

# Market and Economic Analysis for a Proposed New Sports Complex in St. Mary's County, Maryland



**Presented to:**

**Maryland Stadium Authority**



**Presented by:**



**Final Report**

**October 2020**

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October 2020

Mr. Gary McGuigan, Executive Vice President  
Capital Project Development Group  
Maryland Stadium Authority  
The Warehouse at Camden Yards- South Warehouse  
351 West Camden Street, Suite 300  
Baltimore, MD 21201

Dear Mr. McGuigan:

Crossroads Consulting Services LLC has completed its market and economic analysis related to a proposed new sports complex that could include a multi-field outdoor complex and/or an indoor fieldhouse in St. Mary's County, Maryland. This report summarizes our findings and principal conclusions from our research and analysis.

The findings contained in the report reflect analysis of information provided by primary and secondary sources that are assumed to be correct. We have utilized sources that are deemed to be reliable but cannot guarantee their accuracy. We have no obligation, unless subsequently engaged, to update our report or revise the information contained therein to reflect events and transactions occurring after the date of this report.

In accordance with the terms of our engagement letter, the accompanying report is restricted to internal use by the Maryland Stadium Authority and St. Mary's County and may not be relied upon by any party for any purpose including financing. Notwithstanding these limitations, it is understood that this document may be subject to public information laws and, as such, can be made available to the public upon request.

Although you have authorized reports to be sent electronically for your convenience, only the final hard copy report should be viewed as our work product.

We have enjoyed serving you on this engagement and look forward to the opportunity to provide you with continued services.

Sincerely,

*Crossroads Consulting Services LLC*

# TABLE OF CONTENTS

<b>1. Introduction</b>	<b>1</b>
<b>2. Local Market Conditions</b>	<b>5</b>
<b>3. Supply of Area Sports Facilities</b>	<b>20</b>
<b>4. Comparable Facility Case Studies</b>	<b>37</b>
<b>5. Sports Participation Trends &amp; Potential Demand Generators</b>	<b>66</b>
<b>6. Market Assessment</b>	<b>82</b>
<b>7. Economic Analysis</b>	<b>90</b>
<b>8. Limiting Conditions and Assumptions</b>	<b>105</b>

# 1. INTRODUCTION



## PROJECT BACKGROUND

Located on a peninsula in southern Maryland, St. Mary's County (County) is positioned between the Potomac and Patuxent Rivers and the Chesapeake Bay. The County is known for its State parks, water trails, nature, scenic rural landscape and rich history. Settled by the English in 1634, the County was established in 1637 and was the first Maryland county. St. Mary's City was Maryland's first official city and the country's colonial capital for 61 years.

The County has grown over the years which is largely attributable to the advent of a naval base, extensive presence of defense contractors and the growth of St. Mary's College of Maryland. The County is the current home of the Naval Air Station Patuxent River which employs over 22,400 military, civilians and defense contractors.

Outdoor activities, museums, arts and other historical attractions within the County currently serve as the primary draw for visitors from the surrounding region. The County is approximately a one-hour drive from Washington, D.C. and a two-hour drive from Baltimore, Maryland.

In 2016, the St. Mary's County Tourism and Hospitality Master Plan was released which evaluated ways the County could develop and grow the local tourism economy, specifically through attracting overnight visitors. As part of the Master Plan, youth and amateur sports tournaments were identified as a market that the County should explore to attract tournaments and increase overnight visitation. As such, the Master Plan consisted of a work plan that identified short and long-term goals guiding the potential development of a sports complex.

Sports tourism is one of the fastest growing sectors in tourism. In general, sports tourism is defined as a person traveling to a location specifically to participate in or watch a sporting event. The Sports Events & Tourism Association (formerly the National Association of Sports Commissions) estimated that direct visitor spending associated with non-professional sports events and tourism was \$11.4 billion in 2017.

