

# MOTOWN SPORTS VILLAGE

Motown Sports  
Development Proposal

MARCH 2025



**The Motown Sports Village when complete will be a 451-acre state of the art Sports and Entertainment destination.** This Metro Area development, five minutes from Detroit Metro Airport, will not only be a highly active regional destination, but will also be the place for the local community to live, work, and play. At its core, the sports facilities and multi-purpose event center will be hosting hundreds of thousands of young athletes and their families throughout the year, complimented by hotel stays, entertainment, dining options, and other lifestyle amenities.

Moreover, this will be the first Net-Zero development of its kind in the region. Recognizing the objectives of the Michigan Healthy Climate Plan, this development will be following an aggressive strategy to minimize impact on the environment and maximize community economic benefit.

Motown Sports Group Holdings mission is to establish itself as a world-class sports and entertainment facility by creating jobs and training opportunities for Metro Detroit residents.





**Motown Sports Group Holdings, Inc.** is a Delaware Corporation founded in 2014 by business owners and former NBA and college basketball players. Our management team has more than 150 years of combined business and development experience.

Community-centric, our mission is to cultivate youth and families by providing a fun and safe environment to gather for athletic competition, entertainment, and recreation. By creating over 2,700 permanent jobs, skills and job training programs, we intend to engage in a long-term commitment to serve the community, its residents, local area government, and future business partners.

# Location

## I-94 Visibility

Strong visibility, with  
100,000 vehicles/day

## Detroit Metro Airport

5 minutes north of DTW and  
31 million annual visitors

**D/T Detroit:** 20 minutes  
**Ann Arbor:** 30 minutes

**2.5+ million population**

within 25-mile driving radius

**8.6+ million population**

within 100-mile driving radius



# Facilities

## ARENA

9–11,000 Capacity

### Youth Sports Facility 1,150,000 s.f.

Basketball  
Hockey  
Esports  
Family Fun Center  
Restaurant / Arcade / Laser Tag / Bowling  
IMAX Theater  
Expo Center  
Fitness Center  
Day Care  
Spa  
Rehabilitation Center  
Dance / Aerobic Studio  
Adult Day Care  
Retail  
Food Hall

Surf / Swim Park 450,000 s.f.

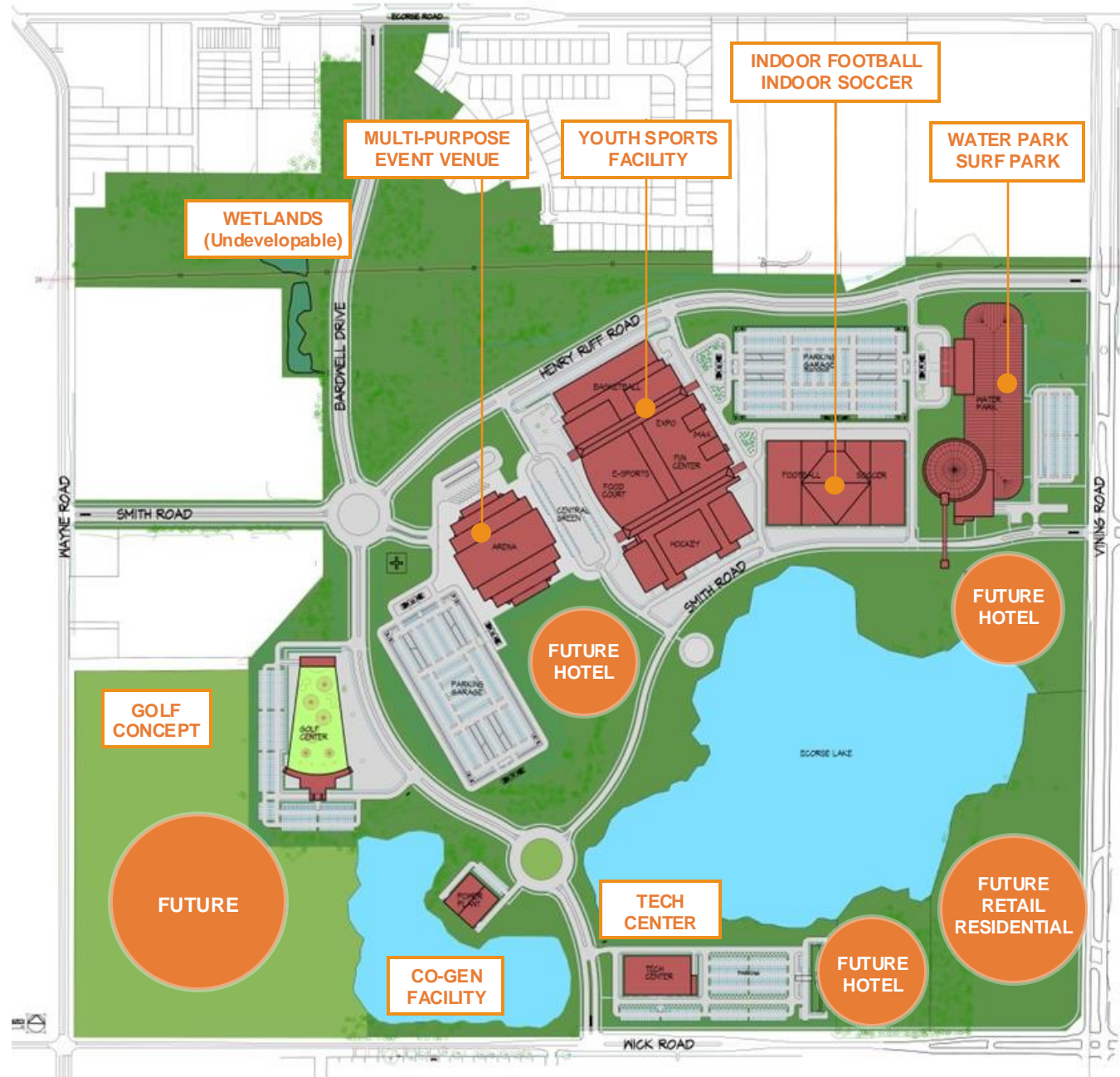
Football / Soccer Facility 302,500 s.f.

