



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



Mecklenburg County Sportsplex @ Matthews

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



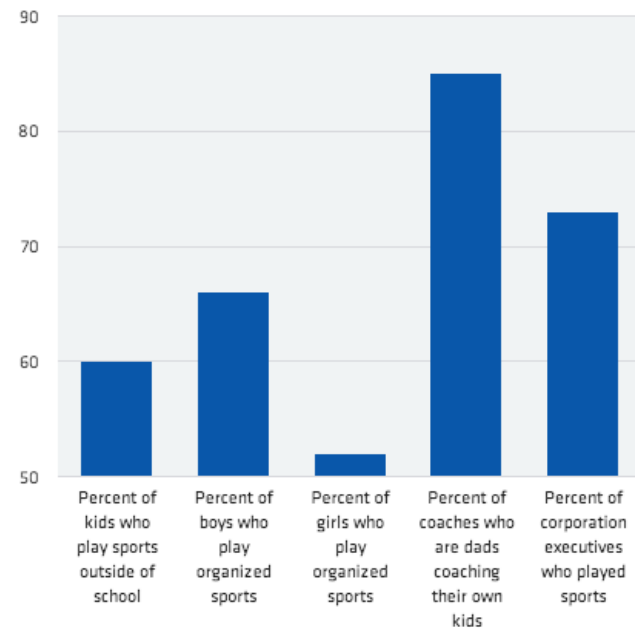
Youth Amateur Sports

\$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)



Percentage of Youth Participants

*** 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* :

Most notable increase in sports participation include:

- 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					
Activity	Participation Levels			% Change	
	2010	2014	2015	10-15	14-15
Golf	26,122	24,700	24,120	-7.7%	-2.3%
Basketball	25,156	23,067	23,410	-6.9%	1.5%
Tennis	18,719	17,904	17,963	-4.0%	0.3%
Baseball	14,198	13,152	13,711	-3.4%	4.3%
Soccer (Outdoor)	13,883	12,592	12,646	-8.9%	0.4%
Badminton	7,645	7,176	7,198	-5.8%	0.3%
Softball (Slow Pitch)	8,477	7,077	7,114	-16.1%	0.5%
Football, Touch	8,663	6,586	6,487	-25.1%	-1.5%
Volleyball (Court)	7,315	6,304	6,423	-12.2%	1.9%
Football, Tackle	6,850	5,978	6,222	-9.2%	4.1%
Football, Flag	6,660	5,508	5,829	-12.5%	5.8%
Soccer (Indoor)	4,920	4,530	4,813	-2.2%	6.2%
Volleyball (Sand/Beach)	4,752	4,651	4,785	0.7%	2.9%
Gymnastics	4,418	4,621	4,679	5.9%	1.3%
Ultimate Frisbee	4,571	4,530	4,409	-3.5%	-2.7%
Track and Field	4,383	4,105	4,222	-3.7%	2.9%
Racquetball	4,603	3,594	3,883	-15.6%	8.0%
Cheerleading	3,134	3,456	3,608	15.1%	4.4%
Ice Hockey	2,140	2,421	2,546	19.0%	5.2%
Pickleball	N/A	2,462	2,506	N/A	1.8%
Softball (Fast Pitch)	2,513	2,424	2,460	-2.1%	1.5%
Lacrosse	1,423	2,011	2,094	47.2%	4.1%
Wrestling	2,536	1,891	1,978	-22.0%	4.6%
Roller Hockey	1,374	1,736	1,907	38.8%	9.9%
Squash	1,031	1,596	1,710	65.9%	7.1%
Field Hockey	1,182	1,557	1,565	32.4%	0.5%
Boxing for Competition	855	1,278	1,355	58.5%	6.0%
Rugby	940	1,276	1,349	43.5%	5.7%
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



Parents are Spending “Big Money” on Youth Sports

- “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)



