

# Sports Consulting Services

AMATEUR & PROFESSIONAL SPORTS ADVISORY



KRESHMORE GROUP®

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Kreshmore Group (KG) started their sports operations prior to 2009 through its predecessors and has grown to become Chicago's preeminent business advisory and sports consulting company within the continental United States. In addition to providing lower-middle & mid-market company turnaround solutions, capital structuring, and other highly specialized strategic business initiatives, KG's sports consulting division offers vast expertise in helping its clients with professional guidance and solutions. As a sports advisory expert KG assists public agencies and private organizations in sports program development, facility development, ongoing management, expansion, feasibility & economic impact reporting, business plans, staffing optimization, international dealings, technology solutions, optimized merchandizing, and digital marketing. Whether in the professional or amateur sector, KG can solve complex sports industry problems with unique solutions. Headquartered in Lemont, Illinois, KG is known within the Chicagoland area as a tenacious and hyper-focused strategic consulting firm. Kreshmore Group consists of a creative, cohesive and diverse team with over 175 years of combined relevant experience.

Kreshmore Group's sports industry expertise is vast and includes consulting services to private corporations, government agencies and municipalities, international organizations, and to amateur and professional sports organizations.

## Facility Advisory • Financing • Strategic Marketing, Research, and Expansion

### FACILITY & ORGANIZATIONAL ADVISORY

Kreshmore Group's seasoned team has the expertise, wisdom, resourcefulness, focus and judgement that sports organizations and their investors need. KG's services include a myriad of professional offerings including feasibility studies, economic impact reports, business and operational plans, specific topic research and studies, strategic planning, forecasting, strategic advisory services, incentive financing and full project financing. Whether you are an existing facility in need of getting started, an existing facility wanting to become operationally efficient, or a sports organization wanting to increase your bottom line – Kreshmore Group has the industry experience and business acumen to help achieve your goals.

### STRATEGIC PARTNERSHIPS

Kreshmore Group has shown a high skill level of understanding the needs of a company and seeking out the partnerships that allow both businesses to achieve their desired goals. KG is experienced in navigating strategic partnerships within the public and private sector. They create partnerships within various areas to include travel & accommodations, merchandising, concessions, event management, marketing and technology, operations, and staffing and more to help drive the bottom line for all parties involved.

### INTERNATIONAL EXPANSION

Kreshmore Group has done extensive work within the international market and can assist in the understanding of expansions such as economic and social influences, expansion, or relocation challenges, and can customize your company's international roadmap/goals and its viability within a targeted region. Kreshmore has worked with global/international governing bodies, country specific governing bodies, and private entities as well throughout the world.



KG has affiliations with the United States Specialty Sports Association, the World Baseball & Softball Confederation, the MLBPA and other sports groups & institutions.

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DJ Wabick is a former United State Specialty Sports Association (USSSA) Senior Vice President with a very diverse sports background. Originally drafted out of high school by the Chicago White Sox (2002), DJ continued onto college where he would become a Division I Baseball All Star at the College of Charleston (2006). That same year DJ was drafted once again, but this time by the New York Mets organization where he would go on to play for six professional seasons.

Following his playing career, DJ started working with the USSSA where he would work his way up local director (2010-2012), to a State Director (2013-2016), to a USSSA Senior Vice President (2017-2020) with duties that included the oversight of the USSSA National Baseball Program and International Programs. DJ has helped oversee and run numerous events in Europe and Africa. DJ has worked with USSSA to develop international relationships and work has afforded him the opportunity to be on the World Baseball and Softball Confederation (WBSC) Coach Commission which helps to administer and facilitate coach development programs across the 211 National Federations and Associate Members of the WBSC, was the leading voice on behalf of USSSA in becoming an Associate Member of the WBSC, and helped USSSA in acquiring the hosting rights for the 2018 WBSC Softball World Cup.

In 2017 DJ helped USSSA broker a deal with the Major League Baseball Players Association (MLBPA) to help run a large national program, the Select 30. Following the completion of the Select 30, DJ helped in orchestrating a partnership between the MLBPA and USSSA called Players Way which is geared towards the true development of an athlete. DJ is a current Board Member of Players Way.

DJ has also consulted at different levels of projects as they relate to the development of sports facilities. DJ helped with reconstruction, construction, post construction, and program implementation at the Woodside Sports Complex located in Mauston, WI including a full economic feasibility study, strategic partnerships, operations, and staff. DJ has worked with USSSA to develop current athletic facilities and future development, a Housing Summary and Economic Impact Report for Brevard County on behalf of USSSA, and various other economic and feasibility studies for different municipalities and privately owned athletic facilities.

Emily Moak ” Managing Director” (407) 9487762 ” Emily.Moak@Kreshmore.com

Emily is an accomplished sports executive that carries over fifteen years of leadership in the industry. She has proven skills in managing a diverse portfolio of high-profile clients and events with a large participant base that generate significant revenue. She has demonstrated the ability to co-exist with existing events and facilities by incorporating new concepts that drive both a superior guest experience and increased profitability through partnering internally and externally. She manages with enthusiasm, positivity, and a focus on delivering results that exceed the guest and client expectations.

Most recently, Emily held the role of General Manager, USSSA Space Coast Complex. In this role she oversaw the management of operations, box office, event management, facility maintenance, guest services, sales and budget / capital planning. At this venue she was responsible for the execution of over 45 annual events with a unique participation in excess of 34,000 and overall attendance in excess of 260,000. Emily found innovative ways to meet budget goals, cultivated positive relationships with local officials and global industry partners, and developed operations for efficiency. Emily was instrumental in the development of the USSSA Space Coast Complex as a premier destination for fans and athletes alike.

Throughout her two-year tenure she was promoted through several leadership roles to include Event Management, Sales / Partnerships, and Event Development / Programming. She worked with various organizations to include AAU, Baseball Canada, MLB, MSBL, PGA, Tampa Bay Rays, Tampa Bay Buccaneers, Triple Crown, Under Armour, and USSSA. She was a top performer during her time at Disney for several years and was awarded the highest level of sales.