



LINCOLN COUNTY PLANNING & INSPECTIONS DEPARTMENT
302 NORTH ACADEMY STREET, SUITE A, LINCOLNTON, NORTH CAROLINA 28092
704-736-8440 OFFICE 704-736-8434 INSPECTION REQUEST LINE 704-732-9010 FAX

To: Board of Commissioners
Planning Board

From: Andrew Bryant, Director, Planning and Inspections Dept.

Date: November 20, 2015

Re: PD #2015-2
Whitehouse Park, LLC, applicant
Parcel ID# 00426 and 00427

The following information is for use by the Lincoln County Board of Commissioners and Planning Board at their joint meeting/public hearing on December 7, 2015.

REQUEST

The applicant is requesting the rezoning of 101 acres from I-G (General Industrial) to PD-MU (Planned Development Mixed Use) to permit a sports training and event complex – including a school and dormitory, motocross and BMX tracks, indoor sports area, swimming and diving pools, recreational vehicle spaces and support services – and a hall for special events and meetings and space for light manufacturing, storage and offices. A site plan and a report have been submitted as part of the rezoning application and would serve as the master plan for the development if the rezoning is approved.

SITE AREA AND DESCRIPTION

The property is located at 288 Whitehouse Drive, on the west side of Maiden Highway about 700 feet north of Horseshoe Lake Road, in Lincolnton Township. It is adjoined by property zoned R-S (Residential Suburban), R-SF (Residential Single-Family), I-G and GMC (General Manufacturing and Commercial, one of Lincolnton's zoning districts). Public water and sewer are available at this location. Approximately half of this property is located in a 100-year floodplain. Land uses in this area include residential and industrial. This property is designated by the Lincoln County Land Use Plan as industrial, for manufacturing/industrial and warehousing uses.

STAFF'S RECOMMENDATION

Staff recommends that the rezoning request be approved. See proposed statement on following page for rationale.



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Zoning Amendment Staff's Proposed Statement of Consistency and Reasonableness

Case No. **PD #2015-2**

Applicant **Whitehouse Park, LLC**

Parcel ID# **00426 and 00427**

Location **288 Whitehouse Drive**

Proposed amendment **Rezone from I-G to PD-MU to permit a sports training and event complex – including a school and dormitory, motocross and BMX tracks, indoor sports area, swimming and diving pools, recreational vehicle spaces and support services – and a hall for special events and meetings and space for light manufacturing, storage and offices.**

This proposed amendment **is not consistent** with the Lincoln County Comprehensive Land Use Plan and other adopted plans in that:

The Land Use Plan designates this property as industrial, for industrial/manufacturing and warehousing uses.

This proposed amendment **is reasonable and in the public interest** in that:

The proposal takes an underutilized industrial property and turns it into an active educational and recreational facility. The current proposal will create jobs and restore tax base to the area. Through compliance with the submitted site plan, report and the requirements of the PD-MU district it will be ensured that the future use of this property will have its impact mitigated to the greatest extent possible on surrounding properties.



Planned Development Rezoning Application

Lincoln County Planning and Inspections Department

Zoning Administrator

302 N. Academy St., Lincolnton, NC 28092

Phone: (704)736-8440 Fax: (704)732-9010

PART I

Applicant Name WHITEHOUSE PARK, LLC

Applicant Address P.O. Box 1056, LINCOLNTON, NC

Applicant Phone Number 704.748.1003

Property Owner Name NFP HOLDINGS, LLC

Property Owner Address 701 FAIRMONT AVE, WINCHESTER, VA

Property Owner Phone Number _____

PART II

Property Location 288 WHITEHOUSE DRIVE

Property ID (10 digits) 3635-20-7302
3634-18-2757 Property size 101 acres

Parcel # (5 digits) 00426 Deed Book(s) 2260 Page(s) 857
00427

PART III

Existing Zoning District I-G Proposed Zoning District PD-MU

Briefly describe how the property is being used and any existing structures.

PREVIOUS MANUFACTURING PLANT FOR WHITEHOUSE FOODS
- CLOSED AND VACATED IN 2009

Briefly described the proposed planned development.

AN EDUCATIONAL AND TRAINING FACILITY FOR EXTREME SPORTS
ATHLETES.

*SEE PLANNING DEPT. FOR PLANNED DEVELOPMENT FEES.

I hereby certify that all knowledge of the information provided for this application and attachments is true and correct to the best of my knowledge

[Signature] 9/9/15
Applicant's Signature Date



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Community Involvement Meeting report

PD #2015-2

Whitehouse Park, LLC, applicant

A community involvement meeting on this rezoning request was held on September 22, 2015, at the subject property, the former Natural Fruit Products Co. plant off Maiden Highway. About 70 people attended the meeting, including Planning Board chair Christine Poinsette and Planning Board member John Dancoft.

Brittan Schnell, who is spearheading a plan to turn the site into a sports training and event complex, told the audience that one of the main features would be an educational center for aspiring motocross and BMX competitors. He said there's a real need for a program that would allow young people to follow their passion while providing a structured learning environment. He said too many athletes don't have a proper foundation in life and end up with nothing to fall back on. Whitehouse Park would team up with Liberty University in providing educational offerings.

Under the plan, existing buildings would be converted into classrooms and a dormitory, an indoor sports area, an aquatic center with swimming and diving pools, and a venue for corporate and special events. The indoor sports area could accommodate nine volleyball courts or six basketball courts and could be used for wrestling or archery. In addition, Whitehouse Park would include running trails.

Schnell's company, Special Event Linen Co, is currently leasing space at the site. He said the plant has sat largely vacant for years because it doesn't fit the standard needs of manufacturers.

Whitehouse Park would bring exposure to Lincoln County and attract visitors, benefitting the local economy, Schnell said. He said motocross events would be held occasionally to showcase the facility.

Residents cited concerns about noise and its potential effect on property values.

"We love volleyball. BMX will be great. We have no problem with trails. The problem we have is motocross."

"I think your motives are great with this but the people around you are worried about the value of their homes."

"Can you make it a success without the motocross? We'd like to see you try."

"Do you have an idea of how many churches with cemeteries could hear this noise?"

Others in attendance offered support for the plan.

