

# LunchChat

Connect. Inform. Help.



## Sports Tourism Readies for a Responsible Return

May 28, 2020

Hosted by Rockford Area Convention & Visitors Bureau

# Today's Partners



# Today's LunchChat Host



**John Groh**

President & CEO  
Rockford Area Convention  
& Visitors Bureau



# LunchChat Panelists



**Stacey Lambert**

Assistant Executive Director  
Illinois High School Association



**Louis Mateus**

General Manager  
Mercyhealth Sportscore Complexes



**Jon Schmieder**

Founder/CEO  
Huddle Up Group

**Connect. Inform. Help.**

**[UnitedWayRRV.org/covid-19](https://UnitedWayRRV.org/covid-19)**

**OR**

**Text TOGETHER to 40403**





# Jon Schmieder

Founder, CEO

**Huddle Up Group - Return to  
Play Survey (May 2020)**





## RETURN TO PLAY SURVEY RESULTS



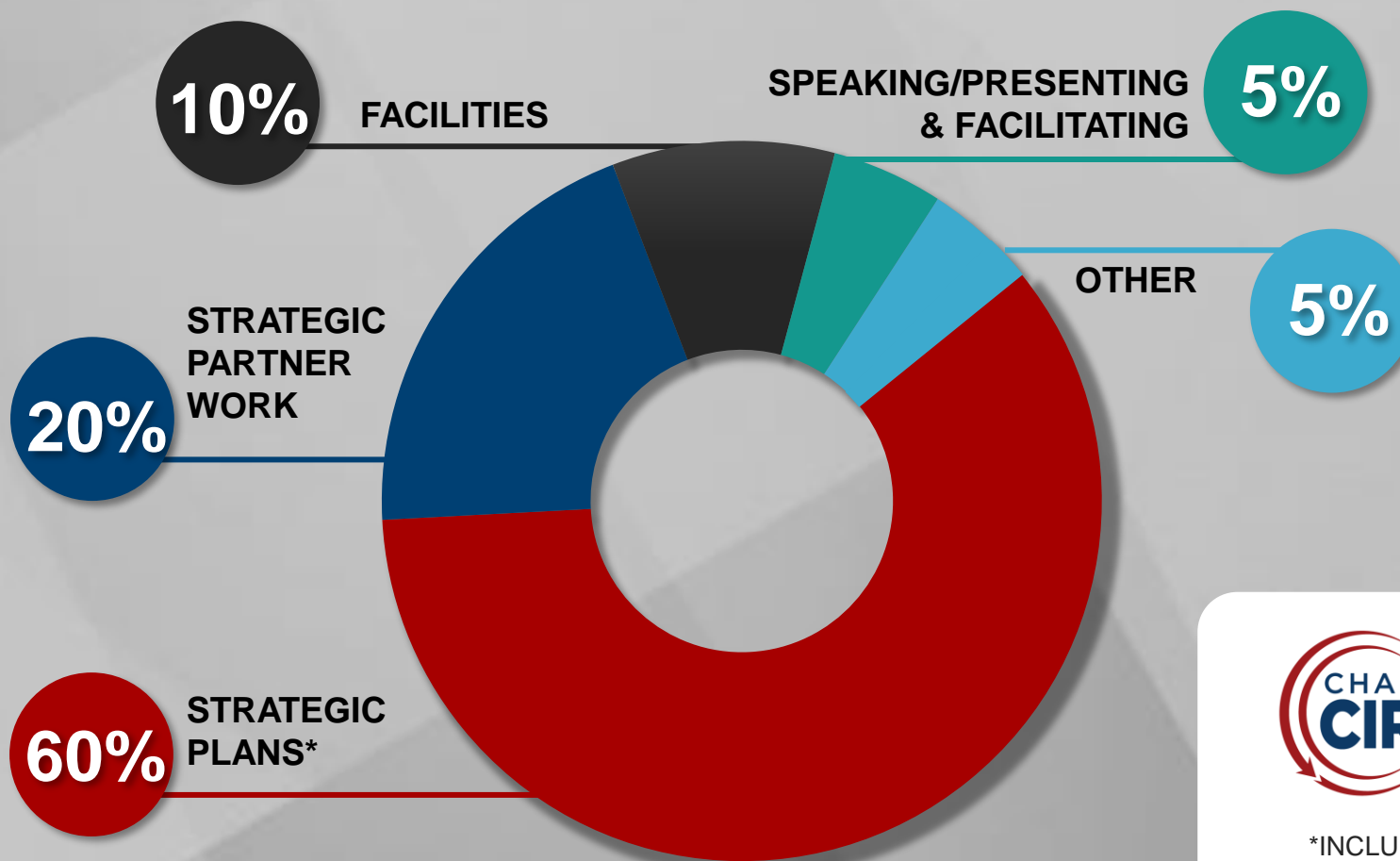
FOUNDED IN 2012



**2017 NASC Superior Service Award Winner**

The highest honor a consulting firm can earn from the National Association of Sports Commissions

## WHAT WE DO



\*INCLUDES OUR ONGOING MONTHLY CONSULTING PROGRAM

As a sports tourism industry consulting company we continually strive for strategic growth and increased community collaboration for our partners.





