

October 2023



# Sports Events' Impact on Communities



# 2023 Highlights



## Over 1,000 new customers

Today we have 2,100+ customers



## Verticalizing

Now established in 11 verticals



## Funding

Completed \$140M+ Series C



## Customers love us!

NPS 57



## Team growth

2022: 298 → 592 employees



## Privacy

Leading technology and partnerships

Loved and trusted by 2k+ industry leaders

### Retail



### Grocery



### Restaurants



### CRE



### Finance



### Out of Home



### Manufactured Goods



### Civic



### Entertainment & Leisure



### Aviation



CONFIDENTIAL

# Agenda

01

**NBA Finals 2023**

Attracting new  
visitors

02

**Major League  
Soccer Fans**

Die-hard and casual  
fans cheering for  
their hometown  
heroes

03

**Sports and Entertainment  
Districts**

Becoming a hub for  
sports and more

04

**LA Coliseum and Rose Bowl**

Stadium visits for  
USC and UCLA fans



01

# NBA Finals 2023



# 2023 NBA FINALS

LIVE UPDATES



DENVER  
NUGGETS



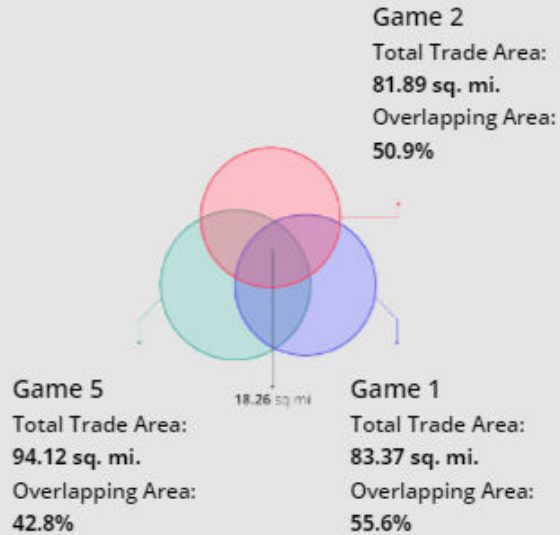
VS  
MIAMI  
HEAT

# New Visitors drawn to trade area during NBA finals



## TTA Comparison: 2023 NBA Finals Games

Ball Arena, Denver, CO



Kaseya Center, Miami, FL

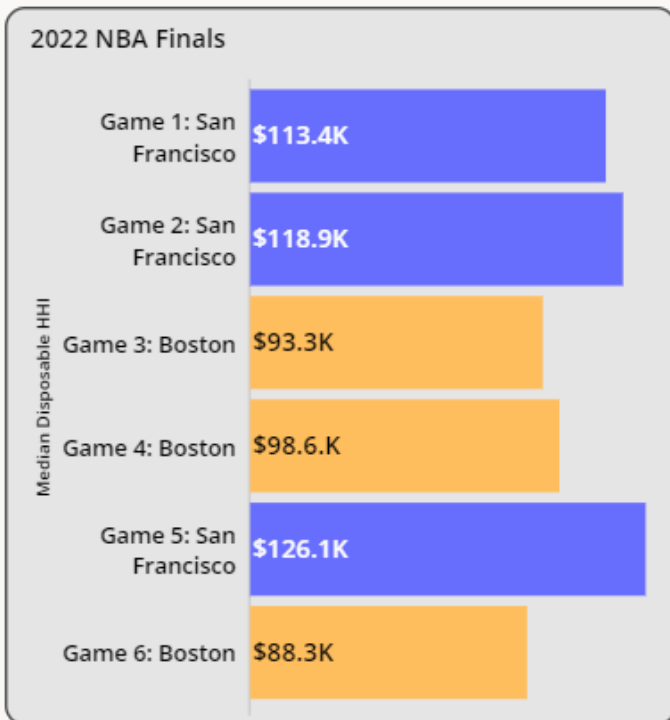


# Fans in Attendance are High Earners



## Median Disposable HHI of NBA Finals Attendees

Analysis of Median HHI in Arenas' Captured Market Using the STI: Popstats 2022 dataset



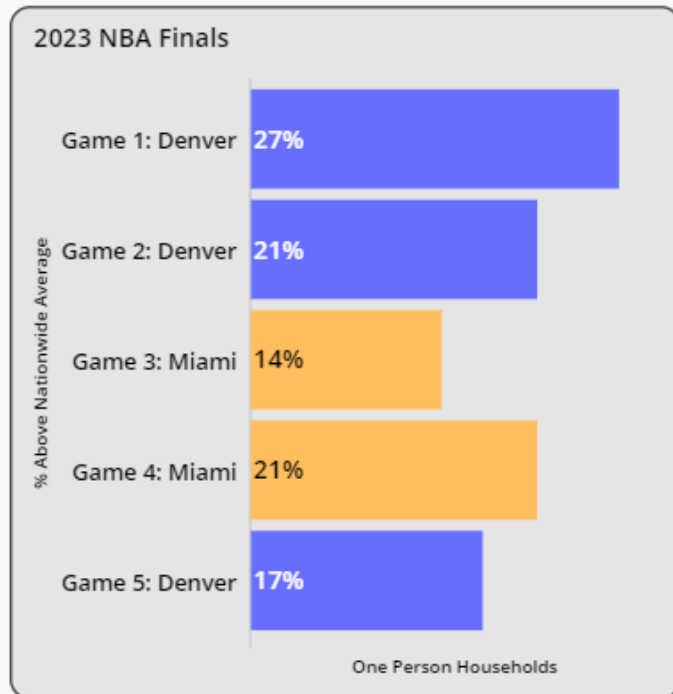
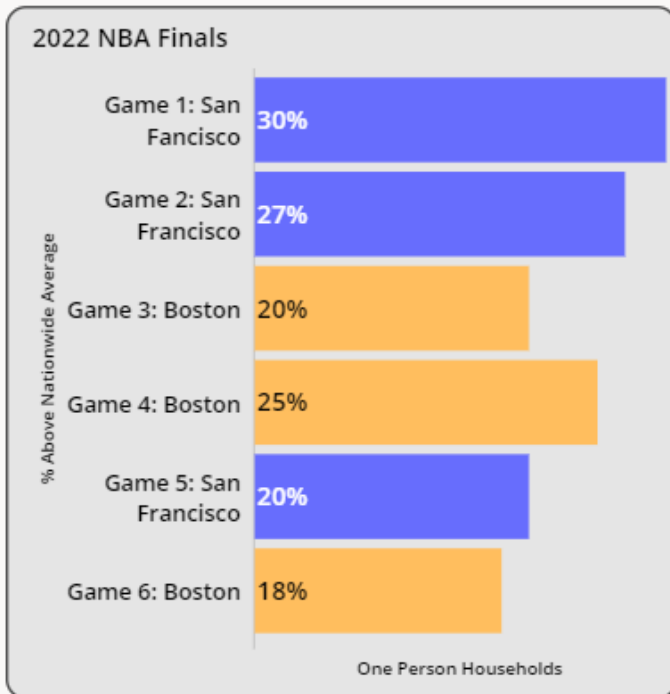


