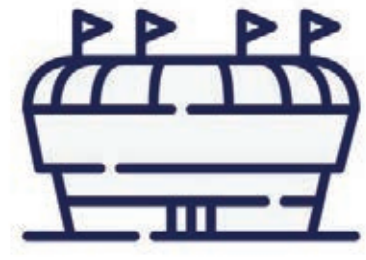


BENCHMARK STUDIES/COMPARABLE FACILITIES

PPL Center | Allentown, Pennsylvania



- Location: Allentown, PA
- Year Opened: 2014
- Owner: City of Allentown
- Operator: OVG
- Concert Capacity: 10,500
- Hockey Capacity: 8,420
- Cost: \$177 Million
- Public: 100%
- Private: 0%
- Suites: 37 | Logo Boxes: 6
- Club seats: 1,017

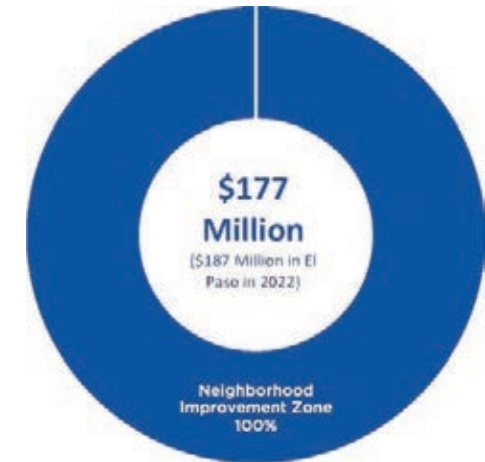


PRO'S

- ★ Multi-purpose in nature and can host a wide variety of sports, entertainment, and other third-party events
- ★ Arenas can maximize seated capacity upwards of 10,000
- ★ Can include traditional premium seating options, including club seats, logo boxes, and luxury suites
- ★ Can host large-scale events that generate higher levels of economic impact
- ★ Can serve as host to professional/amateur sports tenant

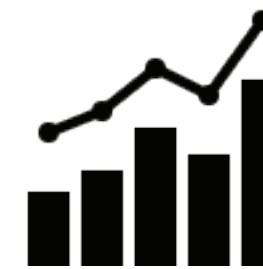
CON'S

- ★ Size preferences from promoters does not fit within identified market gap
- ★ High levels of project cost
- ★ Arenas are not specific to concerts and specific entertainment events, tending to be more oriented for sporting events
- ★ Arenas take up a large site footprint
- ★ Higher operating costs



SUMMARY

- ★ The PPL Center anchors a larger mixed-use development that encompasses a **five-acre area in downtown** Allentown.
- ★ The central business district as a whole includes more than **\$600 million** in development in addition to the **\$177 million arena**.
- ★ Both the Arena and the mixed-use were **financed** through state tax revenues backed by the Neighborhood Improvement Zone ("NIZ").
- ★ Approximately **\$16 million** of NIZ tax money is used annually to pay debt service on the PPL Center.
- ★ Visitors making retail purchases and dining within the **NIZ generated a total** of approximately in 2019
\$86 million in tax revenue
\$82.6 million in state taxes
\$3.2 million in local taxes
- ★ PPL Corporation purchased naming rights to the Arena in 2014 for **\$500,000 annually** over 10 years.
- ★ In recent year, the PPL Center reported a modest **operating loss**.



Premium Seating

- PPL Center has a variety of **premium seating**, including suites, logo boxes, and club seats.
- The Arena has **37 suites** that lease for an average of \$55,000 a year and include bar, refrigerator, and the option to purchase catering. Suites include all Arena events.
- The Arena has **1,017 club seats** located between sections 113 and 117 with access to The Morning Call Club and sell for \$1,500 per season for the Phantoms.
- **Club seat holder** have the first of refuse to other Arena events.
- The Arena also has six logo boxes that lease for **\$35,000 a year** and include all Arena events.

Event	Number	Average Attendance	Total Attendance
Lehigh Valley Phantoms	38	2,729	103,702
Concerts	16	2,978	47,648
Family Shows	14	3,335	46,690
Cirque du Soleil	7	1,365	9,555
Other	7	3,680	25,760
Average	82 (1)	2,817	233,355

(1) Represents total ticketed events in 2019.
Note: 2020 and 2021 attendance excluded due to impacts from COVID-19.

