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**VICTUS**

A D V I S O R S



**Greenville**  
NORTH CAROLINA

FINAL REPORT - DRAFT v3

SPORTS TOURISM COMPLEX FEASIBILITY STUDY  
FOR THE CITY OF GREENVILLE, NORTH CAROLINA

MARCH 26, 2024



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*Disclaimer: This report relies on a variety of information and assumptions to develop market, financial, and economic projections. Information sources and assumptions include, but may not be limited to, information provided by the City of Greenville, input and opinions provided by the City's relevant stakeholders and partners, Victus Advisors' industry experience and previous studies, and publicly available data from various industry sources. Any information collected by Victus Advisors has not been audited or verified and has been assumed to be correct. There will be differences between actual events and projections contained herein. We express no assurances of any kind related to any projected information, and differences between projections and actual events may be material.*



## EXECUTIVE SUMMARY



# PROJECT BACKGROUND & METHODOLOGY



## Project Background -

Victus Advisors (or “Victus”) was engaged in August 2023 by the City of Greenville, North Carolina (Greenville or the “City”) to conduct a sports tourism complex feasibility study. Victus’ primary study goals include:

### Phase 1 - Sports Tourism Market Analysis

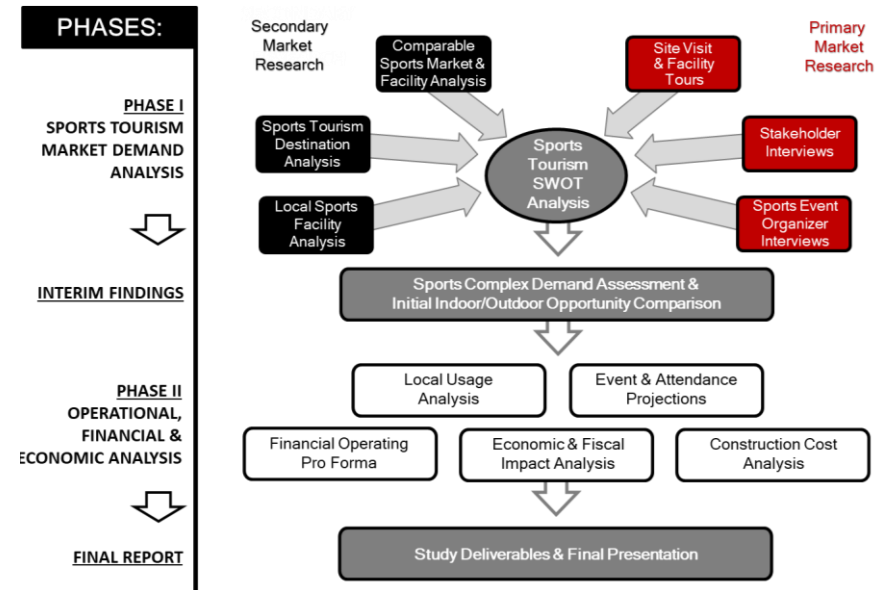
- a) Market Demand Analysis - Develop a comprehensive profile of the strengths and weaknesses of Greenville as a sports tourism market.
- b) Sports Tourism Market & Facility Opportunity Analysis - Develop an analysis of sports tourism market and facility opportunities for the City of Greenville.

### Phase 2 - Financial & Economic Analysis

- c) Operating & Financial Analysis - Analyze the current operating structure of each identified venue opportunity and make recommendations regarding the ideal operating approaches. Develop recommended operating model and custom financial pro forma for the proposed venue(s).
- d) Economic/Fiscal Impact & Funding Analysis - Develop estimates of the economic/fiscal impacts that could be generated by new sports facilities.

The flow chart to the right shows a more detailed visualization of our study methodology.

## Study Methodology -



*Please Note: This Executive Summary section only contains select highlights from our research and analysis, and our full report should be read in its entirety in order to understand all of our research, recommendations, analysis, and conclusions.*



# LOCAL MARKET DATA & SPORTS TOURNAMENT FACILITY ANALYSIS



## Local Demographic & Socioeconomic Trends -

- Over the past 20 years, the population of the City of Greenville has grown at 1.2% annually, and the Greenville MSA has grown at 1.1%, both of which are higher than the U.S as a whole.
- The median household incomes of both Greenville and the Greenville MSA are lower than the median household income of the U.S. In addition, the median age is also well below the national average, however both of these factors are common in markets with large university student populations.
- That said, in terms of households with children under 18, the Greenville MSA has a higher percentage than the U.S. average. A high percentage of households with children tends to represent a larger presence of working-age populations with young families, which is a positive indicator for youth/amateur sports demand.

## Indoor Sports Facility Inventory -

The Eakin Student Recreation Center is the only indoor sports facility with more than one (1) multi-use court in Pitt County. Additionally, none of the four (4) pools in the County are 50-meter competitive pools. Lastly, there is currently only one (1) ice sheet in Pitt County.

## Ball Fields Inventory -

There are numerous ball fields found throughout Pitt County. It should be noted however, that there is no baseball complex with at least five (5) fields, and there is only one (1) softball complex with at least five (5) fields.

## Rectangular Fields Inventory -

There are four (4) rectangular field facilities in Pitt County with five (5) or more fields. However, just three (3) of these facilities have hosted sports tourism events since February 2020: Bradford Creek Soccer Complex, North Recreational Complex (ECU), and Pitt Greenville Soccer Association Complex. Blount Recreational Sports Complex (ECU) has the largest number of fields at ten (10), but is not typically available for sports tournaments.

## Pitt County Sports Tournament Activity -

Between February 2020 through November 2023, Pitt County has hosted nearly 30 softball tournaments/events which is the leading sport for sports tourism events in the County. Baseball ranked second with 12 tournaments/events, and soccer was third with nine (9). Indoor tournament activity (e.g. aquatics, wrestling, basketball, volleyball, etc.) was very limited relative to outdoor sports.



# STAKEHOLDER INTERVIEWS



## Overview -

In September 2023, the City of Greenville identified participants and scheduled a series of in-person interviews for Victus Advisors. The goals of these interviews were to gather feedback from key stakeholders, community leaders, and potential project partners regarding the market potential for an additional sports tourism facility (or facilities). The set of topics and questions included perceptions of current sports facility offerings, perceptions of the City as a host of large regional tournaments, existing organizational structures and other such feedback.

Victus Advisors conducted in-person, virtual and telephone interviews with representatives from the following eight (8) stakeholder groups (in alphabetical order):

- Citizens of Greenville
- City of Greenville City Manager's Office
- City of Greenville Recreation & Parks
- East Carolina University Campus Recreation & Wellness
- Greenville-Eastern North Carolina Alliance
- Pitt County Community Schools & Recreation
- Pitt County Economic Development
- Visit Greenville

## Stakeholder Interview Summary -

- Stakeholders indicated that while there are various sports facilities throughout the Greenville/Pitt County area, there is a limited supply of facilities with enough fields and/or indoor courts to host large regional tournaments and events.
- Many stakeholders asserted that baseball and softball are very popular in the area, and one stakeholder stated that “Greenville is a baseball mecca.” However, stakeholders mentioned that there is a need for more softball fields. Interviewees mentioned that softball fields are overcrowded, and that the fields at Sara Law do not drain well when it rains.
- All interviewees held a positive view of Greenville as a host for regional sports tournaments due to a number of factors inherent to the City. Stakeholders often cited Greenville’s location, restaurant and hotel infrastructure, and established sports culture as some of the key indicators for why Greenville would have success in hosting regional sports tournaments.
- Generally, stakeholders believe that Greenville has a strong and established sports culture, most particularly for baseball and softball. As mentioned previously, multiple stakeholders noted that Greenville is a baseball mecca. Additionally, an interviewee asserted that the LLSWS was a good indicator of what sports tourism is to Greenville. Another stakeholder pointed to the fact that Greenville has “a very passionate youth sports community” and has previously been named “Sportstown USA” for North Carolina by Sports Illustrated, which is driven mainly by baseball and softball in the area.



## Sports Tourism Site Selection Factors -

According to SportsETA, tournament organizers focus on four (4) key factors when making their site selections:

### 1. Quality of Sports Facilities -

Stakeholders indicated that while there are various sports facilities throughout the Greenville/Pitt County area, there is a limited supply of facilities with enough fields and/or indoor courts to host large regional tournaments and events. One stakeholder stated “we have a lot of fields, but a lot of them are not up to par.”

### 2. Proximity & Access -

There is a population of over 6.6 million people within a 2.5-hour drive time of Greenville City Hall, and over 25 million people within a 5-hour drive time of Greenville City Hall, to potentially draw from for sports tourism events.

### 3. Hotels & Amenities -

- The majority of hotels in Pitt County are along or near Greenville Boulevard and Memorial Drive. There are over 2,100 hotel rooms in Pitt County.
- In 2022, Pitt County hotels performed better relative to 2021. Average daily rates (ADR) ranged from \$86 to \$121 per night throughout the calendar year (national average was \$148 per night), with occupancy rates ranging from approximately 49% to 69% (national average was 62.7%). Occupancy rates peaked during the summer months, while ADR peaked in September.

## 4. Reputation & Brand -

A stakeholder pointed to the fact that Greenville has “a very passionate youth sports community” and has previously been named “Sportstown USA” for North Carolina by Sports Illustrated, which is driven mainly by baseball and softball in the area. Since 2020, Pitt County has hosted nearly 30 softball tournaments/events which is the leading sport for sports tourism events in the County. Baseball ranked second with 12 tournaments/events. Furthermore since 2020, baseball tournaments/events have generated the most room nights in Pitt County with just over 13,000. Softball ranked second with just under 12,000 room nights generated.



## Overview -

In October and November 2023, Victus Advisors conducted telephone interviews with a representative sample of regional sports event organizers who could be potential users of an additional sports facility (or facilities) in the City of Greenville. The goals of these interviews were to gather feedback regarding the market opportunity for regional events to be held at an additional sports facility (or facilities) in the City of Greenville. Interviewees shared views of Greenville as an event destination, comparable out-of-market venues, minimum amenities required in order to attract events, and other feedback concerning the proposed venue(s).

Victus Advisors conducted telephone interviews with representatives from 24 regional sports event organizers.

## Key Takeaways -

- Most major event organizers indicated that a new sports complex in Greenville could become part of their rotation for regional events, if a facility was available with the proper features/amenities.
- Based solely on the organizations surveyed, we found initial interest for up to 25 annual tournaments/weekend events that could use indoor court space. A total inventory of eight (8) courts would accommodate all of the basketball/volleyball groups.

## Key Takeaways (Cont.) -

- We found initial interest for up to 26 annual weekend swim meets/competitions that could be accommodated by an indoor facility that has a 50-meter pool with a movable bulkhead and seating capacity for 600-800 spectators. One organizer noted that a smaller warm up pool would be a nice additional amenity to the competition pool.
- We found initial interest for up to four (4) hockey tournaments, as three (3) to four (4) ice sheets would accommodate all of the hockey groups.
- We found initial interest for up to 19 annual outdoor tournaments/weekend events (rectangular fields).
- We found initial interest for up to 38 annual outdoor tournaments/weekend events (ball diamonds).
- For tennis, we found initial interest for up to 13 tournaments if Greenville had a larger facility than Baywood Racquet Club and Green Ridge Racquet Club, which each have nine (9) tennis courts.
- For pickleball, we found initial interest for up to 13 tournaments if Greenville had a larger facility than Elm Street Park and Wimbledon Tennis & Recreation Complex, which each have eight (8) pickleball courts.





# COMPETITIVE & COMPARABLE SPORTS TOURISM MARKET & FACILITY ANALYSIS



## Overview -

Victus Advisors has identified the following markets as sports tourism destinations in the southeast region that could provide case studies and benchmarks for evaluating the sports tourism potential of the Greenville Market (Pitt County). These Metropolitan Statistical Areas (MSA's) are listed in alphabetical order below:

- Charlotte-Concord-Gastonia, NC-SC
- Greensboro-High Point, NC
- Myrtle Beach-Conway-North Myrtle Beach, SC
- Raleigh-Cary, NC
- Richmond, VA
- Rocky Mount, NC
- Virginia Beach-Chesapeake-Norfolk, VA-NC
- Wilson County, NC
- Winston-Salem, NC

Victus Advisors analyzed facilities within these markets that could potentially be a competitive facility for existing or future sports tourism facilities in Greenville, as well as reviews sports marketing branding efforts within these competitive markets.

## Indoor Courts Facility Summary -

- All indoor courts facilities profiled have at least eight (8) basketball courts which are convertible to at least 12 volleyball courts. All but one (1) of the facilities are publicly owned, and three (3) of the facilities are privately operated.

## Indoor Courts Facility Summary (Cont.) -

- The average construction cost per square foot of the profiled facilities is approximately \$198 in Q3 2023 construction dollars.

## Aquatic Center Summary -

- All aquatic centers profiled have at least one (1) 50-meter competitive pool and a 25-yard pool.
- The average construction cost per square foot of the profiled facilities is approximately \$470 in Q3 2023 construction dollars.

## Outdoor Sports Facility Summary -

- The outdoor sports complexes we profiled average more than eight (8) rectangular fields and just under eight (8) baseball/softball diamonds. All of the comparable outdoor sports field facilities are publicly owned and operated.
- Construction costs of the five (5) comparable facilities that were able to provide data, when adjusted to Q3 2023 dollars (the most recent available construction cost data in the Turner Building Cost Index), were built for an average cost of approximately \$2.5 million per field.



# SPORTS TOURISM SWOT ANALYSIS & FACILITY OPPORTUNITY ASSESSMENT



## Overview -



## Facility Opportunity Assessment -

Facility Type	Key Amenities	Estimated Construction Cost (\$2023)	Est. Annual Reserve for Operating Deficits	Estimated Total 30-yr Capitalized Costs (\$2023)	Estimated Annual Sports Tourism Events	Incremental Portion Only	Capitalized Facility Costs Per New Event	Sports Tourism ROI Rank
Baseball/Softball Fields	8 to 12 Diamonds w/ Lights	\$25,000,000	\$300,000	\$31,576,000	40	20	<b>\$52,627</b>	<b>1</b>
Indoor Court Facility	8 to 12 Basketball Courts	\$30,000,000	\$400,000	\$38,768,000	25	23	<b>\$56,186</b>	<b>2</b>
Outdoor Rectangle Fields	8 Synthetic Fields w/ Lights	\$20,000,000	\$200,000	\$24,384,000	20	10	<b>\$81,280</b>	<b>3</b>
Aquatics	50M Pool	\$35,000,000	\$1,000,000	\$56,919,000	25	22	<b>\$86,241</b>	<b>4</b>

Based on an evaluation of total estimated capitalized costs (including both construction and ongoing operations) vs. estimated incremental sports tourism event activity, Victus Advisors ranks the following sports tourism facility projects in terms of estimated Sports Tourism Return on Investment (ROI):

1. Baseball/Softball Complex
2. Indoor Court Facility
3. Outdoor Artificial Turf Rectangular Fields Complex
4. Aquatics Center

It should also be noted that Greenville has a strong history of hosting softball and baseball activity, in spite of the lack of tournament-caliber venues, and therefore the area's established reputation in those sports could help establish a long-term competitive advantage for a new tournament-caliber complex.



# USER GROUP ANALYSIS & FACILITY RECOMMENDATIONS FOR A NEW BASEBALL/SOFTBALL COMPLEX

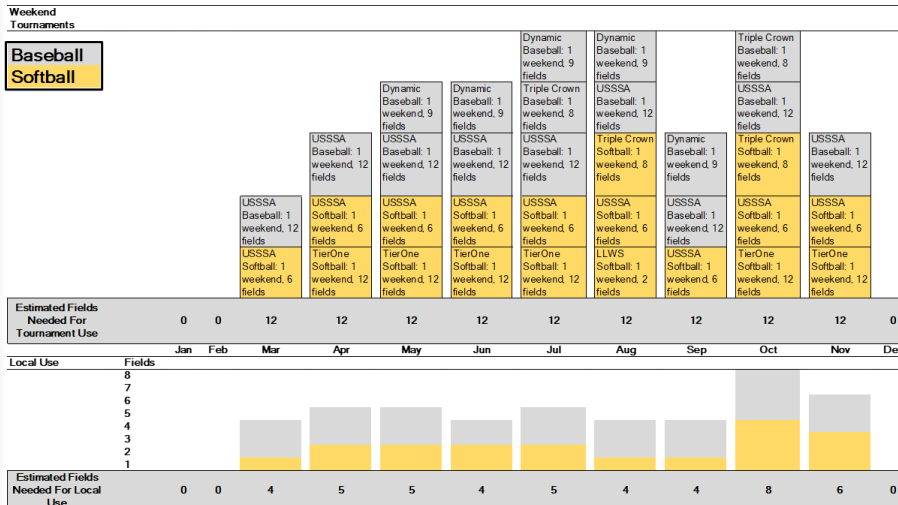


## Overview -

Victus Advisors identified a new tournament-caliber baseball and softball complex as the top recommended priority for the City of Greenville based upon Sports Tourism ROI, as well as for establishing a competitive long-term advantage for Greenville as a sports tourism destination based upon the City's established reputation and partnerships for baseball and softball.

## Projected Usage Calendar -

Victus recommends a tournament-caliber 12-plex with lighted, artificial turf diamonds that could be adjustable for baseball/softball and various age groups. As shown below, weekend tournament demand peaks at 12 fields per weekend from March through November (assuming baseball and softball tournaments are not held on the same weekend).



## Facility Recommendations -

Based upon the results of our market and facility analysis, Victus recommends that a new baseball/softball complex should have:

- Ball Diamonds:** Victus identified demand for at least 12 baseball/softball fields with lights, adaptable for both youth baseball (14U and below) and youth/adult softball. Victus recommends that at least two (2) of the fields could also be adaptable for high school baseball groups. The complex should also feature portable mounds and adjustable fencing to adapt to various age groups.
- Artificial Turf:** A majority of baseball interviewees confirmed that lighted artificial turf fields are ideal for their events, so that they can run games into the evenings while not having to cancel games due to the conditions. Other event organizers and some facility operators were wary of artificial turf fields, as sometimes they can get too hot for athletes in high temperatures during the summer. That said, it should be noted that newer artificial turf technologies now use organic fill that doesn't heat up like synthetic rubber fill. Some communities have also used mister systems in the summer to cool fields.
- Other Support Areas & Amenities:** Restrooms, concessions, bleacher seating at each field, batting cages, administrative offices, meeting/flex rooms that could also be used by tournament organizers, on-site recreation features such as play structures and walking trails.



# USAGE PROJECTIONS & OPERATING PRO FORMA FOR A NEW BASEBALL/SOFTBALL COMPLEX



## Estimated Annual Utilization -

It is estimated that the baseball/softball complex in Greenville could host approximately 40 annual tournaments, primarily on the weekends or during holidays. While weekend tournaments and events would draw athletes, spectators, and participants from outside of Pitt County (Friday through Sunday), it should be noted that local use (practices and games, etc.) would primarily be Pitt County residents (typically Monday through Thursday).

## Total Estimated Out-of-Market Visitation -

It is estimated that visitors from outside of Pitt County could account for about 76% (or 398,000 out of 523,000 estimated annual visits) of annual attendance at a new tournament-caliber baseball/softball complex in Greenville. It is assumed that weekday usage would primarily be local programming, whereas weekend use would primarily be dedicated to youth/amateur sports tournaments:

	<u>Weekday</u>	<u>Weekend</u>	<u>TOTAL</u>
In-County Visits	56,000	69,000	125,000
Out-of-County Visits	6,000	392,000	398,000
<b>TOTAL VISITORS</b>	<b>62,000</b>	<b>461,000</b>	<b>523,000</b>

## Annual Operating Pro Forma - Base Model -

In a stabilized year of operations, it is estimated that the operations of a new tournament-caliber baseball/softball complex in Greenville could operate at an approximately 55% cost recovery, prior to debt service:

	<b>Stabilized Year</b>
<b>Operating Revenues:</b>	
Rental Income (Local Use)	\$74,000
Rental Income (Tournaments)	\$160,000
Concessions (Net)	\$415,000
Advertising & Sponsorship	\$69,000
Other	\$10,000
<b>Total Revenues:</b>	<b>\$728,000</b>
<b>Operating Expenses:</b>	
Salaries, Wages, & Benefits	\$751,000
Utilities	\$200,000
Advertising, Marketing, & Promotion	\$50,000
General & Administrative Incl. Insurance	\$78,000
Maintenance/Repair	\$121,000
Materials/Supplies	\$121,000
<b>Total Expenses:</b>	<b>\$1,321,000</b>
<b>NET OPERATING MARGIN (LOSS)</b>	<b>(\$593,000)</b>
<b>COST RECOVERY</b>	<b>55%</b>

Please note: If the complex were to be operated by a third-party management firm, it is likely that monthly management fees (typically ranging from \$12,000 to \$24,000 per month) would be incurred in addition to the expenses shown above.



# ECONOMIC & FISCAL IMPACT ANALYSIS FOR A NEW BASEBALL/SOFTBALL COMPLEX



## Estimated Annual Net New Economic & Fiscal Impacts Associated with Incremental Sports Tourism -

VISITATION & SPENDING		ANNUAL ECONOMIC IMPACTS			HOTEL IMPACTS	ANNUAL FISCAL IMPACTS	
Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending (1)	Total Output	Employment	Labor Income	Estimated Annual Hotel Nights	County Sales Tax (2.25%)	County Hotel Tax (6%)
398,000	\$25,581,000	\$44,114,000	1,025	\$42,087,000	75,000	\$757,000	\$443,000

It is estimated that the operations of the new tournament-caliber baseball/softball complex could generate the following impacts within Pitt County on an annual basis:

- \$44.1 million in annual economic output
- 1,025 in sustainable annual jobs
- \$42.1 million in annual labor income
- 75,000 in annual hotel nights
- \$1.2 million in County Sales and Hotel Tax

## Net Present Value (NPV) of Estimated 30-Year Impacts -

NET PRESENT VALUE (NPV) OF INCREMENTAL IMPACTS OVER 30 YEARS (1)				
ECONOMIC IMPACTS			FISCAL IMPACTS	
Total Output	Employment	Labor Income	County Sales Tax (2.25%)	County Hotel Tax (6%)
\$954,199,000	1,025	\$910,354,000	\$16,374,000	\$9,582,000

Over a 30-year period, it is estimated that the proposed new tournament-caliber baseball/softball complex could generate overall long-term impacts within Pitt County with a net present value (NPV) of:

- \$954 million in total economic output
- 1,025 in sustainable annual jobs
- \$910 million in total labor income
- \$25.9 million in County Sales and Hotel Tax



# ALTERNATIVE FACILITY MODEL: ADDITION OF OUTDOOR RECTANGULAR FIELDS TO BASEBALL/SOFTBALL COMPLEX



**Overview** - Victus was also tasked by Greenville City Council with analyzing the operating pro forma and economic impacts associated with building four (4) rectangular, multi-use fields on the same site with the development of a new tournament-caliber baseball/softball complex. To develop a usage model for the rectangular fields, Victus spoke with local soccer and lacrosse groups regarding potential usage demand for both weekday usage (practices, games) and weekend events (tournaments).

## **Projected Local Usage (Weekdays) -**

- **Pitt County Youth Lacrosse** - Four (4) fields would meet demand for their practices. The group currently uses fields at Bradford Creek, a private school, and sometimes softball fields. If they had access to new fields, the group would use them in the late winter through the spring twice a week.
- **PGSA** - The group's principal facility is the Pitt Greenville Soccerplex. Since the facility does not have lights, the group rents fields at North Recreational Complex and Blount Recreational Sports Complex during the winter months. The group indicated that they would be interested in using the four (4) additional fields, but they would need more than just the four (4) proposed fields to significantly grow their local programs.

## **Projected Tournament Usage (Weekends) -**

- **Pitt County Youth Lacrosse** - The interviewee stated that they would need at least eight (8) rectangular fields in the same location to host tournaments, so the proposed development would not be sufficient for them to host tournaments.

- **PGSA** - The group stated that access to four (4) fields would not significantly impact their current annual tournament, but depending on age category (smaller ages can use dividable fields) up to 10 more teams could be brought in (Note: their current tournament averages about 100 teams).

**Revised Baseball/Softball Complex Operating Model** - Before creating a combined Baseball/Softball and four (4) Rectangular Fields model, Victus consulted with the Greenville Parks & Recreation Department regarding their intended approach as facility operator and made the following key edits to our Tournament Baseball/Softball Complex model:

- Added \$5 tournament parking fee per car.
- Reduced salaries, wages, and benefits according to the Parks/Rec Department's recommended staffing approach and pay scale.

In a stabilized year of operations, based on the recommended Parks/Rec Department operating approach, it is estimated that the operations of a new tournament-caliber baseball/softball complex in Greenville could operate at an approximately 115% cost recovery, prior to debt service.

The combined Revised Baseball/Softball Model and Additional Rectangular fields is shown on the following page.



# ANNUAL OPERATING PRO FORMA: BASEBALL/SOFTBALL COMPLEX WITH FOUR ADDITIONAL RECTANGULAR FIELDS



Utilizing the revised operating model presented on the prior page, it is now estimated that (in a stabilized year of operations) that the combined operations of the tournament-caliber baseball/softball complex and four (4) rectangular fields could operate with a **net operating income (prior to debt service) of more than \$162,000 per year, which includes salaries based on the City of Greenville Pay Plan and tournament parking fees of \$5 per car.**

	STABILIZED YEAR		
	Baseball/Softball Complex	4 Rectangular Fields	Combined Operations
<b>Operating Revenues:</b>			
Rental Income (Local Use)	\$74,000	\$143,000	\$217,000
Rental Income (Tournaments)	\$160,000	\$4,000	\$164,000
Concessions (Net)	\$415,000	\$17,000	\$432,000
Advertising & Sponsorship	\$69,000	\$3,000	\$72,000
Parking Fees	\$588,000	-	\$588,000
Other	\$10,000	\$5,000	\$15,000
<b>Total Revenues:</b>	<b>\$1,316,000</b>	<b>\$172,000</b>	<b>\$1,488,000</b>
<b>Operating Expenses:</b>			
Salaries, Wages, & Benefits	\$572,295	\$0	\$572,295
Utilities	\$200,000	\$67,000	\$267,000
Advertising, Marketing, & Promotion	\$50,000	\$10,000	\$60,000
General & Administrative Incl. Insurance	\$78,000	\$26,000	\$104,000
Maintenance/Repair	\$121,000	\$40,000	\$161,000
Materials/Supplies	\$121,000	\$40,000	\$161,000
<b>Total Expenses:</b>	<b>\$1,142,295</b>	<b>\$183,000</b>	<b>\$1,325,300</b>
<b>NET OPERATING MARGIN (LOSS)</b>	<b>\$173,705</b>	<b>(\$11,000)</b>	<b>\$162,700</b>

Notes: (1) Presented in 2024 dollars, prior to consideration of debt service.

(2) Stabilized year of operations typically occurs by Year 3.

(3) Utilities estimate assumes artificial turf fields.

(4) Salaries shown align with City of Greenville Pay Plan and is based on the proposed staffing plan if complex is operated by City Personnel.

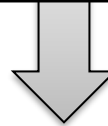


# UPDATED CONSTRUCTION COST ESTIMATE: 16 FIELDS (12 DIAMONDS + 4 RECTANGULAR)



## 12 FIELD ESTIMATE

Based on High:	\$30,754,000
Based on Average:	\$22,626,000
Based on Median:	\$21,423,000



## 16 FIELD ESTIMATE

Based on High:	\$41,005,000
Based on Average:	\$30,169,000
Based on Median:	\$28,564,000

It is estimated that a new 16-field outdoor sports complex in Greenville (prior to site-specific and concept-specific construction cost estimates) could approximately cost between \$29 and \$41 million in estimated 2023 construction dollars.





# ESTIMATED NET ANNUAL ECONOMIC & FISCAL IMPACTS OF FOUR ADDITIONAL RECTANGULAR FIELDS



VISITATION & SPENDING		ANNUAL ECONOMIC IMPACTS			HOTEL IMPACTS	ANNUAL FISCAL IMPACTS	
Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending (1)	Total Output	Employment	Labor Income	Estimated Annual Hotel Nights	County Sales Tax (2.25%)	County Hotel Tax (6%)
11,500	\$658,000	\$1,314,000	32	\$1,241,000	248	\$61,000	\$1,000

Notes: (1) Only includes direct spending by visitors from outside of Pitt County  
 (2) Assumes 1.5 nights per out-of-county visitor, and average daily room rate of \$98.

It is estimated that the operations of four (4) new rectangular fields in conjunction with the development of a new tournament-caliber baseball/softball complex in Greenville could generate the following impacts within Pitt County on an annual basis:

- \$1.3 million in annual economic output
- 32 sustainable annual jobs (includes both full-/part-time jobs)
- \$1.2 million in annual labor income (\$38,797 per job)
- 248 annual hotel nights
- \$62,000 in County sales and hotel taxes

Baseball/Softball Comparison	
	\$56.1 million
	1,195 jobs
	\$54.0 million
	75,000
	\$1.2 million



# SUMMARY OF NET IMPACT OVER TIME (30 YEARS) OF FOUR ADDITIONAL RECTANGULAR FIELDS



NET PRESENT VALUE (NPV) OF INCREMENTAL IMPACTS OVER 30 YEARS (1)				
ECONOMIC IMPACTS			FISCAL IMPACTS	
Total Output	Employment	Labor Income	County Sales Tax (2.25%)	County Hotel Tax (6%)
\$27,622,000	31	\$25,361,000	\$1,319,000	\$22,000

Notes: (1) Assumptions include 3.0% annual inflation and 4.5% discount rate.

(2) Employment represents new full- and part-time jobs sustained on an annual basis.

Over a 30-year period, it is estimated that the four (4) new rectangular fields in conjunction with the development of a new tournament-caliber baseball/softball complex could generate overall long-term impacts within Pitt County with a net present value (NPV) of:

- \$27.6 million in total economic output
- 31 sustainable annual jobs
- \$25.4 million in total labor income
- Over 7,000 hotel nights
- \$1.3 million in County sales & hotel taxes

### Baseball/Softball Comparison

\$1.2 billion
1,195 jobs
\$1.2 billion
2.25 million
\$26.7 million



# 1. INTRODUCTION



# PROJECT BACKGROUND



Victus Advisors (or “Victus”) was engaged in August 2023 by the City of Greenville, North Carolina (Greenville or the “City”) to conduct a sports tourism complex feasibility study. Victus’ primary study goals include:

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## Phase 2 - Financial & Economic Analysis

- c) **Operating & Financial Analysis** - Analyze the current operating structure of each identified venue opportunity and make recommendations regarding the ideal operating approaches. Develop recommended operating model and custom financial pro forma for the proposed venue(s).
- d) **Economic/Fiscal Impact & Funding Analysis** - Develop estimates of the economic/fiscal impacts that could be generated by new sports facilities.

The flow chart on the next page shows a more detailed visualization of our study methodology.



# STUDY METHODOLOGY



## PHASES:

**PHASE I**  
**SPORTS TOURISM**  
**MARKET DEMAND**  
**ANALYSIS**

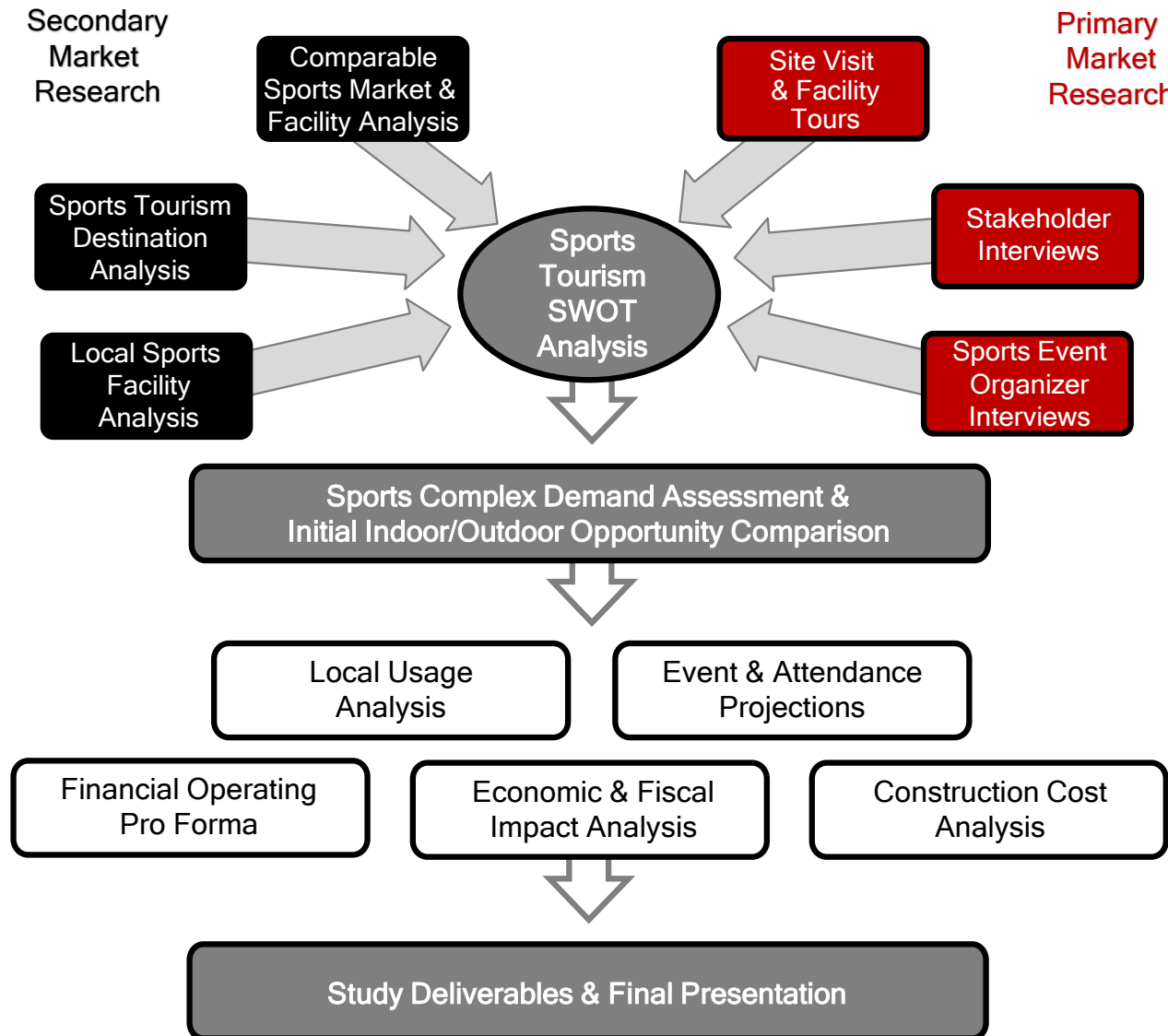


**INTERIM FINDINGS**

**PHASE II**  
**OPERATIONAL,**  
**FINANCIAL &**  
**ECONOMIC ANALYSIS**



**FINAL REPORT**



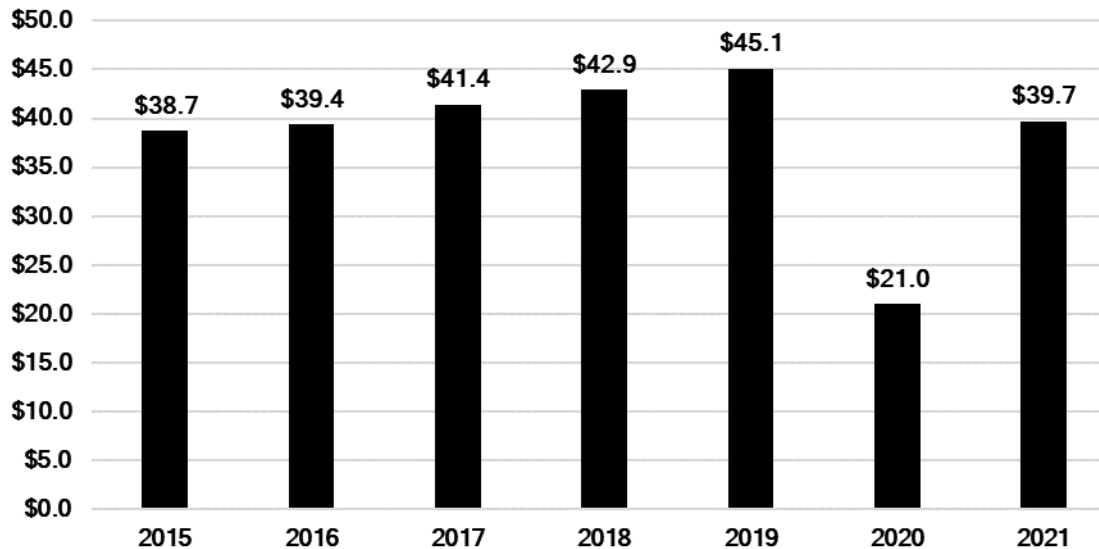


# WHAT IS “SPORTS TOURISM”?



- “Sports Tourism” is regional or national travel to observe or participate in a sporting event.
- The typical sports tourism traveler is a family traveling via car within a 3-to-6 hour drive range for youth/amateur sports tournaments.
- Visitor spending via sports tourism is typically captured via room nights/hotel spending, restaurants, retail, and local entertainment and cultural attractions.
- In 2019, US sports tourism exceeded \$45.1 billion in annual spending by sports travelers, event organizers, and venues as shown below:

Annual Sports Tourism Spending in the U.S. (Billions)



Sports-related travel spending reached \$45.1 billion in 2019, a 5% increase from 2018 and 17% increase since 2015. 2021 saw a significant recovery from 2020 (impacted by the COVID-19 pandemic), and trends we are monitoring for 2022 indicate that sports tourism spending has likely returned to pre-pandemic levels.

