

July 14, 2014



NATIONAL ASSOCIATION OF  
**SPORTS**  
COMMISSIONS

# Report for The City of Round Rock



Prepared by the National Association of Sports Commissions



Introduction .....	3
Executive Summary .....	4-5
Background .....	6-7
Site Visits and Interviews .....	8-17
The Sports Event Travel Market .....	18
Economic Impact of the Sports Travel Market.....	19
What Could be the Next Big Thing(s)? .....	20-25
Strengths, Weaknesses, Opportunities and Threats.....	26-29
Conclusions.....	30-31

## Appendix

I – Sports Events Recruited 2013-2014
II – Courts4Sports
III – Veteran’s Park
IV – Reach 11 Sports Complex
V – Houston Sports Park
VI – Houston Dutch Lions Soccer Facility
VII - Sand Volleyball
VIII – Edmond Aquatic Center
IX – Graham Aquatic Center
X – Boo Williams Sportsplex
XI – Penn State University
XII – Texas A&M University
XIII – Event Owners



This report is the result of a proposal made to The City of Round Rock (CORR) by the National Association of Sports Commissions (NASC) dated March 18, 2014. The details of the assignment are set forth clearly, and this report is in response to those details. These terms have been incorporated into a consulting agreement between CORR and the NASC dated April 18, 2014.

The deliverables are to include (but not necessarily limited to) the following:

- Site surveys of existing tournament quality facilities
- An examination of your recent event history
- Interviews with area stakeholders
- Improvements or additions that could improve performance
- A strengths, weaknesses, opportunities and threats analysis
- List of event owners able to have what you have currently
- A look at potential increases in economic impact that might be produced as changes are made

In many respects, the assignment could be paraphrased as “what’s the next big thing?” for sports and Round Rock. Earlier this year the Round Rock Sports Center opened. This very impressive six court indoor multi-purpose facility now offers twelve months a year of potential for economic development through visitor spending.

Round Rock has worked diligently since 2004 to fully realize its slogan as the “Sports Capital of Texas.” In the first ten years the focus was primarily on outdoor events with soccer, baseball and softball leading the list. Old Settler’s Park is an excellent example of the kind of outdoor success Round Rock wished to duplicate indoors. With the successful debut of the sports center thoughts are turning to new opportunities to keep the community in its leadership position with traveling sports tournaments.

It is assumed a major portion of the decision on the next big thing will relate to a project’s ability to generate economic benefit.

The NASC is the sports travel industry’s own association. Since 1992 it has offered opportunities to share successes and trade concerns over industry best practices. In the 22 years since its founding, the association has grown from 15 to more than 650 members. As the repository of collective experience for the industry, the NASC is well-positioned to assist CORR in determining next best steps.

Our staff has conducted more than 100 studies for cities throughout the country. More than 50 of these studies have been audits of sports facilities and what might be the next best steps to take in an effort to gain a larger share of the growing sports travel industry. The methodology employed for this study has been tested and proven through prior assignments. To complete the assignment it was necessary to visit all of the tournament quality sports facilities, interview sports leaders by their sport, determine what the hospitality and business communities are thinking, and also meet with public officials.

In many cases, the next big thing for a community can be more of the same. Because event owners like to have all of the fields and courts in one or only a very few places, it may be that more of what a city already has (in the form of the already scheduled new fields at Old Settler’s Park) could be more productive and useful than an entirely new facility and sport(s).

To obtain additional important information, economic impact studies for several sports events are underway. This study is being conducted by the University of Texas with input from the NASC. The data should prove very useful when gauging possible next steps in facility development.

All of this local research is then combined with what the NASC has learned works and might not be advisable, and to support each observation with evidence gathered around the country. It is our hope that this document leads to well-informed business decisions on next steps.



In terms of answering the question “what’s the next big thing” for sports in Round Rock, this report suggests that the addition of new fields at Old Settler’s Park, conversion of as many fields at the park as possible to synthetic turf, adding the planned five additional softball fields, and establishing new booking policies that will allow more extensive use of these facilities for outside events should suffice. Installation of synthetic surfaces will eliminate the need to “rest” grass surfaces, and emphasize use over preservation.

The report also recommends installation of as many as 10 competition quality sand volleyball courts at the park and upgrading the 2 courts already in use. Volleyball is a growing sport in Round Rock. The new Round Rock Sports Center provides an excellent venue for the indoor version, and these new outdoor sand courts would provide equally outstanding outdoor courts for local and outside use.

Use by outside organizations provides economic benefit for every resident. The combination of the new sports center and the changes recommended above will allow the Round Rock Convention and Visitors Bureau to maximize visitor spending. Among other benefits it will allow much greater use of the soccer fields at Old Settler’s Park. Soccer provides more opportunities for visiting teams than any other sport, and Round Rock has not been able to take advantage of these opportunities due to a lack of fields, the lack of available time, and the need to rest the grass. Synthetic turf will reverse this situation.

There is an apparent need for an indoor aquatic center. The NASC suggests this is more of a quality of life issue than an opportunity to generate visitor spending. A committee formed to determine what kind of pool to build has described one that can be used for outside events. These additional aquatic events will be plus business to the core businesses at the sports center and Old Settler’s Park.

Some potential was found for an indoor track. If built, this track could have as many as four additional basketball/volleyball courts inside its diameter. The report suggests a feasibility study to determine the

amount of rent that can be produced by such a facility. Its cost would require every user to pay to practice and compete.

It is important to use the fields at Old Settler’s Park. The reason synthetic turf is so popular is it can be used and not protected from use. That has been the policy on the existing grass fields. This policy is understandable, but does not best serve local needs and restricts almost entirely use for events that will put people in hotels.

There are issues with hotel availability. Tournaments are usually scheduled more than a year out. Some of the hotels in the area will need to adjust their booking policies to commit rooms and room rates more than a year out. Doing so will bring them into conformity with what the NASC finds elsewhere.

Hotel room rates can also be an issue. With the gradual recovery in business travel and the limited number of rooms available, sports events can suffer. Some of the events are rate sensitive and others require a number of complimentary rooms. Others, primarily those attracting youngsters and their families, require single entry properties. These issues will remain until the number of available rooms increases.

Manpower will become an issue. The parks and recreation department will need more people and equipment to care for the expanded outdoor facilities. The convention and visitors bureau will also need at least one event manager. The parks department has been actively assisting creation of local events. Now there will be the need to create outside events and to service these events as they prepare for and then execute the events.

The competition between cities for events that produce beneficial economic impact is spirited everywhere, and in Texas it is intense. Round Rock must be able to compete for its share of this market. The NASC believes the projects recommended will keep CORR in a leadership position, and protect existing market share.





A list of event owners is appended to the report. This list includes the aquatic sports, which cannot be accommodated at this time. It also includes adult baseball organizations. These cannot be accommodated without access to more fields than those at Old Settler's Park. There are fields at area schools, but they have not been available for outside events. The report makes clear the fact that this reluctance is unusual: it is the only time the NASC has encountered a lack of interest on the part of high schools in renting some of their facilities.

The Round Rock Sports Center opened in February, 2014. It will probably take until 2016 to reach a sustainable level of operation. Much will be learned about ways to expand the sports offered. The entire universe of mat sports remains untapped. Management of the center is intent on finding the best balance between sports and use by locals and outside groups. In general, each weekend is for outside groups and the rest of the week is for local users. A similar balance will be needed with all of the fields at Old Settler's Park.

If the CORR is able to fund the planned new rectangular fields, the five softball fields, add about 10 sand volleyball courts and upgrade most of the fields at Old Settler's Park to synthetic turf, the future for economic development through amateur sports will be bright, indeed.

The National Association of Sports Commissions appreciates this opportunity to offer the observations and recommendations contained herein.





This study was not conducted to correct shortcomings in the sports marketing efforts of the Round Rock Convention & Visitors Bureau. In fact, the bureau has been very successful in booking events that have delivered large numbers of visitors and the dollars left behind. The successful opening of the Round Rock Sports Center demonstrates just how effective CORR and the convention and visitors bureau have been.

*Past successes have led to the desire to know what else could be done to build on an already impressive performance.*

Please make note of the information included in Appendix I – Sports Events Recruited 2013-14. The total economic activity for all of 2013 was \$11.4 million. So far in 2014 (through June 14) the total has already grown to \$7.5 million. When eleven months of the new sports center are included the total will exceed 2013 by a significant margin. The charts in Appendix I measure economic activity and include numbers for spending by locals in connection with the events.

It was necessary to make two survey and interview trips to accumulate information needed for this and a companion project. The visits were conducted from May 7-9 and May 21-23, 2014. The information collected led the NASC to consider a number of case histories from other communities that offer meaningful data. All of this material was combined with more than thirty years of experience in the arena, stadium and sports event travel industry. The NASC believes the conclusions reached are consistent with industry best practices. Officials with CORR can proceed with deliberations on these matters knowing that the most thorough effort possible was applied to the issues at hand.

In the next section each facility visited will be reviewed in terms of its ability to meet the needs of event directors in specific sports and age groups. Each site is further reviewed in terms of modifications or improvements that could make them even more productive in terms of their ability to attract visiting competitors and teams. The sports event travel industry continues to grow. This expansion, which continued

though the recent recession, has created more competition for the most sought after events. For Round Rock to maintain and increase its share, specific recommendations are made to assist the evaluation process.

The industry has grown throughout the country and certainly in Texas. Round Rock does not stand alone. Strong competition comes from the nearby cities like Austin, Frisco, Plano and Bryan-College Station. Houston, Dallas and San Antonio are getting their share. And, across the balance of the state sports facilities are being modified, improved or newly built to suit the needs of event owners. A recent article on the industry indicated that “cities are improving or modifying existing facilities, building new facilities, or falling further behind.”

It should be noted that some of them are also “buying” events, a costly practice that ignores the need for return on investment.

**Nationally, it is estimated that in 2013 about \$8.7 billion in direct visitor spending was produced. That was an increase over the 2012 estimate of \$8.3 billion. These numbers represent estimated direct visitor spending (not total economic activity) on amateur sporting events that can select different destinations for their events.**

Professional sports and all regular season collegiate and high school competitions are not included.

### **Four Types of Sport Tourism**

These categories of sport tourism are separate and distinct from one another, and each can produce substantial benefits for the host. Some cities are not able to offer all four, but every destination should make the best of what it has. It should be noted that the level and intensity of participation increases as the numbers go up.

#### **1. Incidental Sport Tourism.**

Here, the primary purpose for the visit is not sport. Business trips or perhaps a trip to visit with family or

friends produces the chance to buy a ticket to a sporting event. The classic example is a business person who goes to a destination on business and takes in a baseball game in off hours.

## **2. Nostalgia Sport Tourism.**

Many trips are made to sports halls of fame or iconic sports venues. There are also trips to participate in an old-timers game or a week-long camp to recreate the experiences that were perhaps much more intensive in childhood.

## **3. Spectator Sport Tourism.**

These trips are to see a college football game, a state championship in a high school sport, or another sort of competition where the purchase of a ticket drives the decision. Events like a University of Texas home football game or a Round Rock Express game are examples.

## **4. Participation Sport Tourism.**

This category represents the bulk of the industry in the United States and is the focus of this report. It includes travel to participate in a team sport or an individual sport. In either case, the purpose is to participate (or to watch a family member participate). Although it is impossible to know with any certainty, well over ninety percent (90%) of the events are participant based.

The NASC interviewed a number of local stakeholders including representatives from the parks and recreation department, venue managers, and leaders of a variety of local sports organizations.

After completing the site visits and interviews, case histories were selected that demonstrate what has been accomplished with the addition of a variety of sports facilities. Research indicated that special attention should be given to the potential for an indoor aquatics center. An indoor track with additional courts in its infield could supplement the sports center courts. And, the already planned additional multi-purpose fields at Old Settler's Park offer excellent potential, as do the proposed five field softball complex.

Opportunities were also discovered for sand volleyball. This sport offers a cost-effective way to produce significant visitor spending. The courts do not require a large investment and can provide excellent recreational opportunities for residents and the opportunity to create large tournaments that will deliver economic benefit.

In every case the first benefits of modifications to existing facilities and new construction will benefit residents. This is an exceptionally important point to make: although the focus of this report is the generation of additional economic development through visitor spending, it is the resident who will benefit first. The addition of synthetic turf fields at Old Settler's Park will have an immediate impact on the ability of residents to practice and play as often as needed.





Round Rock is blessed with quality but not necessarily quantity in terms of its sports facilities. Tournament managers prefer multiple fields, diamonds and courts on one site. Because this is true, the baseball and soccer fields at Old Settler's Park and the courts at the new sports center are exactly what are desired. Issues arise with overuse, however. Outdoor fields and diamonds are susceptible to wear. With the overwhelming need for field space for local programming, some of the opportunities to generate visitor spending cannot happen. Under any circumstances it is difficult to maintain the kind of quality experience residents have come to expect, let alone what outside users demand.

Issues with field and diamond space at Old Settler's Park have resulted in policies that probably do not please anyone: for baseball there is a limit of 31 hours of use a week (actually considerably more than the ideal in terms of protecting the turf, which would allow only 18 hours a week). The policies also allow only one weekend a month for outside uses of the baseball fields, and this is where the convention and visitors bureau has focused its efforts.

This same policy applies to the soccer fields, but the multi-purpose fields are another situation entirely. These fields are basically unavailable to the convention and visitors bureau to book outside events.

Heavy usage also impacts the lighting systems and human capital. The lights are used so much they burn out more quickly than expected. And, more new fields will obviously create the need for additional equipment and personnel.

As frustrating as this situation can be for the parks department and the convention bureau there is a good working relationship between the entities and the agreement to reserve a weekend a month for outside baseball uses has been working (probably because it must). The facts are that there is much more local demand than can be accommodated and there are more outside events that would deliver visitors than can be booked.

Before reviewing each sports facility we wish to make special note of the fact that campus facilities are not playing a meaningful role in the generation of visitor spending. There seems to be reluctance on the part of the Round Rock Independent School District to allow/encourage outside uses. This situation is not common to other cities, where campus facilities are used whenever arrangements are made satisfactory to all concerned. Current policies result in fewer fields and courts for outside events than the number actually available.

*In fact, this is the first study conducted by the NASC where this situation has been encountered. School facilities are routinely made available with sufficient notice and acceptable financial terms. Most school districts are interested in generating additional revenue to help offset their costs, Outside events offer this opportunity.*

An example can be found in Kingsport, Tennessee. Here, gymnasiums and baseball and softball fields are rented for summer championship events. Over the past twelve or so years almost \$1.5 million has been paid to area school districts.

The review of sports facilities is presented in the order in which they were visited. Four sites are not located in Round Rock. They have been included because three are used for many of the tournaments that might be focused on, say, Old Settler's Park but are so large additional fields are needed. The fourth site provided a sample of what makes a true competition quality outdoor sand volleyball court.

## SITE VISITS

### Dell Diamond

The ballpark started out as the home for minor league baseball at the AA level and has since moved to the highest classification in minor league baseball, AAA. It is the home for the Round Rock Express, an affiliate of the Texas Rangers. There are 10,700 permanent seats and room for about 3,000 more on the grass berm.

In terms of the playing surface, dimensions, and overall quality Dell Diamond is suitable for major league games. The luxury suites, concessions, family activities, high quality lighting and exceptional game presentation make it a great spot to enjoy professional baseball.

Because it is a nice facility it lends itself to occasional use as a championship venue for an amateur baseball tournament or even a softball game. These uses do, of course, depend entirely on availability.

There are other outside events that could be held. The NCAA College World Series Regional Championships are held at campus facilities and at minor league stadiums. The NASC encourages dialogue on other ways to utilize this asset.



### Heritage Center at Dell Diamond

One of the outstanding features of the ballpark is the Heritage Center. It is a completely equipped conference and meeting site located just off the concourse in right field. Because of its location it is a favored choice for events that need an inspirational site and/or desire the tie-in with a game after the meetings conclude. It could also be a wonderful site for the organizational meetings for an event in Old Settler's Park. The proximity of the ballpark and the fields and diamonds at Old Settler's makes for a very effective combination. Dell Diamond and the Heritage Center are obviously well known in the community. Baseball has proven its ability to sell large numbers of tickets to games played outside a city center. The location is easy to reach from anywhere in the metropolitan area.

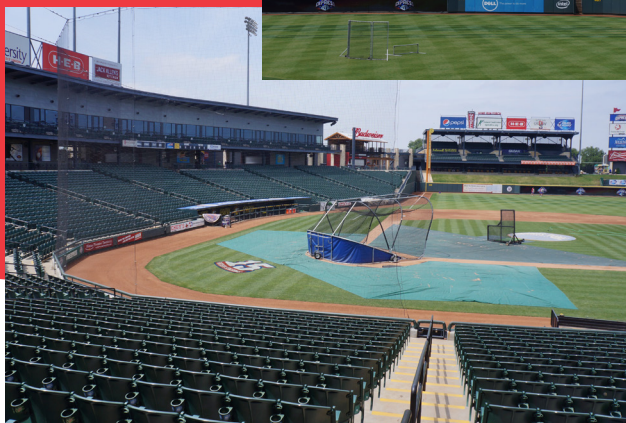


### Old Settler's Park

The park represents an effective and productive past and what the NASC can imagine as an even more impressive future.