## METHODOLOGY

In response to requests received from sports tourism focused destinations, the Huddle Up Group conducted a nationwide survey targeted at the parents of athletes. The purpose of the survey was to determine the current opinion of parents as to when, and under what circumstances, they would allow their children to participate in travel sports again in the future.

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Beyond demographic information, the survey included five (5) specific questions and was distributed through social media channels and to event rights holders. The latter included a request that those organizations forward a link to the survey to their membership. The survey was conducted from May 5-17, 2020 and received 2,694 unique responses representing 42 states.

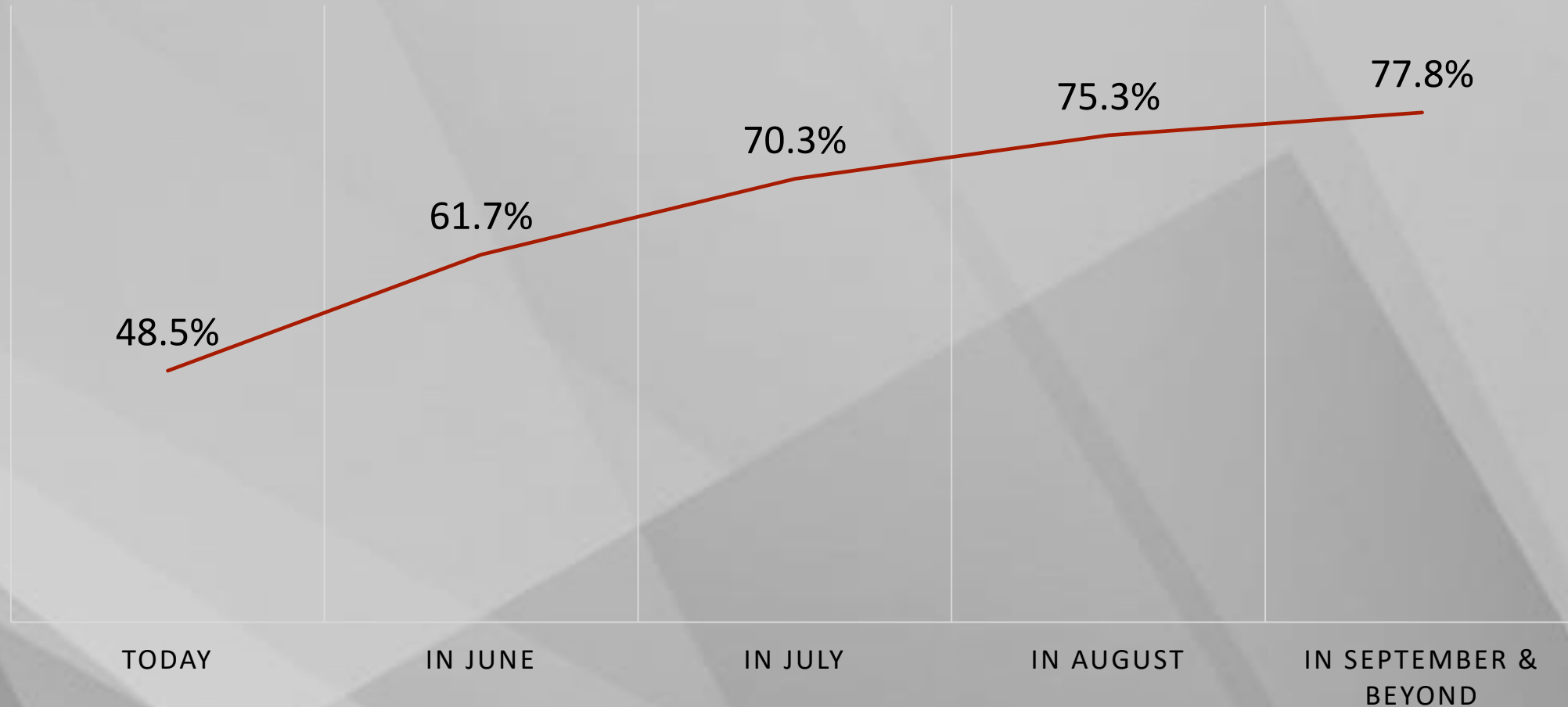
Of those that responded, 76% identified themselves as the parent of an athlete, 12% identified as coaches, 5% identified as working in a sports organization, 4% were athletes themselves, 2% indicated they were family of an athlete, and 1% were referees.