The growth of elite or travel teams in the U.S. is a key trend in youth sports. The opportunity for youth to play sports at a higher competitive level than recreational play is appealing to many parents, particularly those seeking college scholarships for their children as travel teams can serve as a source of scouting and recruiting for colleges. As such, families are willing to invest time and money to travel long distances for regional and national competitions. Tournacations, a term that merges "tournament" and "vacation", are an increasing trend in sports tourism, particularly with youth sports.

Communities and states throughout the U.S. have recognized the economic benefits associated with operating various public assembly facilities. In recent years, multiple indoor and outdoor sports complexes have been developed throughout the country with the use of public funds due, in part, to the ability of these venues to generate economic activity at area businesses and tax revenues for local and state entities. To maximize resources, communities are increasingly seeking projects that better respond to the anticipated long-term needs of area residents and attract out-of-town visitors. As such, some communities choose to pursue sports complexes to capitalize on existing assets and enhance market opportunities by targeting a diverse set of demand generators.

Consistent with the aforementioned, the County is currently exploring the merits of developing a new sports complex that could accommodate youth and amateur leagues and tournaments. The sports complex, which could include a multi-field outdoor complex and/or an indoor fieldhouse, could accommodate diverse sports activity including, but not limited to basketball, volleyball, gymnastics, martial arts, wrestling, ice sports, track and field, soccer, futsal, lacrosse, baseball, softball, football, ultimate (originally known as ultimate frisbee) and rugby. As it relates to the proposed new sports complex, the term “indoor fieldhouse” as used throughout this study encompasses court, track, turf and ice-related program elements. The potential multi-field outdoor complex could include diamond and/or rectangular fields with natural grass and/or artificial turf surfaces. Although interest was expressed by representatives of tennis organizations related to the development of a new tennis facility, exploring the merits of developing a facility of this type is outside the scope of this engagement and would need to be explored in a separate study effort. For informational purposes, the County’s FY 2020 budget includes the development of a community park which is planned to include four tennis courts, fields and other amenities.

## **PURPOSE OF THE STUDY**

Given this backdrop, the Maryland Stadium Authority (MSA) and St. Mary’s County retained Crossroads Consulting Services LLC (Crossroads Consulting) to conduct a market and economic analysis that assesses the merits of developing a new sports complex to accommodate youth and amateur leagues and tournaments. While any potential new facilities could be co-located, this analysis is non-site specific.

The analysis contained within this study does not include any architectural-related services (e.g. environmental assessments, noise analysis, transportation/traffic impact analysis, etc.). In addition, this study does not include any detailed programming, design planning services, site development/planning services (e.g. geotechnical engineering, testing, surveying, etc.) or project cost budgeting/phasing.

The conclusions outlined in this study are only one factor that St. Mary’s County should consider in its strategic planning efforts. The research and analysis contained in this report are intended to allow St. Mary’s County to draw informed conclusions regarding the viability associated with future development of a new sports complex.

In March 2020, the global outbreak of a “novel coronavirus” known as COVID-19 was officially declared a pandemic by the World Health Organization (WHO). As future impacts related to the pandemic remain uncertain, it should be noted that the analysis found within this report does not account for potential short- or long-term implications resulting from COVID-19. St. Mary’s County should consider its options once there is a better sense of the economic situation amid COVID-19.

## WORK PLAN

Research tasks completed as part of this study effort included, but were not limited to, the following.

- Met with client representatives to develop an understanding of the background, history and key issues related to the study; confirm the study scope and objectives; review existing data related to the project; discuss the project schedule and tour existing facilities in the County.
- Obtained feedback from area stakeholders regarding potential market opportunities and potential challenges to development and sustainability of the proposed new sports complex.
- Analyzed local market attributes including demographic and socioeconomic metrics, area employment, transportation access, hotel statistics, area amenities, tourism statistics and climate characteristics.
- Profiled the supply of existing and planned facilities in the area.
- Analyzed information from secondary sources regarding historical sports activity occurring in St. Mary's County and the surrounding area.
- Summarized sports participation trends.
- Conducted market surveys and interviews with area scholastic and collegiate programs; State, regional and national youth and amateur sports organizations; and event organizers of various special athletic events.
- Analyzed building program attributes and operating data from a select number of comparable/competitive facilities.
- Identified market-related strengths/opportunities and challenges/threats associated with the proposed new sports complex.
- Summarized potential market demand opportunities and building program recommendations.
- Developed a financial pro forma and related assumptions regarding potential usage/event activity and facility operations in terms of operating revenues and operating expenses.
- Estimated the economic and fiscal impacts associated with on-going facility operations.