At present the park contains the following features:

- 5 large multipurpose fields (seldom available for outside uses)
- 2 smaller youth multipurpose fields (unavailable for outside uses)
- A disk golf course
- 2 sand volleyball courts
- 9 tennis courts
- 1 cricket field
- 20 youth baseball fields in a variety of sizes to suit different age levels
- 5 softball fields
- Ample improved parking
- Rock 'N River Family Aquatic Center





Soon to be added will be another 5 full size multi-purpose fields and 2 more youth fields. It is currently anticipated that perhaps 2 of these fields will be synthetic turf. Planners envision these fields primarily for practices. The synthetic surface removes most concerns about overuse, and practices are often a big part of this issue.

**The bonds sold to pay for these fields were sold with the understanding they would improve local access to badly needed additional fields and to support Round Rock's tourism marketing reputation and branding as the Sports Capital of Texas. This means these new fields will be available for more outside uses than has been the case.**

More will be said on this issue.

A 5 field adult softball complex is also in the planning stages. These additional fields will enable the convention and visitors bureau to work with event owners and the local softball community to make softball a major contributor to visitor spending. A total of 10 fields will provide enough room for medium sized softball tournaments.

The NASC was provided with details on the new multipurpose fields and had the opportunity to discuss the operation of the park with those concerned. The NASC has come to believe that artificial surfaces offer so many advantages to the current situation that it might be a perfect time to consider turf for all of the new fields and some or all of the existing fields, including baseball.

Baseball is the major activity in the park. The 20 fields are more than just flat spaces with a diamond. Each field features everything needed for tournament and league play. They are arranged in clusters by size of field. Each has impressive entrance areas, covered and protected dugouts, lighting, scoring and proper dimensions. Great care and no small expense make them very attractive places to play. It is also possible to conduct games in varying age groups at the same time.



Signs of overuse were noted. Some of the grass areas were more dirt than grass and the outfields were clearly stressed despite irrigation. In fairness, draught conditions exist (and persist) making proper maintenance difficult.

These fields have irrigation systems. Unfortunately no amount of water can make up for excessive wear. Since most of the use comes from local teams, and since more and not less time is desired by the leagues, it may be that synthetic turf should be also considered for some of the diamonds.

The 9 tennis courts are in reasonable condition, but are best used for local purposes. In order to host significant numbers of events another 6 courts would be needed along with a permanent clubhouse, stadium courts, spectator seating and upgraded lighting.



There are 2 sand volleyball courts in an area of the park that is large enough to accommodate as many as another 10. We will discuss opportunities in sand volleyball.



In addition to sports facilities the park also has numerous play and picnic areas, a lake and a significant amount of paved parking. The total package is an attractive and very popular place to play, relax, or compete.

The state high school cross country championship has been held along with other events needing the interior roadway system. It is difficult to operate

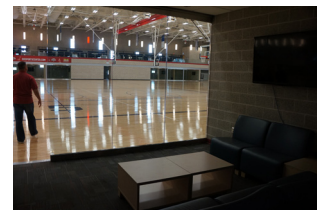
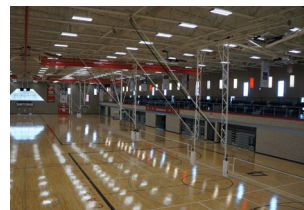


other areas of the park when parts of the roadway are closed. Some events have actually required complete closure of the park. This eliminates any other possible use for local events or those that could attract visitors at the same time.

New opportunities will come with more multipurpose fields (those in the current expansion plan), the five proposed adult softball fields, and perhaps sand volleyball courts. Consideration should also be given to converting to synthetic some of the diamonds, with a focus on those receiving the greatest use.

It should be noted there is room in Old Settler's Park for a large indoor competition facility. An indoor facility will not produce objectionable lighting and noise for nearby neighbors. Questions remain as to its viability, and these will be addressed.

### **Round Rock Sports Center**



Newly opened, this exceptional indoor court complex is a perfect answer for local use and exactly what tournament organizers want. The main floor is completely covered with a very high quality wooden competition surface. It is marked for 6 high school basketball courts, 3 NBA courts, and 12 volleyball courts.

All competitors, coaches and officials are on the main floor and all spectators are on the second level. This division is highly desirable. It keeps spectators (usually parents) from interfering.





The lower level includes restrooms just off the competition area, meeting rooms, space for officials, training room and storage.

There is plentiful room between courts...a feature often overlooked by planners.

The upper level has permanent seating plus meeting rooms, circulation space and concessions.

A discussion was held with center management. The schedule is full of local practice sessions for basketball and volleyball. The YMCA also schedules some court time. This means local users are being well served. The weekends are set aside for tournaments. At this writing almost every weekend from mid-February through mid-July has been booked for events that include visiting teams.

Wrestling will be a big user for November through January. The court area is also perfect for all of the mat sports (every martial art). Even table tennis is establishing a program.

The issue of campus facilities was raised earlier. If area high schools permitted occasional use of their gymnasiums, much larger events could be scheduled. This is a common practice everywhere we have conducted studies. Scheduling must be addressed more than a year out in most cases. There is a six court indoor complex in Mason, OH. When it hosts AAU tournaments, early round games are played in area high schools. This increases the number of courts and visitors. The same practice holds true basically everywhere.

Please refer to *Appendix II – Courts4Sports* for information.

The NASC could see the care that was given to every design element. The sports center lacks nothing as a tournament site. The decision to build 6 courts rather than more also indicates careful planning. The bigger the building, the more it costs to build, operate and maintain. The HVAC system alone would need greater capacity and would consume more energy.

Because the site was once used by a home improvement retailer, there are two large open structures outside the building. The larger of the two has become covered parking...a very desirable feature. The smaller structure is off to one side in front of the main building. A plan has been created to put an undersized synthetic turf field and elevated seating under the roof. This can become a very popular additional feature. Reuse of these two structures saved demolition costs and provides useful benefits.

**Because funding came from the hotel tax, this building allows the generation of maximum local benefit while preserving court time specifically to put visitors in area hotels, restaurants and stores. This is exactly what can be accomplished with the multi-purpose and soccer fields at Old Settler's Park.**



### Williamson County Regional Park

This is the first of four sites outside the city limits.

We understand there are 12 rectangular fields plus 2 softball fields, a football field and tennis and basketball courts.



The county has not been interested in scheduling outside events, so most overflow goes to the Taylor Regional Sports Complex. There could be reason to open further discussions at some point, although the new fields going in at Old Settler's Park will take up much of the overflow demand from current fields.

This park is very nice and obviously represents a major recreational asset to residents.

### Dragon Stadium

The stadium is intended for football and track and field. It has seating for about 8,800. The field is lighted and the track has eight lanes. It meets the needs of the high school. It would not appear to offer enough unique features to be included more than an occasional outside event.



### Kelly Reeves ISD Athletic Complex

Impressive in every way, Kelly Reeves Stadium is an excellent football and soccer stadium. It has every feature needed including a synthetic surface that, because there is no running track, provides an unusually wide playing surface for soccer.

The stadium has its own improved parking, a very large press box, and plenty of circulation room for a capacity crowd.





The Region II 5A Soccer Finals were held at Kelly Reeves in April, 2014. And, the Austin Aztex practice in the stadium.

In terms of the generation of visitor spending, this stadium would be best suited for a soccer game between TeamUSA and an international team or a professional exhibition match between teams in Major League Soccer or perhaps two touring international squads.

It is an exceptional stadium...one that would make many universities proud to have on their campus.

### House Park

As part of our interview process we visited with ownership of the Austin Aztex. Our purpose was to gauge interest in staging practice sessions, clinics, and international team events at Old Settler's Park. The addition of the new fields suggested this possibility.

The Austin Aztex recently announced they will join the ranks of professional soccer in 2015 by moving up to the USL Pro League. The NASC believes a relationship between the team and CORR could create many promotional opportunities and special events that would support the growth of tournaments on site. Team ownership is very interested in continuing a dialogue on the matter.

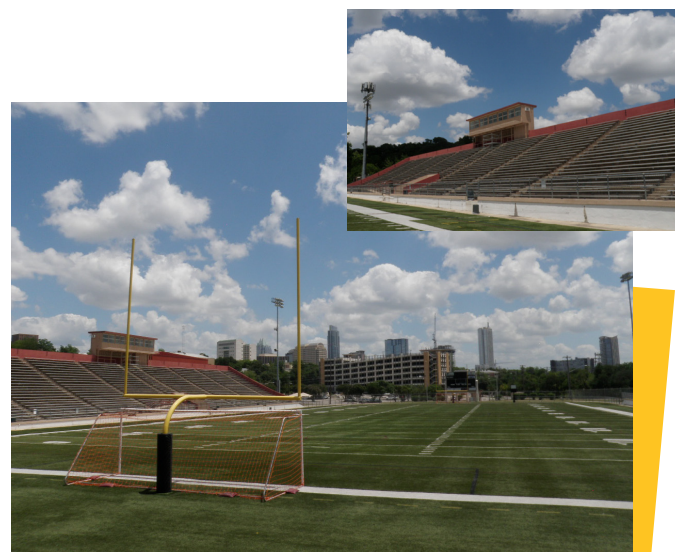
House Park is an old but heavily used 5500 seat stadium in downtown Austin. It is the current home

of the Aztex. Because it does not have a running track it does provide a reasonably wide soccer field (66 yards compared to more than 70 yards)...the international game is played on fields 100 yards wide.

This old stadium is difficult to reach and has limited parking. Noise from events is regarded as a nuisance by neighbors. Soccer games in particular are known for almost continual noise. The synthetic turf shows the heavy wear it gets. Between use for high school football for multiple schools, boys' and girls' soccer and lacrosse plus Aztex games the turf suffers from extreme wear.

Because it is not available often enough for practice and special events, the Aztex use Kelly Reeves...even though Old Settler's Park could provide a much more flexible training site.

This is what is done in Houston. The Houston Dynamo of Major League Soccer (MLS) holds their practices at Houston Sports Park. In its first phase, the park includes 7 fields, one of which has synthetic turf. It is the practice home of the team and also the Dynamo Academy. As a city park it is also used for recreational and tournament soccer.





### *Taylor Regional Sports Complex*

This park is the number one choice for overflow from baseball events at Old Settler's Park. The fields are in comparable condition and are close enough that it is not too difficult to move between the two sites between games. Plus, most hotels are in Round Rock. This means capture of most of the visitor spending.



### *Austin Sports Center Cedar Park*

This site was visited after the NASC met with a representative from the Austin Sports Center. They are staging volleyball events in the new sports center, are interested in staging still more volleyball events there, and are committing to sand volleyball in a big way. The NASC visited the Cedar Park location for the Austin Sports Center. It has 4 indoor courts. The Austin Sports Center is in the process of building 4 fully equipped tournament-quality sand volleyball courts across the street. These courts are requiring a

All of the baseball fields are in tournament condition. They are properly equipped and offer shade structures and Wi-Fi to attendees. There is ample parking, a concession stand, and restrooms.

The two rectangular fields are not in the same condition as the diamonds. The surfaces may be acceptable but there are no amenities closer than the nearby equestrian center.

The event owners the NASC talked with will always focus first on Old Settler's Park. They did not object to scheduling games at Taylor if needed, even though what should be a short drive can take twenty-five minutes depending on the time of day.





large amount of stone and earth removal due to the specific site, but otherwise the construction is not complicated.

These courts will have shade structures and will utilize the parking at the sports center.

It was interesting to note that Nitro Swimming has one of its two indoor practice pools next to the Austin Sports Center. This pool is 50 meters long but is not intended for competition. More will be said about aquatic sports.

### Others

The site visits did not include visits to area high schools (except for the two stadiums). Perhaps there will be reasons to consider using some of the other sports facilities on the campuses if conditions change. We also did not visit the outdoor pool or the YMCA pool, but did learn a great deal about aquatic sports and their potential.

## SUMMARY

It should be clear that Round Rock is doing much with relatively little. Major strengths are youth baseball, soccer, basketball and volleyball. The addition of new multipurpose fields at Old Settler's

Park (already approved) will relieve pressure on existing fields, permit more practice time on site, and allow larger tournaments to take place. Additionally it is possible to create an arrangement with the Austin Aztex to make the park their permanent practice site, enabling special clinics and visits by international teams.

Major new facilities could be an aquatic center and/or indoor track with more courts. These possibilities will be discussed.

The opening of the sports center has extended the season to twelve months a year.

It should also be noted that the extra fields at Old Settler's Park can permit lacrosse, youth football and rugby events...particularly if synthetic turf is added.

## INTERVIEWS

Discussions were conducted with representatives of the public sector, the business and hospitality community and local sports organizers. These conversations were augmented by our personal experiences and interviews with event owners familiar with Round Rock. Venue managers were also consulted.

The purpose of the following is to provide an accurate sample of the comments received. They are not attributed to specific persons, but the NASC can vouch for the accuracy of their content:

- "What's the next big thing for sports in Round Rock?"
- You would think a city with a stadium like Kelly Reeves would have an indoor aquatic center.
- We need more soccer fields. The ones we have get a beating.
- Our baseball players and families expect excellent playing conditions.
- We are losing some soccer events due to playing conditions.
- Wrestling looks like it will grow.
- There is no indoor track in Metro Austin. Even UT does not have one.



- Volleyball participation is growing 10-15% a year.
- Indoor volleyball players are moving outside to play on sand.
- Where can the city assist with projects rather than “owning” them?
- We need more synthetic turf multi-purpose fields.
- If baseball fields get synthetic turf we might have to limit the time the kids are on the fields.
- A serious and well supported group is working to build a pool.
- This group has travelled to visit other pools.
- The Edmond, OK YMCA aquatic center is what we need.
- If we had more multi-purpose fields we could hold more events and clinics.
- We need synthetic turf more than we need shade structures.
- The new multi-purpose fields should have video platforms.
- Nets are needed at Gold Glove and Cy Young fields. Foul balls are a problem.
- If we had a small stadium field (multi-purpose) we could hold championship games.
- Sand volleyball and beer are a natural combination.
- We have maxed out on the number of hotels in Round Rock that have a single entrance (outside room entrances are not preferred for youth events).
- Now that leisure and business travel are coming back some hotels are less interested in sports.
- Indoor track is a big growth area. We have Olympians in the area, there are no tracks, and if we had one with hydraulic turns we could meet international standards.
- Sign-ups for swimming events go quickly. Meets set for the UT pool have filled their field in 15 seconds!
- A two day swim meet could generate \$50,000 in revenues plus visitor spending.
- High school swim teams train in an outdoor pool in winter.
- There are excellent pools in San Antonio, Rockwell, Edmond OK and more are being built each year. Our swimmers must travel to compete.
- We could easily host a swim meet a month.
- San Antonio got a pool by electing swim parents to city council!

- A local soccer club has its own 6 fields for younger players and uses Old Settler’s only for older players. One turf field is needed.
- Need Wi-Fi at fields along with a changing station.
- The planned five-plex for adult softball will be a game-changer. Can also use for fastpitch.
- The Taylor fields are only 20-25 minutes away but teams prefer Old Settler’s. One reason is proximity to hotels.
- Austin Aztex is working hard to develop grass roots programs. We need a training center for our team and for the many team sponsored clinics we could hold.
- Does Round Rock want to build a small soccer stadium?

It became clear that there is a great deal of interest in an indoor aquatic facility, growing interest among some for an indoor track, concerns about overuse on the fields at Old Settler’s Park, enthusiasm for the new multi-purpose fields, some frustration at not being able to access high school sports facilities, and the opportunity to create a base for professional soccer training, camps and clinics. There will be a continual need to balance local needs, unmet local needs, and outside uses for the facilities.

Before going into more detail on possible opportunities, it is important to examine the nature of the sports travel market. These observations will assist in the evaluation of each new opportunity.







At the conclusion of the 1980's there were approximately 35 sports commissions in the United States, and convention and visitors bureaus had not yet "discovered" the market. The sports commissions began to realize event owners were becoming successful by taking advantage of the lack of communication between bid cities. Bid fees and demands for additional services from potential host cities were becoming excessive. To resolve this situation, efforts began to create a national association.

From 1989 until April of 1992 a core of interested cities continued to meet at industry conferences. Finally, the NASC had by-laws, articles of incorporation, and applied for IRS designation as a not-for-profit corporation. In April of 1992 15 cities launched the NASC. At the end of 1992, a total of 35 cities had joined. Today, the NASC has about 470 city or county host organizations and a total of almost 700 members (event owners were permitted to join about 10 years after founding).

The sports event travel industry has grown at a sustainable rate of about 3-5% a year, and has done so through the recent recession. This performance has led to its description as a "recession resistant" industry.