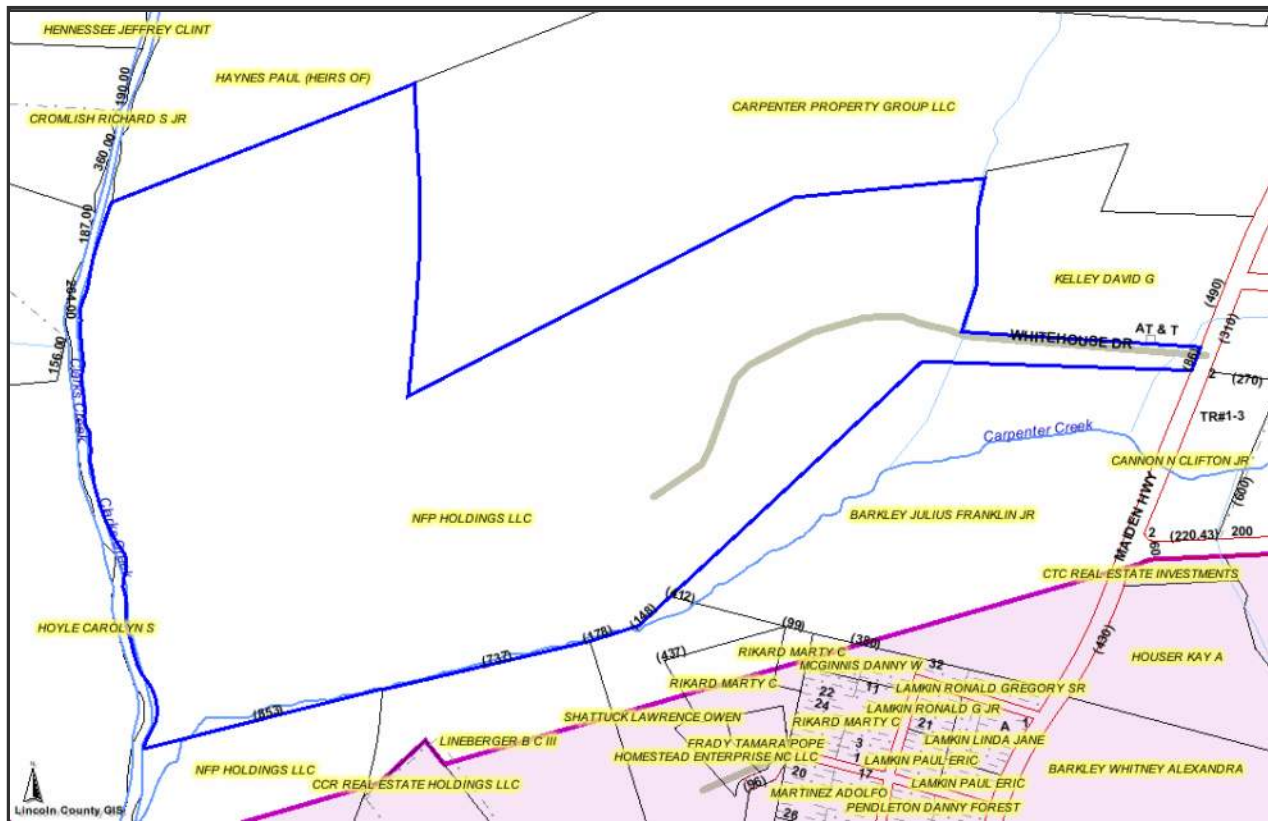
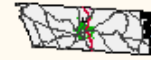
"Wouldn't it be a positive to have a park in your neighborhood – a place where you go and run and walk."

"I think the community at large will benefit from the programs."



Lincoln County, NC

Office of the Tax Administrator, GIS Mapping Division
Lincoln County and its mapping contractors assume no legal responsibility for the information contained on this map. This map is not to be used for land conveyance. The map is based on NC State Plane Coordinate System 1983 NAD.
Date: 9/4/2015 Scale: 1 Inch = 600 Feet



PHOTOS



00426



00426

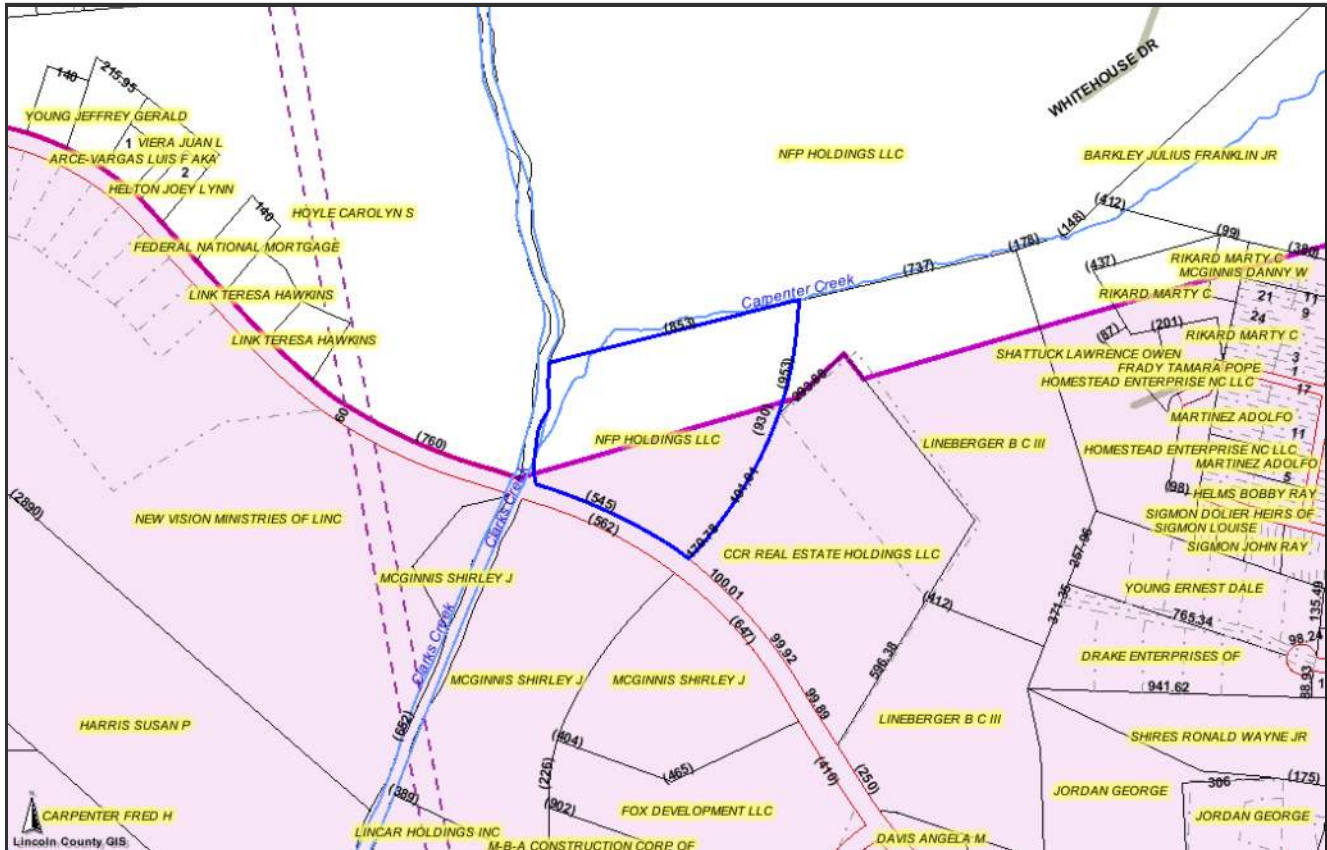
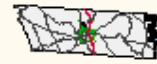
PARCEL INFORMATION FOR 3635-20-7302

Parcel ID	00426	Owner	NFP HOLDINGS LLC		
Map	3635-03	Mailing Address	701 FAIRMONT AVE		
Account	0234480	Address	WINCHESTER VA 22601		
Deed	2260-857	Recorded	7/29/2011	Sale Price	\$1,500,000
Land Value	\$567,734	Total Value	\$1,443,376	Previous Parcel	
----- All values are for tax year 2015, -----					
Description	LINCOLNTON PLANT			Deed Acres	98
Address	288 WHITEHOUSE DR			Tax Acres	94.34
Township	LINCOLNTON			Tax/Fire District	NORTH 321
Main Improvement	MFG/WAREHOUSE/OFFICE			Value	\$709,683
Main Sq Feet	139240	Stories	1	Year Built	1970
Zoning District	Calculated Acres	Voting Precinct		Calculated Acres	
I-G	94.34	HICKORY GROVE (HG17)		48.17	
Watershed Class		OAK GROVE (OG10)		46.18	
Not in a watershed	94.34	Sewer District			
2000 Census County		Not in the sewer district		94.34	
		Tract	Block		
37109		070800	2007	47.4	
37109		070800	3010	46.93	
37109		070800	3027	0.01	
Flood	Zone Description				Panel
AE	SPECIAL FLOOD HAZARD AREA BASE ELEVATION DETERMINED - 100 YEAR				371036340017.02
AE	SPECIAL FLOOD HAZARD AREA BASE ELEVATION DETERMINED - 100 YEAR				371036350010.26
AEFW	FLOODWAY AREA - 100 YEAR FLOOD HAZARD				371036340011.01
AEFW	FLOODWAY AREA - 100 YEAR FLOOD HAZARD				3710363500 6.29
SHADED X	OTHER FLOOD AREA - 500 YEAR FLOOD HAZARD				3710363400 0.61
SHADED X	OTHER FLOOD AREA - 500 YEAR FLOOD HAZARD				3710363500 2.76
X	NO FLOOD HAZARD				3710363400 6.69
X	NO FLOOD HAZARD				3710363500 39.7



