



# ADVENTURE BEGINS HERE

ADVENTURE SPORTS & ENTERTAINMENT ■ JACKSON TOWNSHIP, NEW JERSEY



# AERIAL VIEW



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Adventure Sports & Entertainment at Jackson is perfectly positioned to be successful by having a state-of-the-art Air Supported Structure indoor facility and synthetic turf playing surfaces along with opportunities such as dining and entertainment options, locating on-site hotel options and placing the entire complex next to Six Flags Great Adventure Amusement Park.

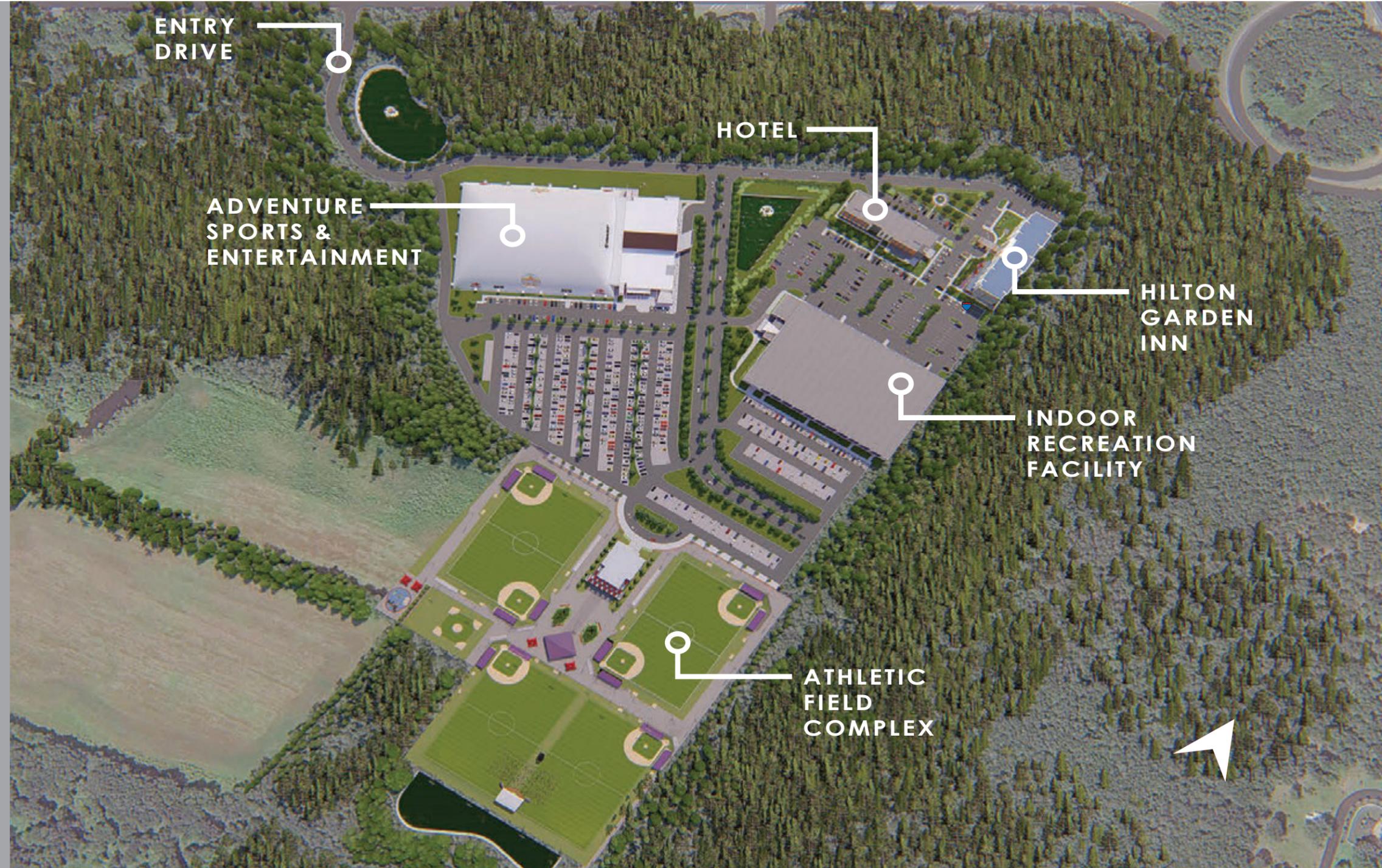
The demand for new, cutting edge sports facilities is on the rise with highly successful examples showing the standard for the industry: Spookynook Sports in Pennsylvania; Cal Ripkin Baseball in Maryland; Cedar Point Sports Center in Ohio and the well-known ESPN Wide World of Sports in Florida. These have all profited on the national trend of augmenting amusement parks with sports and entertainment offerings.

Spending on organized leagues (local and travel) as well as destination tournaments is on the increase with event promoters and sanctioning bodies looking for the best competitive locations with modern amenities in close proximity to the venues. These leagues and tournaments occur over several days and regional travel is enhanced by the proximity to other forms of entertainment and recreation areas.

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# SITE PLAN



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# THE PROJECT

Adventure Sports & Entertainment will be a state-of-the-art sports and entertainment complex, located within the Adventure Crossings USA in Jackson Township, New Jersey. It will be the new premiere home to organized sports teams, leagues, associations, individuals and the community and provide a “best-in-class” environment for competitors, coaches, officials, athletes, parents and supporters.

