Preserving Charlotte's Successful Community Asset and Investing for the Future for the City of Charlotte

DBH Charlotte Knights Baseball; 324 S Mint Street Charlotte, NC 28202

TRUIST FIELD

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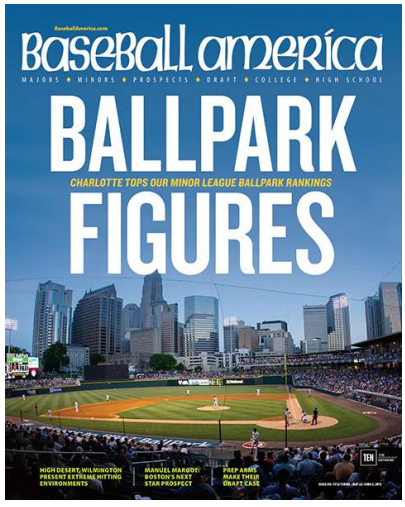
Awards and Recognitions

One of the most successful AAA teams in Minor league baseball by many metrics



Newsweek FANS' CHOICE

Center City VISION AWARDS

LATIN AMERICAN CHAMBER OF COMMERCE CHARLOTTE

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Current Day: Leading the league nationally, while prioritizing the local community

Host major sporting and entertainment events annually
- New Year's Eve
- July 4th Sky Show
- Light the Nights Holiday activities
- Pumpkin patch
- Nonprofit events and fundraisers

This Year – 2026
- 3 Collegiate baseball games
- ACC Baseball Tournament
- Banana Ball – 3 games
- Cosmic Baseball – 2 games
- America 250 – July 4

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Community and Charitable Events

Community Corner Game Day Program = 75 nonprofits participating in each home game

- *A nonprofit organization has the chance to table during a home game to spread awareness, raise funds and connect with Knights fans*

# of Annual Community Events = ranging between 15 to 20 events (2021-present)

- *A nonprofit organization rents our ballpark to host a fundraising event/race/walk and the Charlotte Knights provide a nonprofit discount*

Community Partners Charlotte Knights Have Supported (not in any specific order)

- Alzheimer's Association
- YMCA Charlotte
- Autism Charlotte
- Best Buddies of Charlotte
- Charlotte Mecklenburg School District
- Humane Society of Charlotte
- Go Jen Go Foundation
- Sustain Charlotte
- American Heart Association
- Hope Charlotte
- Ronald McDonald House
- She Built this City
- John Hancock's Bike Drive
- Bags of Hope
- Knothole Foundation
- Boys and Girls Club of Charlotte
- You Deserve a Chance Foundation
- Safe Alliance
- RAIN Carolina
- Roof Above
- United Way of Greater Charlotte
- American Lung Association
- National Fallen Firefighters Association
- Arthritis Foundation
- Matthews Free Medical Clinic
- Center of Hope
- TreesCharlotte
- Rooted Hearts Ministries
- The FACTS Initiative
- Community Shelter of Union County
- South Park Youth Association
- Charlotte Rescue Mission
- Arts for Life
- Veterans Bridge Home
- Books on the House
- Despierta

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Community and Charitable Events

CMS Back to School Expo; 9000 students collected free school supplies before the school year

Annual Go Gen Go Foundation breast cancer Cupcake Walk with over 2500 people and survivors

Knothole Foundation players participating in the on-field starting lineups for a Knights game

Hometown Hero recognition ceremony during Knights home games for first responders

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Community and Charitable Events

Annual Alzheimer's Association Walk to End Alz event at Truist Field with over 4,000 walkers and raising over $150,000 from the event

Entertainment activity kits made for children and families in the hospital through Ronald McDonald House

During our annual Week of Giving, Charlotte Knights front office members and players packed bags for Bags of Hope program