# Finals attendees more likely to come from 1-person households



## Over-Indexing of Singles Among NBA Finals Attendees

% above Nationwide Average of One Person Households\*



\*Analysis of Captured Market Using STI: Popstats 2022 dataset



02

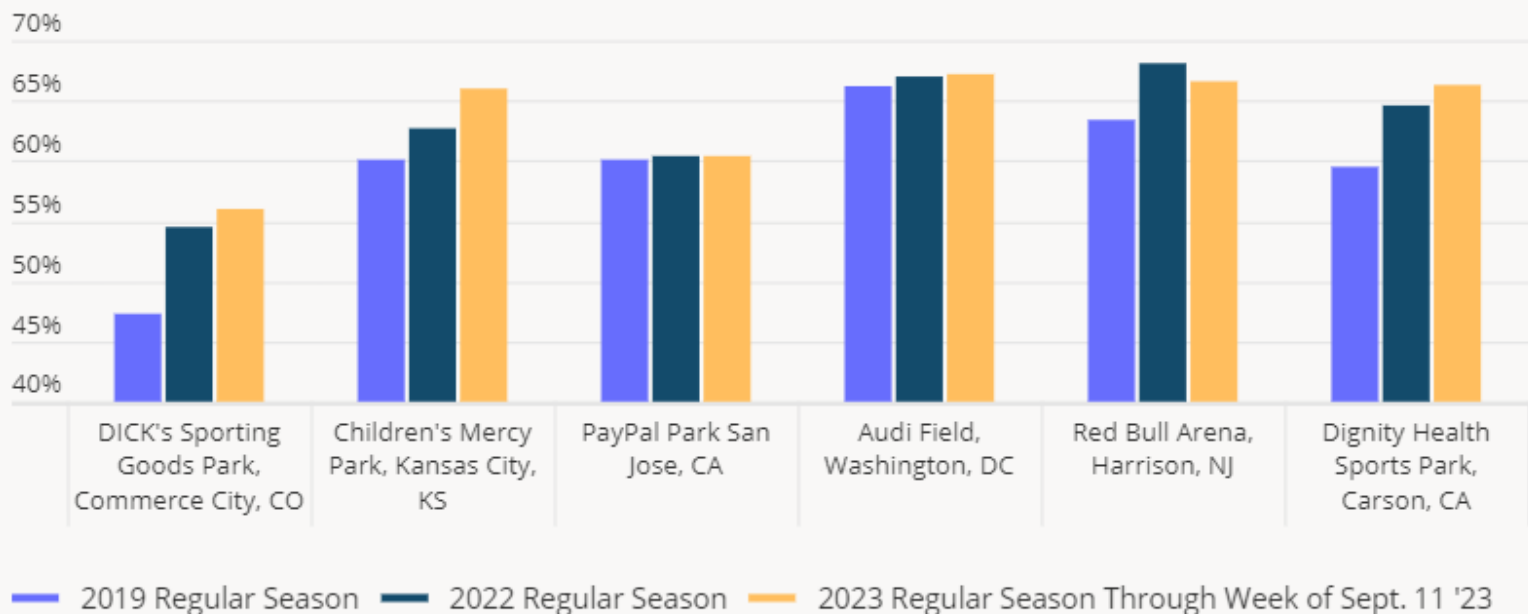
# Major League Soccer Fans

# Local Fans Cheering for Hometown Club



## More Local