

BIG LEAGUE UTAH

2024 BENEFIT REPORT

The Future
of America's Pastime



Big League Utah, a broad-based community coalition, believes Utah is the “Future of America’s Pastime.” Like baseball’s brightest stars, Utah is a 5-tool player for its growth, economy, location, sports culture, and quality of life. The coalition has targeted a shovel-ready site for a new MLB ballpark at the 100-acre Rocky Mountain Power District in Salt Lake City.

YEAR IN REVIEW

In 2024, Big League Utah continued to pursue its mission to create a material positive impact on society and the environment. We believe in the power of community development, economic opportunity, and cultural enrichment to improve the quality of life for all Utahns.

Last year, we undertook several initiatives to create general public benefit. We commissioned economic impact studies to assess potential large-scale development projects in the state. These studies projected that a new mixed-use development, including the Power District and Fairpark multi-use districts, could generate significant economic activity, potentially creating thousands of jobs and adding billions in earnings for Utah workers. This year, we have continued to review and integrate these studies into our

development plans and have incorporated them in our community outreach.

We expanded our support for youth development by partnering with local sports programs, including the Salt Lake Bees' Jr Bees and Bees Kids Club, which serve approximately 26,000 participants in Utah. Our efforts to improve local youth ballparks with additional lighting enhanced access to sports facilities for local families, promoting physical activity and community engagement.

Our plans for the Power District, a nearly 100-acre site adjacent to the Utah State Fairpark and the Jordan River, aim to create a vibrant extension of and gateway to downtown Salt Lake City. This development is designed to be a gathering place for Utah families to live, work, and play, potentially including facilities that could host large-scale events and entertainment.

To ensure our efforts align with community desires, we conducted public opinion research on various development initiatives. Our findings showed strong support among Utah residents for projects that could bring economic growth and enhance quality of life.

However, economic uncertainties and the complex nature of large-scale development projects always present hurdles. But despite any obstacles, we believe our efforts have significantly advanced our objectives and strengthened our foundation for future positive impact.

In 2024, Big League Utah also focused on fulfilling our specific public benefit purpose as outlined in our founding documents: to enrich lives and use the power of sports to elevate and unify the community by endeavoring to bring a Major League Baseball team to Utah.

We hosted two events at The Ballpark at America First Square to further engage the community and continue to grow momentum and excitement for the prospect of a major league team in Utah. The events were well attended, and we provided Salt Lake Bees game tickets, dinner, and Big League Utah merchandise to many of the attendees.

Our efforts centered on advancing this goal through various initiatives. We commissioned detailed studies to assess the potential economic impact of bringing an MLB team to Utah. These studies projected that a new 30,000-capacity, \$1.8 billion MLB Ballpark, along with the associated \$3.5 billion Power District development, could generate approximately \$10.9

billion in total economic output, create 6,785 jobs, and add \$3.7 billion in earnings for Utah workers.

To gauge public support, we conducted extensive opinion research. Our findings showed that 81% of Utah residents strongly or somewhat favor bringing an MLB franchise to the state. A Deseret News/Hinckley Institute poll further revealed that, out of the possible major professional sports, 31% of Utahns would most support bringing an MLB team to Utah, just behind the NFL at 33%.

We made significant progress on our plans for the Power District, a nearly 100-acre site adjacent to the Utah State Fairpark and Jordan River. This site is envisioned as a vibrant extension of downtown Salt Lake City, potentially including a Major League ballpark with views of downtown and the Wasatch Mountains. Our goal is to create a mixed-use development that will serve as a catalyst for economic growth and community unification.

We acknowledge that our ultimate goal of bringing a Major League Baseball team to Utah is a multi-year effort, and the largest hinderance could be the lack of opportunity to buy an expansion team from Major League Baseball or purchase a current MLB team from existing ownership. Despite the long and uncertain path, we believe our ongoing efforts are laying a strong foundation for future success. The broad public support for bringing MLB to Utah demonstrates the potential unifying power of this endeavor. With a world-class ballpark plan, robust public support, and an attractive fast-growing market, Big League Utah remains well-positioned to deliver on our specific public benefit when the opportunity to bring MLB to Utah arises.

Utah remains well-positioned to deliver a game-changing community asset for the state when the opportunity arises.

POTENTIAL BENEFITS FROM OUR EFFORTS:

Economic Boost:

Major league sports teams attract fans from both within the city and beyond, leading to increased spending at local dining establishments and

accommodations. This can stimulate local businesses, create job opportunities, and contribute to the overall economic growth of the city.