It will feature health and wellness opportunities through a variety of professional, licensed programs and activities. There are two initial major hotels planned to service the hospitality needs of the entire project. The first, which has already been approved and scheduled to be open by the winter of 2019 is a 134 room Hilton Garden Inn which will be a full service hotel, including an upscale restaurant and bar serving breakfast, lunch and dinner, indoor pool and health club, business center and meeting rooms along with a luxurious 10,000 square foot banquet and conference facility. The Complex will also provide championship-caliber outdoor fields and team needs that will instantly brand Adventure Sports & Entertainment as the preferred venue to host local, regional and national competitions.

The centerpiece of the Complex is a climate-controlled indoor Air Supported Structure designed to be flexible enough to meet any team’s needs. The Air Supported Structure will be outfitted with state-of-the-art laser tag, arcades, various dining choices, meeting rooms, superior audio and video technology & much more. The indoor Air Supported Structure will provide an exceptional experience unmatched in the local or regional marketplace.





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# OBJECTIVES AND COMMITMENT



- To develop a full service sports and entertainment complex, launching with the centerpiece: A state-of-the-art indoor competition and entertainment Air Supported Structure.
- To develop rewarding partnerships with local, regional and national organizations that will provide support and funding for various elements of Adventure Sports & Entertainment.
- To serve as the key component of a larger plan that serves to enhance the value of the overall development and the larger Jackson community.
- To create sufficient opportunities to maintain financial sustainability for partners and stakeholders.
- To create a destination location, one that drives repeat business and opportunities.

# EVENING LEFT SIDE RENDERING



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# SITE LOCATION



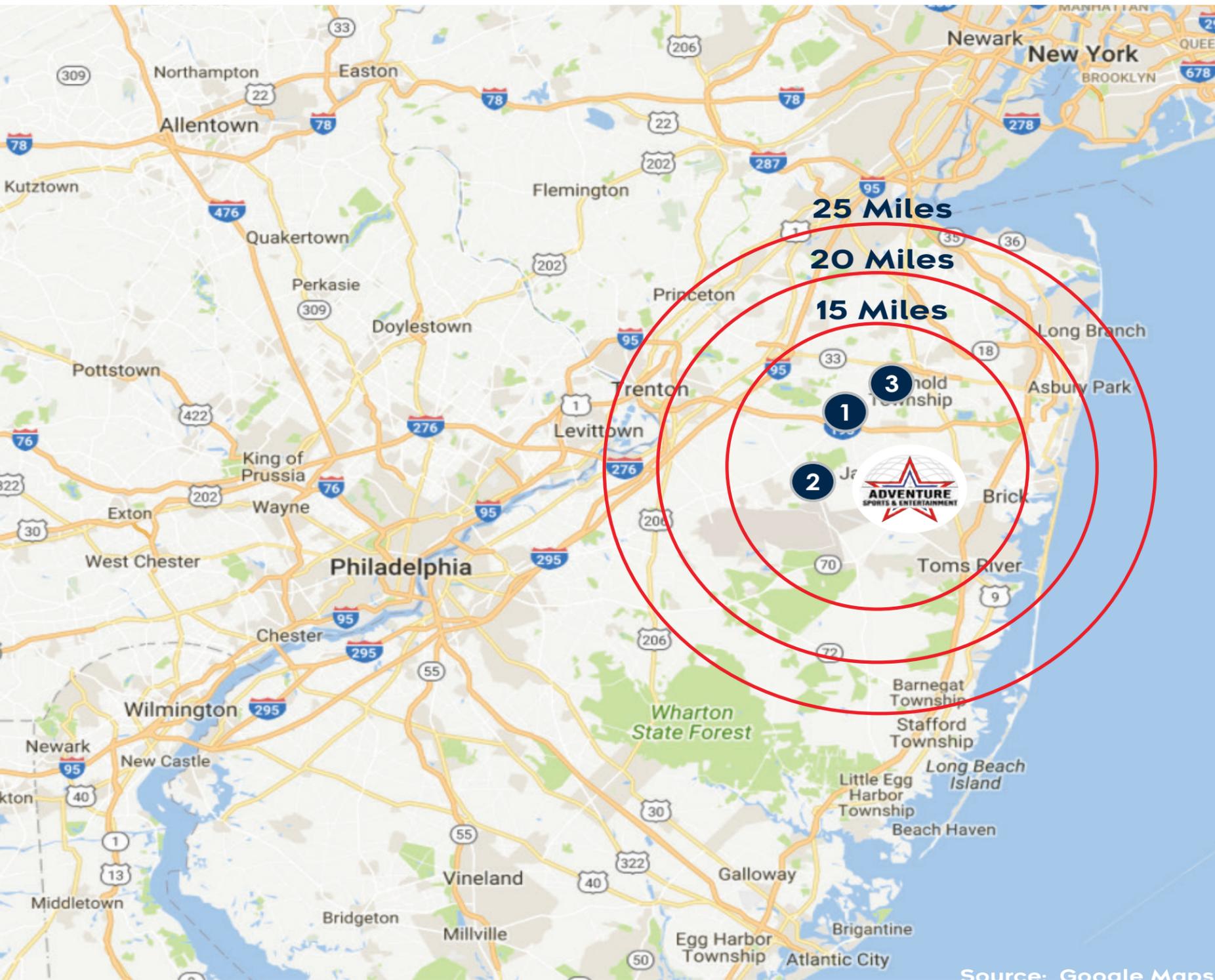
Conveniently situated within driving distance of New York, Philadelphia, the Jersey Shore, Delaware and Baltimore. Extraordinary major highway access with Adventure Sports & Entertainment positioned off I-195 in Jackson, New Jersey and close to the New Jersey Turnpike and Garden State Parkway. Jackson is located within the New Jersey Pine Barrens of Ocean County and is home to Six Flags Great Adventure Theme Park and the Jackson Premium Outlets.