Fans are Visiting MLS Stadiums

% of Visitors By Home Location 0 - 30 mi

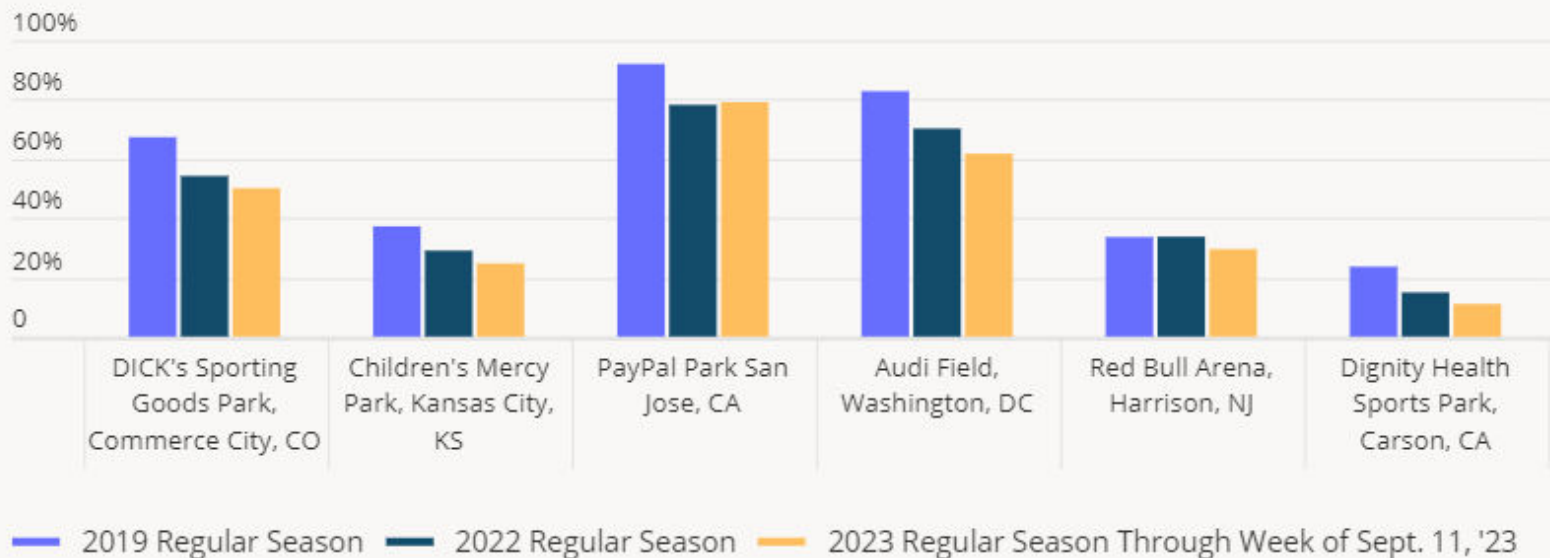


# Diverse Fanbases Reflect the General Population



## Democratization of MLS Stadium Visitors

Median HHI of Trade Areas as % Above Nationwide Benchmark\*



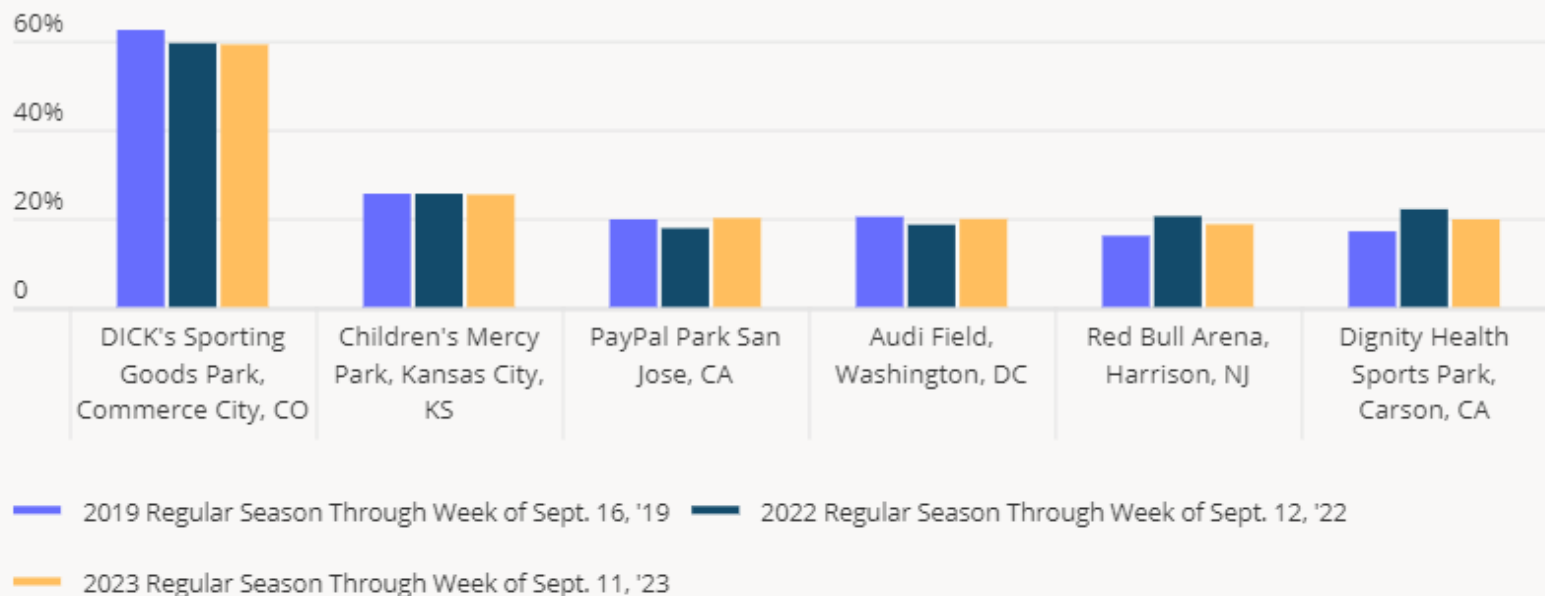
\*Captured Market Based on STI: Popstats 2022 Dataset