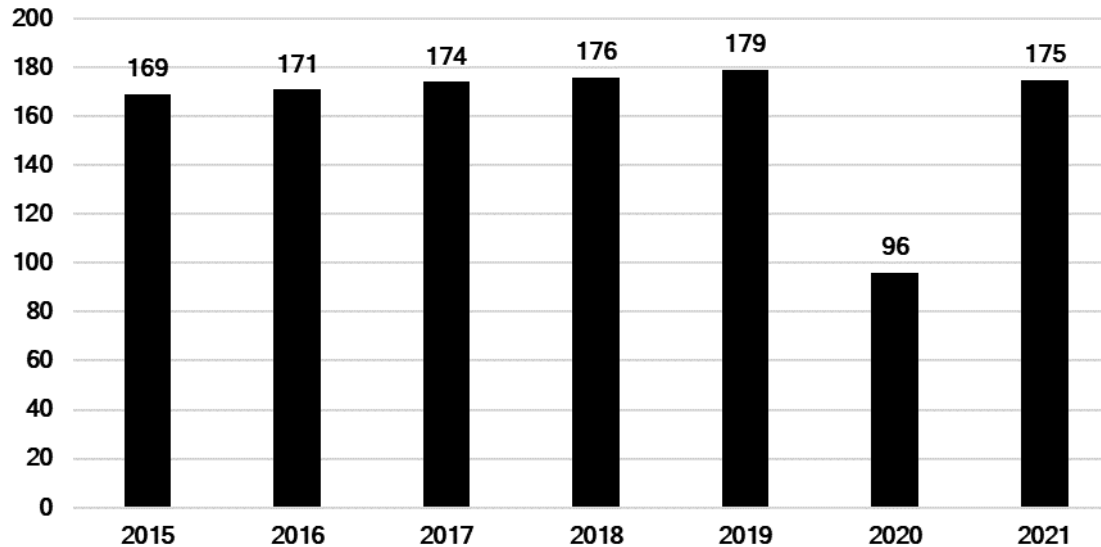
Source: Sports ETA (Note: 2022 and 2023 data is pending, as Sports ETA releases it every two years)



# WHAT IS SPORTS TOURISM? (CONT.)



Annual Sports Tourism Travelers in the U.S. (Millions)



Sports-related travel reached 179 million people in 2019.

2021 sports tourism travelers rebounded to 2017-18 levels after 2020 was negatively impacted by the COVID-19 pandemic.

Source: Sports ETA

- That said, according to a leading tourism industry research firm (Longwoods International), “Understanding residents’ level of support for tourism and sports events in communities is critical to the continued growth of sport tourism... Hosting a recurring local event and sustaining its continual development is not possible without residents’ participation and support.”
- A July 2022 Longwoods/Sports ETA survey of 4,000 adults across the country found that 60% of respondents agreed that youth and amateur sporting events benefited their local economy (an increase of over 7% from the 2020 survey), and 54% stated that these events improved the quality of life within their respective communities.



## 2. LOCAL MARKET DATA & SPORTS TOURNAMENT FACILITY ANALYSIS





# SECTION OVERVIEW

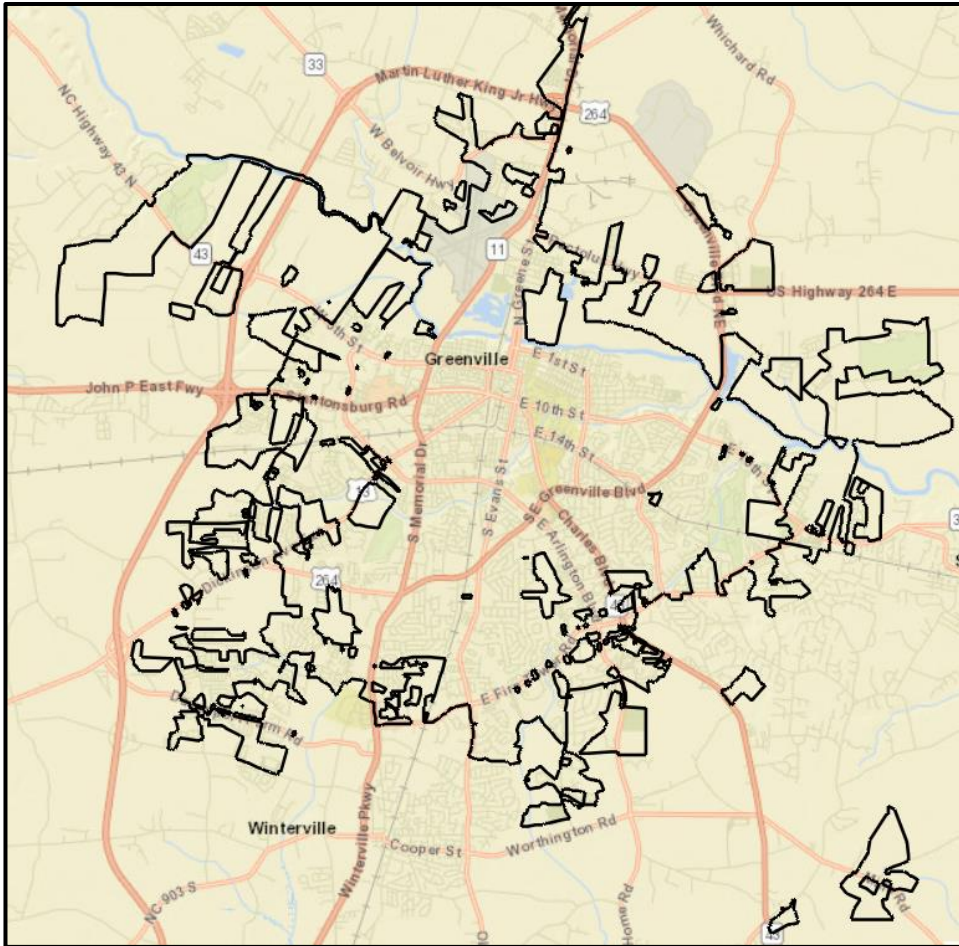


The purpose of this section is to:

- 1) Analyze key local demographic & socioeconomic trends.
- 2) Review and assess the strengths and weaknesses of current local sports facilities.
- 3) Analyze Greenville's current annual sports tournament activity with existing facilities.



# CITY OF GREENVILLE



Source: Esri



# GREENVILLE MSA

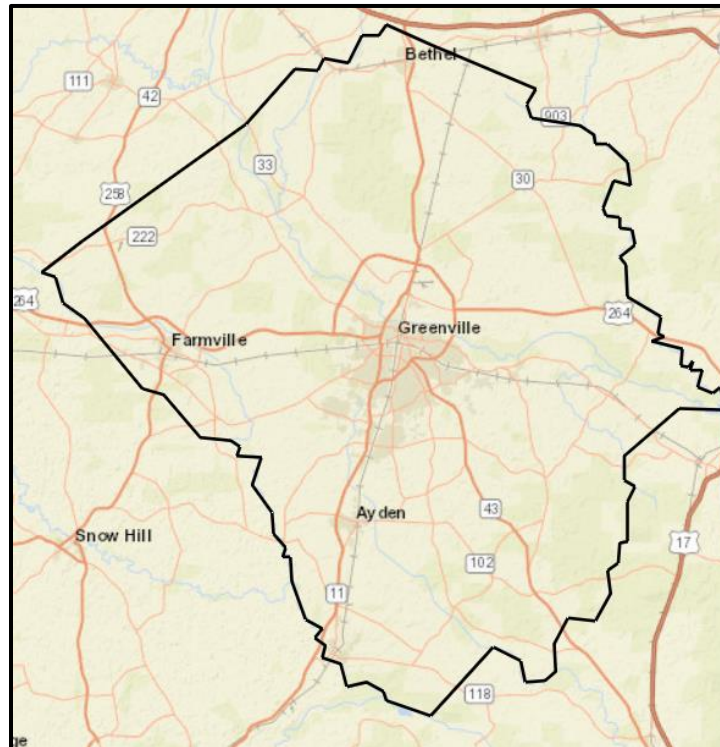


Metro.  
Statistical  
Areas

- MSA's are defined by the U.S. Office of Management & Budget.
- They are defined by adjacent counties with a high degree of social/economic integration and an urban core of 50,000 people or more.

Greenville  
MSA

- The Greenville MSA has a population of more than 172,000 people.
- The MSA is geographically defined as Pitt County.





# LOCAL DEMOGRAPHIC & SOCIOECONOMIC TRENDS



	City of Greenville	Greenville MSA	United States
Population	89,103	172,847	337,470,185
Population Under 18	16,905	36,434	73,018,020
Percentage of Population Under 18	19.0%	21.1%	21.6%
Population Growth:			
Annual Pop. Growth (2000 to 2023)	1.2%	1.1%	0.8%
Annual Pop. Growth (5-year Projection)	0.2%	0.2%	0.3%
Projected Population (2028)	90,078	174,917	342,640,129
Median Age	31	34.2	39.1
Median Household Income	\$41,670	\$47,521	\$72,603
Adjusted Median Household Income (1)	\$49,489	\$55,710	
Total Households	38,928	71,509	129,917,449
Households With Children Under 18	17,912	47,521	83,890,180
Percentage of Households With Children	46.0%	66.5%	64.6%

Sources: Esri, Sperling

Note: (1) Adjusted for cost of living according to Sperling

Over the past 20 years, the population of the City of Greenville has grown at 1.2% annually, and the Greenville MSA has grown at 1.1%, both of which are higher than the U.S as a whole.

The median household incomes of both Greenville and the Greenville MSA are lower than the median household income of the U.S. In addition, the median age is also well below the national average, however both of these factors are common in markets with large university student populations.

That said, in terms of households with children under 18, the Greenville MSA has a higher percentage than the U.S. average. A high percentage of households with children tends to represent a larger presence of working-age populations with young families, which is a positive indicator for youth/amateur sports demand.



# LOCAL DEMOGRAPHIC & SOCIOECONOMIC TRENDS: OVERALL ECONOMIC PROFILE



## CURRENT ECONOMIC DRIVERS *(Source: Greenville Eastern Northern Carolina Alliance)*

- Government jobs account for 31% of employed people in the Greenville market, followed by retail (12%), and healthcare and social assistance (11%), with the following leading employers:
  - Grady-White Boats (marine-related manufacturing)
  - Thermo Fisher Scientific (pharmaceutical manufacturing)
  - Weyerhaeuser (wood and paper products)
- The strongest industries in the Greenville market have been identified as advanced manufacturing, pharmaceutical manufacturing, and medical devices and supply. Emerging industries have been identified as creative and creator economy and the gaming industry.



# GREENVILLE INDOOR SPORTS FACILITY INVENTORY



Facility	Location	Owner	Operator	Indoor Multi-Use Courts	Indoor Ice Sheet	Indoor Swimming Pool
Aquaventure Aquatic Campus	Winterville	Private	Private	-	-	1
Ayden Arts & Recreation Center	Ayden	Town of Ayden	Ayden Arts & Recreation	1	-	-
Carolina Ice Zone	Greenville	Private	Private	-	1	-
Drew Steele Center	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	-
Eakin Student Recreation Center	Greenville	East Carolina University	ECU Campus Recreation & Wellness	6	-	1
Eppes Recreation Center	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	-
Greenville Aquatics & Fitness Center	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	1
H. Boyd Lee Park (Recreation Center)	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	-
High School Gyms used for Basketball/Cheer	Pitt County	Pitt County Schools	Pitt County Schools	6	-	-
Martin Gym	Greenville	East Carolina Junior Volleyball Club	East Carolina Junior Volleyball Club	6	-	-
Minges Natatorium	Greenville	East Carolina University	ECU Athletics	-	-	1
South Greenville Recreation Complex	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	-
Sports Connection	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	-
Williams Arena at Minges Coliseum	Greenville	East Carolina University	ECU Athletics	1	-	-
<b>TOTAL</b>				<b>26</b>	<b>1</b>	<b>4</b>

Sources: Victus research, Visit Greenville NC

Notes: (1) Sorted by facility in alphabetical order. (2) Facilities highlighted in grey have previously hosted sports tournaments

Three (3) indoor sports facilities in Pitt County have hosted at least six (6) sports tourism events (events receiving participants from outside Pitt County) since February 2020, as highlighted in grey above: Eakin Student Recreation Center, Minges Natatorium, and Williams Arena at Minges Coliseum. Other key takeaways include:

**COURTS** - The Eakin Student Recreation Center is the only individual indoor sports facility with more than one (1) multi-use court in Pitt County.

**POOLS** - None of the four (4) pools in the County are 50-meter competitive pools.

**ICE** - There is currently only one (1) ice sheet in Pitt County.



# GREENVILLE BALL FIELDS FACILITY INVENTORY



Facility	Location	Owner	Operator	Baseball Fields	Softball Fields	Batting Cages	Accessible Ball Diamonds
Alice F. Keene District Park	Greenville	Pitt County	Pitt County Recreation	-	2	-	-
Ayden Recreation Park	Ayden	Town of Ayden	Ayden Arts & Recreation	-	1	-	-
Blount Recreation Sports Complex	Greenville	East Carolina University	ECU Campus Recreation & Wellness	-	5	-	-
Elm Street Park	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	-	1
Evans Park	Greenville	City of Greenville	Greenville Recreation & Parks	-	2	-	-
Farmville Municipal Athletic Park	Farmville	Town of Farmville	Farmville Parks & Recreation	-	2	-	-
Field of Dreams Park	Bethel	Town of Bethel	Town of Bethel	1	1	-	-
Guy Smith Park	Greenville	City of Greenville	Greenville Recreation & Parks	3	-	-	-
H. Boyd Lee Park	Greenville	City of Greenville	Greenville Recreation & Parks	-	3	-	-
Hillcrest Park	Winterville	Town of Winterville	Winterville Parks & Recreation	1	-	-	-
Jaycee Park	Greenville	City of Greenville	Greenville Recreation & Parks	-	1	-	-
Lewis Field at Clark LeClair Stadium	Greenville	East Carolina University	ECU Athletics	1	-	X	-
Matthew Lewis Park at West Meadowbrook	Greenville	City of Greenville	Greenville Recreation & Parks	1	1	-	-
Minges-Overton Complex	Winterville	Pitt Community College	Pitt Community College	1	-	-	-
Perkins Complex	Greenville	City of Greenville	Greenville Recreation & Parks	2	-	X	-
Sara Law Softball Complex	Winterville	Pitt County Girls Softball League	Pitt County Girls Softball League	-	4	X	-
Sports Connection	Greenville	City of Greenville	Greenville Recreation & Parks	-	-	X	-
Thomas Foreman Park	Greenville	City of Greenville	Greenville Recreation & Parks	1	-	-	-
Winterville Recreation Park	Winterville	Town of Winterville	Winterville Parks & Recreation	3	1	X	-
<b>TOTAL</b>				<b>15</b>	<b>23</b>	<b>5</b>	<b>1</b>

Sources: Victus research, Visit Greenville NC

Notes: (1) Sorted by facility in alphabetical order. (2) The fields listed are of various sizes. (3) Facilities highlighted in grey have previously hosted sports tournaments

Eight (8) ball field facilities in Pitt County have hosted at least 50 sports tourism events since February 2020, as highlighted in grey above. Other key takeaways include:

BASEBALL - There is no baseball complex with at least five (5) fields.

SOFTBALL - There is only one (1) softball complex with at least five (5) fields.



# GREENVILLE RECTANGULAR FIELDS FACILITY INVENTORY

Facility	Location	Owner	Operator	Multi-Use Fields
Alice F. Keene District Park	Greenville	Pitt County	Pitt County Recreation	4
Ayden District Park	Ayden	Pitt County	Pitt County Recreation	2
Blount Recreational Sports Complex	Greenville	East Carolina University	ECU Campus Recreation & Wellness	10
Bradford Creek Soccer Complex	Greenville	City of Greenville	Greenville Recreation & Parks	5
Farmville Municipal Athletic Park	Farmville	Town of Farmville	Farmville Parks & Recreation	2
North Recreational Complex	Greenville	East Carolina University	ECU Campus Recreation & Wellness	8
Pitt Greenville Soccer Association Soccerplex	Greenville	Pitt Greenville Soccer Association	Pitt Greenville Soccer Association	7
<b>TOTAL</b>				<b>38</b>

Sources: Victus research, Visit Greenville NC

Notes: (1) Sorted by facility in alphabetical order (2) The multi-use fields listed are of various sizes (3) Facilities highlighted in grey have previously hosted sports tournaments

Three (3) rectangular field sports facilities in Pitt County have hosted at least 21 sports tourism events since February 2020, as highlighted in grey above: Bradford Creek Soccer Complex, North Recreational Complex, and Pitt Greenville Soccer Association Complex. Other key takeaways include:

**RECTANGULAR FIELDS** - There are four (4) facilities with five (5) or more fields. Blount Recreational Sports Complex has the largest number of fields at ten (10) and the North Recreational Complex is the next largest with eight (8) fields.

**OWNERSHIP** - Two (2) of the facilities are owned and operated by East Carolina University.





# GREENVILLE RACKET SPORTS FACILITY INVENTORY



<u>Facility</u>	<u>Location</u>	<u>Owner</u>	<u>Operator</u>	<u>Tennis Courts</u>	<u>Pickleball Courts</u>
Baywood Raquet Club	Winterville	Private	Private	9	-
Elm Street Park	Greenville	City of Greenville	Greenville Recreation & Parks	3	8
Evans Park	Greenville	City of Greenville	Greenville Recreation & Parks	4	-
Farmville Municipal Athletic Park	Farmville	Town of Farmville	Farmville Parks & Recreation	2	-
Green Ridge Raquet Club	Snow Hill	Private	Private	9	-
Greenville Country Club	Greenville	Private	Private	8	4
Raquet Club of Greenville	Greenville	Private	Private	6	-
River Birch Tennis Center	Greenville	City of Greenville	Greenville Recreation & Parks	8	-
Veteran's Memorial Park	Ayden	Town of Ayden	Ayden Arts & Recreation	4	-
Wimbledon Tennis & Recreation Complex	Greenville	Private	Private	4	8
Winterville Recreation Park	Winterville	Town of Winterville	Winterville Parks & Recreation	2	-
<b>TOTAL</b>				<b>59</b>	<b>20</b>

Sources: Victus research, Visit Greenville NC

Notes: (1) Sorted by facility in alphabetical order. (2) Some tennis courts are also used for pickleball. (3) Facilities highlighted in grey have previously hosted sports tournaments

As shown above, there are numerous tennis courts throughout Pitt County. Only three (3) facilities have pickleball courts.

The North Carolina Tennis Association will use almost all available tennis courts in the Pitt County Region. They typically host one (1) to two (2) tournaments per year.



# GREENVILLE DISC GOLF COURSE FACILITY INVENTORY



Facility	Location	Owner	Operator	Disc Golf Course
Ayden District Park	Ayden	Pitt County	Pitt County Recreation	1
Farmville Municipal Disc Golf Course	Greenville	Town of Farmville	Farmville Parks & Recreation	1
Matthew Lewis Park at West Meadowbrook	Greenville	City of Greenville	Greenville Recreation & Parks	1
North Recreational Complex	Greenville	East Carolina University	ECU Campus Recreation & Wellness	1
<b>TOTAL</b>				<b>4</b>

Sources: Victus research, Visit Greenville NC

Notes: (1) Sorted by facility in alphabetical order (2) The multi-use fields listed are of various sizes (3) Facilities highlighted in grey have previously hosted sports tournaments

There are four (4) disc golf courses spread throughout Pitt County.

All of the disc golf courses listed above have been used for tournaments.



# PITT COUNTY SPORTS TOURNAMENTS BY FACILITY: FEBRUARY 2020 - NOVEMBER 2023



Facility	Location	Surface Used	Tournament Types	Tournaments
Sara Law Softball Complex	Winterville	Ball Diamonds	Softball	21
North Recreational Complex	Greenville	Rectangular Fields	Lacrosse, Rugby, Soccer, etc.	12
Lewis Field at Clark LeClair Stadium	Greenville	Ball Diamonds	Baseball	8
Minges-Overton Complex	Winterville	Ball Diamonds	Baseball	8
H. Boyd Lee Park	Greenville	Ball Diamonds	Cross Country, Softball	6
Greenville Country Club	Greenville	Tennis Courts	Tennis	5
Pitt Greenville Soccerplex	Greenville	Rectangular Fields	Soccer	5
Ayden District Park	Ayden	Disc Golf	Disc Golf	4
Bradford Creek Soccer Complex	Greenville	Rectangular Fields	Soccer	4
Farmville Municipal Disc Golf Course	Greenville	Disc Golf	Disc Golf	4
Matthew Lewis Park at West Meadowbrook	Greenville	Disc Golf	Disc Golf	4
North Recreational Complex	Greenville	Disc Golf	Disc Golf	4
Green Ridge Raquet Club	Snow Hill	Tennis Courts	Tennis	3
River Birch Tennis Center	Greenville	Tennis Courts	Tennis	3
Elm Street Park	Greenville	Ball Diamonds	Softball	3
Minges Natatorium	Greenville	Aquatics	Swimming	3
Eakin Student Recreation Center	Greenville	Gym Courts	Basketball	2
Guy Smith Park	Greenville	Ball Diamonds	Baseball	1
Thomas Foreman Park	Greenville	Ball Diamonds	Baseball	1
Williams Arena at Minges Coliseum	Greenville	Multi-Use	Cornhole	1
Winterville Recreation Park	Winterville	Ball Diamonds	Baseball	1
<b>TOTAL</b>				<b>103</b>

Source: Visit Greenville NC

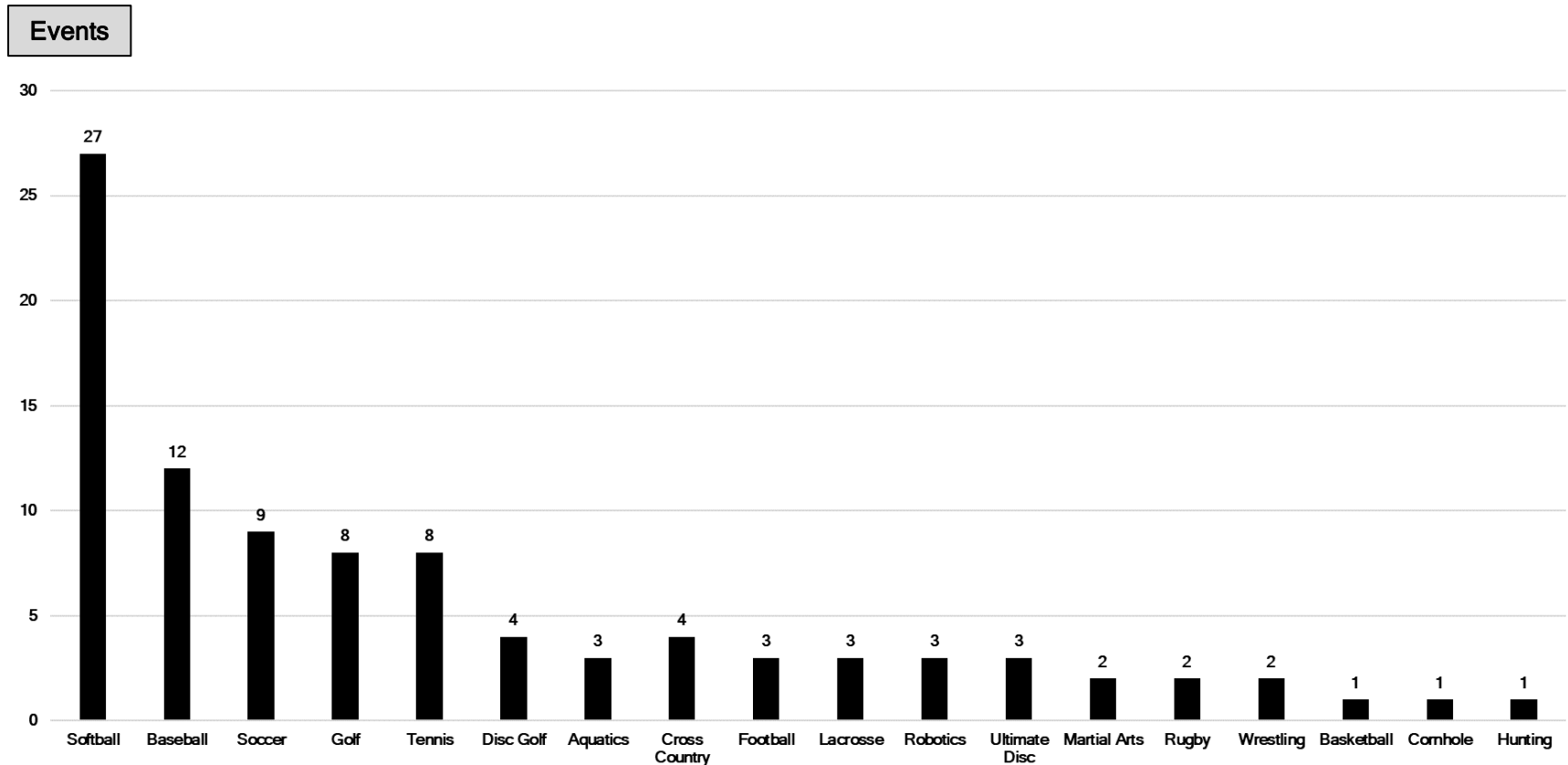
Note: Sorted by Tournaments in descending order

The table above shows that the Greenville area hosted over 100 sports tournaments from February 2020 to November 2023, according to Visit Greenville.

Please note, facilities highlighted in grey above will be profiled in detail in our full interim report, as facilities that have hosted more than two (2) sports tournaments in recent years.



# PITT COUNTY SPORTS TOURNAMENT ACTIVITY: TOTAL EVENTS (FEBRUARY 2020 - NOVEMBER 2023)



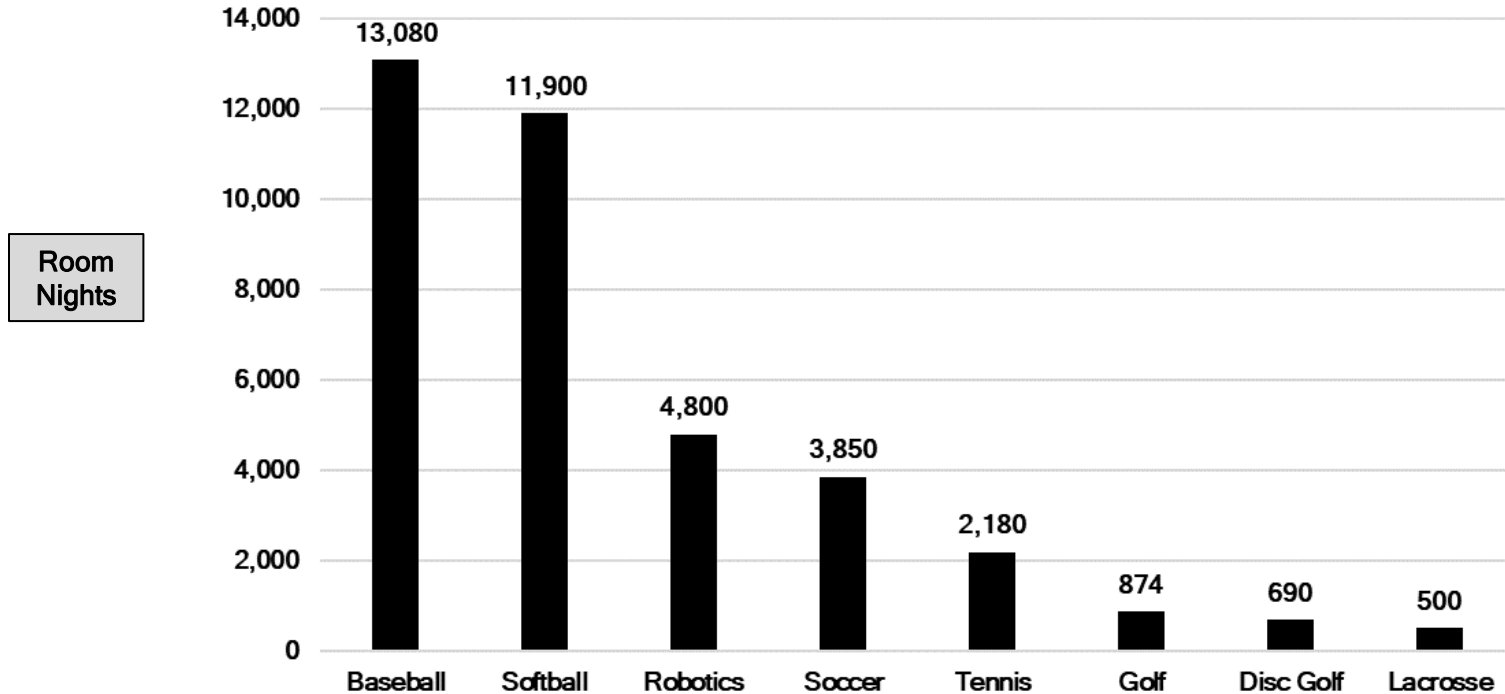
Source: Visit Greenville NC

Note: Sorted by events in descending order

Between February 2020 through November 2023, Pitt County has hosted nearly 30 softball tournaments/events which is the leading sport for sports tourism events in the County. Baseball ranked second with 12 tournaments/events, and soccer was third with nine (9). Indoor tournament activity (e.g. aquatics, wrestling, basketball, volleyball, etc.) was very limited relative to outdoor sports.



# PITT COUNTY SPORTS TOURNAMENT ACTIVITY: TOTAL ROOM NIGHTS (FEBRUARY 2020 - NOVEMBER 2023)



Source: Visit Greenville NC

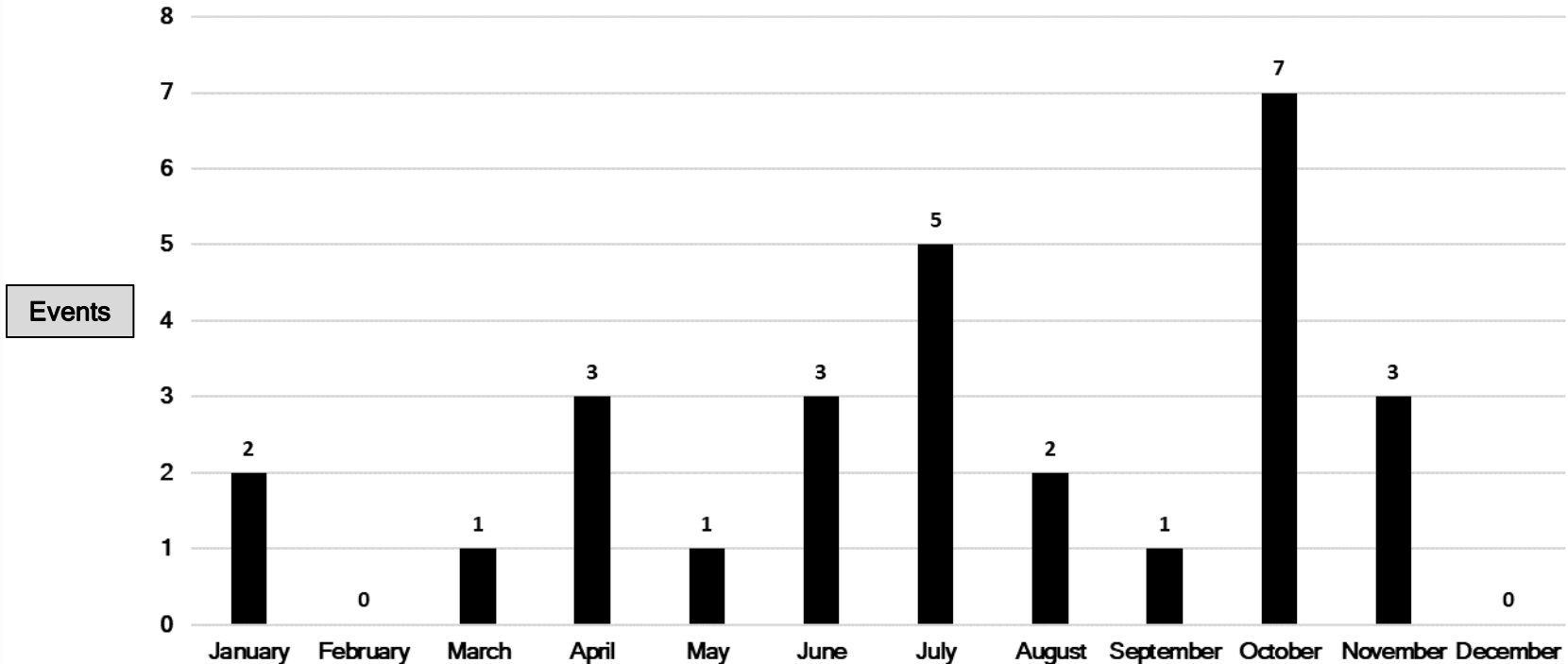
Notes: (1) Sorted by room nights in descending order (2) Only sports with generating 500 room nights or more were listed

Between February 2020 through November 2023, baseball tournaments/events have generated the most room nights in Pitt County with just over 13,000. Softball ranked second with just under 12,000 room nights generated.

Indoor team sports such as basketball, volleyball, wrestling, etc., have not generated significant room nights in Greenville due to a lack of sports tournament-caliber facilities.



# PITT COUNTY SPORTS TOURNAMENT ACTIVITY: 2022 SEASONALITY



Source: Visit Greenville NC

Note: Sorted by month in chronological order

In 2022, October had the most tournaments with seven (7). July ranked second with five (5) tournaments.

Overall, sports tournament activity peaked from April through November, when the bulk of the outdoor sports season occurs. Whereas, there were only 3 tournaments total during the winter months (December, January, February, March), due to the lack of indoor tournament facilities.



# PITT COUNTY SPORTS TOURNAMENT ACTIVITY: KEY SPORTS TOURISM PARTNERS



- USSSA Softball, USA Softball, and the Little League Softball World Series have been key partners for Pitt County, accounting for about 25% of the total tournaments hosted between February 2020 and November 2023.
  - USSSA Softball: Events from USSSA Softball have generated over 2,000 room nights between February 2020 and November 2023.
  - USA Softball: Events from USA Softball have generated over 6,500 room nights between February 2020 and November 2023.
  - Little League Softball World Series: Events from the Little League Softball World Series have generated over 2,000 room nights between February 2020 and November 2023. The event organizer spoke very highly of the “quaint, historic” Stallings Stadium at Elm Street Park, while also confirming that they are trying to grow their event to include more teams. They noted that adding another field similar to Stallings Stadium would help them in growing this event.
- Dynamic Baseball has also been a strong partner for Pitt County. It’s five (5) tournaments since 2020 have generated over 7,300 room nights.



