



PROJECT SHUTTLE

MCDC Presentation



PROJECT OVERVIEW

Project Shuttle is in final evaluations of a site location for constructing a 38,000 square foot facility that will feature twenty-two badminton courts. Additionally, a three-story, 30,000 square foot office building that will serve as the headquarters for a global innovative IT services firm. The IT services firm is expected to utilize approximately 10,000 square feet, and the remaining 20,000 square feet will be leased to a tenant(s). One of the proposed locations is at the northeast intersection of Custer Road and Silverado Trail.



Planned Activities and Use

**Project Shuttle
McKinney Community Development Corporation
Project Grant Application**

Facility Operations



Memberships range from \$50 to \$100 monthly and day passes will be \$10

Open weekdays from 4 PM to 11 PM and weekends from 6 AM to 11 PM

Training classes and summer camps for community residents

National and Regional Tournaments



COMMUNITY IMPACTS

- 
- 1 Create a family friendly destination for the region and residents of McKinney
 - 2 Create a destination that will be a national draw to the City of McKinney
 - 3 Support the health and well being of the local community
 - 4 Serve the growing international community in North Texas
 - 5 Enhance the quality of life for the community

KPI Metrics

22 Courts estimated to draw 200 students and 900 members by 2024

Approximately 200 visitors each day from members and students

At least 50 to 100 walk-in guests expected per week

Host multiple camps each year including Summer, Winter, Thanksgiving, and Spring Break camps. Potentially serving 100 campers at a time

Two big tournaments planned to be hosted twice a year drawing visitors from all over the United States

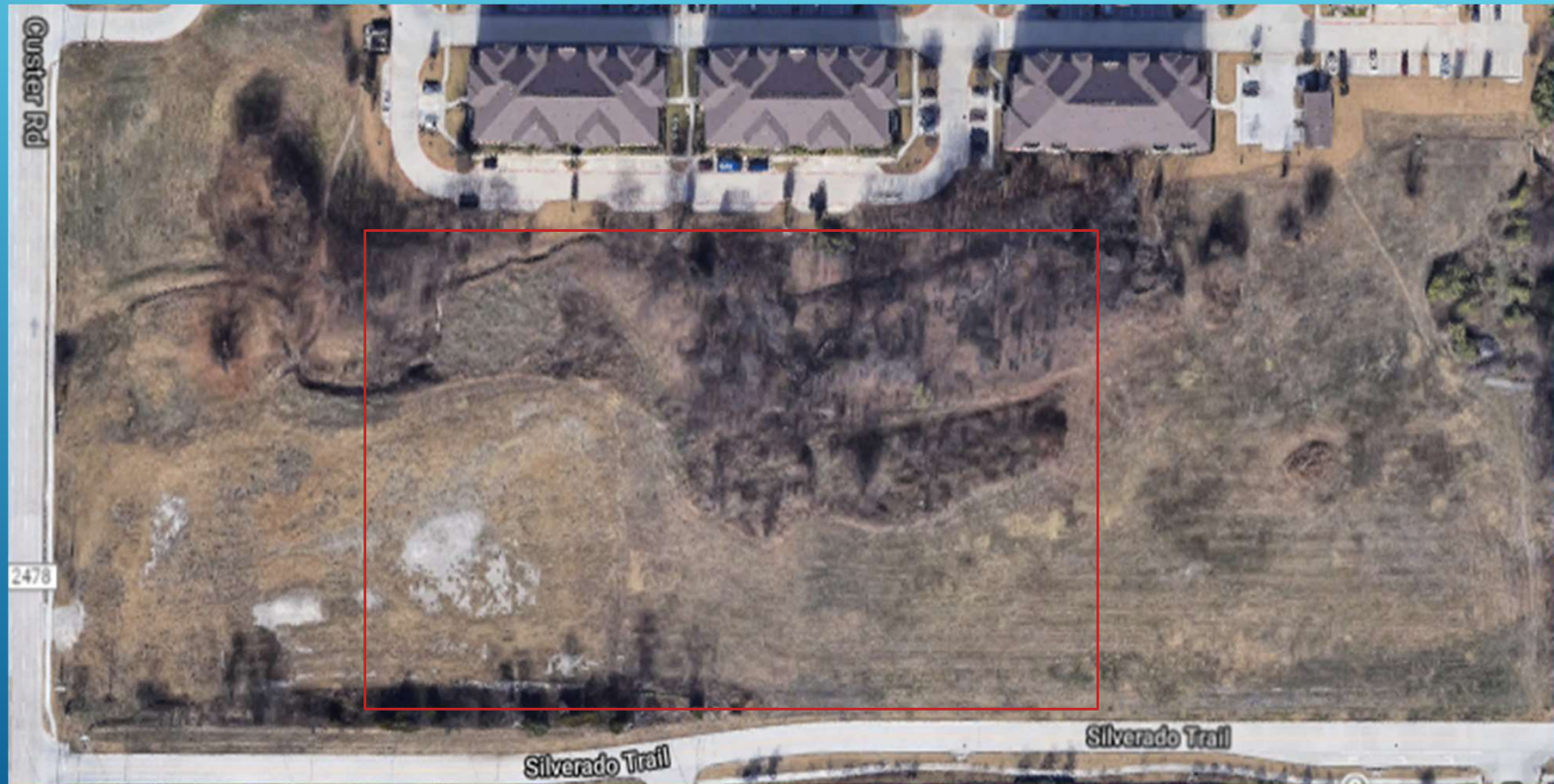
Weekend leagues with an anticipated 200 participants (expected roughly four times a year) – first of its kind in North Texas