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# THE COMPETITIVE MARKETPLACE (Local)



Source: Google Maps



## Adventure Sports & Entertainment: Jackson, NJ

Size: Over 25 acres of land

Turf: 56,563 sq ft.	Laser Tag: 6,607 sq ft.
Hard Court: Yes, 5.	Academic Tutoring: Yes.
Concessions: Multiple.	Sports Bar: Yes.
Arcade: 4,934 sq ft.	Outdoor Fields: 4 full sized.
Party Rooms: Yes.	Summer Camps: Yes.



### 1 Sportika: Manalapan, NJ Approximately 10 Miles from ASE

Size: 175,000 sq ft

Turf: 72,000 sq ft.  
Hard Court: Yes, 7.  
Concessions: Vending.  
Arcade: 2,500 sq ft.  
Party Rooms: Yes.

Laser Tag: No.  
Academic Tutoring: Yes.  
Sports Bar: No.  
Outdoor Fields: 1 full sized.  
Summer Camps: Yes.



### 2 Robbinsville Field House: Robbinsville, NJ Approximately 12 Miles from ASE

Size: 80,000 sq ft

Turf: 60,000 sq ft.  
Hard Court: None.  
Concessions: Vending.  
Arcade: No.  
Party Rooms: Yes.

Laser Tag: No.  
Academic Tutoring: No.  
Sports Bar: No.  
Outdoor Fields: No.  
Summer Camps: No.



### 3 iPlay America: Freehold, NJ Approximately 12 Miles from ASE

Size: 155,000 sq ft

Turf: No.  
Hard Court: No.  
Concessions: Multiple.  
Arcade: Yes.  
Party Rooms: Yes.

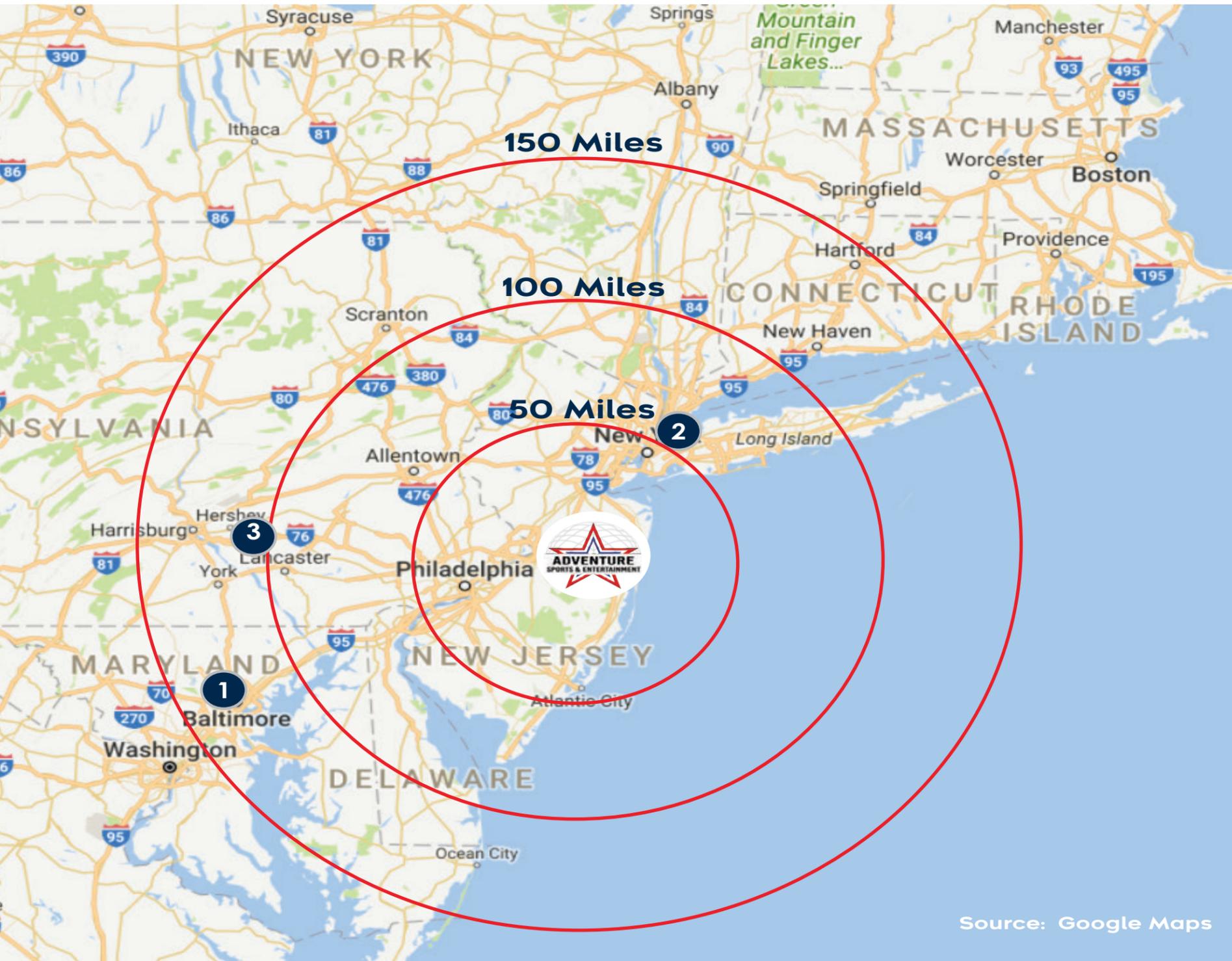
Laser Tag: 6,000 sq ft.  
Academic Tutoring: No.  
Sports Bar: Yes.  
Outdoor Fields: No.  
Summer Camps: Yes.

