



February 28, 2018

Majority Leader Julio A. Concepción
Court of Common Council
550 Main Street, Room #208
Hartford, CT 06103

Re: Coltsville - Dillon Stadium Redevelopment Plan

Dear Majority Leader Julio A. Concepción:

Enclosed for your review is an overview providing background on the proposed Coltsville - Dillon Stadium Redevelopment plan.

For more than two years, the Hartford Sports Group (HSG) team consisting of myself, Joe Calafiore Sr., and Scott Schooley, has worked diligently to put together a plan to revitalize an iconic community asset in Dillon Stadium in an effort to amplify Hartford's resurgence. As part of this plan, HSG is making a significant private investment to bring a United Soccer League franchise to Hartford with the new team serving as the primary tenant at Dillon Stadium -- an investment that would provide significant economic and cultural returns for Hartford. After receiving the CRDA's recommendation to pursue an agreement with the City, we have worked closely with the City of Hartford and CRDA to establish a redevelopment plan that will produce a winning partnership for both the City and the Region.

My partners and I are Hartford-based, community-focused, and committed to the City as is evidenced by the businesses we run, the people we employ, the places we reside, and the initiatives in which we are involved. The enclosed plan is the result of Community, City, and State leaders coming together with local business leaders to make positive change in the community we care so much about. We truly believe that for the health of the Region and the State, it is vital to have strong and vibrant cities that attract and retain young, diverse talent. As we hope you will find, the Coltsville - Dillon Stadium Redevelopment plan provides the perfect project to deliver on this goal and to continue the positive momentum in Hartford.

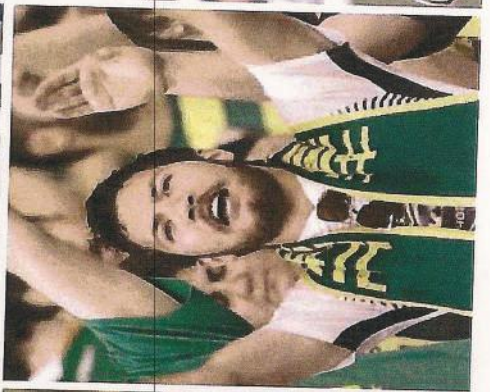
If you have any questions or if you wish to discuss this project in greater detail, please do not hesitate to contact me directly. We look forward to working with you on this project.

Sincerely,

Bruce A. Mandell
President, Hartford Sports Group
c/o Data-Mail, Inc.
240 Hartford Ave.
Newington, CT 06111
BruceM@data-mail.com

