



NATIONAL ASSOCIATION OF
SPORTS
COMMISSIONS

Indoor Multi-Sport Facility Analysis – Loudoun

10/31/2014



Background

- Earlier study of sports facilities was conducted by SportImpacts of St. Louis, MO.
- Previous study concluded that an indoor sports complex would enhance the ability of Loudoun to attract additional sports events.
- Top questions from developers about the previous study, “What would this facility look like, and what kind of assets would be needed inside?”
- This analysis looks at nine complexes, including four of which are in the region, four well done facilities that are out of the region, and two examples of “what not to do.”

Industry Trends

- Today, there are three times more CVBs in the NASC than sports commissions.
- Destinations have discovered the industry to be recession resistant.
- Focus on National Championships has given way to regional events.
- Event owners prefer multiple courts/fields in one or in very few locations. Equals less supervision, fewer officials and volunteers, and less duplication of signage. Simply easier to administer.
- Quality of facility remains the single most important deciding factor

Site Visits

- Discover Sports Zone, Boyd's, MD
- Boo Williams Sportsplex, Hampton, VA
- Virginia Beach Field House, Virginia Beach, VA
- Prince George's Sports & Learning Complex, Raljohn, MD

Not Visited but used in the analysis

- United Sports, West Chester, PA
- Spooky Nook Sports Complex, Lancaster, PA
- Spire Institute, Geneva, OH
- Round Rock Sports Center, Round Rock, TX
- Myrtle Beach Sports Center, Myrtle Beach, SC

Discovery Sports Center

- Publicly owned and operated.
- 8 courts with a urethane painted concrete floor. Surface is not conducive to significant tournament use.
- The NASC rates it an outstanding example of a facility designed with local users in mind.
- Synthetic turf is rolled over the floor in the winter to provide a practice and playing site for soccer. This is not an athlete-friendly solution.

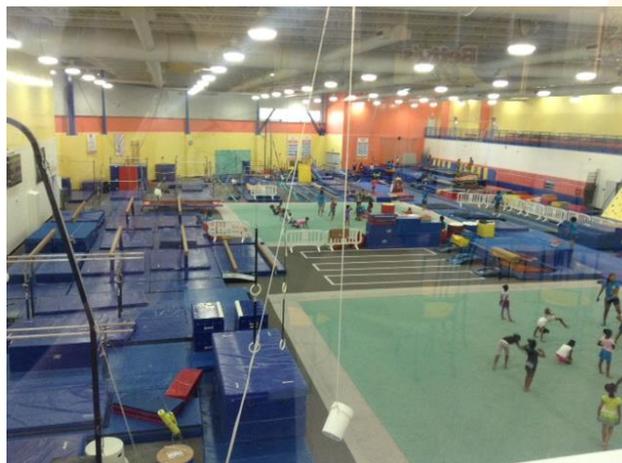
Discovery Sports Center



Prince George's Sports & Learning Complex

- Publicly owned and operated.
- The field house has one of the best indoor tracks in the country.
- Unusual that all of the field events can be accommodated in the same place.
- Championship facility in every respect for every level of competition.
- No courts on site.

Prince George's Sports & Learning Complex



Boo Williams Sportsplex

- Privately owned and operated on leased public land.
- Very well-known fixture in the sport of basketball.
- Eight wooden basketball courts, 200 meter indoor track, related offices, concessions, dressing rooms, and a lease with a sports performance company.
- Push back bleacher seats for spectators. No good.
- Building is metal construction w/stone cladding. Pre-opening costs were \$10 million for the 135,000 sq. ft. facility.
- Land is owned by the City of Hampton.
- It is unusual to include an indoor track. Doing so requires a much larger building, which runs up HVAC and associated costs.

