



TOWN OF
READING
MASSACHUSETTS

900 Worcester Street Wellesley, MA 02482
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WE ARE EDGE SPORTS GLOBAL

An innovative, full-service athletic development, management, and marketing firm working to responsibly improve the world in which we play.



WHO IS EDGE SPORTS GLOBAL

ESG Associates Inc. *dba* EDGE Sports Global was established to respond to the growing demand for recreational programming by municipalities, schools, private, and non-profit organizations.

EDGE Sports Global works in conjunction with communities, schools, landowners, and organizations to create a sustainable year-round athletic ecosystem to benefit users of all demographics. Our expertise in assessment, design / development, programming, and operation allows for the incorporation of an entire community's recreational and economic desires.

EDGE Sports Global brings an unmatched array of services and a proven track record, ultimately resulting in best-in-class facilities that serve our communities for generations to come.



EDGE SPORTS GLOBAL SERVICES

Assessment, Feasibility & Market Studies

- Request for Qualifications and Proposals
- Site Assessment and Analysis
- Site Selection and Acquisition
- Feasibility and Market Study
- Project Model and Financial Analysis
- Anchor Tenant Identification
- Financing Structure
- Project Capital

Design, Permitting & Construction Mgt

- Design Professionals In-House
- Presentation to Municipal Boards and Commissions
- Preparation of Legal Documents
- Subcontractor Bid Preparation and Analysis
- Construction Management and Scheduling
- Site and Construction Inspections
- Project close-out and Occupancy Permits

Management & Operations

- Operations staffing, training and O&M
- Surface Scheduling and Coordination
- Facility Management
- Facility Staffing
- Strategic Partnerships with local core user Globals
- Teams, Leagues, and Tournament creation & management

EDGE Hockey Global

- Centralized Program Operations for EDGE owned programs
 - Program Operations
 - Development and Skills
 - Tournaments and Events
 - Junior and Academy
- Additional services umbrella: apparel, scouting / recruiting, player rep, media services, Etc.

Marketing & Advertising

- Facility, Teams, and Tenant Marketing and Advertising
- Full-Service Sponsorship Sales Team and Management
- Traditional and Multimedia Advertising
- Website Creation and Management
- Social Media Creation and Management

EDGE SPORTS GLOBAL BY THE NUMBERS

MORE THAN
30+

Years Experience In Sports And Recreation
Design, Development, Programing &
Operations

COMPLETING
\$255+

Million In Projects
& Acquisitions

OVER
1.9

Million Square Feet of Playing
Surface & Tenant Spaces

WITH
9.3

Million Visitors Annually
VXM x Placer Meterics

OVER
8,031+

Athletes in EDGE Controlled or
Influenced programs



David Bau

EDGE PORTFOLIO



Boston Sports Institute Wellesley, MA

Opened: Summer 2019

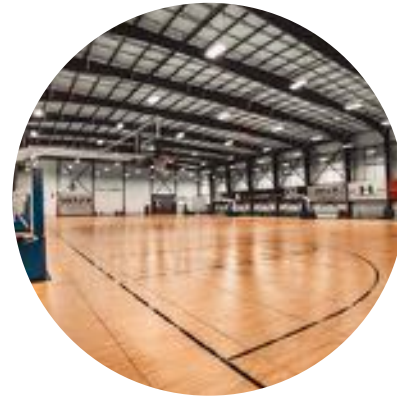
Two NHL regulation Ice Surfaces, Indoor Field House, Competition Pool, Warm Pool, Indoor Walking Track, Strength & Conditioning, Physical Therapy, and Academic Coaching Center



Thayer Sports Center Braintree, MA

Opened: Summer 2019

NHL regulation Ice Surface, One-Half NHL Ice Surface, Four Multi Surface Courts, Strength & Conditioning, and Private Reception Area



Essex Sports Center Middleton, MA

Opened: Fall 2016

Two NHL regulation Ice Surfaces, Indoor Turf / Court Field, Strength & Conditioning, Physical Therapy, and Multiple Restaurants