**TOTAL SURVEY RESPONSES: 2,694**

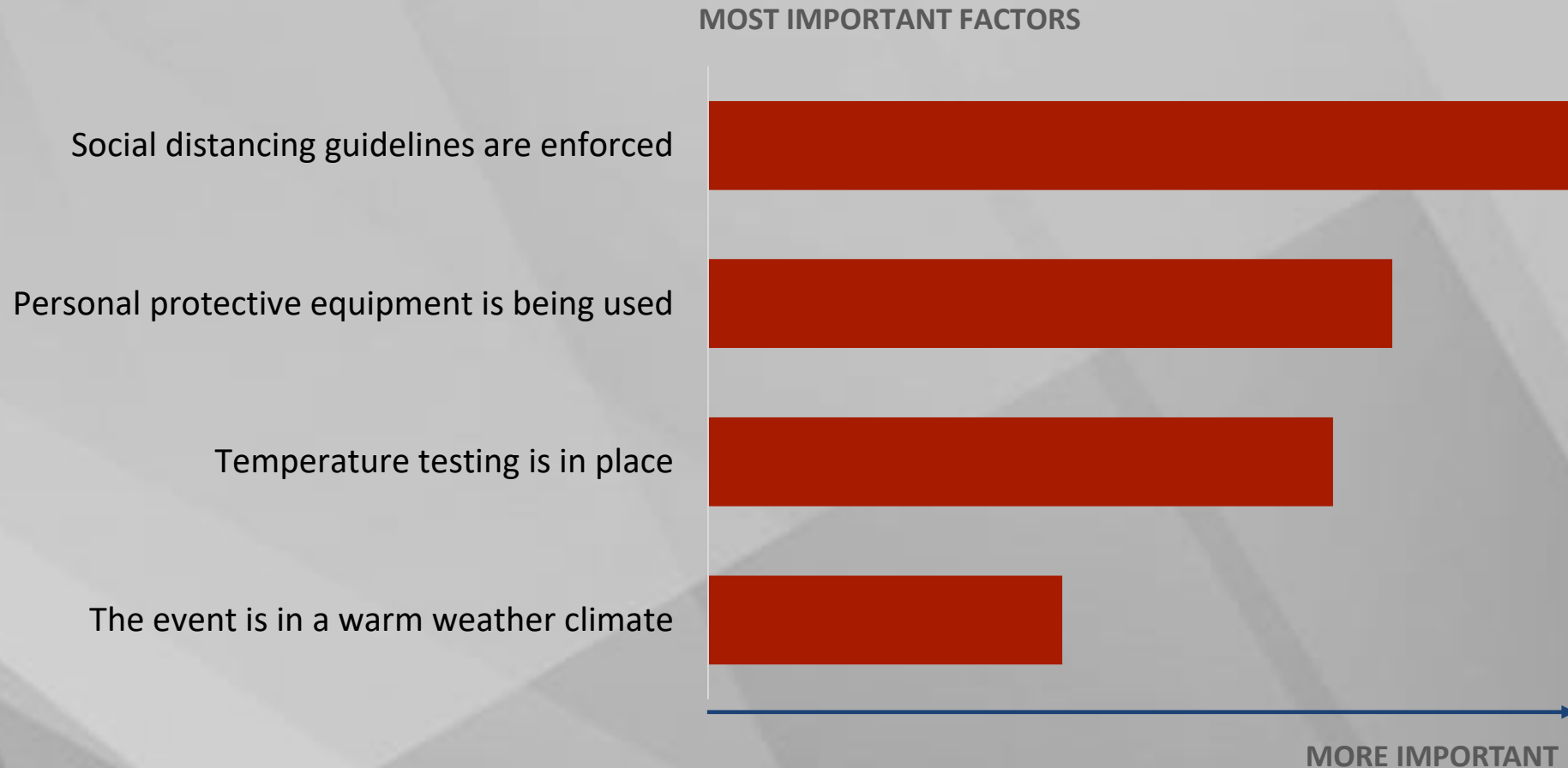
# HOW SAFE DO YOU FEEL ALLOWING YOURSELF/YOUR ATHLETE(S) TO PARTICIPATE IN SPORTS AT THE FOLLOWING TIMES?



