

Imagine a place where athletes train for more than winning the next game or championship, where it's about more than capturing the next gold medal or signing the next big contract.

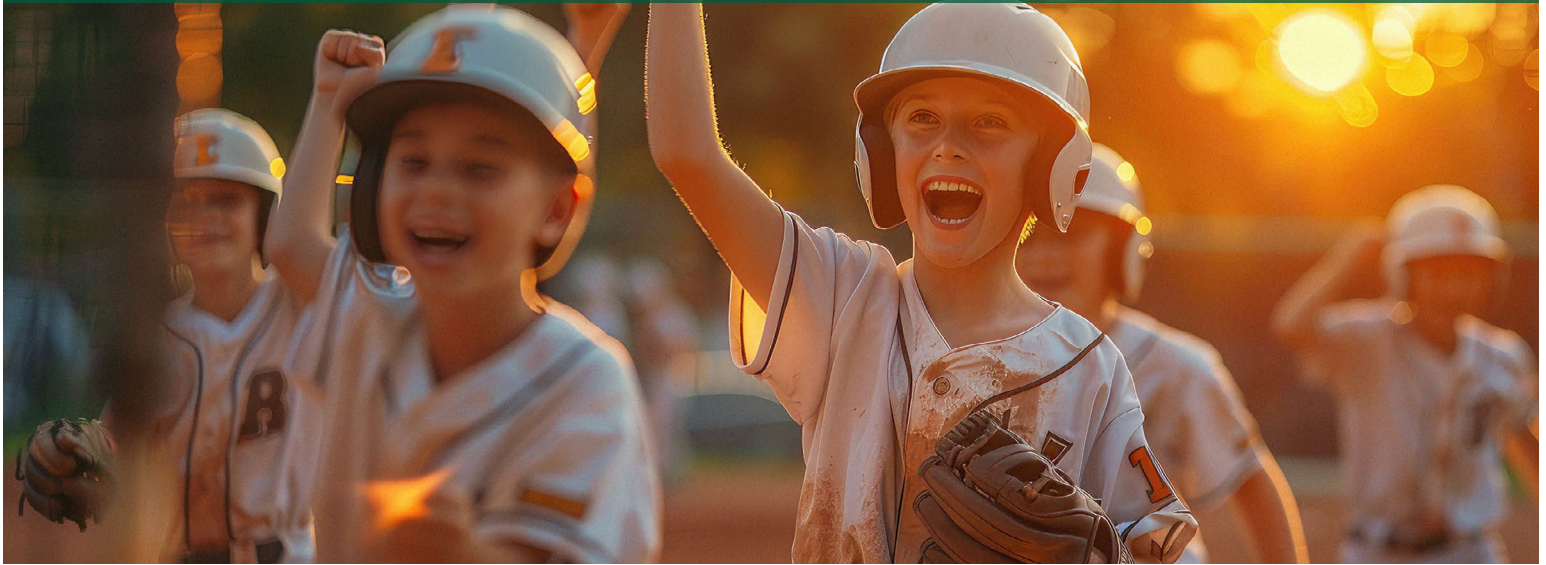
PROJECT ELITE

Auburn, Indiana

Imagine this community where faith and sports intertwine to cultivate excellence in people of all ages and helps them win at the game of life.



September 2024



Reflect upon a time when you knew you belonged, a place where you were accepted and appreciated, where you felt wanted and safe. Maybe it was a club, a youth organization, a community group, at church or school, or perhaps it was your family. Remember the great feeling of being secure in your identity and wanted for who you were.

Now, think of a time when you were on a team that “knocked it out of the park.” Where it was one for all and all for one, and you experienced that magical moment when all the elements came together to make a winning combination. Was it a study cohort, an athletic team, a project group, or maybe a mission trip or service project where you experienced the exhilaration of a job well done, a mission accomplished?

Without community, people can falter, struggle, and languish. Ambassador Enterprises’ mission is to invest in better community for time and eternity. Project Elite and the acquisition of the CR11A Interchange property off Interstate 69 (I-69) reflect our dedication to creating lasting impact that helps the people of Auburn, Indiana, its neighboring communities, and the entire Northeast Indiana region thrive.