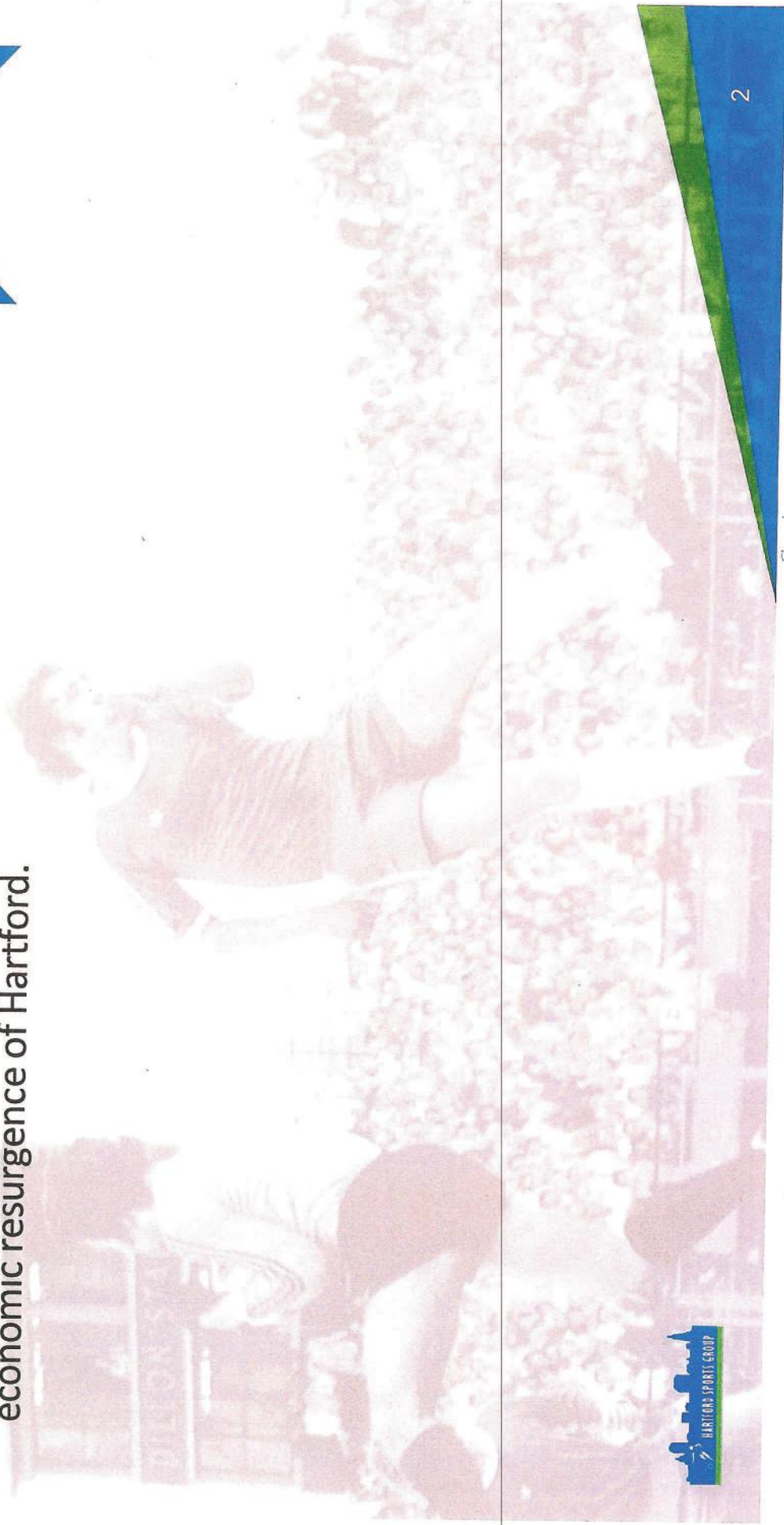


COLT PARK – DILLON STADIUM REDEVELOPMENT



The City of Hartford, CRDA, and Community Leaders, in combination with committed local business leaders (Hartford Sports Group), are coming together to deliver a renovated Dillon Stadium to once again serve as a community asset and to amplify the cultural and economic resurgence of Hartford.

OVERVIEW



Restore a historic stadium that will provide a new source of revenue and a venue that is safe and available for community use.

Contribute to the revitalization of a vibrant city center that is critical to the health of the State and to the Region.

Infuse energy into the economic, cultural and social experience through a professional soccer franchise as has been done in other United Soccer League cities such as Cincinnati, Louisville, and Sacramento.

Attract fans of all backgrounds with cultural ties to the vibrant and diverse communities we have in Hartford and throughout the Region; engage Millennials and Gen Z through a sport that has quickly become their preferred option.

VISION

RENOVATION PLAN

State Bond Commission: The State Bond Commission has approved the release of \$10M in previously approved funds for the Colt Park improvements and Dillon Stadium renovation

Incremental Tax Revenue: HSG events will generate an estimated **\$15.6M** in total tax revenue in the first 20 years – essential for justifying the bond allocation

Design: HSG and the CRDA have conducted a thorough stadium review (including industry experts) and will design the stadium to allow for community use (i.e. synthetic turf) while also meeting the necessary standards of a successful United Soccer League franchise

Construction: The CRDA will manage the construction process in conjunction with HSG and its architectural partner JCJ to meet the budget and timeline for play in March 2019

SUMMARY

Venue made safe and will be available for community use after 60 HSG priority event dates (HSG exclusivity for all soccer and lacrosse events outside of high school and youth events).