PERCENT THAT FEEL SAFE OR SOMEWHAT SAFE



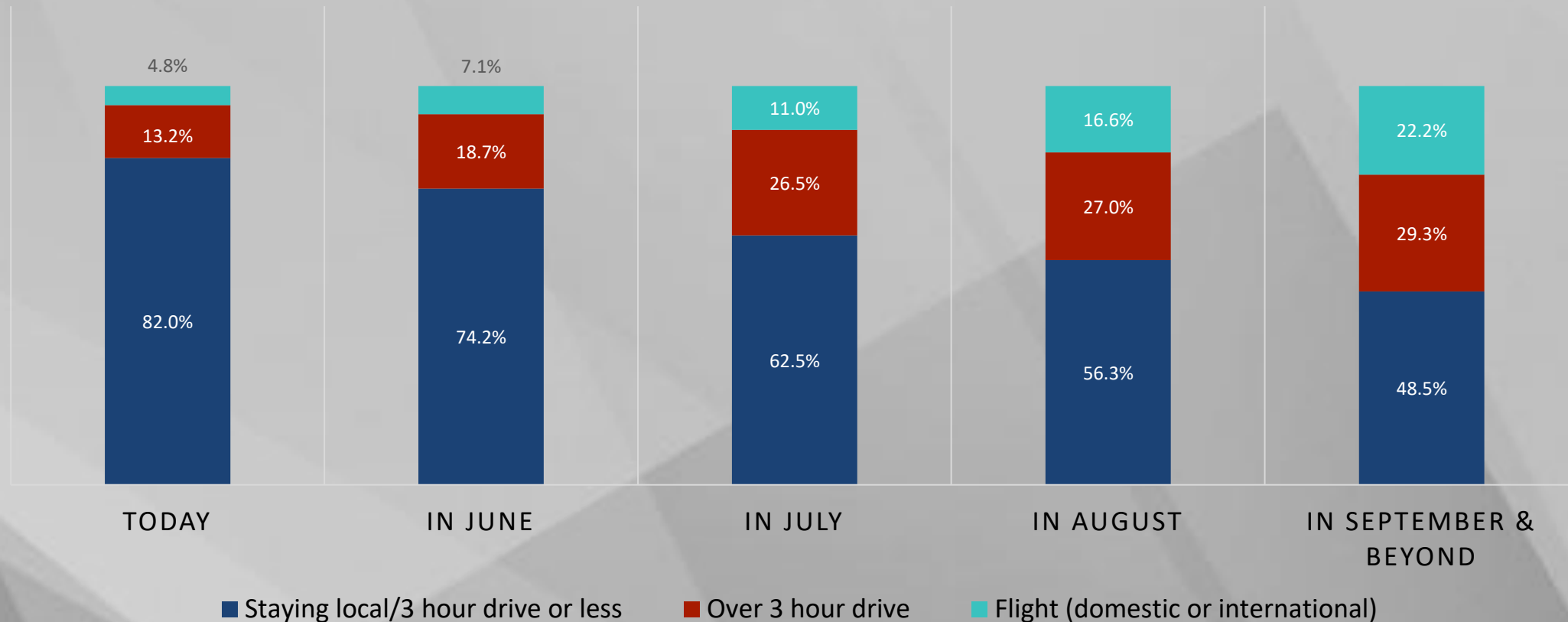
# WHAT ARE THE MOST IMPORTANT FACTORS IN DECIDING IF YOU ALLOW YOURSELF/YOUR ATHLETE(S) TO PARTICIPATE IN TRAVEL SPORTS?



