



PLAY GREENVILLE

NC • SPORTS

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President & CEO

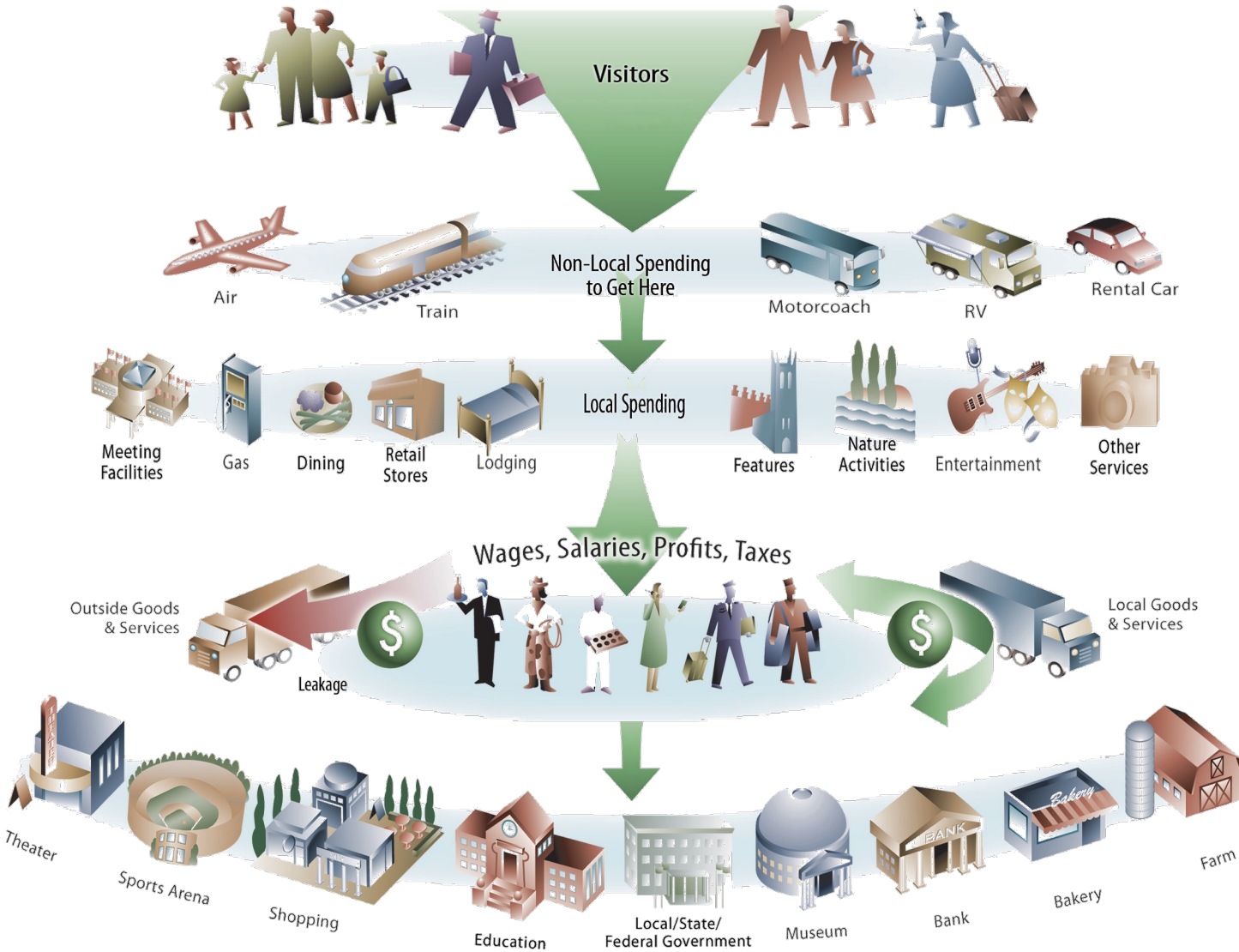
History of the Sports Commission

- **July 2019-The Greenville-Pitt County Sports Commission comes to fruition under the CVB umbrella with two employees dedicated to sports marketing and is branded as Play Greenville, NC Sports**
- **February 2020-Sports Commission recruits its first international sporting event**
- **April 2020-Sports Commission suspends active marketing due to COVID-19. Sports Commission resumes marketing/recruiting in May 2021.**
- **September 2023-City/Sports Commission hires consultant for sports complex study**
- **January 2024-Victus issues final report. Council requests additional information on rectangle fields and receives that data in the spring.**
- **May 2024-Council asks for additional information on potential next steps which leads to the creation of the Sports Task Force.**