The percentage of sports commissions to total membership is now less than 1 in 4. Convention and visitors bureaus are the largest category of members. Bureaus have been attracted to sports events primarily because families continue to travel to the events. The reasons for this are important to the CORR.

A primary reason why people travel is because the events need to take place. In sport it is natural to crown champions. So, regional and national championships take place year after year. Another factor is the willingness on the part of the family to travel to these events, especially because most are age group championships. It is said that "after all, your daughter is only 12 once," and she will get her chance to compete at that level. A final reason is the trend to mini-vacations. Tournament trips become an excuse to add a day or two for sight-seeing and visits to attractions.

From the host city perspective, it is not necessary to attract national championships. Regional events usually attract more teams and participants (there are

more average to below average teams than elites). Another industry saying is that "it doesn't matter where they came from...it only matters they cannot get home tonight!"

Trips of 200 miles and more one way almost guarantee overnight stays.

So, what are event owners and prospective teams looking for in a host city?

The number one factor will always be the number and quality of the sports facilities needed for the competition. That is why it is so important to have Old Settler's Park with its multi-purpose fields and baseball diamonds (and the ability to include Taylor when needed) and the new sports center and its multiple courts.

Event owners want to hold their events in the fewest locations possible.

Another crucial factor is the selection of hotel properties and their location relating to the competition site(s).

Shopping is another important issue. There will never be a bigger sport than shopping!

Geographic location (accessibility) and a strong population base outside a 200 mile radius must be considered, along with competition from other cities.

Finally, the mix of additional things to see and do becomes very important. Families want to enjoy other activities, even on game days.

The growth in the number of host cities has produced growth in the number of event owners, the numbers of events they offer, and the number of locally developed events that attract visiting teams. The result is that even allowing for event attrition, there are more events each year than before.

There is no issue about whether the events will take place. The only question is how many will take place in Round Rock?

One final step is needed before evaluation of opportunities, and it is a basic understanding of the beneficial impact these events can have on the local economy.



## ECONOMIC IMPACT OF THE SPORTS TRAVEL MARKET

It has been observed that there are as many ways to estimate economic impact as there are economists!

An important companion project to this report is the study currently underway of sports events taking place in Round Rock (at the sports center and at Old Settler's). The NASC and the convention and visitors bureau is working with a professor of economics at the University of Texas and her team to find out how much money is estimated as being spent and what its impact might be on the local economy. A statistically significant number of interviews are being conducted among visitors while they are at the events.

The results will be available in early fall.

It is important to stress that no one can ever know exactly how much money might be spent before or after any event. What can be done is to use accepted methodologies to develop *estimates* of what might or did occur.

Some cities have experienced difficulties when treating economic impact estimates as fact or for jumping to optimistic conclusions that turn out to be unwarranted on closer examination. This can lead to increased bid fees or embarrassment if an expert disagrees with announced results.

The NASC believes that estimates of direct visitor spending produce the most reliable numbers. Having a reasonably accurate idea of the dollars spent helps calculations of additional taxes paid. It also avoids issues that come from excessive multipliers used to express the total value of the direct dollar spending by visitors.

Round Rock has been including resident spending caused by outside events, allowing for estimation of total economic activity.

Facility development is often based upon optimistic estimates of future economic impact. It has been observed that the owner of a franchise wants two things: a new facility and someone to pay for it!

It has also been observed that the best way to understand the study is to ask who paid for it.

A better method might be an estimate of new direct visitor spending traced solely to the proposed facility plus the taxes paid on those purchases.

Sport facility construction takes place with hard dollars. All estimates of direct spending and new

taxes, let alone economic impact, are expressed as soft dollars. They do not collect in one place and become available to spend later as needed.

Feasibility studies are required for new facility development. Industry best practices include conducting a market analysis and then a financial analysis. The first step determines whether a market exists and the second projects possible financial performance.

The addition of new fields and diamonds at Old Settler's Park is based upon actual experience, which beats any feasibility study.

An example of what can happen at a sports tournament could look like this:

- 100 teams
- Each team has 15 players
- Teams are made up of 12 year old girls (more people travel with girls than boys)
- Each team brings another 35 family members and friends
- Each of the 100 teams have 40 visitors
- The teams stay for three nights
- So, 100 teams x 40 people x 3 nights = 12,000 person days (or nights)
- If each person spent \$100 a day, this would mean a total estimate of \$1.2 million in direct visitor spending...and it should be obvious that the number of visitors, the number of nights, and the amount per day are crucial to these calculations

The study currently underway will help Round Rock get a better idea of the spending patterns of *your* visitors, not those in the chart above. *Once a destination has a good idea as to the amount of money being spent, further calculations can be made using the Economic Impact Calculators for sports events available through the NASC or from Destination Marketing Association International.*

The Round Rock study will go beyond economic impact to project estimates of total economic value (direct spending, taxes paid, jobs created, and the multiplier effect of a new dollar as it turns over in the local economy). The latter number assumes that a dollar spent results in income to employees that is used for purchases that employ others and so on.

With this background, it is time to look at potential "next big things." What happens next will have an impact on the generation of additional impact, and the analysis of choices will reflect which might produce the most considering the investments required.



## WHAT COULD BE THE NEXT BIG THING(S)?

### Multi-Purpose Fields at Old Settler's Park

This section begins with the fact that multi-purpose fields are going to be added at Old Settler's Park. There is a plan for where the fields will go and how many to construct and in what sizes, with at least two with synthetic surfaces. It is our understanding the plan calls for a total of 5 new full size fields and 2 smaller fields. The 2 with turf may be used primarily for practice sessions.

Currently, there are 5 full size and 2 smaller size fields near Dell Diamond. All of these are grass.

The expansion doubles the total number to 10 full size and 4 smaller multi-purpose fields. There is little question the new package will increase the size and perhaps number of outside events that will take place each year.

We also understand the positioning of these new fields may change.

The selection of events will affect the number of visitors. In soccer, younger players play on smaller than full size fields. And, the number of people accompanying the teams is greater with younger kids... and girls bring more than boys. With the ability to put as many as three smaller fields across each full size field, it could be that the 10 full size fields will equal 30 fields and the 4 smaller fields between 1 and 2 additional fields each, for as many as 38 or so total.

Younger players also play with fewer on a side. Theoretically, 10 full size fields will each contain 11 players on a side or a total of 22 x 10 or 220 players at one time.

If each of the 38 smaller fields has 12 players each (6v6), the total number of players becomes 38 x 12 or 456 players! Some would ask why anyone would focus on elite soccer when the biggest benefits can be found in the younger age groups.

Focusing on younger age groups and short-sided games also demonstrates the reason why synthetic turf could be the answer to all of the fields.

The Sports and Fitness Industry Association (SFIA) conducts the nation's most comprehensive annual national study of the participation rates in all sports. In terms of age groups, the largest percentage of players participating in team sports are between the ages of 10 and 12, with 8 and 9 following just behind.

A strategy that focuses on these age groups can produce dividends.

There are much larger multi-purpose sites around the country. One is in Frisco, and another in Overland Park, KA. Bryan-College Station has the same number at Veteran's Park. Please see [Appendix III – Veteran's Park](#) for additional information. *The largest is the National Sports Center in Blaine, MN. It has 52 multi-purpose fields for soccer, lacrosse, and rugby and youth football.*

Earlier observations were made concerning the Austin Aztex. They have sent a representative to tour Old Settler's Park. A relationship between the team and CORR could produce international and national clinics and camps that will bring more visitors and motivate youngsters in the area.

The points to be made are as follows:

- Someone else will always have more fields.
- Focus on the condition and playability of the fields you have.
- Search for a balance between local uses and outside events.
- Creating a championship stadium from one of the planned fields would provide a competitive advantage in some cases. It should have a synthetic turf surface approved by FIFA, the international federation governing soccer.
- Soccer is growing: spectator interest is finally building and young people have a large number of professional teams and players to follow domestically and internationally; this indicates why an arrangement with the Aztex could be productive, particularly in light of their recent announcement to move up a division in 2015 and begin playing teams in major markets.



- Synthetic surfaces will increase practice and playing time and increase the sports played.
- Focus on younger players and short-sided games.

The current plan is to construct 2 turf fields. If it is within the realm of possibility, and considering the exceptional restrictions placed on local and outside use, all fields could be turfed. The cost per field would plummet due to multiple installations on the same site.

There are excellent turf fields, perhaps led by the Field Turf brand, the first turf certified for international play by FIFA. The NASC has seen the price per field drop from \$800,000-\$1 million to as low as \$350,000 each in multiple installations. This is a very competitive industry, and as long as the turf is certified by FIFA multiple bids should be expected.

**It is essential that all of the multi-purpose fields be available for outside uses. Fortunately, the new fields will relieve the pressure from local users. Having twice as many fields and installing turf on all or most of them guarantees their availability.**

**A successful partnership between the parks and recreation department and convention and visitors bureau is based on cooperation: schedules are finalized at the end of the preceding year. Since events designed to attract visitors are scheduled further out than that, it is obvious they can be scheduled and then local uses will fill in the calendar.**

**Cities like Columbus, Indiana have learned that doing things this way results in more fields, more satisfied residents and an increase in economic impact...and residents benefit from this increase in spending and taxes.**

It is important to make note that events that include large numbers of visiting teams could begin using the fields as soon as 2016. Many contacts have been made with event owners and some relationships are in place. The missing element has been access to fields.

Please refer to [\*Appendix IV – Reach 11 Sports Complex\*](#). This outstanding complex is in Phoenix, is publically owned and does an exceptional job hosting tournaments and serving the public. It has 17 lighted natural turf fields and 1 lighted championship field. Assuming Old Settler's Park has 10-12 fields and most are in turf, the capacity of the fields could exceed those at Reach 11.

Special note should also be given to [\*Appendix V – Houston Sports Park\*](#). This park was built to address a lack of sports facilities for residents. It presently includes 7 lighted soccer fields. It is also the practice home for the Houston Dynamo of Major League Soccer. The combination reflects the elements needed for a similar team partnership in Round Rock.

Finally, [\*Appendix VI – Houston Dutch Lions Soccer Facility\*](#) demonstrates what a fully equipped soccer training facility contains. This facility has Edel Grass synthetic turf. It comes from the Netherlands and is approved by FIFA. Something like this could be planned for Old Settler's Park with input from the Austin Aztex. The NASC learned of the complex from the Aztex.

### **Sand Volleyball**

In our volleyball meetings we learned that locally the sport is growing at a rate of about 15% a year. We also learned that many players are moving outside to play the sand game. Old Settler's Park has two courts. These are basic courts that are not equipped to host a significant event.

It appears there is enough room in the same portion of the park to add perhaps another ten courts and to equip all of them so they will be suitable for tournaments that will attract visiting competitors.

Please refer to [\*Appendix VII – Sand Volleyball Court\*](#) for information. Each court is contained within an area of about 50 feet by 80 feet. These dimensions provide a buffer outside the playing area.

Our research suggests a court may cost about \$10,000. This would not include lights, and lights might make an excellent addition. We should also point out that most will agree sand volleyball and beer go together. Serving beer may not be possible in the park, and is not a crucial factor during a tournament. It could be a factor for extensive use of all courts for local residents. A fully equipped sand volleyball facility should have a clubhouse, and this building may cost more than the courts.

Very few significant new sports complexes can be built for perhaps \$250,000 or so. This suggests that sand volleyball could be an excellent investment. Additional financial projections are needed, but the expertise to design and build the courts is available locally.

### Aquatic Center

There is a great deal of community interest in building an indoor aquatic center. A committee was formed to study the matter and trips have been made to facilities similar to what is desired for Round Rock. The NASC has met with representatives of local swim clubs and the YMCA and has discussed the matter with other interested parties. It was surprising to learn there are no pools at area high schools. Usually the NASC finds 25 yard or 25 meter pools at most high schools, so it is understandable the school district would have interest.

Aquatic centers contribute to the quality of life for residents. Having a well-equipped and designed center provides a site for competitive swimming for the high schools and YMCA but it also allows for learn to swim lessons, open swimming, therapeutic uses, scuba lessons and potentially a site for diving, water polo and synchronized swimming practices and competition.

The University of Texas has one of the nation's finest and best regarded 50 meter competition pools. Because of its excellent reputation and the shortage of pools in the metro area it is in extremely heavy demand. So much so that it is common for meets to be fully booked 15 seconds after registration begins!

The NASC also learned that some meets and practices must currently be held outdoors in cold weather. This is not a desirable situation for anyone.

The Round Rock YMCA staff includes experienced pool management. They have been involved with the design and construction of pools in other cities and are participating in the group working toward building a pool in Round Rock.

One of the facilities the committee visited was the Edmond YMCA Recreation & Aquatic Center in Mitch Park. Please note [Appendix VIII – Edmond YMCA Aquatics](#) for additional information. The competitive pool element is larger than envisioned for Round Rock. This pool is 50 meters long by 25 yards wide. It can accommodate 18 25 yard lanes, and has two moveable bulkheads to allow the pool to be divided into competition lanes, practice lanes, warm up and cool down lanes, or open swimming lanes. In the case of Edmond, there are additional recreational elements that raised the overall cost to about \$28 million.

The interviews indicated a clear need for an aquatic center. Unmet local needs for such a pool are persuasive. Having such a pool, and making sure it meets standards for competitive pools established by USA Swimming, the national governing body for swimming, opens the door to holding meets that will attract some visiting competitors and their families and friends. One local swim club official feels they could hold a meet a month if the pool is available.

One year ago the NASC conducted a refresher study for York, PA. A new pool was opened by the York County YMCA. The Graham Aquatic Center has dimensions of 25 yards by 25 meters. It has eight wide lanes, ideal for short course swimming. There are far more opportunities to hold meets in a pool of these dimensions (a short course pool) than there are for a 50 meter pool (long course). All high schools and colleges compete on short courses.

Additionally, a short course pool costs much less to build and operate than a 50 meter pool.

Please note the photos included of the Graham Aquatic Center as [Appendix IX – Graham Aquatic Center](#). It has 650 permanent seats and has already been used for two college/university conference championships. To keep the overall costs down, diving was eliminated and the pool bottom itself is too shallow for water polo and synchronized swimming. Those involved felt it was more important to have a competition pool with seating for under \$10 million than to add diving and by able to accommodate the other aquatic sports.

The Graham YMCA Swim Club is ranked number 3 in the United States. Their pool is part of the reason for such a high ranking.

Our conversations indicated a short course pool with seating and everything needed for sanctioned events would meet community needs. It would be exceptionally important to include a second and smaller pool for warm up and cool down during meets and also for warm water therapy. Auxiliary pools like these also have a zero depth entry equipped with hand rails and a gradual slope to deeper water.

A feasibility study will be needed. If costs are to be shared between, for example, the YMCA, school district and perhaps the city and others, more definitive data is needed. The NASC recommends two phase studies. Phase one is a Market Analysis. If this portion looks promising, a Financial Analysis is performed where an operating pro forma and the potential for economic impact can be projected and studied.

An aquatic center seems needed to satisfy pressing community needs. It would not really qualify as the next big thing. The NASC believes that challenge is in terms of a project's ability to generate substantial visitor spending. It should be noted that aquatic centers are not able to attract the number of events and visitors compared to what can be produced by fields, diamonds and courts.

### [An Indoor Track](#)

There are no indoor tracks in the Metro Area, including at UT. The area does have 7 track clubs and has produced 2 recent Olympians. Interest has been building among the track and field community for an indoor competition track and training facility.

Because indoor tracks are traditionally built with a 200 meter radius, there is room in the infield for a turf field, permanent basketball/volleyball courts surrounded by netting, or courts that can be covered with a rubberized surface to provide lanes for dashes and hurdles. The track should have a minimum of 6 lanes.

Additionally, indoor tracks are constructed with a flat surface all the way around or with hydraulically adjustable banking on the turns. Adjustable banking can produce faster times, and are generally used for major competitions like the NCAA Championships.

An example of a track with 4 courts can be found in [Appendix X – Boo Williams Sportsplex](#). This impressive facility is in Hampton, VA. It is used constantly for training and regional competitions. It has a flat 200 meter track.

An example of an indoor track with hydraulic turns and courts or lanes for dashes and hurdles can be found in [Appendix XI – Penn State University](#). This is an exceptional, championship caliber building. The Big Ten has held its indoor championships at Penn State.

Finally, [Appendix XII – Texas A&M University](#) shows an air supported structure with the infield for field events. It too, has hydraulic banking. The Penn State building is the most costly due to the use of traditional construction materials. The Boo Williams building is the lowest cost of the three. It is a metal building with a flat track. Texas A&M selected the air supported roof to save on construction costs, but it also has the largest seating capacity of the three. This building does not have courts in the center, instead, field events are held inside the circumference of running track.

Most indoor track events are created, not bid upon. One of our interviews produced the observation that an indoor track might become the home of the UT Men's and Women's programs. There are also opportunities to create an indoor circuit for Texas high schools and to hold club meets. Track clubs are the traditional owners of regional meets.