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# THE COMPETITIVE MARKETPLACE (Regional)



## Adventure Sports & Entertainment: Jackson, NJ

Size: Over 25 acres of land

Turf: 56,563 sq ft.	Laser Tag: 6,607 sq ft.
Hard Court: Yes, 5.	Academic Tutoring: Yes.
Concessions: Multiple.	Sports Bar: Yes.
Arcade: 4,934 sq ft.	Outdoor Fields: 4 full sized.
Party Rooms: Yes.	Summer Camps: Yes.



### 1 Ripkin Baseball: Baltimore, MD Approximately 159 Miles from ASE

Turf: Yes.	Laser Tag: No.
Hard Court: No.	Academic Tutoring: No.
Concessions: Multiple.	Sports Bar: No.
Arcade: No.	Outdoor Fields: Yes, multi-use.
Party Rooms: No.	Summer Camps: No.



### 2 Aviator Sports & Events Center: Brooklyn, NY Approximately 72 Miles from ASE

Size: 175,000 sq ft

Turf: Yes.	Laser Tag: No.
Hard Court: Yes, 1.	Academic Tutoring: No.
Concessions: Food Court.	Sports Bar: Yes.
Arcade: Yes.	Outdoor Fields: Yes, multi-use.
Party Rooms: Yes.	Summer Camps: Yes.



### 3 Spooky Nook Sports: Manheim, PA Approximately 125 Miles from ASE

Size: 700,000 sq ft

Turf: Yes.	Laser Tag: No.
Hard Court: Yes, 10.	Academic Tutoring: No.
Concessions: Multiple.	Sports Bar: Yes.
Arcade: Yes.	Outdoor Fields: No.
Party Rooms: Yes.	Summer Camps: Yes.



# DEMOGRAPHICS

## Monmouth and Ocean County Marketplace:

	10 Minute Drive Time from ASE	20 Minute Drive Time from ASE	30 Minute Drive Time from ASE	45 Minute Drive Time from ASE	60 Minute Drive Time from ASE	New Jersey
2017 Est. Population	13,459	229,742	972,109	2,720,571	5,949,256	8,999,188
2017 Est. Target Market Users (ages 5-44)	6,392 (47.49%)	111,264 (48.43%)	475,824 (48.96%)	1,343,193 (49.37%)	3,009,964 (50.60%)	4,558,855 (50.65%)
2017 Est. Average Household Income	\$142,624	\$122,257	\$105,598	\$109,543	\$101,409	\$107,672
Entertainment & Recreation Spending per Household	\$5,025.84	\$4,417.29	\$3,778.75	\$4,005.36	\$3,824.02	N/A

Source: US Census Bureau; Environics Analytics; Otteau Group, Inc.

# POINTS OF INTEREST

**AMERICAN HILTON GARDEN HOTEL:** ON SITE.

**SIX FLAGS GREAT ADVENTURE:** ADJACENT.

**SIX FLAGS HURRICANE HARBOR:** ADJACENT.

**JACKSON PREMIUM OUTLETS:** APPROXIMATELY 1 MILE.

**JACKSON JUSTICE SPORTS COMPLEX:** APPROXIMATELY 7 MILES.

**METEDECONK NATIONAL GOLF:** APPROXIMATELY 7.5 MILES.

**LAURITA WINERY:** APPROXIMATELY 10.5 MILES.

**FREEHOLD RACEWAY MALL:** APPROXIMATELY 11.5 MILES.

**THE PEDDIE SCHOOL:** APPROXIMATELY 13 MILES.

**RESIDENCE INN BY MARRIOTT CRANBURY-SOUTH BRUNSWICK:** APPROXIMATELY 15 MILES.

**BEST WESTERN LEISURE INN:** APPROXIMATELY 18 MILES.

**HILTON GARDEN INN LAKEWOOD:** APPROXIMATELY 20 MILES.

**THE JERSEY SHORE:** APPROXIMATELY 20-30 MILES.

**SESAME PLACE:** APPROXIMATELY 23 MILES.

**JENKINSON'S AMUSEMENT BOARDWALK:** APPROXIMATELY 25 MILES.

**PIER VILLAGE:** APPROXIMATELY 33 MILES.

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# INDOOR PROGRAM SUMMARY

**162,014 sq ft**  
of Indoor Recreation Space

**14,580 square feet MEZZANINE LEVEL Including:**

- Viewing Area
- Karate Room
- Fencing Room
- Training Room
- Cross-Fit Room

**101,714 square feet RECREATION AIR SUPPORTED STRUCTURE Including:**

- HardCourt Area
- Field Area

**45,720 square feet INDOOR RECREATION CENTER Including:**

- Lobby
- Sports Bar with Outdoor Patio
- Laser Tag
- Arcade
- Redemption Area
- Mechanical Room
- Restrooms / Showers
- Concession Seating Area
- Breakout / Meeting Rooms
- Party Rooms / Public Arcade
- Office Space
- Miscellaneous Retail Space
- Hair Salon
- Rock Climbing Wall
- Drone Racing
- Esports
- Basketball
- Cheerleading
- MMA
- Volleyball
- Lacrosse



