



Business Plan

Lab 618 Campus & Sports Facility Complex

A 47.7-acre inaugural campus and sports facility complex
Madison, Illinois

PREPARED FOR	PREPARED BY	DATE
Mr. Dee Miller	Lab 618 Development Group	2025

1. Executive Summary

Lab 618 is a 47.7-acre mixed-use campus and sports facility complex in Madison, Illinois, anchored by a 17,000-seat outdoor football stadium, a multi-purpose indoor fieldhouse with synthetic turf and running track, an ice arena and natatorium, classroom and student-housing facilities, and championship-level outdoor practice and competition fields for football, soccer, baseball, and softball.

The campus is designed to become the inaugural home of a year-round destination for collegiate athletics, academic enrichment, regional tournaments, and community recreation in the St. Louis Metro East corridor, with direct access to I-55, I-70, and I-64.

2. Vision, Mission & Values

Vision

To build the Midwest's most complete student-athlete campus — a single destination where training, education, and competition share one address.

Mission

Develop, operate, and grow Lab 618 as a self-sustaining campus that delivers elite athletic facilities, accessible education pathways, and an event venue that drives long-term economic impact for Madison and the surrounding region.

Core Values

- Athletic excellence and academic opportunity, paired.
- Community-first design — public access, public benefit.
- Phased growth with disciplined capital deployment.
- Sustainability in materials, water, and energy use.

3. The Opportunity

Madison, Illinois sits at the crossroads of three interstates and is within 20 minutes of downtown St. Louis and Lambert International Airport. The site is a semi-developed 47.7-acre parcel that can support a full collegiate-scale campus without the land assembly costs of an urban infill location.

Regional youth sports, collegiate, and event-tournament demand has grown materially over the past decade, while the Metro East lacks a single integrated venue able to host indoor and outdoor tournaments simultaneously with on-site lodging.

4. Facilities & Phasing

Phase I — Forward Planning (current)

- Master plan, civil engineering, soils, storm-water, and utility planning.
- Architectural concept renderings and 3-D imagery for all major structures.
- Preliminary construction budget and schedule of values.

Phase II — Core Build

- 17,000-seat outdoor football stadium with arched roof.
- Indoor fieldhouse: synthetic turf multipurpose surface and running track.
- Outdoor synthetic turf complex with track.
- Practice and game fields: football, soccer, baseball, softball.
- Spectator bleachers, shade structures, lighting, scoreboards.

Phase III — Education & Lodging

- Three-story classroom buildings.
- Student housing with central quad.
- Concessions, washrooms, maintenance, and storage facilities.

Phase IV — Ice & Aquatics

- Ice rink with 1,800 spectator seats (hockey, figure, public skate).
- Natatorium with competition pool.
- Potential off-site location to optimize parking and traffic.

5. Revenue Model

Stream	Description	Mix
Tuition & Housing	Classroom programs + student housing	30%
Athletic Programs	Team fees, training, camps, clinics	20%
Events & Tournaments	Game day, rentals, weekend tournaments	25%
Memberships	Community fitness, ice, pool, fields	10%
Sponsorship & Naming	Stadium, fieldhouse, arena naming rights	10%
Concessions & Retail	F&B, merchandise, parking	5%

6. Market & Competitive Position

- Closest comparable multi-sport complexes are 2+ hours away.
- Metro East draws from a 2.8M Greater St. Louis MSA population.
- Three interstate corridors put 25M people within a one-day drive.
- Lab 618 is the only planned venue combining stadium, fieldhouse, ice, and pool.

7. Organization

Lab 618 is led by Mr. Dee Miller, with design and engineering partners Turf Solutions Group (Peoria, IL), Demonica Kemper Architects, and Austin Engineering Company. Operations will be structured as a campus management company with division leads for athletics, education, events, and facilities.

8. Capital Plan & Use of Funds

Category	Phase II	Phase III	Phase IV
Site work & utilities	\$18M	\$6M	\$4M
Stadium & fieldhouse	\$95M	—	—
Classrooms & housing	—	\$58M	—
Ice rink & natatorium	—	—	\$42M
Furnishings & tech	\$6M	\$8M	\$5M
Soft costs & contingency	\$14M	\$9M	\$6M
Total	\$133M	\$81M	\$57M

Total estimated capital deployment across Phases II–IV: **\$271M**. Figures are planning-level estimates pending final design and competitive bids.

9. Risk & Mitigation

- Construction cost inflation — fixed-price subs at major milestones, owner-controlled contingency.
- Programming risk — anchor tenants and event contracts signed before Phase II close.
- Operating ramp — phased opening so revenue covers carry before later phases break ground.

- Regulatory — early coordination with City of Madison on entitlements and storm-water.

10. Roadmap

- Year 0 — Forward planning, master plan, soils, entitlements.
- Year 1 — Capital raise close; site work begins.
- Year 2–3 — Stadium and fieldhouse delivered; first events.
- Year 3–4 — Classroom and housing online; first cohort enrolled.
- Year 5 — Ice arena and natatorium open; campus at full operating capacity.