Lincoln County, NC

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Date: 9/4/2015 Scale: 1 Inch = 600 Feet



PHOTOS



Photo Not Available

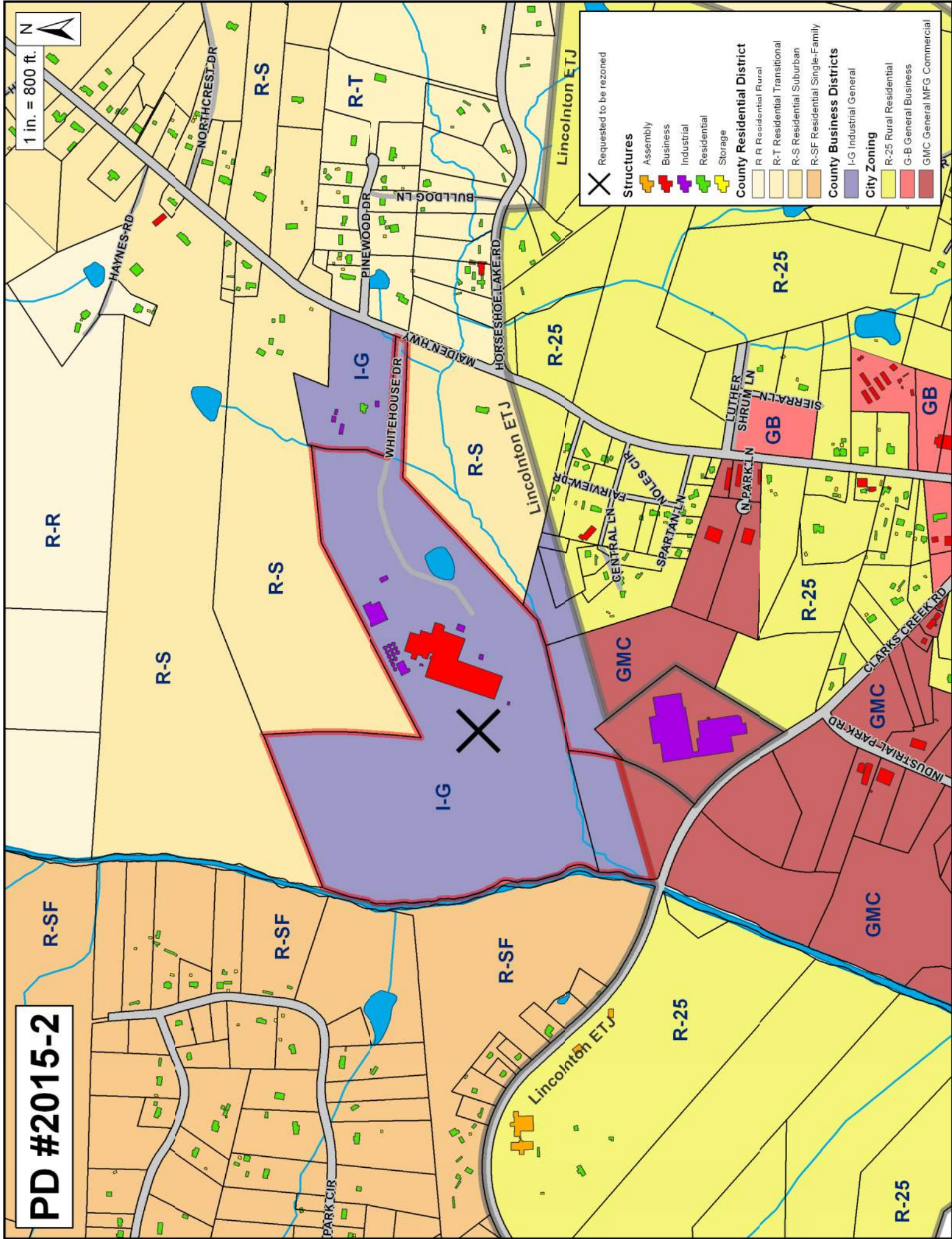
PARCEL INFORMATION FOR 3634-18-2757

Parcel ID	00427	Owner	NFP HOLDINGS LLC
Map	3634-01	Mailing	701 FAIRMONT AVE
Account	0234480	Address	WINCHESTER VA 22601
Deed	2260-857	Recorded	7/29/2011
Land Value	\$36,722	Total Value	\$36,722
----- All values are for tax year 2015. -----			
Description	OFF 321	Sale Price	\$1,500,000
Address	CLARKS CREEK RD	Previous Parcel	
Township	LINCOLNTON	Deed Acres	11.4
Improvement	No Improvements	Tax Acres	10.82
Zoning District		Tax/Fire District	NORTH 321
Calculated Acres		No Improvements	
I-G	6.46	Voting Precinct	HICKORY GROVE (HG17)
GMC	4.36	Calculated Acres	10.82
Watershed Class		Sewer District	
Not in a watershed	10.82	Not in the sewer district	10.82
2000 Census County		Tract	Block
37109		070800	2007
37109		070800	2016
37109		070800	2017
37109		070800	3010
37109		070800	3027
Flood		Panel	
AE	SPECIAL FLOOD HAZARD AREA BASE ELEVATION DETERMINED - 100 YEAR	37103634005.86	
AEFW	FLOODWAY AREA - 100 YEAR FLOOD HAZARD	37103634004.56	
SHADED	OTHER FLOOD AREA - 500 YEAR FLOOD HAZARD	37103634000.26	
X	NO FLOOD HAZARD	37103634000.15	

PD #2015-2

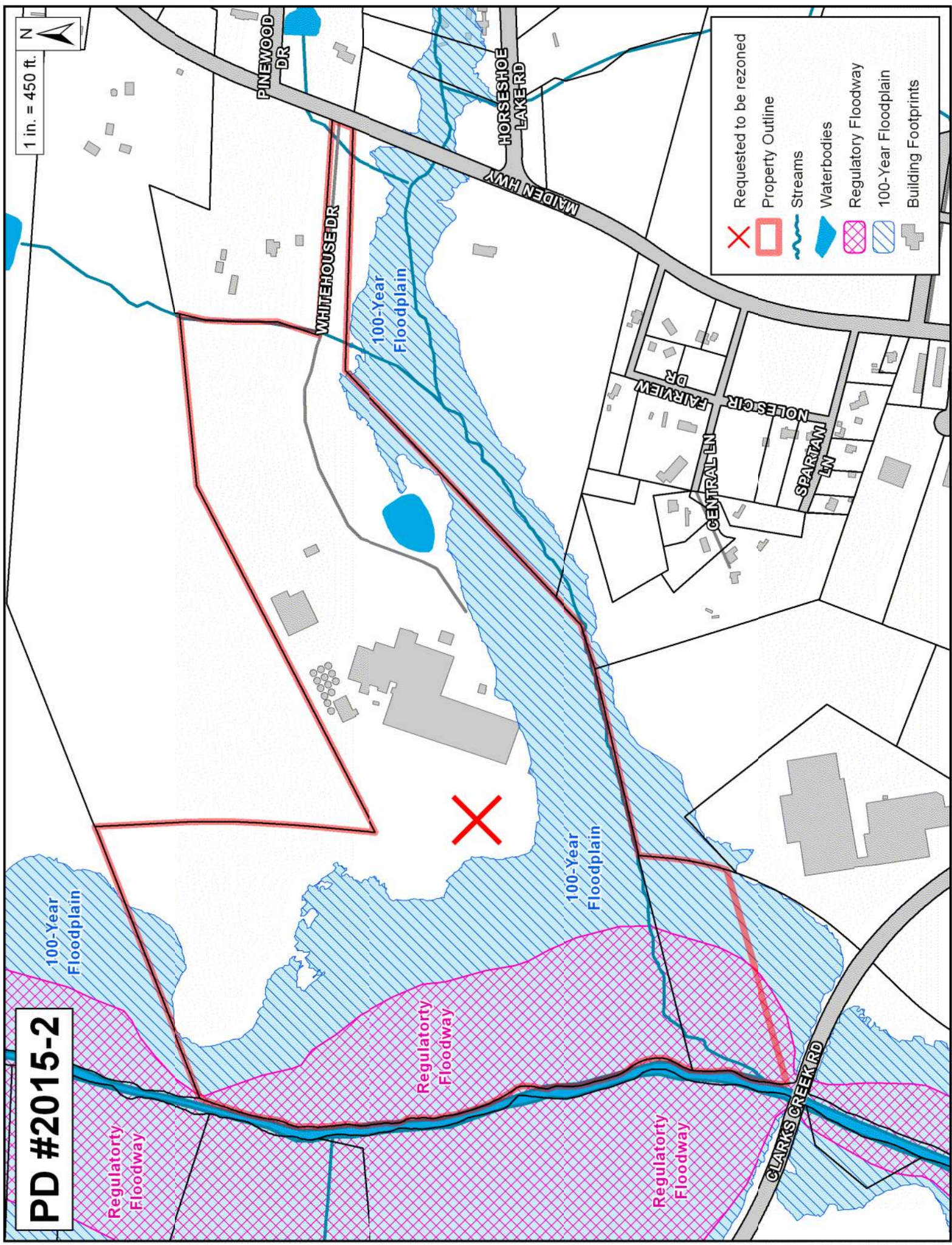
1 in. = 800 ft.