Our vision is to develop a world-class sports campus that integrates athletic excellence with personal growth through a Christ-centered, character-based, and servant-minded approach. We aspire to build a community where individuals can realize their full physical and spiritual potential, guided by faith and inspired to excel on and off the field. This initiative aims to bring people together and positively impact lives through sports and spiritual development.

Project Elite has the potential to invigorate the local economy by catalyzing economic development, including restaurants, hotels, and retail spaces, and help transform the region into a family-friendly destination. This, in turn, would create new jobs, increase tax revenue, and provide new green spaces, affordable housing options, and cultural attractions.

Local ownership has always been a core belief, and Daryle and Brenda Doden are grateful residents of DeKalb County. Ultimately, our goal is to contribute to establishing a more vibrant community and robust region.

DISCLAIMER

This Request for Interest (RFI) is issued solely for information and planning purposes and does not constitute a solicitation or contract. All material submitted to Ambassador Enterprises (“AE”) becomes property of AE upon receipt. Any information submitted in response to the RFI should not contain proprietary or confidential information. Responses to the RFI will not be returned. Accordingly, responses to this notice are not offers and cannot be accepted by AE as such or to form or suggest a contract or commitment of any nature. Respondents are solely responsible for all expenses associated with responding to this RFI.

WHO WE ARE

Ambassador Enterprises is a legacy-minded private equity firm investing for the glory of God and three returns: financial, cultural, and eternal.

We bring together responsible capitalism and prudent philanthropy to create lasting positive impact on businesses and organizations, on people and communities. Our purpose is deeply rooted in glorifying God through investments and partnerships, striving for cultural influence and Kingdom impact.

As a missionally-aligned team, we seek to partner with leaders focused on creating lasting positive impact through people, partners, and platforms. We envision a future where collaborative partnerships and our strategic investments lead to better community for time and eternity.

WHAT WE DO

We invest in the for-income and for-impact markets, aiming for better people, better communities, and better lives. We partner with visionary leaders and organizations, investing our time, talent, testimony, and treasure to catalyze positive change.