# NY and LA seeing more die-hard fans filling their stadiums



## More Repeat Visitors are Visiting MLS Stadiums

% of Visitors Who Visited At Least Twice





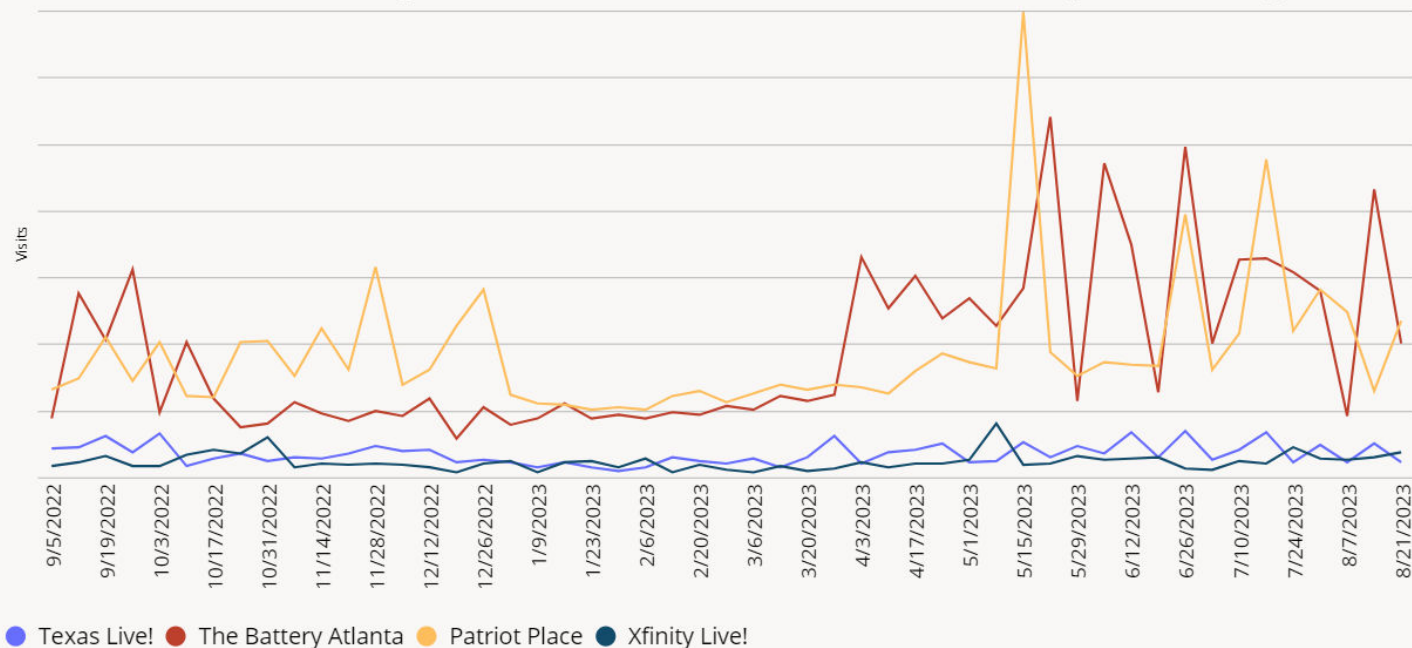
03

# Sports and Entertainment Districts

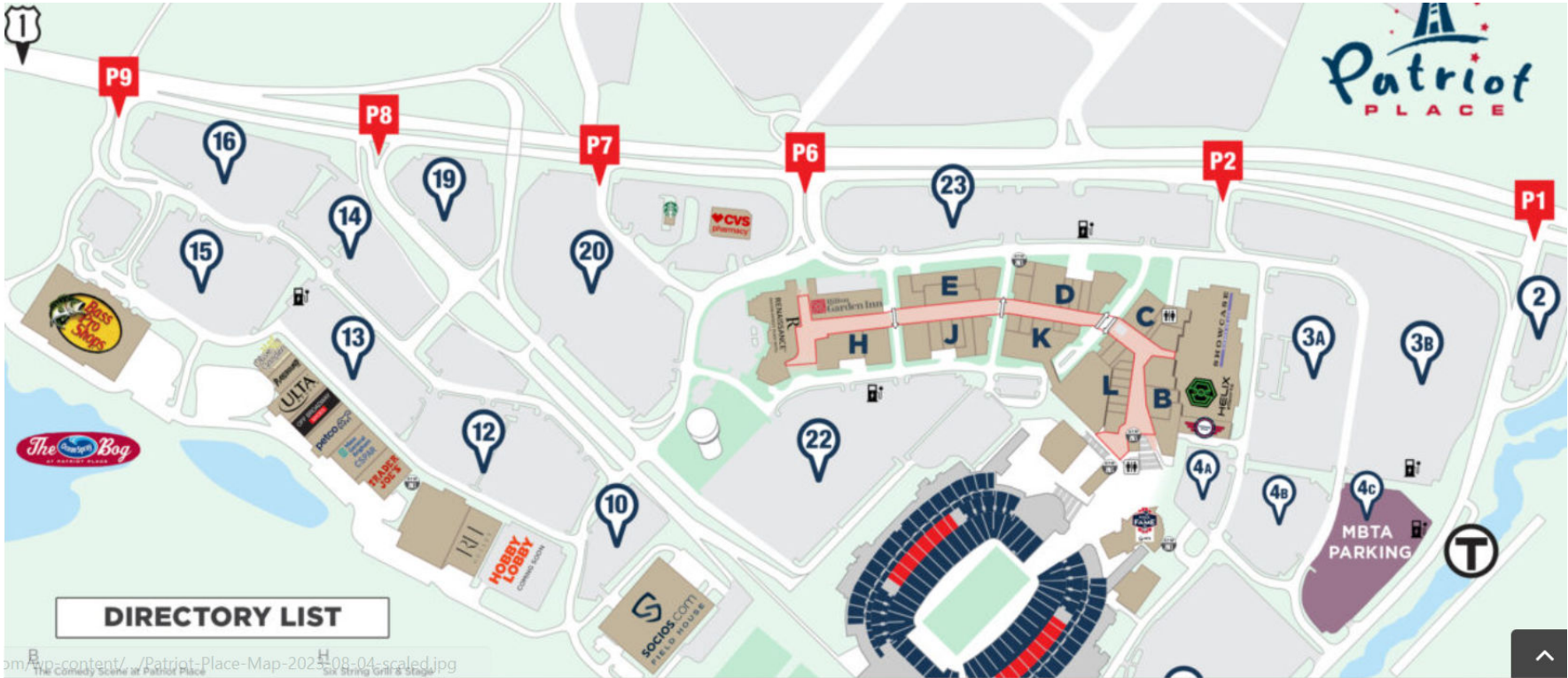
# Battery Atlanta and Patriot Place are examples of mixed-use