Investment by HSG of \$7-\$10M in startup and operating costs for a USL franchise and anchor tenant.

Economic catalyst by creating an estimated 50 full-time and 75+ part-time positions, driving economic activity, rallying civic pride, and attracting and retaining Millennials and Gen Z.

Connect the Urban Core by linking Coltsville to Downtown, promoting walkability and public transit, and continuing the momentum in Hartford.

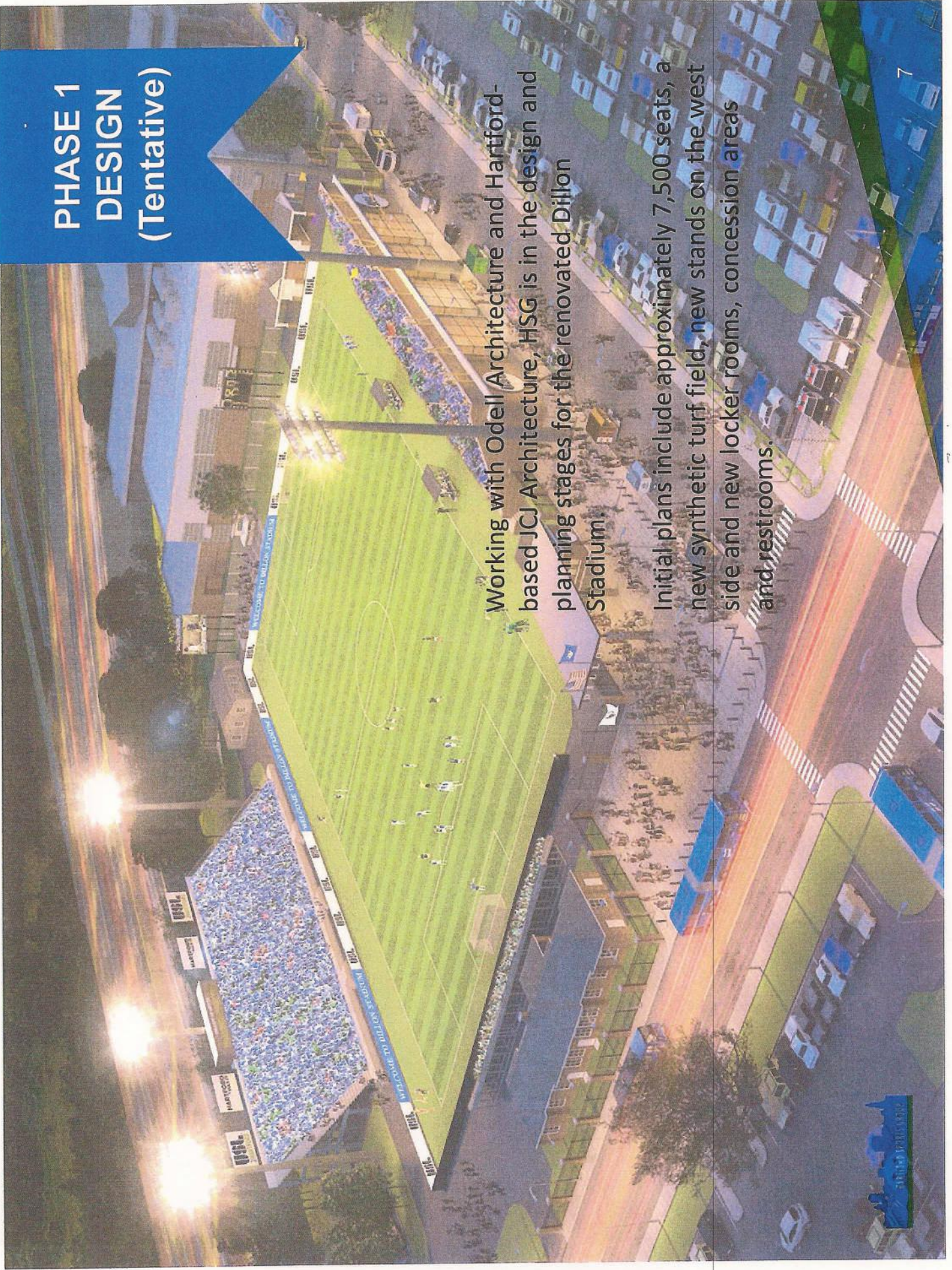
HSG PRO FORMA

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues					
Total Ticket Sales Revenue	\$2,573,000	\$2,701,650	\$2,836,733	\$2,978,569	\$3,127,498
Total Sponsorship Revenue	\$1,100,000	\$1,155,000	\$1,212,750	\$1,273,388	\$1,337,057
Total Other Revenues	\$1,207,200	\$1,230,540	\$1,267,047	\$1,292,779	\$1,319,798
Total Revenues	\$4,880,200	\$5,087,190	\$5,316,530	\$5,544,736	\$5,784,353
Expenses					
Total Team Costs	-\$1,225,000	-\$1,261,750	-\$1,299,603	-\$1,338,591	-\$1,378,748
Total Operational Costs	-\$780,000	-\$799,650	-\$819,890	-\$840,736	-\$862,208