The Power of Visitors

How Visitors Benefit A Community

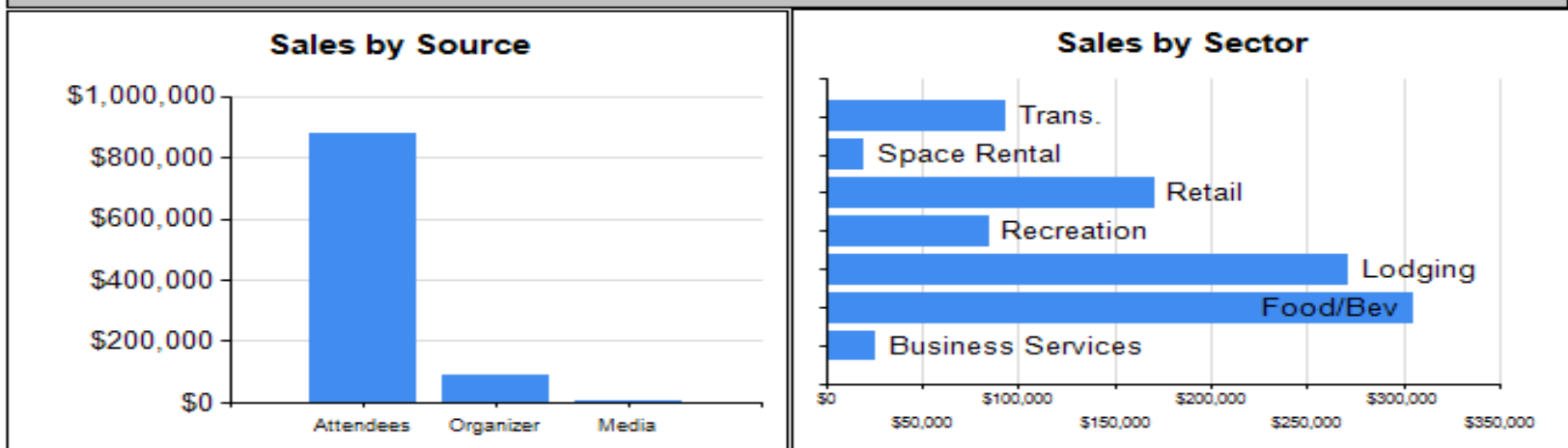


Event Impact Summary

Destination: Greenville-Pitt County CVB

Event Parameters		Key Results	
Event Name:	2024 Little League Softball World Series	Business Sales (Direct):	\$969,668
Organization:	2024 Little League Softball World Series	Business Sales (Total):	\$1,395,689
Event Type:	Youth Amateur	Jobs Supported (Direct):	169
Start Date:	7/31/2024	Jobs Supported (Total):	183
End Date:	8/12/2024	Local Taxes (Total):	\$41,649
Overnight Attendees:	800	Net Direct Tax ROI:	\$38,063
Day Attendees:	100	Estimated Room Demand:	2,356

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$270,962	\$0	\$0	\$270,962
Transportation	\$92,104	\$1,255	\$153	\$93,512
Food & Beverage	\$262,722	\$42,357	\$0	\$305,079
Retail	\$170,650	\$0	\$0	\$170,650
Recreation	\$84,329	\$0	\$0	\$84,329
Space Rental	\$0	\$19,326	\$0	\$19,326
Business Services	\$0	\$25,724	\$86	\$25,810
TOTAL	\$880,767	\$88,662	\$239	\$969,668

Paid Media | Little League Softball World Series

Digital

- Worked with Visit Greenville team to finalize and traffic the following placements:
 - TripAdvisor programmatic ads
 - Paid social static images
- Finalizing paid social video ad to go live in August

TV Spots

- Trafficked :30 spots to cable and broadcast networks to air in conjunction with games



Paid Media | Little League Softball World Series

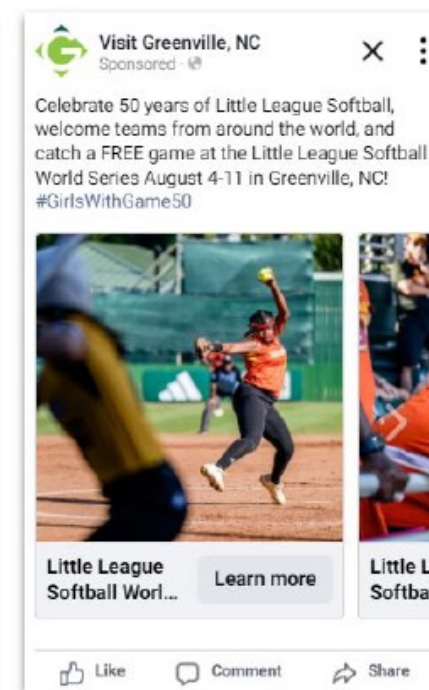
Meta - Paid Social

- July Metrics:

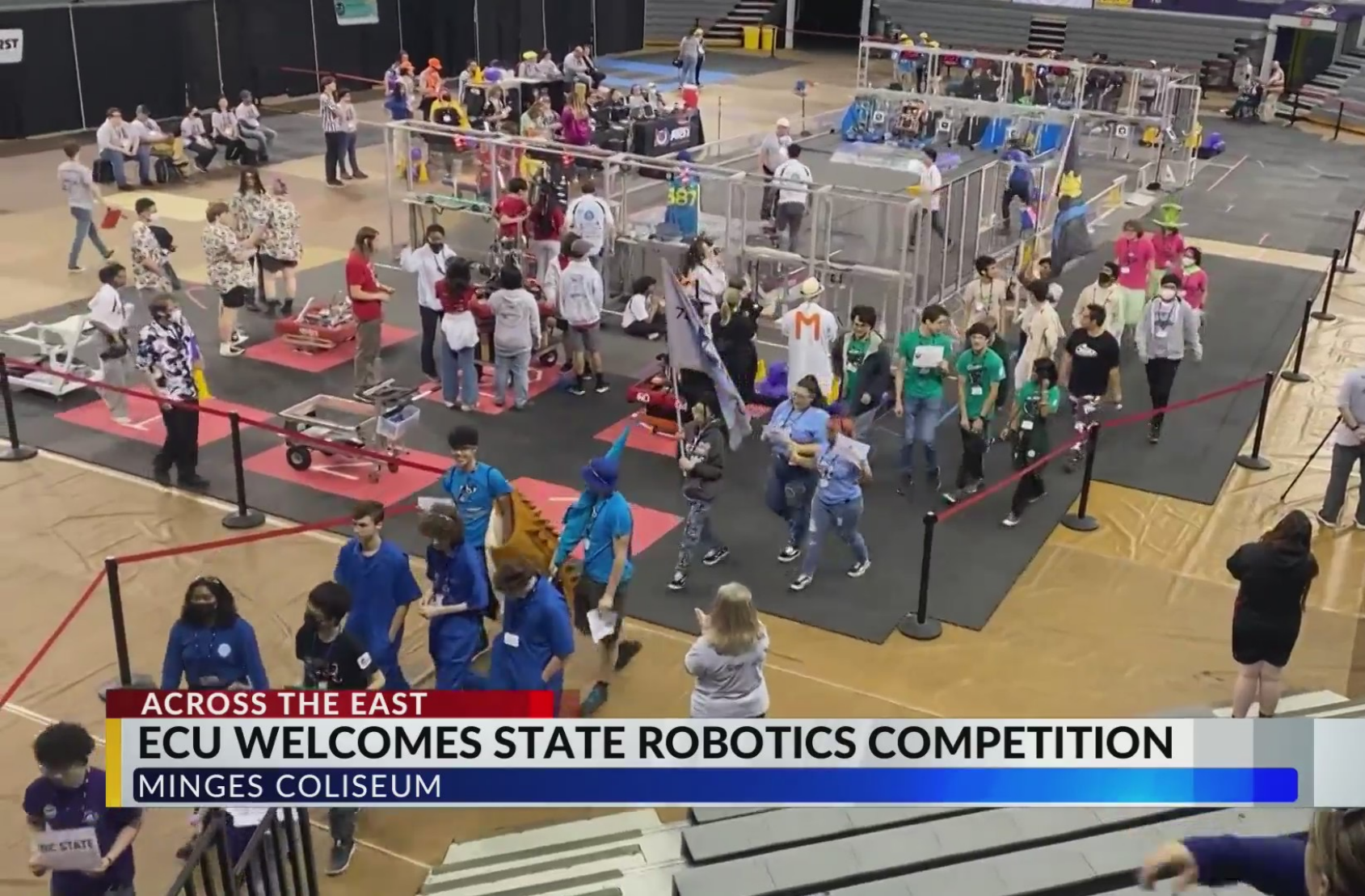
- Spend: \$724.35
 - Impressions: 393,636
 - Reach: 320,729
 - Frequency: 1.44
 - Clicks: 656
 - CTR: 0.29%
 - CPC: \$0.92
- Post Reactions: 304
 - Post Shares: 39
 - Post Saves: 198

- Insights:

- Greenville has received 198 RSVPs to the LLSWS Opening Ceremony Facebook event page
- Top performing social ad (right) from the Inviting People To Greenville ad set earned over 114K impressions and 159 clicks



Top Performing Social Ads



ACROSS THE EAST
ECU WELCOMES STATE ROBOTICS COMPETITION
MINGES COLISEUM

of 2 ? > < Find | Next

Event Impact Summary

Destination: Greenville-Pitt County CVB

Event Parameters		Key Results
Event Name:	First North Carolina 2024 State Champ	Business Sales (Direct):
Organization:	First North Carolina 2024 State Champ	Business Sales (Total):
Event Type:	Youth Amateur	Jobs Supported (Direct):
Start Date:	4/5/2024	Jobs Supported (Total):
End Date:	4/7/2024	Local Taxes (Total):
Overnight Attendees:	2160	Net Direct Tax ROI:
Day Attendees:	250	Estimated Room Demand:

Direct Business Sales

Sales by Source

Source	Sales (\$)
Attendees	1,000,000
Organizer	100,000
Media	50,000

Sales by Sector

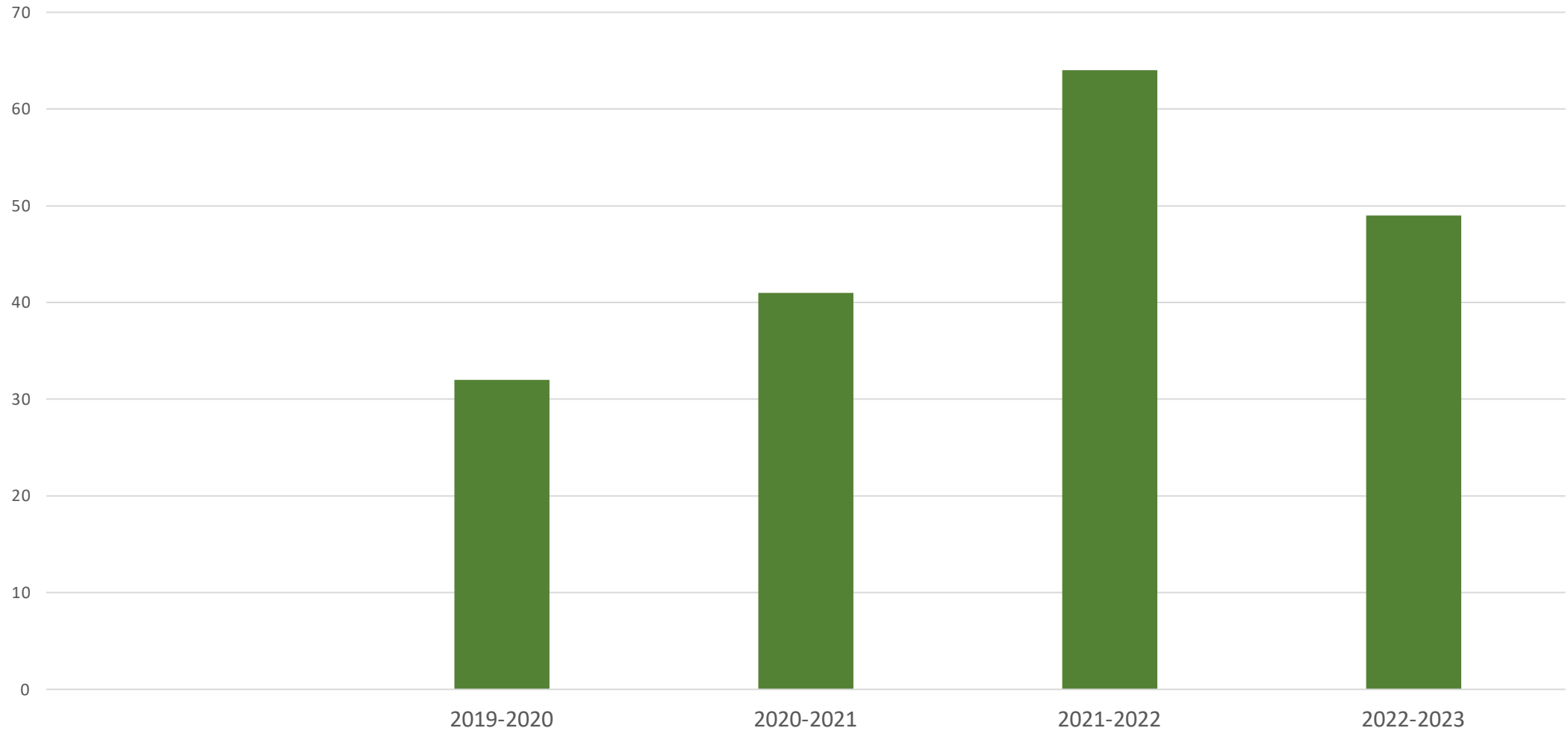
Sector	Sales (\$)
Trans.	95,381
Space Rental	12,839
Retail	175,953
Recreation	87,287
Lodging	405,600
Food/Bev	271,168
Business Services	17,068

Industry	Attendees	Organizer	Media/Sponsors	TOTAL
Lodging	\$405,600	\$0	\$0	
Transportation	\$95,381	\$776	\$101	
Food & Beverage	\$271,168	\$28,140	\$0	
Retail	\$175,953	\$0	\$0	
Recreation	\$87,287	\$0	\$0	
Space Rental	\$0	\$12,839	\$0	
Business Services	\$0	\$17,068	\$57	
TOTAL	\$1,035,390	\$58,823	\$159	