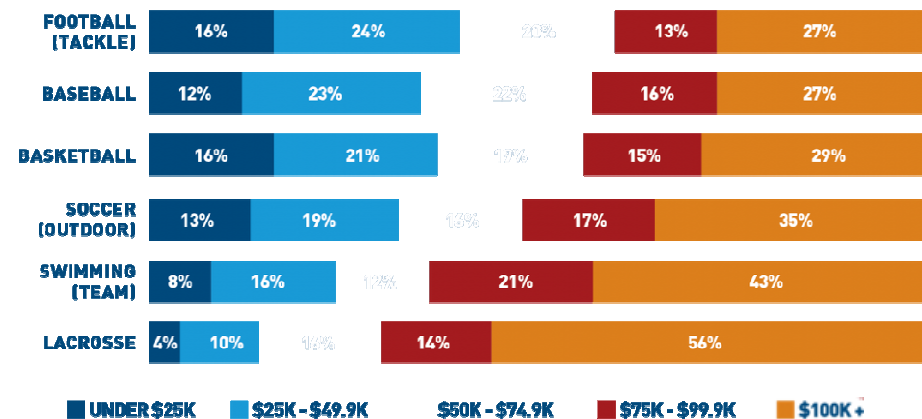
- 400 AC park, 31 outdoor soccer, 3 indoor, 26 baseball diamonds, hosted 400 teams w/ 7000 athletes with an economic impact of \$ 147 million in 2015

* 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



Smith River Sports Complex, Martinsville, VA

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

Case Studies



Mason Sports Park

Mason, OH— **Opened in 2014**

Population: 33,037 (2008)



Mason Sports Park

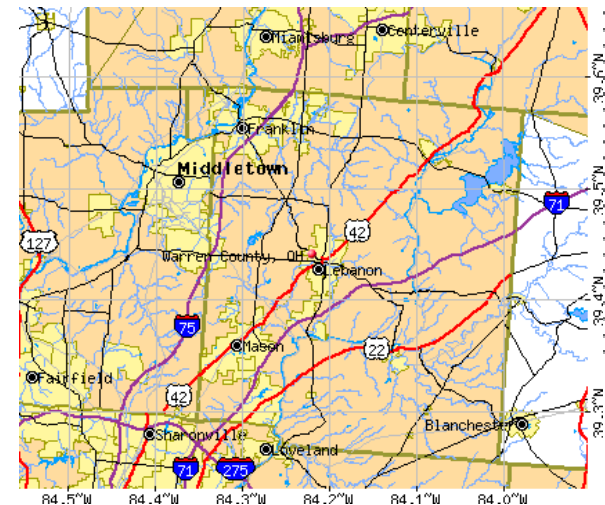
- Dedicated in 2008 (\$ 6 million)
- (5) Baseball fields
- (2) Multipurpose Fields
- Restroom/ Concession Building
- Shelter, playground & trails
- Disc Golf





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

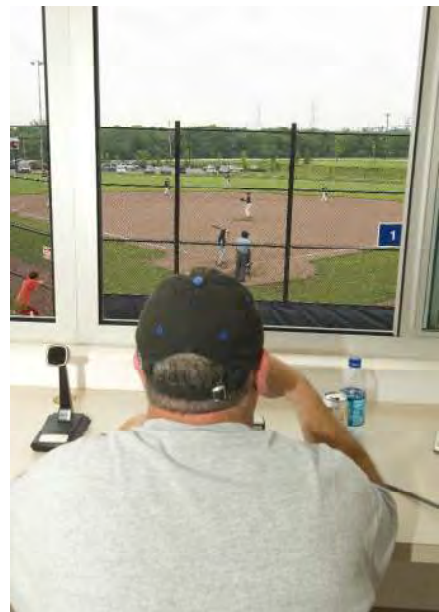


* source Ben Huffman, Director of Sports Marketing for Warren County Visitors and Convention Bureau 2014

Tournaments

Mason Sports Park

- 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



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

Mason Sports Park



Crooked Creek Park

Indian trail, NC– **Opened in 2014**

Population: 33,518 (2016)