N



PD #2015-2

1 in. = 450 ft.



- Requested to be rezoned
- Property Outline
- Streams
- Waterbodies
- Regulatory Floodway
- 100-Year Floodplain
- Building Footprints

PD #2015-2

1 in. = 600 ft.

N



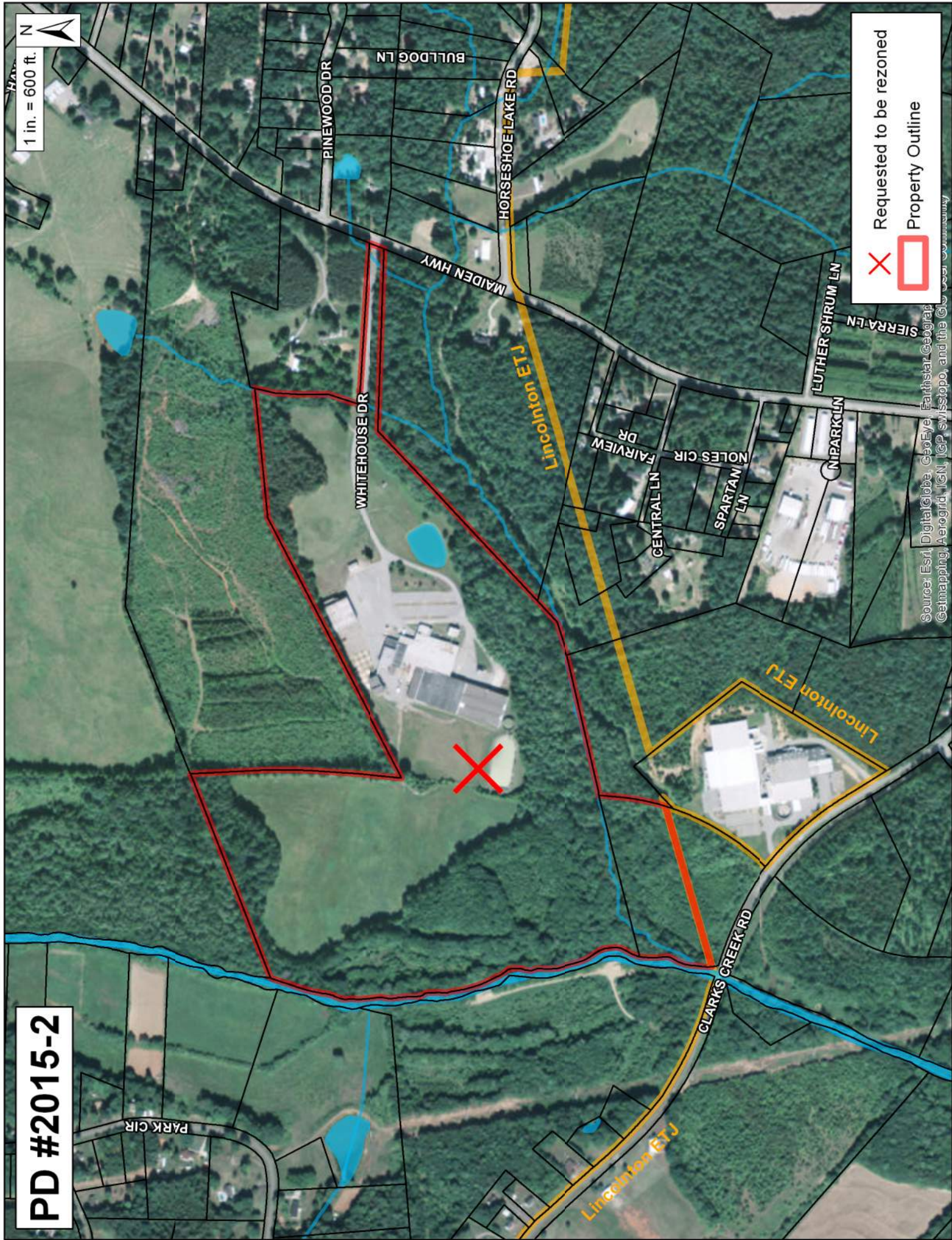
Requested to be rezoned

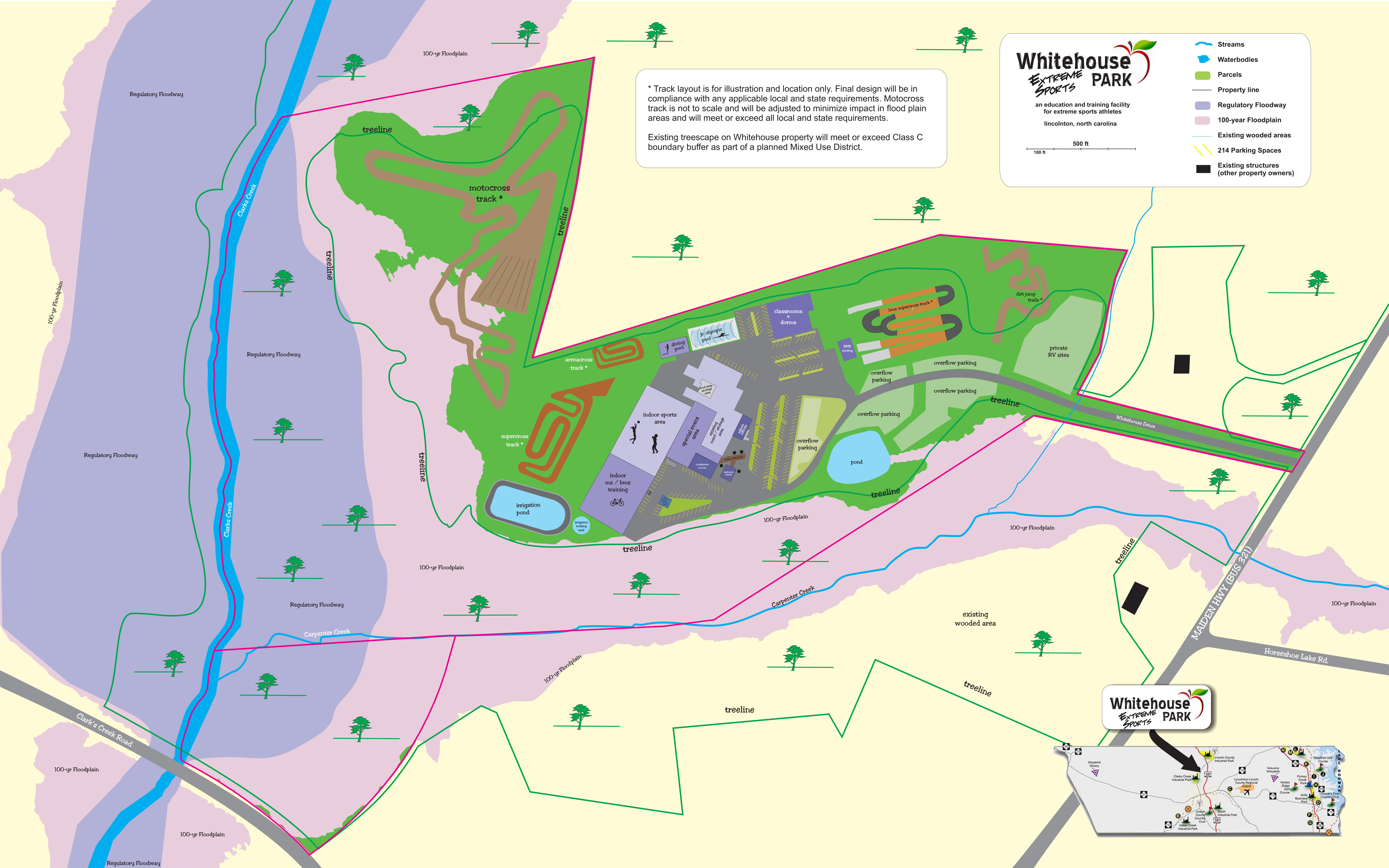


Property Outline



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNR/Airphoto, IGN, IGP, swisstopo, and the Geo User Community







**Lincoln County
Application to re-zone**



**an educational and training
campus for extreme sports athletes**

Lincolnton, NC



Whitehouse Park, LLC will be an extreme sports education and training campus located in Lincolnton, North Carolina.

The facility is comprised of three main buildings with total square feet of 169,000 and situated on 105 acres. The campus focuses on training of athletes for conventional sports of volleyball and basketball as well as extreme style sports including motocross, BMX and more . The event facility space can also host corporate and special events for groups up to 750 people.

With a program developed with Liberty University, the facility will provide a structured classroom environment with staffing. Students will be able to achieve high school, Associate and Bachelor degrees on campus while training in their respective sports.

The goal of Whitehouse Extreme Sports Park will be to maximize the athletic potential of each one of the students. Just as important, the Park will strive to build a life foundation with a commitment to education and fundamentals that are important throughout life.