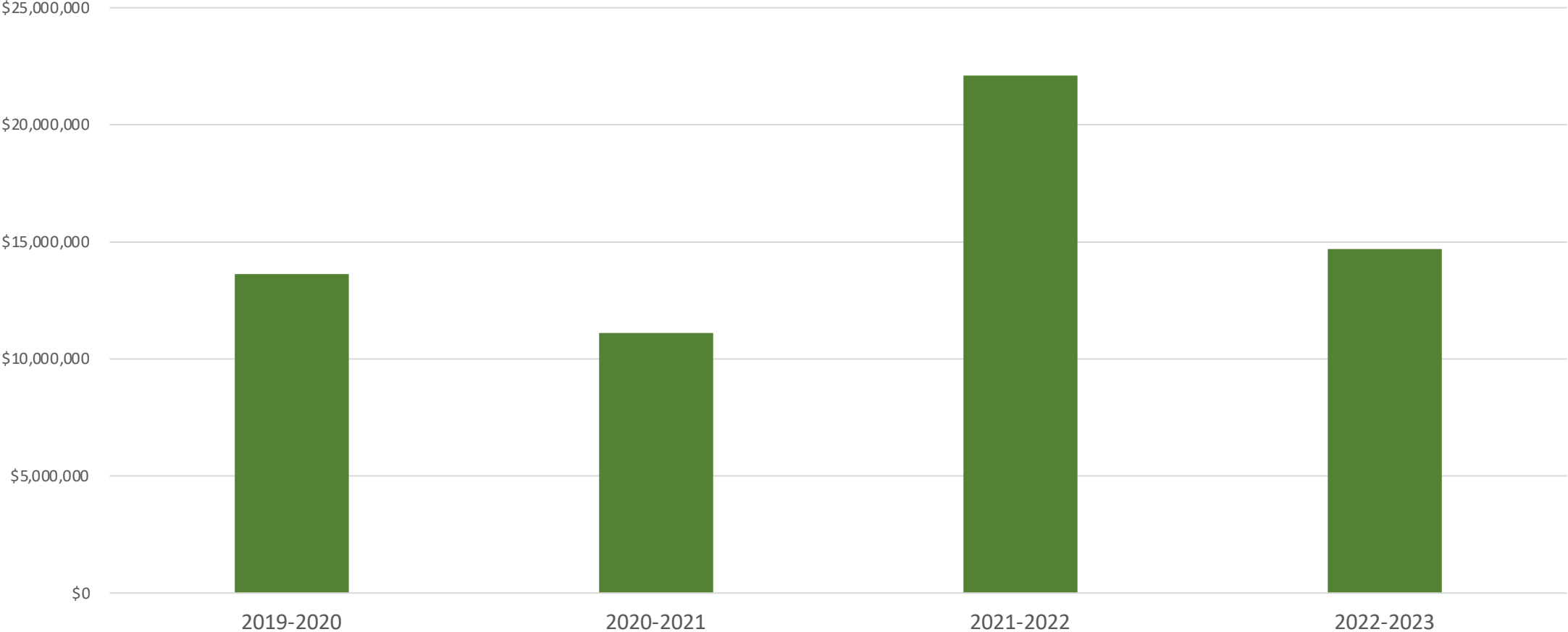
Destinations International Event Impact Calculator 8/8/2024

Sports Tourism is about mutual partner benefits

Tournaments contracted by Sports Commission by fiscal year



Estimated Economic Impact by fiscal year in millions





Task Force Purpose & Goal

Purpose-To explore several criteria and topics to see if the creation of a sports complex is feasible for Greenville-Pitt County.

Goal: To have a summary of our work and findings available to be presented to the Greenville City Council at their January retreat in late January 2025.

Next Steps

Given the Magnitude of the Project, Many Local Governments Typically Engage a Community Task Force to Continue Vetting the Opportunity



The Role of this Task Force Will Include:

Engage Community Interest in the Project Moving Forward	Seek Interest in Partners (Public & Private) to Assist in Funding / Operating a Complex	Engage Interest of Partners in Sharing Use of Existing Athletic Parks (i.e. North Campus Recreational Facility)	Vet Potential Locations Where a Complex Could be Located; Includes Community Engagement	Consider Potential of Future City/County Tax Districts That Could be Formed to Fund Future Operating / Capital Costs	Provide Opportunity to Spearhead any Future G.O. Bond	Work With Business Community on Potential Sponsorship / Naming Rights Opportunities
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SPORTS FACILITY TASK FORCE: HOW DID WE GET HERE?



