

FACILITY IMPACT ANALYSIS

SPRINGFIELD SPORTS COMMISSION



October 31, 2021

POWERED BY THE HUDDLE UP GROUP



October 31, 2021

Lance Kettering, CSEE
Springfield Sports Commission
815 E. St. Louis Street
Springfield, MO 65806

Dear Lance,

Thank you for your efforts on the latest project for the Springfield Sports Commission. We appreciate your help and your persistence in driving the sports tourism agenda for your community.

Enclosed is an executive summary detailing our findings. The summary includes five (5) primary elements:

1. An analysis of four of your existing facilities using data from our Sports Tourism Index™.
2. Economic impact projections for four facilities based on the proposed upgrades for each.
3. National best in class examples for each venue type.
4. Where necessary, a brief commentary on the proposed venue enhancements.
5. A conclusion outlining the recommended priorities should there not be enough funding for the enhancement of all four venues.

Please let me know if you have questions about the enclosed recommendations leading up to the roll out of the report. We are looking forward to our follow-up discussions.

Thank you again for all your support throughout this process!

Yours in Sport,

A handwritten signature in blue ink, appearing to read 'Jon Schmieder'.

Jon Schmieder
Founder + CEO
Huddle Up Group, LLC

Springfield Sports Commission (SSC)
Facility Impact Analysis
Synopsis

The sports tourism industry has grown consistently over the past 20 years. Studies show that the grass roots portion of this market is worth more than \$15 billion annually to the domestic economy. Add to this industry growth the increased popularity of soccer, lacrosse, and other emerging sports (examples: Bicycle Moto Cross or BMX, pickleball, quidditch, rugby, e-gaming and ultimate), the opportunity for the continuing expansion of economic development through sports tourism is tangible.

Throughout the research process, it became apparent to the Consultant Team that there is an opportunity for SSC to enhance its presence in the sports tourism market. The key moving forward is for community stakeholders to work together in developing tourism driving assets (sports venues) that can deliver upon the sports tourism mission of SSC on a recurring basis from one year to the next. Through the execution of a strategic and targeted facility development game plan, SSC can solidify its position as a strong player in the sports tourism and events industry.

Methodology

The Consultant Team conducted an analysis of four facility types that currently exist in the Springfield area as directed by the SSC. These facilities included:

- Indoor Sports Venues – Expo Center, Fieldhouse.
- Flat Field Venue – Cooper Soccer Complex.
- Diamond Venues – Killian Sports Complex, Cooper Sports Complex.
- BMX Venue – Spokes BMX.

The project was led by Huddle Up Group Founder + CEO, Jon Schmieder (Phoenix, AZ) with support from Principal Caroline Allman (Knoxville, TN) and Dean Polk (Hershey, PA).

Springfield Sports Commission (SSC)
Facility Impact Analysis
National Best Practices

The chart below outlined the fundamental benchmarks for the types of facilities event rights holders are looking to “buy.” Tournament friendly facilities are defined as those that can host state and regional level events but would need to be cobbled together with additional venues to host the top-tier national level competitions. Anchor facilities are defined as those that can host the larger national level tournaments **all in one location**.

Facility Type	Anchor	Tournament Friendly	Current Springfield Inventory
Flat Fields	Minimum 16 fields	8-15 fields	Anchor (18 Fields)
Pool	50m/8-10 lanes with diving well	25m with diving well	NA
Diamonds	Minimum 12 fields	8-11 fields	Friendly (11 Fields)
Hardwood Courts	Minimum 8 Basketball/16 Volleyball	4 Basketball/8 Volleyball	Friendly (5 Courts)
Ice	3+ Sheets Hockey/6+ Sheets Curling	2 Sheets Hockey/4 Sheets Curling	NA
Indoor Track	200 meter/6 lanes/banked	200 meter/6 lanes	NA

Below is a list of some of the top performing sports tourism driving facilities in the country. Some of whom do or will directly compete with Springfield. These destinations include, but are not limited to the following, each with best-in-class sports complexes that meet the tournament friendly or anchor facility benchmarks:

- Aurora Sports Park (Aurora, CO)
- Champions Center (Appleton, WI)
- Crossplex (Birmingham, AL)
- Dick’s Sporting Goods Park (Commerce City, CO)
- Disney Sports Complex (Orlando, FL)
- Elizabethtown Sports Complex (Elizabethtown, KY)
- Grand Park (Westfield, IN)
- Great Park (Irvine, CA)
- Hoover Metplex (Hoover, AL)
- Myrtle Beach Sports Center (Myrtle Beach, SC)
- National Sports Center (Blaine, MN)
- Rocky Mount Events Center (Rocky Mount, NC)
- Virginia Beach Sports Center (Virginia Beach, VA)

Springfield Sports Commission (SSC)
Facility Impact Analysis
Indoor Court Venue Analysis

The expansion of the Expo Center and/or the Fieldhouse would likely generate a significant return to Springfield in the way of sports tourism. These two venues currently score in the bottom 60% of the indoor facilities that are documented within the Sports Tourism Index™ (n=219). In their current state, the Expo Center scores a 1.85 (on a scale from 0-5) and the Fieldhouse scores a 2.85. Expanding the court count and adding the right amenities would increase the relative scores for these venues and would likely drive more overnight stays from visiting teams in the future.

As in many communities similar to Springfield, the addition of accessible tourism-driving indoor spaces would likely add value to the destination. The existing indoor court sports focused facilities lack the number of courts that event owners demand and they have local user groups that control the event calendar. A dedicated, tourism driving, indoor court sport focused facility could drive additional tourism to the destination and also provide new opportunities for local programs to expand their community impact.

As part of the scope of work for this project, the Consultant Team was tasked with creating a top-line impact analysis of what the recommended venue enhancement opportunity could generate for the community. Should SSC and its partners find a pathway to expand the Expo and/or the Fieldhouse, these facilities would be able to host more sizable events throughout the year. This would be especially true during shoulder and off-peak tourism seasons. Using a conservative 35% capture rate for proven events that could fill the facility's calendar, the Consultant Team believes the following new economic activity (beyond what SSC is driving today) could reasonably be realized over a calendar year:

- 19 new state, regional, and national tournaments.
- Over 40,000 total attendees relating to tournaments/competitions.
- More than \$10.3 million in total visitor spending.
- More than 20,000 hotel room nights.
- Hotel Occupancy Taxes north of \$90,000.
- Sales Tax collections of nearly \$146,000.
- Total sports tourism related taxes over \$235,000.

(Notes: The detailed impact analysis can be found under different cover. Sales tax numbers only include sales taxes collected from room nights, not on all transactions.)

Using the Sports Tourism Index™ as a benchmarking tool, below is chart summarizing the key characteristics possessed by the top indoor sports facilities in the country. Note that in the “Difference” column, the darker the color of green, the larger the gap between the top 10 facilities and the average venues. Additionally, the numbers highlighted in yellow are missing from the current Fieldhouse facility.

	AVERAGES		Difference
	Top 10	Overall	
# Basketball Courts	11.5	3.9	7.6
# Volleyball Courts	17.1	5.7	11.4
Court Surface (Hardwood)	80%	77%	3%
Seating Capacity	6255	1786	4469
Scoreboard	100%	50%	50%
Scorer's Table	100%	86%	14%
Team Benches	100%	76%	24%
PA System	60%	60%	0%
Locker Rooms	60%	77%	-17%
Permanent Concessions	100%	75%	25%
Permanent Restrooms	100%	93%	7%
Permanent Wi-Fi	100%	65%	35%
Adequate Parking (3.5 spaces per 1,000 square feet)	100%	96%	4%
ADA Compliant	100%	97%	3%
Auxiliary Rooms	4.7	3.6	1.1
Ability to Book (Definitely yes)	100%	57%	43%
Score	3.92	2.84	1.08