Town of
**INDIAN
TRAIL**
north carolina

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

Crooked Creek Park



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”

Crooked Creek Park



“Explorer” Playground

Tournament Design



Crooked Creek Park



Scorers Tower/ Concession/ Restroom Pavilion

Matthews Sportsplex

Matthews, NC— **Ph 1 Opened in 2013/ Ph 2 in 2017**

Population: 31,495 (2016)



**Mecklenburg County
Park and Recreation**
*The Natural Place
To Be...*

Town of
Matthews
North Carolina

Matthews Sportsplex (ph 1)



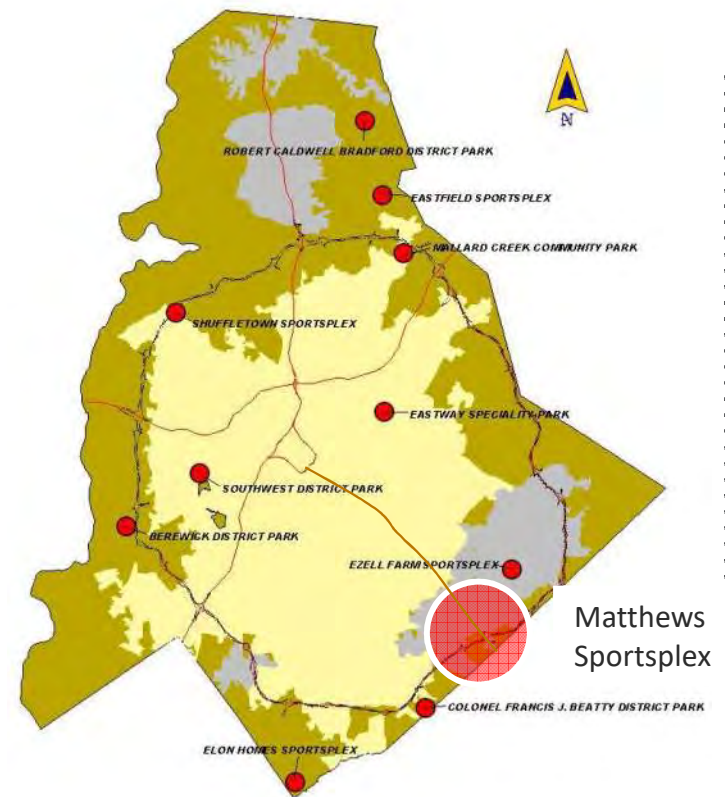
- Master Plan approved in 2010
- Phase 1 - Built in 2012 (\$7 million)
- (5) synthetic fields (10 ac)
- Restroom building, shelter, playground & trails



Existing Phase 1 – Completed 2013

	Parks & Rec Venues (in the County)		
Year	# of Events	Room Nights	Attendance
2005	49	85,863	96,400
2006	69	57,608	88,300
2007	92	83,271	106,495
2008	93	97,850	135,520
2009	132	100,636	287,477
2010	108	124,955	252,072
2011	127	117,259	278,000
2012	120	123,849	285,900
2013	132	116,086	312,550
2014	148	125,649	377,355
10 year increase	99	39,786	280,955
Average	107	103,302	222,006

Matthews Sportsplex



Tournaments / Events 2014/15

Matthews Sportsplex

- 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



Matthews Sportsplex (ph 2)

Master Plan



- 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)

