Sport Venues –
New Trends that Maximize Economic Impact

January 29, 2018
Welcome

• Thank you for joining us for this discussion this morning

• At the end of presentation, we encourage participants to ask questions

• Copy of the presentation can also be made available upon request at the end of presentation
Speakers

Woolpert

• Andrew Pack, PLA, ASLA
  Vice President
  *Sports and Recreation Market Leader*

• Dana Davis
  Associate
  *Sr. Marketing Manager*
Agenda

• Youth Sports Venues Facts/ Trends
• Case Studies
  Mason Sports Park
  Crooked Creek Park
  Mecklenburg County Sportsplex @ Matthews
• What makes a venue a success?
• Marketing Your Facility
• Questions / Answers
What is Sports Tourism?

**Sports Tourism** is an activity where people visit a particular location as a sports event participant / spectator, or travel to experience a recreation-based venue or amenity (indoor/outdoor).

"After driving a day, we checked in at the Courtyard by Marriott ($150 / night), paid admission fee ($15 per adult) and bought T-shirt ($25). Ate lunch and dinner out and a trip to Carowinds ($100) before heading back home. I bet we'll probably spend $800 overall"

Bob
family of 3

$Money$
Explosive Youth Sports Tourism Movement

• $15.3 billion industry in 2017 on sports tourism (55% growth since 2010)*

• Youth sports tourism is the fastest growing segment in travel – 45 + million

• Communities are supporting sport health and wellness

• Visitors spend $250 a day (EA/average)

• 70 percent of children (6-17) are playing team sports**

* source WinterGreen Research  **source National Association of Sports Commissions (NASC)

***source Michigan State University
Explosive Youth Sports Tourism Movement

- **45** percent of children ages 6 to 12 played a team sport
- The average family will spend **$670** per year on sports related activities
- Parents are spending around **$380** per child, per sport to play on a school team

"You’ve got millions of kids involved, parents spending thousands of dollars, and cities building facilities to host events and chase tourism dollars - It’s just huge"

Dave Hollander
Professor at New York University’s Tisch Center for Hospitality, Tourism and Sports

Parents are Spending “Big Money” on Youth Sports
Most notable increase in sports participation*:

- Squash (65.9%)
- Boxing (58.5%)
- Lacrosse (47.2%)
- Rugby (43.5%)
- Roller hockey (38.4%)
- Field hockey (32.4%)

Following directly behind these sports are:

- Ice hockey (19%)
- Cheerleading (15.1%)
- Gymnastics (5.9%)
- Beach volleyball (0.7%)

*source: 2017 NCRPA Trends Presentation by Pros Consulting

### National Participatory Trends - General Sports

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participation Levels</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf</td>
<td>26,122</td>
<td>24,700</td>
</tr>
<tr>
<td>Basketball</td>
<td>25,156</td>
<td>23,067</td>
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<tr>
<td>Tennis</td>
<td>18,719</td>
<td>17,904</td>
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<tr>
<td>Baseball</td>
<td>14,198</td>
<td>13,152</td>
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<tr>
<td>Soccer (Outdoor)</td>
<td>13,883</td>
<td>12,592</td>
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<tr>
<td>Badminton</td>
<td>7,645</td>
<td>7,176</td>
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<tr>
<td>Softball (Slow Pitch)</td>
<td>8,477</td>
<td>7,077</td>
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<tr>
<td>Football, Touch</td>
<td>8,663</td>
<td>6,586</td>
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<tr>
<td>Volleyball (Court)</td>
<td>7,315</td>
<td>6,304</td>
</tr>
<tr>
<td>Football, Tackle</td>
<td>6,850</td>
<td>5,978</td>
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<tr>
<td>Football, Flag</td>
<td>6,660</td>
<td>5,508</td>
</tr>
<tr>
<td>Soccer (Indoor)</td>
<td>4,920</td>
<td>4,530</td>
</tr>
<tr>
<td>Volleyball (Sand/Beach)</td>
<td>4,752</td>
<td>4,651</td>
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<tr>
<td>Gymnastics</td>
<td>4,418</td>
<td>4,621</td>
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<tr>
<td>Ultimate Frisbee</td>
<td>4,571</td>
<td>4,530</td>
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<tr>
<td>Track and Field</td>
<td>4,383</td>
<td>4,105</td>
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<tr>
<td>Racquetball</td>
<td>4,603</td>
<td>3,594</td>
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<tr>
<td>Cheerleading</td>
<td>3,134</td>
<td>3,456</td>
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<tr>
<td>Ice Hockey</td>
<td>2,140</td>
<td>2,421</td>
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<tr>
<td>Pickleball</td>
<td>N/A</td>
<td>2,462</td>
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<tr>
<td>Softball (Fast Pitch)</td>
<td>2,513</td>
<td>2,424</td>
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<tr>
<td>Lacrosse</td>
<td>1,423</td>
<td>2,011</td>
</tr>
<tr>
<td>Wrestling</td>
<td>2,536</td>
<td>1,891</td>
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<tr>
<td>Roller Hockey</td>
<td>1,374</td>
<td>1,736</td>
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<tr>
<td>Squash</td>
<td>1,031</td>
<td>1,596</td>
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<tr>
<td>Field Hockey</td>
<td>1,182</td>
<td>1,557</td>
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<tr>
<td>Boxing for Competition</td>
<td>855</td>
<td>1,278</td>
</tr>
<tr>
<td>Rugby</td>
<td>940</td>
<td>1,276</td>
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</tbody>
</table>