Worcester Ice Center Worcester, MA

Opened: Fall 2017

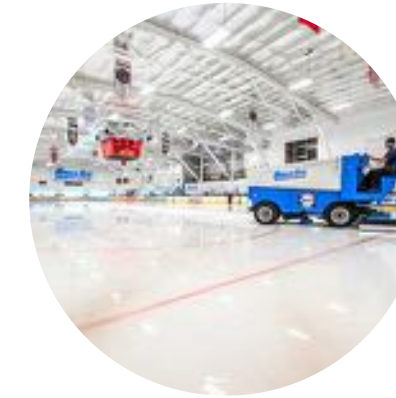
Two NHL regulation Ice Surfaces, Strength & Conditioning, Physical Therapy, and Multiple F&B options including a tap room



Foxboro Sports Center Foxborough, MA

Acquired: Winter 2022

Three NHL regulation Ice Surfaces, Strength & Conditioning, Physical Therapy, Pro Shop, and Food & Beverage Options



Boch Ice Center Dedham, MA

Acquired: Winter 2022

Once NHL regulation Ice Surface, One-Half NHL Ice Surface, Strength & Conditioning, and Food & Beverage Options



Hobomock Arenas Pembroke, MA

Acquired: Winter 2022

Two NHL regulation Ice Surfaces, Bay State Breakers Hockey, Food & Beverage Options



Rhode Island Sports Center North Smithfield, RI

Acquired: Spring 2023

Single NHL sheet, strength & conditioning space, pro shop, and concessions.



Lynch Arena Pawtucket, RI

Acquired: Spring 2023

Single NHL sheet, state-of-the-art strength & conditioning center, pro shop, and concessions



Mark Bavis Arena Rockland, MA

Acquired: Spring 2023

Two NHL Sized Ice Surfaces, Strength & Conditioning, and Food & Beverage Options



Bridgewater Ice Arena Bridgewater, MA

Acquired: Spring 2023

One NHL regulation Ice Surface, one 3/4 Ice Sheet, Strength & Conditioning, Physical Therapy, and Food & Beverage Options



Mosaic Quarter Tucson, AZ

Under Development: 2024-2025

Iceplex with Three NHL Ice Sheets, Field House will offer Eight Basketball, and convention space with rooftop F&B options. The Sportplex features an additional Four "Prime" courts.



Eastland Sports Campus Charlotte, NC

Under Development: 2026-2027

The Sports Campus will feature a Ten Court Field House with Indoor Track Conversion, Single sheet Ice Rink, Six Outdoor fields, strength & conditioning, physical therapy, and multiple F&B options.



Olympus Sports Campus Orlando, FL

Under Development: 2024-2025

The Sports Campus will be anchored by a 5,800-seat Multi-Purpose Arena, Soccer Center, Twin Sheet Ice Center, a Multi-Sport Field House, Beach Volleyball, and the largest Red-Clay Tennis Center in the U.S.



EDGE DEMOGRAPHICS

Metrics

Metric Name	Foxboro Sports Center E Belcher Rd, Foxborough, MA		Boston Sports Institute Worcester St, Wellesley, MA	
Visits	1.2M		1M	
Visits / sq ft	12.15		9.62	
Visitors	214.8K		229.1K	
Visit Frequency	5.68		4.38	
Panel Visits	22.9K		14.6K	

