



**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 and BMX and more . The facility can also host corporate and special events for groups up to 750 people.

In conjunction 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

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 swimming area. A cold storage building will become classrooms and dorms for students. The vacant land will be converted to tracks and trails for walking and biking. 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 provide an excellent buffer for any sound generation. Additionally, this area will have nature trails for hiking and mountain biking.

How frequent will events be held?

Whitehouse Park will operate the school and training facility under normal business hours. Any outdoor activities of the school should be curtailed by dusk. The Park will also provide space for corporate and social functions. The majority of these events will be held in the evenings. However, events will be held inside and no abnormal noise is anticipated.

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 facility in the area and region.

Currently, the county does not have any facilities that is able to host events in excess of 400 people. Whitehouse Park can provide up to 750 people in the 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 with initial student base of 26 athletes. 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 and competitions 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.

It is anticipated that Whitehouse Park will host regional racing events. This will attract visitors to the area as well as hotel, restaurant, grocery and other revenues during the events.

If secured, Whitehouse Park could host a National motocross event that is televised on Fox Sports and NBC Sports.

Will there be traffic issues?

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 230 parking spaces plus overflow parking areas. There should be no traffic issues on Maiden Highway.

Extreme Sports Training Facility

Whitehouse Park is an extreme sports education and training facility that seeks to maximize the athletic potential of each one of our students. Just as important, we strive to build a life foundation with a commitment to education and fundamentals that are important throughout life.

- Daily training with industry-qualified instructors
- Real time progress reporting through daily updates
- Physical fitness and health programs
- Scholastic programs with on-site staff for
6th to 12th grades
Associate 2 year college degree
Bachelor 4 year College degree
- Marketing courses to learn sponsorship programs
- Public speaking seminars to maximize exposure of podium and television interviews



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 will 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 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 and outdoor 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.



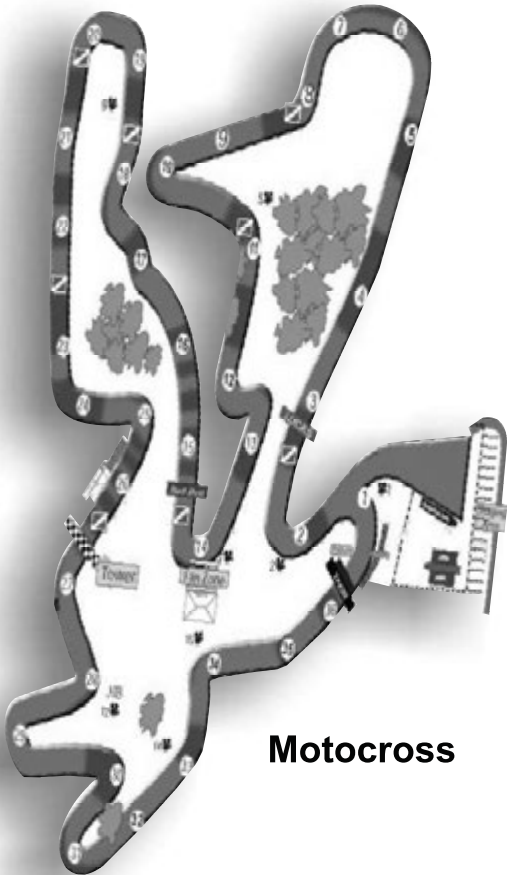
In a recent survey conducted by Lincoln Economic Development Association for Whitehouse Park, nearly 72% of the manufacturers and large employers in Lincoln County area will be renting event space in the next 12 months.

Motocross



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

Bringing riders from around the world to master motocross, supercross and arenacross skills.

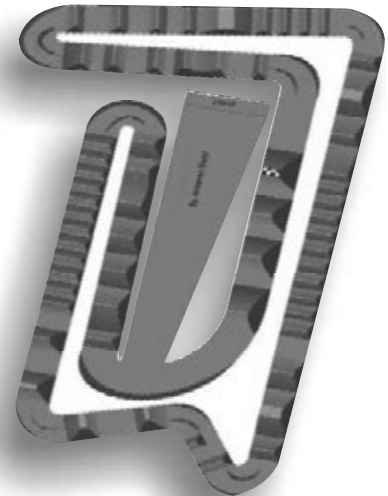


Motocross

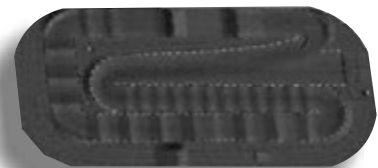
Motocross: tracks are generally 1 mile to 1½ mile in length and have a variety of obstacles for higher speed laps.

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 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.

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.

The outdoor plaza park will have stairs, railings, planters and benches.

Nutrition and conditioning programs



Whitehouse Park has teamed up with Complete Racing Solutions to develop core training programs for each of our athletes.



Coach Robb Beams has been working with riders & racers since 1987 and is the founder of the Complete Racing Solutions Performance Program, the Mental Blueprint of Success, MotoE Amateur Development Program, MotoE Educational Series & Nutritionally Green Supplements based out Orlando Florida.

CompleteRacingSolutions.com is a premium resource center for motocross, supercross and GNCC riders of all abilities and ages. MotoE has been instrumental in the successes of Ryan Dungey (Factory Red Bull/KTM), Dakota Alix (FMF/Orange Brigade/KTM), multi time Loretta Lynn's & Mini O Champion's Jordan Bailey (Factory Red Bull/KTM) & Factory Kawasaki/Pro-Circuit's Adam Cianciarulo, Off Road racers Charlie Mullins, Chris Bach & GNCC Quad racer Roman Brown along thousands of riders all around the world.