NOTE: Participation figures are in 000's for the US population ages 6 and over

Legend:
- Large Increase (greater than 25%)
- Moderate Increase (0% to 25%)
- Moderate Decrease (0% to -25%)
- Large Decrease (less than -25%)
Trends and Implications

• Kids ("parents") focus on year-round sports/ travel teams
  – Logic is you play one sport more, the better you get – college scholarships & obtain ROI
  – Families are spending free time on “Travel Sports”
  – Play better completion (than local teams)
  – Elite Coaching (i.e. formal professionals)
  – Play many more games a year
  – Soccer & Lacrosse big growth /travel sport

• “Sport” vacations for families or "Tourna-cation."
Trends and Implications

• 12 year old girl sports phenomenon
  – tend to attract more relatives - they bring both mom, dad, and siblings

• Indoor facilities “on the rise”
  – i.e. Basketball/ Volleyball

• Costs to attract and run tournaments are increasing

• Costs to develop and operate new attractions are also increasing rapidly

• Cities are using “sports facilities” to revitalize their communities or downtowns (i.e. Westfield, IN / Rocky Mount, NC)
“Sports Facilities” as Revitalization Projects

Rocky Mount Event Center
Rocky Mount, NC – Oct. 2018
Population: 55,466 (2016)

- 165,000 SF - 8 basketball courts / convert 16 volleyball
- Many other multipurpose events/shows – 4200 seats
- Economic impact of $264 million in new spending over 10 years (Avg. $26 million year)

* source City of Rocky Mount, NC

Grand Park Sports Campus
Westfield, IN – Opened in 2014
Population: 37,221 (2016)

- 400 AC park, 31 outdoor soccer, 3 indoor, 26 baseball diamonds, hosted 400 teams w/ 7000 athletes with an economic impact of $147 million in 2015

* source Visit Hamilton Co. Indiana
Youth Sports To College Scholarships

• Only 2% of high school athletes go on to play at the top level of college sports, the NCAA’s Division I:
  – 99-1 for basketball
  – 73-1 to soccer.
  – 47-1 for baseball
  – 41-1 for football

• Tough ODDS Parents are risking to spend $$$

• Traveling Teams are dominating the tournaments - *families that make more $, play more*

• Children left behind either
  – grow unsatisfied on regular recreational teams or
  – get the message that the sport just isn’t for them

INCOME IMPACTS SPORT PARTICIPATION
PERCENTAGE OF CORE PARTICIPANTS, BY HOUSEHOLD INCOME

*source ScholarshipStats.com
Key items when planning for Sports Venues

• Excellent facilities
  – Fields that are in good to great condition / ample parking

• Evaluate tourist infrastructure
  – Existing quality hotels
  – Restaurants (choices / alternatives)
  – Attractions nearby

• Participants must have a positive experience – “the Disney effect”

• “Homegrown events” work well
  – no bid fees, rebates or room guarantees
Key items when planning for Sports Venues

• Complete your research / communities market place – “homework”
  – Understanding the “big picture”
  – Understanding the regional market area for the population/ area served / driving distance
  – Understanding the potential demand on the existing or proposed programming
  – Understanding the regional influences of other similar facilities

Market & Feasibility Studies
Key items when planning for Sports Venues

• Understanding the desired program and it’s facility requirements
• Tour other facilities – “ask questions”
• Start small - “crawl before you run”
• Build the facility for both the local community and for tournament use
• Do not just build good – build **GREAT** facilities