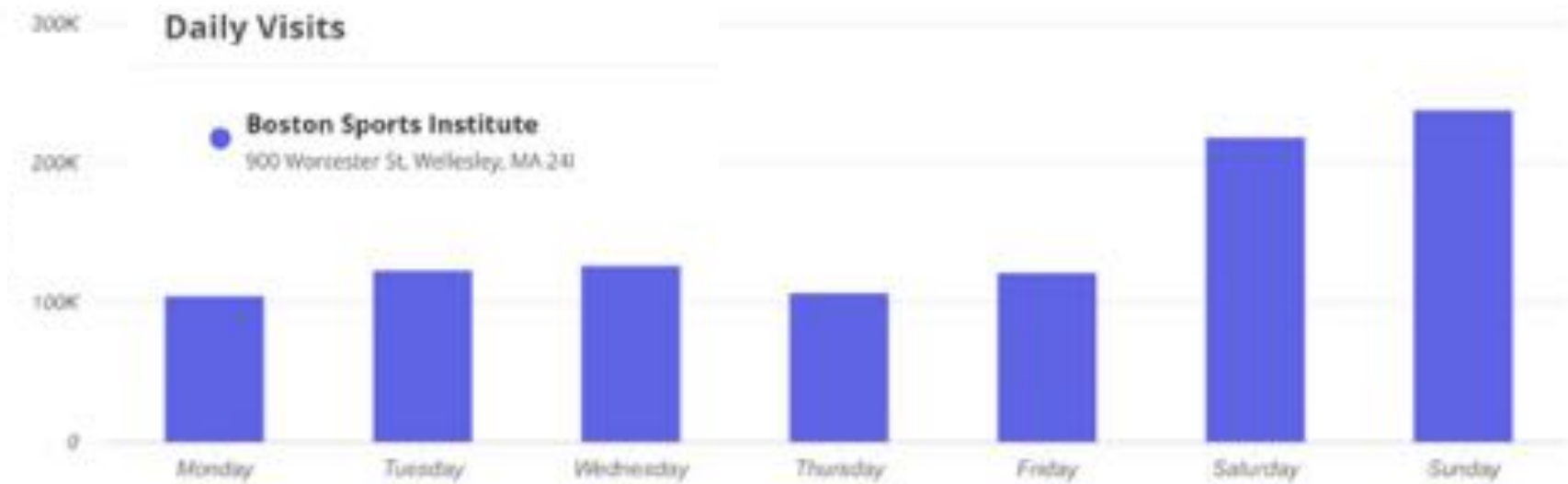
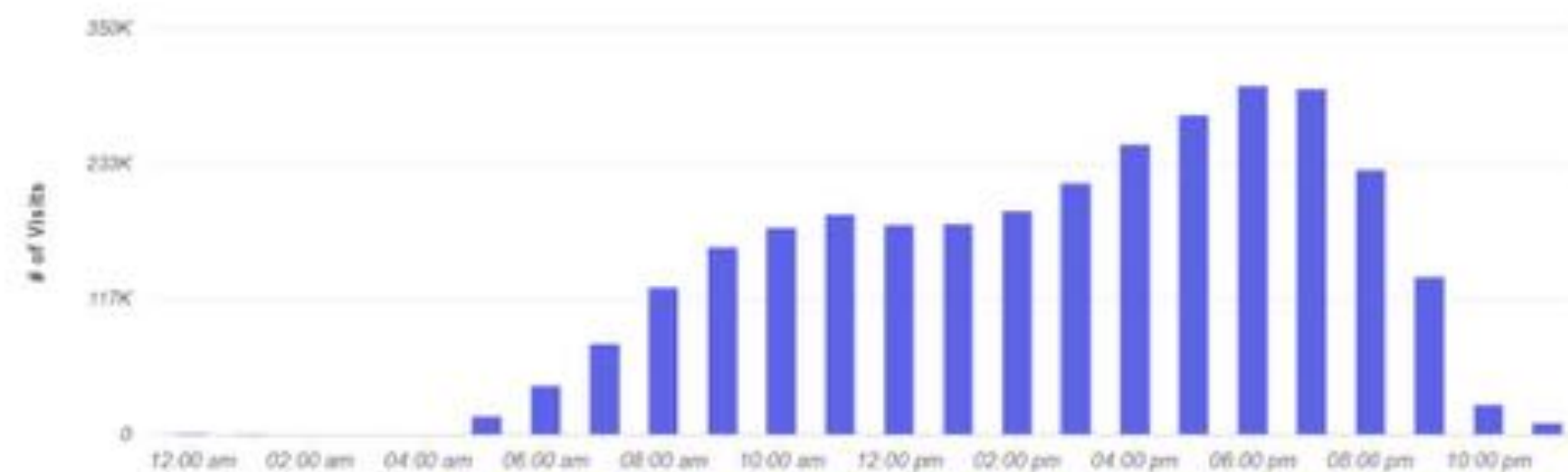