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# OUTDOOR PROGRAM SUMMARY

# 390,000 sq ft

## of Outdoor Recreation Space

### 390,000 square feet of SYNTHETIC TURF FIELDS

#### Including:

- Space to host training sessions and regional and national tournaments for:

- Soccer
- Softball
- Football
- Lacrosse

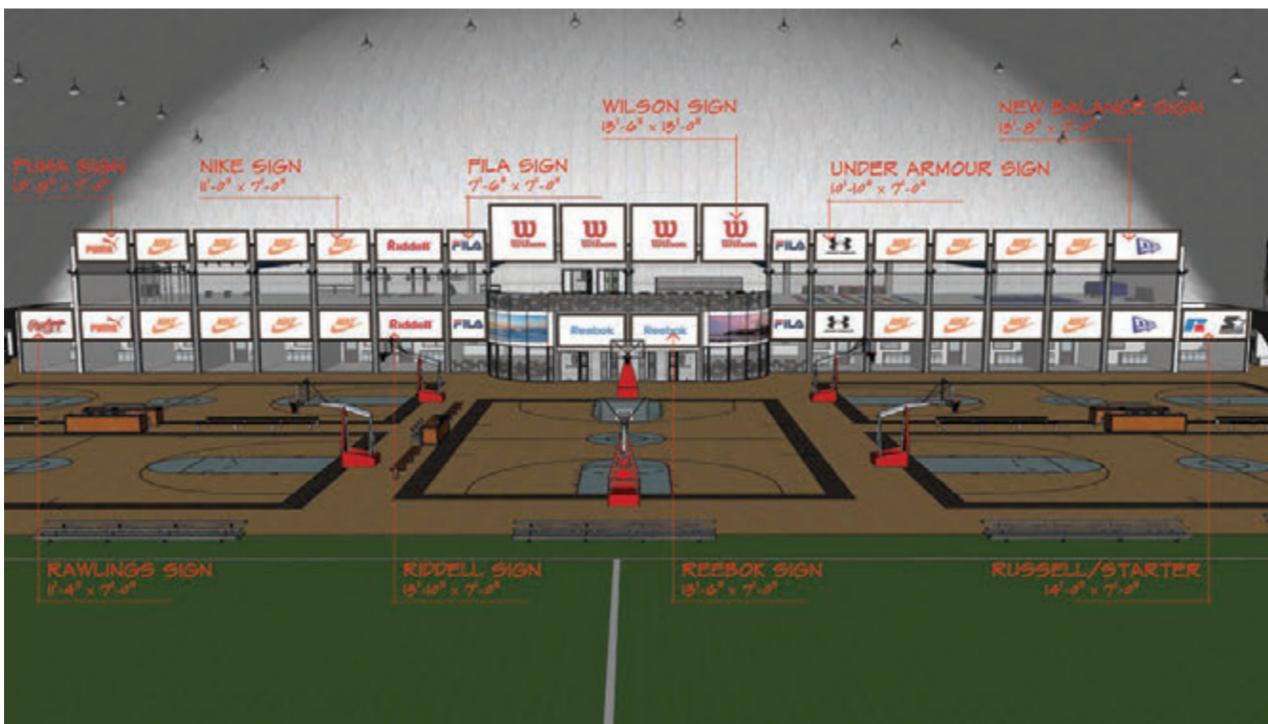
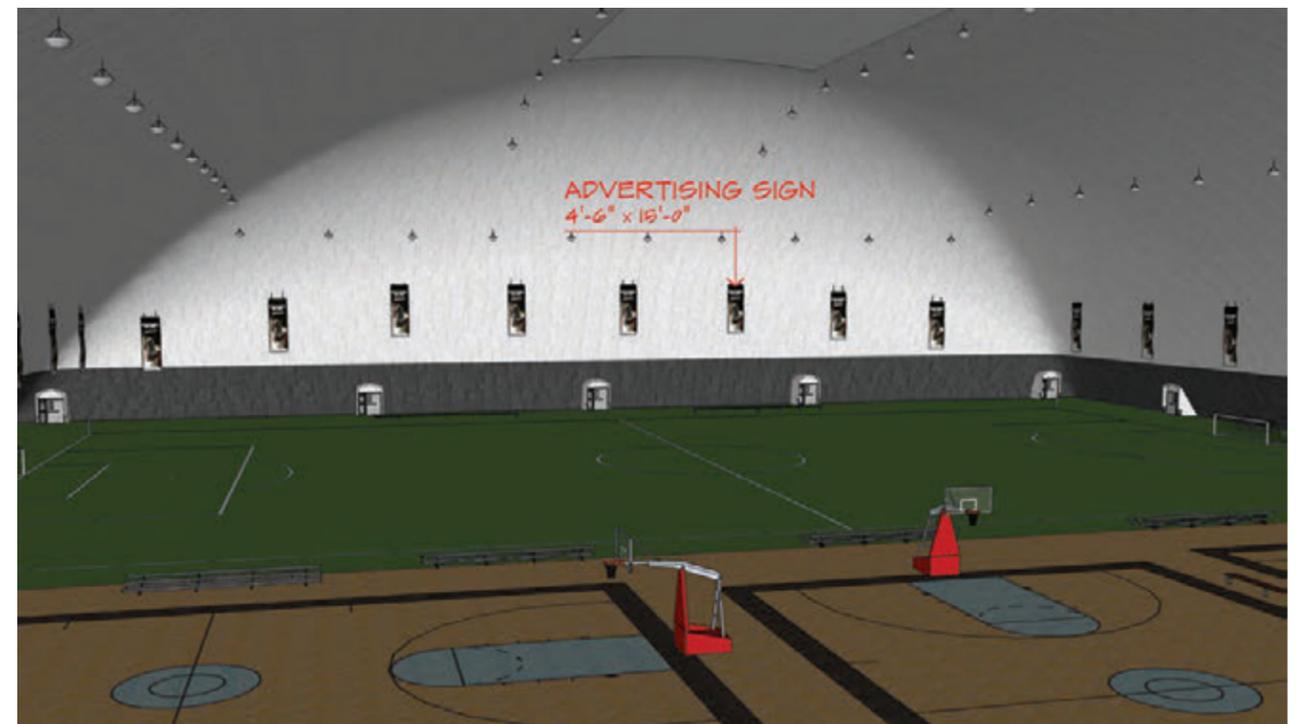
- Training club house for baseball and softball
- Outdoor batting cages
- Warm up areas
- Outdoor entertainment area