The distance travelled between the UT campus and a site in Round Rock might require too much travel time, and practice sessions for the university and area high schools and track clubs would interfere with on-court activities.

A building large enough for an indoor track will require a very large HVAC system. If, however, it contains as many as 4 courts it could be a companion to the sports center for larger basketball and volleyball events. Buildings like these can range from several million to more than 20 million dollars, depending upon the number of seats, the banking system, and what goes in the infield. It is possible to put a small synthetic field in the infield for soccer practice indoors or short-sided games.

A 200 meter track should have a minimum of 6 lanes. Track events that attract visitors must be created locally.

A feasibility study would help determine if the advantages could outweigh disadvantages.

## Summary

Considering the fact that new multi-purpose fields are going to be added at Old Settler's Park, and that the planning process is well along, double the number of fields should certainly more than double the benefits. The synthetic surfaces will be ideal for local practice sessions and competition. Removing part of, or the entire wear factor, would be a major competitive advantage.

The NASC feels the present plan is a good plan. Our research also indicates that one field should be a championship field. This field should be at least 110

yards long by 75 yards wide, lights, and permanent seating for about 1500 with room for more in grassy areas around the field. Many soccer complexes have a stadium field with seating, lights and turf.

This championship field will serve as just that for tournaments and also work very well for clinics and camps held by a professional soccer organization.

These fields, combined with the current fields, need to be available for outside uses.

The NASC feels these new fields could be attractive to the Austin Aztex as a training site. The ability to use multiple fields gives the team great flexibility. It is likely practices will coincide with times when school is in session.

A final note on the multi-purpose fields: there has been talk in the Austin area concerning a Major Soccer League franchise. An ideal spot for the stadium could be near Dell Diamond. This location allows shared parking, and also puts the stadium close to the existing multi-purpose fields. In this eventuality, the training site should shift from the new fields to refurbished existing fields.

Sand volleyball is an all-new opportunity, and could come at an affordable investment. A 12 court complex at Old Settler's Park has the potential for substantial impact from economic activity, and would be a very attractive additional park feature for residents.

In terms of aquatics, there is a clear need for an indoor pool. The single biggest reason for pursuing this project is to accommodate unmet local needs. The existing pools are not sufficient and the high schools do not have pools. Plus, the premier quality pool at the University of Texas is over-scheduled. A competition quality short course pool could host a meet a month, according to local organizers.

In addition to the fact that there is no indoor track in the metro area, the University of Texas does not have an indoor track. The possibility of an indoor track at Old Settler's Park brings with it mention of the



possibility it might become the Home of the Longhorns. This added credibility could be a significant factor in its ability to be the site for a large number of meets each year...including all of the area high schools and invitational meets for both clubs and high schools.

The NASC does not know if this is a realistic possibility, due to the nature of the assignment.

An indoor track could contain 3 to 4 additional courts that could be combined with the 6 at the Round Rock Sports Center to host even bigger basketball and volleyball events. Extra courts could add schedule flexibility to the sports center. It would be possible to hold track practices and practices on the courts at the same time. The courts would be surrounded by netting suspended from the ceiling. It would not be possible to combine the courts and track when an event is taking place on one of them.

Feasibility studies should be conducted for the aquatics center and the indoor track.

It should be noted that visitor spending patterns can vary by sport. The NASC feels the following ranking of sports by spending potential is an accurate portrayal:

1. Volleyball
2. Sand Volleyball
3. Cross Country
4. Baseball
5. Softball
6. Basketball
7. Aquatic Sports
8. Track and Field

More will be said in the conclusions about the potential for new visitor spending, both by facility type and by sport.







## STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

It is always important to be as fair as possible when considering these factors, particularly when conducting a self-analysis. There are always other communities doing excellent work with superb sports venues. This is certainly the case in Texas, and obviously so in the areas closest to Austin/Round Rock that include Houston, Dallas-Ft. Worth and San Antonio and surrounding communities.

### Strengths

*The list begins with facilities.* Although few in number, the fields and diamonds at Old Settler's Park and courts at the Round Rock Sports Center are exactly what tournament organizers and event owners look for. Baseball is particularly well-served by the 20 beautiful and well-equipped diamonds in varying sizes. Basketball, volleyball, all of the mat sports and even table tennis are very well served. And, although they have been in extremely heavy use, the multi-sport fields have served the needs of events. A doubling of the number of fields and conversion of many or all of these fields to synthetic turf will eliminate the scheduling difficulties that have plagued the parks and recreation department and convention and visitors bureau, not to mention local users.

The addition of 5 softball fields will mean a total of 10 available for tournaments. This will be sufficient for most opportunities. It also adds softball to your list of key sports.

The Taylor Regional Sports Park, too, is an excellent tournament site. It is a good backup for events that need more fields than can be accommodated at Old Settler's. Although located outside Round Rock, the bulk of the hotels are in Round Rock, so most visitors are likely to stay, eat and shop in Round Rock.

*An additional strength is the level of customer service.* Between venue management, the parks and recreation department and the convention and visitors bureau events get everything they need for a successful event. When excellent service is coupled with excellent competition sites, teams go home satisfied with their experience.

In general, teams will stay as close to the competition site as possible. This makes the Round Rock Sports Center a walking destination for many visitors!

*The city offers a range of accommodations designed to meet most needs.* There are plenty of restaurants, shopping opportunities and additional things to see and do in the area. This combination meets the criteria for a family looking for a mini-vacation during their visit.

*Round Rock's geographic location is a plus.* It has been observed that Round Rock is within a three hour drive of 90% of the population of Texas. This does not mean the focus should be on in-state events. In fact, the following events have been held in the past two years that emphasized out-of-state visitors.

Events Obtained From National Conferences	
3V3 Live	Iron Kids
Professional Disc Golf Association	Teen Masters Bowling
USA Ultimate	AAU Track & Field Junior Olympics Qualifier
JOOLA Table Tennis	AAU Chinese Martial Arts National Championship
The Color Run	AAU District Cross Country
Elite Soccer Showcase	Triple Crown Sports
Hero Rush	Paintball Tournament
National Fastpitch Coaches Association	Front Yer Fanny USA Triathlon
Prime Time Sports	AAU Roller Hockey

*What facilities you do have are very good facilities.* At the outset it was observed that what Round Rock may lack in overall quantity is made up for with high quality.

## Weaknesses

*There is not an over-abundance of hotel rooms. As a consequence, some teams will stay outside the city. And, because there are fewer rooms than might be ideal, it can be difficult to negotiate terms satisfactory to potential guests. Fewer hotels, more business travel, and more sports events can add up to higher priced rooms and an occasional lack of enough complimentary rooms necessary for tournament management. The primary volleyball event promoter in the area has already reported being “maxed out” of the room types they require.*

As a part of this study the NASC attended a meeting attended by a number of hotel properties. The representatives indicated strong interest in the sports market and what it can mean for them and for the new hotels that will be built.

*Severe limits on field availability have prevented Round Rock from attracting youth soccer events, the single biggest generator of visitors in the sports travel industry. The additional fields and synthetic turf can resolve this problem.*

*An additional issue has been the number of hotels reluctant to make commitments for rooms and rates more than a year out. Events are scheduled further out, and efforts are needed to improve this situation and bring it more in line with other destinations.*

Cities that have entered the sports travel market are advised to proceed on a business-like basis. Making an investment in incentives is a necessary part of attracting some events. Round Rock makes its investments by looking at the potential return on the investment. *This makes the city vulnerable to destinations that will write checks in hopes of a good return.* Unfortunately there are cities like this in Texas and beyond. So, a business-like approach will lose some business. This is as it should be.

*There is an abundance of competition. Because this is so, there will always be someone wanting to buy business. The NASC recommends the development of*

locally owned events that 1.) Do not require bidding, 2.) Take place every year, and 3.) Emphasize visiting teams/competitors.

The Round Rock Sports Center is a clear answer to this competition. None of the direct competitors can offer anything like this exceptionally well-thought through and executed project.

*There have been minimal opportunities to use the baseball fields and virtually none for the multi-purpose fields. This matter can be addressed as suggested herein.*

## Opportunities

*The new fields at Old Settler’s Park will double the number of visitors looking for multi-purpose fields. And, for every field that is covered with synthetic turf there will be less maintenance, more use, and fewer lost opportunities. It has been reported events are being lost to local clubs due to field condition and/or the lack of a sufficient number of fields.*

The Austin Aztex is moving up in the world of professional soccer. They are interested in considering Old Settler’s Park as a practice site. *They have indicated a commitment to amateur soccer throughout the region, and need a place to hold a soccer academy, clinics and camps. It is their belief they can attract international teams to train in the area.* All of this activity would serve to promote Round Rock as the focal point for youth soccer.

*Kelly Reeves Stadium is an excellent site for professional soccer exhibition games. These so-called “friendlies” can have very strong ticket appeal.*

*Completion of the projected new five-plex of softball fields will be another game changer. That is enough fields for slow and fast pitch events that cannot take place currently.*

*Sand volleyball offers good potential for a modest investment. The Summer Olympics has been an effective promoter of the game. Young people, in*

particular, are drawn to it. Coed sand volleyball is also very popular.

*The potential for an indoor aquatic center offers the opportunity to develop and bid on events that will produce visitor spending, although the size and number of events would not equal what are produced by courts, diamonds, and fields. The NASC has found compelling local need for an aquatics facility.*

*The previously discussed indoor track would serve the growing needs of track clubs and, according to some, perhaps the University of Texas. Issues will arise in terms of the size and cost of a building large enough to hold a 200 meter track and additional courts in the infield. A building large enough for four courts would need to be three times bigger to incorporate a competition quality track. But, the opportunity is there to be explored.*

### **Threats**

*Additional fields are needed to meet unmet local needs. Converting most or all to turf would increase their usability and eliminate wear and tear issues that have plagued the parks and recreation department.*

*Because CORR funded the sports center it may now be assumed by some that it will do the same for other projects. The Round Rock Sports Center was funded to generate beneficial economic benefits for everyone. It is promoted and managed to favor outside events. Old Settler's Park has been a service to residents and may be on the verge of becoming a major contributor to the economy.*

*If the city could assist projects with partial funding, assuming they can be shown to benefit residents and also deliver new visitor spending and taxes, that could be a satisfactory outcome.*

*Better scheduling practices are needed with the addition of more multi-purpose fields. Fortunately the project was funded to serve residents and develop new business.*

*Weather may be an issue. Summers are certainly hot, and that is prime travel time for youth teams. Recently they have also been dry, and that contributes to uncomfortable conditions for people not accustomed to the climate.*

**The sports event travel industry continues to grow. That growth has been accompanied by a companion growth in the number of for-profit event owners. These owners need to support their business through profits on events...profits that some feel should come at the expense of the host city or the event participants themselves.**


*There is a clear unwillingness on the part of these owners to charge participants what it will take to accomplish their goals. So, they have come to rely on income from hotel room rebates and commissions paid to them by third party room booking services. This is driving up the cost of each hotel room. It is also requires the hotel, in some cases, to charge \$5-10-15-20 or more a night extra for each room. This can make the hotel appear over-priced. It also forces the visitors to pay more for the room than they should pay, all to cover for the lack of willingness to charge the teams what it actually costs to do an event.*

**Any blame is likely to fall on the hotel and the destination and not the event owner.**

*It is interesting that, so far, teams do not seem to look to the event owner as the source of the problem. It also forces the teams to try to find housing where the rebates do not apply. This often means staying in the next town. This, in turn, has led to a practice called "stay to play." Simply stated, teams agree to stay in hotels within the room block (where rebates apply) or they are refused participation in the event. Some event owners have tried to solve this issue by accepting an additional cash payment from a team staying outside the room block in lieu of collecting the room rebates.*

*These practices carried to extremes are threats to the industry. One solution is to turn to locally developed*





events that are created to avoid these kinds of issues. They will need to come from the existing club and league structure because the convention and visitors bureau does not have an event staff.

**The NASC is aware of a youth hockey tournament in suburban Chicago that continues to demand a get a \$40/room per night rebate! Why? The hotels are basically empty at that time of year.**

The NASC exposes these practices and runs programming designed to convince participants that the systems are flawed and must be changed.

*Another industry threat is the cost of travel to families in support of their children's teams.* Tens of thousands of dollars are commonly invested in pursuit of better competition. In some cases these costs are regarded as an investment in obtaining college scholarships. There are not enough scholarships to meet parental demands. Room rebates and commissions tacked on to room rates are causing some families to restrict travel to close by events that might not require an overnight stay.

In summary, Round Rock is well-positioned to move from a leadership position to an even stronger package of benefits to tournament organizers. The addition of 7 rectangular fields and possible addition of a five-plex of diamonds for slow and fast pitch softball and possibly arrangements with the Austin Aztex and the addition of sand volleyball courts, combined with the accumulated years of expertise in the sports event travel market should overcome any shortfalls.

People like to deal with people they know and trust, and Round Rock has earned the distinction as a customer-friendly destination.





The City of Round Rock is living up to its slogan as “The Sports Capital of Texas.” The NASC believes the best is yet to come, for the following reasons:

- Every year means more experience in what works and is not likely to work.
- The Round Rock Sports Center will produce excellent results that will add substantially to the impressive results achieved before its opening.
- The sports center can become a productive site for all of the mat sports, a market previously unavailable.
- The center will become the focal point in Texas for basketball and volleyball events.
- The ability to include area high school courts can increase the size of the tournament fields and could provide the site(s) for semifinal and championship games.
- The ability to use baseball and softball fields at area high schools can increase the number of teams that can be accommodated at Old Settler’s Park.
- Kelly Reeves Stadium is an excellent site for professional soccer exhibition games or international competitions.
- The new multi-purpose fields double the number of such fields and should permit use for outside events that will contribute to economic development.
- Synthetic turf on the fields will improve field availability, primarily for practices and tournaments.
- Adding turf to as many fields as possible will resolve local needs and make possible outside uses.
- Doubling the number of fields can double the amount of visiting teams.
- Five more softball fields will make CORR a “player” in that sport.
- An arrangement with the Austin Aztex to make Old Settler’s Park their practice, camp, and clinic headquarters could increase the visibility of the park and the city as a host site.
- Turf fields will permit additional use for lacrosse, rugby and youth football.
- Lacrosse remains the fastest growing team sport in the country.
- The addition of 10 sand volleyball courts to the 2 presently in use, and making certain they are all tournament quality, will attract local users and become a tournament site for Metro Austin.

- These courts could be spaced around the area in which the two courts are currently placed.
- The need for an aquatic center seems clear. Assuming a competition quality indoor pool, the locals clubs may be able to host a swimming competition each month. These events do take large numbers of volunteers, and a sufficient number must be available.
- Depending upon the dimensions and depth of the pool, water polo and synchronized swimming practices and competitions can take place with the same for a diving well.
- The pool would need between 600 and 800 permanent seats and room on the deck for additional bleachers when needed.
- Some potential seems to exist for indoor track practice and competition. It will be important to further qualify this potential.

In 2013, 27 events that attracted visitors took place. These events produced an estimated \$6.1 million in out-of-town economic impact and another \$5.2 million in area economic activity (day trippers, primarily). The total estimated impact was \$11.4 million, as previously noted.

These results were produced with 20 baseball fields available one weekend a month, and no courts. Multi-purpose fields did not play a significant role.

In 2014, 30 events were scheduled through June. When compared to 2013, this represents a doubling of the number of events in half the time. Of these, more than 12 were held or scheduled at the sports center. The estimated total economic activity for 2014 is already at an estimated \$7.5 million and many more events have yet to be scheduled. It is evident the addition of the 6 courts will make a significant impact on the final number for 2014.

The addition of 7 more multi-purpose fields, converting to synthetic turf of all or most of the total of 14 fields after expansion, and the ability to book outside events on all of the fields in Old Settler’s Park will make a significant difference over the two or three years it will take to gain sales momentum.



Assuming the addition of the new fields, adding turf to many or all of them, and completing the five-plex of softball fields, Round Rock will be in a leadership position in baseball, softball, soccer, lacrosse, rugby, basketball, volleyball, all of the mat sports, and even cheerleading and perhaps dance competitions. Sand volleyball is included, as well.

Please refer to *Appendix XIII – Event Owners* for a list of organizations the NASC believes should become the primary sources for events. This list includes the aquatic sports and adult baseball organizations, which cannot be accommodated at present. The baseball fields at Old Settler’s Park are designed for varying ages of young people and not adults.

There is an important difference between aquatic events, track and field, and the sports mentioned for primary attention. In the latter two cases it will be necessary to rely primarily on locally developed events. Very few events are available for bid in these sports. A consequence will be reliance on the YMCA and the local swim and track clubs to generate meets that attract visitors.

The aquatic clubs are accustomed to this situation and are prepared to step forward.

It must be observed that care would be necessary in evaluating the number of aquatic and track events that could be held. There may be large numbers of day-trippers to these events. This limits spending and resulting economic benefit.

