



Western & Southern Open



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In September 2022, Beemok purchased the W&S Open from the USTA. Held every August immediately preceding the US Open, the tournament represents **1 of the 9 most coveted trophies in all of tennis** and perennially guarantees a lineup of the best players in the world.



Premier Date on the Tennis Calendar

19 of the Top 20 Men & Women in 2022



Fans Attend the Tournament from

50 States



39 Countries



Total TV + Streaming Audience

62.7M



The International Appeal of Tennis



Most Popular Sport by # of Fans

#4



Total Viewers in 2019

1.6B



Most Wagered Sport Globally

#2



Global Brand Exposure per Hour

#1



Our Position in the Tennis Landscape

4 GRAND SLAMS

- Wimbledon
- Australian Open
- French Open
- US Open

5 MENS + WOMENS MASTERS 1000

- W&S Open
- Miami Open
- Indian Wells Open (Los Angeles)
- Italian Open (Rome)
- Madrid Open

4 MENS ONLY MASTERS 1000

- Canadian Open (Montreal/Toronto)
- Monte-Carlo Masters
- Paris Masters
- Shanghai Masters



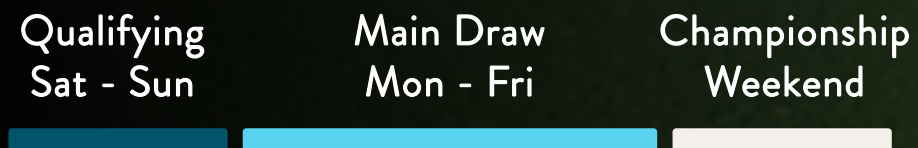
Growing Scale & Importance

The ATP recently unveiled OneVision, their long-term transformational strategic plan which focuses on emphasizing the Masters 1000 tournaments.

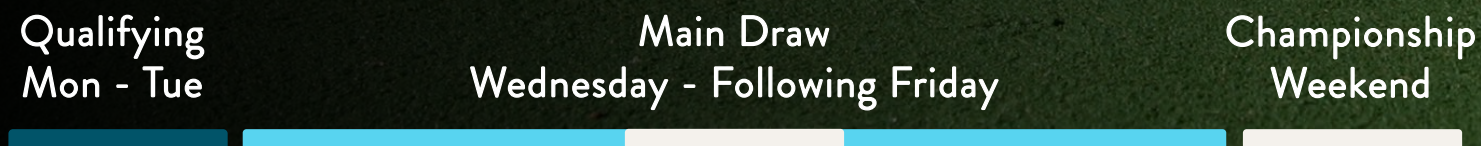
In 2025, this tournament will double in size and duration

- Increasing from 8 days (56-player draw) to 14 days (96-player draw)
- Expanded tournament will deliver 2 full weekends of top-seeded players in action