The data presented here would indicate that it would benefit the area by developing an “Anchor” facility that could serve the Springfield community and also host state, regional, and national level tournaments. Given the national experience of the Consultant Team and its knowledge of the current landscape in Springfield, the Consultant Team believes adding an Anchor level indoor court facility to the region’s current venue mix would return a solid ROI to the community. Such a venue would provide Springfield with a tournament ready facility that it doesn’t currently have in its inventory. Beyond the pure court count, in order to become a valued asset for tournament organizers, the facility would need to include the amenities listed below. Add to this SSC’s ability to secure national events and the multitude of local partnerships that are available, the key elements are in place to support the buildout of a new facility. A new indoor court focused facility in Springfield should have the following elements:

- 10-12 Courts for basketball (12 preferred) that could then convert to 16-24 volleyball courts.
- A flexible championship court that could accommodate at least 2,000 spectators and the ability to expand total seating for larger championship events.
- Scoreboards, shot clocks, benches, PA systems, locker rooms, and a press table dedicated to each court.
- Ancillary meeting space for tournament operators and officials.
- Permanent restrooms, concession stands, and Wi-Fi throughout the facility.

- Parking that meets industry standards (at least 3.5 permanent spaces per 1,000 square feet).
- A common area to accommodate athletes and spectators.
- ADA compliant.
- Ability for SSC to book the facility for tourism driving events (“Favored Nation Status”).

Best in Class: American Sports Center (Anaheim, CA), Lake Point Champions Center (Atlanta, GA), Virginia Beach Sports Center (Virginia Beach, VA), Community First Champions Center (Grand Chute, WI), Omaha Sports Academy (Omaha, NE), Grand Park (Westfield, IN), Myrtle Beach Sports Center (Myrtle Beach, SC), Hoover Rec Plex (Hoover, AL), Rocky Mount Events Center (Rocky Mount, NC), Rock Hill Sports Complex (Rock Hill, NC).

Springfield Sports Commission (SSC)
Facility Impact Analysis
Flat Field Venue Analysis

Enhancing the Cooper Soccer Complex by adding more artificial turf and a stadium field would help the facility to retain the events it currently hosts and would likely attract new tourism driving tournaments to Springfield. This facility currently scores a 3.90 in the Sports Tourism Index™, placing it in the upper tier of the flat field complexes that are documented within the platform (n=399). However, there are numerous upgrades that could be made to the venue that would allow it to host more non-traditional sports beyond soccer.

As part of the scope of work for this project, the Consultant Team was tasked with creating a top-line impact analysis of what the recommended venue enhancement opportunity could generate for the community. Should SSC and its partners find a pathway to improve the Cooper Soccer Complex, the facility would likely be able to host more sizable events throughout the year. This would be especially true during shoulder and off-peak tourism seasons with the addition of more artificial turf fields. Using a conservative 25% capture rate for proven events that could fill the facility’s calendar, the Consultant Team believes the following new economic activity (beyond what SSC is driving today) could be realized over a calendar year:

- 9 new state, regional, and national tournaments.
- Over 80,000 total attendees relating to tournaments/competitions.
- Nearly \$33 million in total visitor spending.
- More than 60,000 hotel room nights.
- Hotel Occupancy Taxes of nearly \$268,000.
- Sales Tax collections from hotel rooms of nearly \$435,000.
- Total sports tourism related taxes over \$700,000.

(Notes: The detailed impact analysis can be found under different cover. Sales tax numbers only include sales taxes collected from room nights, not on all transactions. A capture rate of 25% was used for this facility based on the high level of activity that currently exists at the venue.)

Using the Sports Tourism Index™ as a benchmarking tool, the chart on the following page summarizes the key characteristics possessed by the top flat field sports facilities in the country. Note that in the “Difference” column, the darker the color of green, the larger the gap between the top 10 facilities and the average venues. Additionally, the numbers highlighted in yellow are not present at the current Cooper Soccer Complex.