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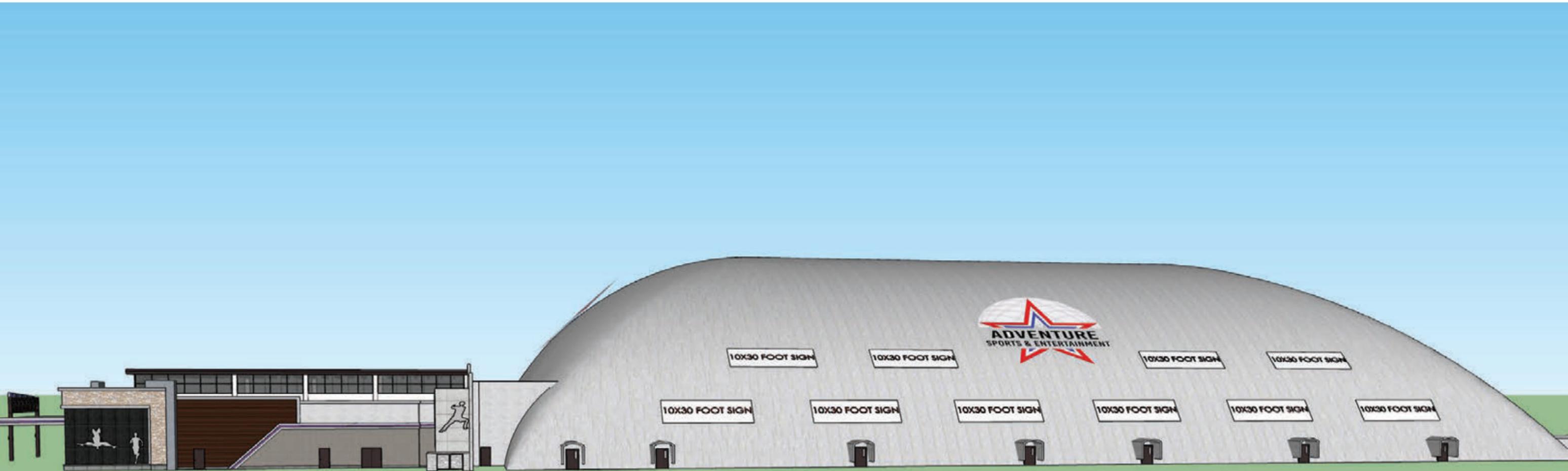




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# ADVERTISING OPPORTUNITIES



**Opportunities to partner and advertise with Adventure Sports & Entertainment to reach residents from the New York, New Jersey and Philadelphia markets:**

- Outdoor Marquis with Digital Capabilities
- Indoor Signage
- Indoor B to B Food and Beverage Operations
- Official Product Designation
- Naming Rights to Fields
- Bannering
- On-Site Activation Areas
- Web and Social Media Advertising
- Franchise Opportunities