## Visit Trendline for Sports/ Entertainment Districts (Sept '22 - Aug '23)



# Patriot Place's Mixed-Use Strategy Includes Grocery, Health, Sporting Goods, Restaurants, and Hotels



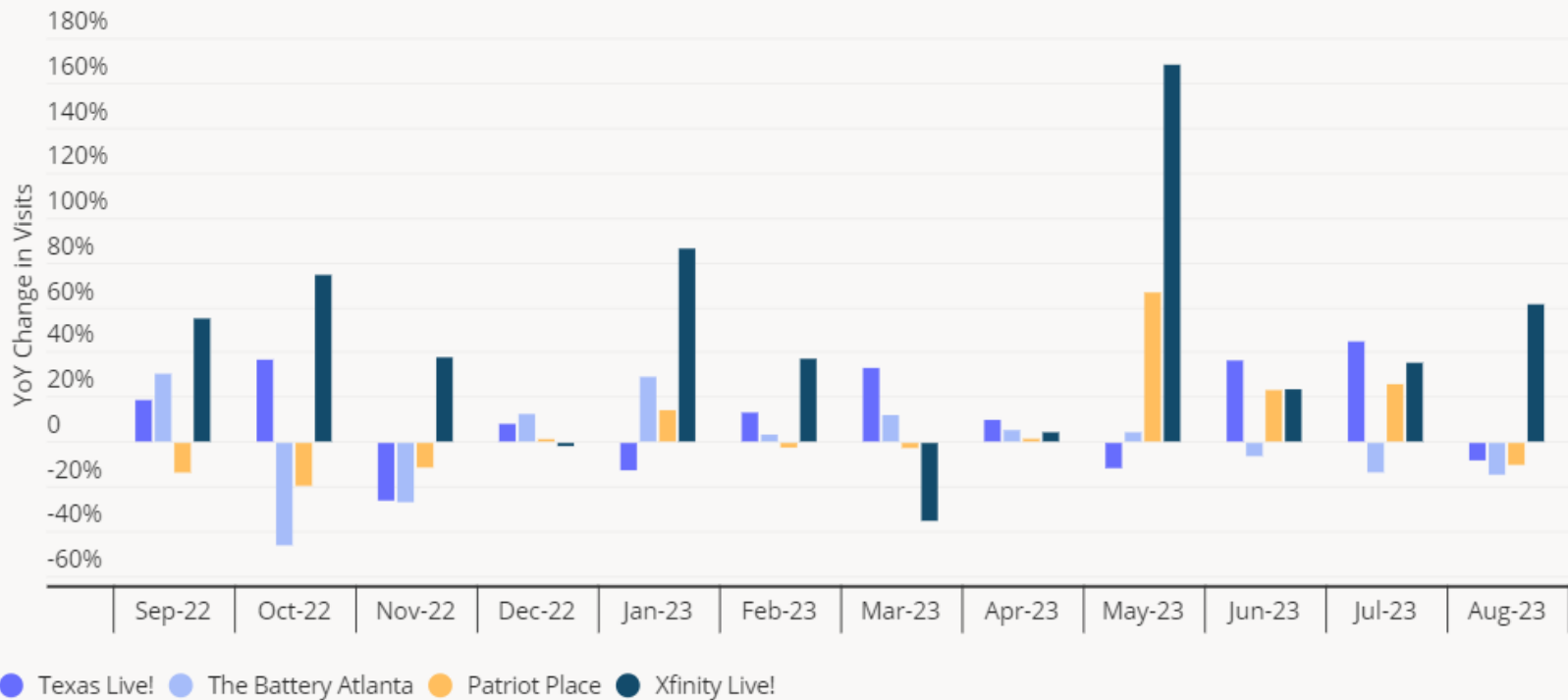
com/wp-content/uploads/2023/08/04-scaled.jpg  
The Comedy Scene at Patriot Place  
Six String Grill & Stage