basketball



volleyball



bmX



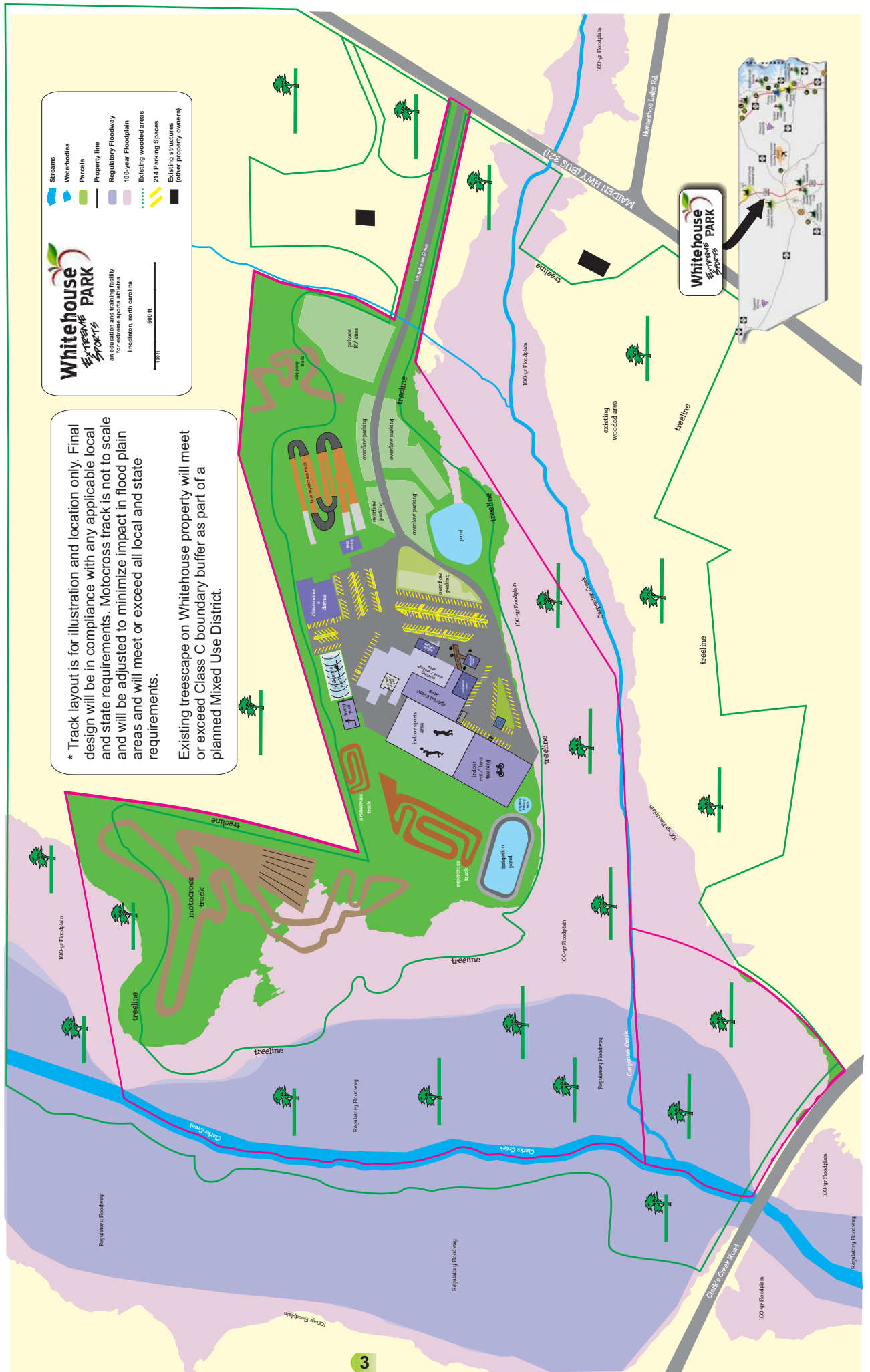
swimming



event



motocross



Whitehouse Sports Park
an education and training facility
for extreme sports athletes
in northern, north carolina

Streams
Waterbodies
Parcels
Property line
Regulatory Floodway
100-year Floodplain
Existing wooded areas
214 Parking Spaces
Existing structures
(other property owners)

100 ft 500 ft

* Track layout is for illustration and location only. Final design will be in compliance with any applicable local and state requirements. Motocross track is not to scale and will be adjusted to minimize impact in flood plain areas and will meet or exceed all local and state requirements.

Existing treescape on Whitehouse property will meet or exceed Class C boundary buffer as part of a planned Mixed Use District.

The story of Whitehouse Park



In 1908, Frank Armstrong and B. Fleet opened the National Fruit Product Company began packaging apple vinegar in glass containers. Their first plant was located on the waterfront of Alexandria, VA, just across the Potomac looking at Washington, DC. This is how the name "Whitehouse Foods" was chosen.



In 1918, the company expanded to Winchester, VA and begun adding more apple products like apple juice and apple sauce. After World War II, the company added peaches to their product line and now had plants in Virginia and Michigan. At this time, the company owned nearly 2100 acres of apple orchards.