Golf Center 96 tees

Co=Gen Facility 40,000 s.f.

Tech Center 71,700 s.f.

Pet Hotel 13,359 s.f.





# A Place for Us All

Motown Sports mixed-use development will be a place where family and community come first; diversity and inclusivity are embraced; and health and fitness are celebrated. Motown Sports Village is destined to become the new heart of a thriving and expanding community.



## Sports, Fitness, and Recreation

Through training, practice, and friendly competition, we believe sports promotes teamwork, collaboration, community, and a healthy lifestyle. The multiple sports, fitness and recreation facilities of the Motown Sports Village will accommodate, football, soccer, basketball, hockey, swimming, and more.

*"We believe in the power of sports to bring people together."*



# Entertainment

With a venue to host family shows, concerts, sporting events, and exhibitions, this will be a place where diverse forms of entertainment will be available to enjoy.



## Community Plaza, Park & Waterfront

Community plazas, waterfront park, wetland gardens, recreational open space offer places of respite; places to play, walk and jog; and places to gather for community events, outdoor markets, and food festivals



# Hospitality, Food & Beverage

Just minutes from the Detroit Metropolitan Airport, there is an unparalleled opportunity for resort-style and limited-stay hotels, in addition to a diverse range of dining options.





# COMMUNITY IMPACT COMMERCE, EMPLOYMENT, ENVIRONMENT

# Impact

Motown Sports Village mixed-use development will provide new workforce development; increase commerce; grow real estate markets; generate tax revenues; and lead in energy savings and emissions reductions.





# Commerce & Employment

The creation of over 5,700 jobs indirectly supported by the potential spending activity of Motown.

**2,500** + **2,727**  
CONSTRUCTION JOBS PERMANENT NEW JOBS

*Source: BDO 1/26/22 report, assumed \$1,499,530,000 capital investment*





## Commerce & Employment

- ✓ **\$141.5+ million** in potential real and personal property tax revenue more than 10 years
- ✓ **\$19.5+ million** in state-level use tax on the taxable purchases for the construction and equipping of the project
- ✓ **\$60 million** of potential sales tax revenues for anticipated taxable sales at the site
- ✓ **\$37.7+ million** in state withholding tax on new employee earnings
- ✓ **\$226.9+ million** in labor income (earnings) potentially generated by the proposed project through indirect spending activity
- ✓ **\$3.3+ million** in county excise taxes generated by hotel revenue

*Source: BDO 1/26/22 report, assumed \$1,499,530,000 capital investment*



# Energy & Environment

**16 MW** On-Site Solar

**40 MW / 80 MWh**

Grid Connected Battery Energy  
Storage System (BESS)

**EV Charging Network**

(Up to 10% of  
available parking)

**Geothermal**

District Heating &  
Cooling Network

**Net-Zero**

Emissions Buildings



- ✓ **97,630 Tons**  
Avoided Emissions
- ✓ **10,078 MWh**  
Annual Energy Savings
- ✓ **26 MW**  
Avoided Demand
- ✓ **16 MW**  
Added Flexible Capacity



# **PUBLIC SUPPORT: CITY, COUNTY, STATE**



“

**You have my commitment to provide support for you and your group** as we work collaboratively on your sports/entertainment complex project. Beyond the infrastructure assistance, we will provide assistance with communication with other governmental agencies and offering a fast-track approval process.”

