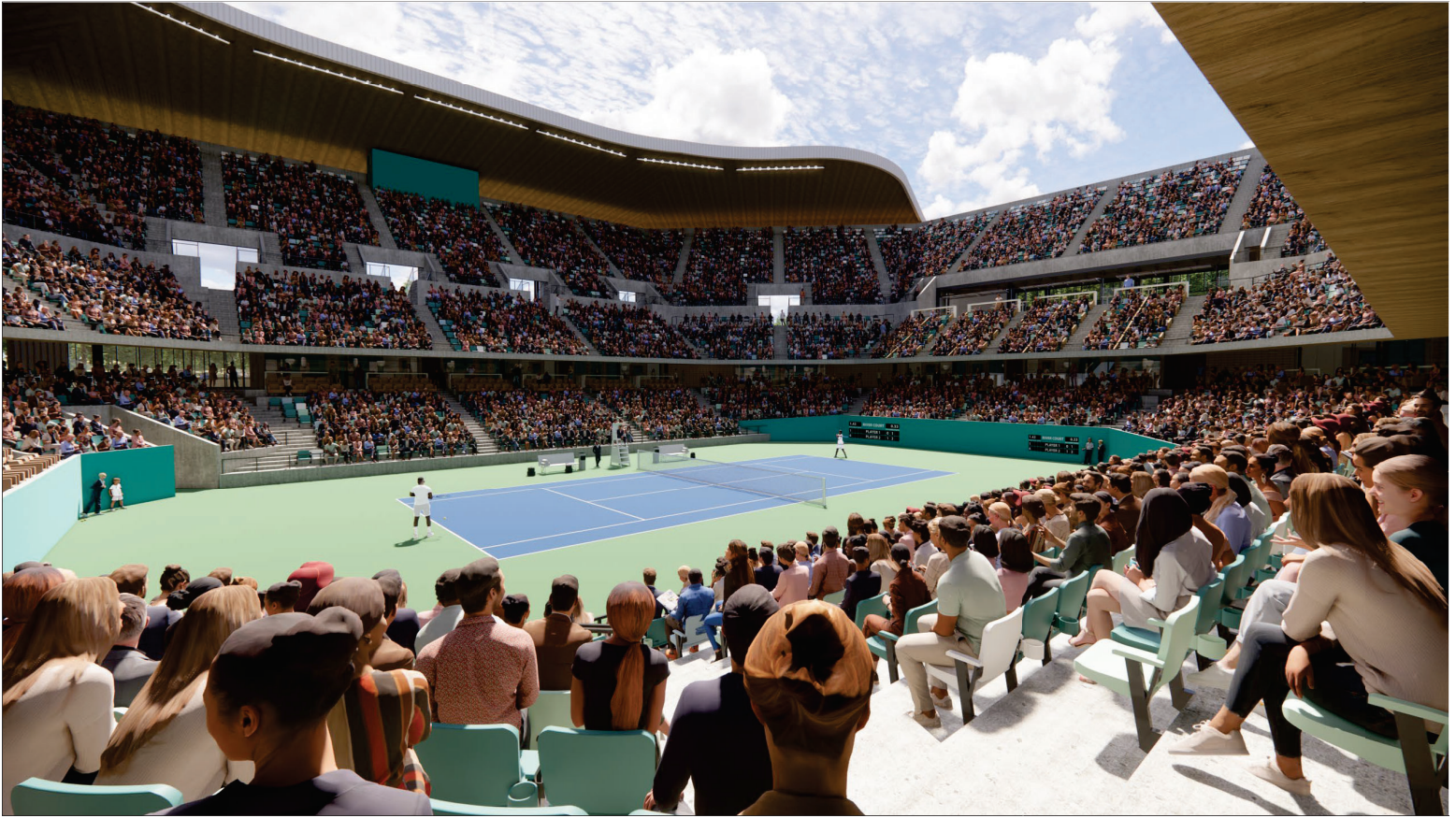
Total Viewers in 2019

1.6B



Most Wagered Sport Globally

#2





Project BREAK POINT

Questions Answers



Community
Impact



Economic
Impact



Workforce
Development



Environmental
Considerations

The following Q&A document has been compiled in response to inquiries from the Board of County Commissioners, City Council, and City and County staff related to Project Break Point. We greatly appreciate the thoughtful questions that reflect the deep commitment to understanding the potential impact and benefits of this project. Our responses aim to provide comprehensive insights into the plans, aligning our visions with the community's expectations and aspirations, and building a solid foundation for the proposed development. We look forward to continuing this vital dialogue and are open to further discussions to address any additional queries or concerns.

The Economic Opportunity

Peer Tennis Events



Economic Impact



Total Attendees

Proposed Masters 1000 Tournament*

~\$275M ~350K

Indian Wells Masters

\$565M 500K

Miami Open

\$390M 390K

*Estimates based on Economic Impact Study by Dr. Tom Regan

Charlotte Golf Events



Economic Impact



Total Attendees

Wells Fargo Championship

\$77M 115K

2022 President's Cup

\$175M 220K

2017 PGA Championship

\$117M 233K

Regional Economic & Tourism Catalyst



Masters 1000 Tournament



ATP + WTA Tournaments



Collegiate Championships



LTP Tennis Academy



Amateur Tournaments



Concerts



Festivals & Community Events

Impact



200+ Event Days



\$300M+ Economic Impact



650K+ Total Attendees

Estimates based on Economic Impact Study by Dr. Tom Regan and Beemok's operational experience

Economic Impact

Western & Southern Open - Impact

- 350k visitors annual
- \$275M+ annual economic impact
- Ticket buyers from all 50 states and 39 countries

Other sports and entertainment events - impact

- Increases \$50M annually
- Support 2,500 jobs

Construction of the campus

- \$1B economic impact
- 6,700 jobs

Public Partnership & Community Investment