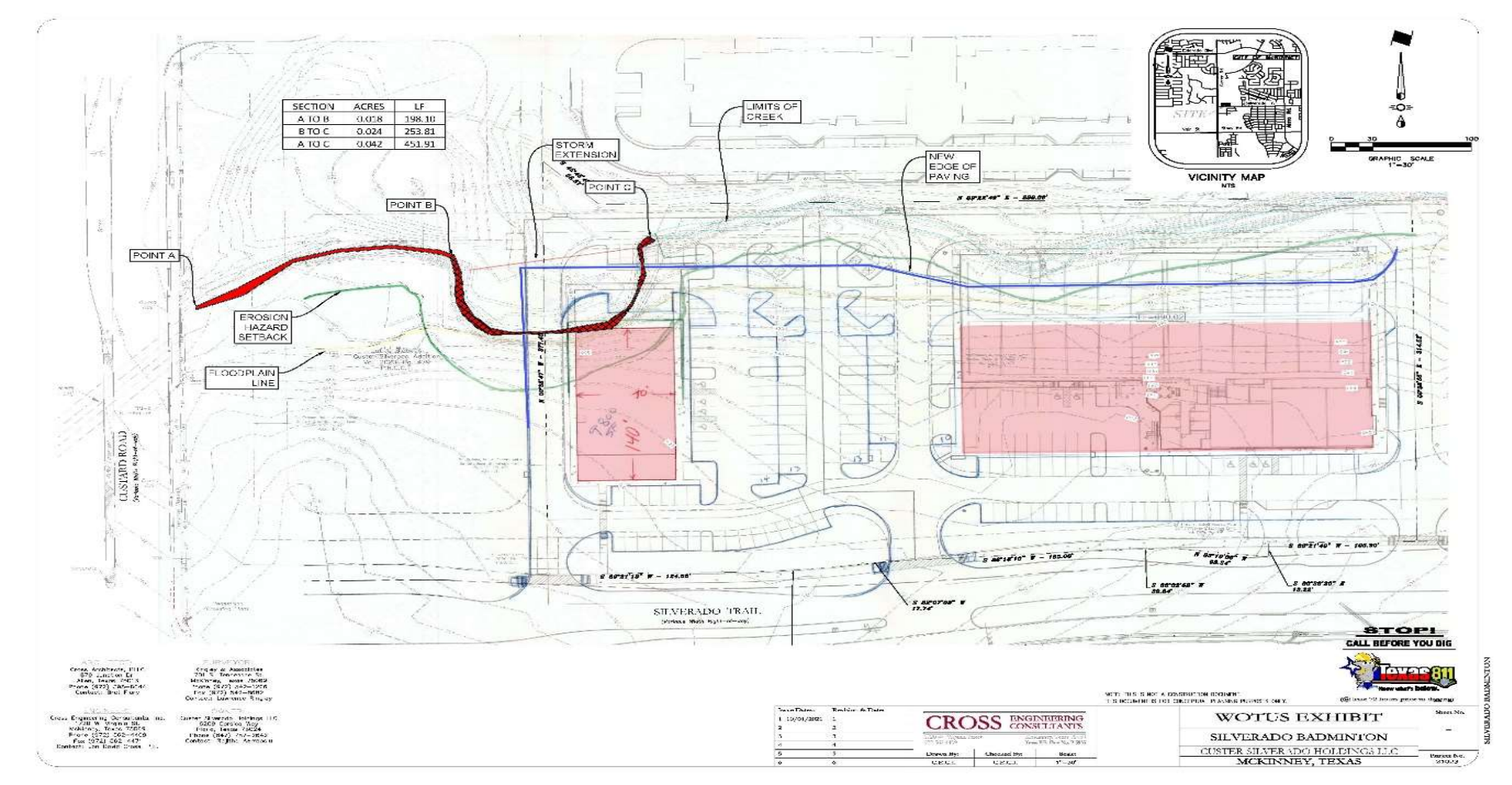
Map of Property

**Project Shuttle
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PROPOSED PROJECT LOCATION



SITE PLANS



SILVERADO BADMINTON



Market Analysis

**Project Shuttle
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Market Analysis

McKinney is one of the best Sports Destinations in Texas and in United States.