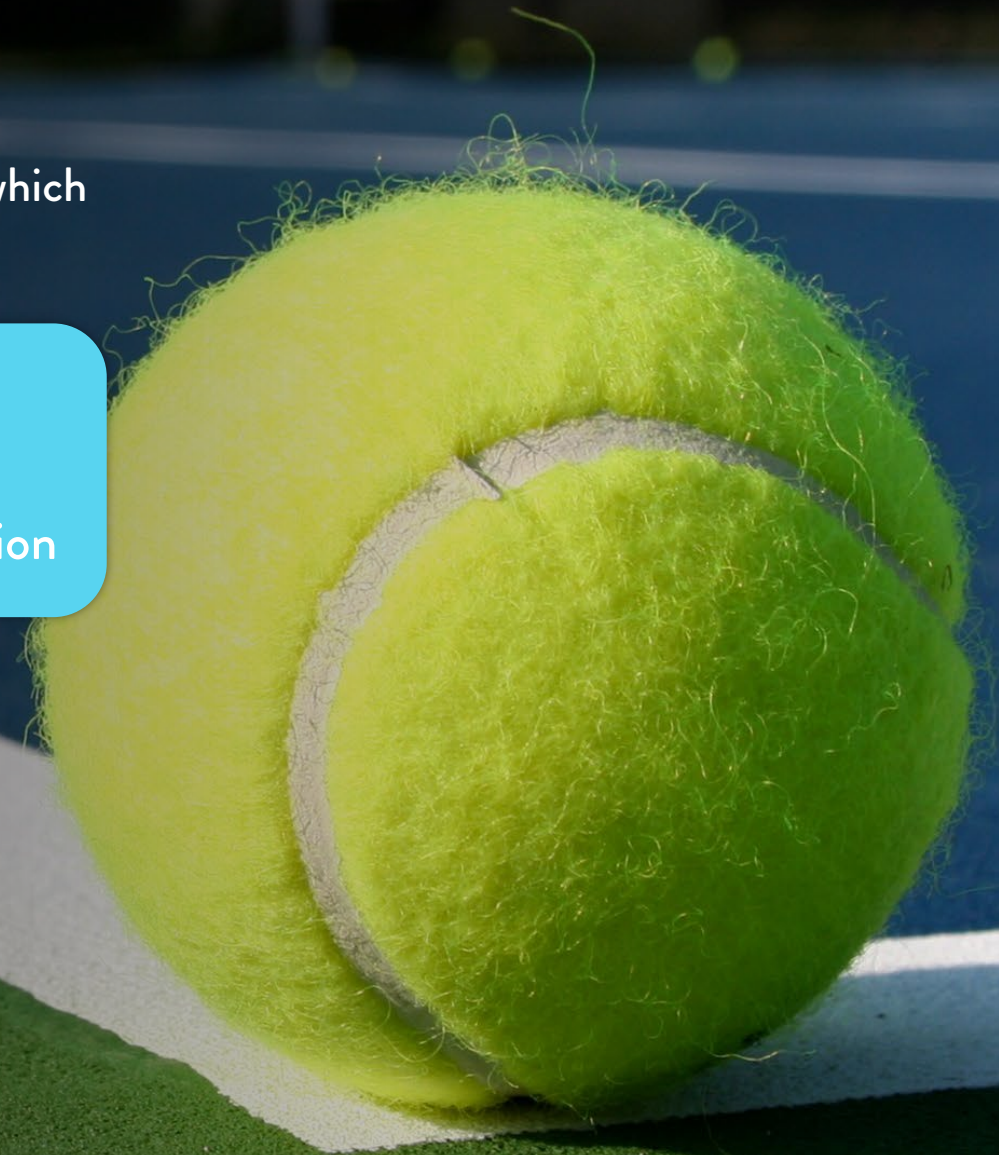
Existing Calendar



2025+ Calendar

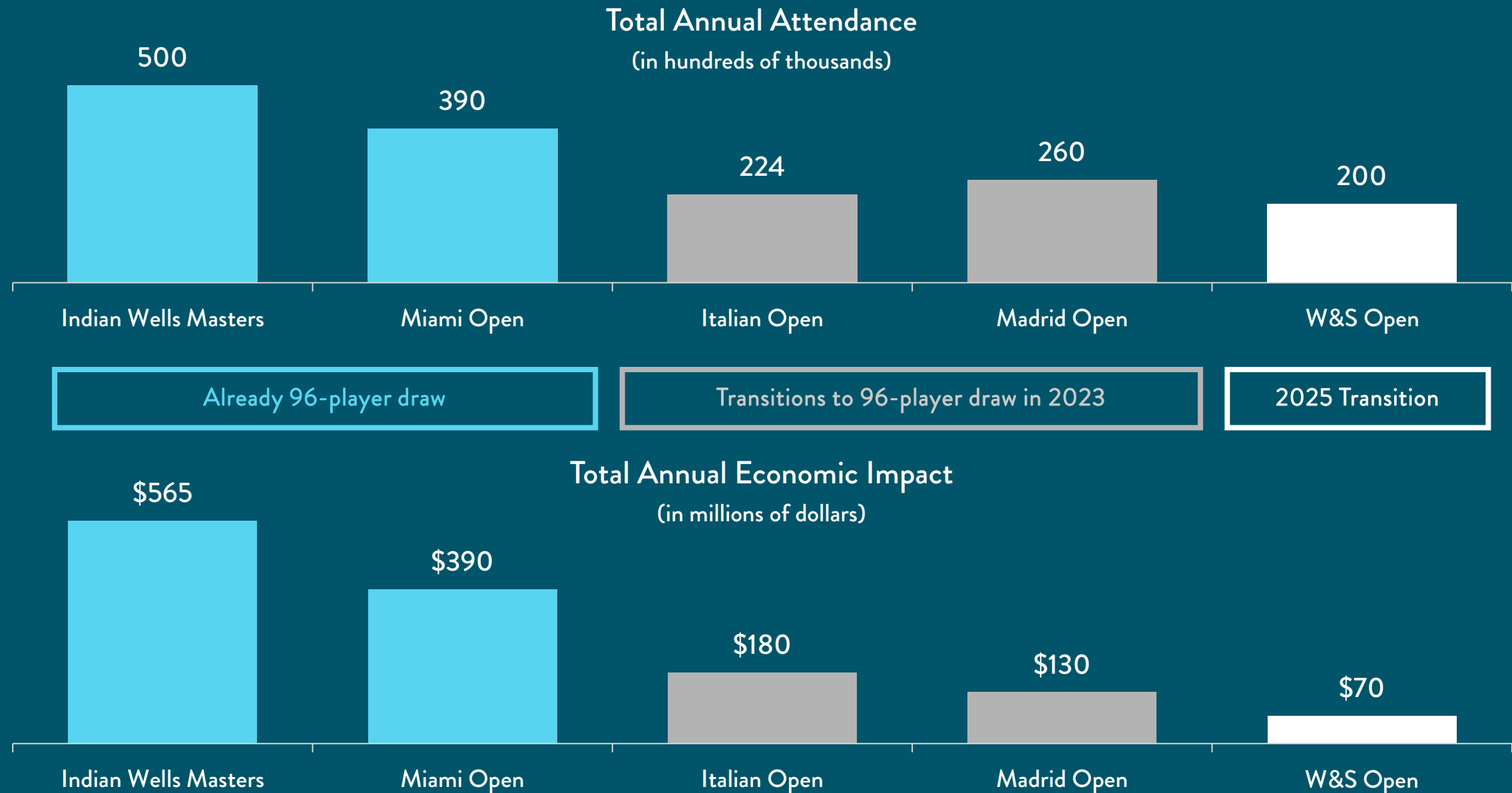


Additional Weekend of Top-tier Play



Our World-Class Peers Demonstrate What is Possible

Indian Wells and Miami have already transitioned to 2 week, 96-draw tournaments and illustrate the greater economic impact and higher attendance that is possible for these larger events



Tourism Catalyst & Community Activation



Masters 1000 Tournament



ATP + WTA Tournaments



Collegiate Championships



LTP Tennis Academy



Amateur Tournaments



Concerts & Festivals



Community Use

This renovated facility will be a major catalyst to Ohio's sports tourism vision with the potential to draw a variety of professional and amateur competitions in addition to the daily community activations.

Our Proven Track Record

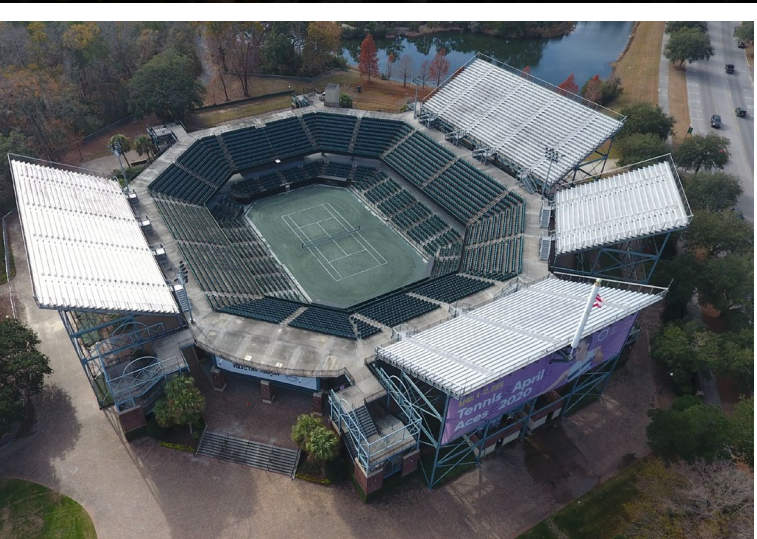
In April of 2022, Beemok unveiled the newly renovated Credit One Stadium, a \$60 million project that transformed an aging structure into a state-of-the-art venue



**2022
TOURNAMENT
OF THE YEAR**



**2022 #10
AMPHITHEATER
WORLDWIDE**



Cost Estimate

Critical Improvements for 2025

- Paul Flory Building Renovation
- New Player Building
- Center Court Façade Improvements