# WHEN YOU FEEL IT IS SAFE FOR YOURSELF/YOUR ATHLETE(S) TO TRAVEL FOR COMPETITIONS, WHAT IS THE FARTHEST DISTANCE YOU ARE COMFORTABLE ALLOWING THEM TO TRAVEL AT THE FOLLOWING TIMES?



DISTANCE COMFORTABLE TRAVELING

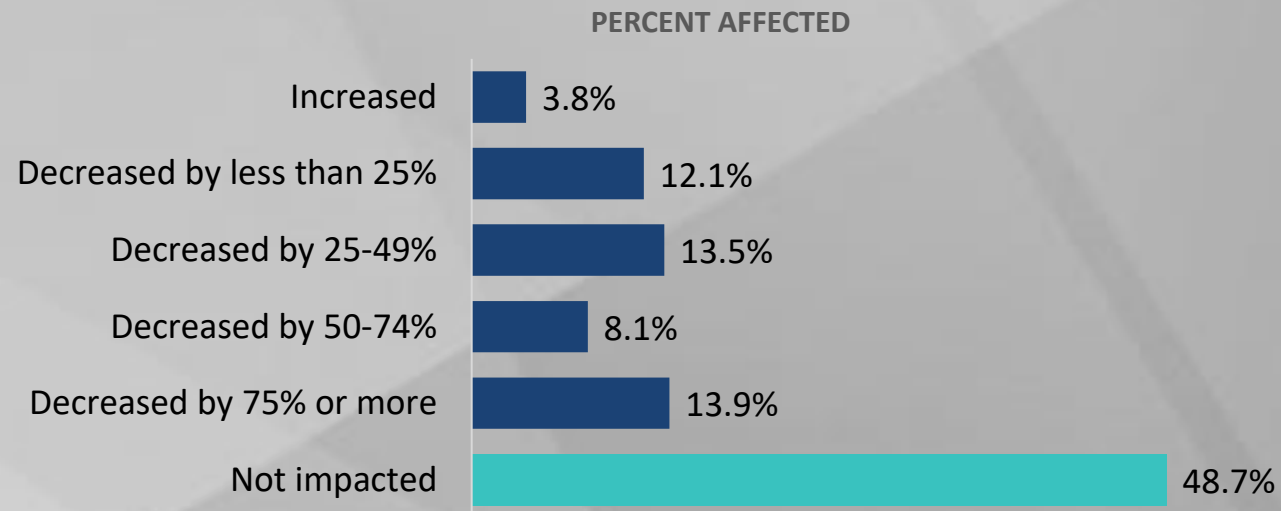


# WHEN YOU DO ALLOW YOUR ATHLETE(S) TO TRAVEL, HOW MANY ADDITIONAL PEOPLE DO YOU ANTICIPATE TRAVELING WITH EACH ATHLETE?



AVERAGE **2.5**

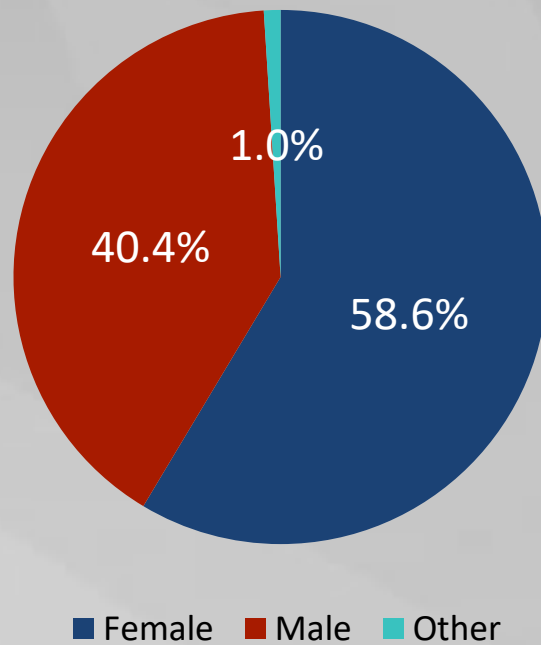
## HOW MUCH HAS YOUR SPORTS TRAVEL BUDGET BEEN AFFECTED BY THE CURRENT MARKET CONDITIONS?