## Sara Law Softball Complex

- Location: Winterville
- Owner: Pitt County Girls Softball League (PCGSL)
- Operator: Pitt County Girls Softball League
- Opened: 1998
- Footprint: 20 acres
- Features:
  - 4 lighted softball fields
  - 2 practice fields
  - Batting cages
  - Premiere sports academy on-site
- Sample Local Users:
  - Pitt County Girls Softball League
- Sample Tournament Organizer Users:
  - USA Softball, USSSA Softball, Tier One Fast Pitch Softball
- Representative Interview Comment:
  - “We need at least 12 lighted fields to run our events. Coordinating between Sara Law and Boyd Lee can be a logistical nightmare for us.”
- Additional Notes:
  - Sara Law Softball Complex has been home for the Pitt County Girls Softball League for over 20 years and serves as a host for tournaments and local softball.







## North Recreational Complex

- Location: Greenville
- Owner/Operator: ECU Campus Recreation & Wellness
- Features:
  - 8 multipurpose fields
  - 6 acres of water for fishing and boating
  - 18-hole disc golf course
- Sample Local Users:
  - ECU Club & Intramural Sports, East Carolina Youth Lacrosse
- Sample Tournament Organizer Users:
  - USA Ultimate, NIRSA: Leaders in Collegiate Recreation



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## Lewis Field at Clark LeClair Stadium

- Location: Greenville
- Owner/Operator: ECU Athletics
- Opened: 2005 ; Construction Cost: \$12 million
- Features:
  - 5,000-person seating capacity
  - Press box, tv and radio booths
- Sample Local Users:
  - ECU Men's Baseball
- Sample Tournament Organizer Users:
  - Dynamic Baseball, Impact Baseball





## Minges-Overton Complex

- Location: Winterville
- Owner/Operator: Pitt Community College
- Features:
  - Lighted baseball field
  - Bleacher seating
- Sample Local Users:
  - Pitt Community College Baseball
- Sample Tournament Organizer Users:
  - Dynamic Baseball, Impact Baseball



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## Greenville Country Club

- Location: Greenville
- Owner/Operator: Greenville Country Club
- Features:
  - 2 hard courts (lighted), 6 clay courts (lighted)
  - 4 pickleball courts (lighted)
  - 18-hole golf course
- Sample Local Users:
  - Greenville Country Club Members
- Sample Tournament Organizer Users:
  - North Carolina Tennis Association





## H. Boyd Lee Park

- Location: Greenville
- Owner: City of Greenville
- Operator: Greenville Recreation & Parks
- Features:
  - 3 lighted softball fields
  - Scorer's tower/concessions
  - Indoor multi-use court
  - 5k cross country course/walking trails
  - 4 sand volleyball courts
- Sample Local Users:
  - Adult Softball, Adult Kickball, Youth Fall Baseball
- Sample Tournament Organizer Users:
  - World Sports League Softball, USSSA Softball, Bo Run Cross Country Meet
- Representative Interview Comment:
  - "H. Boyd Lee is a good facility; however, it is too expensive to rent and the evening curfew cuts out some of our games."
- Additional Notes:
  - The facility also contains a recreation center, a playground, and a meeting room. H. Boyd Lee Park hosts many programs for Greenville citizens and has served as a host for several tournaments and events.





## Pitt Greenville Soccerplex

- Location: Greenville
- Owner/Operator: Pitt Greenville Soccer Association (PGSA)
- Features:
  - 7 multi-use fields
  - Restrooms and concessions
- Sample Local Users:
  - PGSA soccer teams, Future Stars Soccer
- Sample Tournament Organizer Users:
  - North Carolina Youth Soccer Association



## Bradford Creek Soccer Complex

- Location: Greenville
- Owner: City of Greenville; Operator: Greenville Recreation & Parks
- Features:
  - 5 multi-use fields (2 lighted)
  - Practice field
  - Shelter and picnic tables
- Sample Local Users:
  - Future Stars Soccer, Pitt Greenville Soccer Association (PGSA)
- Sample Tournament Organizer Users:
  - North Carolina Youth Soccer Association





# CURRENT SPORTS TOURISM FACILITY PROFILES (CONT.)



## Green Ridge Racquet Club

- Location: Snow Hill
- Owner/Operator: Private
- Features:
  - 9 clay tennis courts (8 lighted)
  - Outdoor swimming pool
  - Workout room
- Sample Local Users:
  - Green Ridge Racquet Club members and guests
- Sample Tournament Organizer Users:
  - North Carolina Tennis Association



## River Birch Tennis Center

- Location: Greenville
- Owner: City of Greenville; Operator: Greenville Recreation & Parks
- Features:
  - 8 tennis courts (lighted)
  - Tennis Center
- Sample Local Users:
  - Youth and Adult Tennis Classes
- Sample Tournament Organizer Users:
  - North Carolina Tennis Association





## Elm Street Park

- Location: Greenville
- Owner: City of Greenville
- Operator: Greenville Recreation & Parks
- Features:
  - Stalling's Stadium (lighted, 1,000 spectator capacity)
  - 1 fully accessible baseball field
  - 3 lighted tennis courts
  - 8 pickleball courts
  - Lawn games space
- Sample Local Users:
  - Greenie League Baseball, Greenville Pickleball Tournaments
- Sample Tournament Organizer Users:
  - Little League Softball World Series
- Representative Interview Comment:
  - "Stalling's Stadium is quaint and historic, but the seating runs out very quickly and the bathrooms need to be updated. Other than that, it is a great facility."
- Additional Notes:
  - Stalling's Stadium is the home of the Little League Softball World Series. Each year, the baseball infield grass is removed, and the field is converted into a championship caliber softball field. Elm street park is also the home to adult pickleball tournaments, and has space dedicated to lawn games, such as bocce courts, horseshoes, and shuffleboard.





## Minges Natatorium

- Location: Greenville; Owner/Operator: ECU Athletics
- Features:
  - 25-yard, 8 lane competition pool; 20-yard, 6 lane diving pool
  - 300-person seating capacity
  - Video playback systems and dryland training area
- Sample Local Users:
  - ECU Swimming and Diving, East Carolina Aquatics Masters Swimming
- Sample Tournament Organizer Users:
  - North Carolina Master's Swimming, U.S. Masters Swimming
- Representative Interview Comment:
  - "The seating at Minges is bad, and it needs more workout, storage, and dryland space."





## Greenville - Pitt County Area Disc Golf Courses

- Location: Pitt County
- Facilities: Ayden District Park, Farmville Municipal Disc Golf Course, Matthew Lewis Park at West Meadowbrook, North Recreational Complex
- Owners: City of Greenville, ECU, Town of Ayden, and Town of Farmville
- Operators: Greenville Recreation & Parks, ECU Campus Recreation and Wellness, Ayden Arts & Recreation, & Farmville Parks & Recreation
- Features:
  - 4 separate 18-hole disc golf courses
- Sample Local Users:
  - Local disc golfers
- Sample Tournament Organizer Users:
  - Professional Disc Golf Association
- Representative Interview Comment:
  - “East Carolina University has the only facility with enough parking and bathrooms.”
  - “West Meadowbrook Park is the most challenging course, but the parking and bathrooms are terrible.”
  - “Ayden’s course is beginner friendly.”
  - “Farmville does not have bathrooms.”
  - “We have the support to host a national or world championship.”







# CONCLUSIONS: LOCAL MARKET & FACILITY ANALYSIS



- **Indoor Sports Facility Inventory:** The Eakin Student Recreation Center is the only indoor sports facility with more than one (1) multi-use court in Pitt County. Additionally, none of the four (4) pools in the County are 50-meter competitive pools. Lastly, there is currently only one (1) ice sheet in Pitt County.
- **Ball Fields Inventory:** There are numerous ball fields found throughout Pitt County. It should be noted however, that there is no baseball complex with at least five (5) fields, and there is only one (1) softball complex with at least five (5) fields.
- **Rectangular Fields Inventory:** There are numerous multi-use rectangular fields found throughout Pitt County. There are four (4) facilities with five (5) or more fields.
- **Pitt County Sports Tournament Activity:** Between February 2020 through November 2023, Pitt County has hosted nearly 30 softball tournaments/events which is the leading sport for sports tourism events in the County. Baseball ranked second with 12 tournaments/events, and soccer was third with nine (9). Indoor tournament activity (e.g. aquatics, wrestling, basketball, volleyball, etc.) was very limited relative to outdoor sports.



## 3. STAKEHOLDER INTERVIEWS



# STAKEHOLDER INTERVIEWS



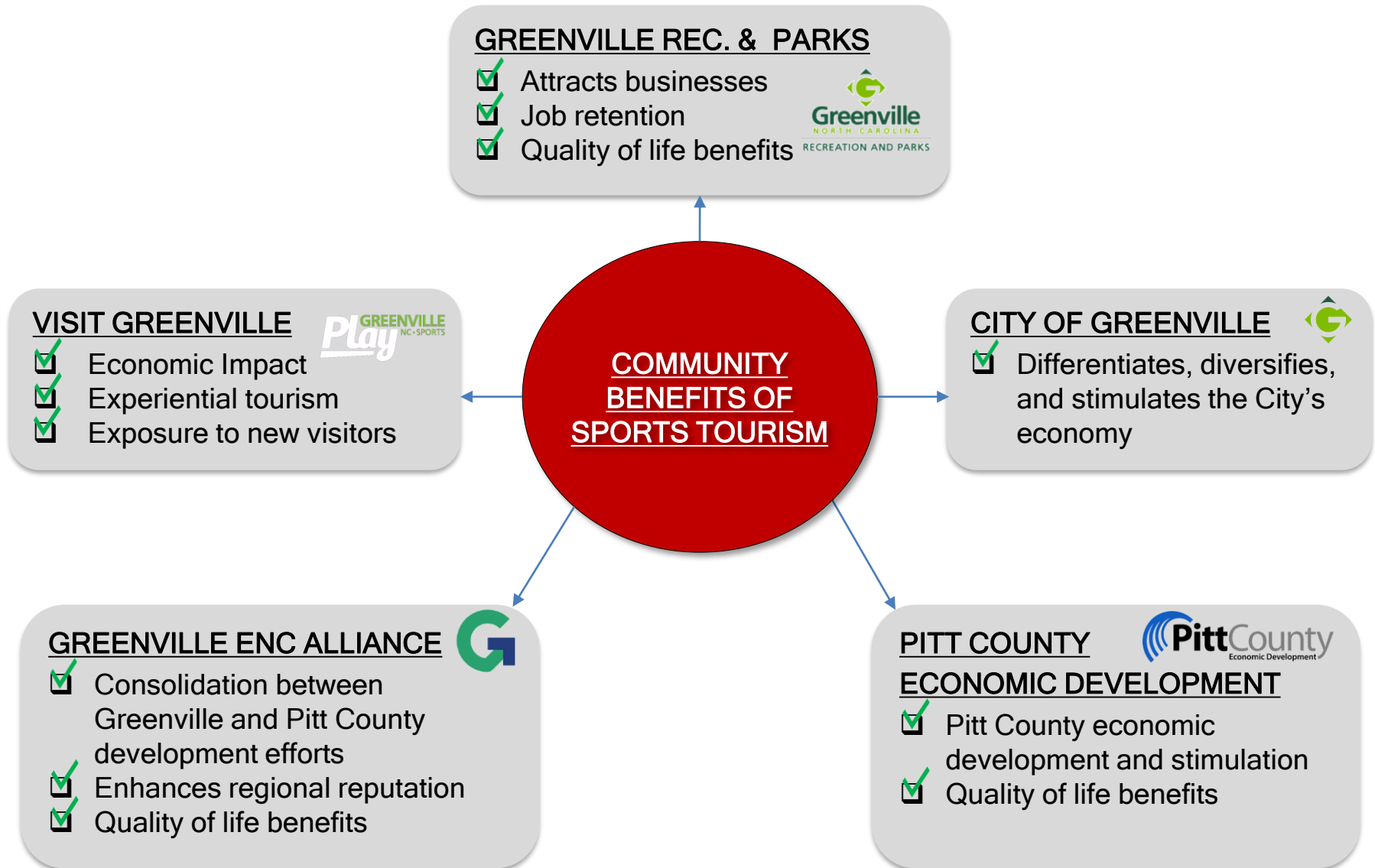
In September 2023, the City of Greenville identified participants and scheduled a series of in-person interviews for Victus Advisors. The goals of these interviews were to gather feedback from key stakeholders, community leaders, and potential project partners regarding the market potential for an additional sports tourism facility (or facilities). The set of topics and questions included perceptions of current sports facility offerings, perceptions of the City as a host of large regional tournaments, existing organizational structures and other such feedback.

**INTERVIEWS** - Victus Advisors conducted in-person, virtual and telephone interviews with representatives from the following eight (8) stakeholder groups (in alphabetical order):

- Citizens of Greenville
- City of Greenville City Manager's Office
- City of Greenville Recreation & Parks
- East Carolina University Campus Recreation & Wellness
- Greenville-Eastern North Carolina Alliance
- Pitt County Community Schools & Recreation
- Pitt County Economic Development
- Visit Greenville



# HOW DOES SPORTS TOURISM FIT WITH ORGANIZATIONAL GOALS?





# HOW DOES SPORTS TOURISM FIT WITH ORGANIZATIONAL GOALS? (CONT.)



## VISIT GREENVILLE & PLAY GREENVILLE

- Sports tourism aligns with Visit Greenville's three pillars: experience, economic impact, and exposure. Through sports tourism, people can be exposed to the Greenville/Pitt County area and can generate economic impact through tournaments, events, and spur return visitation. Sports tourism also fits within the overall culture of Greenville as a younger city that is family friendly with an emphasis on recreation.

## CITY OF GREENVILLE

- Sports tourism is an additional way to diversify and differentiate the City of Greenville's economy. The City of Greenville is looking for ways to stimulate its economy in the summer months which can tend to be quieter due to the absence of college students and events. Through sports tourism, Greenville will be able to host tournaments and events that stimulate economic activity that will be captured at restaurants, hotels, and attractions, and in turn deliver a real financial boon to the city.

## PITT COUNTY ECONOMIC DEVELOPMENT

- Sports tourism contributes to the economic development and stimulation of the Pitt County area through visitor spending at restaurants, hotels, and local attractions. Sports tourism facilities have benefits for local community members and visitors alike.



# HOW DOES SPORTS TOURISM FIT WITH ORGANIZATIONAL GOALS? (CONT.)



## GREENVILLE EASTERN NORTH CAROLINA ALLIANCE

- Sports tourism can consolidate economic development efforts between Greenville and Pitt County. A facility attracts sports tourism drives economic impact while also positively impacting quality of life for local residents.

## CITY OF GREENVILLE RECREATION & PARKS

- Bringing in outside tournaments and events helps to attract businesses and retain employees for the City of Greenville Recreation and Parks department. Additionally, the development of a sports tourism facility will enhance the quality of life for Greenville citizens, as these facilities can be utilized by local groups as well.

## SUMMARY

- Many of the various Greenville/Pitt County area organizations have similar goals and work hand in hand with one another, which range from a focus on economic impact to improving the quality of life for local citizens. Sports tourism contributes to the goals of each individual organization and creates the opportunity for inter-organizational partnerships. Overall, sports tourism provides an opportunity for the Greenville/Pitt County organizations to achieve important goals and have a beneficial impact on the greater community.



# STAKEHOLDER INTERVIEW SUMMARY



## PERCEPTIONS OF CURRENT SPORTS FACILITIES IN THE GREENVILLE MSA

- Stakeholders indicated that while there are various sports facilities throughout the Greenville/Pitt County area, there is a limited supply of facilities with enough fields and/or indoor courts to host large regional tournaments and events.
- Many interviewees noted that the Greenville/Pitt County area is lacking indoor courts. Basketball and volleyball were indicated by interviewees as two of the most popular sports in the area. One stakeholder mentioned that there are “tons of AAU teams here” but the lack of facilities can mask this fact, as they are unable to host larger tournaments. It is difficult to host travel and AAU basketball tournaments because there is no single facility capable of hosting a large-scale tournament.
- Many stakeholders asserted that baseball and softball are very popular in the area, and one stakeholder stated that “Greenville is a baseball mecca.” However, stakeholders mentioned that there is a need for more softball fields. Interviewees mentioned that softball fields are overcrowded, and that the fields at Sara Law do not drain well when it rains.
- Interviewees confirmed that there is a need for rectangular fields due to demand from soccer, lacrosse, and flag football groups. Soccer is well established according to stakeholders, and interviewees mentioned that tournaments are often held at Bradford Soccer Complex. However, many noted that these fields are closed during the summer months to allow the grass to regrow. A stakeholder felt that converting these fields to artificial turf would allow for much more usage.



## PERCEPTIONS OF CURRENT SPORTS FACILITIES IN THE GREENVILLE MSA (CONT.)

- Interviewees confirmed that there is a need for rectangular fields due to demand from soccer, lacrosse, and flag football groups. Soccer is well established according to stakeholders, and interviewees mentioned that tournaments are often held at Bradford Soccer Complex. However, many noted that these fields are closed during the summer months to allow the grass to regrow. A stakeholder felt that converting these fields to artificial turf would allow for much more usage. Interviewees mentioned that lacrosse is growing and they these groups “need more space.” Additionally, stakeholders mentioned that flag football is “exploding” in the area and that more space was needed to accommodate these groups.
- Interviewees mentioned that East Carolina University (ECU) has hosted numerous outside events, and that the natural grass fields and lights are stellar. However, the fields need rest in order to replenish the grass surfaces, and that the field conditions are greatly affected by weather. Stakeholders had mixed opinions regarding the use of these fields, as some noted that these fields are marketed and used well, while others believe that they are underutilized.
- Interviewees noted the need for more practice and training facilities, such as batting cages and training complexes. One interviewee noted that they “need to be able to send kids who can’t afford Next Level somewhere nice to play, practice, and develop.” Similarly, a stakeholder mentioned that facilities, particularly Boyd Lee Park, are expensive to use in Greenville
- Many stakeholders also mentioned the local growth in “niche” indoor sports, such as handball, pickleball, cornhole, indoor field hockey. Interviewees stated that a multi-use indoor space could be used for so many indoor sports, trade shows, and concerts.





## PERCEPTIONS OF GREENVILLE AS A HOST FOR REGIONAL SPORTS TOURNAMENTS

- All interviewees held a positive view of Greenville as a host for regional sports tournaments due to a number of factors inherent to the City. Stakeholders often cited Greenville's location, restaurant and hotel infrastructure, and established sports culture as some of the key indicators for why Greenville would have success in hosting regional sports tournaments.
- Interviewees noted that Greenville is centrally located in Eastern North Carolina, and that people currently come to Greenville as a hub for culture, healthcare, and education. One stakeholder affirmed that "people love coming to Greenville." Another interviewee expressed the view that "people would rather stay here (Greenville) rather than Goldsboro or Rocky Mount." Stakeholders mentioned that Greenville is accessible given that it is located only 40 minutes from I-95. Additionally, an interviewee noted that Greenville now has access to I-85 due to the new I-87/I-587 interstate highway.
- Overall, interviewees believed that Greenville has affordable restaurants and convenient hotels to support sports tourism. One stakeholder mentioned that Greenville a high number of restaurants, and a strong hotel environment with the ability to build more. Greenville currently is able to accommodate existing sports tourists in the form of ECU football visitors and Little League Softball World Series (LLSWS) visitors. Stakeholders mentioned that three (3) hotels are currently under development and believe that the construction of a sports facility could spur further hotel construction.



## PERCEPTIONS OF GREENVILLE AS A HOST FOR REGIONAL SPORTS TOURNAMENTS (CONT.)

- Generally, stakeholders believe that Greenville has a strong and established sports culture, most particularly for baseball and softball. As mentioned previously, multiple stakeholders noted that Greenville is a baseball mecca. Additionally, an interviewee asserted that the LLSWS was a good indicator of what sports tourism is to Greenville. Another stakeholder pointed to the fact that Greenville has “a very passionate youth sports community” and has previously been named “Sportstown USA” for North Carolina by Sports Illustrated, which is driven mainly by baseball and softball in the area.
- Additionally, stakeholders mention that other sports, such as basketball and volleyball, are very popular and established in the area. An interviewee confirmed that Greenville has three (3) strong travel volleyball organizations that travel to other locations for events that could be hosted in Greenville with the proper facility. Stakeholders expressed similar views in regard to basketball.
- Stakeholders mentioned several regional facilities and markets that local youth/amateur athlete travel to for games and tournaments. Of these, Rocky Mount Events Center, Rocky Mount Sports Complex, Rock Hill Sports & Events Center, and J. Burt Gillette Athletic Complex were the most commonly mentioned. Interviewees believed that Greenville could become a host for regional tournaments if they had facilities with similar amenities to these facilities.



## PERCEPTIONS OF GREENVILLE/PITT COUNTY ORGANIZATIONAL INFRASTRUCTURE

- In general, stakeholders held an optimistic view regarding organizational structures, agreements, and partnerships that would be necessary to capitalize on this project once it opens. One stakeholder stated, “we all have a strong feeling about this project... we have the proper organizational structures to see it through and manage it.” Another stakeholder asserted that they “would put up their (Greenville’s) Recreation & Parks department against any other department in the state.” Additionally, one interviewee thinks the City has the capacity to fund and operate a new sports facility.
- While interviewees expressed a general sense of optimism, there were recurring themes regarding areas for improvement. One theme mentioned by a variety of stakeholders was the issue of staffing, and many felt that operational staffing could be an issue. One stakeholder explained that they “need to understand the facility operations better.” Additionally, stakeholders mentioned the need for more staff on the marketing and client services sides. An interviewee summarized that “the organizations are in place already; they’d just need to ramp up staffing and funding.”
- Stakeholders provided potential solutions to these aforementioned issues. One stakeholder suggested that partnering with ECU to ensure staffing could be a way to work around that challenge. Another stakeholder believes that there are opportunities to partner with corporations and philanthropists to work past funding and staffing obstacles. One interviewee asserted that Greenville has a history of partnerships with community organizations.



## ADDITIONAL FEEDBACK

- All stakeholders had positive feedback in regard to a potential sports tourism facility in the Greenville/Pitt County area. An interviewee stated that they believe local residents would also be in support of the project.
- A stakeholder affirmed their support for sports tourism facilities, as they believe “it will improve quality of life and bring in and retain new families.” Additionally, stakeholders support that a sports tourism facility could be maximally utilized by local user groups from Monday to Thursday. Another interviewee supported that “it is necessary to have a facility where we can bring these events in and continue to grow these events, and it will also benefit the local sports groups in the long run.”
- Other interviewees see this project as an opportunity to induce investment, and as a way to raise Greenville’s profile as a destination. Stakeholders mentioned the economic impact that sports tourism brings, as one interviewee stated that a larger complex would allow Greenville to generate more economic impact and bring in outside groups while keeping the local population at home for sports tournaments and events.



# CONCLUSIONS: STAKEHOLDER FEEDBACK



- **Perceptions Of Current Sports Facilities In The Greenville MSA:** Stakeholders indicated that while there are various sports facilities throughout the Greenville/Pitt County area, there is a limited supply of facilities with enough fields and/or indoor courts to host large regional tournaments and events. One stakeholder stated “we have a lot of fields, but a lot of them are not up to par.”
- **Perceptions Of Greenville As A Host For Regional Sports Tournaments:** Generally, stakeholders believe that Greenville has a strong and established sports culture, most particularly for baseball and softball. As mentioned previously, multiple stakeholders noted that Greenville is a baseball mecca. Additionally, an interviewee asserted that the LLSWS was a good indicator of what sports tourism is to Greenville.
- **Perceptions Of Greenville/Pitt County Organizational Infrastructure:** In general, stakeholders held an optimistic view regarding organizational structures, agreements, and partnerships that would be necessary to capitalize on this project once it opens. One stakeholder stated, “we all have a strong feeling about this project... we have the proper organizational structures to see it through and manage it.”
- **Support For Project:** A stakeholder affirmed their support for sports tourism facilities, as they believe “it will improve quality of life and bring in and retain new families.” Additionally, stakeholders support that a sports tourism facility could be maximally utilized by local user groups from Monday to Thursday.



## 4. SPORTS TOURISM DESTINATION ANALYSIS



# SECTION OVERVIEW



The purpose of this section is to:

- 1) Highlight key sports tourism trends and best practices.
- 2) Analyze hotel occupancy data and trends in Greenville/Pitt County.
- 3) Analyze hospitality infrastructure and attractions and current sports marketing efforts in Greenville/Pitt County.
- 4) Develop a comprehensive profile of the strengths and weaknesses of Greenville as a sports market.



# WHAT DRIVES SPORTS TOURISM TO A MARKET?



## Sports Tourism Site Selection Factors

According to SportsETA\*, tournament organizers focus on four (4) key factors when making their site selections:

- #1 ... Quality of Sports Venues
- #2 ... Proximity and Access
- #3 ... Hotels and Amenities
- #4 ... Reputation and Brand



In regards to these factors it should be noted that most tournament operators will not even consider a location that does not have the venues with the capacity they require (#1). Furthermore, locating a new sports complex on a site with convenient highway access (#2) and hospitality amenities (#3) would also be attractive for sports events. Lastly, the facility's reputation and brand (#4) within the sports tourism industry could continue be developed over time, once a sports complex is in place, by developing a track record of attracting and servicing successful indoor sports events.

\* Sports Events & Tourism Association





# HOW DO MARKETS RETAIN SPORTS TOURISM?



Reason for Choosing Best Sports Community	Percent Chosen
Quality of Sports Facilities	73%
Community Interest/Support for Amateur Sports Events	8%
Accessibility (Ease of Travel/Transportation Access)	6%
Nearby Family Entertainment Options	6%
Nearby Hotel/Lodging Options	2%
Nearby Restaurant/Dining Options	2%
Climate/Weather	1%

Victus Advisors has collected thousands of online survey responses in various communities across the country regarding sports tourism participation.

**Primary Consideration:** Generally speaking, about 73% of online survey respondents cited **Quality of sports facilities** as the primary reason in determining the best overall job as an amateur host.

**Secondary Considerations:** Respondents also cited **Community Interest/Support for Sports, Travel Accessibility, and Nearby Entertainment/Hotels/Restaurants** as critical factors in not only choosing the best sports community, but also the reasons why they would come back again in future years.



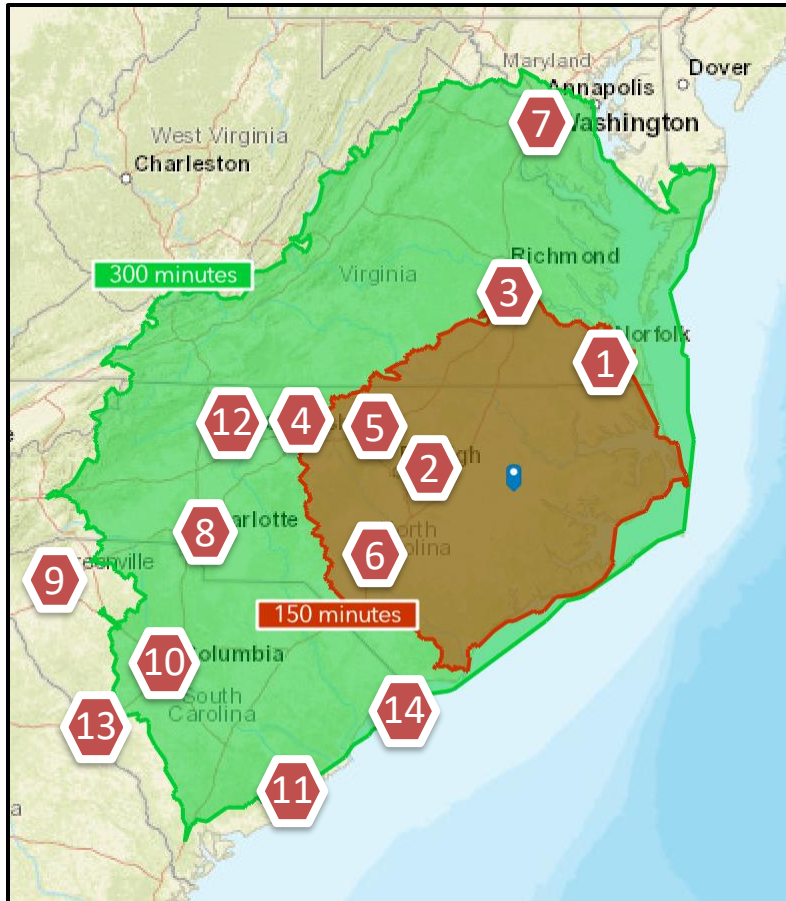
# SPORTS TOURISM DRIVER # 1: QUALITY OF SPORTS FACILITIES



- Stakeholders indicated that while there are various sports facilities throughout the Greenville/Pitt County area, there is a limited supply of facilities with enough fields and/or indoor courts to host large regional tournaments and events. One stakeholder stated “we have a lot of fields, but a lot of them are not up to par.”
- Many interviewees noted that the Greenville/Pitt County area is lacking indoor courts.
- Stakeholders mentioned that there is a need for more softball fields. Interviewees mentioned that softball fields are overcrowded, and that the fields at Sara Law do not drain well when it rains.
- Interviewees confirmed that there is a need for rectangular fields due to demand from soccer, lacrosse, and flag football groups.



# SPORTS TOURISM DRIVER #2: PROXIMITY AND ACCESS



Source: Esri

### Large MSAs (500K+ Pop) Within a 2-3 Hour Drive

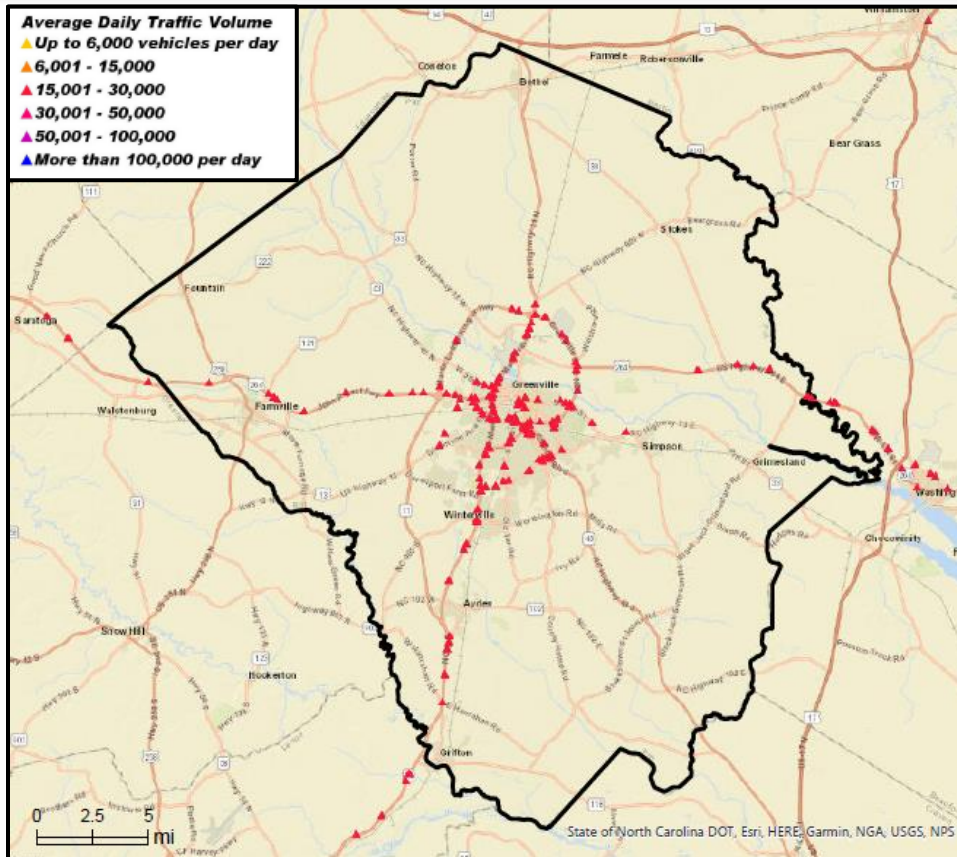
- 1 Virginia Beach MSA  
1,822,409
- 2 Raleigh MSA  
1,516,997
- 3 Richmond MSA  
1,352,054
- 4 Greensboro MSA  
787,402
- 5 Durham MSA  
672,698
- 6 Fayetteville MSA  
529,689

### Large MSA's (500K+ Pop) Within a 5-6 Hour Drive

- 7 Washington D.C. MSA  
6,535,041
- 8 Charlotte MSA  
2,798,267
- 9 Greenville MSA  
966,684
- 10 Columbia MSA  
853,294
- 11 Charleston MSA  
846,250
- 12 Winston-Salem MSA  
688,850
- 13 Augusta MSA  
628,401
- 14 Myrtle Beach MSA  
534,633

There is a population of over 6.6 million people within a 2.5-hour drive time of Greenville City Hall, and over 25 million people within a 5-hour drive time of Greenville City Hall, to potentially draw from for sports tourism events.

# SPORTS TOURISM DRIVER #2: PROXIMITY AND ACCESS (CONT.)



Source: Esri

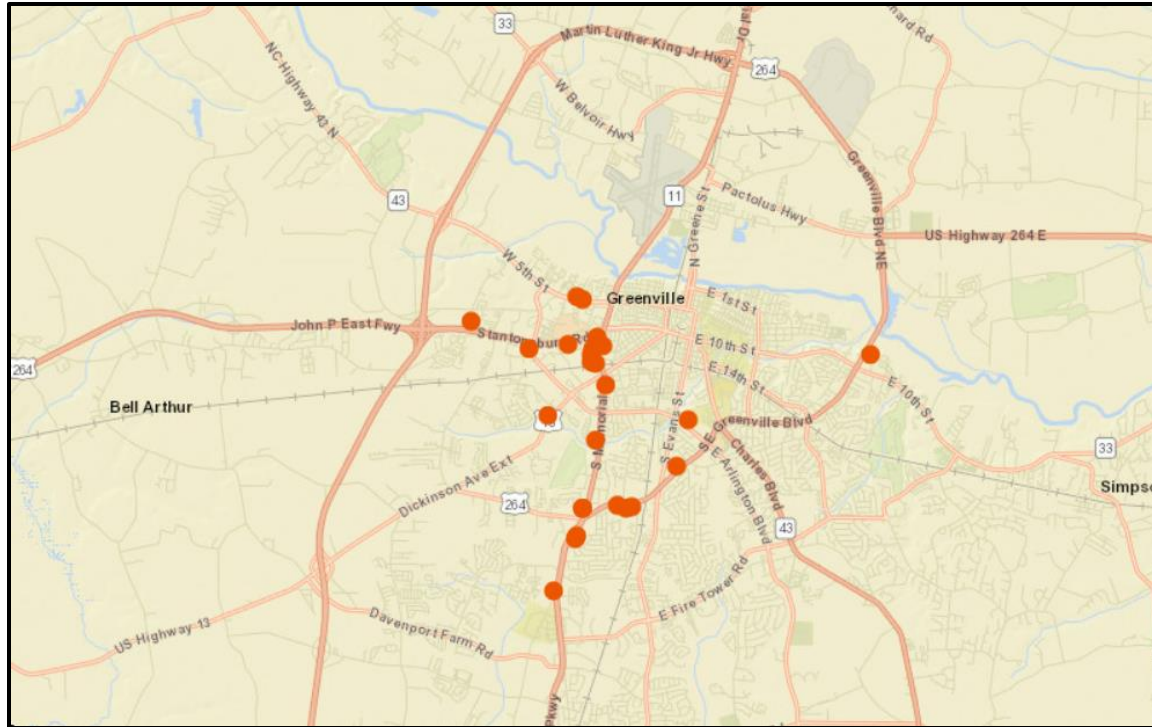
The center of Greenville and Pitt County provides access to a large area of North Carolina via U.S. Route 264 (Raleigh to Manns Harbor), U.S. Route 13 (Fayetteville to Virginia border), I-587 (Greenville to Zebulon), and State Highway 11 (Murfreesboro to Freeman).