## 2. LOCAL MARKET CONDITIONS





## LOCAL MARKET CONDITIONS

It is important to understand the market in which the proposed new sports complex would operate. Factors such as demographic/economic conditions, the vibrancy of the area immediately surrounding a facility and overall destination appeal, to event organizers and attendees, can all impact a facility's overall competitiveness within the broader marketplace. This section profiles demographic/socioeconomic statistics, area employment, transportation access, hotel supply, area amenities, tourism statistics and climate characteristics.

## DEMOGRAPHIC AND SOCIOECONOMIC STATISTICS

Demographic and socioeconomic indicators are pertinent to assessing demand for participant and spectator-oriented sports activities for several reasons. Event activity at the proposed new facilities is anticipated to be diverse and include multiple sports. Depending on the scope and nature of the event, attendees will include residents, day trippers and people staying overnight. Sports tournament organizers typically consider market characteristics as well as facility elements when deciding where to host their events. Having active local youth and amateur sports clubs that commonly participate in tournaments as well as other factors such as population, age distribution and income characteristics can be important when selecting markets to host their events.

Demographic data, including population, households, age distribution and income characteristics, is shown for multiple areas including a 30-, 60-, 120- and 180-minute drive time (collectively referred to as "target markets"). Because this study is non-site specific, a central location within the County was selected as the point of origin for each drive time. The 30-minute drive time is similar in size to that of the County. It is likely that individuals within a 30-minute drive time would participate in league games, practices and other related sports activity, while individuals participating in tournaments/competitions are likely to travel from further distances. Industry research indicates that many sports participants are willing to drive three or more hours to compete in regional and national tournaments. In addition to these target markets, demographic data is shown for St. Mary's County, the State of Maryland and the U.S. for comparative purposes.

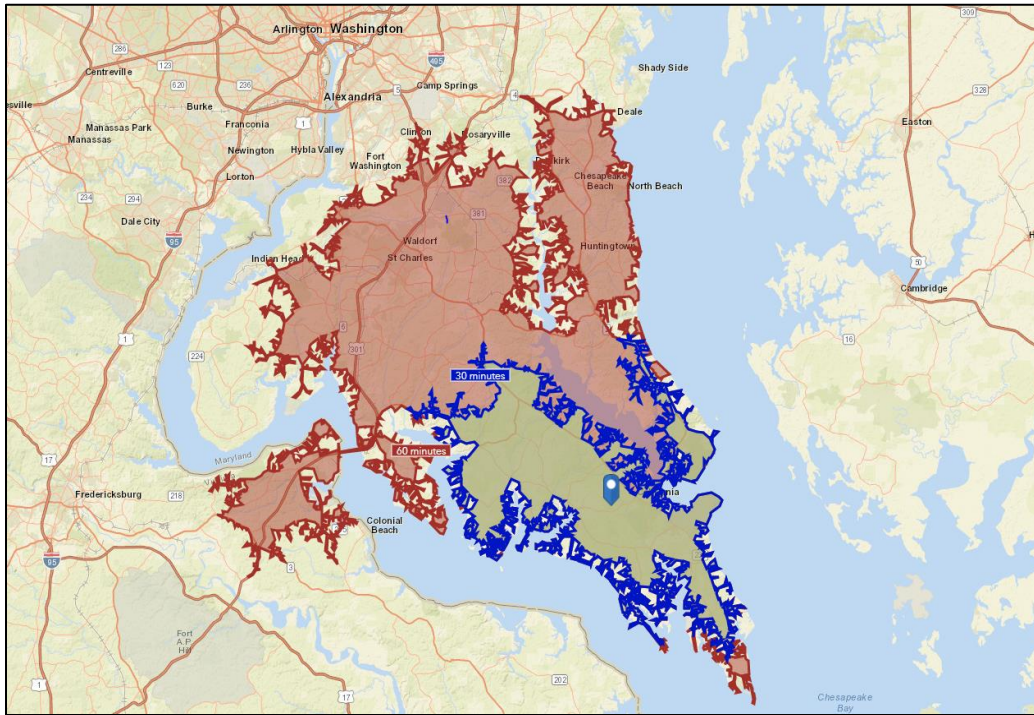
The following pages provide analysis of key demographic/socioeconomic attributes within each of the profiled markets as well as maps of the 30-, 60-, 120- and 180-minute drive times to illustrate the range of these potential target market areas. These profiled markets are not intended to directly correlate to potential market demand but rather to illustrate the characteristics of the market within which the proposed new sports complex would operate.