SPORTS TOURISM COMPLEX FEASIBILITY STUDY

Phase 1 - Sports Tourism Market Analysis

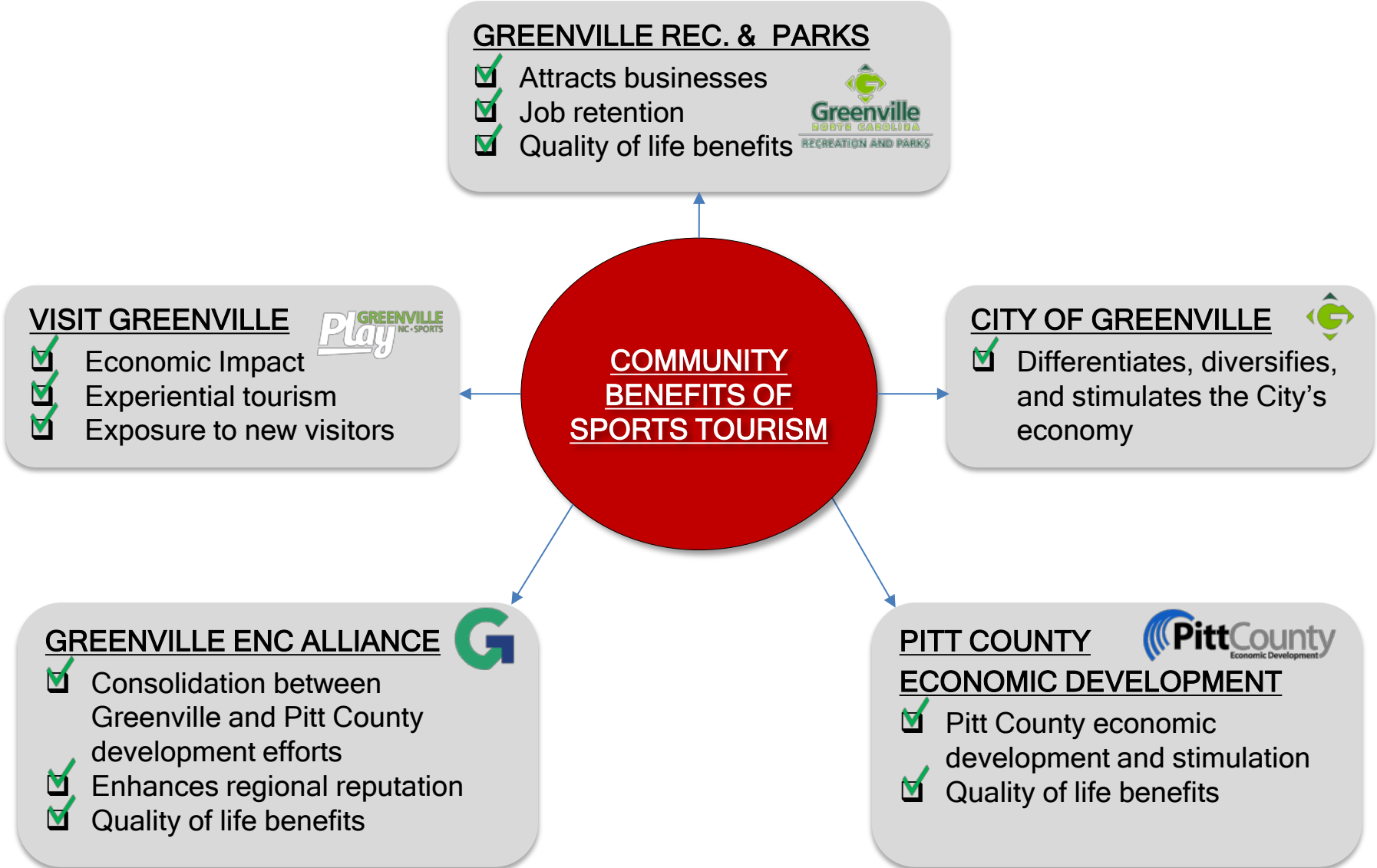
- a) **Sports Tourism Market Demand Analysis** - Identify strengths & weaknesses of Greenville as a sports tourism market.
- b) **Sports Facility Opportunity Analysis** - Identify & analyze sports tourism facility opportunities for Greenville.

Phase 2 - Financial & Economic Analysis

- c) **Operating & Financial Analysis** - Develop recommended operating model and custom financial pro forma for the proposed sports venue.
- d) **Economic/Fiscal Impact & Funding Analysis** - Estimate the economic/fiscal impacts that could be generated by the new sports complex.



SPORTS TOURISM ACHIEVES COMMUNITY-WIDE GOALS



GREENVILLE/PITT COUNTY SPORTS TOURISM SWOT ANALYSIS

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?



GREENVILLE/PITT COUNTY SPORTS TOURISM FACILITY OPPORTUNITY ANALYSIS

SPORTS TOURISM ROI RANK	FACILITY TYPE	KEY AMENITIES
1	Baseball/Softball Fields	At least 8-12 diamonds
2	Indoor Court Facility	At least 8-12 courts
3	Outdoor Rectangular Fields	At least 8 fields
4	Aquatics	50 meter pool

Based on an evaluation of *total estimated capitalized costs* (including both construction and ongoing operations) vs. *estimated incremental sports tourism event activity*, Victus ranks a new **Baseball Softball Complex** highest in terms of **Sports Tourism Return on Investment**.

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 and partnerships in those sports could help establish a *long-term competitive advantage* for a new tournament-caliber baseball/complex.

BASEBALL/SOFTBALL 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.
 - At least two (2) of the fields could also be adaptable for high school baseball groups.
 - Portable mounds and adjustable fencing to adapt to various age groups.

- **Artificial Turf:**
 - Majority of baseball groups confirmed that lighted artificial turf fields are ideal for their tournaments, so that they can run games into the evenings while not having to cancel games due to the conditions.
 - 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, etc.

EXAMPLE FACILITIES

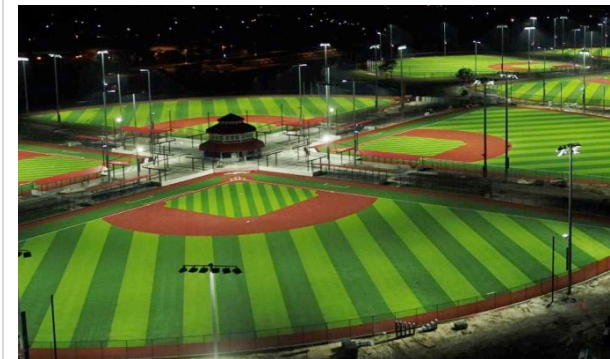
Grand Park Athletic Complex (Myrtle Beach, SC)

- 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.