# SPORTS TOURISM DRIVER #3: HOTELS & AMENITIES



## HOTEL INVENTORY



Source: Esri

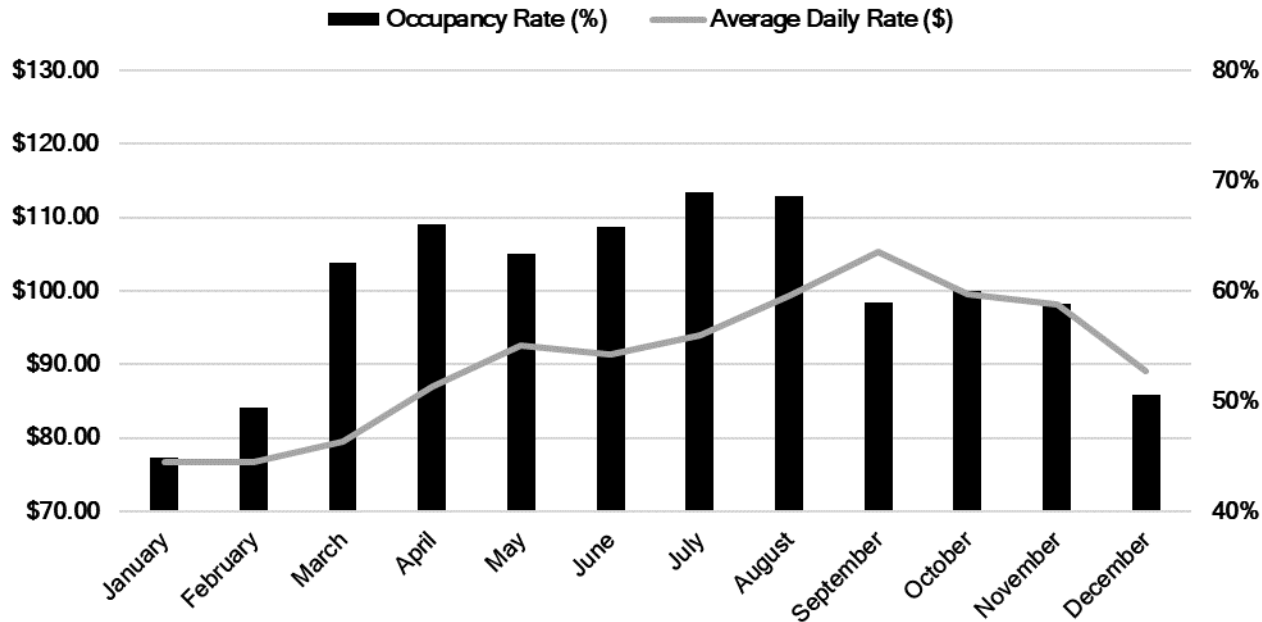
The majority of hotels in Pitt County are along or near Greenville Boulevard and Memorial Drive. There are over 2,100 hotel rooms in Pitt County.



# SPORTS TOURISM DRIVER #3: HOTELS & AMENITIES (CONT.)



## 2021 PITT COUNTY HOTEL DATA



Source: Pitt County Tourism

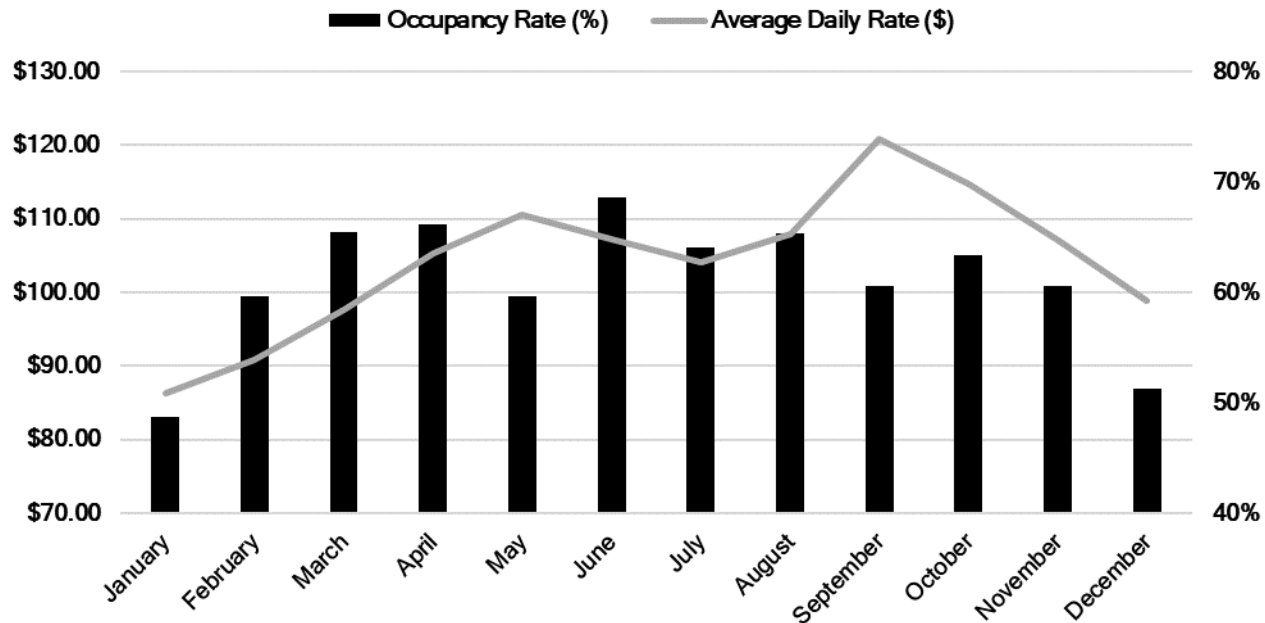
In 2021, Pitt County hotel average daily rates (ADR) ranged from \$76 to \$106 per night throughout the calendar year (national average was \$125 per night), with occupancy rates ranging from approximately 45% to 69% (national average was 57.6%). Occupancy rates peaked from April through July, and ADR peaked in August through October. It should be noted that the lower occupancy rates during the winter could provide an opportunity for indoor sports tourism.



# SPORTS TOURISM DRIVER #3: HOTELS & AMENITIES (CONT.)



## 2022 PITT COUNTY HOTEL DATA

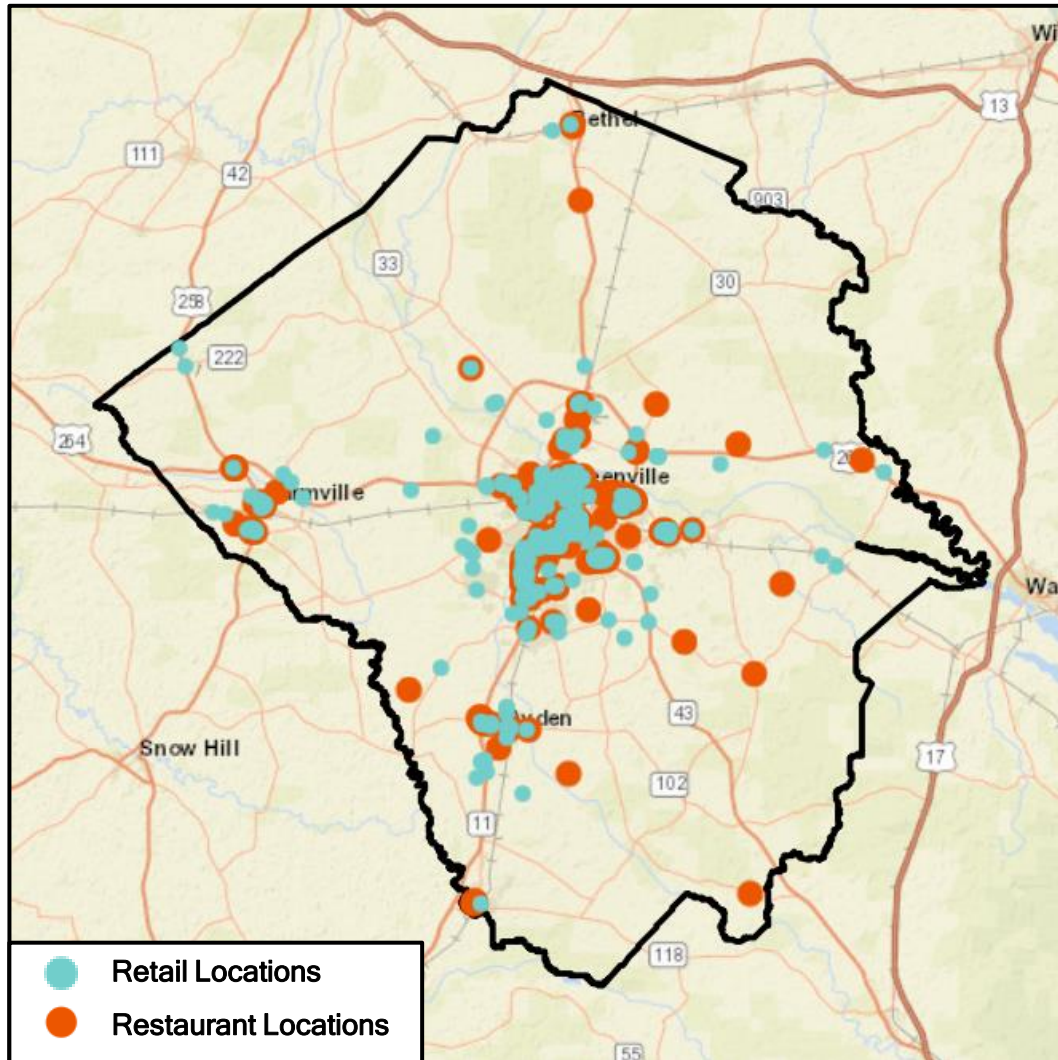


Source: Pitt County Tourism

In 2022, Pitt County hotels performed better relative to 2021. Average daily rates (ADR) ranged from \$86 to \$121 per night throughout the calendar year (national average was \$148 per night), with occupancy rates ranging from approximately 49% to 69% (national average was 62.7%). Occupancy rates peaked during the summer months, while ADR peaked in September. It should be noted that the lower occupancy rates during the winter could provide and opportunity for indoor sports tourism.



# SPORTS TOURISM DRIVER #3: HOTELS & AMENITIES (CONT.)



Source: Esri

## RESTAURANTS & RETAIL

Nearby food/beverage outlets and retail locations (preferably no more than a 10-minute drive from a sports tourism facility, if not closer) are an important component of attracting and hosting multi-day tournament activity.

Victus Advisors found numerous dining and retail options within Pitt County with the majority in or near the center of Greenville. Dining options include national and local quick service chains and retail options include Greenville Square Shopping Center and Greenville Mall.





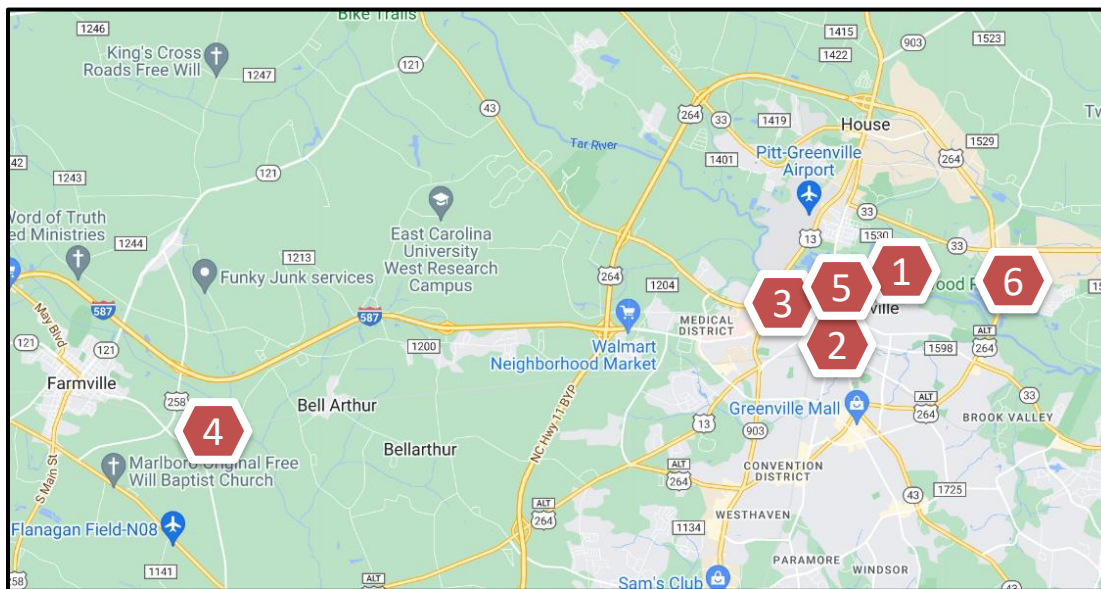
# SPORTS TOURISM DRIVER #3: HOTELS & AMENITIES (CONT.)



## FAMILY ATTRACTIONS

Convenient access to additional entertainment amenities such as parks, museums, theaters, and trails can enhance a sports destination by providing families with additional activity options during their tournament down time. The Greenville market features many appealing family attractions, including but not limited to (in alphabetical order)\*:

- |  |  |
|--|--|
| <b>1</b> Greenville Greenway System                | <b>4</b> Homeplace Strawberries and More |
| <b>2</b> Greenville Museum of Art                  | <b>5</b> The State Theatre               |
| <b>3</b> North Carolina Museum of Natural Sciences | <b>6</b> Wildwood Park                   |



*\*Note: The attractions shown are just a sample of primary tourist attractions in the Greenville Market. There are numerous other primary and secondary attractions not mentioned.*

Source: Google Maps



## SPORTS TOURISM DRIVER #4: REPUTATION & BRAND



- **Reputation:** A stakeholder pointed to the fact that Greenville has “a very passionate youth sports community” and has previously been named “Sportstown USA” for North Carolina by Sports Illustrated, which is driven mainly by baseball and softball in the area. Since 2020, Pitt County has hosted nearly 30 softball tournaments/events which is the leading sport for sports tourism events in the County. Baseball ranked second with 12 tournaments/events. Furthermore since 2020, baseball tournaments/events have generated the most room nights in Pitt County with just over 13,000. Softball ranked second with just under 12,000 room nights generated.
- **Stakeholder Feedback:** All interviewees held a positive view of Greenville as a host for regional sports tournaments due to a number of factors inherent to the City. Stakeholders often cited Greenville’s location, restaurant and hotel infrastructure, and established sports culture as some of the key indicators for why Greenville would have success in hosting regional sports tournaments.
- **Event Organizer Feedback:** As it relates to sports tourism, interviewees felt positively about the Greenville/Pitt County market from a regional perspective. They indicated that the City of Greenville is conveniently located for servicing people in the Southeast and the Carolinas given its close proximity to I-95, and many interviewees believe Greenville has all the hospitality amenities (hotels, restaurants, etc.) to attract sports tourism.
- **Sports Marketing Efforts:** Play Greenville is aggressively marketing Pitt County as a sports destination, with advertisements such as the one shown on the next page, which was placed in North Carolina Sports Planning Guide in 2023:



# SPORTS TOURISM DRIVER #4: REPUTATION & BRAND (CONT)



**SPG**  
www.sportsPlanningGuide.com  
2023 GUIDE

# NORTH CAROLINA

## Major Facility Development in North Carolina

Newly opened, renovated and  
planned fields and facilities keep  
North Carolina in the forefront  
of sports competitions

**10 Reasons to  
Add Vacation  
Days to Your  
North Carolina  
Competition**



# Play IT UP

Play it up at one of our many parks, fields or facilities.  
Live it up at a Town Common live concert.  
Eat it up in authentic Eastern North Carolina BBQ joints.

Find out what's up at  
[VISITGREENVILLENC.COM/SPORTS](http://VISITGREENVILLENC.COM/SPORTS)

**Play** GREENVILLE  
NC SPORTS



# HOW IS GREENVILLE CURRENTLY POSITIONED TO ATTRACT NEW SPORTS TOURISM MARKETS?



## 1. SPORTS TOURISM VENUES



**Indoor:** Only one (1) facility has more than one (1) multi-use court in Pitt County. Additionally, none of the four (4) pools in the County are 50-meter competitive pools. Lastly, there is currently only one (1) ice sheet in Pitt County. **Outdoor:** There is no baseball complex with at least five (5) fields, and there is only one (1) softball complex with at least five (5) fields.

## 2. PROXIMITY & ACCESS



There is a population of over 6.6 million people within a 2.5-hour drive time of Greenville City Hall, and over 25 million people within a 5-hour drive time of Greenville City Hall, to potentially draw from for sports tourism events.

## 3. LODGING & ATTRACTIONS



The majority of hotels in Pitt County are along, or near Greenville Blvd. and Memorial Dr. There are over 2,100 hotel rooms in Pitt County. Pitt County features many appealing family attractions, including museums, theaters, and markets.

## 4. REPUTATION & BRAND



Stakeholders agree that Greenville has “a very passionate youth sports community”, and was even named “Sportstown USA” for North Carolina by Sports Illustrated. In particular, Greenville’s history of hosting major baseball and softball events such as the Little League Softball World Series has been key to establishing the area’s sports brand.



# WHAT SPORTS PROVIDE THE MOST OPPORTUNITY FOR TOURNAMENT ACTIVITY?



## NATIONAL YOUTH SPORTS PARTICIPATION TRENDS

<u>Sport</u>	<u>Participants (millions)</u>
1 Basketball	7,866,023
2 Baseball	5,650,563
3 Football (Flag & Tackle)	3,683,542
4 Soccer (Outdoor)	3,564,135
5 Tennis	3,341,015
6 Golf	3,100,000
7 Volleyball	1,837,997
8 Track & Field	1,349,284
9 Cheerleading	1,145,536
10 Gymnastics	1,141,196
11 Swimming (Team)	796,312
12 Softball (Fast Pitch)	717,873
13 Lacrosse	596,113
14 Ice Hockey	514,322
15 Wrestling	362,985

The chart to the left highlights the leading national team sports by participation. 10 of the top 15 sports have over one (1) million participants each.

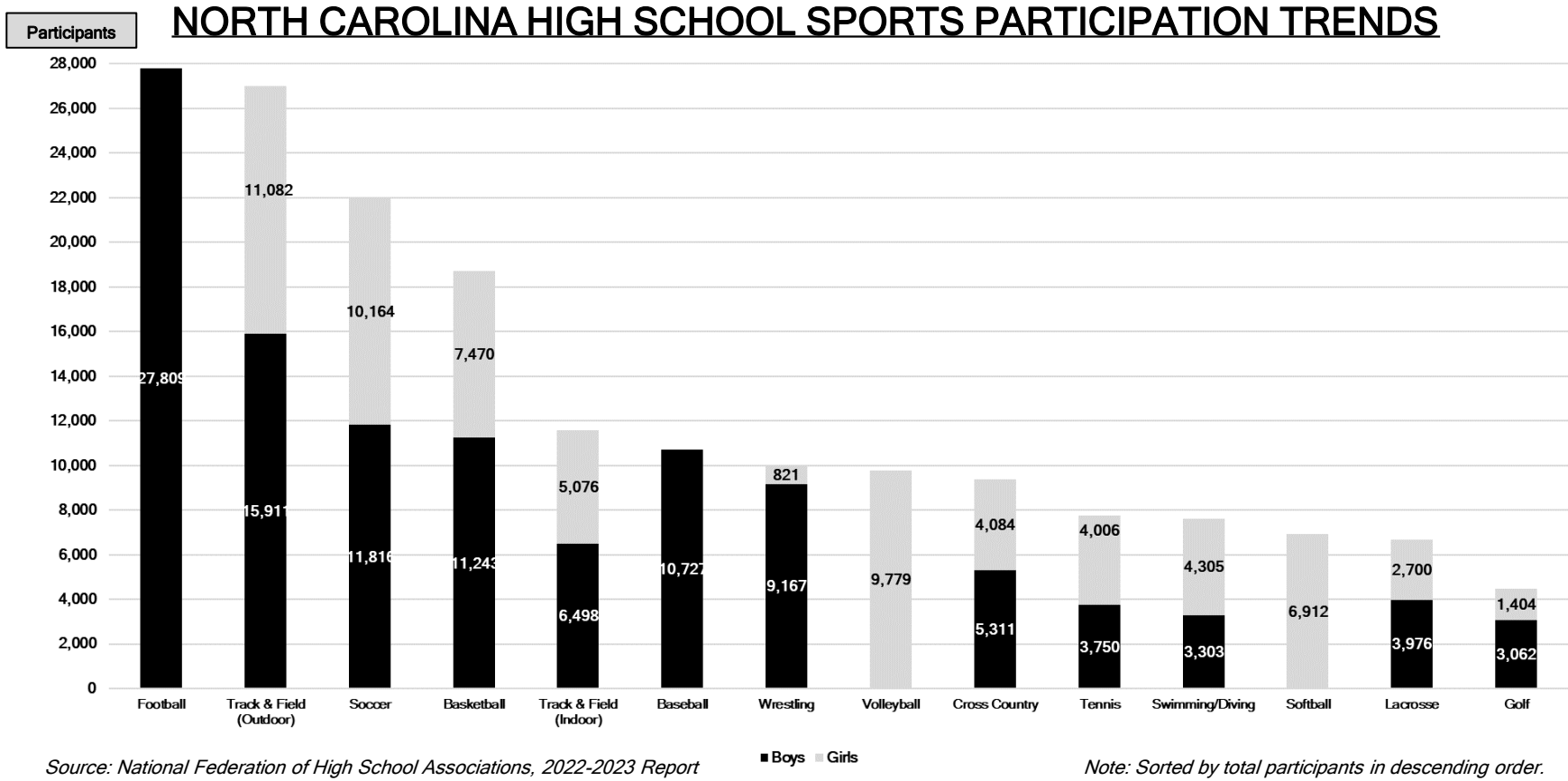
Pitt County has successfully attracted baseball, soccer, softball, and tennis events. However the County cannot currently attract basketball (ranked first), volleyball (ranked seventh), swimming (ranked 11<sup>th</sup>), due to lack of a competitive indoor space.

*Source: 2021 Sports & Fitness Industry Association*

*Note: (1) Sorted by Participants, defined as participating on a regular basis. (2) Youth defined as 6 to 17 years-old.*



# WHAT SPORTS PROVIDE THE MOST OPPORTUNITY FOR TOURNAMENT ACTIVITY? (CONT.)



Football is the most popular sport in North Carolina by high school participation. Historically, tackle football has not been a major sports tourism driver, however a recent rise in flag football activity now provides significant sports tournament opportunities, as described on the next page.

Pitt County cannot currently attract major events for indoor sports such as track and field, basketball, volleyball, and swimming/diving due to lack of a competitive indoor space.



## FLAG FOOTBALL

Historically, tackle football has not been a major driver in youth and amateur sports tourism, as leagues/games are primarily run through the school systems and multi-day tournament play is uncommon due to the physical nature of the sport. That being said, flag football has recently experienced significant growth and offers event activity that could be a growing sports tourism market opportunity for many communities with tournament-caliber sports field complexes. The following data highlights some key flag football growth trends:

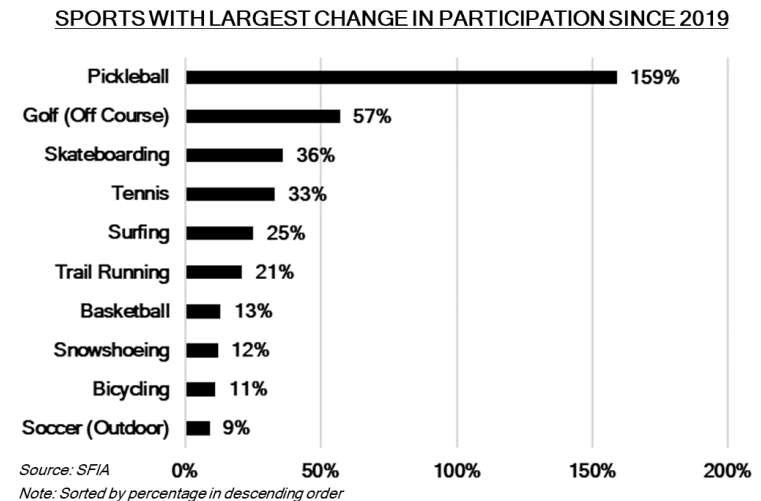
- 2.4 million people under the age of 17 now play organized flag football in the United States. (Source: The International Federation of American Football)
- During the past three (3) years, participation numbers of 6- to 12-year-olds playing flag football crossed more than 1.5 million, a 40% increase in three (3) years. (Source: NY Times)
- Gains by girls playing flag football have been even greater. Girls flag football participation increased by 40 percent from 2019 to 2022 (Source: National Federation of State High School Associations)
- In states such as Florida, Georgia, Alabama, Nevada, and Alaska, girls flag football has been introduced as a varsity high school sports, which should only increase interest in the game in future years.



## PICKLEBALL

Pickleball is a paddle sport that shares some similarities with table tennis and tennis. The game is generally played on a hardcourt surface that is less than half as large as a standard tennis court. Players (playing singles or doubles) hit a hollow plastic ball (similar to a whiffleball). Pickleball can be played both indoors and outdoors, and on various surface types (hardwood, concrete, etc.). The following data highlights some key growth trends:

- Pickleball participation has nearly tripled from 3.1 million participants in 2017 to almost 9 million participants in 2022. (Source: Sports and Fitness Industry Association)
- USA Pickleball sanctioned over 230 tournaments in 2022 across the United States of varying sizes.
- As shown below, pickleball has experienced the largest participation growth among all sports since 2019:







## ACTION SPORTS

### BMX *(Source: USA BMX)*

- USA BMX is the largest youth cycling program in the world. The organization sanctions over 14,000 events throughout the country.
- USA BMX has more than 550,000 annual participants and a diverse demographic with riders ranging in age from two (2) to 76 years-old.
- National events generate approximately \$2.1 million in economic impact annually.

### SKATEBOARDING

- Annual skateboarding participation (6 years-old and above) has averaged about 8.8 million participants between 2020 and 2021. Between 2011 and 2019, participation hovered around 6.4 million annual participants. *(Source: Statista)*
- Teenagers 12 to 17 years-old are the largest segment (44%) of skateboarders in the United States. *(Source: Grand View Research)*

### CLIMBING *(Source: Statista)*

- The number of people participating in indoor climbing in the US is currently approximately 6 million, versus approximately 2.4 million participating in outdoor climbing.



# CONCLUSIONS: SPORTS TOURISM DESTINATION ANALYSIS



- **Lack of Sports Tourism Facilities:** Stakeholders indicated that while there are various sports facilities throughout the Greenville/Pitt County area, there is a limited supply of facilities with enough fields and/or indoor courts to host large regional tournaments and events. Only one (1) facility has more than one (1) multi-use court in Pitt County. Additionally, none of the four (4) pools in the County are 50-meter competitive pools. Lastly, there is currently only one (1) ice sheet in Pitt County. When it comes to outdoor fields, there is no baseball complex with at least five (5) fields, and there is only one (1) softball complex with at least five (5) fields.
- **Proximity & Access:** There is a population of over 6.6 million people within a 2.5-hour drive time of Greenville City Hall, and over 25 million people within a 5-hour drive time of Greenville City Hall, to potentially draw from for sports tourism events.
- **Hotels & Amenities:** The majority of hotels in Pitt County are along, or near Greenville Blvd and Memorial Dr. There are over 2,100 hotel rooms in Pitt County. Victus Advisors found numerous dining and retail options within Pitt County with the majority in or near the center of Greenville.
- **Reputation & Brand:** A stakeholder pointed to the fact that Greenville has “a very passionate youth sports community” and has previously been named “Sportstown USA” for North Carolina by Sports Illustrated, which is driven mainly by baseball and softball in the area.



## 5. SPORTS TOURISM EVENT ORGANIZER INTERVIEWS



# SECTION OVERVIEW



In October and November 2023, Victus Advisors conducted telephone interviews with a representative sample of regional sports event organizers who could be potential users of an additional sports facility (or facilities) in the City of Greenville. The goals of these interviews were to gather feedback regarding the market opportunity for regional events to be held at an additional sports facility (or facilities) in the City of Greenville. Interviewees shared views of Greenville as an event destination, comparable out-of-market venues, minimum amenities required in order to attract events, and other feedback concerning the proposed venue(s).

**INTERVIEWS** - Victus Advisors conducted telephone interviews with representatives from the following 24 regional sports event organizers (in alphabetical order):

- Atlantic Coast Events
- Big Shots Basketball
- Carolina Region Volleyball
- Downeast Community Tennis Association
- Dynamic Baseball
- East Carolina Aquatics
- East Carolina Youth Lacrosse
- ENC HBCU Combine
- Little League Softball World Series
- NIRSA Championship Series
- North Carolina Swimming
- North Carolina Tennis Association
- North Carolina Youth Soccer
- Teammate Basketball
- TierOne Fastpitch
- Track Nationals Inc.
- Tribu (Jackalope Festival)
- Triple Crown Sports
- USA Hockey Southeastern District
- USA Pickleball
- USA Ultimate
- USSSA Baseball
- USSSA Softball
- Weekend Warriors



# COMPARABLE REGIONAL SPORTS FACILITIES AS IDENTIFIED BY EVENT ORGANIZERS



## COMPARATIVE REGIONAL VENUES

### **AQUATICS**

- Greensboro Aquatic Center (Greensboro, NC)
- Triangle Athletic Center (Cary, NC)
- Mecklenburg County Aquatic Center (Charlotte, NC)

### **BASEBALL/SOFTBALL**

- Grand Park Athletic Complex (Myrtle Beach, SC)
- North Myrtle Beach Sports Complex (North Myrtle Beach, SC)
- Princess Anne Athletic Complex (Virginia Beach, VA)
- USA Baseball National Training Complex (Cary, NC)
- Rocky Mount Sports Complex (Rocky Mount, NC)

### **BASKETBALL/VOLLEYBALL**

- Rocky Mount Event Center (Rocky Mount, NC)
- Rock Hill Sports & Events Center (Rock Hill, SC)
- Myrtle Beach Sports Center (Myrtle Beach, SC)
- Henrico Sports & Events Center (Glen Allen, VA)
- RISE Indoor Sports (Bermuda Run, NC)
- Boo Williams Sportsplex (Hampton, VA)



# COMPARABLE REGIONAL SPORTS FACILITIES AS IDENTIFIED BY EVENT ORGANIZERS (CONT.)



## COMPARATIVE REGIONAL VENUES (CONT.)

### FLAG FOOTBALL

- Publix Virginia Soccer Training Center (Fredericksburg, VA)
- Mazeppa Park ( Mooresville, NC)

### HOCKEY

- Chilled Ponds Ice Sports Complex (Chesapeake, VA)
- Wake Competition Center (Morrisville, NC)

### LACROSSE

- J. Burt Gillette Athletic Complex (Wilson, NC)
- The Bryan Multi-Sport Complex (Goldsboro, NC)

### PICKLEBALL

- Myrtle Beach Convention Center (Myrtle Beach, SC)
- Tidewater Pickleball Park (Wilmington, NC)



# COMPARABLE REGIONAL SPORTS FACILITIES AS IDENTIFIED BY EVENT ORGANIZERS (CONT.)



## COMPARATIVE REGIONAL VENUES (CONT.)

### **SOCCER**

- J. Burt Gillette Athletic Complex (Wilson, NC)
- Rocky Mount Sports Complex (Rocky Mount, NC)
- WakeMed Soccer Park (Cary, NC)
- OrthoCarolina Sportsplex (Pineville, NC)
- Truist Sports Park (Bermuda Run, NC)

### **TENNIS**

- Howard Levine Tennis Center (Charlotte, NC)
- Aston Park Tennis Center (Asheville, NC)



## PERCEPTION OF GREENVILLE AS A HOST FOR REGIONAL SPORTS TOURNAMENTS

- As it relates to sports tourism, interviewees felt positively about the Greenville/Pitt County market from a regional perspective, because:
  - The City of Greenville is conveniently located for servicing people in the Carolinas and southeast U.S. given its close proximity to I-95.
  - Greenville has the necessary hospitality amenities for sports tourism (hotels, restaurants, etc.)
  - East Carolina University (ECU) is highly respected in the region, and ECU's presence in Greenville is a positive factor for their events.
- Most major event organizers indicated that a new sports complex in Greenville could become part of their rotation for regional events, if a facility was available with the proper features/amenities.





*\*Note: Feedback by sport is presented in alphabetical order*

## ACTION SPORTS

- An interviewee felt strongly that Greenville could be a potential destination for their events. They noted that a portable skatepark would be a good start for Greenville as these tend to be more affordable and easier to construct in a timely manner. The interviewee also mentioned that action sports are a huge opportunity at the moment and that they want to provide a platform for local participants in the Eastern Carolinas to participate in qualifying events.

## AQUATICS

- Interviewees felt strongly that Greenville could be a good location for their events if an adequate facility was built. An interviewee mentioned a lack of spectator seating at Minges Natatorium (ECU) and Aquaventure Aquatic Campus. Interviewees confirmed that a 50-meter, 8-lane competition pool would be ideal for their events, as well as a diving pool that can also be used for warmups. One interviewee noted the need for bleacher style seating that is able to seat 400-500 spectators. One interviewee stated that a 50-meter pool with a bulkhead is the “best bang for the buck”, as the pool can also be split into two (2) 25-meter pools for practices and smaller competitions. Additionally, interviewees mentioned dryland training space, updated locker rooms, and adequate storage space for aquatic equipment as ideal amenities for a new aquatics facility.



## BASEBALL/SOFTBALL

- **Baseball** - Baseball interviewees provided a range of nine (9) to 12 fields needed for their events. A majority of baseball interviewees confirmed that lighted artificial turf fields are ideal for their events so that they can run games into the evenings while not having to cancel games due to the conditions.
- **Softball** - Little League Softball World Series spoke very highly of the “quaint, historic” Stallings Stadium at Elm Street Park, while also confirming that they are trying to grow their event to include more teams. They noted that adding another field similar to Stallings Stadium would help them in growing this event. Another softball interviewee stated that coordinating between multiple facilities within Greenville and also Winterville has been difficult, and that a larger facility could alleviate this. Softball interviewees provided a range of six (6) to 12 fields needed for their events.

## BASKETBALL

- Interviewees mentioned that six (6) to eight (8) courts are ideal for their events, and that they prefer portable bleacher style seating for approximately 1,000 spectators. One interviewee noted that there is a need for space in between courts to ensure both safety and organizations for their events. Interviewees also mentioned that they need a trainer present at their events. One basketball event organizer stated that “Greenville could become dynamite” for their events, as there “is no other place that is a college town like this” that has a facility adequate for their events.



## FLAG FOOTBALL

- A flag football tournament organizer confirmed that Greenville is a “great location” for their events. An interviewee mentioned that they look for adequate parking that is located close to the playing fields. Additionally, they noted the need for concessions and restrooms at their events. In terms of playing surface, an interviewee was indifferent regarding natural turf versus artificial turf, but they did confirm that they need lights for their events.

## HOCKEY

- One interviewee noted that they require three (3) to four (4) ice sheets “within a reasonable distance” (30 minutes) in order to host district events that have at least 24 teams participating. Another interviewee noted that they would like one (1) ice sheet in order to host tournaments with 16 teams. Additionally, an interviewee confirmed that they need to be able to seat 300-400 spectators for regional events, and that facilities should have separate locker rooms for different teams.

## LACROSSE

- An interviewee stated that eight (8) lighted artificial turf fields is ideal for their events. They also noted that there must be adequate space for spectators in between fields, as most spectators will bring a chair or stand in between fields to watch games. An interviewee confirmed that Greenville “blows everyone else away” (Wilson, NC & Goldsboro, NC) as a destination for their events, as Greenville has “good restaurants and hotels.”



## MULTI-SPORT

- One interviewee runs soccer, flag football, ultimate, volleyball, and rugby events. They confirmed that they need eight (8) multi-purpose fields for their outdoor events, and six (6) multi-purpose courts for their indoor events. Additionally, they look for adequate on-site parking with updated restrooms.

## PICKLEBALL

- An interviewee confirmed that 20-22 courts in one location is ideal for larger regional events where there are over 1,000 participants. In addition to these larger regional events, the interviewee stated they would be interested in hosting six (6) smaller scale tournaments with 500-600 participants. They noted that pickleball is “huge in the Carolinas” and that an indoor facility would “get a lot of use” for regional events. The interviewee did note that the facility does not need to be pickleball specific. Additionally, the interviewee mentioned a need for quality restrooms and parking for their events.

## SOCCKER

- An interviewee mentioned that eight (8) fields are ideal for their events and that it is helpful to have at least two (2) fields that are artificial turf, as well as at least two (2) to three (3) fields with lights. One interviewee who had experience hosting events in Greenville spoke highly of their previous experience in Greenville, stating that “Greenville does a great job.” Additionally, they were complimentary of both Visit Greenville and the Pitt Greenville Soccer Association. Lastly, an interviewee also stated that the presence of ECU is a positive for their events, and that Greenville is in a good location to access from I-95.