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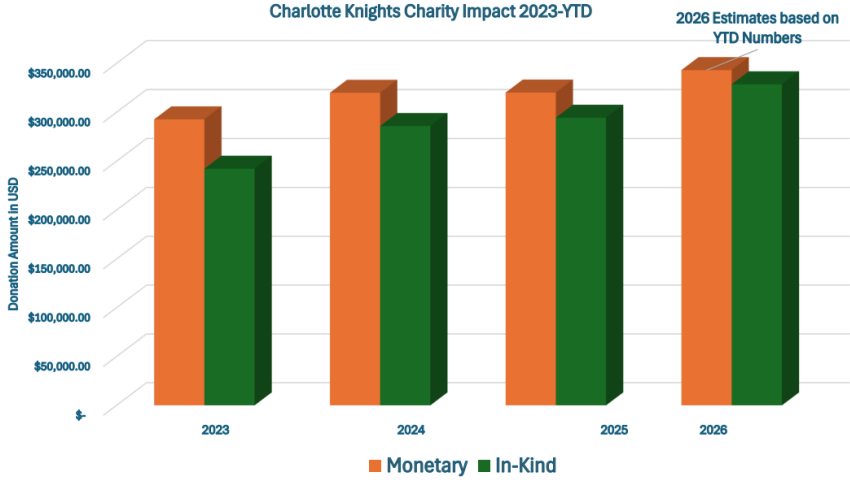
Impact throughout the region

Total Donated Monetary:
$1,275,000

Total Donated In-Kind:
$1,150,000

4 Year Total:
$2,420,000

Not including more than $16,000 in-kind in 2026 alone, which represents **850 volunteer hours** in one single year



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Community Initiatives and Programs

2026 Season and Beyond – Continue 2027-2031

- 100 tickets donated to high school players competing in the West Side Story baseball tournament in front of HBCU college coaches to attend the Charlotte Knights home game April 10, 2026 (HBCU/Negro League Night)
- Truist Field is an **"Official Safe Place" Venue** for domestic violence victims, homeless/at risk youths since 2021
- Truist Field is an official **"Pass The Plate" Venue** in which excess food will be donated to local shelters and organizations, specifically the Center of Hope
- Truist Field implements a recycling program with beverage partner Coca-Cola during all Knights home games and year-round special events
- **Annual Value: $125,000**
- **6 Year Value: $750,000**

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New Community Initiatives and Programs

2027 Season and Beyond – Until 2031

- Donate 100 tickets for 50 Knights games per year at a $22 ticket value for less fortunate families and individuals
- Truist Field will be fully donated for the Charlotte Mecklenburg School System "Back to School Expo" event for 9,000+ students to collect school supplies for the incoming school year, excluding venue expenses
- Host a baseball clinic at the Knothole Foundation venue with Charlotte Knights front office members/volunteers
- Donate 1000 tickets, 1000 lunches and bus transportation to students attending a Title-1 school to attend Charlotte Knights Education Day home game
- **Total Annual Value: $ 255,000**
- **5 Year Total Value: $ 1,275,000**

CMS BACK-TO-SCHOOL EXPO

EDUCATION DAY

KNOTHOLE FOUNDATION

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Venue Events and Attendance at Truist Field

Calendar Year	Total # of Knights Games	Total # Non-Game Day Events	Overall Total
2021	75	123	198
2022	75	194	269
2023	75	176	251
2024	75	206	281
2025	75	177	252

Calendar Year	Total Knights Baseball Attendance	Total Non-Game Day Event Attendees	Overall Total Venue Attendance
2021	581,006	182,344	763,350
2022	531,465	291,466	822,931
2023	385,715	240,365	626,080
2024	439,087	266,540	705,627
2025	426,461	204,772	631,233

**2022, 2024, and 2026 were ACC Baseball Tournament hosted years*

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Significant economic impact totaling $44.49 million annually for the City of Charlotte and Mecklenburg County

- Dr. Tom Regan of USC – Completed Economic Impact Study

- **327 permanent jobs** for Mecklenburg County residents for Ballpark Operation
- Over **$1.5 Billion** of development surrounding Truist Field since opening in 2014
- Regional and state exposure and status
  - 2014 National Championship Game
  - 2016 AAA All Star Game
- Average Annual Attendance at **500,000 attendees**
- Makes the region attractive to newcomers and new business investment
- The economic analysis found the ongoing operations of the Charlotte Knights Baseball Club and Truist Field events generate significant and quantifiable economic impacts totaling **$44.49 million** annually for the City of Charotte and Mecklenburg County.
- These operations create jobs, generate salaries and wages, spark output and spending by other businesses and their employees, and boost taxes and other public revenues.
- The jobs and new economic opportunities occur in a variety of industries, with more than a quarter in mid-level wage occupations, which are important drivers in economic growth.