Rehab and Therapy

Whitehouse Park utilizes the motorsports therapy experts at OrthoCarolina for Rehab and Therapy.



OrthoCarolina is one of the nation's leading independent academic orthopedics practices serving North Carolina and the Southeast since 1922. They provide comprehensive musculoskeletal care including operative and non-operative care, diagnostic imaging and rehabilitative therapy. Widely known for musculoskeletal research and training, our physicians have specialized expertise in foot & ankle, hip & knee, shoulder & elbow, spine, sports medicine, hand, pediatric orthopedics, and physical medicine and rehabilitation. They have over 130 surgeons in over 25 locations.



Amenities

Whitehouse Park offers many amenities not found at any other sports park.



Furnished apartments
with or w/o kitchens

Catering kitchen for meals

Education center -
curriculum of grades 6-12,
and college courses for a
2 yr or 4 yr degree with our
association with Liberty University and
Appalachian State University

Housing and Education center



Highspeed Wi-fi everywhere in Park

Live web cameras for real-time
views of practices,
training, classroom, etc.

24 hour security



RV hookups with full electric, cable,
water and sewer available for daily
and weekly stays.



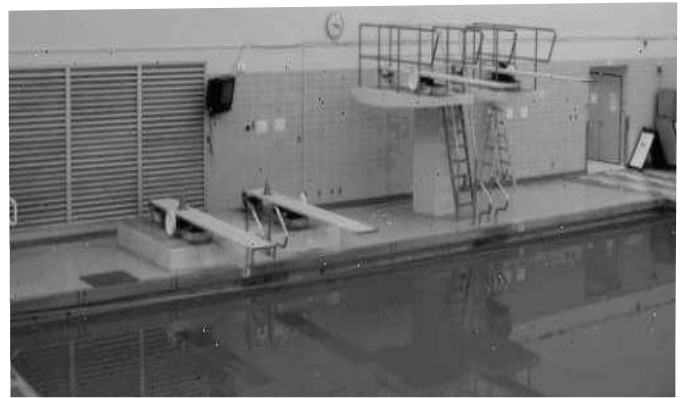
Amenities

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.



Remote control car dirt track

A track designed to let kids race their remote control cars just like the big guys!



Amenities

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

Mountain bike trails

Over 4 miles of mountain bike trails with elevation changes, creek jumps and everything needed for a great workout!



Running trails

Whitehouse Park will offer running trails for individuals as well as cross country teams and competitions.





**Whitehouse Extreme Sports, LLC
a non-profit 501(c)(3) organization**

The main tenant for Whitehouse Park will be the education and training school known as Whitehouse Extreme Sports, LLC.

Why is the school a non-profit organization?

Basic overview of tax status of the organization. Please consult with your tax advisor to determine your individual tax benefit or advantages.

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 nonprofits 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.[15] 501c3 status may also provide exemption from state and local corporate income taxes that range from 0 to 12 percent.[16]

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.

There are thousands of riders, ranging in age from 6 to 50, that attend full-time or part-time training at facilities or tracks around the country. The opportunity to get better at any sport comes with “practice, practice, practice”. Whitehouse Park will offer training for a full time athlete, week-long training camps or daily practice sessions catering to the needs of all riders.



The geographic location of Whitehouse Park offers an easy destination point for most people in the Eastern US. Situated just outside of Charlotte, North Carolina, near the Blue Ridge Mountain foothills, the facility is within a days drive from nearly anywhere in the Northeast and Southeast.

Another major advantage for Whitehouse Park is all of the extracurricular activities available to athletes within a short distance of the facility.

Athletes can enjoy the National Whitewater Center, Snow skiing at Appalachian Ski, Beech Mtn and Sugar Mtn., NASCAR driving schools, mountain biking, and other adventure activities.



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.[3][4]

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 two pools with 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 membrane structure to provide activities year round.

Swimming (cont'd)

The screenshot shows the USA Swimming Club Finder interface. At the top, there's a navigation bar with links like HOME, ABOUT, MEMBER RESOURCES, etc. Below that, a search bar contains 'Lincolnton, NC 28092, I'. The main area displays a map of the region with numbered markers (1-20) indicating pool locations. To the right of the map, a list of results is shown:

- 20 pools were found.**
- 1. about 22 miles**
LENOIR RHYNE UNIVERSITY
Stansvitch Plaza, Hickory, NC
Clubs that swim here:
Catanba 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 Pfeiffer Rd, Kings Mountain, NC
Clubs that swim here:
Charlotte Aquatic 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 will 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.



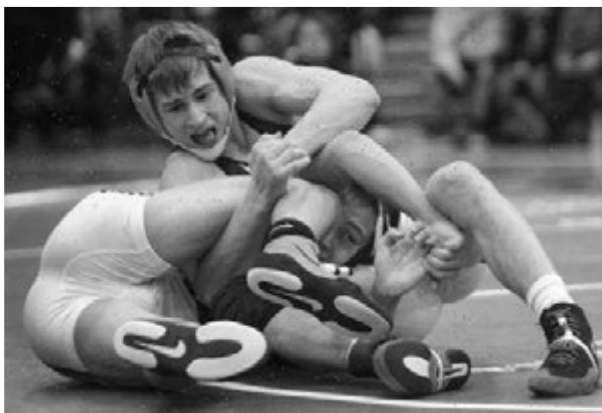
Archery

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.



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.

A full time education professional 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.