For informational purposes, the California-Lexington Park Metropolitan Statistical Area (MSA) is comprised of St. Mary's County. An MSA contains at least one core urban area of 50,000 or more inhabitants. Each metropolitan area consists of one or more counties and includes the counties containing the core urban area, as well as any adjacent counties that have a high degree of social and economic integration with the urban core.



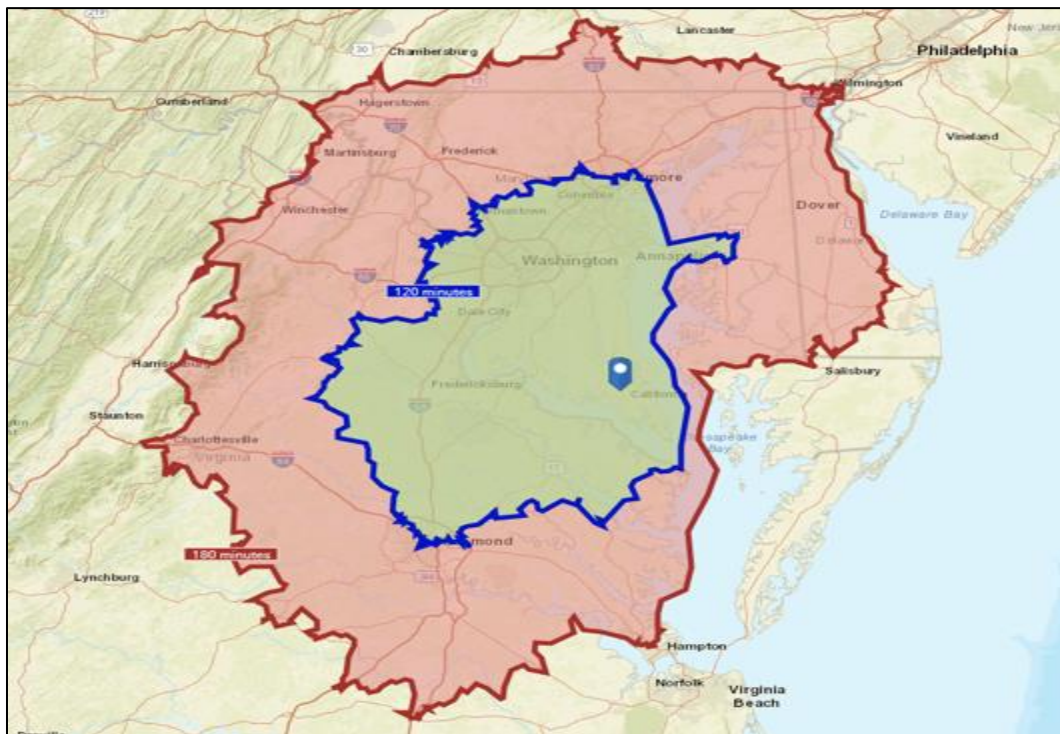
Source: Esri

### Map of 30- and 60-Minute Drive Time



Source: Esri.

### Map of 120- and 180-Minute Drive Time



Source: Esri.