- South Tower & 1899 Room Renovation
- 13x Additional Practice & Match Courts
- New Green Space / Park
- Parking Lot Renovation
- New North, South, East, and West Entry Plazas
- New Facilities Building
- F&B and Fan Plaza
- Restrooms Renovation
- Landscape Improvements
- Utilities Infrastructure Enhancements

365 Day Activation

- 8x Indoor Courts
- Pickleball Bar & Restaurant
- 4x Outdoor + 6x Indoor Pickleball Courts
- Wi-Fi & Technology Enhancements

Full Scope Master Plan

- Center Court Seat Replacement
- Grandstand Renovations
- Stadium 3 Renovations
- Permanent Kitchens / Commissaries
- Additional Premium Suites
- New Paul Flory Building Hospitality Clubs
- New Outdoor Hospitality Zone
- Campus-wide Shading Structures
- Concert Conversion Infrastructure
- Entry Boulevard Expansion
- Broadcast Zone Renovations
- New Merchandise Building
- Wayfinding Signage
- Existing Concrete Repairs & Structural Improvements

\$150M

\$50M

\$175M

\$375M



Renovation Overview

- A. Indoor Courts*
- B. Player Building*
- C. Pickleball Social*
- D. Village Green*
- E. Stadiums 1 – 4
- F. Fan Plaza*
- G. Entry Gate*
- H. F&B / Entertainment Plaza*

* New Build *



Existing Site

Entry Plaza





Fan Plaza



F&B Plaza

VIP Club



Suites



Player Building





Pickleball Social