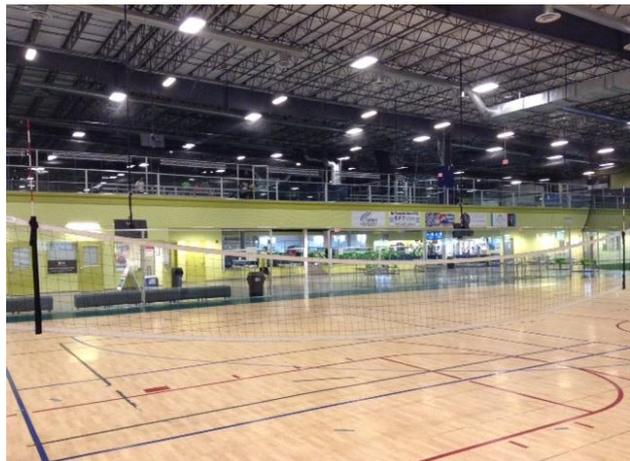
Boo Williams Sportsplex



Virginia Beach Field House

- Privately owned and operated on leased public land.
- Four synthetic turf fields, eight regulation volleyball courts, four basketball courts that use the volleyball courts. 175,000 sq. ft. facility.
- The courts are a rubberized surface that work well for volleyball but not for basketball.
- The facility is a \$16 million investment.
- Management is concerned about the relatively lower rate of use for the turf fields and are seriously considering converting one field to more volleyball courts. Estimates show an 85% utilization for courts vs. 65% utilization for turf fields.
- City of VA Beach missed an opportunity to include dates for out of town tournaments in their lease to the building owners.

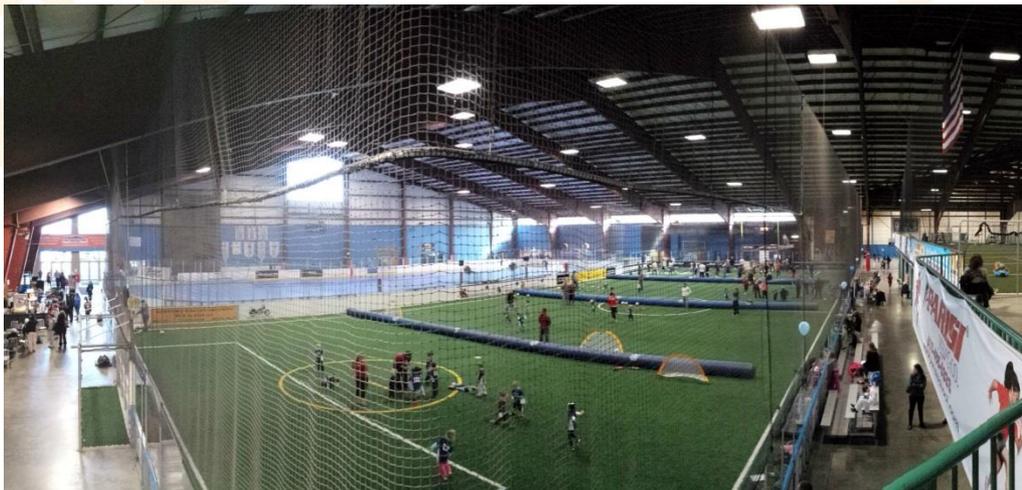
Virginia Beach Field House



United Sports Center

- The center is privately owned. Just sold to the group that owns the VA Beach Field House.
- Adequate indoor artificial turf fields and rubberized courts for basketball, volleyball, pickle ball, and other court games.
- Volleyball and soccer are most favored for tournament play.
- This is a very large building... one that was costly to build, costly to maintain, and does a better job serving local needs than indoor tournaments that produce visiting teams.

United Sports Center



Spooky Nook Sports Center

- Spooky Nook is the result of the determination of its owner to create a one-of-a-kind overwhelmingly large indoor multi-sport complex. Funding by its owner.
- There are 700,000 sq. ft. under roof and is inside a closed manufacturing and warehousing facility. The high ceilings, relative lack of internal support, and wide expanse of floor made for an excellent facility.
- Has recently announced the expansion of a hotel that will be connected to all indoor courts and fields.
- The ten wooden basketball/volleyball courts are outstanding examples of just what tournament managers/event owners are looking for.

Spooky Nook Sports Center



The Spire Institute

- The Spire Institute is a privately funded debt-free project.
- It boasts courts, indoor and outdoor fields, a stadium, aquatic facility, and indoor/outdoor tracks.
- The track is so exceptional that it has hosted two consecutive Big Ten Championships with three more under contract.
- There are very few hotel rooms within 15 miles.
- An outstanding feature is the amount of viewing area above the indoor courts and fields. This separates spectators and athletes and makes for an excellent vantage point for the action.

