



**SPECIAL CALLED MEETING OF THE MAYOR AND BOARD OF ALDERMEN  
OF THE CITY OF GLUCKSTADT, MISSISSIPPI**

**Thursday, January 25, 2024 at 6:00 PM**

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**Agenda**

This notice and agenda of the Special Called Meeting of the Mayor and Board of Aldermen is hereby given by the undersigned. Said meeting shall be held on Thursday, January 25, 2024, at 6:00 PM in the Board Room at City Hall, located at 343 Distribution Drive, Gluckstadt, MS 39110.

The business to be brought before the meeting shall be limited to the following:

- 1. Call Meeting to Order and Roll Call**
- 2. Opening Prayer and Pledge of Allegiance**
- 3. New Business**
  - A) Consideration of 828 Sports Ventures, Mega Sports Complex & Destination**
- 4. Public Comment**
- 5. Closed Session to Determine Need for Executive Session**
- 6. Adjourn**

WALTER C. MORRISON, IV  
MAYOR

We the undersigned Aldermen acknowledge that we were given notice of said meeting at least three (3) hours in advance thereof by a copy of this notice.

Alderwoman Bates \_\_\_\_\_

Alderman Powell \_\_\_\_\_

Alderman Slay \_\_\_\_\_

Alderman Taylor \_\_\_\_\_

Alderwoman Williams \_\_\_\_\_

ATTEST:

DATE:

\_\_\_\_\_  
LINDSAY D. KELLUM  
CITY CLERK

[Seal]



# 828 SPORTS VENTURES

ALL THINGS WORK TOGETHER

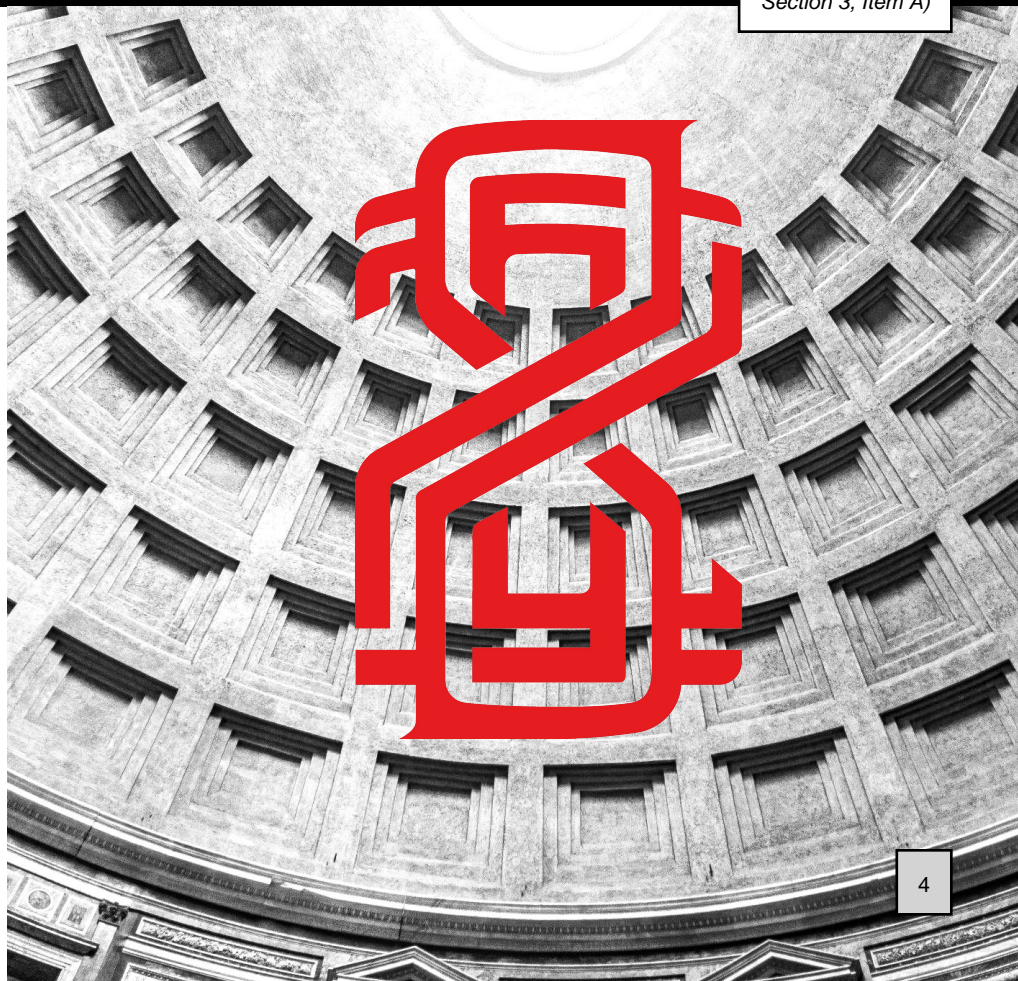


# BRAND STORY

*All things work together for the good of those who love the Lord and are called according to His purpose.*