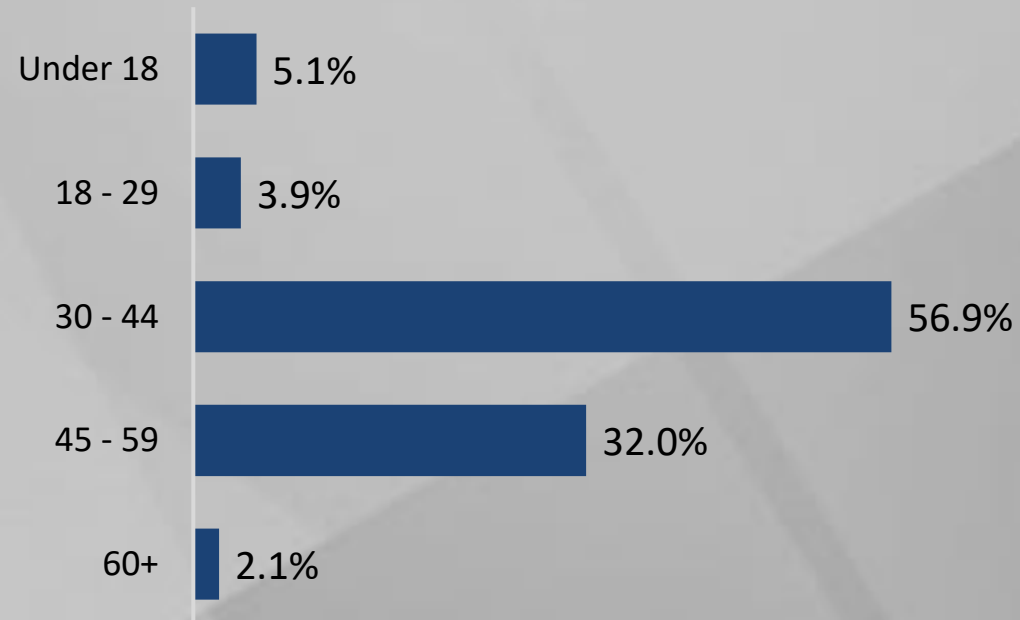
# DEMOGRAPHICS



GENDER



AGE



TOP 8 SPORTS BY PARTICIPATION

1. Softball
2. Hockey
3. Baseball
4. Soccer
5. Basketball
6. Football
7. Golf
8. Volleyball





**THANK YOU FOR YOUR TIME!**

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CAROLINE@HUDDLEUPGROUP.COM  
ERIC@HUDDLEUPGROUP.COM

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WWW.HUDDLEUPGROUP.COM/HUDDLE-UP