## TENNIS

- An interviewee mentioned the need for more tennis specific courts in Pitt County, as they said they currently “use anything they can get.” This interviewee stated that 12 hard courts would be ideal for a new facility. Another interviewee confirmed that 18 tennis specific hard courts would be ideal for their events, as they are not sanctioned to run events with pickleball lines. This interviewee has experience hosting events in the Greenville area and thinks that it would be “good to have a big facility in Eastern North Carolina.”

## ULTIMATE FRISBEE

- One interviewee mentioned they are looking for grass facilities to hold events. Sometimes 30+ fields are needed for their events, as college events need 12 fields and club events 15+ fields, but they mentioned that teams are always looking for facilities, especially at the college level. They believe colleges could potentially be interested in hosting one tournament at the proposed complex in Greenville and that a regional tournament could be 32-48 teams.



## VOLLEYBALL

- Interviewees mentioned a range of four (4) to 16 courts needed for their events. One interviewee confirmed that they have never held events in the Greenville area because of the lack of a viable indoor sports facility, and that they “don’t wasn’t to play in a convention center.” An interviewee noted that “Greenville won’t have the overall destination power of Myrtle Beach or Virginia Beach”, but that Greenville is easy to get to and that they could commit one to two events in Greenville per year. They also stated that they need “as many courts as they can get in the Eastern North Carolina Area.”



# EVENT DEMAND SUMMARY: INDOOR SPORTS



Group/Organization	Sport	Likelihood of Usage	Ideal # of Surfaces	Ideal # of Indoor Pools	Number of Annual Events
Atlantic Coast Events	Volleyball	Definitely Use	4	-	2
Big Shots Basketball	Basketball	Definitely Use	8	-	3
Carolina Region Volleyball	Volleyball	Definitely Use	8	-	12
East Carolina Aquatics	Aquatics	Definitely Use	-	1	11
NIRSA Championship Series	Multi-Sport	Definitely Use	6	1	6
North Carolina Swimming	Aquatics	Definitely Use	-	1	15
Teammate Basketball	Basketball	Definitely Use	6	-	1
Track Nationals Inc.	Track	Possibly Use	1	-	1
Travel Champs	Hockey	Definitely Use	1	-	3
USA Hockey Southeastern District	Hockey	Possibly Use	2	-	1

55

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Victus Advisors interviewed a representative sample of potential indoor sports tournament/event organizers:

- Courts - Based solely on the organizations surveyed, we found initial interest for up to 25 annual tournaments/weekend events that could use indoor court space. A total inventory of eight (8) courts would accommodate all of the basketball/volleyball groups.
  - Indoor Pools - In addition, we also found initial interest for up to 26 annual weekend swim meets/competitions that could be accommodated by an indoor facility that has a 50-meter pool with a movable bulkhead and seating capacity for 600-800 spectators. One organizer noted that a smaller warm up pool would be a nice additional amenity to the competition pool.
- Hockey - We found initial interest for up to four (4) hockey tournaments, as three (3) to four (4) ice sheets would accommodate all of the hockey groups.



# EVENT DEMAND SUMMARY: RECTANGULAR FIELDS



Group/Organization	Sport	Likelihood of Usage	Ideal # of Multi-Use Fields	Number of Annual Events
East Carolina Youth Lacrosse	Lacrosse	Likely Use	8	3
ENC HBCU Combine	Football	Definitely Use	2	2
NIRSA Championship Series	Multi-Sport	Definitely Use	8	6
North Carolina Youth Soccer	Soccer	Definitely Use	8	4
USA Ultimate	Frisbee	Possibly Use	6	1
Weekend Warriors	Flag Football	Definitely Use	6	3
				<b>19</b>

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Victus Advisors interviewed a representative sample of potential outdoor sports tournament/event organizers:

- All sports groups above expressed interest in using a new outdoor sports facility in Greenville.
- Usage ranged from weekday use for games and practices to weekend tournament event usage.
- Overall, we found initial interest for up to 19 annual outdoor tournaments/weekend events.





# EVENT DEMAND SUMMARY: BALL DIAMONDS



Group/Organization	Sport	Likelihood of Usage	Ideal # of Ball Diamonds	Number of Annual Events
Dynamic Baseball	Baseball	Definitely Use	9	5
Little League Softball World Series	Softball	Definitely Use	2	1
TierOne Fastpitch	Softball	Definitely Use	12	6
Triple Crown Sports	Baseball	Definitely Use	8	2
Triple Crown Sports	Softball	Likely Use	8	2
USSSA Baseball	Baseball	Definitely Use	12	10
USSSA Softball	Softball	Definitely Use	6	12
				<b>38</b>

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Victus Advisors interviewed a representative sample of potential outdoor sports tournament/event organizers:

- All sports groups above expressed interest in using a new outdoor sports facility in Greenville.
- Usage ranged from weekday use for games and practices to weekend tournament event usage.
- Overall, we found initial interest for up to 38 annual outdoor tournaments/weekend events.



# EVENT DEMAND SUMMARY: RACKET SPORTS



Group/Organization	Sport	Likelihood of Usage	Ideal # of Tennis Courts	Ideal # of Pickleball Courts	Number of Annual Events
Downeast Community Tennis Association	Tennis	Definitely Use	12	-	8
North Carolina Tennis Association	Tennis	Definitely Use	18	-	5
USA Pickleball	Pickleball	Definitely Use	-	20	7
					<b>20</b>

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Victus Advisors interviewed a representative sample of potential outdoor sports tournament/event organizers:

- All of the sports groups above expressed interest in using a new racket sports facility in Greenville.
- For tennis, we found initial interest for up to 13 tournaments if Greenville had a larger facility than Baywood Racquet Club and Green Ridge Racquet Club, which each have nine (9) tennis courts.
- For pickleball, we found initial interest for up to 13 tournaments if Greenville had a larger facility than Elm Street Park and Wimbledon Tennis & Recreation Complex, which each have eight (8) pickleball courts.



## 6. COMPETITIVE & COMPARABLE SPORTS TOURISM MARKET & FACILITY ANALYSIS



# SECTION OVERVIEW



The purpose of this section is to:

- 1) Review and analyze sports tourism facilities in similar communities that could compare or compete with new facilities in Greenville.
- 2) Review current sports marketing and branding efforts within competitive sports tourism markets.



# COMPETITIVE MARKET OVERVIEW



Based primarily upon feedback from regional and national sports tournament organizers, Victus Advisors has identified the following markets as sports tourism destinations in the southeast region that could provide case studies and benchmarks for evaluating the sports tourism potential of the Greenville Market (Pitt County). These MSA's are listed in alphabetical order below:

- Charlotte-Concord-Gastonia, NC-SC (“Charlotte Market” and/or “Rock Hill Market”)
- Greensboro-High Point, NC ( “Greensboro Market”)
- Myrtle Beach-Conway-North Myrtle Beach, SC (“Myrtle Beach Market”)
- Raleigh-Cary, NC ( “Raleigh Market”)
- Richmond, VA (“Richmond Market”)
- Rocky Mount, NC ( “Rocky Mount Market”)
- Virginia Beach-Chesapeake-Norfolk, VA-NC ( “Virginia Beach Market”)
- Wilson County, NC  $\mu$ SA\* (“Wilson Market”)
- Winston-Salem, NC (“Winston-Salem Market”)

In this section of the report, Victus Advisors analyzes facilities within these markets that could potentially be a competitive facility for existing or future sports tourism facilities in Greenville, as well as reviews sports marketing branding efforts within these competitive markets.

*\*  $\mu$ SA's are defined by U.S. Office of Management & Budget as one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration.*



## 6. COMPETITIVE & COMPARABLE SPORTS TOURISM MARKET & FACILITY ANALYSIS: A. BENCHMARK FACILITIES



# COMPARATIVE MARKETS: SPORTS TOURISM FACILITIES

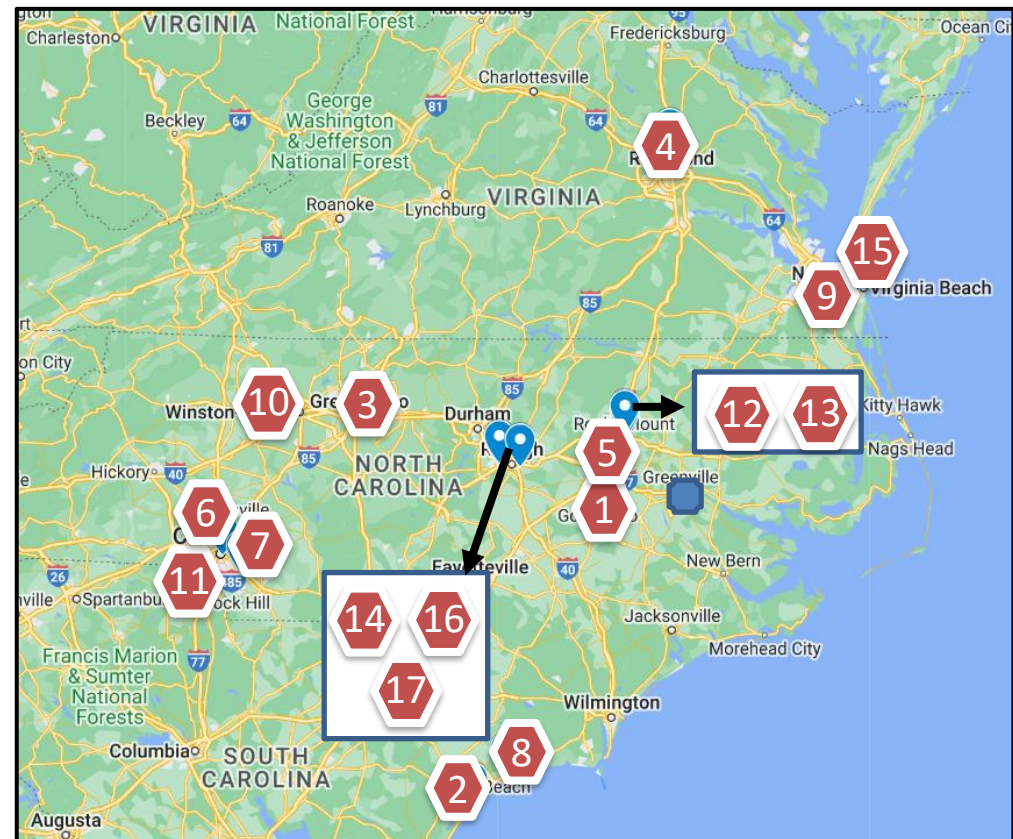


Based on feedback provided by regional event organizers, Victus identified and analyzed sports tourism facilities within comparative markets in the Mid-Atlantic and Southeast that could potentially be competitive with existing or future sports tourism facilities in Greenville. These venues have a minimum of at least four (4) baseball or softball diamonds, eight (8) rectangular fields, eight (8) basketball courts convertible to at least eight (8) or more volleyball courts, or one (1) 50-meter competitive pool.

## Facility

- 1 Bryan Multi-Sport Complex
- 2 Grand Park Athletic Complex
- 3 Greensboro Aquatic Center
- 4 Henrico Sports & Events Center
- 5 J. Burt Gillette Athletic Complex
- 6 Mecklenburg County Aquatic Center
- 7 Mecklenburg County Sportsplex at Matthews
- 8 North Myrtle Beach Park and Sports Complex
- 9 Princess Anne Athletic Complex
- 10 RISE Indoor Sports
- 11 Rock Hill Sports & Event Center
- 12 Rocky Mount Event Center
- 13 Rocky Mount Sports Complex
- 14 Triangle Aquatic Center
- 15 Virginia Beach Sports Center
- 16 WakeMed Soccer Park
- 17 Walnut Creek Athletic Complex

*Note: Sorted in alphabetical order*



Source: Google Maps



# BRYAN MULTI-SPORT COMPLEX



## Goldsboro, NC

- Opened: 2018
- Owner/Operator: Goldsboro Parks & Recreation Department
- Footprint: 63 acres
- Features:
  - 8 rectangular fields (2 fields are artificial turf fields)
  - Concession stand, playground, splash pad, and walking trails
- Programming:
  - Practices, leagues, games, and tournaments for soccer, football, lacrosse, etc.
- Additional Notes:
  - The complex was developed, in part through a 20-year lease agreement between the City of Goldsboro and the U.S. Air Force, which allowed the City to develop the \$6 million site on Seymour Johnson Air Force Base property. The agreement also allows shared use by City of Goldsboro residents and Air Force Base personnel.

**GOLDSBORO**  
BE MORE DO MORE SEYMOUR

*Parks & Recreation*







# BRYAN MULTI-SPORT COMPLEX (CONT.)



## SITE MAP





# GRAND PARK ATHLETIC COMPLEX



## Myrtle Beach, SC

- Opened: 2009 (Phase 1); 2012 (Phase 2)
- Owner/Operator: City of Myrtle Beach
- Features:
  - 9 ball diamonds (7 large, 2 youth) with synthetic grass and lights
  - Batting cages
  - Because they are synthetic, the large ball fields can also be used for multi-use field play
- Programming:
  - Practices, leagues, games, and tournaments for baseball, softball, soccer, etc.
- Economic Impact:
  - The facility is programmed to host over 20 tournaments in 2023.
  - 2022 events generated nearly \$35 million in gross direct spending.



## RENTAL RATES

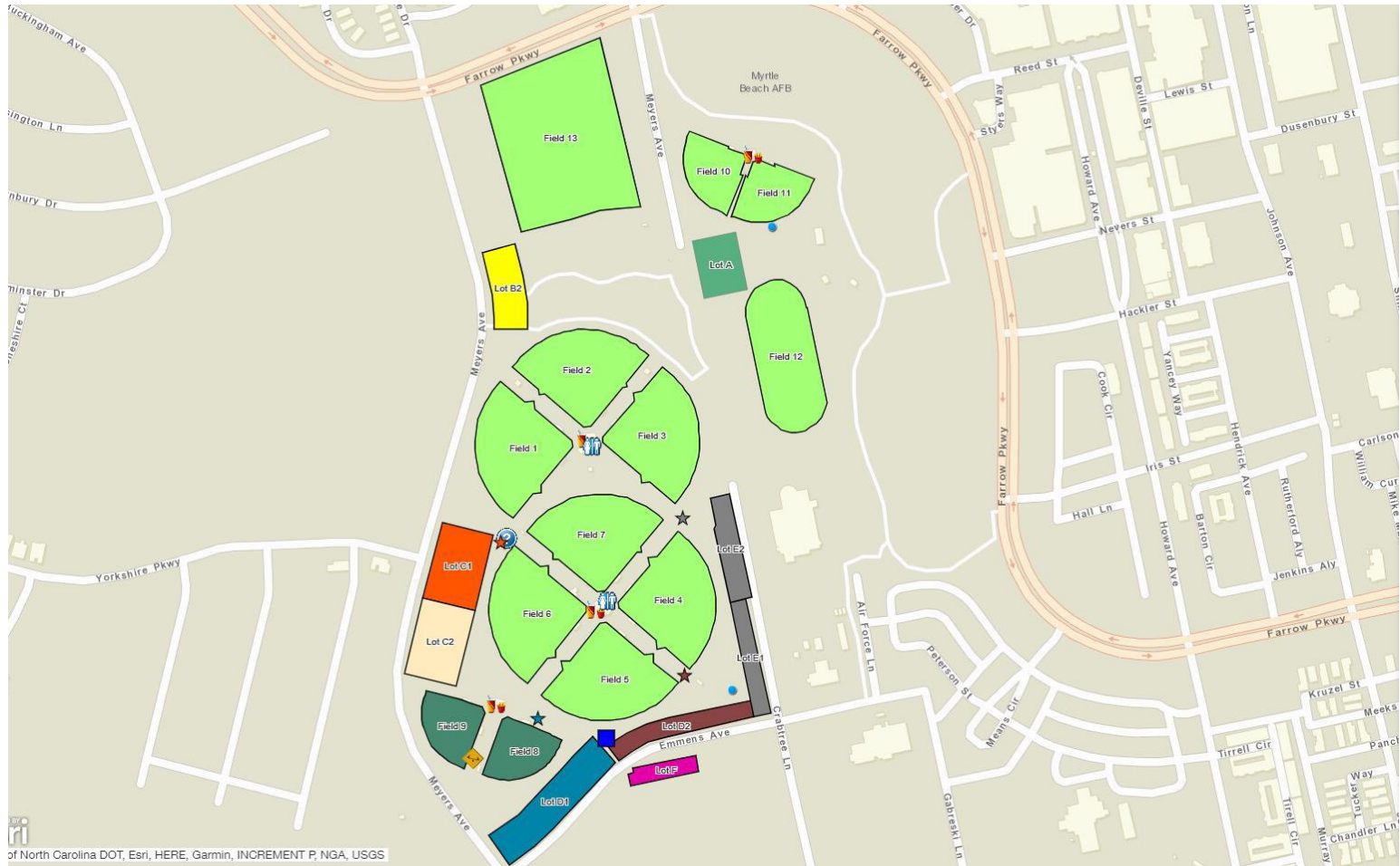
- The City of Myrtle Beach applies a usage-based formula to determine fees, rather than a flat rental rate
  - Daily Rate (Events with less than 240 athletes): \$200 per field per day



# GRAND PARK ATHLETIC COMPLEX (CONT.)



## SITE MAP





# GREENSBORO AQUATIC CENTER



## Greensboro, NC

- Opened: 2011
- Construction Cost: \$32.3M in 2023 dollars\*
- Owner/Operator: Private
- Footprint: 105,000 sq. ft.
- Features:
  - 8-lane, 50-meter competition pool
  - 25-yard programming pool
  - Diving pool
  - 50-meter practice pool
  - Spectator seating for 2,500
  - Classrooms, fitness room, pro shop, offices, and locker rooms
- Programming:
  - Local, regional and national swimming meets
  - The facility will typically host over 65 events each year.
- Economic Impact:
  - According to the Greensboro Convention & Visitors Bureau, the Greensboro Aquatic Center has generated over \$224 million in economic impact since opening.



GREENSBORO AQUATIC CENTER

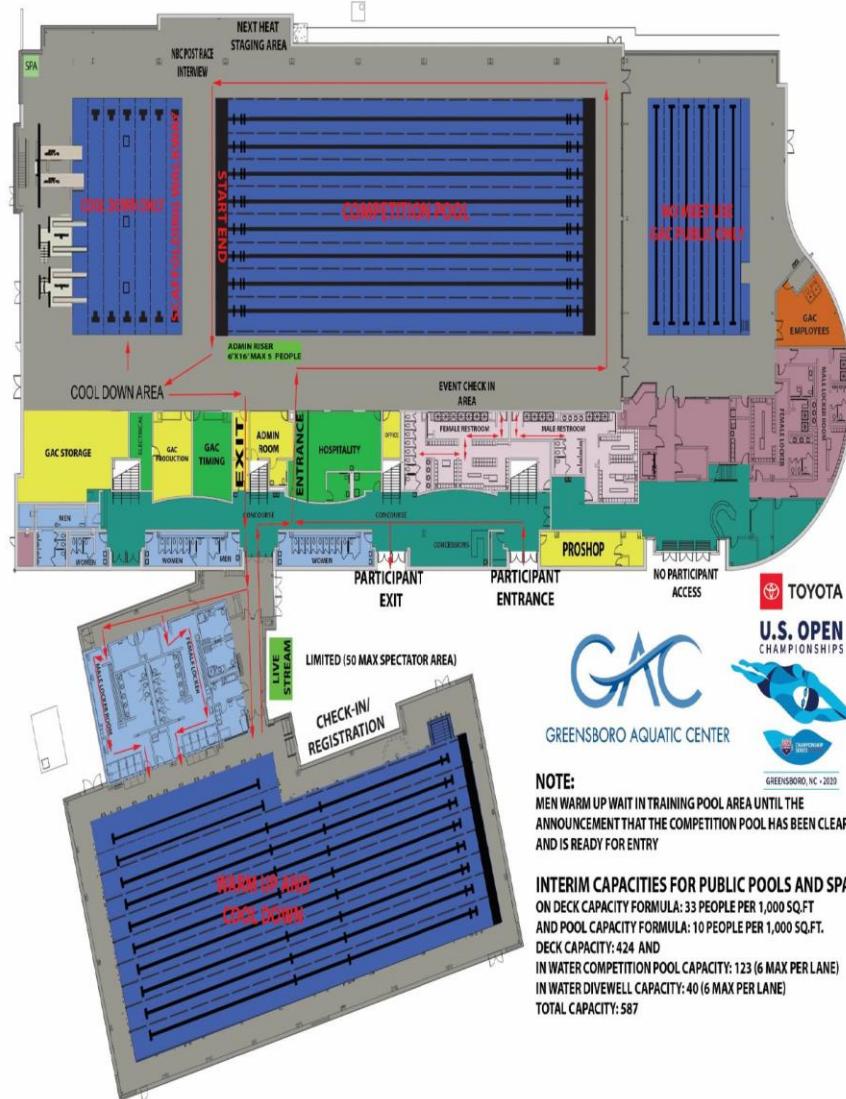




# GREENSBORO AQUATIC CENTER (CONT.)



## FLOOR PLAN



**NOTE:**  
MEN WARM UP WAIT IN TRAINING POOL AREA UNTIL THE ANNOUNCEMENT THAT THE COMPETITION POOL HAS BEEN CLEARED AND IS READY FOR ENTRY

**INTERIM CAPACITIES FOR PUBLIC POOLS AND SPAS:**  
ON DECK CAPACITY FORMULA: 33 PEOPLE PER 1,000 SQ.FT  
AND POOL CAPACITY FORMULA: 10 PEOPLE PER 1,000 SQ.FT.  
DECK CAPACITY: 424 AND  
IN WATER COMPETITION POOL CAPACITY: 123 (6 MAX PER LANE)  
IN WATER DIVEWELL CAPACITY: 40 (6 MAX PER LANE)  
TOTAL CAPACITY: 587



# HENRICO SPORTS & EVENTS CENTER



## Glen Allen, VA

- Planned Opening: Fall 2023
- Construction Cost: \$50M
- Owner: Henrico County
- Operator: Henrico Sports & Entertainment Authority
- Footprint: 185,000 sq. ft.
- Features:
  - 12 basketball courts convertible to 24 volleyball courts
  - 4 meeting rooms
  - 6 locker rooms
  - 39,000-square-foot flat floor event space with portable seating large enough to accommodate 3,500 spectators, or staging and seating for up to 4,500 for meetings and events.
- Programming:
  - The facility will host basketball, volleyball, pickleball, wrestling, gymnastics, dance, robotics, e-sports, and other sports and non-sports events.
  - Local leaders said that the facility would be capable of hosting multiple events at a time, and that they also would be looking to host high school graduations.



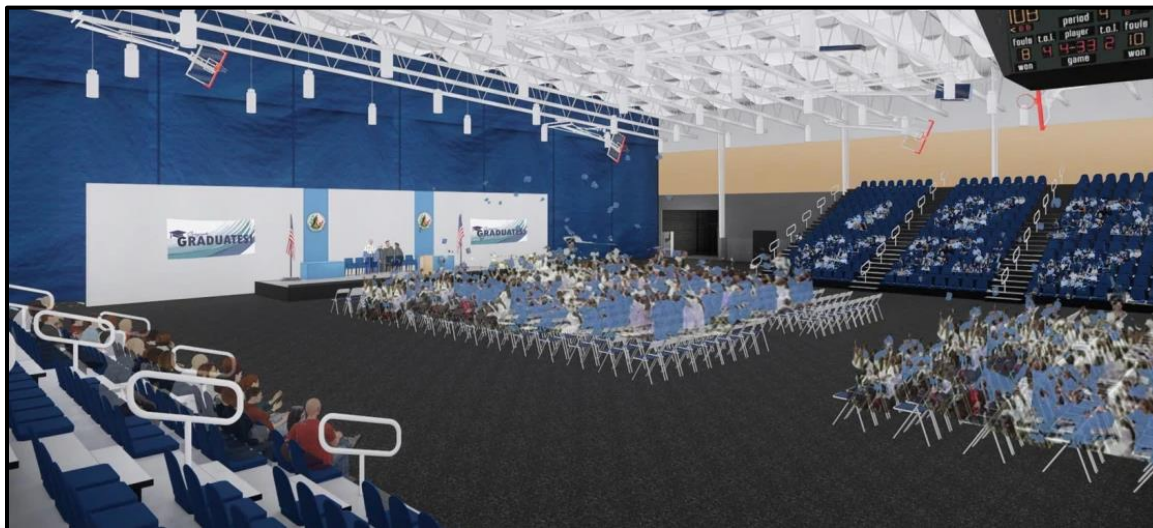
# HENRICO SPORTS & EVENTS CENTER (CONT.)



*SPORTS CONFIGURATION*



*GRADUATION CONFIGURATION*





# J. BURT GILLETTE ATHLETIC COMPLEX



## Wilson, NC

- Opened: 2005 (soccer fields); 2009 (baseball complex)
- Owner/Operator: City of Wilson
- Footprint: 113 acres
- Features:
  - 8 multi-use fields
  - 4 Little League Baseball/softball fields
  - Cross country trail
- Programming:
  - The facility is the home of Wilson City Little League and the Wilson Youth Soccer Association.
  - The facility also hosts youth soccer and baseball tournaments.



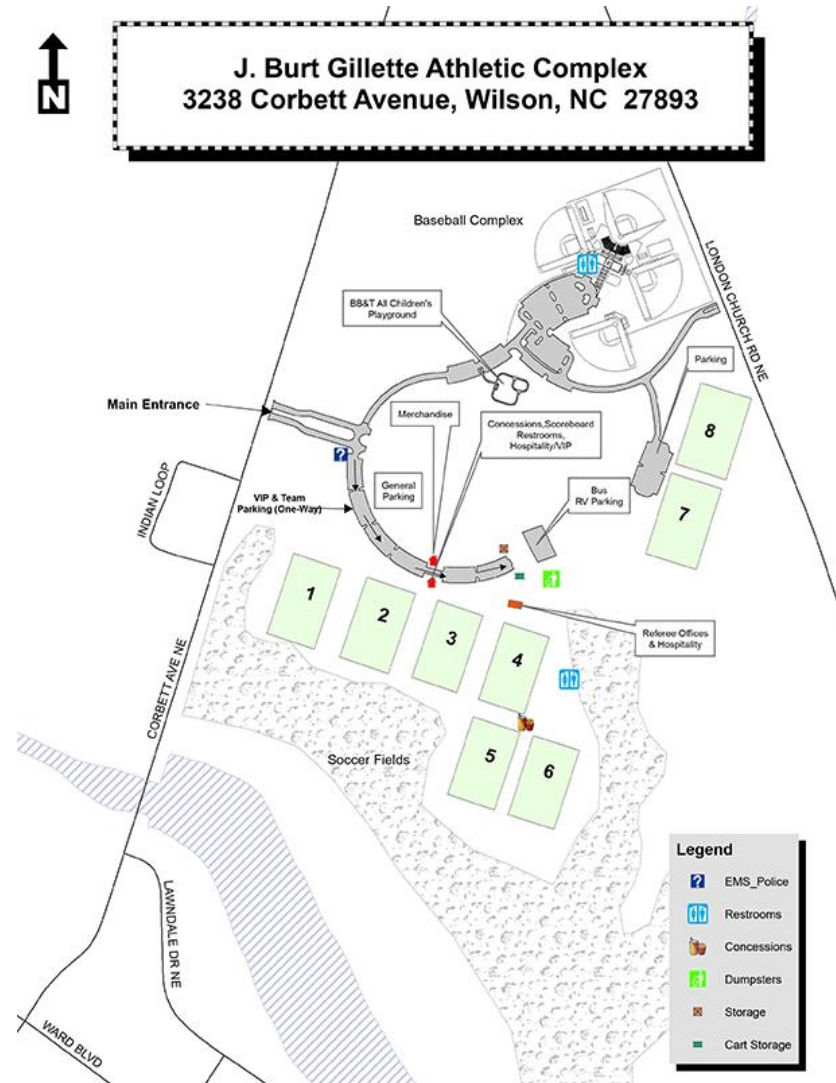




# J. BURT GILLETTE ATHLETIC COMPLEX (CONT.)



## SITE MAP





# MECKLENBURG COUNTY AQUATIC CENTER



## Charlotte, NC

- Opened: 1991
- Owner/Operator: Mecklenburg County Park & Recreation
- Features:
  - 8-lane, 50-meter competition pool
  - Spectator seating for 1,284
  - 25-yard programming pool
  - 2 multi-purpose rooms, locker rooms, and changing rooms
- Programming:
  - Local and regional swimming meets
  - There are 50 swim events programmed for the 2023-2024 fiscal year.

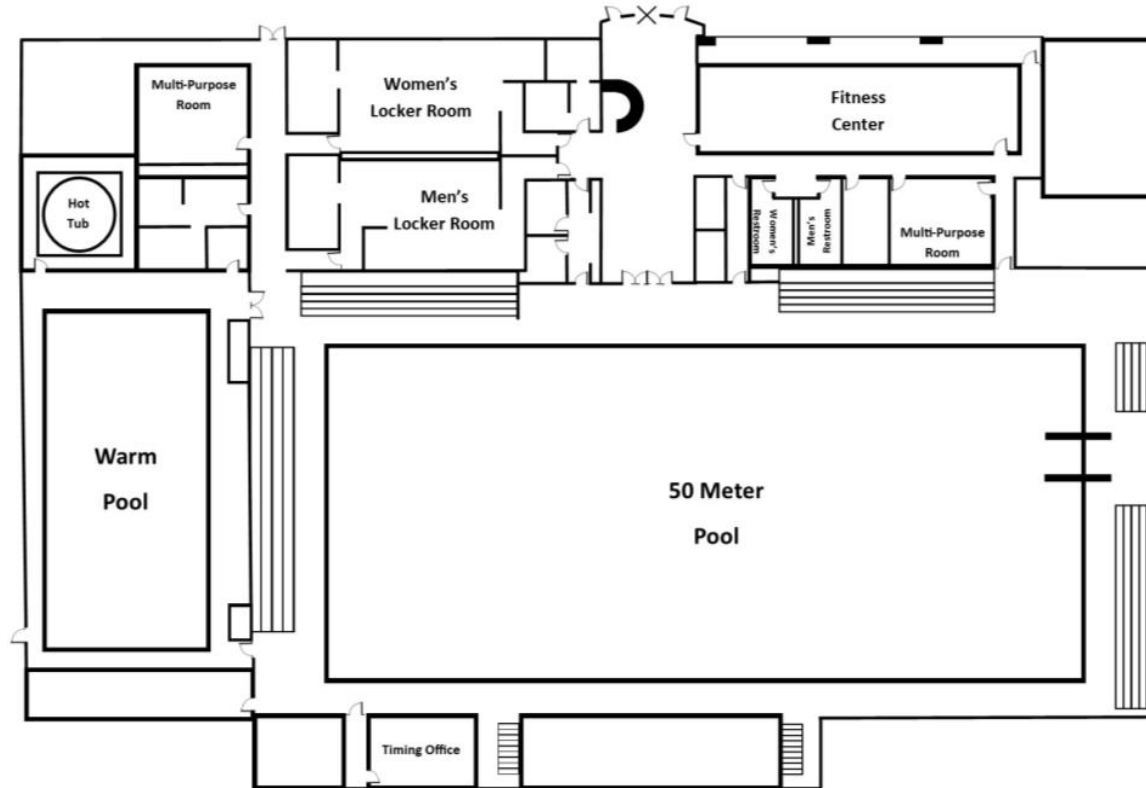


## RENTAL RATES

- Practice (25-Yard Pool): \$144-\$180 per hour
- Practice (50-Meter Comp Pool): \$240 per hour
- Swim Meet (Entire Facility): \$3,984 per day



## FLOOR PLAN





# MECKLENBURG COUNTY SPORTSPLEX



## Matthews, NC

- Opened: 2013
- Construction Cost: \$46.9M in 2023 dollars\*
- Owner/Operator: Mecklenburg County
- Footprint: 160 acres
- Features:
  - 12 multi-use rectangular fields (including stadium field)
  - 4,166-seat stadium
  - Conference room
- Programming:
  - The facility hosts youth and collegiate tournaments and championships for soccer and other sports.
  - The facility has 47 sports events planned for 2023.



## RENTAL RATES

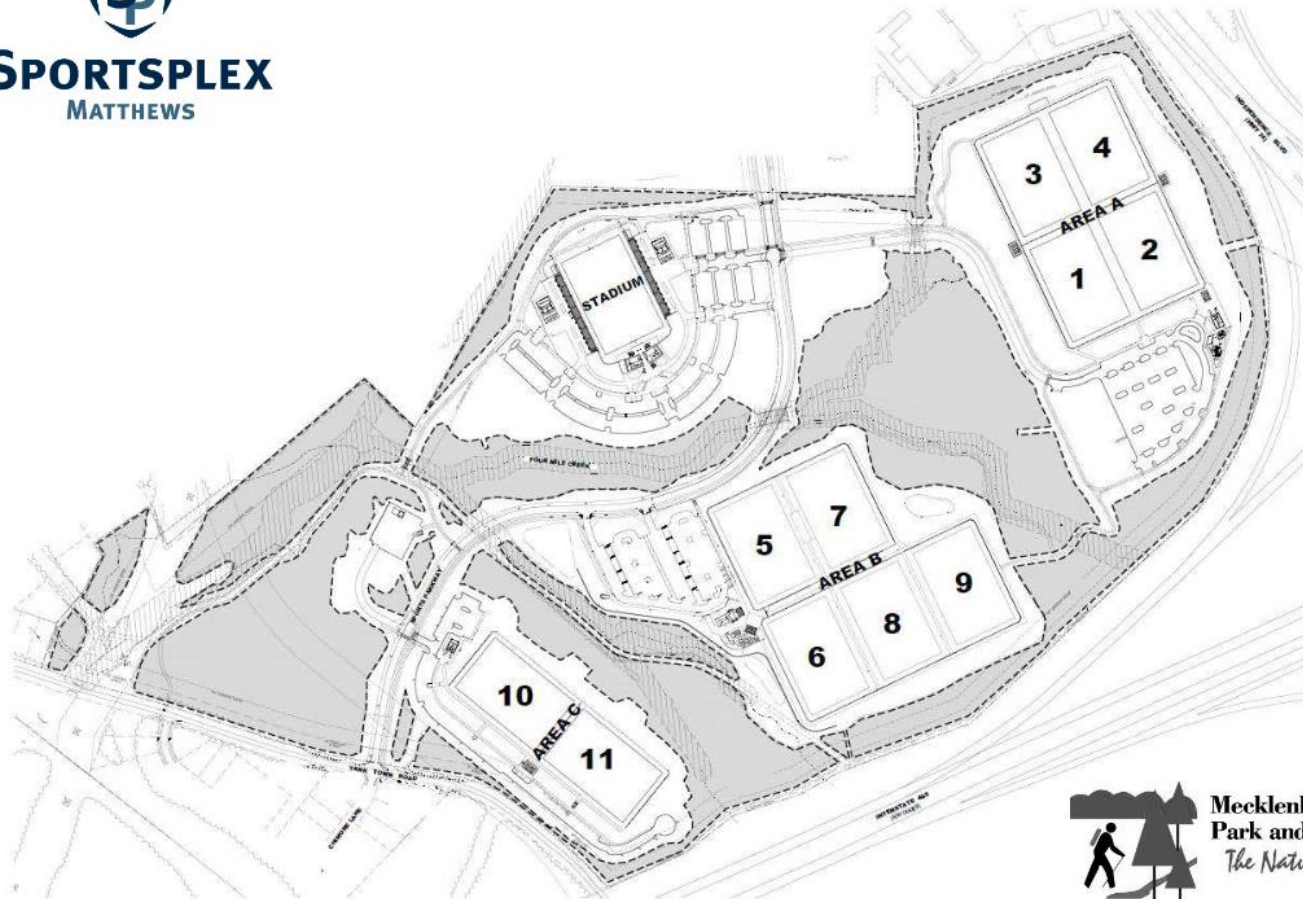
- Fields (Hourly): \$42-\$65 per field per hour (lights extra)
  - Tournament Rate (4 Fields): \$2,590 per day
    - Tournament Rate (5 Fields): \$2,890
    - Tournament Rate (9 Fields): \$5,480
  - Tournament Rate (11 Fields): \$6,830 per day



# MECKLENBURG COUNTY SPORTSPLEX (CONT.)



## SITE MAP



Mecklenburg County  
Park and Recreation  
*The Natural Place  
To Be...*  
[www.parkandrec.com](http://www.parkandrec.com)



# NORTH MYRTLE BEACH PARK & SPORTS COMPLEX



## North Myrtle Beach, SC

- Opened: 2014; Construction Cost: \$22.9M in 2023 dollars\*
- Owner: City of North Myrtle Beach
- Operator: City of North Myrtle Beach Parks & Recreation
- Footprint: 160 acres
- Features:
  - 6 baseball/softball fields
  - 8 multi-purpose fields
  - 8 batting tunnels
  - 3 playgrounds
  - 25-acre lake for water activities
  - Amphitheatre
- Programming:
  - Practices, leagues, games, and tournaments for baseball, softball, soccer, etc.
  - The facility hosts about 60 tournaments annually.
- Economic Impact:
  - The facility generates approximately \$30 million in annual economic impact from tournaments.