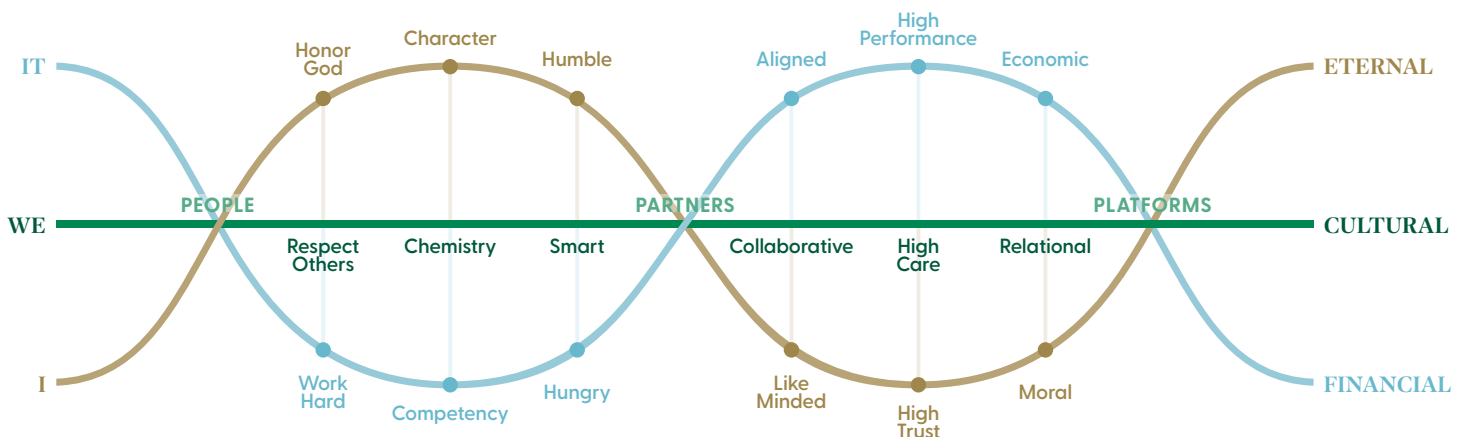
LEADERSHIP TEAM

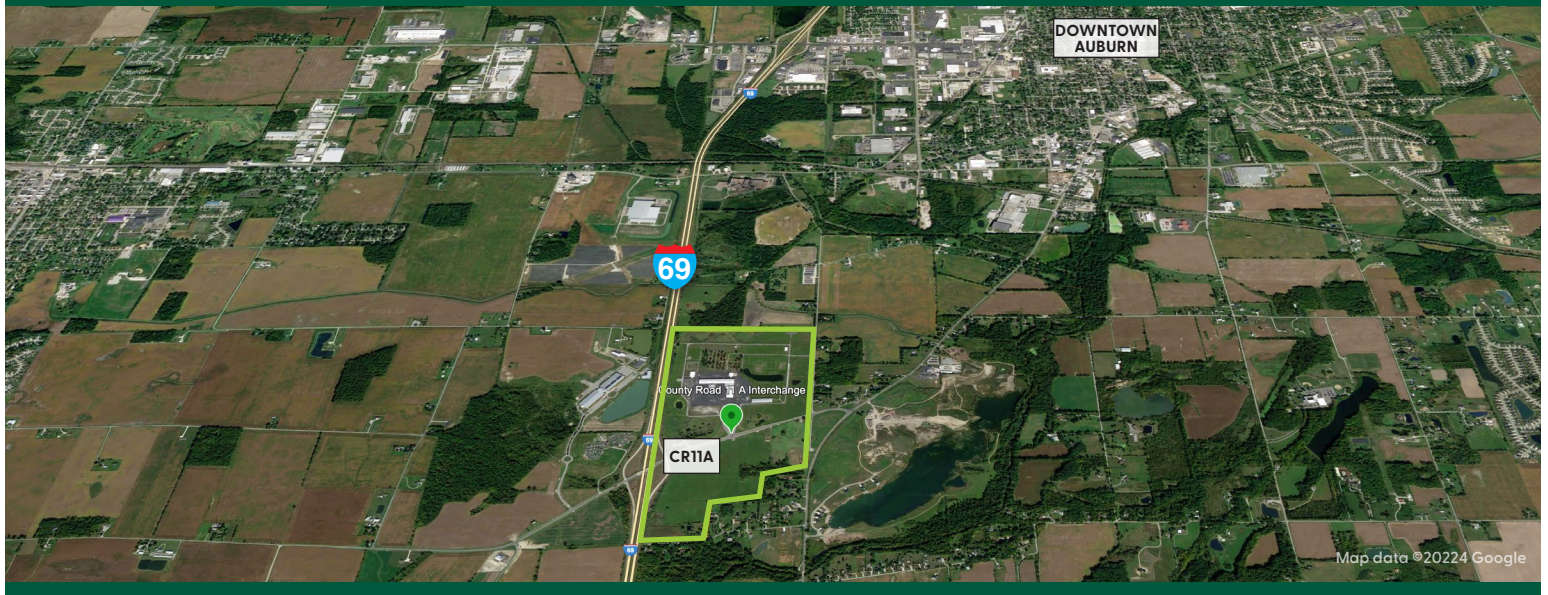
Currently led by Founder and CEO Daryle Doden, our leadership team guides our strategic investments and partnerships. It is comprised of experienced and dedicated leaders who embody character and competence and drive our mission forward.

VALUES AND CULTURE

Ambassador Enterprises is committed to cultivating a high-care, high-trust, high-performance culture where people thrive. Community is at the core of who we are, loving God with all our hearts and loving our neighbor as ourselves. Our values—honor God, respect others, add value—shape our decisions and interactions and emphasize the importance of belonging, teamwork, and a legacy mindset.