All things considered, it is reasonable to believe that Round Rock can experience a doubling of economic activity. With more than \$20 million a year in economic activity from sports, everyone benefits from the influx of new dollars, including local taxes. And, children of all ages living in Round Rock will be assured the chance to participate in a wide variety of sports.

Thank you for your kind attention.



# APPENDIX I



Sports Events Recruited  
2013

Last Year	<i>TOTAL EA for 2012</i>	<i>\$9,919,238</i>
-----------	--------------------------	--------------------

Last Year	<i>Total EA To Date as of 2012</i>	<i>\$74,152,405</i>
-----------	------------------------------------	---------------------

Total EA To Date as of 2012 + Total EA for 2013		
<b>TOTAL EA To Date</b>		<b>\$86,965,783</b>

<b>TOTAL EA Sports Recruited 2013</b>		<b>\$11,412,314</b>
<b>TOTAL EA Sports Assisted 2013</b>		<b>\$1,345,263</b>
<b>TOTAL EA Conventions Recruited 2013</b>		<b>\$0</b>
<b>TOTAL EA Conventions Assisted 2013</b>		<b>\$55,801</b>

<b>TOTAL EA for 2013</b>		<b>\$12,813,378</b>
--------------------------	--	---------------------

		Avg Hotel Cost:		per room/night		\$22.60		Out-of-Town Percentages					
		RR Hot/Mot Tax:		0.07				Local//Area Tournaments:		30% Out-Town			
		RR Sales Tax:		0.02				State//Regional Tournaments:		50% Out-Town			
		Local Spending:		\$47.40				National Tournaments:		65% Out-Town			
		Out-of-Town Spending:		\$70.00				per day (assumes 4 people/room)					
Avg. Participants/Team	# of Teams	Event #	Actual Participants	Average Participants & Guests	Average Total Out-of-Town People	Local = L ST/Reg = S/R National = N	Average Local//Area People	Avg. Days to Stay	Out-of-Town Economic Activity	Local//Area Economic Activity	Total Economic Activity	Sports Events Recruited by RRCVB	Date of Event
				(Part. * Guest Multiplier)	See OOT Percentages	L=30% S/R=50% N=65%	(Avg. Part. & Guests - Avg. OOT)	(Days)	(Avg. OOT * Avg. Days * OOT Spending)	(Avg. Local * Avg. Days * Local Spending)	(OOT EA + Local EA)	Name of Event	
6	108	1	648	1620	810	S/R	810	2	\$113,400	\$76,788	\$190,188	3v3 Texas Winter Finals	1/26/2013
14	116	2	1624	4060	2030	S/R	2030	2	\$284,200	\$192,444	\$476,644	Elite Tournaments NSCAA College Showcase	2/26/2013
12	86	3	1032	2580	774	L	1806	2	\$108,360	\$171,209	\$279,569	Super Series Baseball Feb	2/16/2013
15	30	4	450	1125	338	L	787	2	\$47,320	\$74,608	\$121,928	Blue Diamond Softball Feb	2/16/2013
1	1700	5	1700	4250	2125	S/R	2125	2	\$297,500	\$201,450	\$498,950	Hero Rush Central Texas 2013	3/2/2013
15	32	6	480	1200	360	L	840	2	\$50,400	\$79,632	\$130,032	Blue Diamond Softball Mar.	3/24/2013
12	208	7	2496	6240	1872	L	4368	2	\$262,080	\$414,086	\$676,166	Super Series Baseball Mar.	3/24/2013
15	12	8	180	450	293	N	157	2	\$41,020	\$14,884	\$55,904	Ultimate Women's Centex College Div III	3/24/2013
12	249	9	2988	7470	2241	L	5229	2	\$313,740	\$495,709	\$809,449	Super Series Baseball Apr.	4/20/2013
15	31	10	465	1163	349	L	814	2	\$48,860	\$77,167	\$126,027	Blue Diamond Softball Apr.	4/20/2013
12	227	11	2724	6810	2043	L	4767	2	\$286,020	\$451,912	\$737,932	Super Series Baseball May	5/11/2013
15	31	12	465	1163	349	L	814	2	\$48,860	\$77,167	\$126,027	Blue Diamond Softball May	5/11/2013
12	212	13	2544	6360	3180	S/R	3180	2	\$445,200	\$301,464	\$746,664	Super Series South Texas State 1st Week	6/1/2013
12	137	14	1644	4110	2055	S/R	2055	2	\$287,700	\$194,814	\$482,514	Super Series South Texas State 2nd Week	6/8/2013
14	75	15	1050	2625	1313	S/R	1312	2	\$183,820	\$124,378	\$308,198	Elite Softball Showcase	6/14/2013

\*event held in 2014. no hotel rms assoc. did not claim per NY

Avg. Participants/ Team	# of Teams	Event #	Actual Participants	Average Participants & Guests	Average Total Out-of-Town People	Local = L ST/Reg = S/R National = N	Average Local/Area People	Avg. Days to Stay	Out-of-Town Economic Activity	Local/Area Economic Activity	Total Economic Activity	Sports Events Recruited by RRCVB	Date of Event
				(Part. * Guest Multiplier)	See OOT Percentages	L=30% S/R=50% N=65%	(Avg. Part. & Guests - Avg. OOT)	(Days)	(Avg. OOT * Avg. Days * OOT Spending)	(Avg. Local * Avg. Days * Local Spending)	(OOT EA + Local EA)	Name of Event	
14	45	16	630	1575	788	S/R	787	2	\$110,320	\$74,608	\$184,928	National Fastpitch Coaches Association	6/21/2013
18	128	17	2304	5760	2880	S/R	2880	2	\$403,200	\$273,024	\$676,224	Texas State 7on7 Football	7/11/2013
12	53	18	636	1590	1034	N	556	7	\$506,660	\$184,481	\$691,141	Super Series World Series 1st Week	7/5/2013
12	77	19	924	2310	1502	N	808	7	\$735,980	\$268,094	\$1,004,074	Super Series World Series 2nd Week	7/20/2013
5	101	20	505	1263	632	S/R	631	2	\$88,480	\$59,819	\$148,299	3v3 Live Summer Regional Soccer	7/27/2013
350	0	21	350	875	569	N	306	3	\$119,490	\$43,513	\$163,003	IWFL Championship & All Stars	8/3/2013
1	97	22	97	243	73	L	170	3	\$15,330	\$24,174	\$39,504	20th Texas Outlaws Disc Golf / Women Throwing Frisbees	9/14/2013
12	160	23	1920	4800	1440	L	3360	2	\$201,600	\$318,528	\$520,128	Super Series Baseball "Fall Classic"	9/28/2013
12	162	24	1944	4860	1458	L	3402	2	\$204,120	\$322,510	\$526,630	Super Series Baseball October	10/19/2013
15	36	25	540	1350	405	L	945	2	\$56,700	\$89,586	\$146,286	Blue Diamond Softball October	10/19/2013
12	258	26	3096	7740	3870	S/R	3870	3	\$812,700	\$550,314	\$1,363,014	Super Series Texas State Championship Baseball	11/1/2013
15	30	27	450	1125	338	L	787	3	\$70,980	\$111,911	\$182,891	Blue Diamond Softball November	11/1/2013
			33886	84717	35121		49596		\$6,144,040	\$5,268,274	\$11,412,314		Totals

\*number of nights changed to 3 nights due to new format. all-star and championship game played on sat (not sat and sun).

Cancelled Events

15	30	1	450	1125	338	L	787	2	\$47,320	\$74,608	\$121,928	Blue Diamond Softball Sept.	9/28/2013
12	131	2	1572	3930	1965	S/R	1965	2	\$275,100	\$186,282	\$461,382	Super Series World Series Baseball Dec.	12/6/2013



Sports Events Recruited  
2014

Last Year	<i>TOTAL EA for 2013</i>	<i>\$12,813,378</i>
-----------	--------------------------	---------------------

Last Year	<i>Total EA To Date as of 2013</i>	<i>\$86,965,783</i>
-----------	------------------------------------	---------------------

Total EA To Date as of 2013 + Total EA for 2014		
<b>TOTAL EA To Date</b>		<b>\$94,610,035</b>

<b>TOTAL EA Sports Recruited 2014</b>		<b>\$7,551,419</b>
<b>TOTAL EA Sports Assisted 2014</b>		<b>\$92,833</b>
<b>TOTAL EA Conventions Recruited 2014</b>		<b>\$0</b>
<b>TOTAL EA Conventions Assisted 2014</b>		<b>\$0</b>

<b>TOTAL EA for 2014</b>		<b>\$7,644,252</b>
--------------------------	--	--------------------

			Avg Hotel Cost: RR Hot/Mot Tax: RR Sales Tax: Local Spending: Out-of-Town Spending:				per room/night				\$22.60				Out-of-Town Percentages Local/Area Tournaments: State/Regional Tournaments: National Tournaments:					
			Guest Multiplier 2.5 Guests/Participant																	
			per day (assumes 4 people/room)																	
Avg. Participants/ Team	# of Teams	Event #	Actual Participants	Average Participants & Guests	Average Total Out-of-Town People	Local = L ST/Reg = S/R National = N	Average Local/Area People	Avg. Days to Stay	Out-of-Town Economic Activity	Local/Area Economic Activity	Total Economic Activity	Sports Events Recruited by RRCVB	Date of Event							
				(Part. * Guest Multiplier)	See OOT Percentages	L=30% S/R=50% N=65%	(Avg. Part. & Guests - Avg. OOT)	(Days)	(Avg. OOT * Avg. Days * OOT Spending)	(Avg. Local * Avg. Days * Local Spending)	(OOT EA + Local EA)	Name of Event								
15	49	1	735	1838	919	S/R	919	2	\$128,660	\$87,121	\$215,781	15th Annual Round Rock Softball Invitational	1/11/2014							
10	133	2	1330	3325	1663	S/R	1662	3	\$349,230	\$236,336	\$585,566	Tour of Texas Power League Volleyball Qualifier	1/18/2014							
820	0	3	820	2050	1333	N	717	1	\$93,310	\$33,986	\$127,296	Heart of Texas Wrestling Nationals	1/25/2014							
6	75	4	450	1125	563	S/R	562	1	\$39,410	\$26,639	\$66,049	3v3 Live Soccer Winter Finals	1/26/2014							
10	7	5	70	175	88	S/R	87	2	\$12,320	\$8,248	\$20,568	Magic Volleyball Frostbite Tournament	2/1/2014							
12	55	6	660	1650	495	L	1155	2	\$69,300	\$109,494	\$178,794	Super Series Baseball February	2/15/2014							
12	102	7	1224	3060	1530	S/R	1530	2	\$214,200	\$145,044	\$359,244	2014 ATX Volleyball Showcase	2/15/2014							
96	0	8	96	240	120	S/R	120	3	\$25,200	\$17,064	\$42,264	Texas State Disc Golf Championships Amateur	3/7/2014							
11	51	9	561	1403	702	S/R	701	2	\$98,280	\$66,455	\$164,735	TJ Ford Basketball Invitational	3/14/2014							
137	0	10	137	343	223	N	120	6	\$93,660	\$34,128	\$127,788	Texas State Disc Golf Championships Pro	3/21/2014							
12	235	11	2820	7050	2115	L	4935	2	\$296,100	\$467,838	\$763,938	Super Series Baseball March	3/22/2014							
15	28	12	420	1050	315	L	735	2	\$44,100	\$69,678	\$113,778	Blue Diamond Girls Softball	3/22/2014							
9	60	13	540	1350	675	S/R	675	2	\$94,500	\$63,990	\$158,490	PBR Round Rock Kick-Off Classic	3/22/2014							
10	74	14	740	1850	925	S/R	925	2	\$129,500	\$87,690	\$217,190	Central Texas Power League Volleyball	3/29/2014							





## APPENDIX II



&lt;

[Home](#)[Schedules](#)[About Us](#)[Our Facility](#)[Our Athletic Staff](#)[Directions](#)[Basketball](#)[Volleyball](#)[Futsal](#)[Gym Rental](#)[Hotels](#)[Advertising](#)[Sponsors](#)[Employment](#)[Follow Us on Twitter!](#)

And Like Us on  
Facebook!



Copyright 2010 Courts 4 Sports, All Rights Reserved  
854 Reading Rd  
Mason, OH 45040  
(513) 770-0667

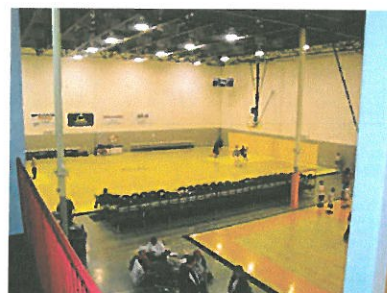
## Our Sports Facility

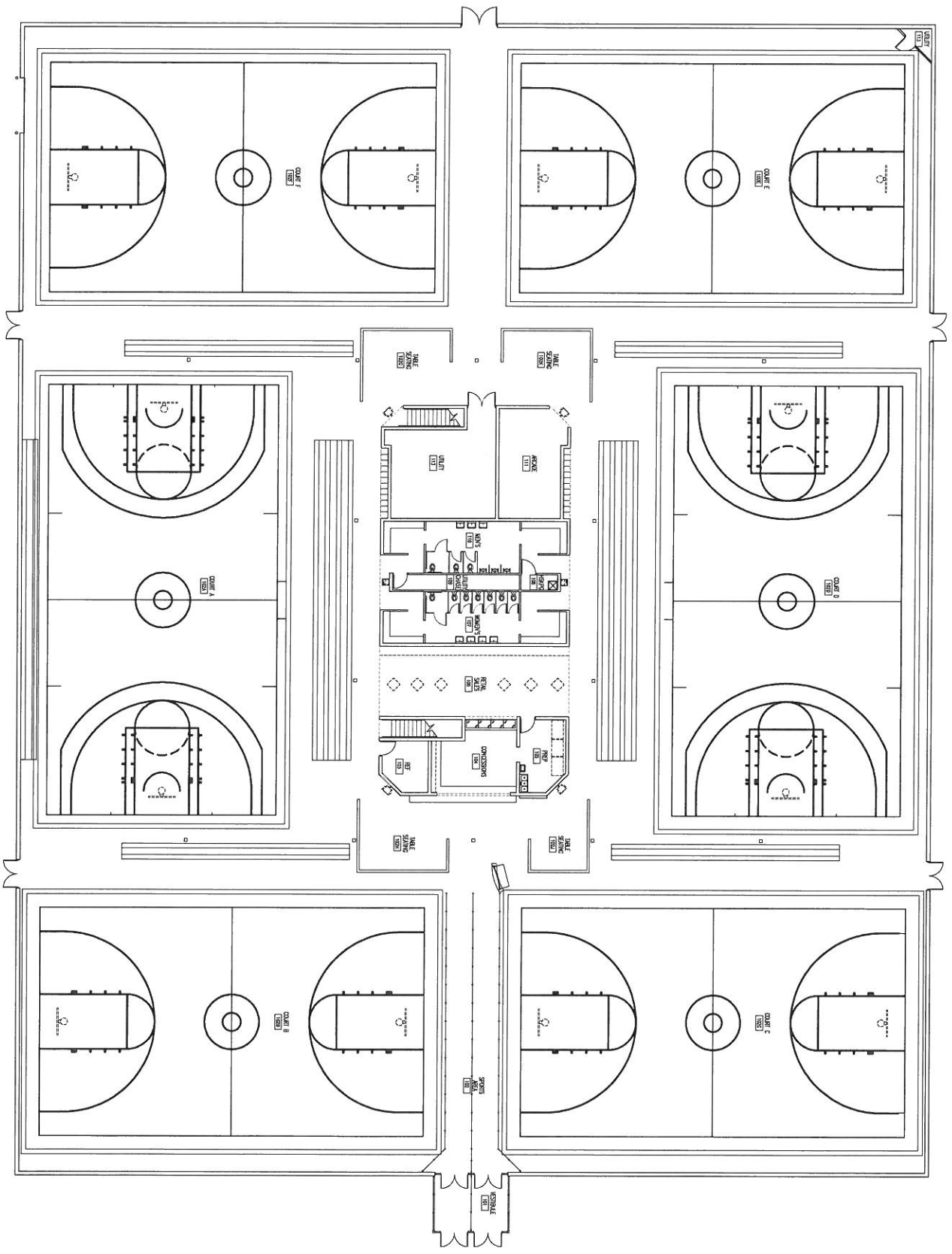
Courts 4 Sports is the finest 53,000 square feet indoor quality, family friendly, sports facility of its kind.