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# LOBBY AREA



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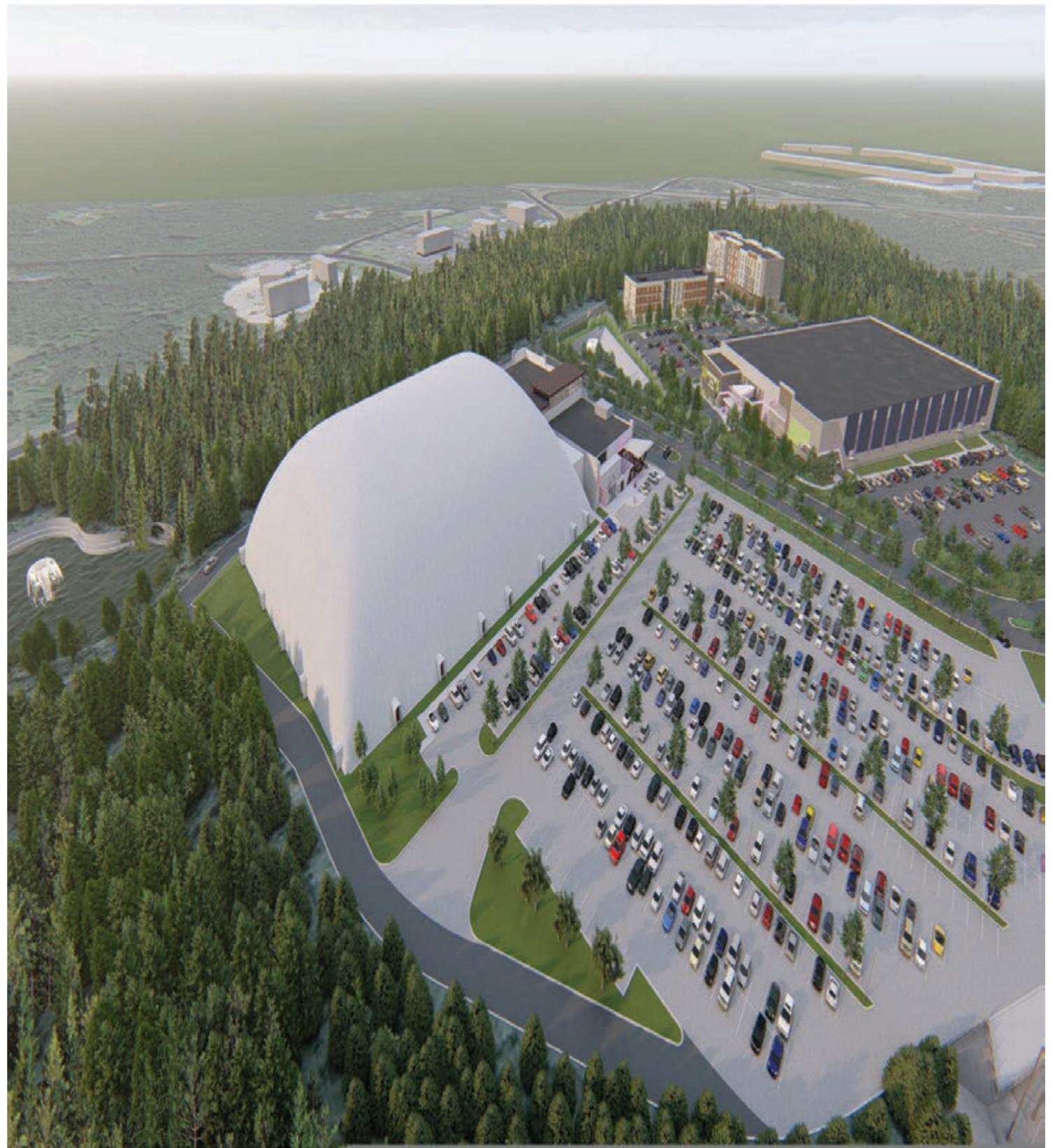
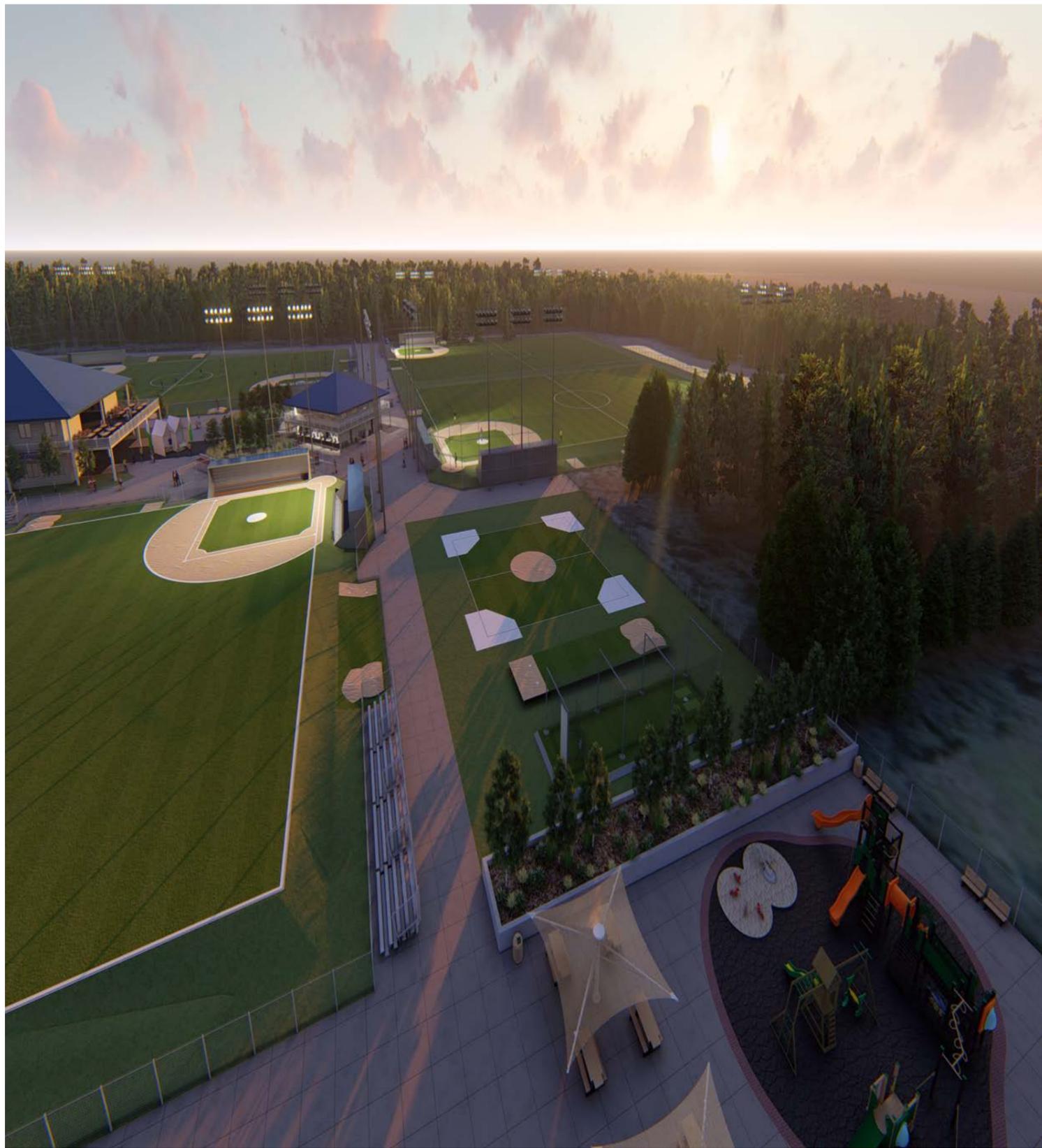