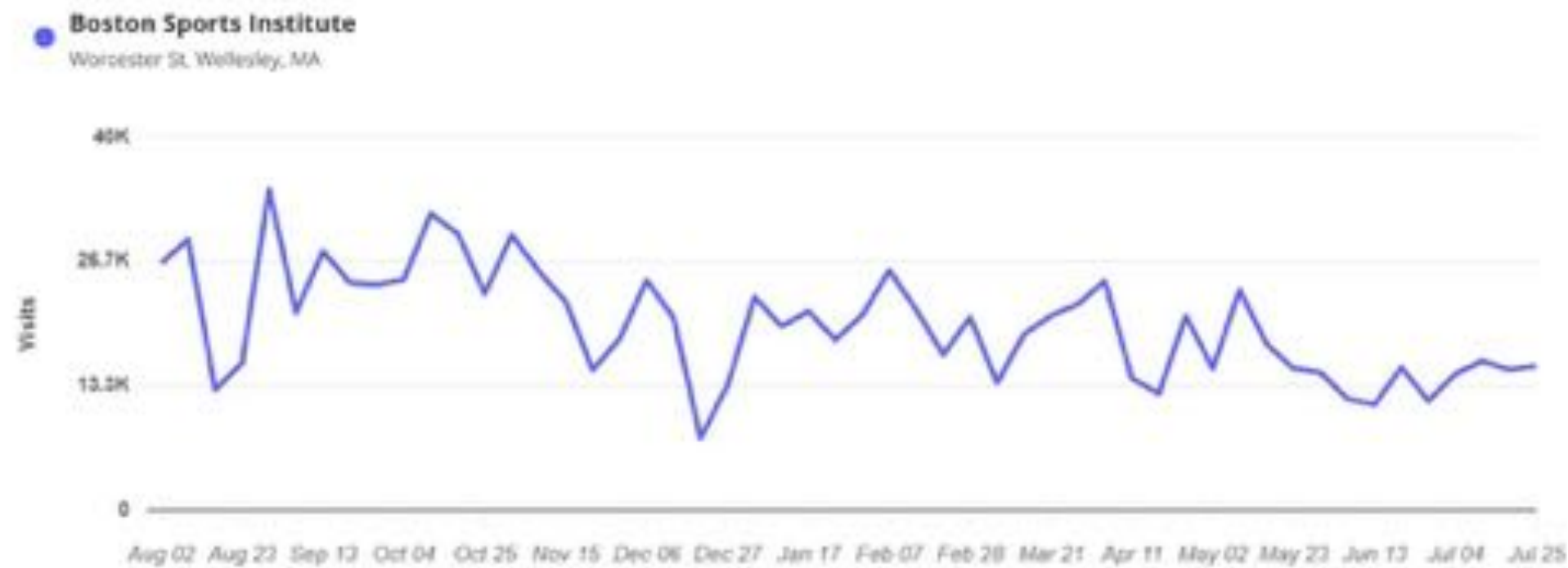
Ranking Overview - Category: Stadiums & Event Halls