# Many Sports Districts showing increased foot traffic YoY



## Sports/Entertainment Districts: YoY Change in Monthly Visits (Sept 2022 - Aug 2023)



# Battery Atlanta at Truist Park is absolutely magnetic

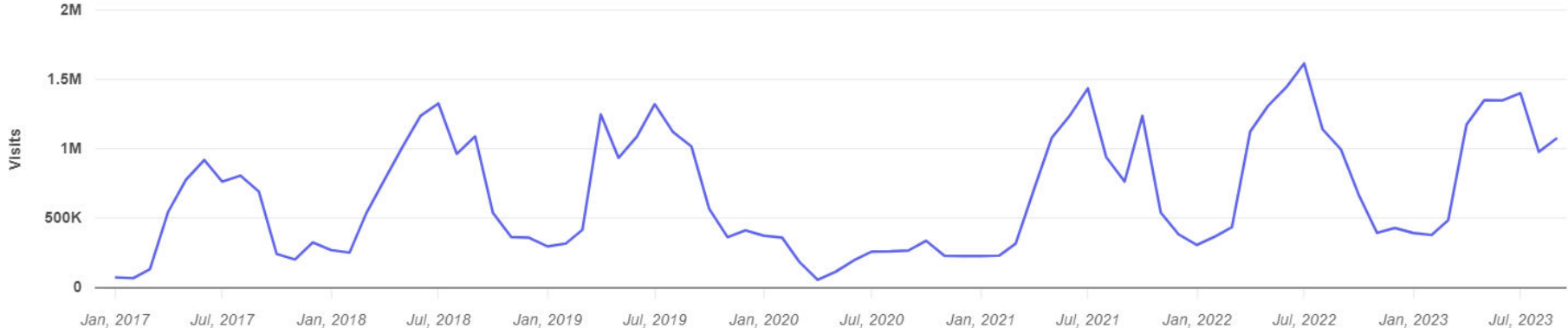


# Visitors, residents, and employees flock to this mixed-use development that has a stadium, restaurants, office, and more

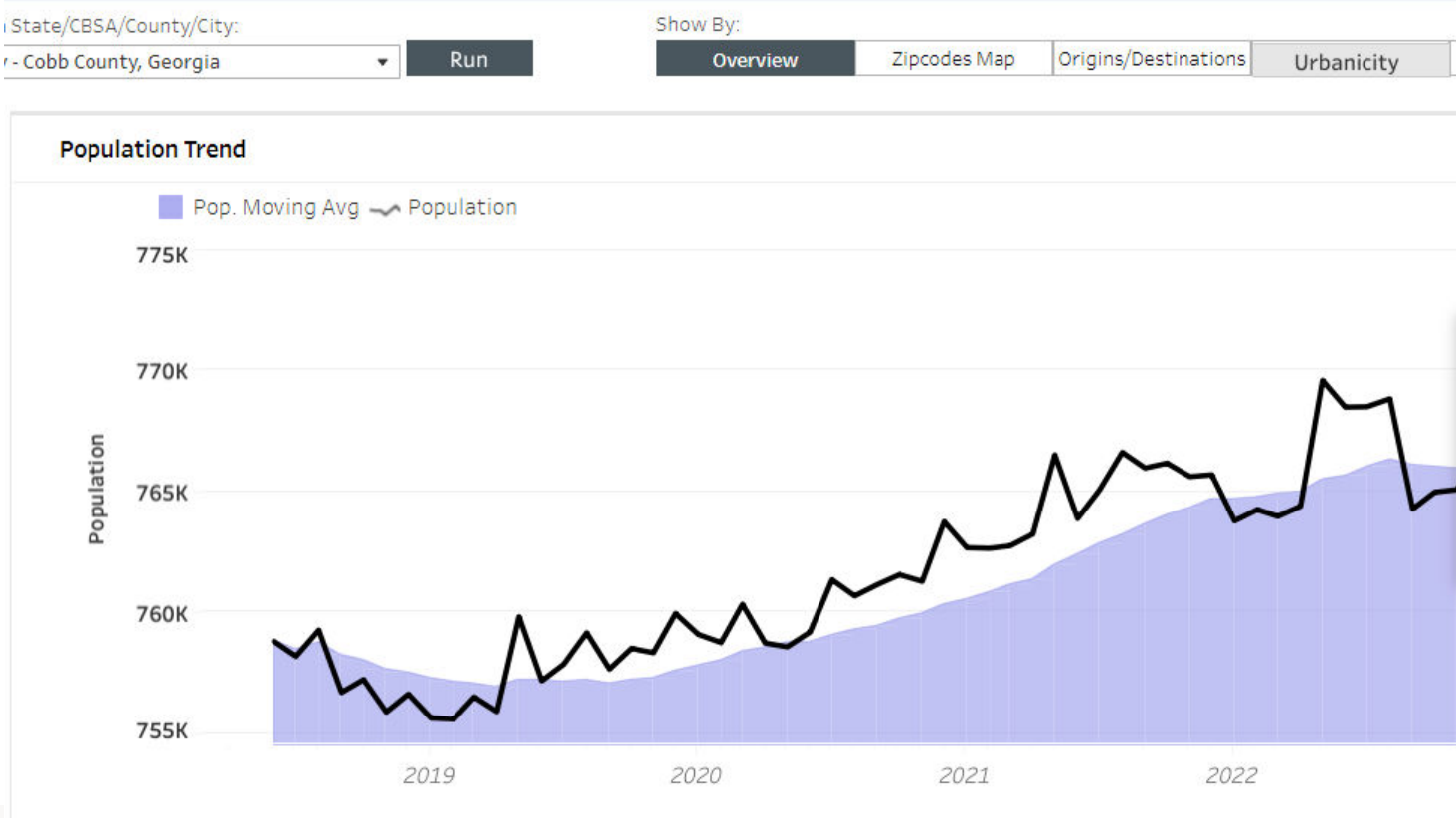


## The Battery Atlanta

800 Battery Ave SE, Atlanta, GA 30339



# The impact on Cobb County, GA is undeniable



# Younger segments are particularly attracted to this vibrant hub for office, dining, and recreation



## The Battery Atlanta

800 Battery Ave SE, Atlanta, GA 30339

+
📅 Last 12 Months
⚙️

Experian: Mosaic **Nationwide** State

Overview Households Population

Search Group or Attribute



30 % of Visits

50 % of Visits

70 % of Visits

### By Households

O - Singles and Starters	36.1%	350	25.6%	249	21.1%	204
A - Power Elite	17.2%	205	25.7%	307	26.4%	315
G - Young City Solos	14%	549	9.7%	379	7.4%	291
C - Booming with Confidence	5.3%	59	8.8%	98	10.7%	120
D - Suburban Style	4.3%	71	4.9%	81	6.3%	104
E - Thriving Boomers	3.9%	60	3.2%	50	3%	46
K - Significant Singles	3.2%	72	2.8%	64	2.7%	61
F - Promising Families	3%	88	3.3%	97	3.8%	112

# A smorgasbord of live/work/play/shop options await



## SHOP



### SHOP WHILE YOU CHOP

The Battery Atlanta® is home to a carefully curated selection of unique retailers. From outdoor gear to home goods, there's something for everyone.