In 1970, the company added a new facility in Lincolnton, North Carolina. Using the latest state-of-the-art technology, this plant had automated manufacturing and an on-site cold storage building which could keep apples fresh for many months. At one point, the Lincolnton plant employed around 240 workers and was the largest single water user in the county. In the 1990's, PepsiCo acquired Gatorade, Inc. and chose National Fruit Product and this plant to bottle Gatorade drinks to service the Mid-Atlantic states. If you had a Gatorade in the Carolinas during this time, it was probably produced in Lincolnton!



In 2006, the Armstrong family sold to the Gum family. David Gum, a long time employee continued the expansion of Whitehouse Foods and its many products, including apple sauce, apple juice, vinegar, pie fillings, cheese spreads, puddings and now, Blue Smoke Salsa.

2009 saw the closing of the Lincolnton plant. All machinery was either sold or moved to Winchester, VA. The plant set vacant until 2014 when a local textile company moved operations into a portion of the plant to manufacture tablecloths for the hotel and restaurant markets. The company's CEO, Brittan Schnell soon envisioned this empty plant and its 105 acres as an excellent location for a cutting edge sports facility and educational campus.



Extreme sports athletes have unique personalities. Often, their passion for sports often takes precedent over education. Parents are challenged to nurture this passion while not losing sight of building a life foundation in their son or daughter. While many training facilities do a good job with teaching riding skills, the athletes suffer from not having a structured educational environment.

Whitehouse Park was created to provide superior MX training using the best instructors in the country. Additionally, we build an educational foundation with on-site staff and our program with Liberty University provides high school, 2 year and 4 year college degrees – all from the Whitehouse campus. In addition, the Park has many amenities not found at any facility in the country.

Whitehouse Park : Building a Foundation – Building a Life.

Neighborhood Considerations

How does our project fit into short term and long term goals of Lincoln County?

Since the 1990's, the Charlotte region has seen a tremendous growth in the motorsports industry. Primarily due to the significant rise of NASCAR, the region has become home to many race teams and companies that support the sport of NASCAR. Additionally, the corporate headquarters for NASCAR has even relocated from their roots in Daytona Beach, Florida to Charlotte. While most of the growth has been seen in Cabarrus County, there are many companies, teams and drivers that call the Lake Norman area their "home".

Lake Norman has also become a residential choice for athletes of various sports teams around the country. NFL, NBA, NHL and other "big-league" sports have players that live in our region. Lincoln County has been fortunate to attract several of these in the eastern part of the county.

Whitehouse Park will provide an opportunity to grow the exposure throughout the central region of the county. The majority of the students attending Whitehouse will be introduced to Lincoln County and its offerings for the first time. As the graduates begin their professional careers, Lincoln County can be their "home". Parents, who are relocating to be with their children will be purchasing homes in the area.

How does the property "fit" into the area?

From 1970 until 2009, the property was a manufacturing plant for Whitehouse Foods. The company relied on the abundance of apples from Lincoln County farms to supply the manufacturing lines of applesauce, apple juice, vinegar, etc. In 2009, the company decided to close the operation and all equipment was sold or moved. Until last year, the buildings remained vacant. Several attempts have been made to sell the property, but the unique structures on the property does not appeal to traditional manufacturers.

Whitehouse Park will be up-fitting the main building for event space and indoor sports area. The former vinegar plant will be home to the aquatic swimming area. A former cold storage building will become classrooms and dorms for students. Nearly all existing buildings will be "home" to a sports related venture.

With the convergence of Clarks Creek and Carpenter Creek, several acres of the property are in protected flood plain area. This area will also provide an excellent buffer for any sound generation.

Neighborhood Considerations

How frequent will events be held?

Indoor events

Indoor events will include, but not limited to sporting, corporate and social functions.

Events that are held in the indoor Sports Area will include:

- Basketball
- Volleyball
- Wrestling
- Skateboarding
- Indoor Archery
- Other indoor sports tournaments, such as billiards and cornhole

Events held in the Special Events area will include:

- School proms
- Church festivals
- Family reunions
- Trade Shows
- General Community events
- Indoor car and/or motorcycle shows

Outdoor events:

Whitehouse Park will strictly adhere to any and all Lincoln County ordinances for mass gatherings and noise.

MX (motorcycle) The students of the educational facility of Whitehouse Park will normally have classroom schoolwork in the mornings and sports training in the afternoons. The motocross track will not have lights so there will be no night time riding or motocross events. All activities on the MX track will end by 8pm.

Whitehouse Park will have no more than (4) motocross events per year lasting 1-7 days each. Three events will be limited to no more than 4 days and only one event per year to exceed four days but no more than 7 days. The motocross track will not have lights so there will be no night time riding or motocross events. For any event with a large attendance expected, a Mass Gathering Ordinance permit will be obtained from Lincoln County Recreation Dept.

The school will not operate on Sundays and any riding on either BMX or MX tracks that occur on Sunday will be just for additional practice. With the exception of the (4) motocross event weekends, no one will be allowed on the BMX or MX tracks before 12 pm on Sunday.

BMX (bicycles) Whitehouse Park will have no more than one BMX racing event per month. BMX Supercross track may have lights installed for training or events lasting into evening hours.

Any other outdoor events held at Whitehouse Park will follow Lincoln County Noise Ordinances and Mass Gathering Ordinances requiring a permit.

Economic Considerations

Is there a need for such a facility here?

Whitehouse Park would offer Lincoln County an opportunity to showcase the community to thousands of people. As previously shown, there is a definite demographic need for a sports and event facility in the area and region.

Whitehouse Park can provide up to 750 people in the special event space area.

What are the economic benefits for the immediate area?

The “northern” corridor of Business 321 is under developed to serve the Lincoln County Industrial Park and travelers on US 321 stopping at exit 28. Whitehouse Park will be a destination and may provide the impetus for continued commercial development.

What are the economic benefits for Lincoln County?

Whitehouse Park will be generating new jobs for the area. Pro-forma estimates show 12 new job positions created in the first 12 months in various capacities at the Park. In addition, the school will be home initially for up to 56 students plus their family members but with the potential for growth as determined by demand. Some of these new jobs will be new people relocating to the county.

Lincoln County will generate ongoing visitor spending. Whitehouse Park will have several short term training camps that will require 1-5 nights of overnight stays.

Through an association with Joe Gibbs Racing, the facility will also be a tourist destination for fans of NASCAR, as well as motocross.

Existing tenant space included on Site Plan will include space for light manufacturing, storage and offices.

Will there be parking or traffic considerations?

Whitehouse Park is accessed from Maiden Highway (Business 321) onto Whitehouse Drive. Whitehouse Drive is approx ½ mile in length back to the main entrance of the Park. Whitehouse Drive opens directly into the general parking area that will have 214 marked parking spaces plus overflow parking areas to accommodate another 371 spaces. There should be no traffic issues on Maiden Highway (Business 321). However, if required, Whitehouse Park will employ off-duty officers for traffic flow.

For any event or combination of events with total attendance expected in excess of 750 or events that parking will not be feasible with Whitehouse Park on-site parking spaces, a Mass Gathering Ordinance permit will be obtained from the Lincoln County Recreation Dept to demonstrate parking at locations that exhibit adequate parking space.

Economic Considerations



How will the school operate?

Whitehouse Extreme Sports, LLC will provide a structured classroom environment for extreme sports athletes. Through a program developed with Liberty University, the country's largest Evangelical Christian University, the school will provide these students with an opportunity for a solid educational, technical and spiritual foundation for their life.

What are the RV sites for?

Many of the students attending training facilities often stay with their parents in a Class A or similar Recreational Vehicle (RV). Since they travel frequently to races, it is for temporary parking, not permanent housing. Whitehouse Park will offer 16 RV sites with “hookups” for water, sewer and electricity. These sites are ONLY available to students or parents / guardians of students.

What is audible impact of this facility?

The Park will have bicycle courses constructed in the front part of the facility near the main entrances for the BMX athletes.

All activities at Whitehouse Park generate sound levels within guidelines of the Lincoln County Noise Ordinance. Naturally, an obvious concern is sound generated from motocross activities. The level of sound generated by these bikes without taking into consideration buffering elements such as trees, vegetation, and hardscapes will more than adequately dissipate sound levels to adjoining land owners.