Total Business Ops Costs	-\$1,394,015	-\$1,435,835	-\$1,478,911	-\$1,523,278	-\$1,568,976
Total Administration Costs	-\$1,337,595	-\$1,388,695	-\$1,443,625	-\$1,502,780	-\$1,566,606
Contingency (5%)	-\$236,831	-\$244,297	-\$252,101	-\$260,269	-\$268,827
Total Expenses	-\$4,973,441	-\$5,130,227	-\$5,294,129	-\$5,465,654	-\$5,645,366
Operating Profit					
Total Revenue	\$4,880,200	\$5,087,190	\$5,316,530	\$5,544,736	\$5,784,353
Total Expenses	-\$4,973,441	-\$5,130,227	-\$5,294,129	-\$5,465,654	-\$5,645,366
Operating Profit	(\$93,241)	(\$43,037)	\$22,401	\$79,082	\$138,987

PHASE 1 DESIGN (Tentative)

Working with Odell Architecture and Hartford-based JCI Architecture, HSG is in the design and planning stages for the renovated Dillon Stadium.

Initial plans include approximately 7,500 seats, a new synthetic turf field, new stands on the west side and new locker rooms, concession areas and restrooms.



UNITED
SOCCER
LEAGUE

Marquee group of experienced club owners
with financial stability:



Strong national media partners:





THE RIGHT MARKET

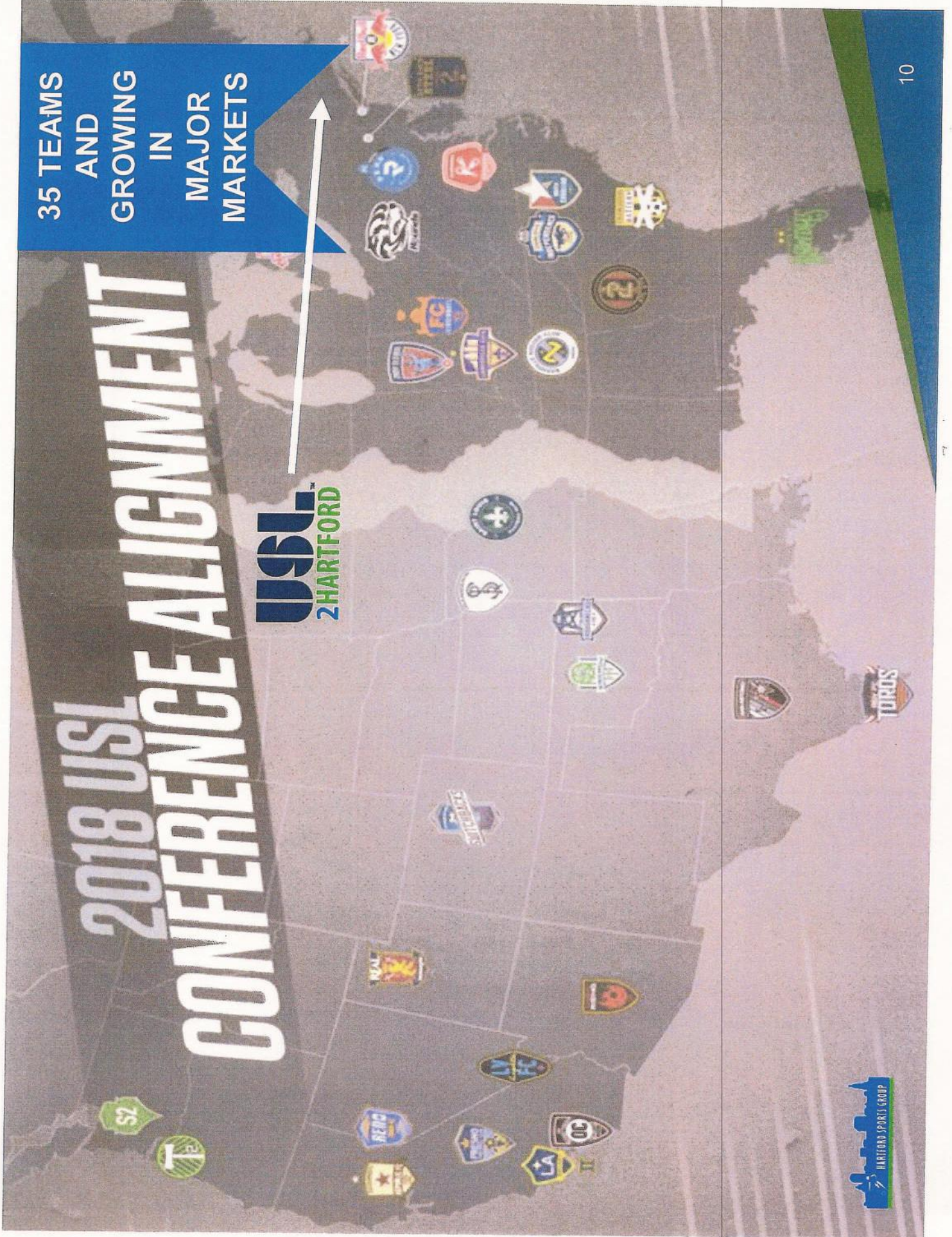
The World's Game is a sport for fans of all backgrounds – soccer has strong cultural ties and celebrates the vibrant and diverse communities we have in Hartford, while appealing to Gen Z and Millennials – which will help engage, attract, and retain youth in Hartford.

There is an avid soccer base in Hartford, hosting 12 U.S. National Team matches since 2004 (largest attendance was 36,265); The American Outlaws Hartford Chapter is among largest/most engaged in the U.S.

- #2 TV Ratings for 2015-2016 Premier League Season; #6 for 2014 World Cup
- UConn Men's soccer top five in attendance in each of the last 18 seasons
- Strong soccer participation across the state at all levels

2018 USL CONFERENCE ALIGNMENT

35 TEAMS
AND
GROWING
IN
MAJOR
MARKETS



**THE
RIGHT
TEAM**

HARTFORD SPORTS GROUP

Successful Hartford business leaders:

Bruce A. Mandell | Joseph A. Calafiore | Scott M. Schooley

INDUSTRY LEADERS

Experienced soccer and sports business industry professionals:

CAAICON

I N T E R S E C T I O N
VENTURES

Berkshire Upland Group



COMMITTED TO HARTFORD

Hartford-Based and Community-Focused, the members of HSG are committed to and heavily involved in Hartford.