Foxboro Sports Center / E Belcher Rd Boston Sports Institute / Worcester St

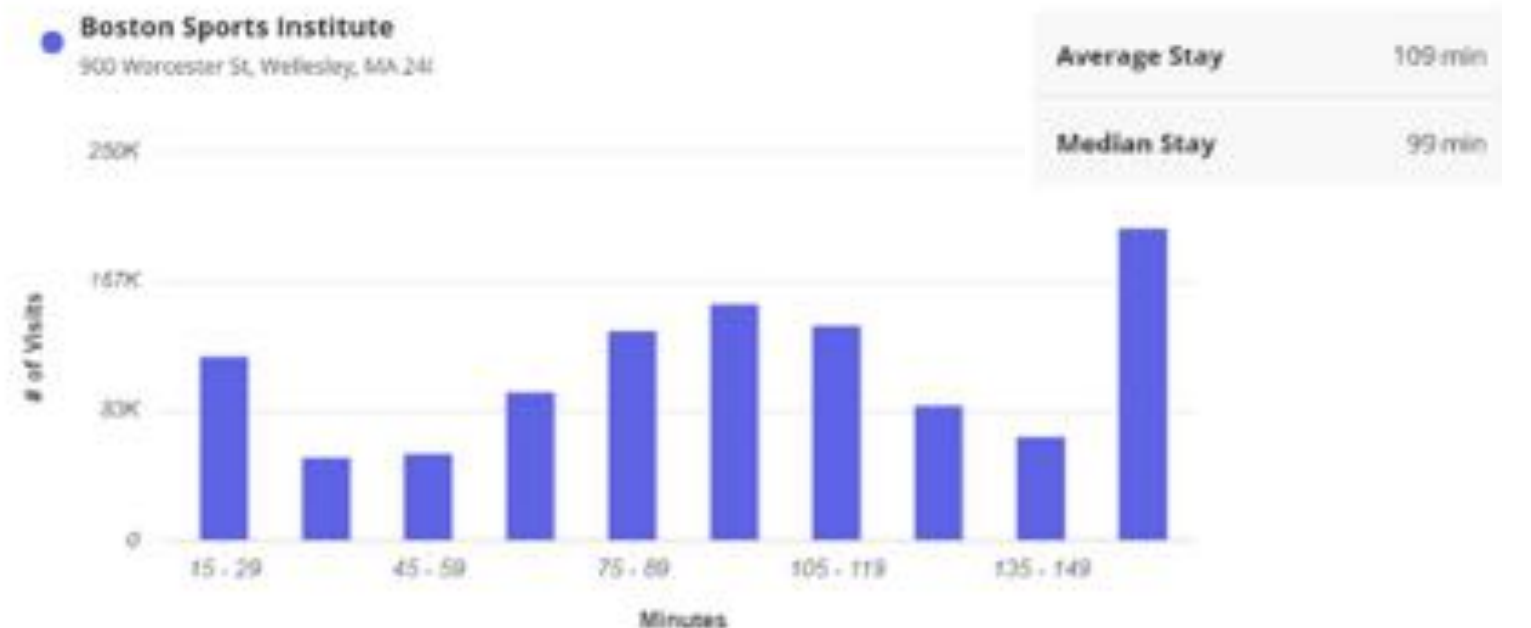




EDGE DEMOGRAPHICS



Length of Stay



Reading Symonds Way RFI





SYMONDS WAY RFI

Sports & Wellness

Reading residents take great pride in staying active and participating in sports for all ages. The community supports broad participation in numerous sports organizations. The Burbank Ice Arena, built in 1994 at 51 Symonds Way, serves as an example of a successful private/public partnership between the town and the Reading Ice Arena Authority, and recently extended their lease for 10 years to 2033.

Economic & Community Development

Reading is committed to strengthening existing businesses, attracting new businesses, and expanding the resident base needed to support a growing local economy. Reading completed its Economic Development Action Plan in December 2015. Reading enjoys a robust community of restaurants, shops, service industries, and professional offices.

Open Space & Recreation

Reading values its small-town feel and open spaces. The Town occupies approximately 10 square miles. Reading recently completed its update and adoption of the 2022 Open Space and Recreation Plan to guide the protection and enhancement of its open space and recreational resources.

Survey Findings

A town-wide survey conducted in the spring of 2023 showed very strong resident support for expanding recreation facilities in town. The Symonds Way Committee has also discussed the benefits it may like to see on this property including, but not limited to:

- AN AQUATIC CENTER
- AN ADDITIONAL ICE SHEET TO COMPLIMENT THE BURBANK ICE ARENA
- A MULTI-STORY RECREATIONAL BUILDING FACILITY
- DOG PARK
- ADDITIONAL OUTDOOR MULTI-PURPOSE ATHLETIC FIELDS
- SKATE PARK/ PARKOUR /OUTDOOR FITNESS COURSE
- PICKLEBALL COURTS (LIGHTED OUTDOOR AND/OR INDOOR)



Field House
Courts: 4 BB / 6 VB / 16 PB

Est SF: 40,000+

Use: Basketball, Volleyball, Pickleball, Turf Conversion (Winter): Soccer, Lacrosse, Flag Football, Baseball, Softball, and more...



Natatorium (Aquatics)
Pools: 13ln Comp / Warm Pool

Est SF: 25,000+

Use: Competition / Team Swimming, Lesson Program, Aqua Aerobics, Aqua Therapy, Lap Swim, Membership Swim, and more...



Ice Rink
Sheet: 200x85 (NHL)

Est SF: 35,000+

Use: Youth & Adult Hockey, Figure Skating, Curling, Public Skate, Stick & Puck, and More...