The development of a new 30,000-capacity, \$1.8 billion MLB Ballpark along with the associated \$3.5 billion Power District and Fairpark multi-use districts could unlock billions of dollars of net new economic activity in the state of Utah as well as generate hundreds of millions of dollars of tax revenues for local and state government. In addition to the quantitative impacts to the local economy and governments, the new Ballpark and developments will create new opportunities for entertainment and recreation for residents while promoting Utah and the Salt Lake City area, attracting new visitors to the market.

Earnings from Employment of the Ballpark and surrounding district: \$8.2B. The wages and salaries earned by employees of businesses impacted by the Ballpark and Districts.

Infrastructure Development:

Hosting a Major League Baseball team often requires the development or enhancement of sports facilities, stadiums, transportation networks, and other infrastructure. These improvements can benefit the entire community, making the city more attractive for residents and visitors alike.

Direct spending is estimated to total approximately \$5.4 billion, generating approximately \$10.9 billion in total output, creating 6,785 jobs and \$3.7 billion in earnings.

Civic Pride and Identity:

81% of Utah residents strongly or somewhat favor bringing a franchise to the Beehive state.

Sports teams often serve as symbols of civic pride, uniting residents under a common identity and providing a sense of community belonging. Winning seasons and championship victories can boost morale and foster a positive image of the city both locally and nationally.

A new Deseret News/Hinckley Institute poll asked Utahns, “What type of professional sports franchise would you most support coming to Utah?” Utahns have nearly as strong of a preference for the MLB as the NFL! Thirty-one percent of Utahns would most support the MLB, just behind the NFL (33%) and ahead of the NHL (10%) and WNBA (9%).

Social Cohesion:

Major League games bring people together from diverse backgrounds, fostering social interactions and strengthening community bonds. They provide opportunities for people to connect, celebrate shared interests, and build relationships, thus enhancing social cohesion and solidarity within the city.

Tourism and Exposure:

Major League Baseball games draw visitors to the city, boosting tourism and providing exposure on a national and international scale. This exposure can attract investment, talent, encourage business partnerships, and promote the city as a desirable destination for both leisure and business travelers.

MLB has the largest inventory of content in professional sports (162-game season) and attracts more fans to games than does the NFL, NBA, and NHL combined.

Health and Well-being:

Sports encourage physical activity and healthy lifestyles, serving as inspiration for residents to engage in recreational and fitness activities. This can lead to improved public health outcomes and reduced healthcare costs over the long term.

Salt Lake City ranked the 5th healthiest city in the U.S.; an MLB team would further support this healthy lifestyle.

Youth Development and Inspiration:

Utah has the youngest market in the country. Major League Baseball teams often engage in community outreach programs, including youth sports clinics, scholarships, and mentorship initiatives. These programs provide opportunities for young people to develop skills, pursue their passions, and be inspired by professional athletes as role models.

Big League Utah is currently supporting youth baseball and softball by partnering with the Salt Lake Bees youth programs (Jr Bees and Bees Kids Club/approximately 26,000 participants in Utah) while also helping to improve local youth ballparks with lights for more playable hours.

Cultural Enrichment:

Sports are a significant aspect of culture, and having a Major League Baseball team adds to the cultural vibrancy of a city. Sporting events, traditions, and rituals become part of the local identity, contributing to the overall cultural richness and diversity of the community. With an MLB franchise, Salt Lake's minority data would double.

Overall, having a Major League Baseball team can enrich the quality of life for Utah residents, boost the state's economy, and enhance its reputation both nationally and internationally.

B IMPACT ASSESSMENT

As part of our commitment to transparency and measuring our impact, Big League Utah has chosen to use the B Impact Assessment (BIA) as our third-party standard for evaluating our social and environmental performance. The BIA is a comprehensive, objective, and industry-leading digital tool developed by B Lab, a non-profit organization dedicated to using business as a force for good.

We selected the B Impact Assessment for several reasons:

1. **Comprehensive Evaluation:** The BIA helps measure, manage, and improve positive impact performance across multiple stakeholders: environment, communities, customers, suppliers, employees, and shareholders.

2. Widespread Adoption: Used by more than 150,000 businesses worldwide, the BIA is a widely recognized and respected tool for assessing a company's impact.
3. Rigorous Standard: The assessment sets a high bar for performance, with a minimum verified score requirements for entities seeking B Corp Certification.
4. Continuous Improvement: The tool provides detailed insights and best practices, helping us identify areas for improvement and guiding our efforts to enhance our positive impact.
5. Alignment with Our Values: The BIA's focus on stakeholder impact rather than just shareholder value resonates with our mission to create broad public benefit.

Overall Score: 101.2

Completion: 100%

Operations Score: 43.4

Impact Business Model Score: 50.2

N/A Score: 7.4

The B Impact Assessment evaluates our performance across five key impact areas: Governance, Workers, Community, Environment, and Customers. Here is how we performed in each section:

Governance: This section assesses our policies and practices related to mission, ethics, accountability, and transparency.