**Mayor Robert McCraight**  
Romulus, Michigan

“

**Wayne County Development Department** is supportive of the vision for the construction of the sports complex which will potentially create over 2,700 jobs.”

**Hassan Sheikh, Director**  
Wayne County Economic Development Department

“

This will be a **game changer** for the city of Romulus, the county, and the state of Michigan.”

**John Barden, City Council President**  
Romulus, Michigan

“

**I am writing to express my enthusiastic support for the Motown Sports and Entertainment Resort** ... As the Wayne County Commissioner for District 11, which encompasses the city of Romulus (construction site), I firmly believe that this initiative has the potential to significantly benefit our community by potentially creating several thousand good paying jobs, spurring business growth, incentivizing housing development, creating additional tax revenue, and providing an overarching revitalization of the community.”

**Allen R. Wilson, Wayne County Commissioner District 11**  
Wayne County Commission

# THE VISIONARY SPONSOR & THE ADVISORS



# Sponsor

## **Kenneth Bardwell has led Motown Sports Group Holdings since 2014.**

Prior to forming MSGH, Bardwell served as a design engineer for several architectural and engineering firms, where he worked on large industrial commercial projects, such as The General Motors “Pole Town Project”, “The Renaissance Center”, and “Fermi II Power Plant”.

Bardwell is a certified Engineering Technician, receiving his certificate from the Society of Manufacturers of Engineers (SME) and he has been recognized for winning SME’s design engineering competition, hosted through Lawrence Technology University, located in Southfield, Michigan.

Between 1980–1985 Bardwell played semi-pro basketball at Saint Cecelia’s in the Summer Pro League of Detroit Michigan. During this time, he also led a computer technology venture as owner and Chief Executive Officer, where he was a value-added reseller for Motorola.

In 1994 Bardwell received an honorary appointment to the Michigan Jobs Commission by former Governor John Engler; in 1995 he received the “Rising Star of the Year Award” from *Black Enterprise* magazine, where he was recognized by the City of Detroit for his outstanding business leadership. In 1997 he was featured in *Readers Digest Magazine* under the article, “Secrets of the Millionaire Next Door”, and in 2002 Bardwell was awarded a certificate of ownership for the Motown Jammers—an American Basketball Association (ABA) franchise team. Bardwell sold his interest following the 2002 season.



**Kenneth W. Bardwell**

Founder, Chairman & CEO  
**MOTOWN SPORTS  
GROUP HOLDINGS, INC.**



# Advisors



**Joe F. Martinez**

Chairman & CEO  
APPLE iSPORTS

Managing Partner  
CORE VENTURE PARTNERS

Board Member  
MOTOWN SPORTS GROUP  
HOLDINGS, INC.

**Joe Martinez** has an investment banking focus and a robust financial, technology, and operating executive background. Alongside his Fortune 500 experience with IBM and Xerox, he has significantly contributed to several Silicon Valley technology companies, playing a pivotal role in their funding and initial public offerings. Martinez served as the CEO of several public companies that he funded, managed, took public, and later sold to private equity firms. He established the technology practice for a national investment banking firm and founded his investment banking firm, which was successfully sold to E\*TRADE, now owned by Morgan Stanley.



**HONIGMAN**

**John P. Kanan**

Partner  
HONIGMAN

**John Kanan** is an experienced corporate attorney who is well versed in corporate and financial transactional matters. He counsels publicly and privately held businesses and their owners and directors and provides a broad range of legal advice to dozens of companies in a wide variety of industries. He has considerable knowledge regarding international business transactions, acquisitions, and divestitures.



**Marc Gueniot**

Founder  
MAGNA CAPITAL  
FUNDING

**Marc Gueniot** is a Commercial Real Estate Consultant and the founder of Magna Capital Funding, a firm specializing in consulting and advisory services for commercial real estate developers, investors, and capital providers. With an emphasis on real estate development, Magna Capital has built a strong network of lenders and investors, each with unique investment preferences. The firm specializes in sourcing and placing capital for real estate projects such as developments and acquisitions.