Economic Considerations

How long will this project take?

What makes our project unique is that many of the buildings needed for Whitehouse Park are already constructed and will only require renovation. However, components of the Park will be prioritized with the school being a top priority. The sports area and event space will also have priority behind the school. Other amenities, including the pool area will be designed, up-fitted or constructed as time allows.

It is anticipated the completion for the majority of the components for Whitehouse Park will be 24-36 months.

Phase I

Indoor Sports Area

Indoor Special Events Area

Design and Consultation of BMX (bicycle), MX, SX and AX (motorcycle) tracks

Design and Consultation of classroom and dormitories.

Any collaboration, permitting, etc required due to any items related to flood plains impact or potential impact will be coordinated with appropriate governing entities, such as DENR, Lincoln County and others as needed.

Phase II

Implementation and construction of BMX and MX tracks

Implementation and construction of classrooms and dorms

Phase III

Indoor Aquatic facility

Basketball / Volleyball

Volleyball is one of the most popular girls' sports, and strong high school and club programs are found throughout the country. According to a 2012 survey by the National Federation of State High School Associations, volleyball is the third highest sport for female participation at the high school level behind basketball and outdoor track and field.



The Whitehouse Park can have up to (9) competition volleyball courts to host numerous tournaments in club volleyball, as well as training camps and classes in the off season.

In club volleyball, junior players develop their skills and knowledge of the game, usually with the purpose of playing for high school and college volleyball. The club season typically lasts from the end of November until July. Teams typically play tournaments throughout the season, establishing their ranking in the various regions and preparing for JOs or a season-ending tournament.



The facility can also be upfitted for basketball courts.

Whitehouse Park can have up to (6) basketball courts.

Having a multi-court facility provides many opportunities for city & county functions as well as home school activities and teams.

Special events & Corporate meeting space

Whitehouse Park has up to 16,000 sq ft indoor area available for corporate and special events which could accommodate up to 750 people. The event facility can host corporate, social, school and wedding events. Additionally, indoor concert space is available. The event area can also be subdivided for smaller events.



The event area will offer event or classroom seating, stage with Audio/Visual screens, and access to catering area.



The facility space can also be subdivided for smaller seminars, classrooms, etc.

In a recent survey conducted by Lincoln Economic Development Association for Whitehouse Park, nearly 72% of the manufacturers and large employers in Lincoln County area will be renting event space in the next 12 months.

Motocross



Whitehouse Extreme Sports Park will be the ***elite training facility in the nation*** for extreme sports athletes.

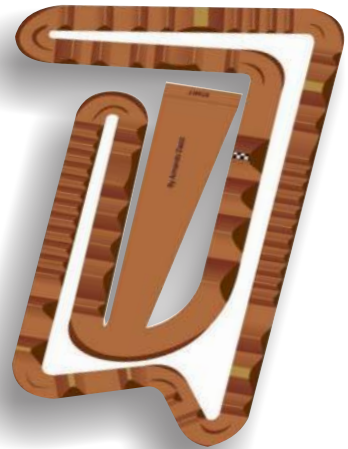


Motocross
(track design for illustration only)

Motocross: tracks are generally 1 mile to 1½ mile in length and have a variety of obstacles for higher speed laps.

Supercross: tracks are held at venues such as football stadiums (Georgia Dome) or baseball fields (Anaheim Stadium) and feature higher jumps and very technical sections like “whoops”.

Arenacross: tracks are similar to supercross but held in smaller venues like hockey or basketball arenas.



Supercross



Arenacross



All tracks will be designed and built by AMA Hall of Fame member Mark Barnett. Mark was one of the top American motocross racers in the early 1980s. He won three consecutive AMA 125cc national championships between 1980 and 1982. He was a rider for team America in the 1983 Motocross des Nations Championship.

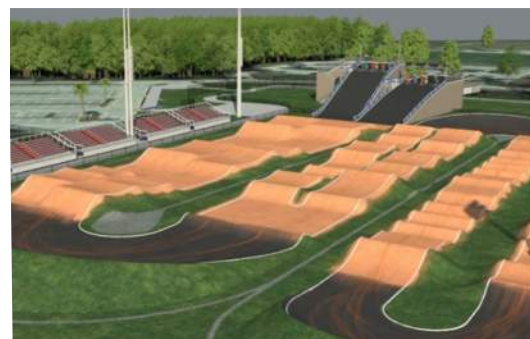
Any development in a Special Flood Hazard Area including but not limited to motocross tracks shall require the issuance of a Floodplain Development Permit from Lincoln County.

Any development in a Special Flood Hazard Area including but not limited to motocross tracks that introduces or removes fill from the area shall require the issuance of a Letter of Map Revision based on Fill (LOMR-F) from the Federal Emergency Management Agency (FEMA).

BMX



BMX (Bicycle motocross) is a fast growing segment of cycle sports. In 2003, the International Olympic Committee made BMX a full medal Olympic sport. Top riders are featured at the ESPN X-Games, as well as many venues around the country.



Whitehouse Park will offer the widest range of training aspects of any facility in the country. The indoor and outdoor tracks include start hills, tabletops, doubles and triples, high speed berms, step-ups and six packs. Plus, we have killer downhill jumps and a pump track.

Skatepark



Whitehouse Park will offer the maximum challenges for skateboard and scooters. An indoor bowl park includes half-pipes, quarter pipes, spine transfers, handrails, funboxes, pyramids, banked ramps, and many other objects.

Amenities

Whitehouse Park will offer many amenities not found at any other sports parks.

Jr Olympic and diving pools

Whitehouse will be home to swim teams throughout the region. Local school systems, swim teams and individuals can use the state of the art pool facility for training, competition meets and recreation.

All students at Whitehouse Park will have use of the pools.





Education and training school

**The main tenant for Whitehouse Park will be the education and training school known as Whitehouse Extreme Sports, LLC.
(or any other name as deemed by management)**

Why is the school a non-profit organization?

A 501(c)(3) organization or 501c3 organization, also colloquially known as a “501c3”, is a United States nonprofit organization that has been approved by the Internal Revenue Service to be tax-exempt under the terms of section 501(c)(3) of the Internal Revenue Code. Most charitable non-profits in the United States that Americans commonly know of, and often make donations to, are 501c3 organizations.

An approved 501(c)(3) exemption allows donors to the organization to reduce their own taxable incomes by deducting the amounts of their donations given, and thus to reduce their personal income taxes. And it allows the 501c3 organization to avoid federal income taxes on the difference between revenues (donations, grants, service fees) received vs. expenses (wages, supplies, state & local taxes paid, etc.) in its main operations. In a for-profit business, that difference would represent taxable income and be taxed at Federal corporate tax rates of 15 to 39 percent. 501c3 status may also provide exemption from state and local corporate income taxes that range from 0 to 12 percent.

501(c)(3) exemptions apply to corporations organized and operated exclusively for religious, charitable, scientific, literary, or **educational purposes**, or for testing for public safety, **or to foster national or international amateur sports competition**, or for the prevention of cruelty to children or animals.

- Source: Internal Revenue Service / Wikipedia

Advantages of Whitehouse Extreme Sports, LLC

With a 501(c)(3) status, the organization will be able to capitalize on corporate and individual involvement through capital contributions, donations and other tax-deductible alternatives not available to a “for-profit” company.

Additionally, the organization will be able to draw highly qualified individuals to serve on the board of trustees and enhance exposure.

BMX (Bicycle)

BMX began in the early 1970s when children began racing their bicycles on dirt tracks in southern California, inspired by the motocross stars of the time. By the middle of that decade the sport achieved critical mass, and manufacturers began creating bicycles designed especially for the sport. By 1977, the American Bicycle Association (ABA) was organized as a national sanctioning body for the growing sport. In April 1981, the International BMX Federation was founded, and the first world championships were held in 1982.