Championship Field



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

Matthews Sportsplex

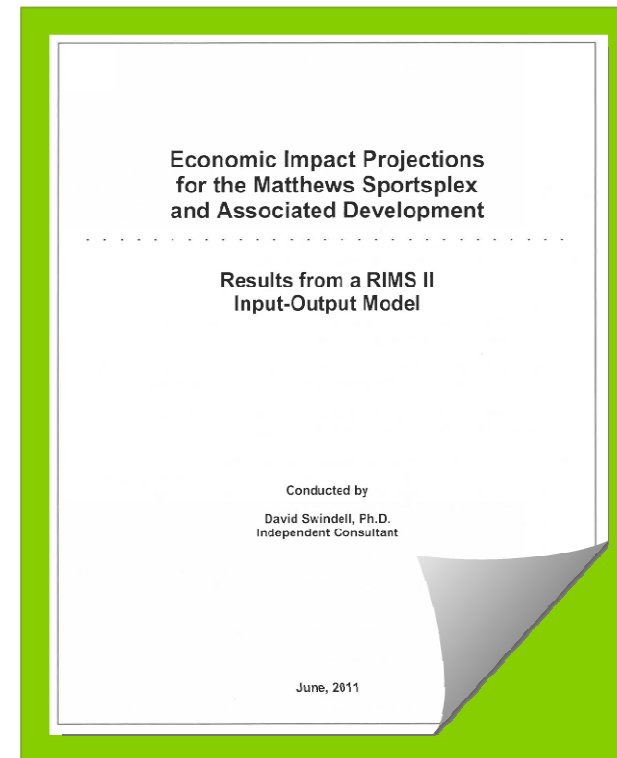


UNCC Economic Study

- 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)

Matthews Sportsplex



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

[Click here](#) to download our bid sheet.

Please note, if you wish to submit information visit our [Event Match](#) page.

Organization	Event	Average Spectators Attending	Total Room Nights	Bid Fee Range	Bid Due Date	Region	Event Year	Contact
National Association of Intercollegiate Athletics (NAIA)	2019 NAIA Football National Championship	3,000-8,000	200		6/1/2018	All Regions in the U.S.	2019	Kelli Briscoe (816) 595-8141 Website
USA Baseball	2019 U-18 Baseball World Cup		4,871			All Regions in the U.S.	2019	Russ Yurk (317) 373-4900 Website
National Association of Intercollegiate Athletics (NAIA)	2020 NAIA Men's Soccer National Championship	5,000	200		6/1/2019	All Regions in the U.S.	2020	Bryton Curtis (816) 595-8122 Website
USA BMX	2019 USA BMX National Series	3,200	2,000 - 5,000			All Regions in the U.S.	2019	John David (480) 961-1903 Website
Professional Disc Golf Association	2019 PDGA Amateur Disc Golf World	500	500 +/-			All Regions in the U.S.	2019	Mike Downes (706) 261-6342 Website

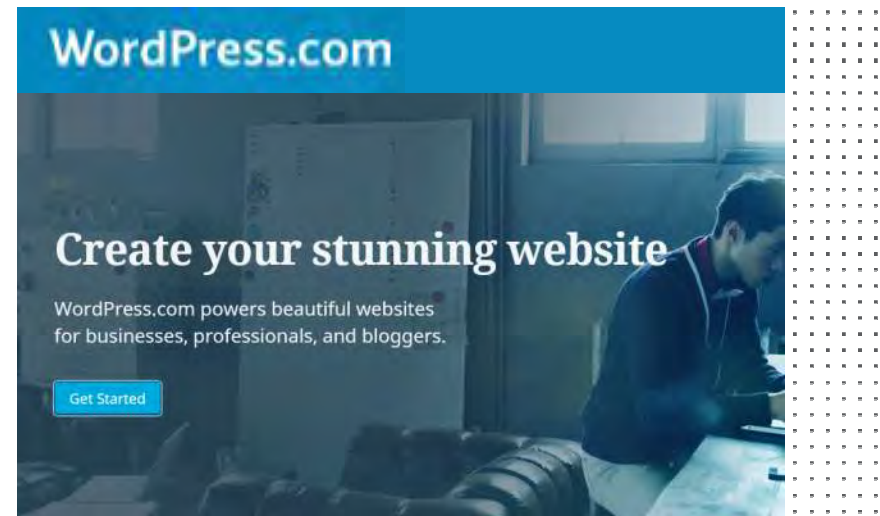
S.P.O.R.T.S.
The Relationship Conference
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 NATIONAL ASSOCIATION OF
SPORTS
 COMMISSIONS

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



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*

