



## **Magic Sports Complex of New Jersey**

### **Project Fact Sheet – October 2012**

#### **Overview:**

**The Magic Sports Complex of NJ** plan is to build a large state-of-the-art indoor/outdoor facility that will offer a host of sports related and recreational activities and special events in Vineland, NJ. This includes training camps and leagues for competitive tournament events in baseball, basketball, softball, soccer and track, among other sport programs. The facility will also include medical services, health and wellness programs.

The complex will be built in Two Phases from 2013 through 2015, creating hundreds of direct and indirect permanent jobs as each phase is completed, as well as 200-400 temporary construction jobs. Significant tax ratables will be created for the city and region. It is estimated that the economic impact to the region will be \$250M\* annually. There is a clear-cut need for outstanding indoor and all-weather outdoor facilities that allow year-round training and competition in this region and beyond.

*\*An updated feasibility/ economic impact study is being conducted over the next few months.*

In addition to the Sports Complex, plans include a 4-star hotel with conference facilities and an indoor and outdoor water parks to be developed in the second phase of the project. The resort hotel will provide lodging, meals and entertainment for families attending Magic Sports tournaments and competitions as well as be available for conferences and local community events.

Sports is a vital economic engine in the United States. In the published results of the Sports Events Magazine's seventh annual Sports and Economic Impact Study released in March 2012, it stated:

- There was a growth of 6.7% in the impact of direct spending in the sports events industry in 2011
- 78% of the destination group respondents project an increase in economic impact during 2012
- Athletes spent an estimated \$705 per competition in 2011, up from \$688 per athlete the year before
- The economic impact of the sports event marketplace grew by 6.8% - or \$450 million – in new direct spending in 2011
- The sports event marketplace represents \$7.1 billion in total economic impact in the United States.

Meanwhile, the Sporting Goods Manufacturers Association's State of Team Sports in America report released in September 2011 stated:

- Nearly 70% of children between the ages of 6 and 17 are involved in team sports; and
- Three out of four teenagers are now playing at least one team sport.
- In 2010, sports participation among 13 year olds and 14 year olds increased 22% and 14%, respectively, versus 2009.

The potential for Magic Sports to significantly impact the industry is substantial. Magic Sports will offer a variety of support services and multiple venues to address the needs of developing and aspiring athletes, their families and those looking for a great family and company getaway. The Magic Sports concept is designed for athletes of all ages, income levels, backgrounds and conditions.

### **About the Principals:**

**Magic Sports Complex of New Jersey LLC** was founded by Ron Nametko. He has worked on the concept for a number of years, conducting market studies to determine the projected success of such a complex within the sports industry. Among several proposed sites in New Jersey, he considers the Vineland, NJ, location optimally well-suited to launch the complex in the highly populated northeast corridor of the United States. [www.MagicSportsComplex.com](http://www.MagicSportsComplex.com)

**Master Developer of the project is SORA Northeast Development LLC**, headed by Greg Filipek. His more than 30-years of successful commercial and residential development experience include large scale projects such as the Wharton Executive Training Center at the University of Pennsylvania and the public-private development of the \$300m Rowan Boulevard project in Glassboro, NJ. [www.SoraNortheastDevelopment.com](http://www.SoraNortheastDevelopment.com)

### **Project Contractors:**

Blackney Hayes Architects  
Schaeffer Nassar Scheidegg Consulting  
Engineers  
HBT Architects  
Horner & Canter Associates  
Karabashian Eddington Planning Group

CES Engineering  
Title America Agency Corp.  
Hotel & Leisure Advisors  
American Resort Management, LLC  
Capizola, Lapham & Fralinger law  
Pennonni Associates Inc.

### **Contacts:**

#### **Media inquiries:**

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#### **Sponsorship and Branding Opportunities:**

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## **Status**

A recent Vineland land purchase is under agreement with South Jersey Industries' *Energy and Minerals, Inc* for 248.6 acres, with an additional adjacent 40 acres under agreement with local resident Jay Morie.

The developers of the Magic Sports Complex of NJ believe the location of the tract is ideally situated for the proposed plans, with access to Route 55 via Lincoln Avenue at the northern end of the parcel and the southern end bordering Route 55 and the city of Millville. The location is also convenient to both Philadelphia and Atlantic City Airports for those traveling to the proposed complex.

The project plans have been submitted to the City of Vineland Zoning boards for review and their consideration. If the project is approved, it is anticipated that construction would commence on Phase One in June 2013, with opening by summer of 2014.

The initial concept renderings are available:

## **Project Information**

With the proposed location in Vineland, NJ, in the highly populated northeast (1/3 of the US population), it is anticipated that Magic Sports Complex and Resort will draw year round athletes for competitive sports events and training, their families, spectators, tourists and sponsors from all over the region, nation and world.

Magic Sports Complex five primary areas of focus are:

- **Focus 1: Baseball** – Offering the best possible baseball competition during the 13 weeks of summer, as well as year-round training and competition.
- **Focus 2: Women's Sports Training and Tournaments/Leagues/Camps** – Special focus on the training and competitive needs of female athletes in multiple sports.
- **Focus 3: Special Populations and Disabled Athletes** – Development of services and competitions addressing the needs of special athletes, including accessibility.
- **Focus 4: Training and Tournaments/Leagues/Camps** – Multiple sport opportunities for athletes of all ages and abilities to compete and train in all types of athletic-related endeavors. Magic Sports is a membership-driven facility.
- **Focus 5: Sports Career Training** – 6,000 square feet of classroom space is planned to be available for programming that will allow individuals to explore and prepare for careers in the sports industry. Training includes radio and television studios for onsite exposure to this popular career option. Magic Sports will offer our state-of-the-art hotel as a training ground for local hotel management college students.

## **Phase I**

The Magic Sports Complex of NJ is committed to energy-efficient green construction and utilities.

- The Monolithic Dome constructed for The ‘Magic Arena’ with indoor track and sports fields, and 12 basketball courts with flexible seating according to the event(s). It will also serve as a conference center and will house corporate offices, broadcasting facilities, medical services, restaurants and food court.
- 8 – 50x70 Baseball Fields (turf).
- 8 – Softball Fields - clay infields and turf outfields.
- 4 – 60x90 Baseball Fields (turf).
- 4 – Soccer/ Lacrosse Fields (turf).
- 2 – Special Population Fields.
- 6 – Regulation Tennis Courts and one Main Court (1000 seats).
- 400 Meter 8-Lane outdoor Track/Soccer/Lacrosse Field (turf with 2500 seats)
- Outdoor facilities, including sand volleyball courts, basketball courts and children’s play parks throughout the grounds to be developed over all phases of construction.
- Magic Village - housing for up to 1500 athletes on each side of the Village (1500 male and 1500 female). Includes dining hall, commercial kitchen, laundry facilities and game room in fenced and secure area.

### **Magic Sports Renderings   Links to hi-res images**

#### **Magic Sports aerial**

<http://www.soranortheast.com/PR/magic-sports-rendering.html>

#### Magic Arena

<http://www.soranortheast.com/PR/magic-sports-arena.html>

#### Magic Sports Hotel

<http://www.soranortheast.com/PR/magic-sports-hotel.html>

#### Magic Sports Entrance

<http://www.soranortheast.com/PR/magic-sports-entance.html>

#### Magic Sports Conference Center

<http://www.soranortheast.com/PR/magic-sports-conference-center.html>