Our Learn/Love/Live to Play (LTP) philosophy is grounded in the conviction that tennis provides an affordable and accessible conduit for teaching crucial life skills.



Affordable Access

Opening the campus to all local residents at affordable rates in addition to offering thousands of annual low/no cost court hours for need-based residents and free admission days to the tournament for children



Director of Community Programming

Dedicating a full-time employee to oversee community programming



After-School Programs & Summer Camps

Partnering with area schools and recreation centers to offer after-school programs and summer camps for under-resourced community members



Scholarships

Offering need-based scholarships to LTP Academy for high-performing local youth



Public Park

Incorporating the campus into the Mecklenburg County parks system offering year-round access to residents



Community Impact

Community Advisory Board

- Led by Community Programming Director
- Emphasize affordable accessible youth programming
- Small local business engagement
- Established one year before inaugural tournament

Public Court Accessibility

- +20 courts accessible to public more than 80% of the year
- Community Advisory Board will aid in outlining parameters

Workforce Development

- MWSBE
 - 20% participation commitment on public funds used for design and construction
- Incorporate Fair Wage Contracts into agreements with all tennis staff, vendors, tournament personnel, and service providers
- Significant boost to supporting Charlotte's growing entertainment industry
 - Multiple stages allow for accommodation of artists and performers of various sizes
- Campus will have 60 full time jobs with average salaries between \$60k - \$85k.

Environmental Considerations

- Supports The River District vision, “The soul of city in the heart of nature”
- Campus design emphasizes a park-like ambiance in nature
- Commitment to sustainable construction practices to mitigate environmental footprint
- Commitment to accessible and significant greenspace
 - Use successes/lessons learned at Daniel Island campus
 - Complete comprehensive tree study
 - Adopt strategies that maximize greenspace preservation