Freestyle BMX is now one of the staple events at the annual Summer X Games Extreme Sports competition and the Etnies Backyard Jam, held primarily on the East and West coasts of the United States. The popularity of the sport has increased due to its relative ease and availability of places to ride and do tricks.

In 2003, the International Olympic Committee made BMX a full medal Olympic sport for 2008 Summer Olympic Games in Beijing, China, and Māris Štrombergs (male, for Latvia) and Anne-Caroline Chausson (female, for France) became the first Olympic champions.

Many great BMX riders go on to other cycling sports like downhill, including Australian Olympian Jared Graves, former "golden child" Eric Carter, and youth BMX racer Aaron Gwin.

- Wikipedia



Swimming



Competitive Swimming

Competitive swimming became popular in the nineteenth century. The goal of competitive swimming is to beat the competitors in any given event. Swimming is an event at the Summer Olympic Games, where male and female athletes compete in 16 of the recognized events.

Olympic events are held in a 50-meter pool, called a long course pool. Other pools which host events under FINA regulations are required to meet some but not all of these requirements. Many of these pools will be 25 metres (82 ft) long, making them “Short course”. World records that are set in short course pools are kept separate from those set in long course pools because it may be an advantage or disadvantage to swimmers to have more or less turns in a race.



Whitehouse Park will offer an aquatic center with two pools - an indoor diving pool and an 8 lane 25 meter “Jr. Olympic” pool. The diving area and wading pool is housed in a heated building and the 8 lane 25 meter pool will have a heated membrane structure to provide activities year round.

Swimming (cont'd)

The screenshot shows the USA Swimming website's 'CLUB FINDER' tool. A search for 'Lincolnton, NC 28092, I' has been performed, resulting in a map of the Lincolnton area with 20 pools marked by red pins. A list on the right side of the map provides details for three specific pools:

- 1. about 22 miles**
LENOIR RHYNE UNIVERSITY
Stansovitch Place, Hickory, NC
Clubs that swim here:
Catawba Valley Aquatic Club
USA Swimming
- 2. about 22 miles**
HICKORY FOUNDATION YMCA
701 1st St NW, Hickory, NC
Clubs that swim here:
Hickory Foundation YMCA Seahorse Swim Team
USA Swimming
- 3. about 24 miles**
NEISLER NATATORIUM
400 Phifer Rd, Kings Mountain, NC
Clubs that swim here:
Shake Aquatics Club

Market Opportunities

As shown above there is a market for USA Swimming certified facilities in the Lincolnton / Lincoln County area. Several prospects include:

- Lincoln County School system
- Lincoln Charter Schools
- USA Swimming Club teams
- Homeschool organizations

Volleyball

The sport originated in the United States over one hundred years ago, and is now just achieving the type of popularity in the U.S. that it has received on a global basis, where it ranks behind only soccer among participation sports. Today there are more than 46 million Americans who play volleyball and there are 800 million players worldwide who play Volleyball at least once a week. Since 1964, volleyball has been a part of the official Summer Olympics.



From Carolina Region Volleyball website:

The Carolina Region is always looking for safe, well-maintained gyms in which camps, tournaments, and clinics can be conducted for its members. These sites may be a public or private school, a YMCA, a Park & Recreation Center, a college, or other location. The purpose of obtaining these sites is to benefit the members of the Carolina Region in some manner and to further the purposes for which the Region has been organized, namely, the promotion of the sport of volleyball in North Carolina.



Whitehouse Park can have up to (9) Official Volleyball Tournament courts, which will accommodate many mid-size tournaments, as well as schools, training and camps.

Basketball

In 1891, Dr. James Naismith created a game to keep his kids busy on a rainy day using a soccer ball and peach baskets. Today, basketball is a national pastime. Today, virtually every high school in the country fields a basketball team in varsity competition.



Whitehouse Park will offer a variety of opportunities for private schools and home schools, recreational leagues, training camps and individuals seeking court rental accommodations.

The Volleyball / Basketball area at Whitehouse Park can be converted into (6) basketball courts.

This size area puts Whitehouse Park into a select group of venues that can host a multi-court arrangement with all of the amenities.

Because of the unique size, as with volleyball, Whitehouse Park can have a very attractive package for various entities.



Archery

There are many types of recreational and competitive archery events to draw from, ranging from archery camps, leagues and shoots to target archery competitions and tournaments, and even the Olympics. Whitehouse Park provides ample space in the sports arena for archery events.



Wrestling

Most wrestling events are held in school gyms. Many times this limits the number of matches held at one time to two or three mat areas. Whitehouse Park offers space for up to (12) matches simultaneously.



Other uses for sports area

School proms can now be held in Lincoln County



Church festivals and family reunions



Tournaments including cornhole, billiard, etc



Trade shows



Indoor / outdoor car & motorcycle shows



Educational Opportunities



Athletes at Whitehouse Park will have the opportunity of a top-tier educational program with our association of Liberty University and Appalachian State University.

Students will be able to learn in a classroom environment on-site with programs starting in 6th grade.

Full time education professionals will work with students in both classroom and on-line courses.

Housing and Education center



About Liberty University Online Academy

Liberty University Online Academy (LUOA) offers courses for online high school, (grades 9-12) middle school, (grades 6-8) and elementary students (grades K-5) with an emphasis on individualized learning. We tailor the coursework to fit the student's unique needs and personality. When you work with a program offered by Liberty University (the world's largest evangelical university and a leading Christian homeschooling program), you'll take your education to the next level.

About Liberty University

Liberty University is a private, non-profit Christian university located in Lynchburg, Virginia, United States. As a Christian academic community. Liberty's annual enrollment includes 13,800 residential students and over 100,000 online students as of May 2013. When including the number of people taking its online courses, LU is the largest Evangelical Christian university in the world, the nation's largest private nonprofit university and 7th largest four-year university, and the largest university in Virginia.



About Appalachian State University

Appalachian State was founded as a teacher's college in 1899 by brothers B.B. and D.D. Dougherty. It expanded to include other programs in 1967, and joined the University of North Carolina system in 1971. It is the sixth largest institution in the system with about 16,000 undergraduate and 2,000 graduate students. 103 undergraduate and 49 graduate majors are offered, as well as a doctoral degree in educational leadership. The main campus is located in Boone, NC about 60 miles north of Whitehouse Park.



Management and Advisory Board

Brittan D. Schnell, president



Former NASCAR team owner and business owner, Brittan Schnell will serve as president of Whitehouse Park, LLC. Mr. Schnell has been involved in motorsports for many years and several top drivers have driven for or worked with him, including Dick Trickle, Lake Speed, and Phil Parsons.

As an early contributor to Motor Racing Outreach (MRO), he has seen the need for an educational and spiritual foundation development in the lives of young athletes.

Additionally, Mr. Schnell has operated Special Event Linen Co for the past 12 years and previously owned Service Rentals, one of the nation's largest event rental companies (now a division of Classic Party Rentals).

Mr. Schnell, his wife Tamara and two children live in Denver, NC and he has been a resident of Lincoln County for over 20 years.

Michael Colonnino

Mr. Colonnino will serve on the Advisory Board of Whitehouse Park, LLC.

He currently serves as Executive Vice President of International for SCOR Global Life Americas. SCOR provides traditional reinsurance as well as value added solutions such as product development, mass marketing and capital management solutions to the life-health insurance industry. Mr. Colonnino was also a member of the senior management team at Transamerica Reinsurance in the 1990s. In 2008, Michael assumed leadership of the TransAmerica Asia Pacific and Latin America business.



Mr. Colonnino, his wife Sue and two children live in Denver, NC.



Brandon Mullins

Mr. Mullins brings years of successful commercial construction experience to Whitehouse Park. As Vice President of Mullins Construction, he oversees construction projects, such as schools, auto dealerships and multi-unit strip buildings on the East Coast.

Mr. Mullins and his family are life long residents of London, KY.