# Advisors



**James (Jim) Renne**

National Director, Sports &  
Entertainment Development  
JONES LANG LASALLE

**Jim Renne** has almost 30 years of experience in creating innovative Sports and Entertainment districts and destinations and world class sports and athletic facilities. Renne understands the multi-faceted objectives of stakeholders in the industry and works closely with his clients to make their vision a reality. Renne was recognized in 2020 and 2016 by *Sports Business Journal* as one of the top 50 Power Players in Sports Design and Development.



**Almir Omerovic**

Senior Project Manager  
JONES LANG LASALLE

**Almir Omerovic** works with JLL's Project and Development Services team in Royal Oak, Michigan. In this role, he is responsible for managing the day-to-day activities between the Client, Architect, General Contractor and Landlord for a variety of project types. Prior to joining JLL, Omerovic was a Project Manager at CBRE where he completed capital infrastructure projects for the Ford Land account.



**Bob Mihelich**

Senior VP / Brokerage  
JONES LANG LASALLE

**Robert Mihelich** focuses on landlord and tenant representation, big box redevelopment and build-to-suits. Robert has specialized in the sale and leasing of retail properties such as shopping centers, big box, fast food and free-standing buildings, as well as other commercial developments. He has a great reputation among local and regional developers working on land sales, and a wide range of small and large developments.

# Advisors



**Scott Rantala**

Vice President, Project  
& Development Services  
JONES LANG LASALLE

**Scott Rantala** joined JLL in 2005 where he focused on growing the project management platform in central Ohio before relocating to Grand Rapids in 2014 to open a new JLL west Michigan office. Rantala is responsible for business development and providing clients with owner's representative services by leading due diligence, planning, procurement, design, construction and decommissioning services. Rantala's experience includes office interior fit-outs, ground-up development, and multi-site projects. He has managed projects both locally and across the nation.



**Liam Thornton**

Executive Vice-President  
of Strategy & Development  
ASM GLOBAL

**Liam Thornton** is responsible for management and operating agreements with partners developing new sports and entertainment venues anchoring mixed-use districts. Over a 30+ year career, Thornton has developed branded and experiential projects in the sports and recreation, entertainment, and hospitality space across much of the U.S. and has also managed similar international real estate transactions and development projects in Southeast Asia (Singapore) and Southern Europe (Barcelona, Spain).



**Vincent Barnes**

Principal  
CLEAN ENERGY POLICY  
STRATEGIES CONSORTIUM

**Vincent Barnes** is Principal of the Clean Energy Policy Strategy Consortium, LLC and has over two decades of experience leading in energy and financial services policy. More recently, Barnes helped lead on multiple major legislative initiatives including the Infrastructure Investment and Job Act (IIJA) and the Inflation Reduction Act (IRA) where he worked for inclusion of historical investments in demand-side policy.



# Advisors



**Paul Orentas**

Co-Founder  
THINKBOX GROUP, LLC

**Paul Orentas** has 37 years of development-industry expertise. He has facilitated over \$300 million in energy efficiency and renewable energy-based projects on behalf of municipal, non-profit, public, and private corporate clients. He advises clients on complex multi-source financings and develops analytical proforma models to provide market and performance analysis on demand-side, distributed generation, and zero emissions transportation opportunities.

# Development Team & Partnerships

- ✓ Maximizing revenue with operating efficient
- ✓ Establish “district operations”
- ✓ One coordinated staff

## “B2B” OPPORTUNITIES

- ✓ Brand building and securing major events with SFC
- ✓ “Go2market” campaign for all district commercial sales
- ✓ Founding partnerships with major categories
- ✓ LA Live approach (less is more), campus-wide

## “B2C” INITIATIVES

- ✓ Local and community brand building
- ✓ Focus on building community programs
- ✓ Opportunities for economically / socially distressed populations

## FOOD & BEVERAGE OPERATIONS

- ✓ World class service across campus
- ✓ Single operation—ease of operations / service
- ✓ Transformative destination opportunities
- ✓ Showcase local providers



**Venue Management Operating Partner:** ASM Global is a venue and event management company based in Los Angeles, specializing in managing stadiums, convention center, theaters, and unique venues.