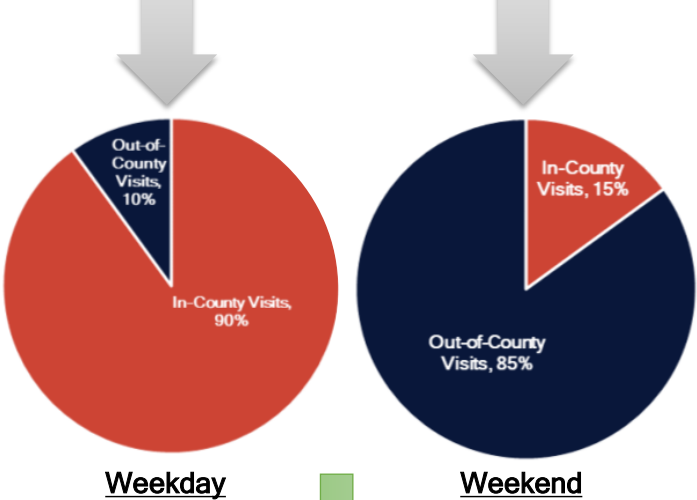
USSSA Space Coast Complex (Viera, FL)

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



VISITORS & ECONOMIC IMPACTS

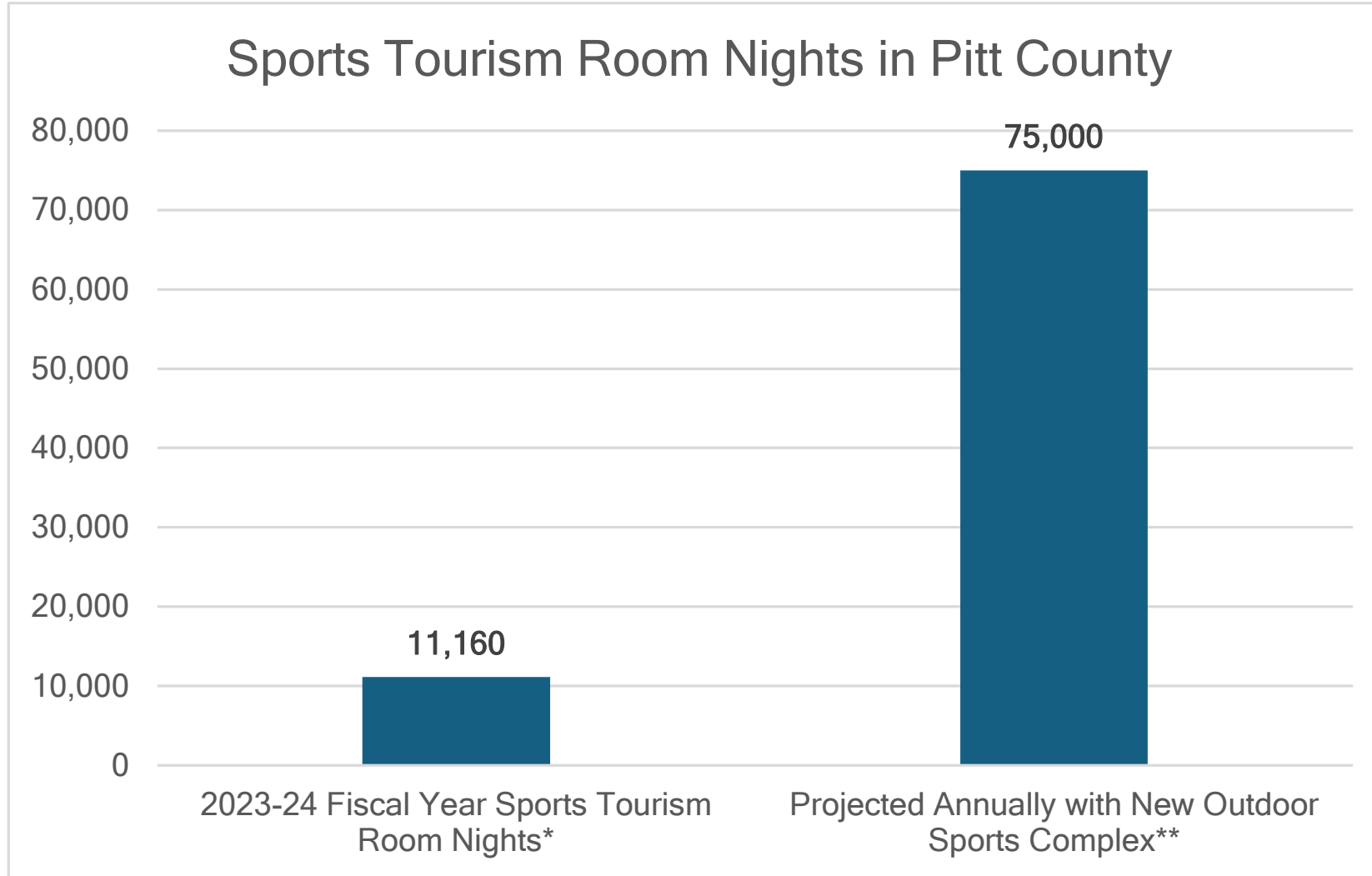
	<u>Weekday</u>	<u>Weekend</u>	<u>TOTAL</u>
In-County Visits	56,000	69,000	125,000
Out-of-County Visits	6,000	392,000	398,000
TOTAL VISITORS	62,000	461,000	523,000