	Top 10	AVERAGES	
		Overall	Difference
Full-sized soccer fields	21.1	6	15.1
Fields with lights	14.1	4.3	9.8
Artificial turf fields	4	2.6	1.4
Fields with portable goals	20	5.8	14.2
Auxiliary meeting rooms	2.5	2.2	0.3
Minimum of two team benches per field	100%	76%	24%
Stadium field	80%	38%	42%
Permanent concession stand(s)	100%	70%	30%
Permanent restrooms	100%	89%	11%
Permanent Wi-Fi	70%	37%	33%
Adequate Parking (60 spaces per field)	100%	94%	6%
ADA Compliant	100%	96%	4%
Ability to book (Definitely yes)	90%	56%	34%
Score	4.02	2.34	1.68

Best in Class: Round Rock Multipurpose Complex (Round Rock, TX), Mohawk Sports Complex (Tulsa, OK), Reach 11 (Phoenix, AZ), Mike Rose Soccer Complex (Memphis, TN), Sportscore One & Two (Rockford, IL), Kino Sports Complex (Tucson, AZ), International Polo Club & Village Park (West Palm Beach, FL), BB&T Bryan Park Soccer Complex (Greensboro, NC).

Springfield Sports Commission (SSC)
Facility Impact Analysis
Diamond Venue Analysis

Redeveloping the diamond facilities at the Cooper Sports Complex and the Killian Sports Complex would allow the two venues to partner in hosting more regional and national level tournaments in the future. Beyond the current recommendations, it is imperative that a 12th field be constructed to meet the minimum requirements for most national level event rights holders. Also, if possible, fence and base path lengths should be extended to 300 feet and 90 feet, respectively. Adding more options for the older age groups and for slow pitch softball would allow for the complex to host far more tournaments than are outlined in the data below.

As they currently stand, the two diamond facilities score a 2.60 (Killian) and a 2.35 (Cooper) in the Sports Tourism Index™. Killian ranks in the 31st to 40th percentile and Cooper is in the bottom 60% of diamond complexes that are documented within the platform (n=511).

As part of the scope of work for this project, the Consultant Team was tasked with creating a top-line impact analysis of what the recommended diamond venue enhancement options could generate for the community. Should SSC and its partners find a pathway to improve the diamond venues, these two facilities would likely be able to host more regional and national level events in the future (mostly summer travel ball type championships). Using a conservative 35% capture rate for proven events that could fill the facility's calendar, the Consultant Team believes the following new economic activity (beyond what SSC is driving today) could reasonably be realized over a calendar year:

- 6 new state, regional, and national tournaments.
- Over 14,600 total attendees relating to tournaments/competitions.
- More than \$5.7 million in total visitor spending.
- More than 10,000 hotel room nights.
- Hotel Occupancy Taxes of over \$45,000.
- Sales Tax collections of more than \$73,000.
- Total sports tourism related taxes over \$118,000.

(Notes: The detailed impact analysis can be found under different cover. Sales tax numbers only include sales taxes collected from room nights, not on all transactions.)

Using the Sports Tourism Index™ as a benchmarking tool, the chart on the following page summarizes the key characteristics possessed by the top diamond sports facilities in the country. Note that in the “Difference” column, the darker the color of green, the larger the gap between the top 10 facilities and the average venues. Further, the numbers highlighted in yellow are not present at the current diamond facilities. Additionally, in this case the analysis treats the Cooper and Killian diamond venues as one complex.

	AVERAGES		
	Top 10	Overall	Difference
Fields	16.7	5.1	11.6
Fields with lights	14.9	4.3	10.6
Artificial turf fields	8.9	0.9	8
Auxiliary meeting rooms	4.4	1	3.4
Covered dugouts	100%	80%	0.2
Stadium field	50%	27%	23%
Permanent concession stand(s)	100%	81%	19%
Permanent restrooms	100%	95%	5%
Permanent Wi-Fi	80%	32%	48%
Adequate Parking (60 spaces per field)	100%	96%	4%
ADA Compliant	100%	98%	2%
Ability to book (Definitely yes)	100%	57%	43%
Score	3.91	2.31	1.60

Best in Class: Elizabethtown (KY), Grand Park (Westfield, IN), Great Park (Irvine, CA), Old Settlers Park (Round Rock, TX), North Softball Complex (Fargo, ND), Louisville Slugger Sports Complex (Peoria, IL), Champions Park (Gainesville, FL), FITTEAM Ballpark (Palm Beach, FL).