## DINE



### SLIDE INTO HOME 'PLATES'

Gone are the days of peanuts & crackerjacks. Featuring old favorites and new one-of-a-kind concepts from Atlanta's hottest restaurateurs.

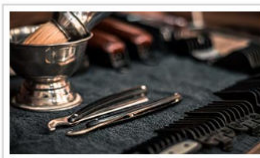
## PLAY



### EVERYTHING AND MORE

The Battery Atlanta® is a 360-degree experience where you can have fun within steps of the field.

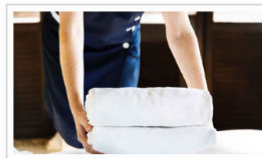
## SERVICES



### TAKE CARE OF BUSINESS

Home to a growing number of services such as Truist Bank, OrthoAtlanta and Van Michael Mens.

## STAY



### MAKE IT A NIGHT!

Business travelers, families and everyone in-between can stay right here at the Battery Atlanta®.

[LIVE HERE](#)

## WORK



### A GREAT PLACE TO WORK

The Battery Atlanta™ is the ideal home for businesses.

# Offices are 100% leased and employees enjoy the nearby amenities



623,139

TRADE AREA POPULATION

\$100,258

AVERAGE HOUSEHOLD INCOME

34.7

MEDIAN AGE

## KEY FACTS

*The Cumberland area will realize \$3.5 billion in public and private investment between 2013 and 2018*