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

*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.*

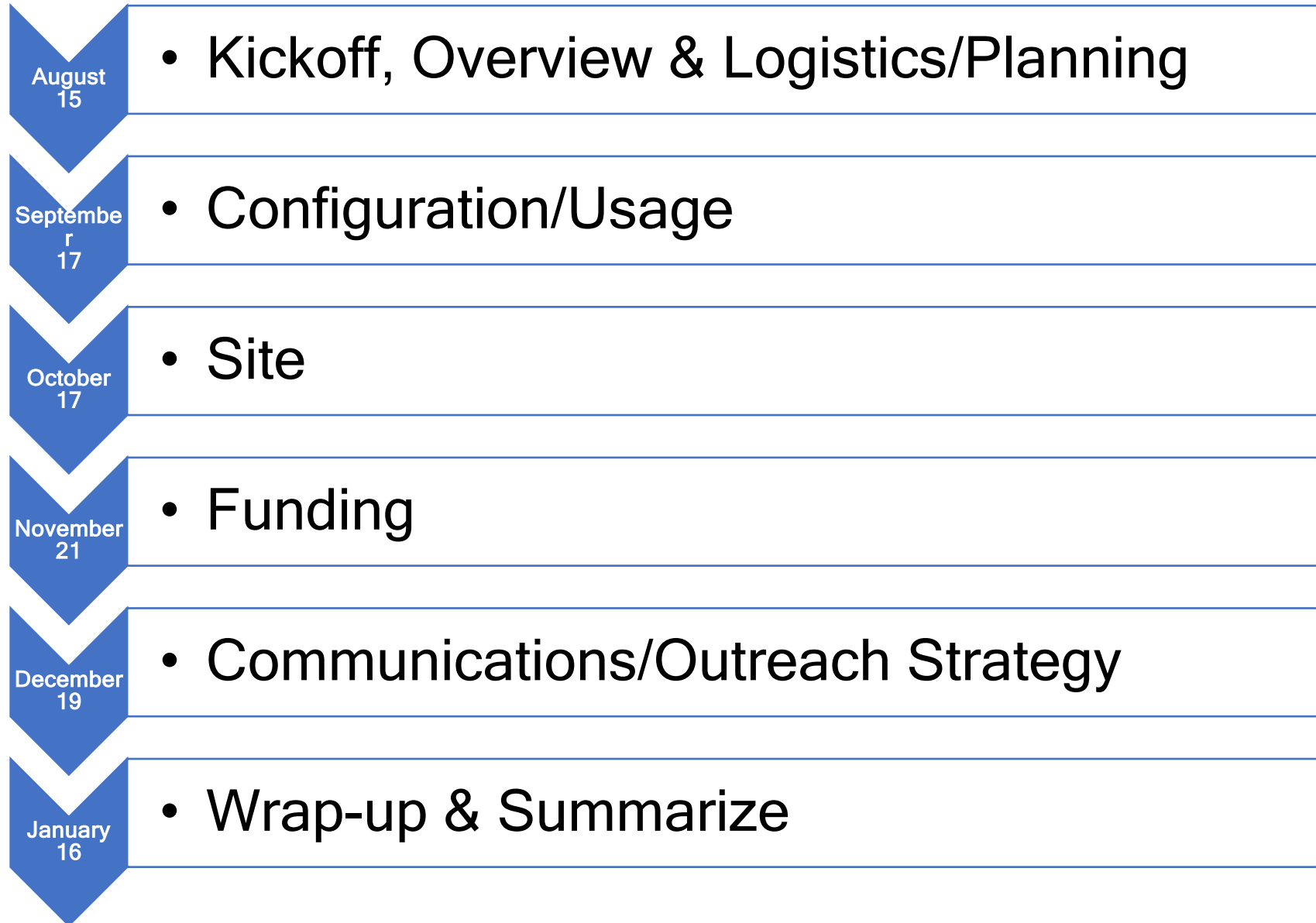
ROOM NIGHT IMPACTS



** Represents only room nights that are booked or assisted by Visit Greenville*

*** Includes all room nights estimated to be booked in Pitt County*

TASK FORCE MEETING SCHEDULE





Questions...

Andrew D. Schmidt, CDME, CHME, MPA

President/CEO Greenville-Pitt County CVB

Play Greenville, NC Sports