The world of investment and entrepreneurship is often synonymous with risk and potential disappointments and setbacks. The team of 8:28 Sports Ventures believes that God works for good in all things, even the most difficult situations. We understand that life's experiences and difficulties are used by God to accomplish His purpose in our lives and in the lives of others.

We promise to live out this purpose in all we do as we face the challenges of our ever-changing world and culture. From financial success to personal happiness and a desire to truly help others, 8:28 Sports Ventures seeks connection, achievement, impact, and the goal of living life with a purpose...and sharing this vision with all we meet.



# EXECUTIVE SUMMARY

## Connection, Achievement, Impact and Purpose

**At 8:28 Sports Ventures**, our mission is to foster sports communities across the country by offering expert level coaching, comprehensive representation, a dedication to the full development of both student and professional athletes in both athletic and life skills, and to stimulate community economic growth and engagement. We are dedicated to cultivating growth in Sports, Entertainment, Content, Tech, and Data sectors while sharing our profound passion for sports and life enrichment, with people throughout the nation. Guided by the words of Paul in Romans 8:28, Sports Ventures seeks connection, achievement, impact and above all purpose and service to the greater good of our partners and the communities we uplift and support.

We are based out of Atlanta, Georgia but operate globally through our five Sports Venture verticals: Sports Agency, Sports Academy, Sports Institute, Sports Tourism Development, and our Sports Media/Production service. This specified niche approach contributes to the ultimate success and maximum exposure in the marketplace.

Led by CEO DeAngelo Simmons, 8:28 Sport Ventures is guided by a highly skilled and devoted team of individuals who possess a genuine love of sports, athletes and all who support them. This extensive knowledge and dedication drive our success and our passion in all we do

# COMPANY DESCRIPTION

## Overview

Our business model encompasses a multi-faceted approach to serve the needs of both students and professional athletes and local communities while delivering pertinent media impact, targeted promotion of sports tourism, and substantial return on investment.

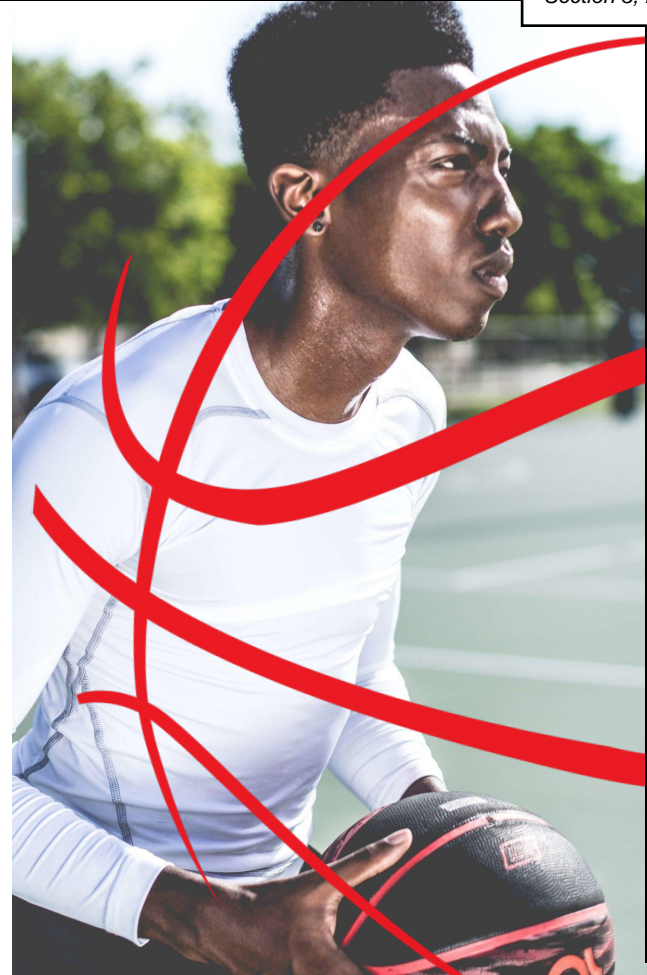
Beyond individual athletes, we are dedicated to fostering economic development by building sports communities nationwide through our *Sports Tourism Development* venture. We will provide access to all participants and stakeholders to enrich lives through sports entertainment and education through advising, building, and managing Mega Sports complexes that bring communities together.