Springfield Sports Commission (SSC)
Facility Impact Analysis
BMX Venue Analysis

Enhancing the Spokes BMX facility would allow the facility to potentially host national level events in the future. Spokes currently scores a 3.5 in the Sports Tourism Index™ which places the facility in the bottom 60% of all BMX tracks that are scored within the platform (n=32).

As part of the scope of work for this project, the Consultant Team was tasked with creating a top-line impact analysis of what the recommended improvements to Spokes BMX could generate for the community. Given that there is but one event owner in the BMX space (USA BMX), there is limited opportunity to generate sizable sports tourism impact beyond 1-2 weekends a year. Using a conservative 35% capture rate for proven events that could fill the facility's calendar, the Consultant Team believes the following new economic activity (beyond what SSC is driving today) could reasonably be realized over a calendar year:

- 1 new state, regional, or national level race.
- Over 5,000 total attendees relating to tournaments/competitions.
- More than \$1.5 million in total visitor spending.
- Nearly 3,000 hotel room nights.
- Hotel Occupancy Taxes of nearly \$13,000.
- Sales Tax collections of more than \$21,000.
- Total sports tourism related taxes over \$34,000.

(Notes: The detailed impact analysis can be found under different cover. Sales tax numbers only include sales taxes collected from room nights, not on all transactions.)

Using the Sports Tourism Index™ as a benchmarking tool, the chart on the following page summarizes the key characteristics possessed by the top BMX facilities in the country. Note that in the "Difference" column, the darker the color of green, the larger the gap between the top 10 facilities and the average venues. Additionally, numbers in yellow are not present at the current Spokes BMX facility.

	AVERAGES		
	Top 10	Overall	Difference
Sanctioned by USA BMX	100%	72%	28%
Drop gate	100%	57%	43%
Paved turns	100%	61%	39%
Auxiliary meeting rooms	0.61	0.78	-0.17
Lights	90%	72%	18%
Seating capacity	600	465	135
Permanent concession stand(s)	100%	66%	34%
Permanent restrooms	100%	95%	5%
Permanent Wi-Fi	60%	36%	24%
ADA Compliant	90%	90%	0%
Ability to book (Definitely yes)	100%	48%	52%
Score	4.05	3.14	0.91

Best in Class Amateur BMX Tracks: Spokane (WA), Augusta (GA).

Best in Class Super Cross (SX) BMX Track: Rock Hill (NC).

Springfield Sports Commission (SSC)
Facility Impact Analysis
Conclusion

Given that there are multiple opportunities on the table each option should be looked upon independently from the others. Should funding not be available to all of the proposed projects, the ones that will likely deliver the most return on the community's investment should be elevated to the top of the priority list. Given the analysis provided here, the Consultant Team would recommend the projects be funded in the following order:

1. Indoor Courts (either the Expo or the Fieldhouse).
2. Flat Field Venue.
3. Diamond Venues (both Cooper and Killian simultaneously).
4. BMX Track.

While the projected impact numbers for the flat field venue are larger than the indoor courts across the board, the Consultant Team believes the indoor court project would likely be a better investment today due to four factors:

1. Existing activities at the flat field complex may make finding dates for new tournaments difficult, which would limit the increased impact for the enhanced venue.
2. The current hotel inventory in Springfield may not be able to support some of the larger national tournaments during peak occupancy times. This could limit the impact the enhanced facility could make on the community from a tourism perspective.
3. An indoor facility would provide hosting opportunities in the shoulder and off-peak tourism seasons that an outdoor venue may not, given Springfield's weather patterns.
4. A new privately funded flat field venue is under construction which may compete with the existing facility.

Yours in Sport,



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