

# A New Vision



# Why Are We Here?

To seek your permission, endorsement and support



# Why Are We Here?

Creating an ***organized community*** for kids & young adults in Knoxville around extreme sports.



# Why Are We Here?

Create a *world-class and marquee* extreme sports destination.



# Our Background



# What is Live. Love. Hope.?



# Live.Love.Hope Background

Our mission is to build Organized Communities of Hope throughout the World



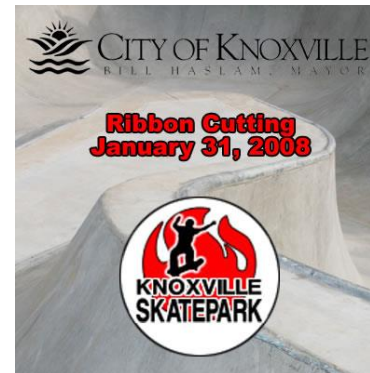
# The Knoxville Skatepark History





# Skatepark Background

Public-Private partnership saw it come to reality in 2007, with a launch in 2008



# The Action/Extreme Sports Industry



# Action/Extreme Sports Background

Mostly defined by....



# Action/Extreme Sports Background

**In 2012 more kids ages 7+ participated in action sports in the US than all other major sports combined**



# Action/Extreme Sports Background

**Action sports accounted for 12.1B in Retail Sales in the US alone.**



# Action/Extreme Sports Background

**The sport of skateboarding has grown 706%  
over the past 10 years.**



# Action/Extreme Sports Background

**~1M Extreme Freestyle BMX Riders.**

**~4M Inline Extreme Skaters**

**~3.3M Wakeboarders**



# Action/Extreme Sports Background

**Roughly 1800 skateparks in the United States, up from 200 in 1996.**





# Economic Impact of Action Sports Events



# Action/Extreme Sports Background

**2010 LA X-Games = 50M Economic Impact**



# Action/Extreme Sports Background

**2010 LA X-Games = 58K Visitors/day**



# Action/Extreme Sports Background

**2010 LA X-Games = 27.5 Hours Coverage in  
50 States, 175 Countries and 380M Homes**



# Action/Extreme Sports Background



**Dew Tour in Ocean City, MD = 11.5M in 2013**



# Action/Extreme Sports Background

**Knoxville hosted the King of Wake Tour Championships for Several Years**



# Our Vision



# Our Vision for Knoxville

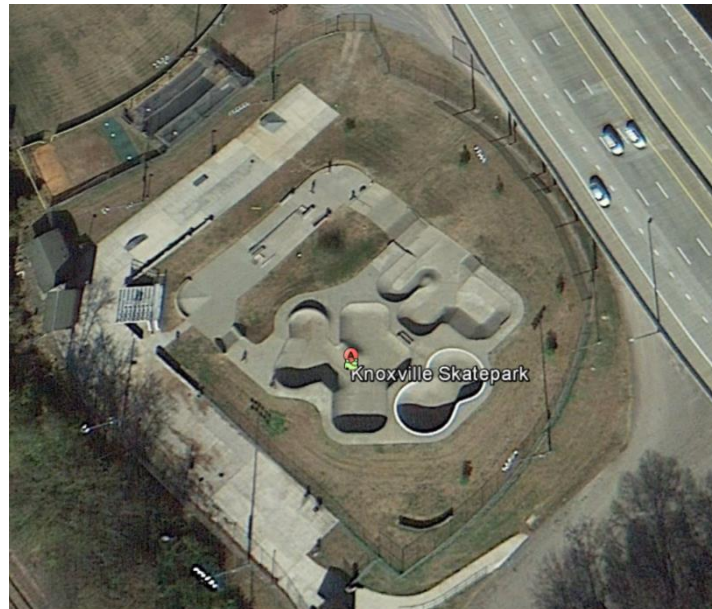
**Creating a fully *organized community of hope* AND extreme sports enthusiasts.**





# Our Vision for Knoxville

By creating a world-class *marquee* extreme sports destination



# Our Vision for Knoxville

Creating a safe place for everyone, but especially *at-risk youth*.



# Our Vision for Knoxville

Helping to build *Knoxville's growing reputation* as an outdoor *destination city.*



# What & How?



**What?**

**A New Name and Signage**  
**The Knoxville Extreme Sports Park**



# What?

## New & expanded facilities





# What?

## New entrance & multi-use facility



# What?

## A Public Art Graffiti Wall for Perimeter





# What?

## Benches, Shade Trees and Water



# What?

## New Park Features



# What?

## New Park Features





# What?

## New Park Features



# What?

## After School Programs & Summer Camps



# What?

## Pro and Amateur Teams





# What?

## Events and Contests



# What?

## Scholarships for Camp Woodward





**What?**

**Develop relationships with major sponsors in the extreme sports industry.**



**What?**

**Attract touring events such as Nitro Circus**



**What?**

**Vie for making Knoxville a Dew Tour  
Stop in next 3 to 5 years**



**What?**

**Position Knoxville to Compete for X-  
Games in ~9 – 12 Years**



# How?

CORNERSTONE FOUNDATION  
OF KNOXVILLE



# How?





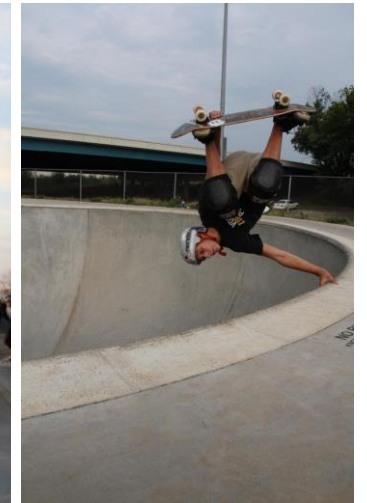
# How?

## Ongoing revenue sources to include....





# How?



## Connect with Knoxville Native & Pro Skater Beaver Fleming



# Long Term Benefits



# Benefits

**Continue to make Knoxville known as a  
destination for Outdoor Sports**



# Benefits

**Contribute to economic health of the city through increased revenues.**



# Benefits

**Continue to make our community friendlier  
and safer.**



# What do we need from You?



# What Next?