Responsible contributive people building healthy regenerative communities for financial, cultural, and eternal returns





PROJECT ELITE SITE

This highly visible Northeast Indiana site, conveniently located just minutes from Fort Wayne, is immediately adjacent to and east of Interstate 69 (I-69) and accessed through County Road 11A in Auburn, Indiana. This centrally located property, with nearly 250 acres distributed among eight parcels of varying sizes, is located within 500 miles of half of the U.S. population and proximity to major markets.

METRO AREA	DISTANCE	POPULATION
South Bend	100 miles	323,637
Indianapolis	140 miles	1,903,000
Grand Rapids	154 miles	610,000
Detroit	165 miles	3,528,000
Columbus	175 miles	1,727,000
Chicago	190 miles	8,984,000
Cincinnati	200 miles	1,787,000
Cleveland	200 miles	1,771,000
Louisville	250 miles	1,126,000
Milwaukee	280 miles	1,463,000
Pittsburgh	320 miles	1,708,000
St. Louis	380 miles	2,242,000



Northeast Indiana/City of Fort Wayne

Northeast Indiana's central location is within a three-hour drive of major Midwest cities like Chicago, Cincinnati, and Indianapolis, and offers a host of advantages as an area for development and as a regional destination. At its hub and the second-largest city in Indiana, Fort Wayne (265,974 people; 423,000 in the metropolitan statistical area) was recently ranked the **number one emerging real estate market in America** according to MarketWatch! Area amenities and conveniences include:

- More than 5,500 hotel rooms in the metropolitan area with 15% more affordable expenses across the board than you'll find in other major cities in the Midwest.
- International Airport served by daily flights to and from Atlanta, Charlotte, Chicago-O'Hare, Dallas/Fort Worth, Detroit, and Minneapolis/St. Paul.



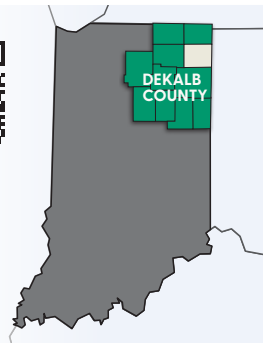


- Fort Wayne was rated the **17th best city in America for “Work-Life balance”** because of its rich concentration of cultural amenities, recreation opportunities and overall affordability when compared to the average number of weeks worked per year.
- Access to the Parkview Field (home of the TinCaps, a baseball High-A affiliate of the San Diego Padres) and the Allen County War Memorial Coliseum (home to the Komets, a hockey affiliate of the Edmonton Oilers).
- Northeast Indiana region is home to several economic development opportunities, higher educational institutions, and a **robust talent pipeline**.
- The State of Indiana was recently **ranked number one in the nation** for leading the way in infrastructure investment and quality.
- With its favorable cost of living index, Indiana is a prime location for starting a business and **ranked second in the country by Forbes** for its business-friendly environment and substantial labor pool, Indiana offers a cost-effective investment opportunity.



DeKalb County/City of Auburn

Although the exit off I-69 currently lacks amenities, a wealth of attractions, including restaurants, retail, and others, can be found just minutes north in the City of Auburn:



- National and local restaurants and hotels
- Family Attractions including museums, cultural centers, and theaters.
- Recreational activities including golf, hiking trails, and nature preserves.
- Retailers including groceries, big box, and general merchandise.