- Bruce Mandell is the President of Data-Mail, Inc., a family business that employs nearly 350 Hartford residents.
- Joe Calafiore Sr. is the President of Alca Construction, a family business that has been located in Hartford since 1968.
- Scott Schooley is the President and Founder of Woodside Capital Management and has lived in Hartford since 1994.

Additionally, HSG's principals have supported the following Hartford initiatives for many years:

- Hartford Youth Sports
- Hartford Public Library
- Boys & Girls Club of Hartford (Recently introduced a new futsal program)
- Hartford Youth Scholarship Foundation
- Greater Hartford Arts Council
- Charter Oak Community Center
- Mandell Multiple Sclerosis Center
- Mandell JCC



BRUCE A. MANDELL

Bruce A. Mandell is President of Data-Mail, Inc. – a family-owned business founded in 1971 and one of the nation's largest direct marketing, print & production facilities. Data-Mail operates in the Hartford area and employs over 1,000 people of which nearly 350 are Hartford residents. Prior to joining Data-Mail, Mr. Mandell practiced corporate law in Manhattan after receiving a J.D. from Georgetown University (cum laude) and his B.A. from Tufts University (magna cum laude).

Mr. Mandell is an active supporter of the greater Hartford community. He serves as Vice Chair of the Board of Trustees for Kingswood Oxford School, Board Member for the World Lung Foundation, Fire Commissioner for the Town of Woodbridge, and works closely with the Mandell Family Foundation, a non-profit providing programs related to education and health in Hartford.

Mr. Mandell is a Trustee for the Boys & Girls Club of Hartford and the Foote School in New Haven, CT. Bruce and his wife, Lillian Garcia, are parents to avid soccer/futsal players Madison and Isabella. Bruce also currently competes weekly on an over 40 soccer team in the Connecticut Adult Soccer League.



JOSEPH A. CALAFIORE

Joseph A. Calafiore is the President of Alca Construction Co., Inc., which has been

located in Hartford since 1968. With more than 30 years of experience in the construction industry, Mr. Calafiore started at Alca in 1984 and has risen through every role in the company – serving in his current position as President since 1991. As President, Mr. Calafiore controls and administers all functions of the company from daily operations to long-range planning with projects throughout Connecticut and extensive work in the City of Hartford. Mr. Calafiore received a B.A. in Economics from Boston University.

Born and raised in Hartford, Mr. Calafiore has also served as a member of the Board of Trustees of Renbrook School (2005-2012) and has contributed to many local organizations. Mr. Calafiore also has ties to the local Hartford Italian Social and Athletic Club of which his father managed the Italian American Stars to victory in the 1967 National Amateur Cup at Dillon Stadium in Hartford.



SCOTT M. SCHOOLEY

Scott M. Schooley is the President and Founder of Woodside Capital Management, LLC, a private investment company and fund manager. Over the last 16 years, funds managed by Woodside have invested approximately \$350 million of debt and equity proceeds in 130 transactions. Prior to Woodside, Mr. Schooley served as the President and Founder of Blackstone Cable and was a Partner in the law firm of Bingham Dana LLP (currently Morgan Lewis), opening the Hartford office of that firm in 1991. Prior to law school, Schooley was an Infantry officer in the United States Army. Mr. Schooley received a J.D. from Fordham University School of Law and a B.A. in Economics and History from Muhlenberg College.

Mr. Schooley, his wife, Giuliana, and their two sons have been residents of Hartford since 1994. They have been active participants in, and donors to, Hartford youth sports, including Hartford Youth Soccer and Hartford's West End Little League. They are also long time members of, and annual contributors to, Hartford charitable and cultural institutions and their Hartford parish.