Custer Road is surrounded by Sports centers like Gabe Nesbitt park, PSA, Baseball Fields, Tennis Courts, Soccer fields, Ice Skating, and Beach Volleyball courts all within a 3-mile radius from BAA location.

McKinney is surrounded by neighboring Cities with a large Asian population such as Frisco, Allen, Plano, and Prosper, all located within a 5-mile radius

As of 2018 more than 44,000 vehicles per day on Custer Road and anticipated to increase to 60,000

Main competition is Frisco Badminton and Plano Badminton

DEMOGRAPHICS

Demographics of Target Area			
City Name	Estimated Population in 2020	Average Household Income	Asian Population
McKinney	195,308	\$113,806	16,405
Frisco	200,509	\$153,708	41,906
Prosper	30,174	\$178,784	1,478
Allen	104,627	\$131,204	18,728
Plano	285,494	\$116,992	60,524
Total	796,889		139,041



Project Timeline

Project Shuttle
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ANTICIPATED PROJECT TIMELINE





Project Budget

Project Shuttle

**McKinney Community Development Corporation
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PROJECT ESTIMATES

Overall Project Overview			
	Badminton	Office	Totals
CapEx	\$7,452,000	\$5,675,000	\$13,127,000
Annual Payroll	\$1,000,000	\$26,000,000	\$27,000,000
Square Feet	38,000	30,000	68,000

Badminton Project Budget	
	Estimated Costs
Land	\$ 1,300,000
Construction	\$ 5,662,000
Public Infrastructure Improvements	\$ 250,000
Machinery & Equipment	\$ 200,000
FF&E	\$ 30,000
Computer Equipment	\$ 10,000
Total	\$ 7,452,000

Office Building Project Budget	
	Estimated Costs
Land	\$ 1,000,000
Construction	\$ 4,200,000
Machinery & Equipment	\$ 25,000
FF&E	\$ 150,000
Computer Equipment	\$ 50,000
Public Infrastructure Improvements	\$ 250,000
Total	\$ 5,675,000



Business Plan

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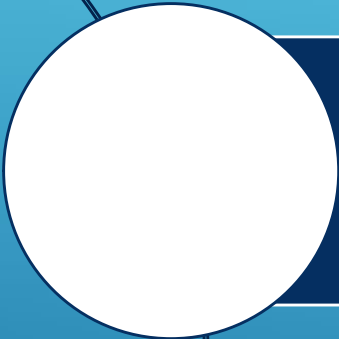
MISSION

Badminton Academy of America LLC's mission is to provide the community a state-of-the-art badminton facility in a prime area of McKinney and produce some of the finest champions of badminton, by providing quality and efficient training programs.

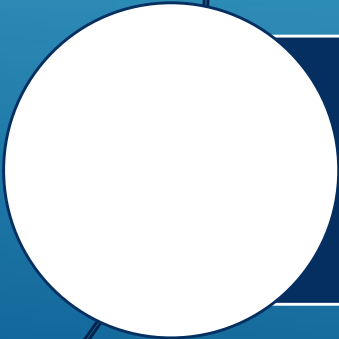
VISION

Availability of sport facilities is an important factor for the development of any sport and their vision is to not only build a high-quality badminton facility but also to promote the sport of badminton in the US. The Academy team is passionate about badminton and take pride in building this project.

PROJECT CHALLENGES



Reversal of 2020 Navigable Waters Protection Rule which forced major changes to site and civil plans, resulting in a loss of retail uses, reduction in revenue, and increased development costs



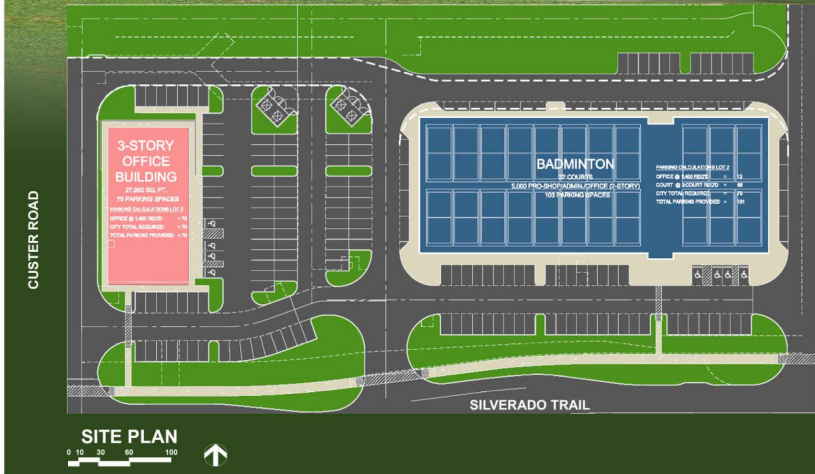
Significant infrastructure costs associated with adding two lanes and a median to Silverado Trail as well as site grading challenges