# ASM Global Leadership & Global Initiatives

## Campus Wide Coordination

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- ✓ Management partner in charge
- ✓ Overseeing all aspects of the business
- ✓ 100% coordination of events and activities management

## Liaison with Hotel & Retail Partners

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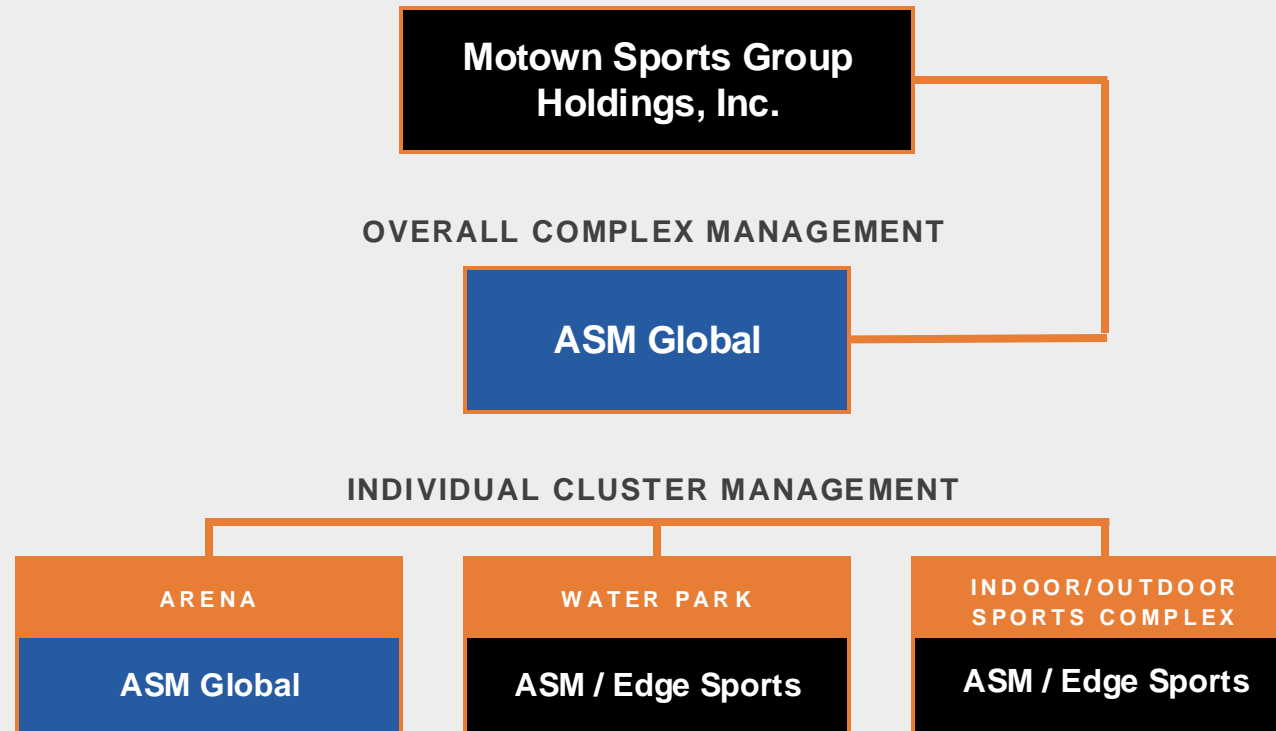
- ✓ Attraction and hosting of major events
- ✓ Focus on sports tourism
- ✓ Joint bid opportunities
- ✓ Cooperative sponsorship/premium opportunities

## Synergistic Collaboration with Edge Sports (Acquired by ASM)

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- ✓ Coordinate activities in the water park, sports complex

# ASM Global Leadership & Global Initiatives



FOOD & BEVERAGE (EXCLUDING TENANTS) // OPERATIONS, ENGINEERING & SYSTEMS // MARKETING & PUBLIC RELATIONS // NAMING RIGHTS, SPONSORSHIP,  
PARTNERSHIP & ADVERTISING SALES // GROUNDS MANAGEMENT // PARKING & TRAFFIC // HUMAN RESOURCES FOCUSING ON DIVERSITY, EQUITY & INCLUSION //  
CAPITAL PLANNING // FINANCIAL ACCOUNTING & REPORTING // SAFETY & SECURITY // REPAIRS & MAINTENANCE // BOOKING & PROGRAMMING



# Investment Opportunity

## Private Placement

Motown Sports is seeking equity investment to purchase 450 plus acres and to begin the predevelopment phase of the project.

The company is offering \$150 million dollars in the form of a convertible note. Investors will have the option of a Regulation D or a Regulation A instrument.