## RENTAL RATES

- All Ball Fields (Tournament Rate): \$730 per day
- All Rectangular Fields (Tournament Rate): \$730 per day



# NORTH MYRTLE BEACH PARK & SPORTS COMPLEX (CONT.)



## SITE MAP





# PRINCESS ANNE ATHLETIC COMPLEX



## Virginia Beach, VA

- Opened: 2007
- Construction Cost: \$25.1M in 2023 dollars\*
- Owner: City of Virginia Beach
- Operator: Virginia Beach Parks & Recreation
- Features:
  - 8 multi-use fields; 4 are lighted and artificial
  - 8 lighted softball fields
- Programming:
  - Practices, leagues, games, and tournaments for softball, soccer, etc.
- Economic Impact:
  - The facility hosted 20 multi-day sports tournaments/events for the 2022 fiscal year.
  - The 20 events attracted over 31,000 total attendees and generated over 13,500 contracted room nights for the 2022 fiscal year.



### RENTAL RATES

- Multi-Use Fields (All 8 & Multi-Day): \$58 per hour per field (artificial) \$26 per hour per field (grass)
  - Multi-Use Fields (All Artificial & Multi-Day): \$63 per hour per field
- Multi-Use Fields (Hourly): \$35-\$73 per hour per field depending on type of field, time of day, and day of week.
  - Softball Fields (Partial Day): \$175 per field
  - Softball Fields (Full Day): \$225 per field

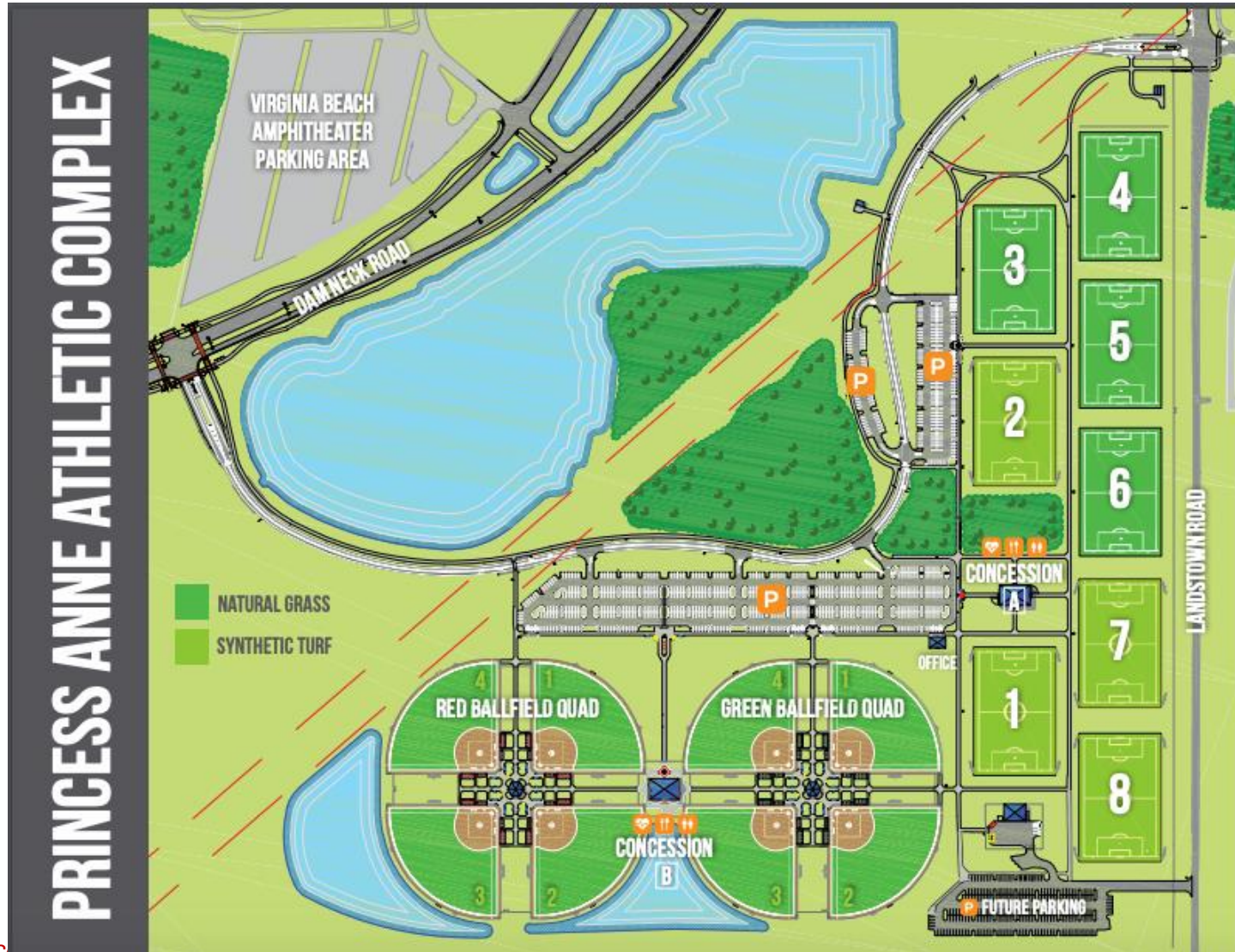




# PRINCESS ANNE ATHLETIC COMPLEX (CONT.)



SITE MAP



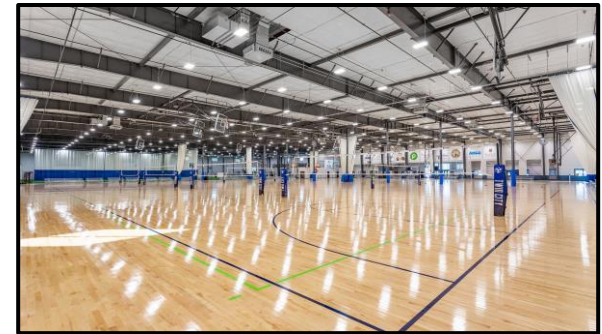


# RISE INDOOR SPORTS



## Bermuda Run, NC

- Opened: 2021
- Construction Cost: \$15.7M in 2023 dollars\*
- Owner/Operator: Private
- Footprint: 123,000 sq. ft.
- Features:
  - 8 basketball courts convertible to 12 volleyball courts
  - 28,000 sq. ft. of indoor turf
  - 8,300 sq. ft. performance training center
  - 6,000 sq. ft. fitness and cardio studio
  - Concessions stand, 3 meeting rooms, physical therapy center
- Programming:
  - Leagues and tournaments for basketball, volleyball, etc.
- Economic Impact:
  - The facility projects to generate between \$7 million to \$8 million annually in economic impact.



## RENTAL RATES

- Large Field: \$150 per hour
- Small Field: \$80 per hour
  - ½ Court: \$50 per hour
  - Full Court: \$80 per hour



# RISE INDOOR SPORTS (CONT.)



## FLOOR PLAN





# ROCK HILL SPORTS & EVENTS CENTER



## Rock Hill, SC

- Opened: 2020; Construction Cost: \$31.7M in 2023 dollars\*
- Owner/Operator: City of Rock Hill
- Footprint: 170,000 sq. ft.
- Features:
  - 10 basketball courts convertible to 18 volleyball courts
  - Championship court with 1,200 seats
  - 8,000 sq. ft. event space, small conference rooms and locker rooms
- Programming:
  - The facility hosts athletic leagues, sports tournaments, conferences/conventions, concerts and other special events.
  - There are over 50 sports events planned for 2023.
- Economic Impact:
  - The City of Rock Hill reported over 200,000 visitors, over \$56 million in economic impact, and over 130,000 room nights from sports events in the 2022-2023 fiscal year.



## RENTAL RATES

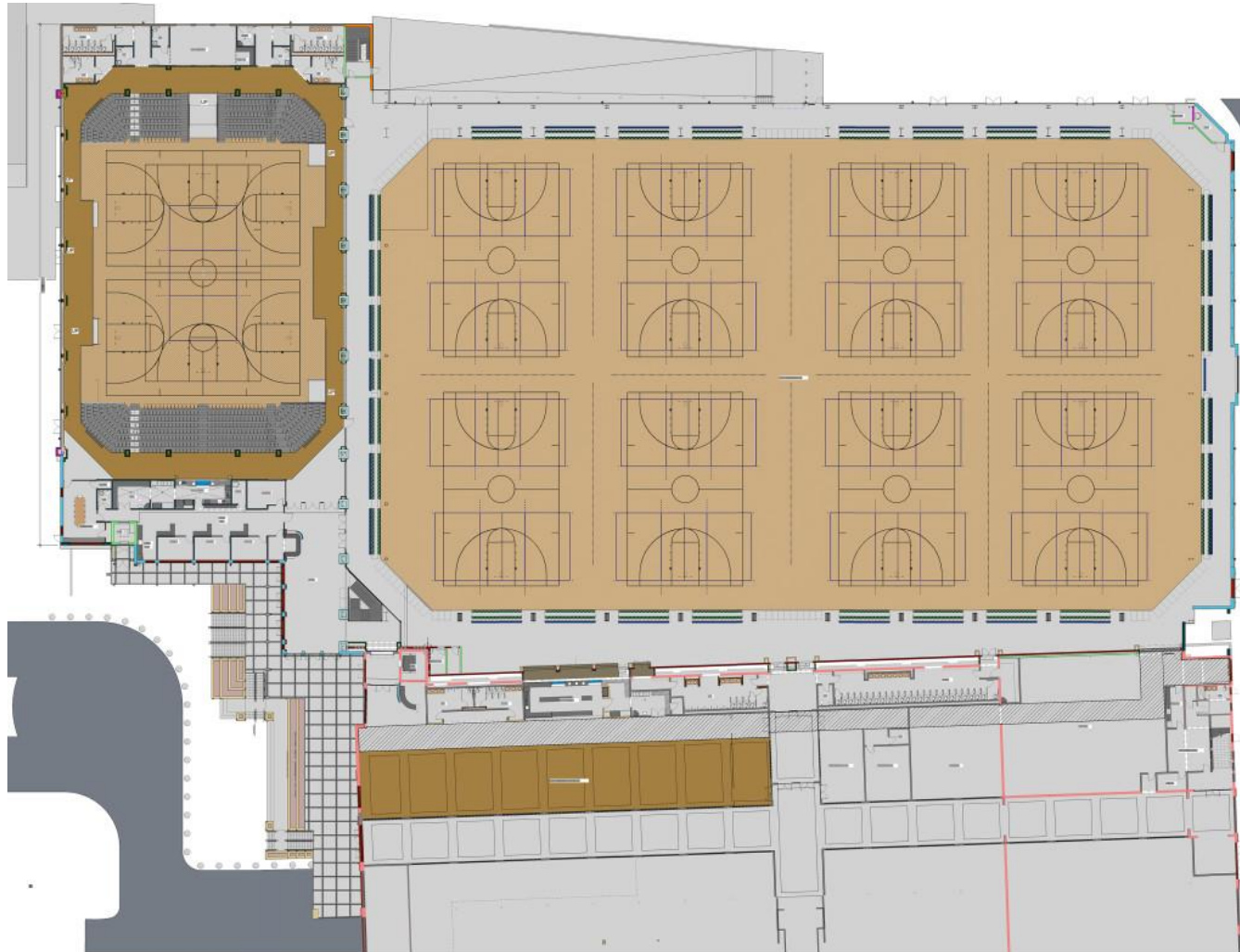
- Courts: \$50 per hour per court
  - Arena Only: \$200 per hour
- Tournament Rate (Full Facility): \$7,500 per day
  - Event Space: \$200 per hour; \$1,600 per day
- Small Conference Rooms: \$100 per hour; \$600 per day



# ROCK HILL SPORTS & EVENTS CENTER



## FLOOR PLAN





# ROCKY MOUNT EVENT CENTER



## Rocky Mount, NC

- Opened: 2018
- Construction Cost: \$21.8M in 2023 dollars\*
- Owner: City of Rocky Mount
- Operator: Sports Facilities Management
- Footprint: 165,000 sq. ft.
- Features:
  - 8 basketball courts convertible to 16 volleyball courts
  - 6 meeting rooms and a family entertainment center
  - 75,000 sq. ft. event floor space, or arena configuration for 4,000
- Programming:
  - The facility hosted 21 sports events and 233 catered events in 2022.
- Financials:
  - In the full operating year prior to COVID, RMEC generated approximately \$1.7 million in operating revenue, against approximately \$2.2 million in operating expenses.
  - Annual debt service payments (including principal/interest) are a little over \$3 million per year.
- Economic Impact:
  - In 2022, the facility hosted 21 sporting events and 233 catering events (in addition to local programming), generating a direct economic impact of nearly \$15 million, an increase over \$9 million in 2021 (which was impacted by COVID).



ROCKY MOUNT  
EVENT CENTER

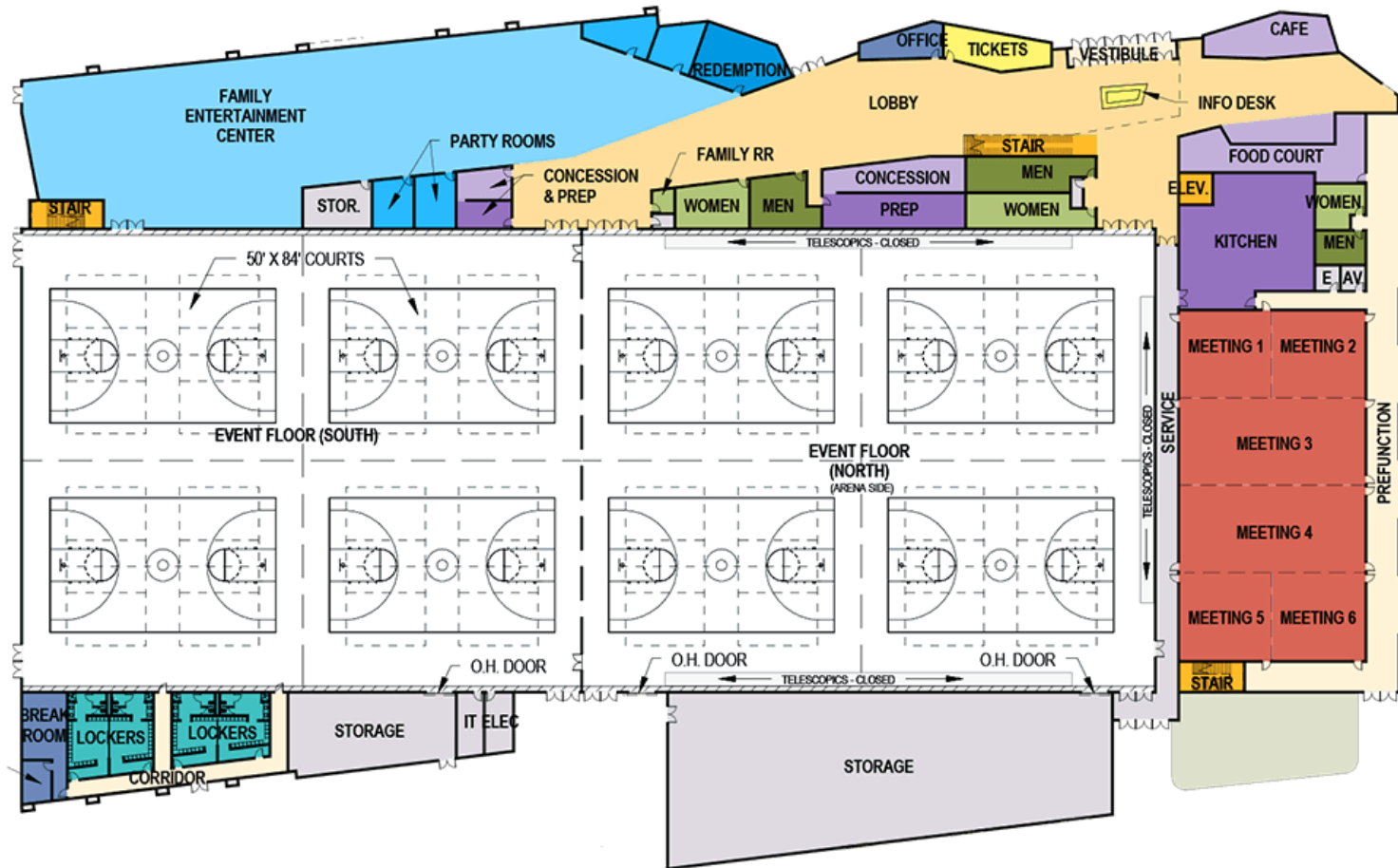




# ROCKY MOUNT EVENT CENTER (CONT.)



## FLOOR PLAN





# ROCKY MOUNT SPORTS COMPLEX



## Rocky Mount, NC

- Opened: 2006
- Construction Cost: \$20.9M in 2023 dollars\*
- Owner/Operator: City of Rocky Mount
- Footprint: 143 acres
- Features:
  - 6 youth baseball fields
  - 5 softball/baseball fields
  - 8 multi-use fields
- Programming:
  - The facility hosts girls' fast pitch softball, youth baseball, and adult slow pitch softball tournaments.



ROCKY MOUNT  
SPORTS COMPLEX  
THE CENTER OF IT ALL



## RENTAL RATES

- Baseball Fields (Hourly): \$28-\$42.50 per field per hour
- Softball Fields (Hourly): \$23-\$35 per field per hour
- Multi-Use Fields: \$23-\$42.50 per field per hour

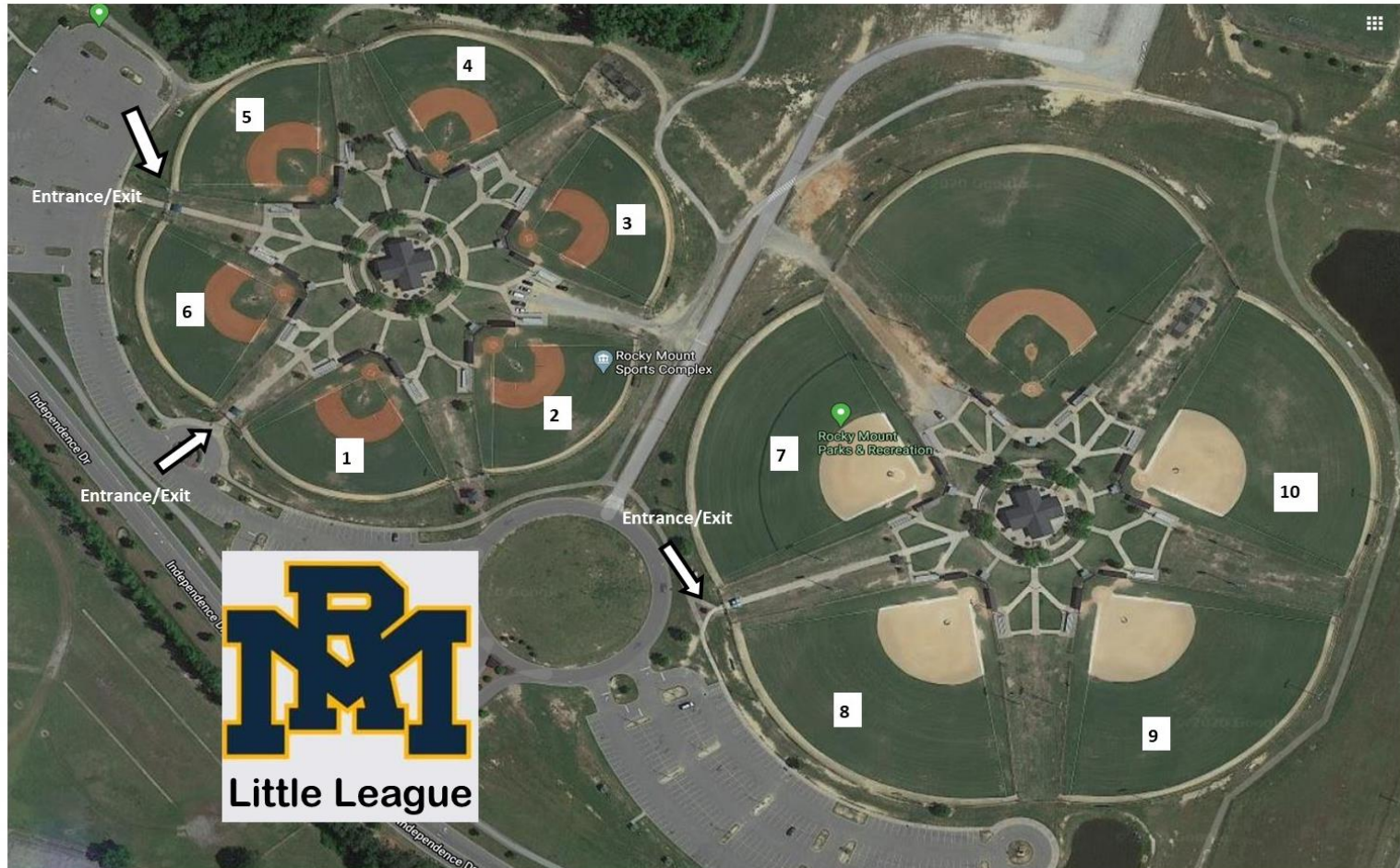




# ROCKY MOUNT SPORTS COMPLEX (CONT.)



## SITE MAP





# TRIANGLE AQUATIC CENTER



## Cary, NC

- Opened: 2007; Outdoor Expansion: 2022
- Original Construction Cost: \$36.4M in 2023 dollars\*
- Owner/Operator: Private
- Footprint: 60,000 sq. ft.
- Features:
  - 8-lane, 50-meter competition pool (indoor)
  - Spectator seating for 1,000
  - 9-lane, 50-meter competition pool (outdoor)
  - 25-yard programming pool
  - Instructional pool
  - Restaurant
  - Fitness center
- Programming:
  - Local, regional, and national swimming meets
  - The facility hosted over 80 swim meets in 2022.





# VIRGINIA BEACH SPORTS CENTER



## Virginia Beach, VA

- Opened: 2020
- Construction Cost: \$79.8M in 2023 dollars\*
- Owner: City of Virginia Beach
- Operator: Eastern Sports Management
- Footprint: 285,000 sq. ft.
- Features:
  - **Event Space 1:** 5,000-seat capacity arena, with a 200-meter hydraulic banked track that can be overlaid with eight (8) synthetic volleyball/sport courts
  - **Event Space 2:** Permanent hardwood flooring for 12 basketball courts convertible to 24 volleyball courts. With temporary flooring surfaces, this space has also been utilized for wrestling
- Programming:
  - The facility hosted 58 multi-day sports tournaments/events for the 21-22 fiscal year.
- Economic Impact:
  - The 58 events attracted over 180,000 total attendees and generated just under 53,000 contracted room nights within City limits during the 21-22 fiscal year.



## RENTAL RATES

- Basketball Court (Hardcourt or Track Side): \$100 per hour per court
- Volleyball Court (Hardcourt or Track Side): \$50 per hour per court
- Entire Hardcourt Side (12 basketball/24 volleyball): \$10,000 per day
  - Entire Track Side (12 basketball/12 volleyball): \$10,000 per day

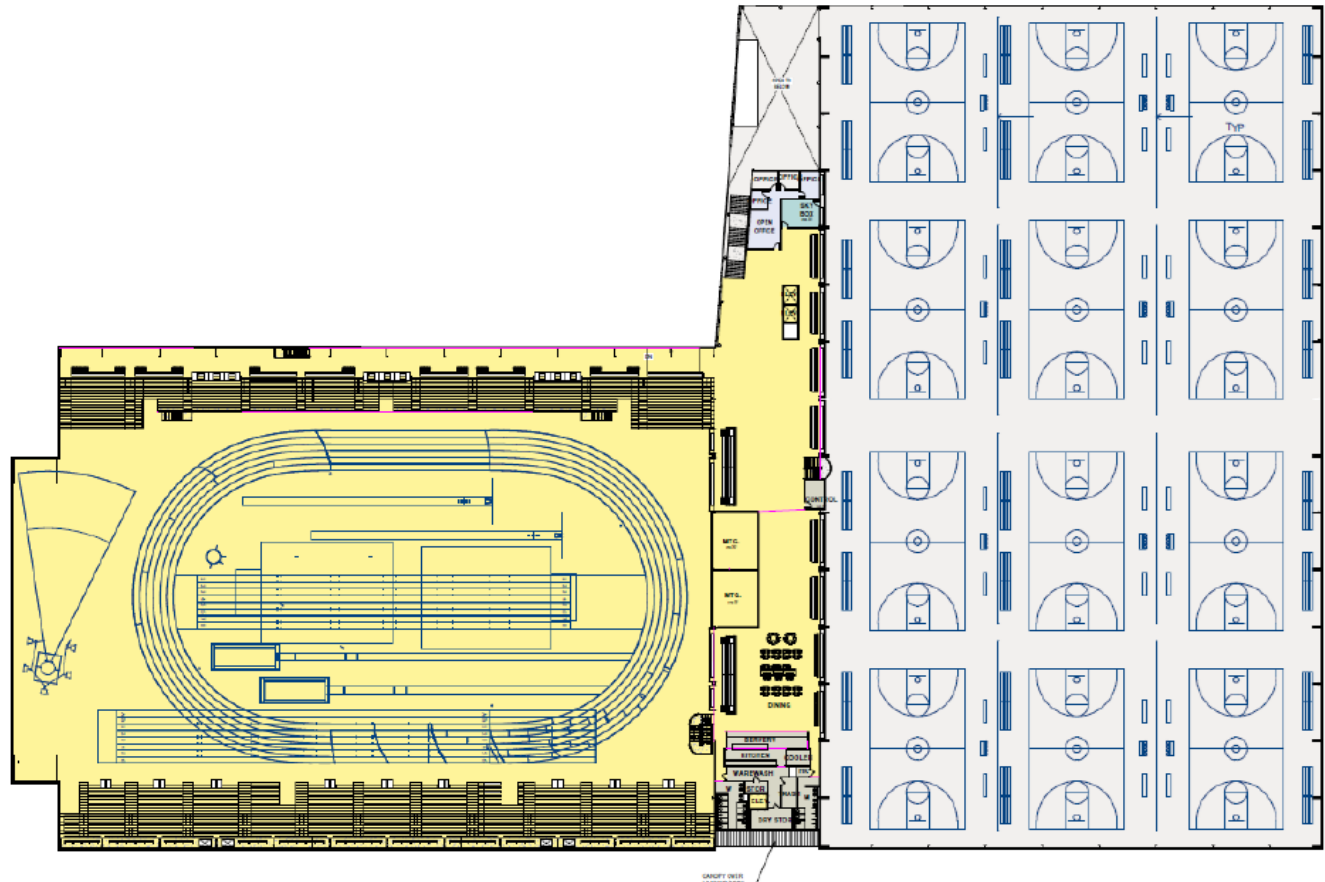


# VIRGINIA BEACH SPORTS CENTER (CONT.)



## FLOOR PLAN

The Virginia Beach Sports Center was designed so that 12 basketball courts could be converted to 24 volleyball courts.





# WAKEMED SOCCER PARK



## Cary, NC

- Opened: 2002
- Construction Cost: \$32.3M in 2023 dollars\*
- Owner: Wake County
- Operator: City of Cary
- Footprint: 150 acres
- Features:
  - 8 multi-use fields
    - 1 stadium field (10,000-seat capacity)
    - 2 FIFA regulation-sized fields with lights
    - 5 practice fields
  - Concessions, locker rooms, meeting space
  - Cross country course
- Programming:
  - The facility is the home to North Carolina FC of the USL League One and North Carolina Courage of the NWSL
  - The facility also hosts soccer and other sports tournaments.

**CARY** | NORTH CAROLINA



## RENTAL RATES

- Non-Stadium Fields: \$75 to \$125 per hour per field depending on user and field.



# WAKEMED SOCCER PARK (CONT.)



SITE MAP





# WALNUT CREEK ATHLETIC COMPLEX



## Raleigh, NC

- Opened: 1992; Renovated: 2019
- Owner/Operator: City of Raleigh
- Footprint: 204 acres
- Features:
  - 9 softball/baseball fields
  - 18 bullpens
  - Wireless internet connection, food truck plaza
- Programming:
  - Practices, leagues, games, and tournaments for softball and baseball.
  - The facility is programmed to host about 32 tournaments per year.
  - The facility has hosted the NCAA Division III Softball Championships, NCHSAA Softball Championships, PONY Championships, North Carolina State Games and the N.C. State University, Shaw University and Saint Augustine's University softball teams.
- Economic Impact:
  - The facility hosts over 40,000 visitors per year.



## TOURNAMENT RENTAL RATES

- 30-50 Teams: \$30 per day per team
- 51-70 Teams: \$25 per day per team
- 71+ Teams: \$20 per day per team



# INDOOR COURTS FACILITY SUMMARY



<u>Facility</u>	<u>Location</u>	<u>Owner</u>	<u>Operator</u>	<u>Basketball Courts</u>	<u>Volleyball Courts</u>
Henrico Sports & Events Center	Glen Allen, VA	Public	Public	12	24
RISE Indoor Sports	Bermuda Run, NC	Private	Private	8	12
Rock Hill Sports & Events Center	Rock Hill, SC	Public	Public	10	18
Rocky Mount Event Center	Rocky Mount, NC	Public	Private	8	16
Virginia Beach Sports Center	Virginia Beach, VA	Public	Private	12	32
<b>HIGH</b>				<b>12</b>	<b>32</b>
<b>AVERAGE</b>				<b>10.0</b>	<b>20.4</b>
<b>LOW</b>				<b>8</b>	<b>12</b>

Sources: Facility operators; Victus Advisors research

Note: Sorted by Facility in alphabetical order

As shown above, all indoor courts facilities profiled have at least eight (8) basketball courts which are convertible to at least 12 volleyball courts. All but one (1) of the facilities are publicly owned, and three (3) of the facilities are privately operated.





# AQUATIC CENTER SUMMARY



<u>Facility</u>	<u>Location</u>	<u>Owner</u>	<u>Operator</u>	<u>50-Meter Pool (Indoor)</u>	<u>50-Meter Pool (Outdoor)</u>	<u>Separate 25-Yard Pool</u>	<u>Separate Diving Well</u>	<u>Seating Capacity</u>
Greensboro Aquatic Center	Greensboro, NC	Private	Private	2	-	1	1	2,500
Mecklenburg County Aquatic Center	Charlotte, NC	Public	Public	1	-	1	-	1,284
Triangle Aquatic Center	Cary, NC	Private	Private	1	1	1	-	1,000
<b>HIGH</b>				<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2,500</b>
<b>AVERAGE</b>				<b>1.3</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1,595</b>
<b>LOW</b>				<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1,000</b>

*Sources: Facility operators; Victus Advisors research*

*Note: Sorted by Facility in alphabetical order*

As shown above, all aquatic centers profiled have at least one (1) 50-meter competitive pool and a 25-yard pool.



# INDOOR SPORTS CENTER CONSTRUCTION COST SUMMARY



Facility	Location	Year Opened	Square Feet	Est. 2023 Construction Cost	Est. 2023 Construction Cost Per Sq. Ft.
Henrico Sports & Events Center	Glen Allen, VA	2023	185,000	\$50,000,000	\$270
RISE Indoor Sports	Bermuda Run, NC	2021	130,000	\$15,718,699	\$121
Rock Hill Sports & Events Center	Rock Hill, SC	2020	170,000	\$31,679,694	\$186
Rocky Mount Event Center	Rocky Mount, NC	2018	165,000	\$21,824,732	\$132
Virginia Beach Sports Center	Virginia Beach, VA	2020	285,000	\$79,785,896	\$280
<b>HIGH</b>			<b>285,000</b>	<b>\$79,785,896</b>	<b>\$280</b>
<b>AVERAGE</b>			<b>187,000</b>	<b>\$39,801,804</b>	<b>\$198</b>
<b>LOW</b>			<b>130,000</b>	<b>\$15,718,699</b>	<b>\$121</b>

Source: Victus research

Notes: (1) Sorted by Est. 2023 Construction Cost Per Sq. Ft. in descending order (2) Estimated according to the Turner Building Cost Index Q3 2023

**Square Footage:** Among the five (5) profiled facilities, the average square footage is 187,000. If you exclude Virginia Beach Sports Center (which is the only facility above with two separate event spaces), the average square footage is 162,500 sq. ft.

**Development Cost:** The average construction cost per square foot of the profiled facilities is approximately \$198 in Q3 2023 construction dollars.



# AQUATICS CENTER CONSTRUCTION COST SUMMARY



<u>Facility</u>	<u>Location</u>	<u>Year Opened</u>	<u>Square Feet</u>	<u>Est. 2023 Construction Cost</u>	<u>Est. 2023 Construction Cost Per Sq. Ft.</u>
Greensboro Aquatic Center	Greensboro, NC	2011	105,000	\$32,314,039	\$308
Hampton Aquaplex	Hampton, VA	2022	62,739	\$31,140,000	\$496
Triangle Aquatic Center	Cary, NC	2007	60,000	\$36,384,660	\$606
<b>HIGH</b>			<b>105,000</b>	<b>\$36,384,660</b>	<b>\$606</b>
<b>AVERAGE</b>			<b>75,913</b>	<b>\$33,279,567</b>	<b>\$470</b>
<b>LOW</b>			<b>60,000</b>	<b>\$31,140,000</b>	<b>\$308</b>

Source: Victus research

Notes: (1) Sorted by Est. 2023 Construction Cost Per Sq. Ft. in descending order (2) Estimated according to the Turner Building Cost Index Q3 2023

**Square Footage:** Among the three (3) profiled facilities, the average square footage is 75,913.

**Development Cost:** The average construction cost per square foot of the profiled facilities is approximately \$470 in Q3 2023 construction dollars.



# OUTDOOR SPORTS FACILITY SUMMARY



<u>Facility</u>	<u>Location</u>	<u>Owner</u>	<u>Operator</u>	<u>Rectangular Fields</u>	<u>Ball Diamonds</u>
Grand Park Athletic Complex	Myrtle Beach, SC	Public	Public	9	9
Walnut Creek Athletic Complex	Raleigh, NC	Public	Public	-	9
J. Burt Gillette Athletic Complex	Wilson, NC	Public	Public	8	4
North Myrtle Beach Park and Sports Complex	North Myrtle Beach, SC	Public	Public	8	6
Princess Anne Athletic Complex	Virginia Beach, VA	Public	Public	8	8
Bryan Multi-Sports Complex	Goldsboro, NC	Public	Public	8	-
Rocky Mount Sports Complex	Rocky Mount, NC	Public	Public	8	11
Mecklenburg County Sportsplex	Matthews, NC	Public	Public	12	-
WakeMed Soccer Park	Cary, NC	Public	Public	8	-
<b>HIGH</b>				<b>12</b>	<b>11</b>
<b>AVERAGE</b>				<b>8.6</b>	<b>7.8</b>
<b>LOW</b>				<b>8</b>	<b>4</b>

Sources: Facility operators; Victus Advisors research

Note: Sorted by Facility in alphabetical order

As shown above, the outdoor sports complexes we profiled average more than eight (8) rectangular fields and just under eight (8) baseball/softball diamonds.

All of the comparable outdoor sports field facilities are publicly owned and operated.