Mason Sports Park, Mason, Ohio
Mason Sports Park
Mason, OH—Opened in 2014
Population: 33,037 (2008)
Mason Sports Park

- Dedicated in 2008 ($ 6 million)
- (5) Baseball fields
- (2) Multipurpose Fields
- Restroom/ Concession Building
- Shelter, playground & trails
- Disc Golf
Warren County Visitors and Convention Bureau

- Warren County CVB runs + 93 sports events a year, of which 65 are youth sports events

- Those + 93 events produce
  - $27 million in direct income to Warren County
  - $38 million in total economic impact

*Source: Ben Huffman, Director of Sports Marketing for Warren County Visitors and Convention Bureau 2014
Tournaments

• 2017 - 4 tournaments at Mason Sports Park:
  - Generate $2.5 million in direct income
  - Generate $3 million in total economic impact
  - Produce + 5,500 hotel room rentals
  - They bring in + 9,500 people into the community

*Source: Ben Huffman, Director of Sports Marketing for Warren County Visitors and Convention Bureau
Tournament Design

- One of the most popular baseball parks in the region
  - Ample space for spectators—do not interfere with fans at adjoining fields
  - Restrooms are another strong point
  - Great fields, great maintenance by City of Mason Parks and Recreation
  - Other good facilities close by in the system allow tournaments using many more fields

Mason Sports Park has received OPRA Superior Facility Award for 2008 and the National Alliance for Youth Sports awarded Mason an Honorable Mention in its Excellence in Youth Sports Award.
Tournament Design

- Programming built on very well documented market analysis
- Field sizing based on projected growth of local leagues, balanced by tournament demands.
- Field spacing and the circulation system between fields was based estimated fan volumes, considering sight lines, accessibility and foul ball carry.
- The Maintenance Director was involved early in the design
Crooked Creek Park
Indian trail, NC–**Opened in 2014**

**Population:** 33,518 (2016)
Crooked Creek Park

- 140-acre park
- Dedicated in 2015 ($ 5 million)
- (4) Baseball Fields (Phase one)
- Scorers/Restroom/ Concession Building
- Shelter, playground & trails
- Disc Golf, Splash Pad, Dog Park
Tournaments

- 2017 - 3 tournaments at Crooked Creek Park:
  - Generate **$1.1** million in total economic impact
  - Produce + **500** hotel room rentals
  - They bring in + **228** teams to the venue and into the community

*source: Jay Tryon, Parks Director, Indian Trail, NC*
Tournament Design

• Support playground / splash pad facilities were sized and located to keep siblings within observation of parents watching games
• Access and circulation were designed to lead first time visitors directly into the check-in
• The park was designed as a complete park with complementary facilities:
  – Splash Pad
  – nine hole disc golf course, designed by disc golfers
• Extensive trail system designed to be part of the future regional “Carolina Tread Trail”
Tournament Design

Crooked Creek Park

Scorers Tower/ Concession/ Restroom Pavilion

Sport Venues – New Trends that Maximize Economic Impact
Matthews Sportsplex
Matthews, NC– **Ph 1 Opened in 2013/ Ph 2 in 2017**

**Population**: 31,495 (2016)
Matthews Sportsplex (ph 1)

- Master Plan approved in 2010
- Phase 1 - Built in 2012 ($7 million)
- (5) synthetic fields (10 ac)
- Restroom building, shelter, playground & trails
Existing Phase 1 – Completed 2013
## Parks & Rec Venues (in the County)

<table>
<thead>
<tr>
<th>Year</th>
<th># of Events</th>
<th>Room Nights</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>49</td>
<td>85,863</td>
<td>96,400</td>
</tr>
<tr>
<td>2006</td>
<td>69</td>
<td>57,608</td>
<td>88,300</td>
</tr>
<tr>
<td>2007</td>
<td>92</td>
<td>83,271</td>
<td>106,495</td>
</tr>
<tr>
<td>2008</td>
<td>93</td>
<td>97,850</td>
<td>135,520</td>
</tr>
<tr>
<td>2009</td>
<td>132</td>
<td>100,636</td>
<td>287,477</td>
</tr>
<tr>
<td>2010</td>
<td>108</td>
<td>124,955</td>
<td>252,072</td>
</tr>
<tr>
<td>2011</td>
<td>127</td>
<td>117,259</td>
<td>278,000</td>
</tr>
<tr>
<td>2012</td>
<td>120</td>
<td>123,849</td>
<td>285,900</td>
</tr>
<tr>
<td>2013</td>
<td>132</td>
<td>116,086</td>
<td>312,550</td>
</tr>
<tr>
<td>2014</td>
<td>148</td>
<td>125,649</td>
<td>377,355</td>
</tr>
</tbody>
</table>