POPULATION¹

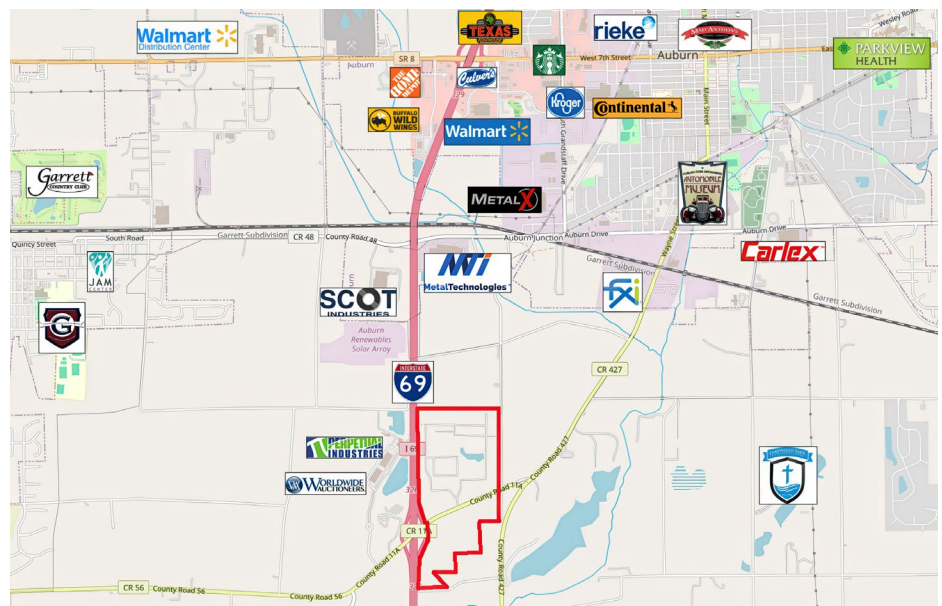
Total Population, 2021	43,333
% Change 2016:2021	.6%
Median Age, 2021	9.3

LABOR FORCE

Labor Force, May 2022 ²	22,194
Median Household Income, 2020 ¹	\$62,411
% of Population Ages 20–64, 2021 ¹	56.7%
60-Mile Radius Labor Force, 2021 ³	787,950

EDUCATION SYSTEMS

School Districts ⁴	3
Total Number of Students, 2022 ⁵	7,246
High Schools, 2022 ⁴	3
Middle Schools, 2022 ⁴	3
Elementary Schools, 2022 ⁴	7
Regional Colleges & Universities ⁶	10
Approx. Regional Enrollment, Fall 2021 ^{6,7}	36,390





Potential Uses:

- Athletic Fields
- Indoor and Outdoor Training Facilities
- Tournaments, Conferences, and Retreats
- Parks, Trails, Playgrounds, and other Green Spaces
- Cultural and Social Spaces
- Offices, Work, and Educational Spaces
- Retail, Lodging, and Dining
- Housing

POTENTIAL PARTNERS

Ambassador Enterprises seeks to engage partners who share our philosophy and are fully committed to pursuing a higher purpose and shared vision for the Project Elite campus. We're interested in financially viable and sustainable opportunities that generate significant public impact. Our goal is to ensure that project outcomes benefit both our partners and the broader community.

We're looking for innovative ideas with the potential to create lasting value. We encourage potential partners to share their creative concepts that align with our vision. We invite you to express your interest, present your ideas, and demonstrate your expertise and capacity to contribute in one or more of the following key areas:

Ownership

Propose options for acquiring an equity stake in Project Elite's ownership structure.

Development

Describe an approach to design and development.

Management

Detail comprehensive management practices and services to maximize efficiency and effectiveness.

Utilization

Specify an approach for optimizing the utilization of property and facilities.

Financing

Provide financing models ensuring the financial viability and sustainability of the project.

By focusing on these critical areas, partnering with like-minded organizations, and combining our resources and expertise, we can create a transformative project that drives economic success and positive community impact.



STATEMENT OF QUALIFICATIONS

Interested parties shall supply the following information for review and consideration:

General Company and Organization Information

- Provide a brief history of your company/organization, including the vision, mission, values, and years in business.
- Describe your company's organizational structure, including key personnel and their roles.

Experience and Expertise

- Detail your experience in projects similar to Project Elite, including specific examples and outcomes.
- Provide a portfolio of past projects, including scope, budget, and timeline.
- What specialized skills or expertise does your team possess that are relevant to this project?

Interest and Engagement

Describe your interest in engaging in Project Elite within the following categories:

- Ownership of real estate
- Development of land
- Management of projects/developments
- Utilization of space (programming) designed and developed

References and Testimonials

- Provide references from previous clients, including contact information and permission to contact them.
- Include any testimonials or letters of recommendation from past clients.