- We performed well in the Governance section, demonstrating a strong commitment to responsible governance. Our mission statement includes a commitment to creating a positive social impact, and we actively engage stakeholders about our social and environmental performance. We have a board of directors providing oversight and maintain a written code of ethics. The ownership of the company, membership of the Board of Directors, and our annual

benefit report are publicly available. These practices lay a solid foundation for ethical and transparent operations.

Community: This section evaluates our contribution to the economic and social well-being of the communities in which we operate.

- We excelled in the Community section, showcasing our dedication to serving local communities. We spend a high percentage of our expenses with local independent suppliers, demonstrating our support for the local economy. We also engage in civic engagement through community investments, partnerships with charitable organizations, and policy advocacy for social and environmental standards. These efforts highlight our strong commitment to supporting and empowering the communities we operate in.

Environment: This section assesses our environmental stewardship.

- In the Environment section, many of the questions did not yet apply, as we have not (nor will we likely need to) build out extensive infrastructure. We obviously do not use any hazardous waste in our operations, but do not have (nor likely need) formal monitoring and management of energy usage, greenhouse gas emissions, water usage, and non-hazardous waste production. If we create any material infrastructure, we will implement comprehensive environmental management practices across these areas.

Customers: This section evaluates the value we create for our direct customers and the consumers of our products or services.

- In the Customers section, we demonstrated that our products and services are designed to deliver positive impacts. Our offerings aim to provide access to basic services, improve education and skills development, increase economic opportunities, and promote arts and culture. We have processes in place to incorporate customer feedback and manage customer satisfaction. However, the assessment highlighted the need for us to further develop our outcome measurement practices to better assess and quantify the impact of our products and services on customers and beneficiaries.

Our B Impact Assessment scores in each section, and our overall score of 101.2, demonstrate our commitment to positive social and environmental impact. Our high score demonstrates particular strength in serving local

communities and providing beneficial products and services. Areas for potential improvement include implementing comprehensive environmental management practices as/if we build out infrastructure and enhancing the measurement of our outcomes.

By using the B Impact Assessment, we aim to provide a clear, objective measure of our impact and demonstrate our commitment to creating lasting positive change in our community.

It is important to note that neither Big League Utah nor any of its board members, officers, or key personnel have any financial, governance, or material connection to B Lab, the creator of the B Impact Assessment. We have chosen this assessment tool independently based on its merits and alignment with our goals.

Conclusion and Future Outlook

As we reflect on our efforts and achievements in 2024, Big League Utah remains steadfast in our commitment to creating both general and specific public benefits for the people of Utah. Our journey this year has been marked by significant progress, valuable insights, and important challenges that have collectively strengthened our resolve and sharpened our vision for the future.

The potential benefits of bringing Major League Baseball to Utah extend far beyond the diamond. From substantial economic boosts and infrastructure development to fostering civic pride, social cohesion, and cultural enrichment, we believe this endeavor has the power to transform our community in profound and lasting ways. Our economic impact studies have illuminated the immense potential for job creation, increased earnings, and overall economic growth that such a project could bring to our state.

While we continue making considerable strides in areas such as youth development, community engagement, and laying the groundwork for the Power District development, we acknowledge that bringing an MLB team to Utah is a long path and ultimately beyond our control. However, this path has only reinforced our determination and prompted us to explore

innovative ways to deliver value to our community, even as we continue to pursue our ultimate goal.

Our B Impact Assessment reflects our commitment to responsible and impactful business practices. This score not only serves as a benchmark for our current performance but also as a roadmap for future improvements. We are particularly proud of our strong showing in areas such as governance and community impact, while recognizing the opportunities for growth in other domains.

Looking ahead, Big League Utah is poised to keep building upon the foundation we've established. We will refine our strategies, deepen our community partnerships, and explore new avenues to create positive impacts across Utah. Our focus remains on fostering economic growth, enhancing quality of life, and unifying our community through the power of sports and thoughtful development.

We are profoundly grateful for the overwhelming support we've received from Utah residents, as evidenced by our public opinion research. This backing fuels our efforts and reminds us of the responsibility we bear to deliver on our promises to the community.

As we move forward, we invite all stakeholders - from community members and local businesses to government officials and potential partners - to join us in this journey. Together, we can work towards realizing the full potential of Big League Utah's vision, creating a brighter, more prosperous, and more unified future for our state.

While the path to bringing MLB to Utah may be complex, our commitment to generating public benefit remains unwavering. We look forward to the challenges and opportunities that lie ahead, confident in our ability to make a lasting, positive impact on the lives of Utahns for generations to come.