Approximate 2019 Total Attendance: 233,400

Toyota Music Factory | Irving, Texas



- Location: Irving, TX
- Year Opened: 2017
- Owner: ARK Group
- Operator: Live Nation
- Outdoor Capacity: 4,000
- Indoor Capacity: 4,000
- Cost: \$50 Million
- Public: 50%
- Private: 50%
- Club seats: 150



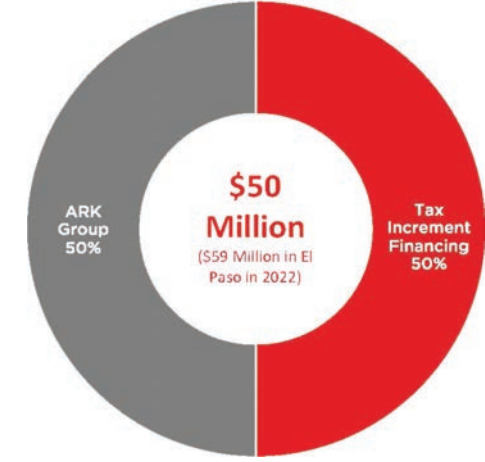
FLEXIBLE AMPHITHEATER

PRO'S

- ★ Received most positive feedback among event promoters
- ★ Provides high level of utilization across wide range of event types
- ★ Year-round indoor & outdoor utilization on limited footprint
- ★ Cost effective option specific to concerts

CON'S

- ★ Limited potential for sporting events or non-ticketed events (conventions, trade shows, etc.)
- ★ Ability to host outdoors limited by weather conditions of local market

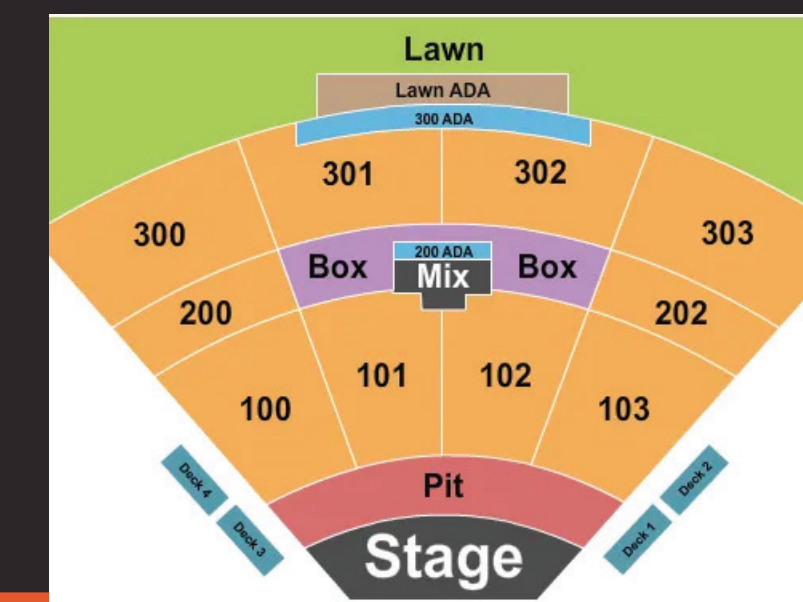


SUMMARY

- ★ The Toyota Music Factory ("Music Factory") is an approximately \$173.5 million, **17-acre mixed-use entertainment complex** located in Irving, Texas.
- ★ The Pavilion, the complex's dedicated live music venue, features flexible "garage doors" that accommodates both indoor theater configuration and a larger, **indoor/outdoor amphitheater configuration**.
- ★ The indoor/outdoor capabilities of the venue accommodate **year-round utilization**, indoor/outdoor amphitheater configuration hosting events
- ★ Music Factory features the **8,000-seat** Music Pavilion which has an indoor/outdoor amphitheater configuration and an indoor theater that offers flexible of 2,500 to 4,000
- ★ Music Factory is part of an entertainment, **100,000 square feet** of office space, and the Alamo Draft-house movie theater.
- ★ Part of the \$173 million mixed-use development, the Pavilion itself **cost an estimated \$50 million** to construct.
- ★ **\$86.5 million** of the total development project cost was funded through tax increment financing ("TIF") generated by sales tax revenues within the mixed-use development while the remaining **\$86.5 million was funded through private investment**