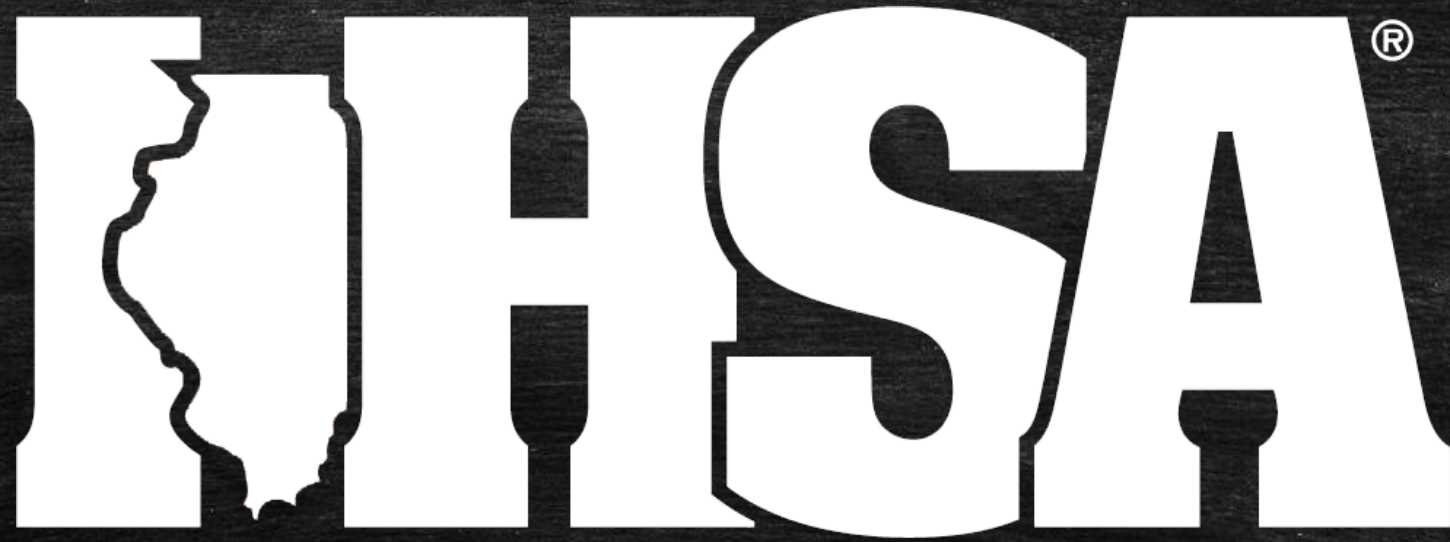


# Stacey Lambert

Assistant Executive Director

Updates from IHSA





**Illinois High School Association**

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# About the IHSA

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- Founded in 1900, the Illinois High School Association is a not-profit organization with over 800 member high schools in Illinois. The IHSA is headquartered in Bloomington, Illinois and is not funded by tax dollars or administered by the government in the state of Illinois.





# IHSA Purpose and Mission

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- The IHSA's existence centers around fostering participation opportunities that will help develop and instill the necessary characteristics to make today's high school students tomorrow's community leaders. The Future Plays Here!
- The IHSA governs the equitable participation in interscholastic athletics and activities that enrich the educational experience.



# IHSA Budget

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- The IHSA's primary source of income is generated from ticket sales in State Series events. On average, about eight total sports produce positive revenue streams annually, with the profits from those sports being used to help fund the tournaments for the IHSA's other 30-plus sports and activities.



# IHSA Structure

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- The IHSA staff is overseen by a Board of Directors.
  - The principals who make up the IHSA Board of Directors volunteer their time and energy to serve the IHSA and its member schools. Each Board member represents a geographic Division in the state after being nominated and then elected in a vote by other principals in that Division.
- The IHSA staff administers the state tournaments in all IHSA sanctioned activities and sports, including the State Series sites, assigning of officials and on-site state final management. The staff is responsible for the education and enforcement of the by-laws that its member schools vote into existence.



# IHSA Today

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- Winter/ Spring State Championship update
- IHSA Return to Play plan
  - Stage 1
- Fall Sports





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THANK YOU  
**Stacey Lambert**  
Assistant Executive Director



# Louis Mateus

General Manager  
Mercyhealth Sportscore Complexes

Mercyhealth Sportscore  
Complexes & Youth Sports  
Updates



**ROCKFORD  
PARK DISTRICT**



# COVID-19 Impact to the Rockford Park District



Friday, March 13, 2020

All Rockford Park District facilities, events, programs, and rentals are suspended effective immediately.



Parks, paths, trails, dog parks remained open during COVID-19.

Park amenities temporarily closed:

- Playgrounds
- Basketball rims
- Soccer and tennis nets



Modifying spring, summer, fall operational plans. Finding unique ways to bring recreation safely into people's homes through RPD Recess and Stay 'N Play Activity Boxes.



Virtual programs offered – camps, sports, lessons, Esports, and field trips. Park amenities being restored on May 30, 2020. Pools and music series cancelled for summer.