The Spire Institute



Indoor Courts



Indoor Fields



Track & Field



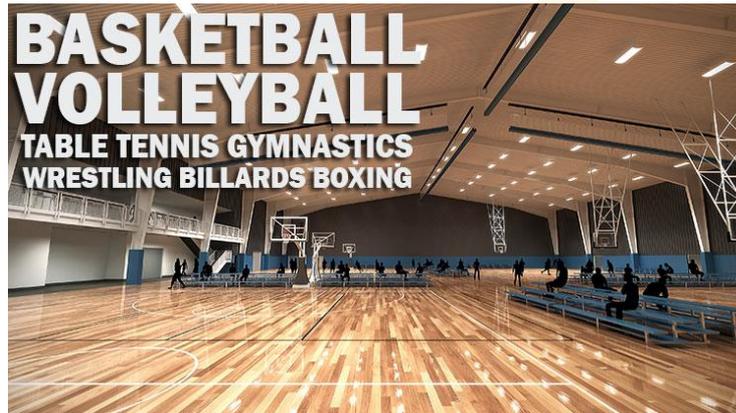
Track & Field



Myrtle Beach Sports Center

- Publicly financed and privately managed. 100,000 sq. ft.
- Estimated pre-opening costs are \$12.4 million with a grand opening scheduled for February, 2015.
- The NASC conducted the market and financial analysis. A short-fall in revenues is projected in the first two and three years, estimates of the additional taxes paid to the city, county, and state are expected to dwarf the short-fall.
- Will have an eight court basketball or sixteen court volleyball facility with wooden floors. It has also been designed for other sports and meetings and trade shows.
- This new complex can be regarded as among the new generation of indoor competition facilities.

Myrtle Beach Sports Center



Round Rock Sports Center

- Publicly owned and operated and is intended first as a draw for visitors. Partially funded by Round Rock CVB.
- Most tournament friendly indoor court facility to date.
- Scaled to fit a budget and the reasonable expectations of the city and the convention & visitor's bureau.
- Six basketball courts, twelve volleyball courts, three and NBA courts over the existing courts. All meetings rooms, officials dressing rooms, team locker rooms are on court level.
- Decided to limit number of courts to control project size and cost and the utility and maintenance costs.
- Round Rock learned six courts are enough for 90% of the events they can host. Additional courts are in nearby schools if necessary.
- Opened in February 2014 and has been busy with events that draw visitation from outside the area all but one weekend since.

Round Rock Sports Center



Elements to Include in a New Facility

- Base future planning on Myrtle Beach and Round Rock facilities as they reflect what has been learned in other projects.
- NASC recognizes the importance of soccer as a travelling team sport. It would seem to indicate the need to include synthetic turf indoor soccer fields. The capacity of a building and its flexibility for other purposes would argue otherwise.
- One indoor soccer field can hold no more than 25-30 players at one time. A 12 court volleyball facility holds 6 players per team for a total of 144 players in an area not too much larger than three soccer fields.
- Courts will produce more visitors in a similar amount of space than soccer, lacrosse, or field hockey.

Elements to Include in a New Facility – Competition Area

- Wooden courts are preferable, with roll-down flexible dividers.
- The ideal number of basketball courts is between six and eight. Each basketball court will produce two volleyball courts.
- All team, coaching and official facilities, including scoring and public address, should be on the court level.
- The building will need sound control. Sound absorbing materials are essential.
- Plenty of storage space is essential, ideally on the level with the courts.

Elements to Include in a New Facility

– Spectator Area

- All spectators, scouts, etc... should be on the level above the courts.
- Area must have high capacity Wi-Fi system and plenty of AC outlets in the bleachers.
- Provision should be made for additional meeting rooms and concessions on the same level with spectators.
- There should be ample circulation space for a thousand people.
- If one thousand people are in the building they will arrive about 3.5 people to a car. At least 300 or more paved, lighted, and landscaped parking spaces are needed.

Elements to Include in a New Facility

– Other

- Type of construction controls many of the costs of development. Buildings like this are not intended as icons.
- A metal building with decorative stone on portions of the exterior and attractive landscaping does as for a tournament as a reinforced concrete and glass structure that might win awards for outstanding architecture.
- Repurposed warehouses, home improvement store shells and others could be considered for conversion.



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