# OUTDOOR SPORTS FACILITY CONSTRUCTION COST SUMMARY



Facility	Location	Year Opened	Total Fields	Est. 2023 Construction Cost	Est. 2023 Construction Cost Per Field
Mecklenburg County Sportsplex	Matthews, NC	2015	12	\$46,863,203	\$3,905,267
North Myrtle Beach Park & Sports Complex	North Myrtle Beach, SC	2014	14	\$22,965,632	\$1,640,402
Princess Anne Athletic Complex	Virginia Beach, VA	2007	16	\$25,064,988	\$1,566,562
Rocky Mount Sports Complex	Rocky Mount, NC	2006	19	\$20,897,856	\$1,099,887
WakeMed Soccer Park	Cary, NC	2002	8	\$32,349,758	\$4,043,720
<b>HIGH</b>			<b>19</b>	<b>\$46,863,203</b>	<b>\$4,043,720</b>
<b>AVERAGE</b>			<b>14</b>	<b>\$29,628,287</b>	<b>\$2,451,168</b>
<b>LOW</b>			<b>8</b>	<b>\$20,897,856</b>	<b>\$1,099,887</b>

Source: Victus research

Notes: (1) Sorted by Est. 2023 Construction Cost Per Field in descending order (2) Estimated according to the Turner Building Cost Index Q3 2023

Construction costs of the five (5) comparable facilities that were able to provide data, when adjusted to Q3 2023 dollars (the most recent available construction cost data in the Turner Building Cost Index), were built for an average cost of approximately \$2.5 million per field.



# CONCLUSIONS: COMPARATIVE FACILITY ANALYSIS



- **Indoor Courts Facility Summary:** All indoor courts facilities profiled have at least eight (8) basketball courts which are convertible to at least 12 volleyball courts. All but one (1) of the facilities are publicly owned, and three (3) of the facilities are privately operated.
  - **Construction Costs Summary:** The average construction cost per square foot of the indoor sports centers is approximately \$198 in Q3 2023 construction dollars.
- **Aquatic Center Summary:** All aquatic centers profiled have at least one (1) 50-meter competitive pools a 25-yard pool. Only two (2) facilities have seating capacities large enough to host major swim meets.
  - **Construction Cost Summary:** The average construction cost per square foot of the profiled aquatic centers is approximately \$470 in Q3 2023 construction dollars.
- **Outdoor Sports Facility Summary:** The outdoor sports complexes we profiled average more than eight (8) rectangular fields and just under eight (8) baseball/softball diamonds.
  - **Construction Cost Summary:** Construction costs of the five (5) comparable outdoor facilities that were able to provide data, when adjusted to Q3 2023 dollars, were built for an average cost of approximately \$2.5 million per field.



## 6. COMPETITIVE & COMPARABLE SPORTS TOURISM MARKET & FACILITY ANALYSIS B. SPORTS MARKETING EXAMPLES



Most municipalities across the country that own and operate sports facilities will typically rely on local/regional tourism promotion agencies such as Play Greenville NC/Visit Greenville to handle the bulk of their external youth/amateur sports marketing efforts. These efforts may typically include regionally-branded efforts such as:

- Dedicated staff who can obtain, sell, and sometimes help produce events
- Website detailing the available sports facilities and opportunities
- Sports-focused collateral materials (brochures, magazines, etc.)
- Social media marketing (Facebook, Instagram, Twitter, YouTube, etc.)
- Personal contact and relationship marketing (trade shows, phone calls, etc.)

If a publicly-owned facility is operated by a private entity, the balance of sports tourism marketing for each individual facility is then conducted by the local venue operator. But it should be noted that the most successful models tend to include a mix of regional agency marketing efforts and facility-specific marketing efforts. Therefore, it will be imperative for Play Greenville NC/Visit Greenville to maintain strong working relationships and clear lines of communication with key local sports facility owners and operators.

The following pages highlight sports marketing campaigns from some of the competitive and comparable sports tourism markets we profiled earlier in this section.





# SAMPLE MARKETING CAMPAIGNS



## SPORTS-FOCUSED CITY BRAND

Myrtle Beach, SC

*"Got Game? Bring It To The Beach"*

**GOT GAME?**

BRING IT TO *The Beach.*

For big games, nothing beats Myrtle Beach. Our world-class facilities can accommodate any tournament or event. With countless attractions and more than 2,000 restaurants to fuel the fun, The Beach is ideal for athletes of all ages - and their families, too.

60 miles of beautiful beaches

More than 2,000 restaurants

Top flight hotels and facilities

Dozens of family-friendly attractions

VISIT Myrtle Beach SOUTH CAROLINA

Scan to plan your sporting event.

MYRTLEBEACHSPORTS.COM



# SAMPLE MARKETING CAMPAIGNS (CONT.)



## FAMILY ENTERTAINMENT & ATTRACTIONS

Virginia Beach, Virginia  
*"Unlimited Water Breaks"*

**unlimited**  
**WATER  
BREAKS**

VIRGINIA BEACH  
SPORTS CENTER

Virginia Beach Sports Center boasts a sprawling 285,000 square feet with 12 basketball courts, 24 volleyball courts, 200 meter hydraulically banked track, and seating for 5,000 screaming fans. Awaken to a sunrise over the ocean and walk or bike to a tournament at the Sports Center. Take in any number of outdoor adventures and unique dining experiences just blocks away – now this is what we call a sportscaction.

**DANI TIMM, CSEE**  
Sports Marketing National Sales Manager  
dtimm@visitvirginiabeach.com  
757-373-6804

**VBSPORTS.COM**



# SAMPLE MARKETING CAMPAIGNS (CONT.)



## STORYTELLING & EXPERIENCES

Nash County, North Carolina (Rocky Mount)

*"Your Story Starts Here"*

YOUR STORY STARTS HERE

OUR GIRLS DON'T RUN FROM THE BALL HERE.

Discover why teams have a ball in Nash County. We have multiple indoor and outdoor facilities including the Rocky Mount Event Center and Sports Complex. Soccer, football, baseball, softball, volleyball, lacrosse, and more. We have the facility that fits your tournament perfectly in Nash County.

ExploreNashCounty.com

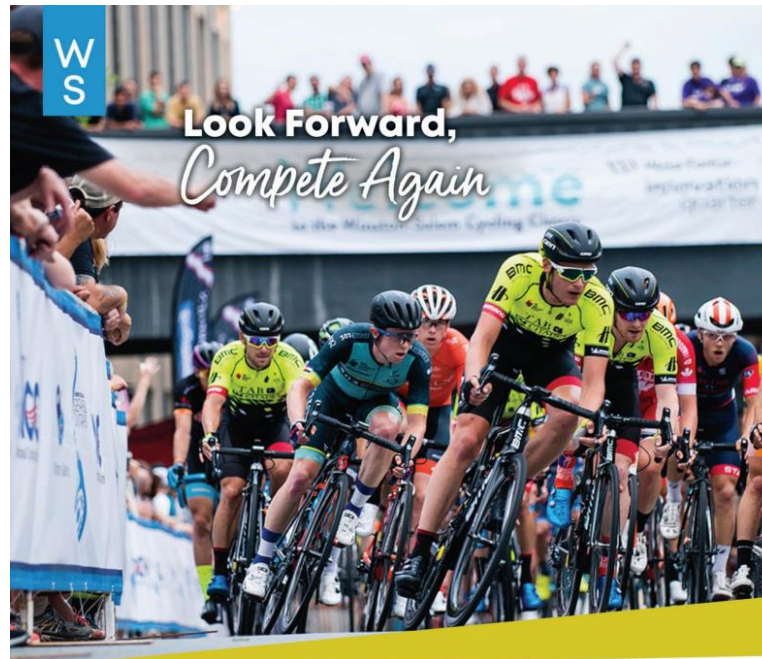


# SAMPLE MARKETING CAMPAIGNS (CONT.)



## AMENITIES & FACILITIES

Winston-Salem, North Carolina  
“Look Forward, Compete Again”



### Championship Amenities

- Conveniently and centrally located in North Carolina
- Over 5,300 hotel rooms
- \$2 billion invested in downtown development
- Downtown Benton Convention Center adding 43,000 sq. ft. of refreshed event space, totaling 150,000 sq. ft.
- Over 100 restaurants and shops downtown
- One of *Forbes'* Top 10 Best Downtowns

### Championship Facilities

- **State-of-the-art 123,000-square-foot RISE Indoor Sports Complex** opened May 2021
- **Truist Sports Park:** 13 full-size fields, including four turf
- **JDL Fast Track:** indoor facility with 200-meter Mondotrack, 1,700 bleacher seats
- **Truist Stadium:** Home to minor league baseball team, The Dash, 5,500 stadium-style seats
- **Championship level** baseball, basketball, cycling, tennis, track and field, and volleyball complexes
- **Flexible 60,000-square-foot** Winston-Salem Annex and Fairgrounds Complex

**CONTACT:**  
Paul Sheehan, STS  
Sports Development Manager  
Paul@VisitWinstonSalem.com  
336-728-4215





# SAMPLE MARKETING CAMPAIGNS (CONT.)



## NATIONAL REPUTATION

Greensboro, North Carolina

*"Greensboro Is Tournament Town"*

*always*  
**YOU'RE WELCOME**  
TO GIVE IT YOUR ALL.



WHETHER YOU'RE GOING FOR *gold...*  
or cheering in the stands, Greensboro has everything you need to succeed. We've got world-class facilities for swimming, tennis, basketball and more, with luxury hotels to make sure you're rested and ready for whatever comes next.

**greensboro**  
NORTH CAROLINA  
You're Welcome.  
VISITGREENSBORONC.COM

**greensboro** IS TOURNAMENT TOWN

**SWIMMING**  
Largest indoor aquatics facility in the USA

**TRACK**  
Host to the largest track and field meet in the world...AAU Junior Olympic Games

**SOCCER**  
Host to youth, collegiate and professional soccer events as well as flag football, lacrosse and rugby

**BASKETBALL**  
Host to all levels of play NBA, NCAA and youth amateur








# SAMPLE MARKETING CAMPAIGNS (CONT.)



## PASSIONATE SPORTS COMMUNITY WITH HIGH-QUALITY VENUES

Raleigh, North Carolina

*“10 Good Reasons to Bring Your Next Sporting Event to Greater Raleigh”*



[Why Greater Raleigh?](#) [Venues](#) [Planning Kit](#) [Calendars](#) [Latest News](#) | [Visit](#) ▾



*10 Reasons to Bring Your Next Event to Greater Raleigh*  
Superb venues and facilities, a "sports-friendly" community and more! ▶

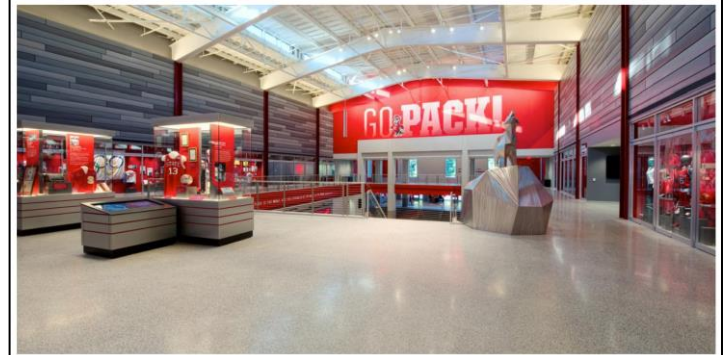
### A "sports-friendly" community

Folks around here love their sports. In fact, they are down-right passionate about it. Whether playing it, watching it in person or on TV, or supporting it in any number of ways, the Raleigh area has proven itself time and time again to be one of the most sports-friendly regions of the country. That's one reason why events receive a warm welcome here and typically turn out to be very successful.



### Venues and facilities

World-class. First-rate. State-of-the-art. Top-of-the-line. Pick your favorite cliché, and it probably applies to Greater Raleigh. Our area is fortunate to have a wealth of **superb venues**, enabling the Raleigh area to host a wide array of sporting events. If venues and facilities are indeed the bread and butter of our industry, then event rights-holders will be eating well and coming back for seconds once they experience all that Greater Raleigh has to offer.





# SAMPLE MARKETING CAMPAIGNS (CONT.)



## INCENTIVES FOR TRAVELERS

Rock Hill, South Carolina

*“Preferred Tournament Hotels”*



Home

### ***Preferred Tournament Hotels***

If you're looking for convenience and comfort while competing or supporting your favorite athlete, we have plenty of hotel options for you.

Our Preferred Hotels are accustomed to accommodating group needs as they welcome teams, staff, and spectators on a weekly basis.

Complimentary service is available to set up discounted group room blocks. Allow us to do the legwork in securing the best hotels for you! To learn more, contact Cortney Peterson at (803) 389-3852 or email [cpeterson@visityorkcounty.com](mailto:cpeterson@visityorkcounty.com).

Score big-time with the family when you spend an extra night exploring York County. From amusement parks to food and brew trails, this is the accessible getaway you need.

The Preferred Hotel Program is part of a partnership between Visit York County and [Rock Hill Parks, Recreation & Tourism](#).



## 7. SPORTS TOURISM SWOT ANALYSIS & FACILITY OPPORTUNITY ASSESSMENT





## Strengths

1. Location & Access
2. Lodging & Hospitality
3. Reputation (Baseball/Softball, ECU)
4. Brand (Visit Greenville / Play Greenville)

## Weaknesses

1. Lack of Sports Tourism-Caliber Facilities Across Most Sports

## Opportunities

1. Attract Visitors From Regional Drive Markets (25 million within 5 hours)
2. Meet Organizational Goals of City & County Stakeholders
3. Strong Interest From Most Sports Event Organizers

## Threats

1. Regional Facility Competition
2. Where to Focus Limited Resources to Maximize Long-Term Potential?





## KEY STRENGTHS OF GREENVILLE AS A SPORTS TOURISM DESTINATION:

### LOCATION & ACCESS

- Stakeholders mentioned that Greenville is accessible given that it is located only 40 minutes from I-95. Additionally, an interviewee noted that Greenville now has access to I-85 due to the new I-87/I-587 interstate highway.

### LODGING & HOSPITALITY

- The majority of hotels in Pitt County are along, or near Greenville Blvd and Memorial Dr. There are over 2,100 hotel rooms in Pitt County. Pitt County features many appealing family attractions, including museums, theaters, and markets.

### REPUTATION & BRAND

- A stakeholder pointed to the fact that Greenville has “a very passionate youth sports community” and has previously been named “Sportstown USA” for North Carolina by Sports Illustrated, which is driven mainly by baseball and softball in the area.
- Visit Greenville is already actively marketing Greenville as a sports tourism destination under their Play Greenville sub-brand.
- Tournament organizers also indicated that the presence of ECU is a positive for their events.



## KEY WEAKNESSES OF GREENVILLE AS A SPORTS TOURISM DESTINATION:

### LACK OF SPORTS TOURISM-CALIBER FACILITIES ACROSS MOST SPORTS

- There is a limited supply of facilities with enough fields and/or indoor courts to host large regional tournaments and events.



## **KEY OPPORTUNITIES FOR GREENVILLE AS A SPORTS TOURISM DESTINATION:**

### **ATTRACT VISITORS FROM REGIONAL DRIVE MARKETS**

- There is a population of over 6.6 million people within a 2.5-hour drive time of Greenville City Hall, and over 25 million people within a 5-hour drive time of Greenville City Hall, to potentially draw from for sports tourism events.

### **MEET ORGANIZATIONAL GOALS OF CITY & COUNTY STAKEHOLDERS**

- Sports tourism is an additional way to diversify and differentiate the City of Greenville's economy. The City of Greenville is looking for ways to stimulate its economy in the summer months which can tend to be quieter due to the absence of college students and events. Through sports tourism, Greenville will be able to host tournaments and events that stimulate economic activity that will be captured at restaurants, hotels, and attractions, and in turn deliver a real financial boon to the city.
- Sports tourism contributes to the goals of each individual organization and creates the opportunity for inter-organizational partnerships. Overall, sports tourism provides an opportunity for the Greenville/Pitt County organizations to achieve important goals and have a beneficial impact on the greater community.

### **STRONG INTEREST FROM MOST SPORTS EVENT ORGANIZERS**

- Most major event organizers indicated that a new sports complex in Greenville could become part of their rotation for regional events if the facility had the proper features/amenities.



## KEY THREATS FOR GREENVILLE AS A SPORTS TOURISM DESTINATION:

### REGIONAL FACILITY COMPETITION

- Other similarly-sized facilities within North Carolina and South Carolina could compete with Greenville/Pitt County for events. In order to mitigate this threat, it is important that Jacksonville focus on not just building facilities, but also providing the other features that entice events to return on an annual basis, such as:
  - Fostering community interest/support for events,
  - Conveniently located hospitality amenities,
  - Developing new family entertainment/attractions,
  - Establishing a track record and reputation from a sports marketing standpoint for high-quality customer service, etc.

### HOW TO ALLOCATE LIMITED FUNDING RESOURCES?

- Given the regional sports tourism venue competition, it will be important for Greenville to focus its resources on a sports tourism complex that will both: a) provide a sustainable long-term competitive advantage, and b) generate the most positive return on investment (ROI), as shown on the next page.



# SPORTS FACILITY OPPORTUNITY ASSESSMENT



Facility Type	Key Amenities	Estimated Construction Cost (\$2023)	Est. Annual Reserve for Operating Deficits	Estimated Total 30-yr Capitalized Costs (\$2023)	Estimated Annual Sports Tourism Events	Incremental Portion Only	Capitalized Facility Costs Per New Event	Sports Tourism ROI Rank
Baseball/Softball Fields	8 to 12 Diamonds w/ Lights	\$25,000,000	\$300,000	\$31,576,000	40	20	\$52,627	1
Indoor Court Facility	8 to 12 Basketball Courts	\$30,000,000	\$400,000	\$38,768,000	25	23	\$56,186	2
Outdoor Rectangle Fields	8 Synthetic Fields w/ Lights	\$20,000,000	\$200,000	\$24,384,000	20	10	\$81,280	3
Aquatics	50M Pool	\$35,000,000	\$1,000,000	\$56,919,000	25	22	\$86,241	4

*Note: Sorted by Capitalized Facility Costs per New Event in ascending order*

Based on an evaluation of total estimated capitalized costs (including both construction and ongoing operations) vs. estimated incremental sports tourism event activity, Victus Advisors ranks the following sports tourism facility projects in terms of estimated **Sports Tourism Return on Investment (ROI)**:

- 1) Baseball/Softball Complex
- 2) Indoor Court Facility
- 3) Outdoor Artificial Turf Rectangular Fields Complex
- 4) Aquatics Center

It should also be noted that Greenville has a strong history of hosting softball and baseball activity, in spite of the lack of tournament-caliber venues, and therefore the area's established reputation in those sports could help establish a long-term competitive advantage for a new tournament-caliber complex.



## 8. USER GROUP ANALYSIS & FACILITY RECOMMENDATIONS FOR A NEW BASEBALL/SOFTBALL COMPLEX



# OVERVIEW



As shown at the end of the previous section, Victus Advisors identified a new tournament-caliber baseball/softball complex as the top recommended priority for the City of Greenville based upon Sports Tourism ROI, as well as for establishing a competitive long-term advantage for Greenville as a sports tourism destination based upon the City's established reputation and partnerships for baseball and softball.

However, in order to develop a comprehensive usage model for a competitive baseball/softball complex, it is also important to speak with local user groups regarding their potential usage demand on weekday afternoons and evenings. The vast majority of tournaments will typically be weekend events, whereas weekdays are typically dedicated for local team and league usage. As such, Victus conducted telephone interviews with representatives from the following five (5) local baseball and softball groups (in alphabetical order):

- Greenville Little Leagues
- Jackie Robinson Baseball League
- Pitt County Girls Softball League
- Pitt County Schools
- Pitt-Greenville Babe Ruth League

The following pages summarize our estimates of overall usage demand (both on weekdays (local usage) and weekends (tournament usage)) and facility amenity needs for a new tournament-caliber baseball/softball complex in Greenville.





# IDEAL AMENITIES FOR A NEW BASEBALL/SOFTBALL COMPLEX



## TOURNAMENT ORGANIZERS (WEEKENDS)

- **Baseball** - Baseball tournament organizers provided a range of nine (9) to 12 fields needed for their events. A majority of baseball interviewees confirmed that lighted artificial turf fields are ideal for their events, so that they can run games into the evenings while not having to cancel games due to weather conditions.
- **Softball** - Little League Softball World Series spoke very highly of the “quaint, historic” Stallings Stadium at Elm Street Park, while also confirming that they are trying to grow their event to include more teams. They noted that adding more fields would help them in growing this event. Another softball interviewee stated that coordinating between multiple facilities in Greenville and Winterville has been difficult, and that a larger facility could alleviate this problem. Overall, softball tournament organizers provided a range of six (6) to 12 fields needed for their events.

## LOCAL GROUPS (WEEKDAYS)

- General feedback from local baseball and softball groups was the need for adaptable fields that could be used for various baseball and softball age groups.
- Four (4) local baseball and softball groups expressed desire for weekday field usage at a new baseball/softball complex in Greenville, with demand ranging from one (1) to four (4) per group, primarily in the spring and fall.



# TOURNAMENT DEMAND SUMMARY



Group/Organization	Sport	Likelihood of Usage	Ideal # of Ball Diamonds	Number of Annual Events
Dynamic Baseball	Baseball	Definitely Use	9	5
Little League Softball World Series	Softball	Definitely Use	2	1
TierOne Fastpitch	Softball	Definitely Use	12	6
Triple Crown Sports	Baseball	Definitely Use	8	2
Triple Crown Sports	Softball	Likely Use	8	2
USSSA Baseball	Baseball	Definitely Use	12	10
USSSA Softball	Softball	Definitely Use	6	12
				<b>38</b>

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Victus Advisors interviewed a representative sample of potential baseball and softball tournament organizers:

- All groups above expressed interest in using a new tournament-caliber baseball/softball complex in Greenville.
  - Overall, we found initial interest for up to 38 annual baseball and softball events.



# LOCAL USAGE DEMAND SUMMARY



<u>Group/Organization</u>	<u>Sport</u>	<u>Likelihood of Usage</u>	<u>Type of Usage</u>	<u>Seasons</u>	<u>Ideal # of Ball Diamonds</u>
Greenville Little Leagues	Baseball	Would Not Use	-	-	-
Jackie Robinson Baseball League	Baseball	Definitely Use	Practices, Games	Spring, Summer, Fall	4
Pitt County Girls Softball League	Softball	Likely Use	Practices	Spring, Fall	4
Pitt County Schools	Baseball	Possibly Use	Practices	Spring	1
Pitt County Schools	Softball	Possibly Use	Practices	Spring	1
Pitt-Greenville Babe Ruth League	Baseball	Would Not Use	-	-	-

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Victus Advisors interviewed a representative sample of potential local sports user groups:

- Four (4) groups above expressed interest in using a new tournament-caliber baseball/softball complex in Greenville for practices and/or games.
- Usage would occur primarily in the spring and fall, plus a small amount of summer demand.

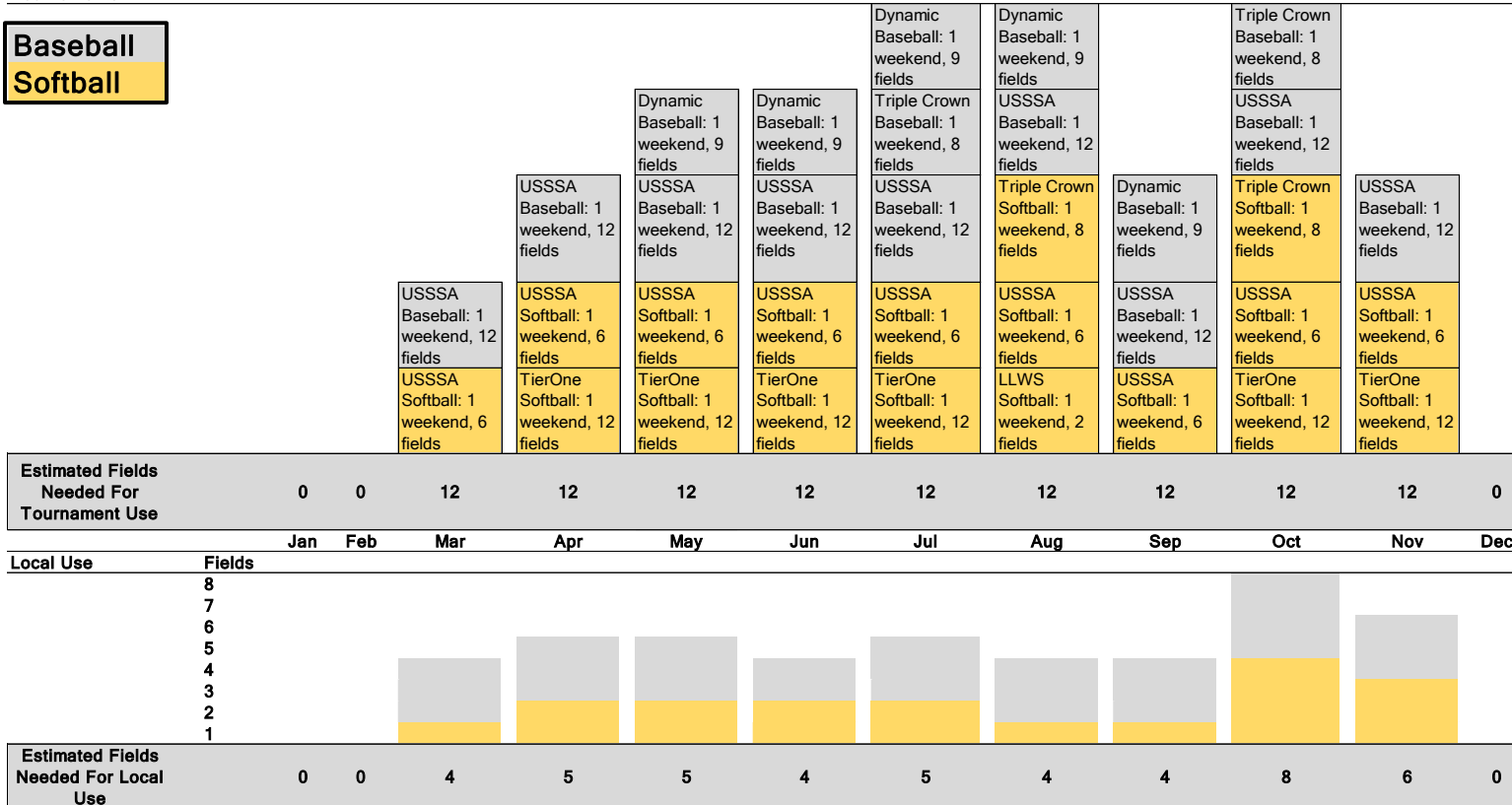


# PROJECTED USAGE CALENDAR FOR A NEW GREENVILLE BASEBALL/SOFTBALL COMPLEX



**Weekend  
Tournaments**

**Baseball**  
**Softball**



Source: Victus research

Based upon the tournament demand profile, Victus recommends a tournament-caliber 12-plex with lighted, artificial turf diamonds that could be adjustable for baseball/softball and various age groups. As shown above, weekend tournament demand peaks at 12 fields per weekend from March through November (assuming baseball and softball tournaments are not held on the same weekend), whereas local usage demand ranges from 4 to 8 fields over the same period (March to November).



# FACILITY RECOMMENDATIONS



Based upon the results of our market and facility analysis, Victus Advisors recommends that a new baseball/softball complex should have:

- **Ball Diamonds:** Victus identified demand for at least 12 baseball/softball fields with lights, adaptable for both youth baseball (14U and below) and youth/adult softball. Victus recommends that at least two (2) of the fields could also be adaptable for high school baseball groups. The complex should also feature portable mounds and adjustable fencing to adapt to various age groups.
- **Artificial Turf:** A majority of baseball interviewees confirmed that lighted artificial turf fields are ideal for their events, so that they can run games into the evenings while not having to cancel games due to the conditions. Other event organizers and some facility operators were wary of artificial turf fields, as sometimes they can get too hot for athletes in high temperatures during the summer. That said, it should be noted that newer artificial turf technologies now use organic fill that doesn't heat up like synthetic rubber fill. Some communities have also used mister systems in the summer to cool fields.
- **Other Support Areas & Amenities:** Restrooms, concessions, bleacher seating at each field, batting cages, administrative offices, meeting/flex rooms that could also be used by tournament organizers, on-site recreation features such as play structures and walking trails.

# TOURNAMENT BASEBALL/SOFTBALL COMPLEX EXAMPLES

## Grand Park Athletic Complex (Myrtle Beach, SC)

- Opened: 2009 (Phase 1); 2012 (Phase 2)
- Key Features:
  - 9 ball diamonds (7 large, 2 youth) with synthetic turf and lights
  - Batting cages
- Economic Impact:
  - The facility is programmed to host over 20 tournaments in 2023.
  - 2022 events generated nearly \$35 million in gross direct spending.





# TOURNAMENT BASEBALL/SOFTBALL COMPLEX EXAMPLES (CONT.)



## USSSA Space Coast Complex (Viera, FL)

- Opened: 1994; Renovated: 2017
- Key Features:
  - 15 total baseball softball fields
    - 13 softball/baseball fields with synthetic turf and lights
    - 2 professional fields
  - Indoor training facility
- Economic Impact:
  - In 2022, USSSA hosted over 200,000 total attendees, generating more than 91,000 room nights.

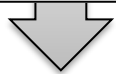




# CONSTRUCTION COST ESTIMATE



Facility	Location	Year Opened	Total Fields	Est. 2023 Construction Cost	Est. 2023 Construction Cost Per Field
Deaconess Sports Park	Evansville, IN	2015	8	\$20,502,651	\$2,562,831
Seminole County Sports Complex	Sanford, FL	2016	15	\$37,701,719	\$2,513,448
Elizabethtown Sports Complex	Elizabethtown, KY	2012	25	\$48,251,807	\$1,930,072
North Myrtle Beach Park & Sports Complex	North Myrtle Beach, SC	2014	14	\$22,965,632	\$1,640,402
Princess Anne Athletic Complex	Virginia Beach, VA	2007	16	\$25,064,988	\$1,566,562
Rocky Mount Sports Complex	Rocky Mount, NC	2006	19	\$20,897,856	\$1,099,887
<b>HIGH</b>			<b>25</b>	<b>\$48,251,807</b>	<b>\$2,562,831</b>
<b>AVERAGE</b>			<b>16</b>	<b>\$29,230,776</b>	<b>\$1,885,534</b>
<b>MEDIAN</b>			<b>16</b>	<b>\$24,015,310</b>	<b>\$1,785,237</b>
<b>LOW</b>			<b>8</b>	<b>\$20,502,651</b>	<b>\$1,099,887</b>



Sources: Victus research, Turner Construction Index

Notes:

- (1) Sorted by Facility in alphabetical order
- (2) Estimated according to the Turner Building Cost Index Q3 2023
- (3) With the exception of Deaconess Sports Park, the other facilities also feature rectangular fields.

<b>12 FIELD ESTIMATE</b>	
Based on High:	<b>\$30,754,000</b>
Based on Average:	<b>\$22,626,000</b>
Based on Median:	<b>\$21,423,000</b>

As shown above, on a per field basis in 2023 construction dollars, comparable sports complex construction is estimated to cost between approximately \$1.8 million per field (based on median cost) and \$2.6 million per field (based on high cost). It is therefore estimated that a new 12-field baseball/softball complex in Greenville (prior to site-specific and concept-specific construction cost estimates) could approximately cost between \$21 and \$31 million in estimated 2023 construction dollars.





## 9. USAGE PROJECTIONS & OPERATING PRO FORMA FOR A NEW BASEBALL/SOFTBALL COMPLEX



# KEY ASSUMPTIONS



The following key assumptions were utilized by Victus Advisors in order to develop operating and financial projections for a new tournament-caliber baseball/softball complex in Greenville:

- It is assumed the complex will be a rental-only facility (no in-house programming).
- It is assumed the complex will be owned by the City of Greenville and thus exempt from property taxes.
- No assumptions have been made yet for debt service or capital improvement funds.
- The complex will be managed by a professional operating staff with experience maintaining sports facilities.
- The complex will offer competitive regional rental rates and aggressively market to third-party events.
- Revenues and expenses are based upon the recommended building program and estimated annual utilization presented in this report.
- The complex will offer market-rate rental rates and appeal to both regional/national tournaments (primarily for weekend and holiday use) and local teams (primarily for weekday use). Additionally, the complex will be designed to compete against other regional sports tourism complexes in attracting tournament usage.
- These projections are based on current market circumstances, and therefore assume that there will be no major changes to the Pitt County event market or available regional facilities.
- The operational and financial projections displayed on the following pages utilize a variety of additional assumptions, including comparable sports tourism facility data, data gathered from third-party sources, information provided by the City of Greenville, and Victus Advisors' industry experience. There will be differences between these projections and actual events, and these differences may be material.



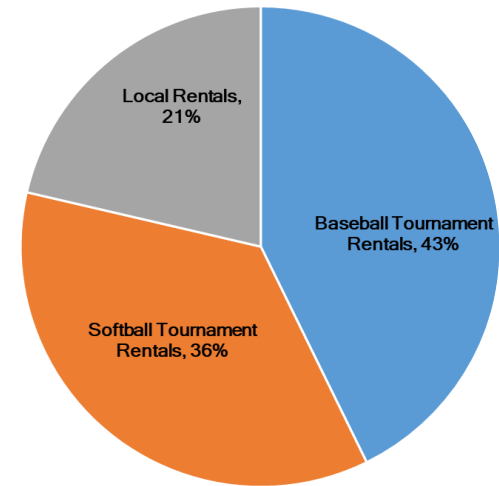
# ESTIMATED ANNUAL UTILIZATION



It is estimated that the baseball/softball complex in Greenville could host approximately 40 annual tournaments, primarily on the weekends or during holidays. While weekend tournaments and events would draw athletes, spectators, and participants from outside of Pitt County (Friday through Sunday), it should be noted that local use (practices and games, etc.) would primarily be Pitt County residents (typically Monday through Thursday).

Event	Facility Hours
Baseball Tournament Rentals	5,000
Softball Tournament Rentals	4,200
Local Rentals	2,500
<b>TOTAL</b>	<b>11,700</b>

*Note: Sorted by Facility Hours in descending order*



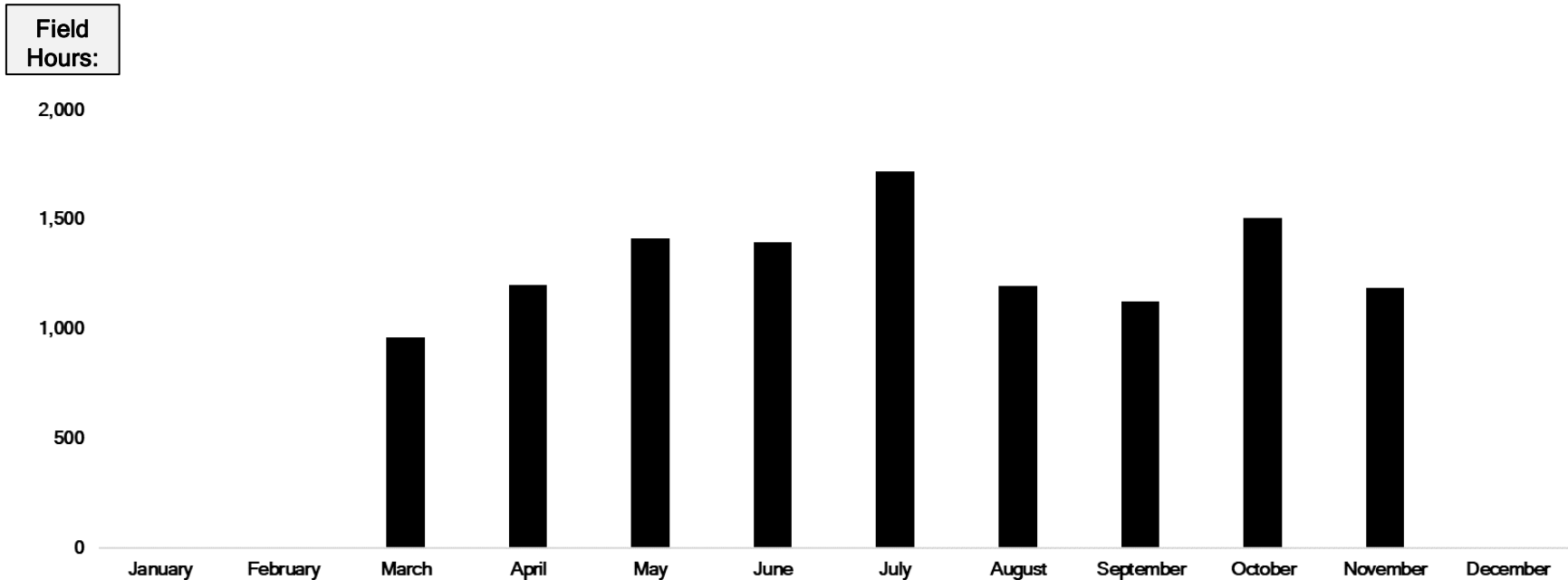
**Estimated Annual Softball Tournaments: 21**  
**Estimated Annual Baseball Tournaments: 19**

**Total Estimated Annual Visits: 523,000\*\***

*Notes: (\*) Tournament days a calendar day in which tournament activity is held in the facility. (\*\*) Includes estimated **athletes, officials, coaches, parents/family, spectators, etc.** (\*\*) Represents unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.*



# ESTIMATED ANNUAL UTILIZATION BY MONTH



Victus Advisors estimates that usage of a new tournament-caliber baseball/softball complex in Greenville would be consistent between March and November.