### Amenities include:

- 2 NCAA length & 4 High School length state-of-the-art hard wood basketball courts
- State-of-the-art shot clocks & scoreboards
- 6 full size volleyball courts
- Ceiling mounted and height-adjusted regulation goals with tempered glass backboards & breakaway rims
- Apparel & sport equipment
- Concession area with complete line of refreshments
- Ample court-side seating featuring padded backed chairs
- TV monitors throughout showing sporting events
- Arcade Area

[Click here to download our facility map](#)

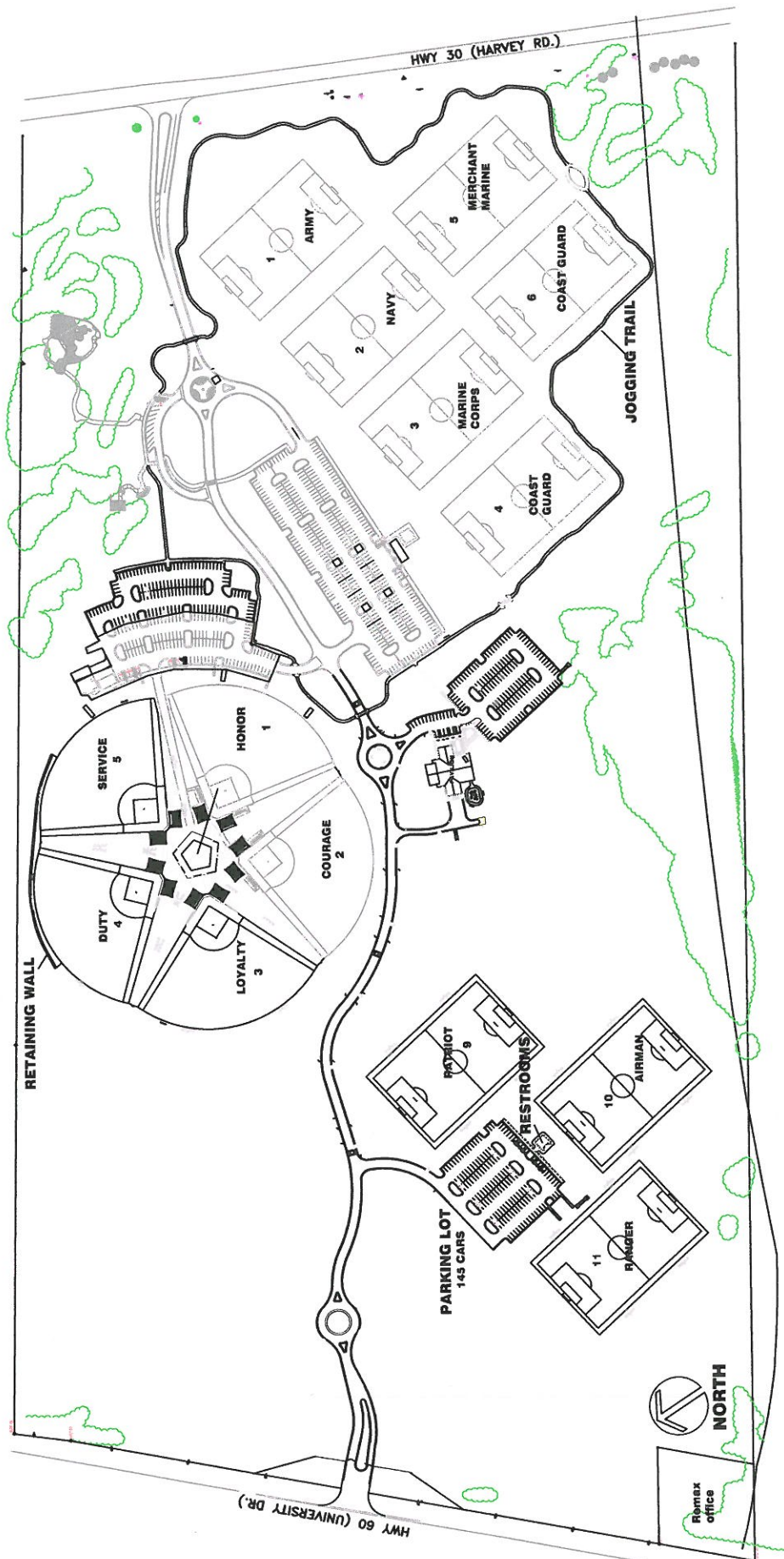




# APPENDIX III







COLLEGE STATION, TEXAS  
**PARKS & RECREATION DEPARTMENT**  
 DIRECTOR David Schmitz

VETERANS PARK

PBV

# APPENDIX IV



## [Official Web Site of the City of Phoenix](#)

83F A Few Clouds | 1:38 PM | May 19, 2014

### [2013 Sunny Award](#)

## Reach 11 Sports Complex

[Home](#) > [Parks and Recreation](#) > [Parks](#) > Reach 11 Sports Complex



2425 E. Deer Valley Road  
Phoenix, AZ 85050

[Map to the complex](#)

Reservations/Tournament information: (602) 262-4536

**NOTE:** NO OVERNIGHT PARKING, INCLUDING RV'S, IS ALLOWED.

[Driving Directions](#)

With 18 regulation-sized fields, Phoenix's Reach 11 Sports Complex is the largest soccer complex of its kind in Arizona and one of the largest in the western United States. It's hosted international, national and regional tournaments in soccer, field hockey, and rugby. You can check out [Reach 11's resident turf expert on YouTube](#) describing how to keep grass healthy.

- [Tournament Allocation Request Form](#)
- [Baseball Field Allocation Form](#)
- [Synthetic Field Allocation Form](#)
- [Fee Schedule](#) (updated 11/8/12)
- [Complex Map](#)
- [2013-2014 Tournament Schedule](#)
- [Hotel accommodations in the area](#)

### **East Section Details**

9 Lighted, International soccer fields (225'x 360'), natural turf (Tiffway 419 Hybrid Bermuda Sports Turf) on 33 acres

1 Lighted, Championship soccer field (225'x 360'), Synthetic Turf with accessible viewing areas and spectator seating area and berms.

Paved, lighted parking for 1,200 vehicles

Restroom building

Playground and shaded ramada picnic area

### **West Section**

8 lighted Championship soccer fields (225'x 360'), natural turf (Tiffway 419 Hybrid Bermuda)

Restroom building

Concession facilities  
Paved, lighted parking for 1,000 vehicles

**\*\* Natural turf fields are available for tournament play only. Synthetic field available for practices, try-outs and scrimmages according to Reach 11's Field Allocation process.**



Arizona Diamondback's Field of Dreams

### Arizona Diamondbacks Field of Dreams

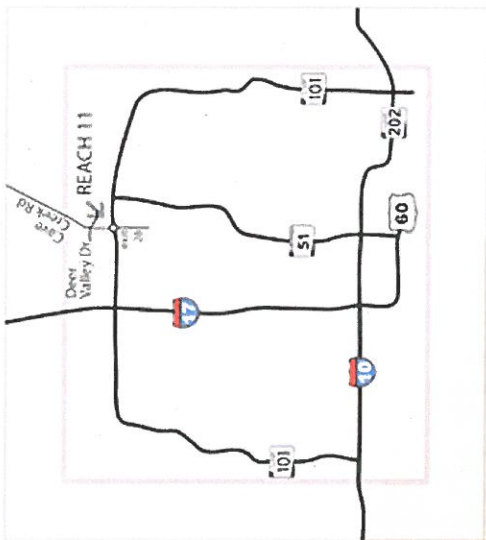
The City of Phoenix, in partnership with the Arizona Diamondbacks, developed this innovative complex that offers four youth baseball fields at Reach 11. Field of Dreams includes two fully accessible youth baseball fields and two traditional youth baseball fields. The accessible fields feature resilient, rubberized turf for athletes with and without mobility devices.

The baseball fields are available according to Reach 11's Field Allocation Process.

***No dogs allowed except for service dogs. VIOLATION OF THIS POLICY WILL RESULT IN REMOVAL FROM THE SPORTS COMPLEX.***

© [Copyright 2014](#) City of Phoenix, all rights reserved





# REACH 11 SPORTS COMPLEX



# APPENDIX V





OFFICIAL HEALTH CARE PROVIDER



CHEERING THEM ON THE FIELD. TREATING THEM OFF THE FIELD.  
THE DIFFERENCE BETWEEN PRACTICING MEDICINE  
AND LEADING IT.

[Login](#) | [Sign Up](#)

[Search](#)


## Houston Sports Park

11

0

1

Like

Tweet

8+1

Reddit

Email



### MAP AND DIRECTIONS | VIDEO

Through a partnership with the Houston Sports Park LGC and the City of Houston, the Houston Sports Park (HSP) is the Dynamo's permanent training home and hosts a variety of youth and amateur sporting events. HSP is the permanent home and professional training center for the Dynamo first team and youth academy. The multi-field soccer facility is located off State Highway 288, approximately 10 miles south of the Dynamo's new downtown stadium site.

HSP has been funded and developed by the City of Houston with the assistance of the Houston Parks Board LGC. Phase 1 includes seven soccer fields, field lights, and parking. Phase 2 will include 11 fields, lights, restrooms, picnic facilities, trails, playground, and parking. For additional information on the Houston Parks Board LGC, please contact [houstonparksboard.org](http://houstonparksboard.org).

## Why rent a field at HSP?

The Houston Sports Park was built to help address the lack of quality sports specific recreational facilities in the City of Houston. Many of the



challenges faced by those involved in youth and adult sport are addressed with the creation of HSP, these challenges include:

- Lack of quality fields
- Lack of lighted fields
- Central location for multiple game events
- Complicated and expensive field permit processes
- Securing sociable field time



The Houston Sports Park answers all of the needs of the Houston community and is located only minutes from downtown Houston. There are 5 Bermuda grass fields and 1 FieldTurf field that can accommodate groups of all sizes. The Houston Sports Park is the official training facility of the Houston Dynamo first team, as well as the Dynamo Academy. Other park amenities include a water playground feature, a parking lot for up to 300 vehicles, and a green space area, free from traffic or industrial distractions. In the next phase of the construction project, a structure will be built that will include a Methodist Hospital Physical Therapy practice, as well as a Competitive Edge Sports Performance facility.

## How do I reserve a field at HSP?

Field Reservation Permits can be acquired by completing an online reservation application at

**[www.houstonsportspark.com](http://www.houstonsportspark.com).**

Fields at HSP can be used for team practices, league play, camps, clinics and tournaments.



Reservations are taken on a first come, first served basis.

## Contact Information

For more information about reserving or renting fields, please contact Adrian Moses at **[amoses@houstondynamo.com](mailto:amoses@houstondynamo.com)** or visit **[www.houstonsportspark.com](http://www.houstonsportspark.com).**

## HSP Partners:





# APPENDIX VI



[Home](#) [Site Map](#) [Search](#) [Sign In](#)


# HOUSTON DUTCH

GATEWAY TO PROFESSIONAL

[Home](#) [Club](#) [Youth Academy](#) [Adult Teams](#) [Soccer Events](#) [Facility](#) [Business Corner](#) [Contact Us](#)

## HDL FC SOCCER FACILITY



The **Houston Dutch Lions FC Soccer Facility** is the realization of the club's dream to be the only soccer club north of Houston to have its own training complex. Inspired by the European soccer club model the owners of the HDL FC envisioned a complex that their players, along with their friends and family, could call their own. After breaking ground in early June 2013 the first phase of construction was completed in October 2013.

On October 19th the **Houston Dutch Lions FC Soccer Facility** hosted its first competitive match when the HDL FC TPSL squad defeated the Galveston Pirate SC 4-2.

The fields are the training grounds of the club's Youth Academy, HFA, USL PDL and Super 20 and will be the home pitch for PDL and Super 20 matches. Along with being used for training, the fields will also play host to numerous tournaments for youth and adults.

In November ground will be broken on the clubhouse which will house the club offices, meeting rooms, equipment storage, pro shop, and snack bar. Other amenities such as a playground and public WiFi will also be coming soon.

### Details of the fields include:

- Total size of property is just under 7 acres
- 2 full sized fields meeting FIFA requirements
- Both fields are completely lit
- FIFA Soccer specific turf imported from The Netherlands on both fields and was installed by Edel Grass of The Netherlands
- Boarding around the fields is available for sponsorship opportunities

### Houston Dutch Lions FC Soccer Facility

14562 Interstate 45 South  
Conroe, Texas, 77384

[see map for directions](#)

### FIELD STATUS

HDL FC Soccer Facility: **OPEN**



### WEATHER

- > +82°F
- > [Conroe Weather](#)
- > 27.06.2014



### AUSTIN AZTEX

06/19/2014

### WIN FOR SUPER 20's

06/12/2014

### THE HOUSTON DUTCH

### LIONS FC PDL TEAM

### FACED A TOUGH LOSS IN

May 19, 2014



## Tweets

Follow

**Houston Dutch Lions**

@HouDutchLions

Busy wknd ahead at the HDLFC Soccer Complex.

@super20league squad plays Samba FC Sat at 4pm and @USLPDL takes on @SockersFC09 Sun at 730pm!

Expand

**Houston Dutch Lions**

@HouDutchLions

The Houston Dutch Lions FC PDL Reserves made 2 late goals making the final score 3-2!! Good job Lions!!!

[pic.twitter.com/CGmU369Ilq](http://pic.twitter.com/CGmU369Ilq)



Expand

**Houston Dutch Lions**

@HouDutchLions

Tweet to @HouDutchLions

D ENGINEERING





[Home](#) ► [Sports](#) ► [Football](#) ► [FIFA Preferred Producer](#)

## FIFA Preferred Producer

### FIFA stands for quality in the market

FIFA, the world football's governing body, want to develop football all around the world. The improvement of football equipment and in special pitches in good condition play a crucial role for this mission. The objective of the new FIFA Preferred Producer initiative for Football Turf, which went into effect in 2009, is to harmonize international standards for artificial turf football pitches and to protect the end user.

The key issues that this policy boils down to are the quality of the pitches, accurate information and communication regarding the specification of pitches, and clear test procedures and FIFA certification. All of this is achieved by means of a thorough installation process, a high-quality superstructure and substructure and the right maintenance program.



### Edel Grass qualified as a FIFA Preferred Producer for Football Turf

FIFA grants licenses to artificial turf producers throughout the world. In this system, there are two different levels of licensees, 'standard license holders' and 'Preferred Producers'. Edel Grass is qualified as a Preferred Producer for Football Turf. This premium status will allow Edel Grass to continue to make its contribution to improving artificial turf quality into the future as well. Over the years, Edel Grass has demonstrated its expertise in civil engineering, project management and maintenance. FIFA deems this combination of criteria to be vital for successful implementation of and quality assurance for Football Turf projects throughout the world. Edel Grass also pursues this end and shares in the responsibility for quality assurance.

FIFA Quality Concept brochure



[Read online](#) | [download .pdf](#)

### What makes a Preferred Producer so unique?

- The Preferred Producer is a reliable partner with a proven track record, taking full responsibility for the substructure, the maintenance and the product information and communication, thus vouching for the quality of the pitch.
- Pitch quality is actively monitored by FIFA.
- Additional information, support and advice can be requested by the field owner from FIFA.
- Innovation: FIFA Preferred Producers aim to improve the development of artificial turf in the football market by participating in a platform with FIFA in which we cooperate to improve the pitch quality and develop new system new solutions.
- FIFA exclusively gives its international tenders to the Preferred Producers.

**That is why the FIFA Preferred Producer label is the premium quality seal and guarantee for high quality Football Turf pitches.**



# APPENDIX VII







Contact Us

Join Email

My Account

Order Status

\$0.00 View Cart

CALL TOLL FREE

1 800 738 4026

WOMEN'S MEN'S EQUIPMENT GIFTS VOLLEYBALLS EXTRAS VOLLEYBALL 101

Search by Product or Keyword

SEARCH

[Home](#) / [Build A Court](#)

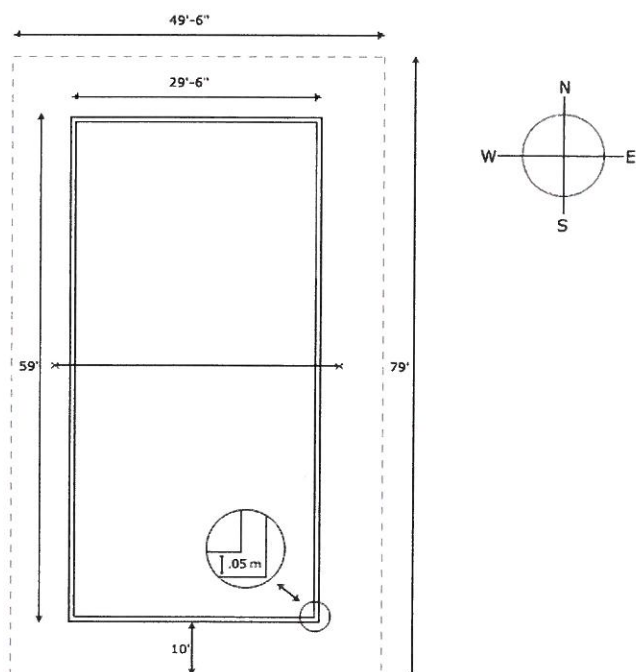
[Shop Volleyball Gear Now »](#)

## Build A Volleyball Court

### Building a Sand Volleyball Court

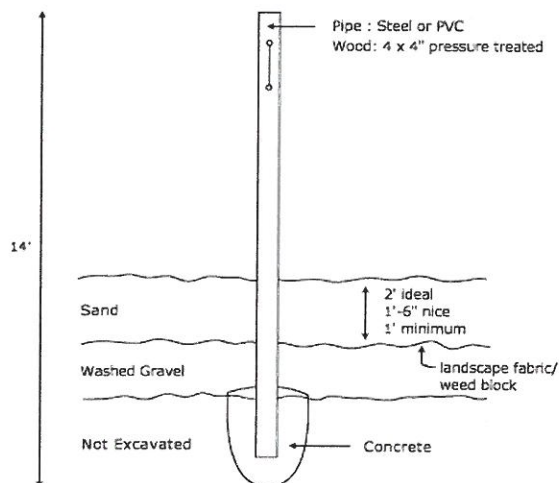
**Net Height :** Net height is 7' 11 5/8" for men and 7' 4 1/8" for women. Co-ed competition is played on a men's height net. The official height measurement is made in the center of the net. The height of the net at the sidelines can be no more than 3/4" higher than the official height. If you're playing on sand, the measurements are made with the sand raked level, and no accommodation is made for your feet sinking in the sand. If you're playing on grass, the measurements are made to the ground, and not the top of the grass.