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## Company Mission Statements

### ***8:28 Sports Tourism/ Ventures Mission Statement***

To build sports communities across the country, providing economic development, management, and acquisition mergers to provide financial independence.



SPORTS

TOURISM

# COMPANY VERTICAL

## Vertical Description and Services

Our goal is to not only enrich the lives of the athletes, support teams and our key stakeholders, but to engage and endow the communities that we serve and represent. Every aspect of our business plan is guided by our belief “that all things work together.”

Our integrated structure and targeted areas of expertise are designed to develop talent from within, while providing key additional resources to nurture growth along the way to create well rounded professionals armed with the life skills needed for personal, physical, spiritual and career success.



WE RAISE  
**Elites**

# SPORT TOURISM DEVELOPMENT

**Our tourism plan ties our 8:28 Sports Ventures solutions** together to create community growth, educational investment, brand and media exposure and a pathway for student athletes to complete a successful and fulfilling sports lifecycle—from performance to sports career options and an understanding of the strength and power of using their gifts for a greater purpose.

We will acquire, build, and manage Indoor Mega Sports complexes to ensure access for parents and student athletes from all walks of life while also delivering economic impact to communities. These complexes will also be the hub for our Academy and enable state-of-the-art training and mentorship for our athletes and community.

Our point of difference lies in our desire to make municipalities and private landowners our partners, allowing for strong returns and the ability to receive income from the property. 8:28 will spend significant time and effort to curate the right people, talents, and partners to create a mega *destination* that will attract a national and global audience to enjoy planned expansion, entrepreneurial opportunities, and a robust experimental community.

We also ensure professional management of the property, preventing mismanagement from inexperienced staff, historically drawn from Parks and Recreation teams.

The 8:28 business model creates a one-of-kind sports, performance, educational complex with the added value of a revenue generating business that serves the community, traveling sports families, and all economic partners and participants,

Following the tenets of Romans 8:28, we will generate an altruistic business plan that is tied to the well-being of others and the greater good of the community.

Sports families are seeking more than a playing field or arena...8:28 Sports Ventures knows that the world is resetting and families are looking for more Connection, Achievement, Impact and Purpose. Our Mega Sports concept focuses on small town values, needs, and a holistic approach to athletic advancement, educational enrichment, and personal skills development.



# FACILITY DEVELOPMENT

**8:28 Sports Ventures know that facility development** for sports encounters obstacles due to limited material resources. Land, construction materials, and financial backing are often in short supply, making it challenging to create state-of-the-art sporting venues. Resource allocation becomes crucial, requiring careful planning and prioritization to maximize the impact of available resources. Moreover, incorporating sustainable practices in facility design and construction is gaining significance, calling for innovative solutions to create eco-friendly sports facilities.

We ensure efficient facility management, knowing that it is vital for the smooth operation and long-term sustainability of sports venues. Managing a facility involves various responsibilities, including maintenance, scheduling, safety regulations, and providing a positive experience for athletes and spectators alike. The knowledgeable individuals of 8:28 deliver the industry expertise that will play a crucial role in overseeing these operations. We will stay informed about emerging trends, technologies, and best practices to ensure that the facility meets the evolving needs of athletes and sports enthusiasts.



**\$91.8 Billion**

Total Economic Impact of the Sports  
Tourism Sector

## Market Research

Sports ETA, the only trade association for the sports events and tourism industry, released its annual State of the Industry Report for 2021 resulting in the sports tourism sector's direct spending impact of \$39.7 billion which generated a total economic impact of \$91.8 billion, supporting 635,000 full-time and part-time jobs and generating \$12.9 billion in taxes.

Additional outcomes and outputs beyond economic impact were cited:

Community image enhancement, strong community relationships, utilization of local venues and facilities, and attracting repeat and high-yield visitors.

The report also noted that more than 50% of Sports Tourism entities are now developing their own events for portfolio expansion.