Innovation, Impact, and Sustainability

- Describe any innovative solutions or approaches your company/organization has implemented in past projects.
- Outline your sustainability practices and how they are integrated into your projects.
- Describe your approach to community engagement and impact.

RFI EVALUATION CRITERIA

- Alignment with AE
- Relational Compatibility
- Philosophical Like-mindedness
- Strategic Alignment
- Alignment with the vision for Project Elite
- Experience and expertise
- Resources and capacity to achieve project goals and outcomes
- References and testimonials
- Innovation, community engagement, and impact
- Communication and responsiveness



SCHEDULE AND SUBMITTAL

Contact



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Phone: (260) 257-1010

Phase 1: September 2024

- Public release of the RFI

Phase 2: October – November 2024

- Site visits by request for those who respond to the RFI
- RFI Virtual meeting/Q&A by appointment
- Statement of Qualifications and Expression of Interest due by November 30

Phase 3: December 2024 – January 2025

- Review and evaluate submissions
- Conduct interviews

Phase 4: February – March 2025

- Select strategic partners



FAQS

What is the history of the CR11A Interchange property?

The Auburn Auction Park, located just south of Auburn, Indiana, has a long history dating back to 1971 when collector car auctions first took place in the area. Initially hosted at DeKalb High School, the auctions moved to the County Road 11A property in 1989 under the management of Kruse Auctions. This site became a prominent venue for car enthusiasts, drawing large crowds and showcasing up to 5,000 collectible vehicles during major events.

In 2011, the property was sold to RM Auctions, which rebranded it under the subsidiary Auctions America, preserving its legacy as a significant location for automotive auctions. The park continued to be a major destination for car culture, where enthusiasts could come together to celebrate their shared passion.

In 2022, J.T. Fisher Properties purchased the property with plans to transform it into a youth sports park. The proposed development included multiple indoor and outdoor sports facilities, potentially turning the site into a year-round destination for sports events. However, the project faced numerous challenges and ultimately failed to materialize. In December 2023, it was sold to XCel Properties, who rented the property to General Motors for use as inventory storage and parking.

In May 2024, Ambassador Enterprises acquired the CR11A interchange property.

Who purchased CR11A Interchange?

The property was purchased by Ambassador Enterprises, a locally owned legacy-minded private equity firm investing for the glory of God and three returns: financial sustainability, cultural influence, and Kingdom impact.

Why did you purchase CR11A Interchange?

We have always believed in the importance of local ownership. Brenda and Daryle Doden are grateful residents of DeKalb County. We acquired the property because we believe we have a vision for it that will contribute long-term value to Auburn, the surrounding communities, and the region.

More specifically, we envision creating a world-class sports campus where excellence in athletics intersects with profound personal transformation through a Christ-centered approach. We want to cultivate a sports community where individuals reach their full physical and spiritual potential, guided by Christ's love and motivated to excel on and off the field. We want a welcoming environment where athletes, coaches, referees, parents, and mentors can share experiences and strengthen their faith.

How will this project impact the local community?

We want to be a source of hope and inspiration, bringing people together and changing lives through the pursuit of athletic excellence and spiritual growth. By successfully integrating elite athletic training with education centered around Christ and the development of strong character, we hope to be a model for youth development that prioritizes character development to produce outstanding athletes who are also exceptional human beings.

The CR11A Interchange redevelopment is expected to be a significant economic driver by catalyzing economic development, including retail spaces, restaurants, and hotels, to create a destination and boost the local economy. This would create new jobs, generate tax revenue, and provide new green spaces, affordable housing options, and cultural attractions. Ultimately, our goal is to contribute to establishing a more robust and vibrant community.



Who will be involved in the development and use of this property?

Collaboration is vital to our success, and we will engage with philosophically like-minded, relationally compatible, and mutually aligned partners interested in one or more areas of the project: ownership, development, management, utilization of space, and financing. Ideas for consideration will be vetted through our RFI process.

When will this happen?

We are currently in the early stages of envisioning this project. We are exploring the types of organizations and potential partners that align with our vision and will help bring this innovative campus to life for the benefit of the local community. Once our plans are finalized, we will make an announcement.