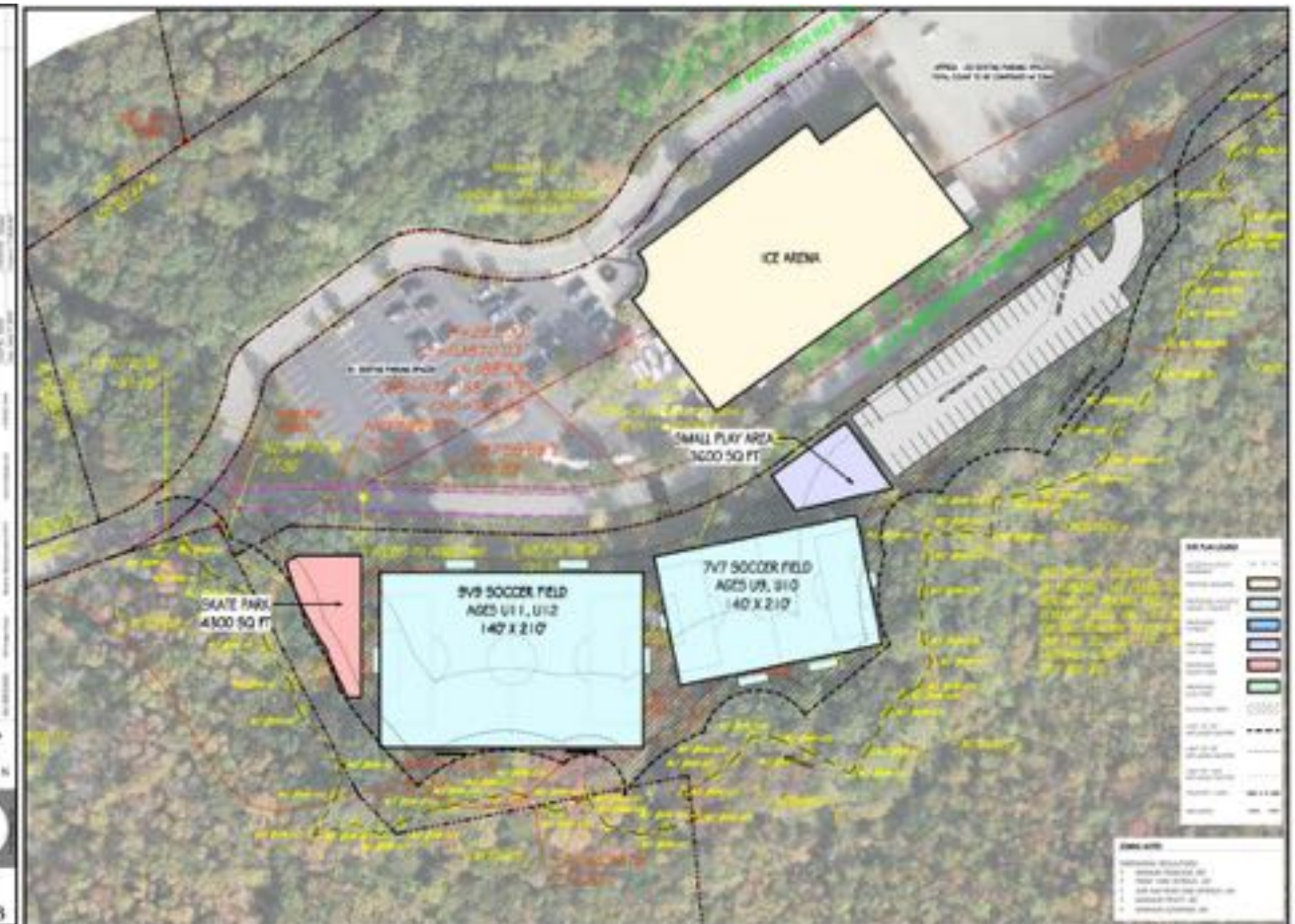


Complementary Tenant
Strength / PT / F&B / Ed.

Est SF: 16,000

Use: Strength & Conditioning, Physical Therapy, Sports Med, Food & Beverage, Education

SAMPLE TEST FIT - W&S STUDY



SAMPLE TEST FIT - EDGE





EDGE Sports Global's goal is to create unique athletic ecosystems that offer recreational opportunities to all ages and ability, through the development of dynamic facilities and programing designed to benefit any user for years to come.

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