Significant economic impact to community and state due to cancelled tournaments/events

Juvenile crime up 100%



# Mercyhealth Sportscore — TWO —







## BY THE NUMBERS

**180+** acres

Nearly **\$3 million** visitors every year

**26** full soccer fields overall

**7** turf fields with lights, including Wedgbury Stadium which is FIFA (Fédération Internationale de Football Association) certified

**3** indoor soccer fields

**3** outdoor sand volleyball courts

Concessions, restrooms, locker rooms, Skybox restaurant

Facility Parking: **2,000+** spaces



Mercyhealth  
Sportscore  
ONE





## BY THE NUMBERS

Parking: **500+** spaces

**18** Soccer Fields

**8** Lighted Softball/Baseball Diamonds

Boat Ramp

Fishing Pond



## PHASE 3: RECOVERY

# YOUTH SPORTS GUIDELINES



Illinois  
Department of Commerce  
& Economic Opportunity  
JB Pritzker, Governor

## RESTORE ILLINOIS

A Public Health Approach To Safely Reopen Our State

### PART OF PHASE 3 OF RESTORE ILLINOIS PLAN

APPLICABLE TO EACH REGION UPON TRANSITION TO PHASE III | ISSUED ON MAY 24, 2020

The Recovery Phase of the Restore Illinois public health approach to reopening the Illinois economy includes returning people to work, businesses reopening and group gatherings of 10 or fewer. We must all continue to social distance, frequently wash our hands and cover our faces to maintain progress in overcoming COVID-19.

#### This document is applicable to businesses that meet the following criteria:

- Organizations operating recreational sport activities for youth
  - i. Examples of youth sports include (non-exhaustive): competitive sports games or matches, group sports lessons, team or group sports practices
- In Phase III, youth sports activities are limited to:
  - i. Drills, practices, and lessons that do not involve contact between individuals and allow for 6-ft of social distancing to be maintained (no competitive games allowed)

**Uniform guidelines across businesses, industries and nonprofits within the State of Illinois:**

#### How are we adjusting?

- Rescheduling when possible
- Filling need to stay local
- Booking smaller events and tournaments
- Revising policies and procedures for safety and security of guests and community



<b>Phase 1 Rapid Spread</b>	<b>Phase 2 Flattening</b>	<b>Phase 3 Recovery</b>	<b>Phase 4 Revitalization</b>	<b>Phase 5 Illinois Restored</b>
<p>Strict stay at home and social distancing guidelines are put in place, and only essential businesses remain open.</p> <p>Every region has experienced this phase once already and could return to it if mitigation efforts are unsuccessful.</p>	<p>Non-essential retail stores reopen for curb-side pickup and delivery.</p> <p>Illinoisans are directed to wear a face covering when outside the home and can begin enjoying additional outdoor activities like golf, boating &amp; fishing while practicing social distancing.</p>	<p>Manufacturing, offices, retail, barbershops and salons can reopen to the public with capacity and other limits and safety precautions.</p> <p>Gatherings of 10 people or fewer are allowed.</p> <p>Face coverings and social distancing are the norm.</p>	<p>Gatherings of 50 people or fewer are allowed, restaurants and bars reopen, travel resumes, child care and schools reopen under guidance from the Illinois Department of Public Health.</p> <p>Face coverings and social distancing are the norm.</p>	<p>The economy fully reopens with safety precautions continuing.</p> <p>Conventions, festivals and large events are permitted, and all businesses, schools and places of recreation can open with new safety guidance and procedures.</p>





**ROCKFORD  
PARK DISTRICT**

# Q&A

# LunchChat

Connect. Inform. Help.



**Thursdays @ 12 noon**

[www.gorockford.com/lunchchat](http://www.gorockford.com/lunchchat)

# Stay Connected!

Facebook: GoRockford

[www.gorockford.com](http://www.gorockford.com)

[covid19@gorockford.com](mailto:covid19@gorockford.com)

**Connect. Inform. Help.**

**[UnitedWayRRV.org/covid-19](https://UnitedWayRRV.org/covid-19)**

**OR**

**Text TOGETHER to 40403**

# Rockford Area Resources

[GoRockford.com/ResourceCenter](http://GoRockford.com/ResourceCenter)

Information about local sites/attractions/restaurants, and resources for families and small businesses

[GoRockford.com/LunchChat](http://GoRockford.com/LunchChat)

Weekly webinars every Tuesday/Thursday



# LunchChat

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**Thank you!**