Premium Seating

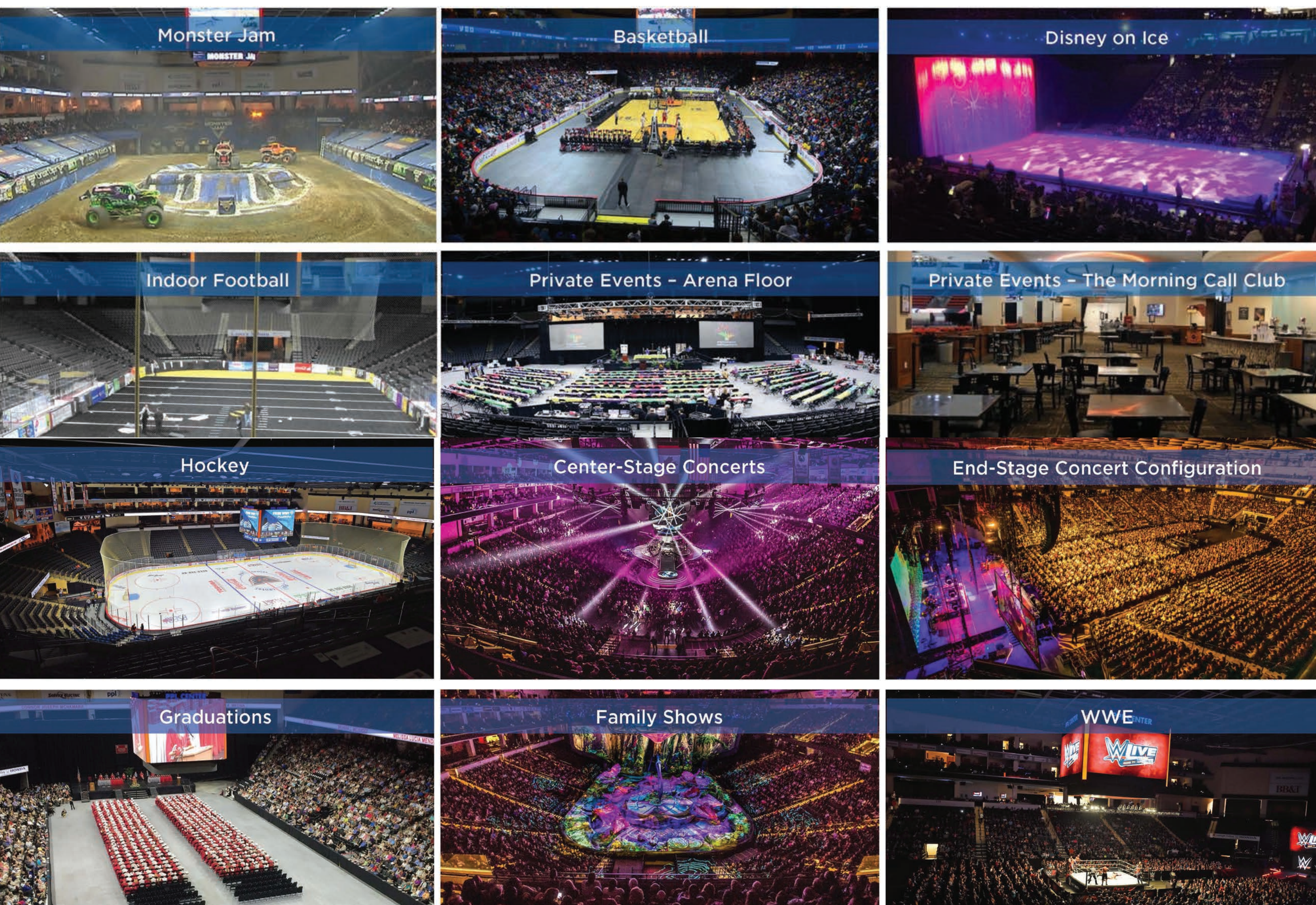
- In terms of premium seating, the indoor theater portion of the venue includes **150 box seats** located in the center of the reserved seating sections, with patron access to a private entrance, **priority parking and VIP club access**.
- Approximately 80% of the **box seats are sold on a seasonal** basis, which include Live Nation events, and sell for an average of **\$8,000**.



Year	Total Events	Average Attendance	Total Attendance
2017	42	3,130	131,460
2018	89	3,837	341,493
2019	108	3,572	385,776
Average	80	3,513	286,243

Note: 2020 and 2021 attendance excluded due to impacts from COVID-19.

Approximate Annual Total Attendance: 286,200



ARENA EXAMPLE



Building Program & Financial Summary								
Venue	Location	Market Population	Year Opened	Outdoor Capacity	Indoor Capacity	Operating Revenue	Operating Expenses	Net Profit (Loss)
Arenas								
PPL Center	Allentown, PA	868k	2014	0	10,500	\$7,310,000	\$7,290,000	\$20,000
Stockton Arena	Stockton, CA	795k	2005	0	11,800	\$1,406,000	\$4,056,000	(\$2,650,000)
Hybrid Flexible Venue								
Toyota Music Factory	Irving, TX	8.0M	2017	4000	4000	NA*	NA*	NA*
Stage AE	Pittsburgh, PA	2.4M	2010	3100	2400	NA*	NA*	NA*

* privately owned venues, revenue information is unavailable

Average Utilization			
Venue Type	Annual Events	Annual Attendance	Average Attendance
Arenas	80	380,400	4,767
Hybrid Flexible Venue	86	208,900	2,420

FLEXIBLE AMPHITHEATER EXAMPLE



ALTERNATIVE SITE FOR MULTIPURPOSE PERFORMING ARTS AND ENTERTAINMENT