**The Site:** The dimensions of a volleyball court are 29'-6" wide by 59'-0" long, measured from the outside edges of the boundary lines. In addition, you should have 10' (more is even better) clear around the boundaries. The result is a complete playing area of 49'-6" wide by 79'-0" long.



### Court Dimensions

The pole may need to be longer in the northern climates. In northern climates footing should be located below the frost line. Locating the footing of the pole below the frost line will prevent "frost heave" of the footing. Check with the local building code for the frost depth.



When planning the layout pay special attention to the direction of the court. The court should run lengthwise North/South. If the court runs East/West, the court will be virtually unusable in the early morning say, for the start of a tournament and early evenings, such as playing after work. In the morning, the team on the West side of the court stares at the morning sun and in the evening, the team occupying the East court is blinded. The area above the playing surface should be clear and free of all obstructions such as tree branches and power lines.

To keep the sand in the court, where it belongs, and grass and dirt out, there are several schools of thought. The most popular solution is to line the perimeter with railroad ties. The railroad ties establish a very durable boundary, keep the sand in its place, and holds back the encroaching grass. On the downside, they pose a serious safety hazard. Some recommend padding the railroad ties with various materials such as foam pipe insulation, etc. I personally believe the simplest way to deal with the hazard is by establishing a ground rule: "If during the play of the ball, or the continuation after playing the ball, the player touches the railroad ties or leaves the playing area, the ball is dead." This is much like an indoor rule that prevents a player from wildly chasing a ball that enters an adjacent court.

### Preparing for the excavation

In most areas, excavating to a depth of 3 feet will be necessary. The first and foremost safety precaution is to call your local "Diggers Hotline" and have them locate any buried power lines and utilities. Be sure to call them ahead of time, as they may need a few days notice.

The best tool for the dig is a front-end loader or "bobcat" which can excavate the base evenly, remove the dirt, and also haul and spread the stone and sand. This equipment can be rented for a few hundred dollars for a weekend. If you're not up to the task of handling heavy equipment, a good landscaping company can be contracted to excavate and haul the stone and sand. Excavate the playing area to the desired depth and pitch the base to one end or corner. A drainage ditch should be dug leading away from the court at its lowest point. Once the base is excavated you can begin laying the drainage pipe. The closed end of the drainage pipe should be placed in the highest point of the excavation and should zig-zag with the open end of the pipe terminating at the lowest point. The drainage pipe should be laid with the perforated side down. This allows water to wick-in from the bottom and sides and be carried away. It is an extremely good idea to wrap the drainage pipe with landscaping fabric before laying the pipe. The landscaping fabric prevents the eventuality of sand and dirt clogging the pipe.

Locate and dig the holes for the net standards. The holes should be dug at least 3' deep and set in concrete. A couple of bag mixes per standard should do the job. Some home improvement centers carry a special "post setting mix" in which all the components for the concrete can just be dumped in the hole without prior mixing. Once the standard is located in the hole, plumb the standard in two opposing directions, and fasten supports so the post cannot move as the concrete is being dumped in the hole. Repeat this process for the opposite standard.

### Filling it in

Once the poles are set, cover the base and drainage pipe with gravel and spread uniformly. Roll out and cover the gravel base with landscape fabric. The landscape fabric will keep the sand from filtering its way into the gravel. The final step is to spread the sand, uniformly and evenly throughout the playing area.



**Volleyball.com**

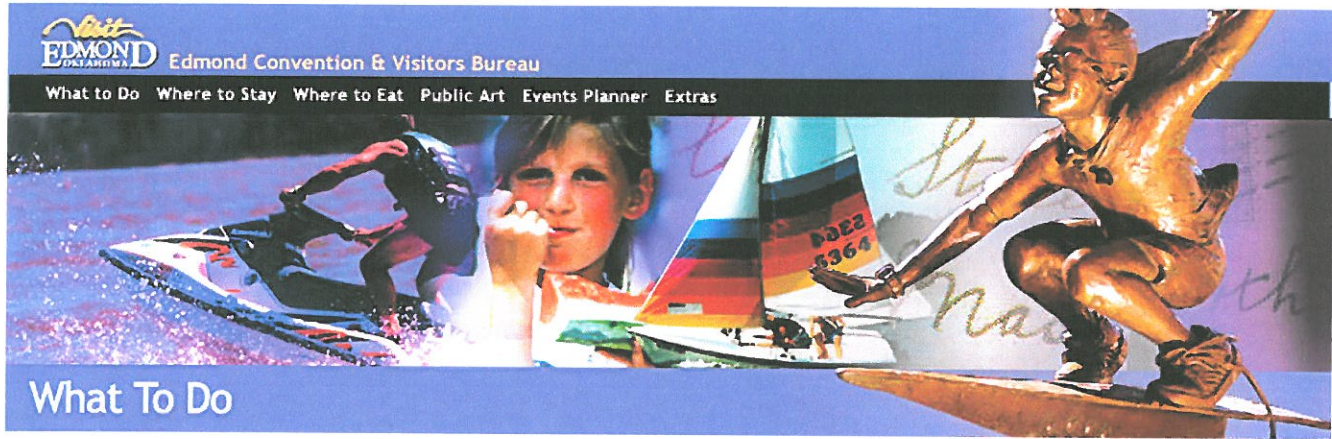
**STAY ON TOP OF YOUR GAME  
WITH OUR NEWSLETTER!**

**SIGN UP NOW >>>**

# APPENDIX VIII







## What To Do



### Edmond Sporting Facilities

Select a Sporting Facility from the dropdown menu

Select a Sporting Facility ▼

- > Calendar of Events
- > Meetings & Conventions
- > Convention Services
- > Sports Venues
- > Contact Us



### Edmond YMCA Recreation & Aquatic Center Mitch Park

405/330-4016

Now Open! February 3, 2014;

The new YMCA in Mitch Park is scheduled to open early 2014. A beautiful \$22.5 million +, 105,000 sq ft facility along with traditional YMCA programs for all ages. Amenities include:

- 1/8 scale indoor suspended track (8 laps to make a mile) for running and walking, Large group exercise studio for classes such as; Body Pump, Zumba, boot camp classes, Medium group exercise studio for specialty classes, such as; cycling; yoga and pilates X-Arcade, which will contain interactive fitness equipment for kids of all ages
- Full sized gymnasium for sports such as basketball, volleyball, lacrosse & indoor soccer
- Birthday party rooms
- Supervised Child Watch Play Area
- Dedicated locker rooms for youth, adults and families
- Competitive Natatorium with an Olympic size pool will serve the aquatic needs for the Edmond Public Schools. This portion of the facility will provide one of the top venues in the state to view competitive swimming with fixed seating for 800 spectators. Edmond Public Schools is scheduled to host the 2014 state high school swim meet in February.
- Leisure Pool with dedicated lap swimming and swim lesson space. Play dish with spray features, toys and slide for kids. Swim area with vortex for resistance training or play.
- Stand alone 130 ft water slide winding outside the building and back in with a splash down.
- 9,000 sq ft. Wellness center that overlooks the competitive natatorium. It will have cardio and strength equipment
- Lots of social space to hang out and enjoy time together with friends
- This brand new facility is slated to host the OK state championship swim meet February 2014

Follow EdmondCVB at  
<http://twitter.com>



# APPENDIX IX





## Graham Aquatic Center – York YMCA, PA

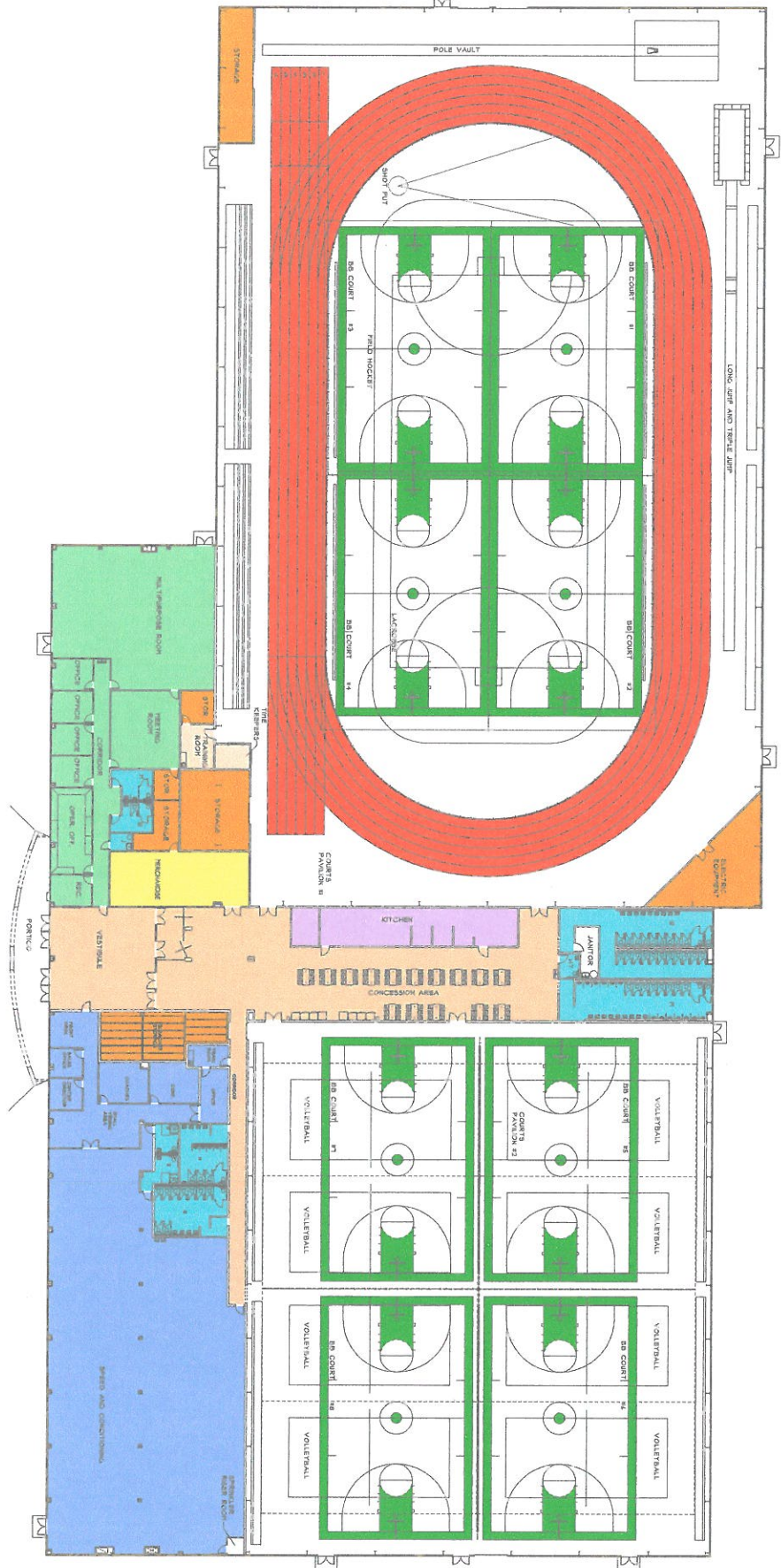


# APPENDIX X



FLOOR PLAN

SCALE: 1/8" = 1'-0"



# FLOOR PLAN

**BOO WILLIAMS SPORTSPLEX**  
5 ARMISTEAD POINTE PARKWAY  
HAMPTON, VIRGINIA

Drawn: 2006-11  
Rev: A/E 12, 2007  
RDW  
Proj. Mgr: DVC

REVISIONS	
DATE	BY
JULY 11, 2007	RDW
AUG. 28, 2007	RDW

2007 State Sports and  
Recreation Authority  
1000 E. 1st St., Suite 100  
Hampton, VA 23062  
Tel: (757) 837-1000  
Fax: (757) 837-1001

**Caro Monroe  
Liang**  
ARCHITECTS P.C.



A-1.0  
Sheet 1 of 1



# APPENDIX XI





# Multi-Sport Facility & Horace Ashenfelter III Indoor Track



## • Gallery

Construction of the new indoor track within the Multi-Sport Facility at University Park began in April of 1998, and was completed in the summer of 1999. The new facility, near the outdoor track on Porter Road, includes a 200-meter track with spectator seating and amenities.

It also has basketball courts, locker rooms, a strength training room and storage, a turf field, and serves both the new indoor and the existing outdoor tracks. Both the men's and women's track teams practice and compete in this facility, which is also accessible to a variety of other college sports.



## Quick Facts On The Indoor Track Building

- Hoffman-Popovich of Boalsburg and NBBJ of Columbus, Ohio designed the Multi-Sport Facility & Horace Ashenfelter III Indoor Track.
- The venue allows the Nittany and Lady Lions to train and compete in a building that is among the most versatile in the nation.
- The building has all the features of a world-class facility, including six 42-inch lanes with hydraulically banked turns and eight 48-inch sprint lanes down the middle.
- The jumpers use dual long/triple jump runways and there are two pole vault runways.
- All running lanes and runways have a polyurethane surface.
- Permanent seating for 800 can be expanded because, at one end of the building, the structure extends beyond the track. This area has an artificial grass surface which allows for the training of field events and serves as an additional

# APPENDIX XII



SPORTS

RECRUITS

FACILITIES

TICKETS

CONNECT

VISIT

DEPARTMENT

WATCH/LISTEN

SHOP

DONATE

ATHLETICS

NEWS PROMOTIONS DIRECTORY FACI

**\$2off**  
admission price**GEORGE BUSH**  
PRESIDENTIAL LIBRARY AND MUSEUMproud corporate partner  
of Texas A&M Athletics[PROFILE](#) [GETTING HERE](#) [WHERE TO PARK](#)

## RHONDA AND FROSTY GILLIAM, JR. '80 INDOOR TRACK STADIUM

The Rhonda & Frosty Gilliam Indoor Track Stadium, named after Rhonda and Frosty Gilliam, class of 1980, opened for the first time in January 2009.

It features a number of technological advancements. Like the neighboring indoor football practice facility, Gilliam Indoor Track Stadium is constructed with Poly Vinyl Chloride (PVC) fabric, tensioned over a 104' 2 7/8" steel frame. It is fully insulated with thick R-30 insulation for the severe Texas heat and cold winters, and lined with a similar PVC fabric. Together, the indoor football practice facility, and Gilliam Indoor Track Stadium are known as McFerrin Athletic Center, named for Arthur "Artie" McFerrin, class of 1965.

The top-of-the-line facility is fully air-conditioned and equipped with high-quality climate control systems. Air is distributed via a collapsible fabric duct sock that expands when in use.

The track in the indoor facility is created with the same surfacing that was used for the track & field events at the 2008 Summer Olympic Games in Beijing. The surface is constructed with Mondo Super X Performance Material, a synthetic rubber that provides high-quality shock absorption, skid resistance, force reduction, and overall comfort for the athletes as they practice and compete. The six-lane, 200-meter competition track installed in the facility also has the capability to be hydraulically banked at its two bends for high speed running events. This technology has the potential to make Texas A&M the fastest indoor track in North America. The hydraulic track can be adjusted to any interval, perfect for a variety of training purposes and levels of competition.

In the competitive world of track & field, the training requirements are far exceeded by Coach Pat Henry's standards. Aside from the six-lane, 200-meter hydraulically banked competition track, the facility features eight independent sprint lanes, two long and triple jump sand pits, four pole vault runways, and two throwing rings.

Gilliam Indoor Track Stadium features a pre-engineered bleacher system with press boxes and portable grandstands to seat over 4,100 and is furnished with two press boxes, fully operating concessions, and restroom facilities for meets and other events. Partnered with the neighboring practice football facility and Bright Football Complex, Gilliam Indoor Track Stadium serves as an exceptional venue for collegiate athletic competition as well as a wide variety of non-collegiate sports, community, and national events.