# AIR SUPPORTED STRUCTURE INTERIOR FLOOR



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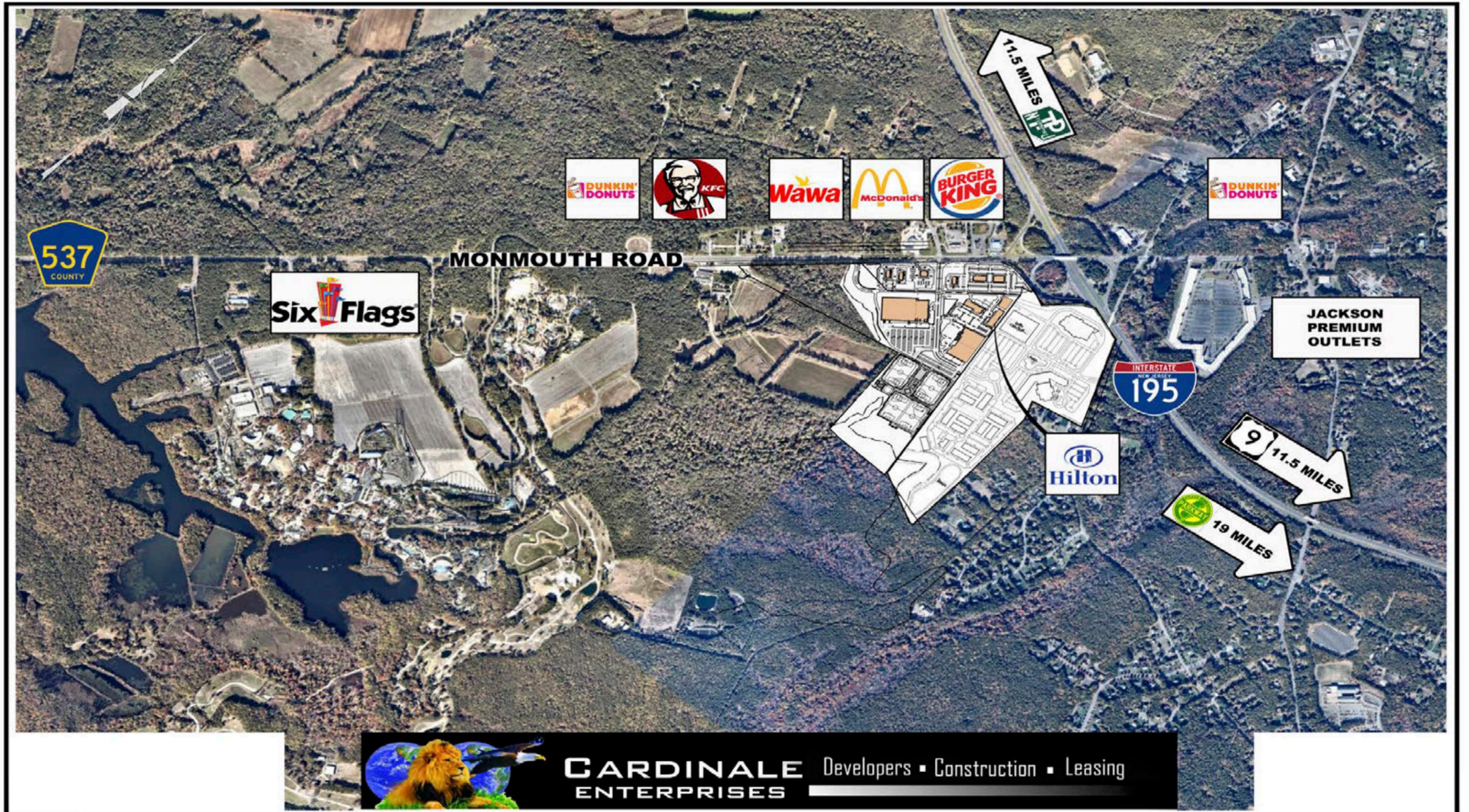
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# CARDINALE ENTERPRISES

Cardinale Enterprises is a leading real estate investment and development company that has built a solid reputation in the New York and New Jersey commercial real estate marketplaces. For more than 25 years, our company has established a track record of excellence by developing, marketing, managing, and investing in retail properties and mixed-use developments throughout the Northeast.

Cardinale Enterprises is led by Vito F. Cardinale and his partners, Frank Mozino and Nick Ponzio. To date, Cardinale Enterprises has developed a portfolio of over 2,000 acres of commercial and residential real estate, and manages more than 200,000 square feet of commercial property in New York and New Jersey.

Our portfolio includes open-air shopping centers, office and medical space in an environment that focuses on architectural design and mixed use applications. The company is currently planning the development, construction and management of an additional 1,000,000 square feet of commercial space in the tri-state area.

**JACKSON CROSSING**

**MANALAPAN CROSSING**

**BAYVILLE CROSSING**

**BARNEGAT CROSSING II**

**BARNEGAT CROSSING III**

Visit [www.adventuresportsandentertainment.com](http://www.adventuresportsandentertainment.com) for more information about Adventure Sports & Entertainment



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