To be conservative, we have assumed that the facility would be closed from December through February.



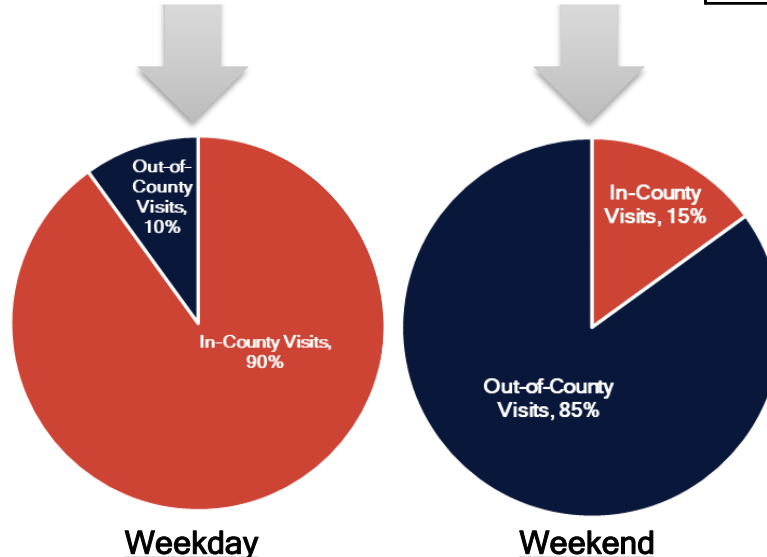
# TOTAL ESTIMATED OUT-OF-TOWN VISITATION



It is estimated that visitors from outside of Pitt County could account for about 76% of annual attendance at a new tournament-caliber baseball/softball complex in Greenville.

It is assumed that weekday usage would primarily be local programming, whereas weekend use would primarily be dedicated to youth/amateur sports tournaments.

	<u>Weekday</u>	<u>Weekend</u>	<u>TOTAL</u>
In-County Visits	56,000	69,000	125,000
Out-of-County Visits	6,000	392,000	398,000
<b>TOTAL VISITORS</b>	<b>62,000</b>	<b>461,000</b>	<b>523,000</b>



*\*Notes: (1) "Out-of-town" refers to visitors from outside Pitt County. (2) Visitors include estimated athletes, officials, coaches, parents/family, spectators, etc. Visitors also represent unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.*

Weekday

Weekend



# ANNUAL OPERATING PRO FORMA - BASE MODEL



In a stabilized year of operations, it is estimated that the operations of a new tournament-caliber baseball/softball complex in Greenville could operate at an approximately 55% cost recovery, prior to debt service.

*\*Please note: If the complex were to be operated by a third-party management firm, it is likely that monthly management fees (typically ranging from \$12,000 to \$24,000 per month) would be incurred in addition to the expenses shown at right.*

	Stabilized Year
<b>Operating Revenues:</b>	
Rental Income (Local Use)	\$74,000
Rental Income (Tournaments)	\$160,000
Concessions (Net)	\$415,000
Advertising & Sponsorship	\$69,000
Other	\$10,000
<b>Total Revenues:</b>	<b>\$728,000</b>
<b>Operating Expenses:</b>	
Salaries, Wages, & Benefits	\$751,000
Utilities	\$200,000
Advertising, Marketing, & Promotion	\$50,000
General & Administrative Incl. Insurance	\$78,000
Maintenance/Repair	\$121,000
Materials/Supplies	\$121,000
<b>Total Expenses:</b>	<b>\$1,321,000</b>
<b>NET OPERATING MARGIN (LOSS)</b>	<b>(\$593,000)</b>
<b>COST RECOVERY</b>	<b>55%</b>

Notes: (1) Presented in 2024 dollars, prior to consideration of debt service.

(2) Stabilized year of operations typically occurs by Year 3.

(3) Utilities estimate assumes artificial turf fields.



# OPERATING REVENUES



*Revenues generated by the new tournament-caliber baseball/softball complex in Greenville are expected to consist primarily of rental income, concessions, and advertising. A brief description of each potential revenue source is provided below.*

## **Rental Income:**

Facility rent is typically one of the largest revenue sources for a sports tourism facility. Rentals typically occur for practices and league play (primarily local use within Pitt County) and tournaments/meets (regional/national usage). We have conservatively assumed, based on competitive rental rates within the market, that average rental rates would be approximately **\$30 per hour for field for local usage**. Lastly, we have assumed an average tournament rate of **\$2,000 per day for use of the entire facility**.

## **Additional Programming:**

We have assumed the complex will be primarily used for rentals and that the operator would not create their own programming. However, it should be noted that some sports tourism facilities are able to increase their cost recovery rate by also operating in-house daily programming during the week such as camps, clinics, and leagues.

## **Parking Fees:**

Sports tourism facilities can typically charge upwards of \$5 to \$10 per car for parking on-site during weekend tournaments. These revenues can represent a significant percentage of the overall operating revenue of a facility. We have assumed that the facility would charge a \$5 (per day) parking fee for tournament attendees with a profit margin of 30%.



## OPERATING REVENUES (CONT.)



### **Concessions (Net of COGS):**

Concessions revenue consists of sales of various food and beverage items at various points-of-sale throughout the facility. Revenue assumptions are based on estimated usage and attendance, and comparable per capita spending from facilities across the country (approximately \$1 to \$3 per visitor per day) and is shown after cost of goods sold (COGS) of approximately 70%.

### **Sponsorship & Advertising:**

Sponsorship and advertising revenues are assumed to be derived from the sale of fence banners (**\$150 per banner**), permanent signage (**\$150 per sign**), scoreboard signage (**\$300 per sign**) and presenting/founding level partnerships (**\$5,000 per founding partner**). Overall, we have conservatively assumed that approximately 75% of available inventory would be sold.

### **Other Revenue:**

Other revenue opportunities would primarily consist of any equipment rental fees or other special service charges. We have conservatively projected **\$10,000 in annual other revenues**.





# OPERATING EXPENSES



*Operating expenses expected to be generated by the new tournament-caliber baseball/softball complex in Greenville include salaries, wages, and benefits, operations/programming costs, utilities, and other expenses. A brief description of each potential major source of expense is provided below.*

## **Salaries, Wages & Benefits:**

We have assumed that the complex would hire eight (8) full-time equivalent employees, including a General Manager, Event/Sales Manager, Accountant, Admin Assistant, Operations Manager, and Maintenance and Custodial staff. Lastly, we have assumed approximately **\$150,000** per year in part-time/seasonal hours.

## **Utilities:**

Utilities often represent one of the largest expenses incurred by facility operators. Cost estimates for utilities include use of electricity, gas, water, and steam, and are based upon comparable utility costs per square foot at similar facilities.

## **Other Expenses:**

Other expenses expected to be incurred by the proposed new facilities include general and administrative expenses, repairs and maintenance, materials and supplies, marketing/advertising costs, insurance, and other such expenses, as described on the next page:



## OPERATING EXPENSES (CONT.)



- Maintenance and repairs for structures, equipment, grounds, etc.
- Materials and supplies for administration and operations of the facility such as office supplies, sports equipment, janitorial supplies, etc.
- General liability insurance to cover the grounds, restrooms, and other such areas (Note: events and users are typically required to carry their own liability insurance specific to their activities at the facility)
- Office and administrative expenses, including but not limited to marketing and advertising, telecommunications, travel costs, permits, bad debt, bank service charges, licenses, dues/subscriptions service fees, and other such operating expenses.

These expenses have been estimated based upon expenses at comparable venues.



## 10. ECONOMIC & FISCAL IMPACT ANALYSIS FOR A NEW BASEBALL/SOFTBALL COMPLEX



In order to estimate the potential economic and fiscal impacts of a new tournament-caliber baseball/softball complex in Greenville, Victus Advisors utilized the following four (4) step process:

1. Estimate the Gross Direct Spending Associated with Annual Sports Facility Operations



2. Identify the Relevant Economic Area for Net Impact Analysis



3. Estimate the Net Direct Spending Occurring within the Defined Economic Area by Outside Visitors



4. Utilize the Multiplier Effect to Estimate Total Economic & Fiscal Impacts (including Direct, Indirect & Induced Spending)



# 1. ESTIMATE DIRECT GROSS SPENDING



The first step in projecting the potential economic and fiscal impacts of the proposed new tournament-caliber baseball/softball complex in Greenville, is estimating the Gross Direct Spending activity that could occur due to the on-going operations of the new facility.

Gross Direct Spending represents all of the direct spending that could be associated with the project, regardless of income source or spending location.

## Primary Sources of Direct Spending from a New Baseball/Softball Complex in Greenville

### Ongoing Facility Operations

#### *In-Facility Revenues:*

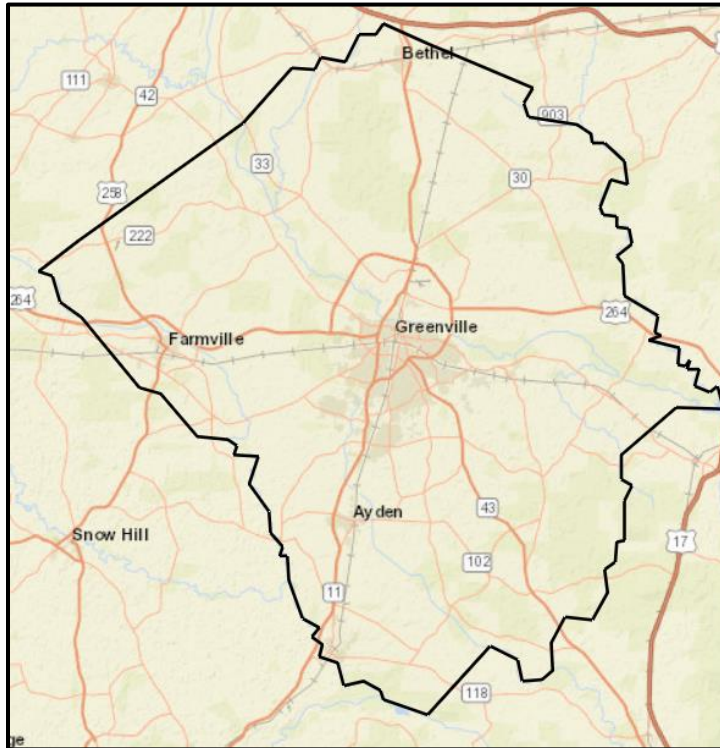
- Facility Rental Fees
- Programming Revenue
- Concessions Sales
- Sponsorships/Advertising
- Parking Fees

#### *County-Wide Visitor Spending:*

- Lodging
- Restaurants
- Entertainment
- Retail
- Transportation



## 2. IDENTIFY LOCAL ECONOMY



Source: Esri

For purposes of this study, Victus Advisors has been tasked with identifying the potential economic and fiscal impacts on Pitt County. Therefore, the local economy studied in this analysis is the physical area solely within the Pitt County limits (as shown at left).

As described on the next page, “Net” Direct Spending only occurs when the spending source originates outside of County limits and occurs within the County’s limits, which most often occurs during tournaments, as well as during some league games. Local practices typically do not drive net economic impacts.



## 3. CALCULATE NET IMPACTS



After estimating the “Gross” economic activity associated with the potential new baseball/softball complex in Pitt County, Victus Advisors estimated the portion of Gross Direct Spending that could represent incremental (or “Net”) spending within the County’s economy. Net Direct Spending accounts for the phenomenon of “displacement”, as described below.

**DISPLACEMENT** is the economic principle that assumes a household (or business) sports and recreation budget would be spent within the local economy with or without development of a new sports complex. For purposes of this study, we have assumed that local usage spending would be displaced (i.e. spent elsewhere within the Pitt County economy) without the presence of a new sports complex. Therefore...

**NET IMPACTS** estimated by Victus Advisors will only include the estimated dollars spent within Pitt County limits by visitors who come to the County because of the presence of new sports facilities, thus injecting new incremental dollars into the County’s economy.



## 4. THE MULTIPLIER EFFECT



Direct Spending that is captured in Pitt County is subsequently re-spent, both inside and outside the local economy. The cumulative impact of the re-spending cycles that occur within County limits is called the “Multiplier Effect”.







## 4. THE MULTIPLIER EFFECT (CONT.)



Victus Advisors utilized IMPLAN Multipliers specific to Pitt County (as shown below) to estimate the following Net Economic Impacts:

- **TOTAL OUTPUT** (direct, indirect & induced spending in Pitt County)
- **EMPLOYMENT** (full-time & part-time jobs in Pitt County)
- **LABOR INCOME** (salaries & personal earnings associated with Pitt County jobs)
- **TAX REVENUES** (County & local taxes associated with the total output)

### IMPLAN MULTIPLIERS - PITT COUNTY

Industry	Total Output Multiplier	Employment Multiplier	Labor Income Multiplier
Retail Stores	1.69154	2.266 x 10 <sup>-5</sup>	1.33820
Transit & Ground Passenger Transportation	1.77089	5.198 x 10 <sup>-5</sup>	2.71361
Fitness & Recreational Sports Centers	1.73852	3.048 x 10 <sup>-5</sup>	1.50701
Hotels & Motels, Including Casino Hotels	1.50404	1.295 x 10 <sup>-5</sup>	1.51288
Food Service & Drinking Places	1.57465	1.587 x 10 <sup>-5</sup>	1.53078



# ESTIMATED NET ANNUAL ECONOMIC & FISCAL IMPACTS OF ONGOING OPERATIONS



VISITATION & SPENDING		ANNUAL ECONOMIC IMPACTS			HOTEL IMPACTS	ANNUAL FISCAL IMPACTS	
Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending (1)	Total Output	Employment	Labor Income	Estimated Annual Hotel Nights	County Sales Tax (2.25%)	County Hotel Tax (6%)
398,000	\$32,957,000	\$56,087,000	1,195	\$54,008,000	75,000	\$790,000	\$443,000

Notes: (1) Only includes direct spending by visitors from outside of Pitt County  
 (2) Assumes 1.5 nights per out-of-county visitor, and average daily room rate of \$98.

It is estimated that the operations of the new tournament-caliber baseball/softball complex could generate the following impacts within Pitt County on an annual basis:

- \$56.1 million in annual economic output
- 1,195 sustainable annual jobs (includes both full- and part-time jobs)
- \$54.0 million in annual labor income (\$41,073 per job)
- 75,000 annual hotel nights
- \$1.2 million in County sales and hotel taxes



# SUMMARY OF NET IMPACT OVER TIME (30 YEARS)



NET PRESENT VALUE (NPV) OF INCREMENTAL IMPACTS OVER 30 YEARS (1)				
ECONOMIC IMPACTS			FISCAL IMPACTS	
Total Output	Employment	Labor Income	County Sales Tax (2.25%)	County Hotel Tax (6%)
\$1,213,178,000	1,195	\$1,168,209,000	\$17,088,000	\$9,582,000

Notes: (1) Assumptions include 3.0% annual inflation and 4.5% discount rate.

(2) Employment represents new full- and part-time jobs sustained on an annual basis.

Over a 30-year period, it is estimated that the proposed new tournament-caliber baseball/softball complex could generate overall long-term impacts within Pitt County with a net present value (NPV) of:

- \$1.2 billion in total economic output
- 1,195 sustainable annual jobs
- \$1.2 billion in total labor income
- 2.25 million hotel nights
- \$26.7 million in County sales and hotel taxes



## 11. ALTERNATIVE FACILITY MODEL: ADDITION OF OUTDOOR RECTANGULAR FIELDS



# OVERVIEW



Victus Advisors was also tasked by Greenville City Council with analyzing the operating pro forma and economic impacts associated with building four (4) rectangular, multi-use fields on the same site with the development of a new tournament-caliber baseball/softball complex.

In order to develop a comprehensive usage model for the proposed rectangular fields, Victus spoke with local soccer and lacrosse user groups regarding their potential usage demand for both weekday usage (practices, games) and weekend events (tournaments). Victus conducted telephone interviews with representatives from the following two (2) local groups (in alphabetical order):

- Pitt County Youth Lacrosse
- Pitt Greenville Soccer Association (PGSA)

The following pages summarize our estimates of overall usage demand (both on weekdays and weekends) and facility amenity needs for the addition of four (4) rectangular, multi-use fields to a new tournament-caliber baseball/softball complex in Greenville.



# FEEDBACK REGARDING POTENTIAL USAGE OF FOUR ADDITIONAL RECTANGULAR FIELDS



## LOCAL USAGE (WEEKDAYS)

- **Pitt County Youth Lacrosse** - The interviewee indicated that four (4) fields would meet demand for their practices. The group currently uses fields at Bradford Creek, a private school, and sometimes softball fields. If they had access to new fields, the group would use them in the late winter through the spring twice a week.
- **PGSA** - The group's principal facility is the Pitt Greenville Soccerplex. Since the facility does not have lights, the group rents fields at North Recreational Complex and Blount Recreational Sports Complex during the winter months. The group indicated that they would need more than the four (4) proposed fields to grow their local programs.

## TOURNAMENTS USAGE (WEEKENDS)

- **Pitt County Youth Lacrosse** - The interviewee stated that they would need at least eight (8) rectangular fields in the same location to host tournaments, so the proposed development would not be sufficient for them to host tournaments.
- **PGSA** - The group stated that access to four (4) fields would not significantly impact their current annual tournament, but depending on age category (smaller ages can use dividable fields) up to 10 more teams could be brought in (Note: their current tournament averages about 100 teams).



# USAGE DEMAND SUMMARY FOR FOUR ADDITIONAL RECTANGULAR FIELDS



## LOCAL USAGE

<u>Group/Organization</u>	<u>Sport</u>	<u>Likelihood of Usage</u>	<u>Type of Usage</u>	<u>Seasons</u>	<u>Ideal # of Fields</u>
Pitt County Youth Lacrosse	Lacrosse	Definitely Use	Practices, Games	Spring, Fall, Winter	4
Pitt Greenville Soccer Association	Soccer	Definitely Use	Practices, Games	Spring, Summer, Fall, Winter	8

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Local Lacrosse & Soccer groups expressed interest in using four (4) rectangular fields for their local programs. Usage would occur primarily in the spring and fall, plus a small amount of summer demand.

## TOURNAMENT USAGE

<u>Group/Organization</u>	<u>Sport</u>	<u>Likelihood of Usage</u>	<u>Ideal # of Fields</u>	<u>Number of Annual Events</u>
Pitt County Youth Lacrosse	Lacrosse	Would Not Use	8	-
Pitt Greenville Soccer Association	Soccer	Definitely Use	8	-

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

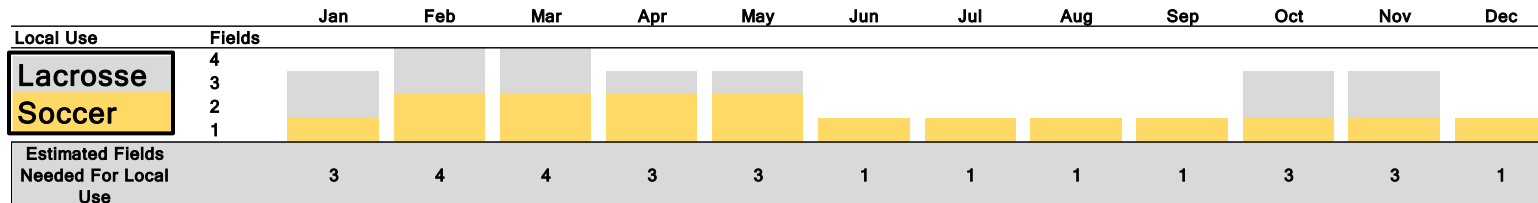
Local Lacrosse/Soccer groups expressed interest in hosting tournaments at a new rectangular fields complex that had at least eight (8) fields. Neither would host a new tournament using four (4) rectangular fields. PGSA indicated that they could potentially expand one of their existing tournaments by about 10 teams (a 10% increase to the size of the tournament).



# PROJECTED USAGE CALENDAR FOR FOUR ADDITIONAL RECTANGULAR FIELDS



As shown below, local usage demand peaks at three (3) to four (4) fields in late winter/spring (January through May) and late fall (October/November). Also, as previously mentioned, there would not be demand for new tournaments with four (4) new fields.



Source: Victus research

**MAXIMIZATION OF USAGE** - It should also be noted that in order to achieve the usage shown above, the soccer and lacrosse organizations requested the following two (2) amenities:

- **Artificial Turf:** Both interviewees said that artificial turf fields would be ideal for them to be able to maximize usage during late fall and early winter.
- **Lights:** Both interviewees also confirmed the need for lighted fields in order to maximize availability and usage of the fields.





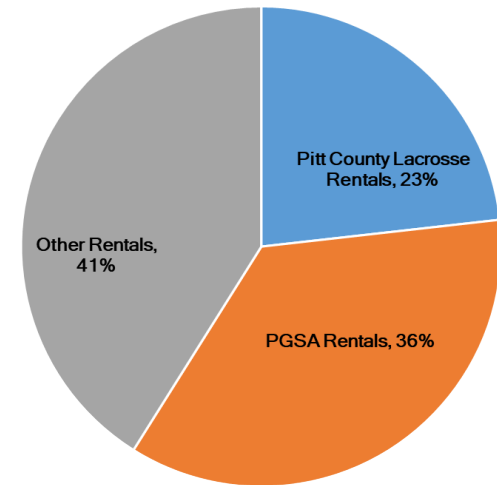
# ESTIMATED ANNUAL UTILIZATION OF FOUR ADDITIONAL RECTANGULAR FIELDS



It is estimated that the four (4) rectangular fields in conjunction with the development of a new tournament-caliber baseball/softball complex would have the following local usage (practices and games, etc.) projections.

<u>Event</u>	<u>Facility Hours</u>
Other Rentals	2,300
PGSA Rentals	2,000
Pitt County Lacrosse Rentals	1,300
<b>TOTAL</b>	<b>5,600</b>

*Note: Sorted by Facility Hours in descending order*



**Total Estimated Annual Visits: 114,600\*\***

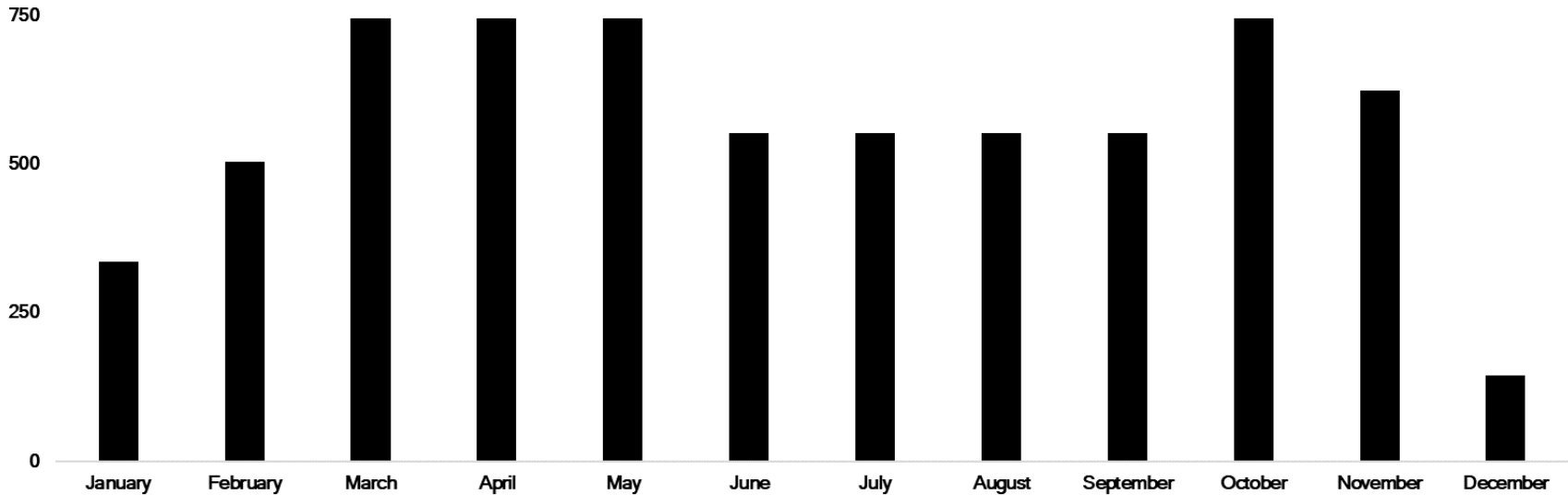
*Notes: (\*) Tournament days a calendar day in which tournament activity is held in the facility. (\*\*) Includes estimated **athletes, officials, coaches, parents/family, spectators, etc.** (\*\*) Represents unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.*



# ESTIMATED ANNUAL UTILIZATION BY MONTH OF FOUR ADDITIONAL RECTANGULAR FIELDS



Field Hours:



Victus Advisors estimates that usage of four (4) rectangular fields in conjunction with the development of a new tournament-caliber baseball/softball complex in Greenville would peak during the spring and late fall.

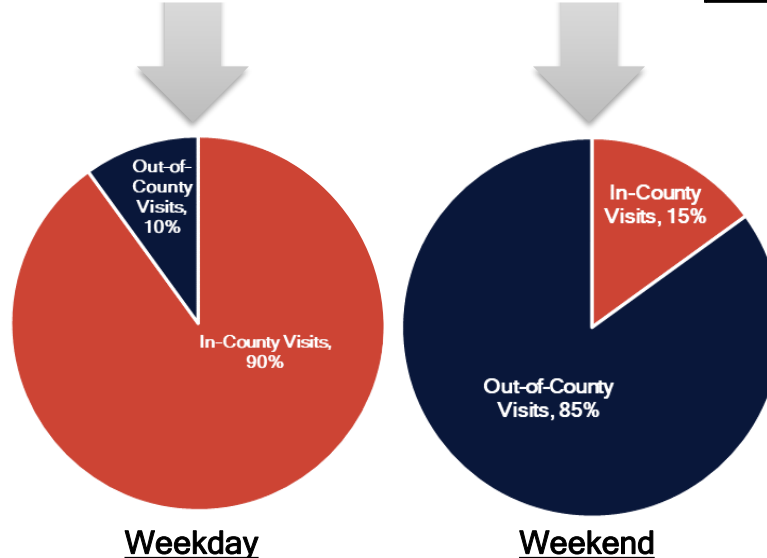


# TOTAL ESTIMATED OUT-OF-TOWN VISITATION ON FOUR ADDITIONAL RECTANGULAR FIELDS



It is assumed that weekday usage would primarily be local programming, with the lone tournament (PGSA) being an expansion about 10 teams.

	<u>Weekday</u>	<u>Weekend</u>	<u>TOTAL</u>
In-County Visits	103,000	100	103,100
Out-of-County Visits	11,000	500	11,500
<b>TOTAL VISITORS</b>	<b>114,000</b>	<b>600</b>	<b>114,600</b>



*\*Notes: (1) "Out-of-town" refers to visitors from outside Pitt County. (2) Visitors include estimated athletes, officials, coaches, parents/family, spectators, etc. Visitors also represent unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.*



# REVISED ANNUAL OPERATING PRO FORMA: TOURNAMENT BASEBALL/SOFTBALL COMPLEX



Before creating a combined Baseball/Softball and 4 Rectangular Fields model, Victus consulted with the Greenville Parks & Recreation Department regarding their intended approach as facility operator and made the following key edits to our Tournament Baseball/Softball Complex model:

- 1) Added \$5 tournament parking fee
- 2) Reduced salaries, wages, and benefits according to the Parks/Rec Department's recommended staffing approach and pay scale

In a stabilized year of operations, based on the recommended Parks/Rec Department operating approach, it is estimated that the operations of a new tournament-caliber baseball/softball complex in Greenville could operate at an approximately **115%** cost recovery, prior to debt service.

Operating Revenues	Stabilized Year
Rental Income (Local Use)	\$ 74,000.00
Rental Income (Tournaments)	\$ 160,000.00
Concessions (Net)	\$ 415,000.00
Advertising & Sponsors	\$ 69,000.00
<b>Parking Fees</b>	\$ 588,000.00
Other	\$ 10,000.00
<b>Total Revenue:</b>	\$ 1,316,000.00
<b>Operating Expenses:</b>	
<b>Salaries, Wages &amp; Benefits</b>	\$ 572,295.00
Utilities	\$ 200,000.00
Advertising, Marketing, & Promotion	\$ 50,000.00
General & Admin, Incl. Insurance	\$ 78,000.00
Maintenance/Repair	\$ 121,000.00
Materials/Supplies	\$ 121,000.00
<b>Total Expenses:</b>	\$ 1,142,295.00
<b>NET OPERATING MARGIN (LOSS)</b>	\$ <b>173,705.00</b>

- Notes: (1) Presented in 2024 dollars, prior to consideration of debt service.  
 (2) Stabilized year of operations typically occurs by Year 3.  
 (3) Utilities estimate assumes artificial turf fields.  
 (4) Salaries shown align with City of Greenville Pay Plan and is based on the proposed staffing plan if complex is operated by City Personnel



# ANNUAL OPERATING PRO FORMA: BASEBALL/SOFTBALL COMPLEX WITH FOUR ADDITIONAL RECTANGULAR FIELDS



Utilizing the revised operating model presented on the prior page, it is now estimated that (in a stabilized year of operations) that the combined operations of the tournament-caliber baseball/softball complex and four (4) rectangular fields could operate with a **net operating income (prior to debt service) of more than \$162,000 per year, which includes salaries based on the City of Greenville Pay Plan and tournament parking fees of \$5 per car.**

	STABILIZED YEAR		
	Baseball/Softball Complex	4 Rectangular Fields	Combined Operations
<b>Operating Revenues:</b>			
Rental Income (Local Use)	\$74,000	\$143,000	\$217,000
Rental Income (Tournaments)	\$160,000	\$4,000	\$164,000
Concessions (Net)	\$415,000	\$17,000	\$432,000
Advertising & Sponsorship	\$69,000	\$3,000	\$72,000
Parking Fees	\$588,000	-	\$588,000
Other	\$10,000	\$5,000	\$15,000
<b>Total Revenues:</b>	<b>\$1,316,000</b>	<b>\$172,000</b>	<b>\$1,488,000</b>
<b>Operating Expenses:</b>			
Salaries, Wages, & Benefits	\$572,295	\$0	\$572,295
Utilities	\$200,000	\$67,000	\$267,000
Advertising, Marketing, & Promotion	\$50,000	\$10,000	\$60,000
General & Administrative Incl. Insurance	\$78,000	\$26,000	\$104,000
Maintenance/Repair	\$121,000	\$40,000	\$161,000
Materials/Supplies	\$121,000	\$40,000	\$161,000
<b>Total Expenses:</b>	<b>\$1,142,295</b>	<b>\$183,000</b>	<b>\$1,325,300</b>
<b>NET OPERATING MARGIN (LOSS)</b>	<b>\$173,705</b>	<b>(\$11,000)</b>	<b>\$162,700</b>

Notes: (1) Presented in 2024 dollars, prior to consideration of debt service.

(2) Stabilized year of operations typically occurs by Year 3.

(3) Utilities estimate assumes artificial turf fields.

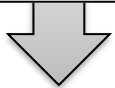
(4) Salaries shown align with City of Greenville Pay Plan and is based on the proposed staffing plan if complex is operated by City Personnel.



# UPDATED CONSTRUCTION COST ESTIMATE: 16 FIELDS (12 DIAMOND + 4 RECTANGULAR)



Facility	Location	Year Opened	Total Fields	Est. 2023 Construction Cost	Est. 2023 Construction Cost Per Field
Deaconess Sports Park	Evansville, IN	2015	8	\$20,502,651	\$2,562,831
Seminole County Sports Complex	Sanford, FL	2016	15	\$37,701,719	\$2,513,448
Elizabethtown Sports Complex	Elizabethtown, KY	2012	25	\$48,251,807	\$1,930,072
North Myrtle Beach Park & Sports Complex	North Myrtle Beach, SC	2014	14	\$22,965,632	\$1,640,402
Princess Anne Athletic Complex	Virginia Beach, VA	2007	16	\$25,064,988	\$1,566,562
Rocky Mount Sports Complex	Rocky Mount, NC	2006	19	\$20,897,856	\$1,099,887
<b>HIGH</b>			<b>25</b>	<b>\$48,251,807</b>	<b>\$2,562,831</b>
<b>AVERAGE</b>			<b>16</b>	<b>\$29,230,776</b>	<b>\$1,885,534</b>
<b>MEDIAN</b>			<b>16</b>	<b>\$24,015,310</b>	<b>\$1,785,237</b>
<b>LOW</b>			<b>8</b>	<b>\$20,502,651</b>	<b>\$1,099,887</b>



Sources: Victus research, Turner Construction Index

Notes:

- (1) Sorted by Facility in alphabetical order
- (2) Estimated according to the Turner Building Cost Index Q3 2023
- (3) With the exception of Deaconess Sports Park, the other facilities also feature rectangular fields.

<b>16 FIELD ESTIMATE</b>	
Based on High:	<b>\$41,005,000</b>
Based on Average:	<b>\$30,169,000</b>
Based on Median:	<b>\$28,564,000</b>

As shown above, on a per field basis in 2023 construction dollars, comparable sports complex construction is estimated to cost between approximately \$1.8 million per field (based on median cost) and \$2.6 million per field (based on high cost). It is therefore estimated that a new 16-field outdoor sports complex in Greenville (prior to site-specific and concept-specific construction cost estimates) could approximately cost between \$29 and \$41 million in estimated 2023 construction dollars.



# ESTIMATED NET ANNUAL ECONOMIC & FISCAL IMPACTS OF FOUR ADDITIONAL RECTANGULAR FIELDS



VISITATION & SPENDING		ANNUAL ECONOMIC IMPACTS			HOTEL IMPACTS	ANNUAL FISCAL IMPACTS	
Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending (1)	Total Output	Employment	Labor Income	Estimated Annual Hotel Nights	County Sales Tax (2.25%)	County Hotel Tax (6%)
11,500	\$658,000	\$1,314,000	32	\$1,241,000	248	\$61,000	\$1,000

Notes: (1) Only includes direct spending by visitors from outside of Pitt County  
 (2) Assumes 1.5 nights per out-of-county visitor, and average daily room rate of \$98.

It is estimated that the operations of four (4) new rectangular fields in conjunction with the development of a new tournament-caliber baseball/softball complex in Greenville could generate the following impacts within Pitt County on an annual basis:

- \$1.3 million in annual economic output
- 32 sustainable annual jobs (includes both full-/part-time jobs)
- \$1.2 million in annual labor income (\$38,797 per job)
- 248 annual hotel nights
- \$62,000 in County sales and hotel taxes

Baseball/Softball Comparison
\$56.1 million
1,195 jobs
\$54.0 million
75,000
\$1.2 million



# SUMMARY OF NET IMPACT OVER TIME (30 YEARS) OF FOUR ADDITIONAL RECTANGULAR FIELDS



NET PRESENT VALUE (NPV) OF INCREMENTAL IMPACTS OVER 30 YEARS (1)				
ECONOMIC IMPACTS			FISCAL IMPACTS	
Total Output	Employment	Labor Income	County Sales Tax (2.25%)	County Hotel Tax (6%)
\$27,622,000	31	\$25,361,000	\$1,319,000	\$22,000

Notes: (1) Assumptions include 3.0% annual inflation and 4.5% discount rate.

(2) Employment represents new full- and part-time jobs sustained on an annual basis.

Over a 30-year period, it is estimated that the four (4) new rectangular fields in conjunction with the development of a new tournament-caliber baseball/softball complex could generate overall long-term impacts within Pitt County with a net present value (NPV) of:

- \$27.6 million in total economic output
- 31 sustainable annual jobs
- \$25.4 million in total labor income
- Over 7,000 hotel nights
- \$1.3 million in County sales & hotel taxes

### Baseball/Softball Comparison

\$1.2 billion
1,195 jobs
\$1.2 billion
2.25 million
\$26.7 million





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