For more information feel free to contact Kenneth Bardwell at [motownfacility@yahoo.com](mailto:motownfacility@yahoo.com) or Gordon L. Armstrong at [gordon.armstrong@strongcapitalmarkets.com](mailto:gordon.armstrong@strongcapitalmarkets.com).

# Disclosure



For more information on [Strong Capital Markets, LLC](#), please visit FINRA's BrokerCheck website. You can also download a copy of Strong Capital Markets, LLC's [Customer Relationship Summary](#) to learn more about their role and services.

## Important Disclosure

The contents of this communication: (i) do not constitute an offer of securities or a solicitation of an offer to buy securities, (ii) offers can be made only by the confidential Private Placement Memorandum or alternative offering documents prepared by the issuer (the "Offering Documents") which is available upon request, (iii) do not and cannot replace the Offering Documents and is qualified in its entirety by the Offering Documents, and (iv) may not be relied upon in making an investment decision related to any investment offering by the issuer, or any affiliate, or partner thereof ("Issuer"). All potential investors must read the Offering Documents and no person may invest without acknowledging receipt and complete review of the Offering Documents. With respect to any "targeted" goals and performance levels outlined herein, these do not constitute a promise of performance, nor is there any assurance that the investment objectives of any program will be attained. All investments are speculative, illiquid, and carry the risk of loss of some or all of the principal invested.

These "targeted" factors are based upon reasonable assumptions more fully outlined in the Offering Documents/Offering Documents for the respective offering. Consult the Offering Documents for investment conditions, risk factors, minimum requirements, fees and expenses and other pertinent information with respect to any investment. These investment opportunities have not been registered under the Securities Act of 1933 and are being offered pursuant to an exemption therefrom and from applicable state securities laws. All offerings are intended only for accredited investors unless otherwise specified. Past performance are no guarantee of future results. All information is subject to change. You should always consult a tax professional prior to investing. Investment offerings and investment decisions may only be made on the basis of confidential Offering Documents prepared by Issuer. Issuer does not warrant the accuracy or completeness of the information contained herein. Thank you for your cooperation.

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# Select Risk Factors\*

## **Development of the Company's projects will proceed in phases and is subject to unpredictability in costs and expenses.**

It is contemplated that the Development will be completed in phases, and each phase will present distinct types and degrees of risk. In each development phase, the Company may encounter difficulties associated with obtaining required future financing. Development costs may also increase due to inflation or other economic factors. The Company may not be able to complete the construction of the Development within its anticipated time frame or budget.

## **The Company could face construction cost overruns.**

The Company may have to pay substantially more to complete construction than initial estimates or the price stated in a contract indicate, which could have a material adverse impact on the Company's financial situation.

## **The Company may experience higher operating costs, which would adversely affect its operating results if it cannot increase prices and fees to cover them.**

The Company's operating results are significantly dependent on the Company's ability to anticipate and react to increases in labor, employee benefits, food, and other costs. The cost of many items and experiences the Company will offer at the Development is subject to seasonal fluctuations, demand, and other factors. The Company expects to compete with other entertainment venues for experienced management personnel and hourly employees. Any increase in the federal minimum wage rate would cause an increase in the Company's labor costs. The Company cannot assure you that it will be able to anticipate and react to changing costs effectively. As a result, increases in operating costs could have a material adverse effect on the Company's business and could decrease the Company's profitability.

## **The Company could face labor shortages that could adversely affect its results of operations.**

The Company's success depends in part upon its ability to attract, motivate and retain enough qualified employees necessary to operate and to keep pace with the Company's planned growth. Any inability to recruit and retain sufficiently qualified individuals may adversely affect operating results. In addition, any material increases, and employee turnover rates could have a material adverse effect on the Company's business, financial condition, operating results or cash flows.

## **Mixed-use properties, particularly with entertainment centers, have special risks.**

The Company expects the Development to include multiple indoor retail centers, a food court, a water park, a multi-screen cinema and a variety of other attractions described in more detail under "Description of the Business—The Development" (the "Attractions"), which play an important part in generating customer traffic at the Development. The Attractions offer entertainment and leisure services that are non-essential in nature.

Accordingly, a general decline in the economy may limit the amount of funds that people have at their disposal to spend on non-essential, entertainment and leisure services, such as the Attractions. In the case of such an economic decline, the failure of the Attractions to generate customer traffic could have a material negative effect on the economic performance of the Development through decreased income from the Attractions. Furthermore, the space occupied by the Attractions is substantial and specifically configured and may not be readily convertible to an alternative use if the Attractions are no longer desirable or profitable.

*\*Please see PPM for larger list of risk factors.*