## DeAngelo Simmons, Founder and CEO

**Brendrick DeAngelo Simmons**, now known as DeAngelo Simmons in the world of basketball, is the youngest of ten children. Growing up in his household, he was looked after by his older siblings; primarily by Johnny, his older brother, who guided and coached Simmons in basketball throughout his career at Farmerville High in Farmerville, Louisiana. With a passion for excellence and an inner drive to succeed, DeAngelo was elected to be Vice-President of his class, and was an outstanding student-athlete, achieving All- District and All- State honors in basketball, baseball, and track.

DeAngelo's success in academics and basketball, continued at the collegiate level at Tyler Junior College

in Texas, Southern University in New Orleans, and finally at the University of Louisiana at Monroe where he earned a Bachelor of Science degree, majoring in Physical Education.

During his college life, Simmons became passionate about teaching the fundamental principles that the game of basketball instructs. He quickly recognized his calling to become a mentor to his young nephews who followed his path to basketball success.

It seemed predestined for Simmons to become a basketball skills developer long before a career as a top sports agent became a reality. Guided by his natural abilities, a strong determination to succeed and a proven expertise in coaching and teaching, DeAngelo decided to implement his well-learned techniques and methodology to become a Skills Development Coach. This set the stage for his career in professional basketball and the founding of BDS

Sports Agency, one of the top 25 nationally ranked sports agencies.

In 2006, Simmons became a Certified NBA Agent after producing 4- and 5-star talent through his unique skills development training and coaching. His students became All-Conference Standouts propelling them to the NBA level, where one student under Simmons management became a 4-time All-Star.

Simmons went on to negotiate over \$200M in contracts for that one single player. That player became the 3rd highest paid player in the entire NBA behind the likes of LeBron James and Steph Curry in the 2017-18 season. Simmons' ability to teach basketball, manage players and families, and negotiate contracts makes him a triple threat in the basketball industry.

After tremendous success at BDS, DeAngelo embarked on a new journey, to become CEO of CORE4, a basketball training facility in Atlanta, GA. Here student-athletes of all ages and skill levels receive private training from youth camps to professional development. Along with basketball training, CORE4 houses postgraduate and undergraduate programs to prepare athletes for college careers and to perform at peak levels both on and off the court.

DeAngelo's holistic approach to training, community service and full life enrichment has led to the creation of 8:28 Sports Ventures where our team seeks connection, achievement, impact and above all, purpose.

DeAngelo Simmons' life and career reflects his belief that anyone can accomplish their heartfelt dreams if they simply adhere to the understanding that everything in life takes "TIME" and adheres to a "PROCESS" where *commitment* is the common denominator.

## Brandon D. Williams, COO

Prior to joining 8:28 Sports Ventures, Brandon D. Williams originated and managed Overtime Sports to be Executive Vice President and Head of Basketball Operations and the start-up business, Overtime Elite. From concept design to operations, Williams spearheaded the first of its kind, transformative league for fans, consumers, and investors. Responsibilities included overseeing global employee searches, contract drafting and negotiations, and all aspects of League and Team Operations inclusive of scheduling, sports science and wellness, personnel and scouting, strategy and analytics and administration.

Williams successfully completed an 18-month contract, to build the system which would empower a basketball, business, and brand-building platform for professionalizing elite High School athletes to best prepare for early success and sustainability at the highest levels professionally, while addressing matters of mental health, substance abuse, personal and professional development. Immediately prior, he was an On-Air Analyst for Stadium after serving as Assistant General Manager of the Sacramento Kings organization, overseeing day-to-day operations and performance, strategy, personnel, and roster management. Williams joined the Kings after starting the “Process” as a front office executive with the

Philadelphia 76ers, as Vice President of Basketball Administration and General Manager of the NBA G-League Delaware 87ers.

Williams brings a diverse set of experiences, having been involved in professional basketball for 26 years. He began his career as a player in 1996, earning both CBA (Sioux Falls Skyforce) and NBA (San Antonio Spurs) championships. He also gained significant international playing experience, via France, Greece, Germany, Italy, and Israel leagues. After retiring from the court in 2005 he joined the NBA League Office, diving deeper into the business of basketball.

Over nine seasons, Williams started in Community and Player Programs, and transitioned to Basketball Operations, overseeing the standards of on-court operations, evaluating the quality of game play, monitoring matters of conduct and discipline, as well as officiating performance via the Standard Observers Program. As the league promoted the vision of developing a true minor league system, Williams consulted on the league’s Affiliation and Assignment System, now recognized as the NBA G-League