**10 year increase**: 99 39,786 280,955

**Average**: 107 103,302 222,006
Tournaments / Events 2014/15

- STATE GAMES (Rugby)
- CHARLOTTE INVITATIONAL BOYS- CHARLOTTE SOCCER ACADEMY (Soccer)
- CHARLOTTE INVITATIONAL GIRLS-CHARLOTTE SOCCER ACADEMY (Soccer)
- AMBUSH INVITATIONAL -CFHC (Field Hockey)
- STICK WITH US -SWU (Lacrosse)
- UNDER ARMOUR CUP CUFC (Soccer)
- NIKE BLUE CHIP LACROSSE CAMP BLUE CHIP (Lacrosse)
- QUEEN CITY 3v3 Holiday Cup World Futbol Tour LLC (Soccer)
- ADIDAS CUP BOYS CHARLOTTE SOCCER ACADEMY (Soccer)
- ADIDAS CUP GIRLS CHARLOTTE SOCCER ACADEMY (Soccer)
- NORTH CAROLINA YOUTH RUGBY SPRING RUGGERFEST- NCYRU (Rugby)
- SPRING CHALLENGE CHARLOTTE SOCCER ACADEMY (Soccer)
- JULIAN BROWN MEMORIAL- CUFC (Soccer)
- CHARLOTTE AMBUSH FIELD HOCKEY -CHARLOTTE AMBUSH FH (Field Hockey)
- FIRST LACROSSE SHOWCASE & SPRING CHAMPIONSHIPS- SWU (Lacrosse)
- BIG SOUTH SUMMER CLASSIC -SWU (Lacrosse)
- QUEEN CITY 7's - NCYRU (Rugby)
Tournament Event 2014
StickWithUs Lacrosse held the 2014 Big South Challenge in June.

• **2**-day tournament (Saturday & Sunday)
• **20** out-of-town teams
• Just over **900** total out-of-town visitors
• Stayed overnight 2 nights (Friday & Saturday)
• Produced more than **680** hotel rooms
• Had a direct spending total of **$229,802**
• Total Economic Impact of **$453,143**
Matthews Sportsplex (ph 2)

- Phase 2 (const. 2016 - $20m)
- **Just opened Summer 2017**
- (4) synthetic fields (8 ac)
- Championship field
- (2) grass fields (4 ac)
- Restroom buildings/ maint.
- Shelters, playground & trails
Design Context

Town’s Small Area Plan
Matthews Sportsplex (ph 2)

Aerial
Matthews Sportsplex (ph 2)  
Fieldhouse
Matthews Sportsplex (ph 2)

Charlotte Independence
ULS Minor Team
Tournament Design

• The championship field created something unique on a grand scale and as a strong regionally destination facility

• Design of the SportsPlex is for all ages, from the young kids learning how to play to the professional level

• Designed for the community and for tournaments

• Programming is what drives facilities and tying the programming to demographics and location was critical

• Collaboration of government leaders, stakeholders, the public, and the design team was key
  – positioned the Sportsplex for long-term sustainability, profitability, and enjoyment
UNCC Economic Study

•Projected $78.1 to $85.1 million dollars of total economic impact

•Sportsplex and Small Area Plan (Entertainment District) both will yield positive effects on local economy

*source 2011 Report by David Swindell, Ph. D (previous professor at UNCC)
The Economics

• Economic Realities
  – Facility (new or renovation) construction costs, annual operating expenses, and marketing expenses / tournament bid preparation
  – Create business plans for your project(s)

• Economic Impact
  – Must distinguish between “recreation” and “tournament” participants when calculating impact of teams
  – Work with local Economic Development Coordinator on formulas for impact calculations (heads to beds) (multipliers)
  – Be consistent with your estimates
Marketing Your Facility

• **Positioning:**
  – Do your homework: **SWOT Analysis**

• **Promotion/Publicity:**
  – **Build your Brand:** Logo, messaging/key talking points, brand guidelines
  – **Collateral/brochures:** Facilities description, schedules, maps, local contacts, affiliated organizations
  – **Website:** Yours & theirs – Cross marketing via city & sports organizations, visitor guides, online magazines (*know what your audience is reading*)
  – **Email/Direct Mail/Newsletters** – Build your contact list and communicate, stay top of mind w/relevant information, digital & printed (*know your target audience and communication styles... how do they prefer to receive their information?*)
  – **Social Media:** Twitter, FB, YouTube, Instagram, etc.
  – **PR:** Press Releases/Media Advisory (*Track Ad Value*)
  – **Conferences:** Sports tourism, National Association of Sports Commissions, etc.
  – **Onsite Large format signage:** Branding, schedules, maps, website, social media links, etc.