\$1.5B FOR PRIVATE; \$2B FOR PUBLIC  
INFRASTRUCTURE IMPROVEMENTS

*1.25 million*

SQUARE FEET OF CLASS A OFFICE

*4,000*

NEW RESIDENTIAL UNITS

*1,250*

NEW HOTEL ROOMS

*575,000*

SQUARE FEET OF NEW RETAIL



04

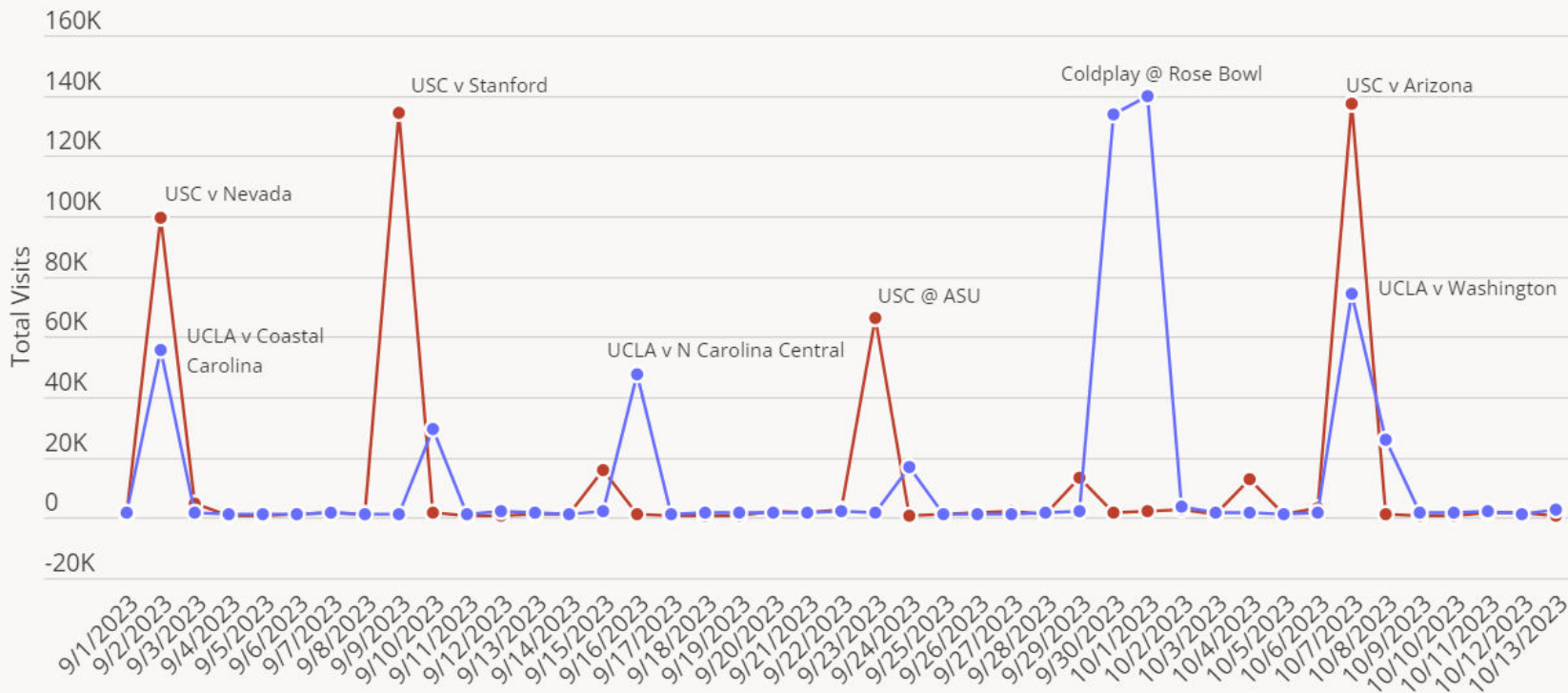
# USC and UCLA example



# Over 100K visits for USC Trojans and for Coldplay



## LA Memorial Coliseum and Rose Bowl: Trendline in Total Visits (Sept - Oct 2023)



# USC tailgaters spread out throughout the campus and beyond

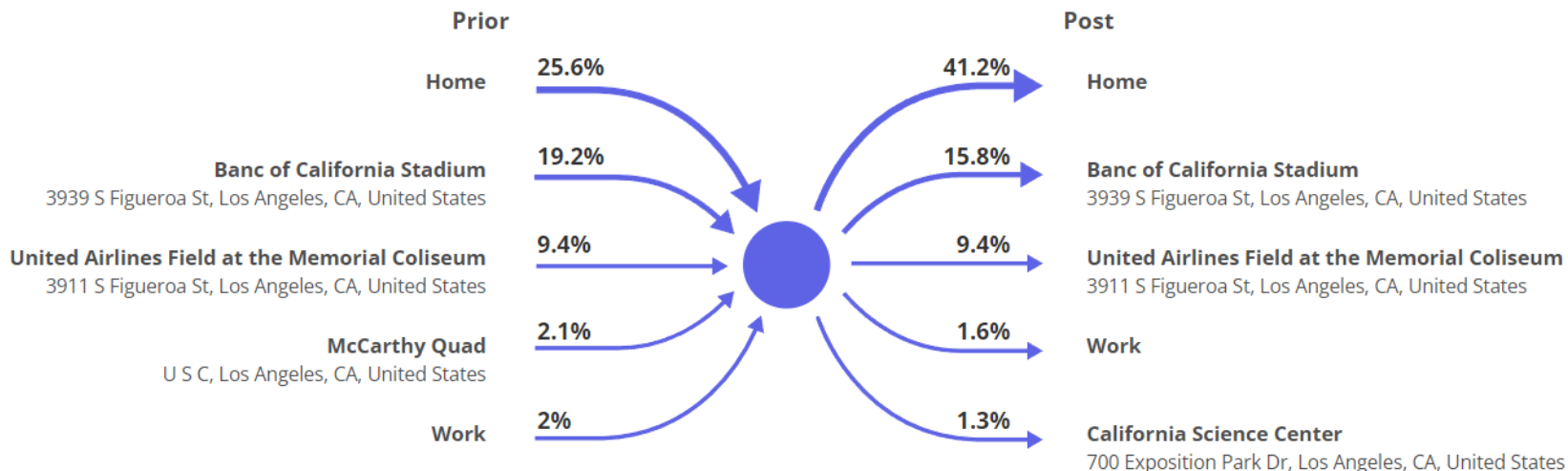


## Visitor Journey

Property:  
LA Memorial Coliseum / S Fig...

Show by:  
**Location** Category Category Group

Show Home/Work:  
 On



# UCLA Tailgaters prefer to go to Brookside Golf Club/Park



## Visitor Journey

Property:

Rose Bowl Stadium / Rose Bo... ▾

Show by:

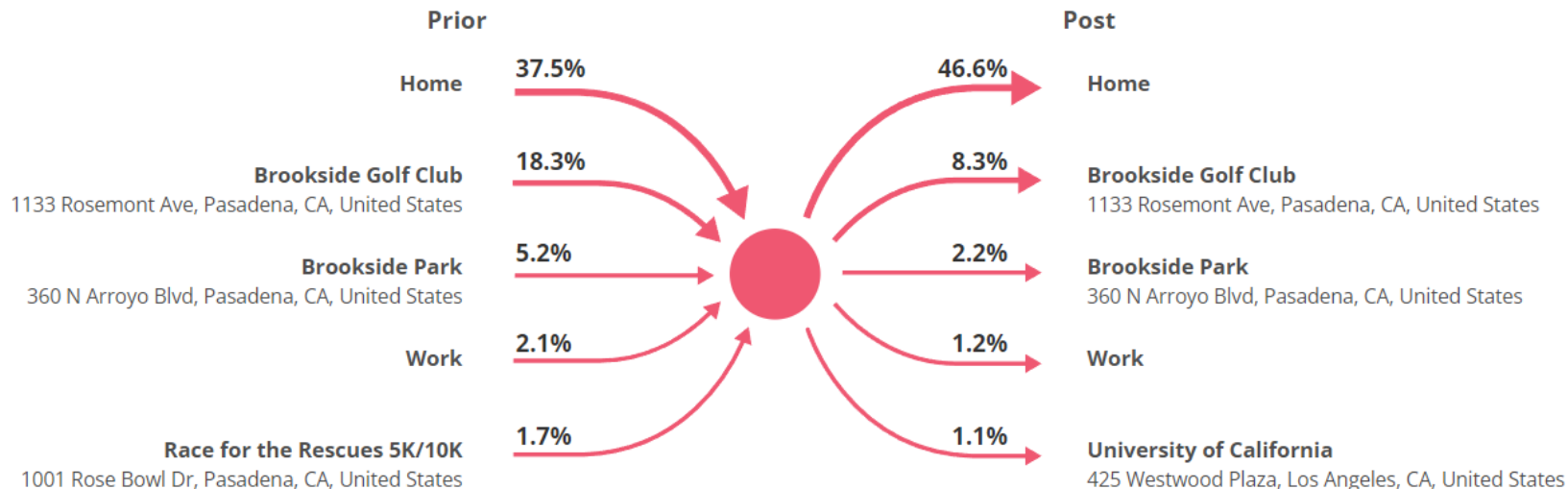
Location

Category

Category Group

Show Home/Work:

On



# Thank You

Caroline Wu

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October 2023