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Vision for the Next 5 Years and Beyond

- Truist Field is a community asset. As with all sports and entertainment facilities, we must keep the building in first class conditions for what the citizens of the city of Charlotte deserve and expect.
- To date, **Diamond Baseball Holdings (DBH) ownership has put in almost $5M** of their share completed in 2025 for ongoing needs/maintenance and necessary upkeep.
- The Knights own/constructed and operate Truist Field, thus any CAP EX lies solely on the operation of the team currently.
- Major partnerships and sponsorship secured long term such as Truist (18 yrs), Atrium Health (15 yrs), Piedmont Natural Gas (15 yrs), Allen Tate, Sun Belt Rentals, Lowes, and Coca-Cola.
- The Knights Supporters and Partners in the organization:
  - Hospitality and Tourism Alliance
  - CRVA
  - Charlotte Sports Foundation
  - The Touchdown Club
  - Hood Hargett Breakfast Club
  - Charlotte Regional Business Alliance
  - National Junior College Athletic Association
  - ACC baseball championships in 2026 & 2028
- **We want to continue to create and keep jobs and provide significant economic impact to the economy.**
- **We need the support of our partners, the City of Charlotte, and Mecklenburg County.**
- **We must invest in our building to secure the future of this great community asset.**

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Support from the Community – Third Ward Neighbors

The Charlotte Knights and Truist Field are tremendous assets to Third Ward, Uptown Charlotte, and the greater Charlotte-Mecklenburg region. While Truist Field is a premier sports and entertainment venue, its value extends well beyond baseball. The Knights have demonstrated a meaningful commitment to community engagement, education, history, and creating opportunities that bring people together.

Our Third Ward Neighborhood Association has experienced that partnership firsthand. Each year, the Knights graciously host our Third Ward Annual Meeting at Truist Field, bringing together residents, families, neighborhood businesses, community leaders, and elected officials for an evening of fellowship, neighborhood engagement, and celebration. The stadium provides an exciting and welcoming environment that helps connect our residents with one another and with the institutions that make Third Ward such a special place to live, work, and visit.

This year's Negro Leagues Celebration and HBCU Night was another outstanding example of the Knights' commitment to celebrating Black history, culture, education, and the important legacy of Negro Leagues Baseball in Charlotte. The event was packed and well received.

I especially appreciate the Knights' commitment to preserving the legacy of Eddie G.G. Burton, the late husband of Gaile Dry-Burton (A Third Ward resident). Mr. Burton was a former Negro Leagues baseball player, longtime Charlotte resident, and an important part of establishing the Knights' annual Negro Leagues celebration. Truist Field includes a permanent tribute to Mr. Burton and Negro Leagues history, providing residents, visitors, and younger generations an opportunity to learn about this important part of Charlotte's history.

The Knights have taken that commitment a step further by partnering with Gaile Dry-Burton to establish the Eddie G.G. Burton Scholarship, supporting local high school seniors who are continuing their education at Historically Black Colleges and Universities. This investment in young people is another example of how the Knights' impact extends well beyond the baseball field.

For Third Ward, Truist Field is a year-round community asset, and the Charlotte Knights are a valued community partner. Their willingness to open their doors to our neighborhood, celebrate our history, invest in education, and create experiences that bring people together represents the kind of partnership we value.

As President of the Third Ward Neighborhood Association, I strongly support the Charlotte Knights and recognize the importance of maintaining and enhancing Truist Field so that it can continue serving Third Ward, Uptown Charlotte, and the broader region for years to come.

Dan, we value our relationship with you and the entire Charlotte Knights organization and look forward to continuing and strengthening our partnership.

Al Austin

President, Third Ward Neighborhood Association

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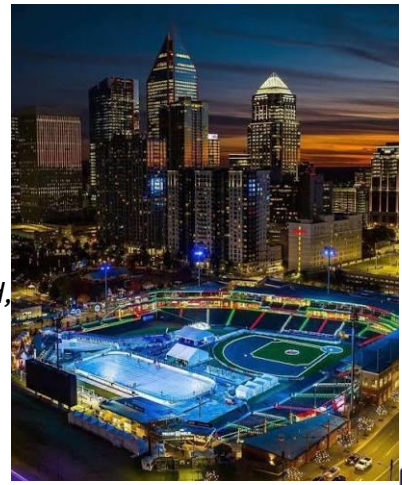
Current Proposal

~$5M Invested by Knights over last 2 years

$40M Total Stadium Renovations & Upgrades:

- **Public-Private-Partnership**
  - **City: ~$13.3M**
  - **County: ~$13.3M**
  - **Knights: ~$13.3M** *($5M previously invested, remaining ~$8.3M)*

(Current proposal under due diligence in partnership with Mecklenburg County.)



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Questions?

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