• **Work with local CVB / Chamber**
  – Form a Sports Commission
Marketing Your Facility

• Competition has been increasing – “what’s the next best thing”

• Become Educated
  – Attend “Sports Tourism Conferences”
  – Network - contact Sporting Event Planners/ Tournament Sponsors
  – Work with local CVB / Chamber/ Economic Community Development groups
  – Develop STRONG relationships

### The Bid Sheet

<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Description</th>
<th>Average Spectators/Attendees</th>
<th>Total Room Nights</th>
<th>Bid Fee Range</th>
<th>Bid Due Date</th>
<th>Region</th>
<th>Event Year</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Association of Interscholastic Activities (NAIA)</td>
<td>2020 NAIA Men's Track &amp; Field Championship</td>
<td>2,000</td>
<td>300</td>
<td>9/1/2019</td>
<td>All Regions in the U.S.</td>
<td>2020</td>
<td>Robert Smith (706) 972-8848</td>
<td></td>
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<tr>
<td>USA Baseball</td>
<td>2019 Jr. World Series</td>
<td>1,551</td>
<td>1,551</td>
<td>9/1/2019</td>
<td>All Regions in the U.S.</td>
<td>2019</td>
<td>Ryan Melan</td>
<td>(517) 307-1903</td>
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<tr>
<td>National Association of Intercollegiate Athletics (NAIA)</td>
<td>2020 NAIA Men's Soccer National Championship</td>
<td>2,000</td>
<td>200</td>
<td>9/1/2019</td>
<td>All Regions in the U.S.</td>
<td>2020</td>
<td>David Curtis (719) 970-9722</td>
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<tr>
<td>USA BMX</td>
<td>2019 USA BMX National Series</td>
<td>3,000</td>
<td>2,000 - 5,000</td>
<td>9/1/2019</td>
<td>All Regions in the U.S.</td>
<td>2019</td>
<td>John Delisle (810) 661-5503</td>
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</tr>
<tr>
<td>Professional Disc Golf Association (PDGA)</td>
<td>2019 PDGA Amateur Disc Golf World</td>
<td>500</td>
<td>500</td>
<td></td>
<td>All Regions in the U.S.</td>
<td>2019</td>
<td>Mike Towner (702) 874-6002</td>
<td></td>
</tr>
</tbody>
</table>
Marketing Your Facility

Advertising / Marketing:

• Online Promotion
  – Create a separate “website” for your venue
  • WORDPRESS – it’s free
  • Create a logo for signage, brochures, t-shirts, hats, etc.
  – strong branding

WordPress.com
Create your stunning website
WordPress.com powers beautiful websites for businesses, professionals, and bloggers.
Marketing Your Facility

Advertising / Marketing:
• Create Email & Direct mail campaigns
• Build an Newsletter
  – Don’t forget about “mailers” quarterly/ yearly
• Be Present on Social Media
  – Facebook
  – Twitter
  – Youtube
  – Instagram
• Create an App
  – Community information
• Promote Yourself
  – Assets/ Track Record/ Staff
So what makes a tournament a success?

• **The owner**
  • “heads to beds” – economic impact
  • Making the teams and tournament directors want to come back – “recall”
  • Professionalism / attitude of staff
  • Good “behind the scenes” operations
    – experience / teamwork
  • Incorporating the community for involvement / buy-in local team to participate
So what makes a tournament a success?

• **The athlete, coach**
  • Competitive games / equal teams
  • Caliber of teams
  • Fair officiating
  • Great facilities and amenities

• **The spectator**
  • Great local hospitality (felt special)
    – i.e. tournament banners on streets
  • Excellent overall experience
  • Facility Infrastructure
  • Location, location, location....., every place has something to offer!
Questions?
Thank you for participating!

For a copy of this presentation, give your business card to Andrew Pack