Proposed Project Renderings

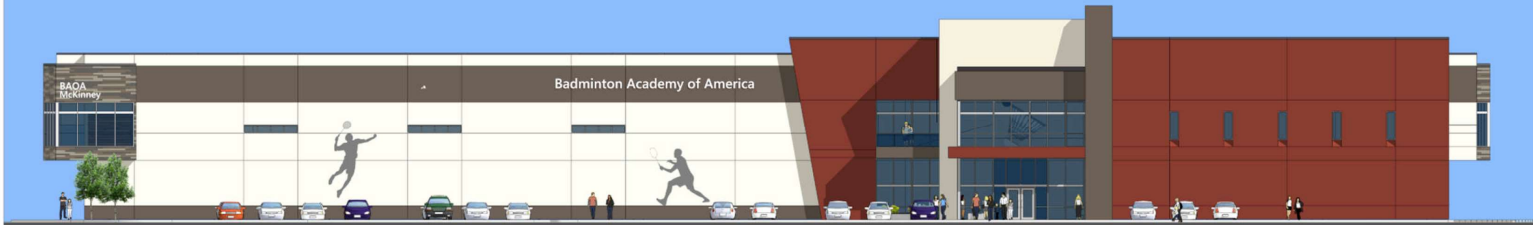
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BADMINTON ACADEMY OF AMERICA
McKINNEY, TEXAS



Cross
architects

BADMINTON ACADEMY OF AMERICA
MCKINNEY, TEXAS

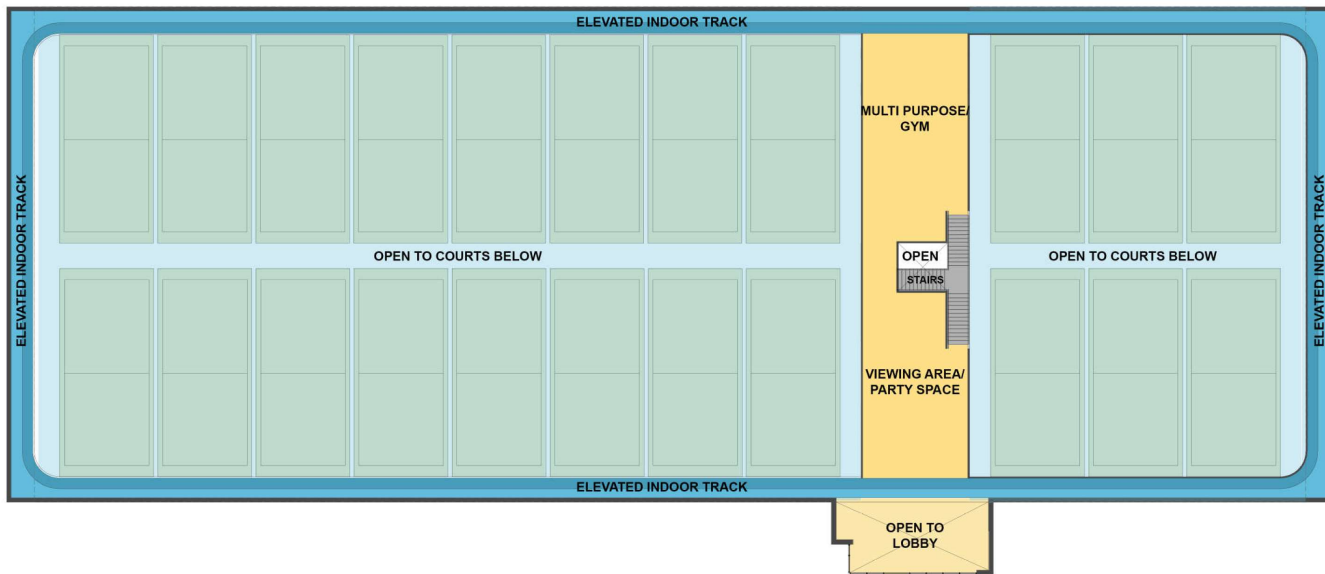


BADMINTON ACADEMY OF AMERICA
McKINNEY, TEXAS



GROUND FLOOR PLAN
0 10 30 60 100

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SECOND FLOOR PLAN



OFFICE BUILDING PROJECT RENDERINGS