City Investment Scenarios

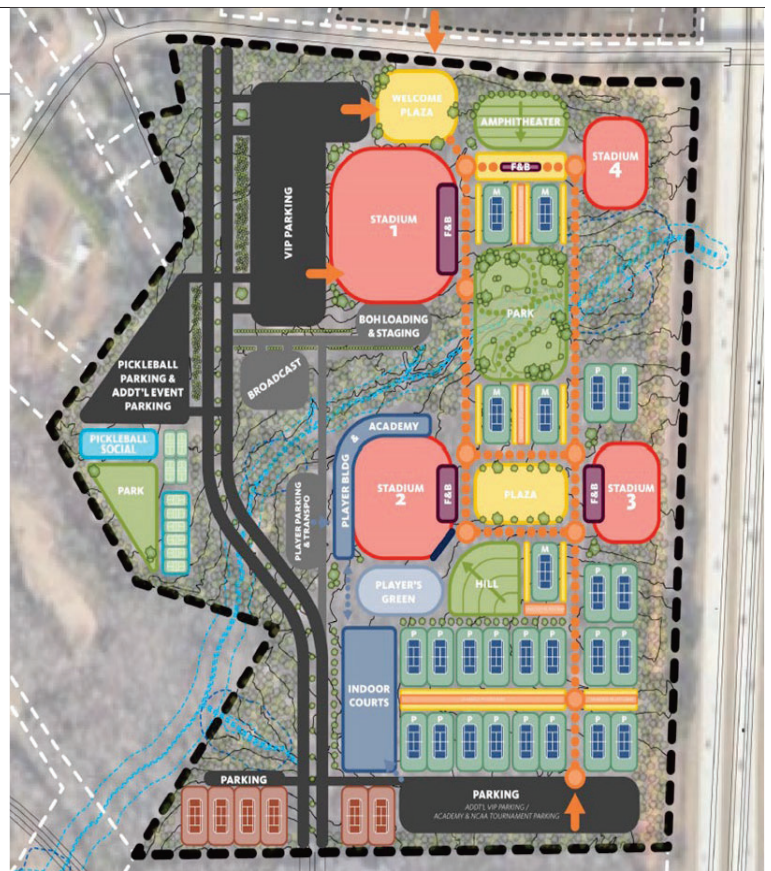
Example A

- | | |
|-------------------------------|---------|
| • Stadium 3 & 4 | \$21.5M |
| • Indoor courts | \$21.3M |
| • Parking(multiple locations) | \$24.5M |

Example B

- | | |
|--------------------------|---------|
| • Stadium 2, 3, & 4 | \$59.5M |
| • Practice courts – NCAA | \$8.1M |

Full city team will work with Beemok to determine specifics of city investment and verification of expenses



The Opportunity for Charlotte

Adding a World-Class Tournament

Adds Charlotte to a class of prestigious global peer cities that host the nine most coveted tennis tournaments in the world

Premier date on the tennis calendar immediately prior to the US Open, guaranteeing a lineup of the world's top players

Two-week event with an anticipated annual economic impact of ~\$275 million and ~350,000 attendees

Attracts a global fan base with attendees from all 50 states and 39 countries plus worldwide viewership

Creating a Regional Destination

Sports tourism catalyst for racquet sports including lower-level professional events plus NCAA, collegiate conference, and junior championships

Expands the cultural scene by hosting top-tier concerts and festivals, attracting diverse crowds and amplifying the region's vibrant environment

Cultivates the next generation of collegiate and professional athletes at a high-performance tennis academy designed to develop both talent and character

Accelerates the development of the River District and enhances its stature as an international sports destination

Generating Community Impact

Provides public access to a professional-quality tennis venue, while filling a significant gap in Charlotte's sports scene

Collaboration with local schools for community programming, including after-school activities and summer camps

Seamless partnership with the City of Charlotte and Mecklenburg County to provide a park-like campus well beyond tennis

Large-scale pickleball venue to address rapid growth of community demand



Next Steps

- Council Action – June 12th
- Determine other public investment (County and/or State)
- Work with River District team on infrastructure & timing
- Negotiate/finalize agreement for parking on airport property
- Working with all public investment, create Master Development Agreement