### QUICK FACTS

- **Opened:** January 24, 2009
- **Capacity:** 4,100
- **Surface:** Mondotrack FTX



**AGGIE TEAMS**

Baseball  
Basketball  
Football  
Golf  
Swimming & Diving  
Tennis  
Track & Field/Cross Country

Basketball  
Equestrian  
Golf  
Soccer  
Softball  
Swimming and Diving  
Tennis  
Track & Field/Cross Country  
Volleyball

**POPULAR LINKS**

Aggie Locker  
Composite Calendar  
Athletic Camps  
Ticket Office  
Photo Store  
Visit Aggieland  
Tailgating Info  
Live Events  
RSS Feeds  
Gameday Parking

**FOR THE FANS**

Sign Up for 12thManTV  
Launch 12thManTV  
Live Events  
12th Man Team Rewards  
Facebook  
Twitter  
Wallpaper  
Junior Aggie Club

**TECHNICAL INFO**

Frequently Asked Questions  
Terms and Conditions  
Technical Support  
Adobe Flash Player  
Contact Us



© 2014 Texas A&M University All Rights Reserved



# APPENDIX XIII



## Event Owners

	Organization Name	Address	City	State	Zip Code	Country	Contact First Name	Contact Last Name	Email	Phone	Website
1	All American Amateur Baseball Association	331 Parkway Dr.	Zanesville	OH	43701	USA	Robert	Wolf	clw@aol.com	(740)453-8531	www.aaba.us
2	Amateur Athletic Union of the United States	P.O. Box 22409	Lake Buena Vista	FL	32830	USA	Jennifer	Miles, CSEE	jennifer@aausports.org	407-934-7200	www.aausports.org
3	Amateur Softball Association / USA Softball	2801 N.E. 50th Street	Oklahoma City	OK	73111	USA	Phil	Gutierrez	phil.gutierrez@hotmail.com	405-424-5266	www.usasoftball.com www.asasoftball.com
4	American Amateur Baseball Congress	100 W. Broadway	Farmington	NM	87401	USA	Richard	Neely	RichardNeely@aabc.us	(505)327-3120	www.aabc.us
5	American Amateur Karate Federation	10510 SUNLAND BLVD UNIT 7	Sunland	CA	91040-1942	USA	Aiko	Torii	office@tkf.org	(213)483-8261	www.aakf.org
6	American Amateur Youth Baseball Alliance	1703 Koala Dr.	Wentzville	MO	63385	USA	Carroll (Woody)	Wood	clwj28@aol.com	(636)332-7799	www.aayba.com
7	American Baseball Coaches Association	108 S. University Ave. Suite 3	Mt. Pleasant	MI	48858	USA	Dave	Keillitz	abca@abca.org	(989)775-3300	www.abca.org
8	American Legion	P.O. Box 1055	Indianapolis	IN	46206	USA	Jim	Quinlan	iquinlan@legion.org	(317)630-1200	www.legion.org
9	American Taekwondo Association	PO Box 193010	Little Rock	AR	72219	USA	Grand Master	Lee	grandmaster@ataonline.com	(501)568-2821	www.ataonline.com
10	American Volleyball Coaches Association	2365 Harrodsburg Road, Suite A325	Lexington	KY	40504-3365	USA	Jason	Jones	jason.jones@avca.org	866-544-2822	www.avca.org
11	Association of National Aerobic Championships Worldwide	8033 Sunset Blvd. #920	Los Angeles	CA	90046	USA	Karen	Schwartz	nacusa@aol.com	(323)850-3777	http://www.sportaerobics-nac.com/
12	Babe Ruth League	PO Box 5000	Trenton	NJ	8638	USA	Rosemary	Schoellkopf	rosemary@baberruthleague.org	(800)830-3142	www.baberruthleague.org
13	Disabled Sports, USA	451 Hungerford Drive, Suite 100	Rockville	MD	20805	USA	Kirk	Bauer	kbauer@dsusa.org	(301)217-9840	www.dsusa.org
14	Dizzy Dean Baseball Inc.	2470 Hwy 51 S.	Hernando	MS	38632	USA	Danny	Phillips	DPhil10513@aol.com	(662)429-4365	dizzydeanbbinc.org
15	EVP Pro Beach Volleyball Tour	206 Lindenwood Dr	Michigan City	IN	46360	USA	Ross	Balling	rossballing@evptour.com	312-287-5988	www.evptour.com
16	Gus Macker Basketball	107 E MAIN ST, Suite C	BELDING	MI	48809-1754	USA	Scott	McNeal	scott@macker.com	(616)754-0373	www.macker.com
17	IBC Baseball	P O BOX 1052	Eagle Lake	FL	33839	USA	Chuck	White	ibcbaseball@aol.com	(863)559-4405	www.ibcbaseball.com
18	International Softball Congress	153 E. 200 South #10	Farmington	UT	84025	USA	Ken	Hackmister	iscken@comcast.net	(801)447-8807	http://www.iscfastpitch.com/
19	Jamfest Cheer and Dance	11500 Champions Way	Louisville	KY	40299	USA	Aaron	Flaker	Aaron@Jamfest.com	(502)266-6526	www.thejambrands.com
20	Men's Senior Baseball League	One Huntington Quadrangle, Suite 3N07	Melville	NY	11747	USA	Brian	Sigler	info@msblnational.com	(631)753-6725	http://www.msblnational.com/
21	National Amateur Baseball Federation	PO Box 705	Bowie	MD	20718-2136	USA	Charles	Blackburn	nabf1914@aol.com	(301)464-5460	www.nabf.com
22	National Association of Intercollegiate Athletics	1200 Grand Blvd.	Kansas City	MO	64106	USA	Eric	Olson	eolson@naia.org	(816)595-8000	www.naia.org
23	National Collegiate Athletic Association (NCAA)	PO Box 6222	Indianapolis	IN	46206	USA	Jeff	Jarnecke	jjarnecke@ncaa.org	317-917-6222	www.ncaa.org
24	National Collegiate Wrestling Association	13111 North Central Expressway Suite 500	Dallas	TX	75243	USA	Jim	Giunta	Jim@NCWA.net	(800)825-3696x107	www.NCWA.net

## Event Owners

	Organization Name	Address	City	State	Zip Code	Country	Contact First Name	Contact Last Name	Email	Phone	Website
25	National Softball Association	PO Box 7	Nicholasville	KY	40340	USA	Hugh	Cantrell	HughCantrellNSA@aol.com	(859)887-4114	www.playnsa.com
26	National Wheelchair Basketball Association	1130 Elktown St., Suite C	Colorado Springs	CO	80907	USA	Sherrice	Fox	sherricefox@nwba.org	(719)266-4082	http://www.nwba.org/
27	Pop Warner Little Scholars	586 Middletown Blvd, Suite C-100	Langhorne	PA	19047	USA	Jon	Butler	jonbutler@popwarner.com	(215)752-2691x114	www.popwarner.com
28	Professional Disc Golf Association	3828 Dogwood Lane	Appling	GA	30802	USA	Brian	Graham	bgraham@pdga.com	706-261-6342	www.pdga.com
29	Senior Softball - USA	2701 K Street, Suite 101A	Sacramento	CA	95816	USA	Fran	Dowell	fran@seniorsoftball.com	(916)326-5303	www.seniorsoftball.com
30	Special Olympics Inc.	1133 19th Street, N.W., Suite 500	Washington	DC	20036	USA	Lee	Todd	leetso@aol.com	(202)628-3630	www.specialolympics.org
31	Super Series Baseball of America	3449 East Kael St	Mesa	AZ	852131773	USA	Mark	Mathew	m.mathew@superseriesbaseball.com	(480)664-2998	www.superseriesbaseball.com
32	Terry Pendleton Baseball	10030 Ashfork Drive	Houston	TX	77064	USA	Roger	Wilkinson	rogerwilkinson@comcast.net	(281)469-6721	
33	Triple Crown Sports	3930 Automation Way	Fort Collins	CO	80525	USA	Jonathan	Lampl	jonathan@triplecrownsports.com	970-223-6644	www.triplecrownsports.com
34	USA Ultimate	4730 Table Mesa Drive, Suite L-200C	Boulder	CO	80305	USA	David	Raflo	david.raflo@hq.usultimate.org	303-447-3472x114	www.usultimate.org
35	United States Amateur Baseball Association	7101 Lake Ballinger Way	Edmonds	WA	98026	USA	Roberta	Engelhart	USABAOFFIC@aol.com	(425)338-7111	www.usaba.com
36	United States Cricket Association	5810 Riggs Road	Hyattsville	MD	20783	USA	Gladstone	Gainty	president@usaca.org	(301)559-9127	www.usaca.org
37	USA Cycling	210 USA Cycling Point, Suite 100	Colorado Springs	CO	80919	USA	Micah	Rice	mrice@usacycling.org	719-434-4200	www.usacycling.org
38	USA Field Hockey	1 Olympic Plaza	Colorado Springs	CO	80909	USA	Karen	Collins	kcollins@usafielddhockey.com	719-866-4567	www.usafielddhockey.com
39	United States Flag Football for the Deaf	PO Box 1453	Silver Spring	MD	20915	USA	Eric	Hamow	commissioner@usffd.org	(440)974-8735	www.usffd.org
40	United States Soccer Federation	1801 South Prairie Ave.	Chicago	IL	60616	USA	Paul	Marstaller	pmarstaller@ussoccer.org	(312)808-1300	www.ussoccer.com
41	United States Specialty Sports Association	611 Line Drive	Kissimmee	FL	34744	USA	Don	DeDonatis	ussadd@aol.com	(321)697-3636	www.ussa.com
42	US Youth Soccer Association	9220 World Cup Way	Frisco	TX	75034	USA	Jim	Cosgrove	jcosgrove@usyouthsoccer.org	(800)476-2237	www.usyouthsoccer.org
43	USA Fencing	4065 Sinton Road, Suite 140	Colorado Springs	CO	80907	USA	Christine	Simmons	c.simmons@usfencing.org	719-866-4511	www.usfencing.org
44	US Lacrosse	113 W. University Parkway	Baltimore	MD	21210	USA	Beth	Porreca, CSEE	bporreca@uslacrosse.org	410-235-6882	www.uslacrosse.org
45	USA Synchro	132 E. Washington, Suite 820	Indianapolis	IN	46204	USA	Kevin	Warner	kevin@usasynchro.org	317-237-5700	www.usasynchro.org
46	US Youth Volleyball League	2771 Plaza Del Amo, Suite 808	Torrance	CA	90503	USA	Randy	Sapoznik	Randy@usyvl.org	(310)212-7005	volleyball.org/usyvl
47	USA Archery	4065 Sinton Rd., Suite 110	Colorado Springs	CO	80907	USA	Christine	McCartney	cmccartney@usarchery.org	(719)866-4576	www.USArchery.org

## Event Owners

	Organization Name	Address	City	State	Zip Code	Country	Contact First Name	Contact Last Name	Email	Phone	Website
48	USA Badminton	1 Olympic Plaza	Colorado Springs	CO	80909	USA	Dan	Cloppas	dcloppas@aol.com	719-866-4808	www.usabadminton.org
49	USA Baseball	403 Blackwell Street	Durham	NC	27701	USA	Jocelyn	Fern	JocelynFern@usabaseball.com	(919)474-8721x217	www.usabaseball.com
50	USA Basketball	5465 Mark Dabbling Blvd.	Colorado Springs	CO	80918	USA	Jim	Tooley	fanmail@usabasketball.com	(719)590-4800	www.usabasketball.com
51	USA Dance	PO Box 152988	Cape Coral	FL	33915	USA	Esther	Freeman	president@usadance.org	(800)447-9047	www.usadance.org
52	USA Diving	132 E. Washington St., Suite 850	Indianapolis	IN	46204	USA	Mikela	Calabrese	mikela.calabrese@usadiving.org	317-237-5252	www.usadiving.org
53	USA Judo	One Olympic Plaza, Building 6	Colorado Springs	CO	80909	USA	Corinne	Shigemoto	corinne.shigemoto@usajudo.us	719-866-4730	www.usjudo.org
54	USA Karate	1631 Mesa Ave., Suite A1	Colorado Springs	CO	80906	USA	Jake	Lease	jlease@usankf.org	719-477-6925	www.usankf.org
55	USA Powerlifting	P.O. Box 668	Columbia City	IN	46725	USA	Dr. Lawrence	Maile	lmaile@alaska.com	(260)248-4889	usapowerlifting.com
56	USA Rugby	2500 Arapahoe Ave, Suite 200	Boulder	CO	80302-6752	USA	Erik	Geib	egeib@usarugby.org	303-539-0300x113	www.usarugby.org
57	USA Swimming	One Olympic Plaza	Colorado Springs	CO	80909	USA	Chuck	Wielgus	cwielgus@usa-swimming.org	719-866-4578	www.usa-swimming.org
58	USA Table Tennis	1 Olympic Plaza	Colorado Springs	CO	80909	USA	Andy	Horn	Andrew.Horn@usatt.org	719-866-4583	www.usatt.org
59	USA Taekwondo	1 Olympic Plaza	Colorado Springs	CO	80909	USA	Bruce	Harris	bruce.harris@usa-taekwondo.us	(719)866-4632	www.usa-taekwondo.us
60	USA Track & Field	132 East Washington Street, Suite 800	Indianapolis	IN	46204	USA	Jim	Estes	Jim.Estes@usatf.org	(317)216-0500	www.usatf.org
61	USA Trampoline & Tumbling	132 E. Washington St, PO Box 306, Suite 700	Indianapolis	IN	46204	USA	Ann	Sims	asims@usa-gymnastics.org	(806)637-8670	http://www.usa-gymnastics.org/tt/
62	USA Volleyball	4065 Sinton Road, Suite 200	Colorado Springs	CO	80907	USA	Kristy	Cox	kristina.cox@usav.org	719-228-6800	www.usavolleyball.org
63	USA Water Polo	2124 Main St., Suite 240	Huntington Beach	CA	92648	USA	Claudia	Dodson	cdodson@usawaterpolo.org	(714)500-5445	www.usawaterpolo.com
64	USA Weightlifting	1 Olympic Plaza	Colorado Springs	CO	80909	USA	Phil	Andrews	phil.andrews@usaweightlifting.org	719-866-4508	http://www.teamusa.org/USA-Weightlifting
65	USA Wrestling	6155 Lehman Dr	Colorado Springs	CO	80918	USA	Pete	Isais	pisais@USAWrestling.org	719-598-8181	www.usawrestling.org
66	YMCA of the USA	2730 Bristlecone Ct.	Lafayette	CO	80026	USA	Augie	Mendoza	augie.mendoza@ymca.net	(800)872-9622	www.ymca.net
67	YWCA of the USA	2020 M Street NW, Suite 500	Washington	DC	20036	USA	Peggy Sanchez	Mills	psanchezmills@ywca.org	(202)467-0801	www.ywca.org
68	Independent Softball Association	680 East Main St.	Bartow	FL	33830	USA	Don	Stratton	flaisa@aol.com	(863)519-7127	issoftball.com
69	Lone Star Classic National Volleyball Qualifier	425 Woodward Street	Austin	TX	78704	USA	Glen	Lietzke	glen@austinsportscenter.com	(512)479-8776	www.austinsportscenter.com



## Event Owners

	Organization Name	Address	City	State	Zip Code	Country	Contact First Name	Contact Last Name	Email	Phone	Website
70	World Sport Stacking Association	11 Inverness Way South	Englewood	CO	80112	USA	Don	Teel	dteel@speedstacks.com	(303)962-5667	www.worldsportstackingassociation.org
71	Big Shots	3220 N. Street NE, Suite #338	Washington	DC	20007	USA	Jeff	Schneider	jeff@bigshots.net	843-516-0300	bigshots.net
72	North American Fastpitch Association	PO Box 566	Dayton	OR	97114	USA	Benjie	Hedgecock	nafastpitch@gmail.com	(503)864-4487	www.nafastpitch.com
73	Perfect Game USA	1203 Rockford Rd. SW	Cedar Rapids	IA	52404	USA	Jerry	Ford	Jerry@PerfectGame.org	(319)298-2923	http://www.perfectgame.org
74	Spirit Cheer	10151 University Blvd #280	Orlando	FL	32817	USA	Leanne	Rogers	lrpgers@spiritcheer.com	(888)716-2287	www.spiritcheer.com
75	The Color Run	12278 South Lane Peak Pkwy, Suite 106	Druper	UT	84020	USA	Dane	Cannon	Dane@TheColorRun.com	(801)231-1112	thecolorrun.com
76	Divas Half Marathon & 5K/ Continental Event & Sports Mgmt.	9225 sw 158 Lane, Suite D	Miami	FL	33157	USA	Robert	Pozo	Rpozo@usruns.com	305-254-8606	www.continentalroadracing.com
77	USA Jump Rope	PO Box 569	Huntsville	TX	77342	USA	E.J.	Boilot	eboillot201@gmail.com	800-225-8820	http://www.usajump rope.org/