Population

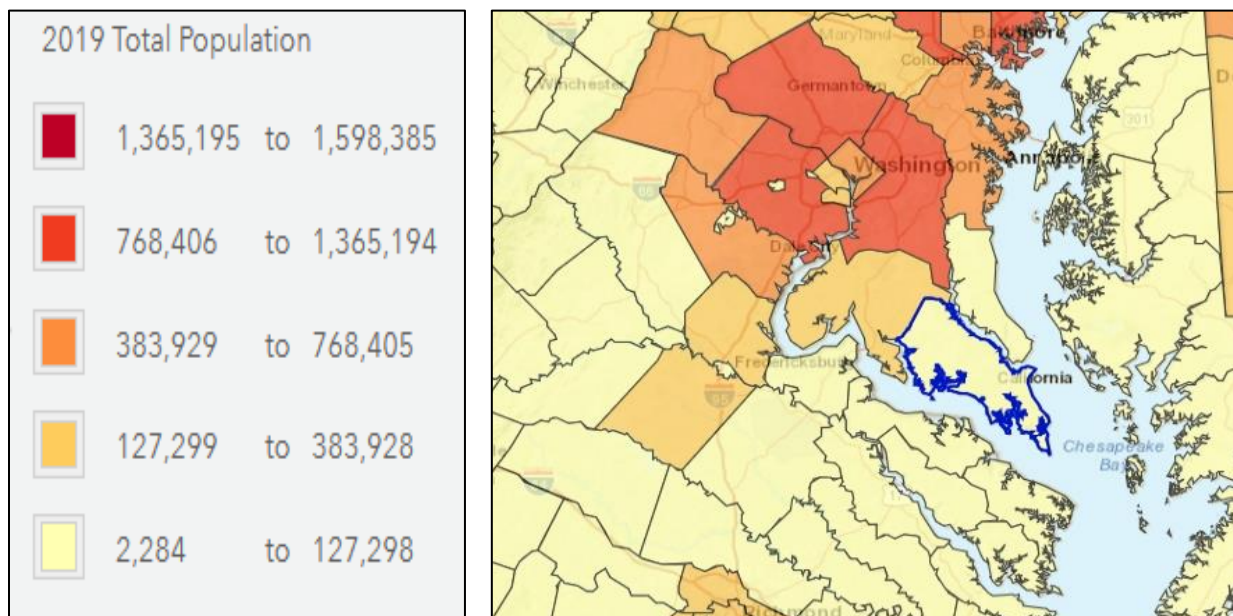
Population serves as a base from which the proposed new sports complex could draw attendance and other forms of support. In 2019, the 30-, 60- and 120-minute drive times had populations of 125,112; 416,071; and 7,007,585, respectively. As a point of reference, St. Mary’s County had a population of 116,389 in 2019, which is similar to the 30-minute drive time. The 180-minute drive time had a population of approximately 13.0 million. The large population within both the 120- and 180-minute drive time is positively impacted by densely populated areas such as Washington, D.C. and Baltimore. The population within these market areas provides an opportunity to draw out-of-town visitors to larger tournaments/competitions. Population within each of the profiled drive-time markets is expected to increase from 2019 to 2024. The projected 2019 to 2024 annual growth rates of the 30-, 60-,120- and 180-minute drive times are expected to outpace that of the State and the U.S.

Total Population							
Population Summary	St. Mary's County	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	State of Maryland	U.S.
2000 Total Population	86,211	93,342	307,880	5,820,229	10,499,597	5,296,486	281,421,906
2010 Total Population	105,151	113,967	375,106	6,449,703	11,945,366	5,773,552	308,745,538
2019 Total Population	116,389	125,112	416,071	7,007,585	12,995,210	6,120,651	332,417,793
2024 Total Population	122,209	130,938	438,209	7,314,653	13,587,318	6,299,601	345,487,602
2000-2010 Annual Growth Rate	2.20%	2.21%	2.18%	1.08%	1.38%	0.90%	0.97%
2010-2019 Annual Growth Rate	1.19%	1.09%	1.21%	0.96%	0.98%	0.67%	0.85%
2019-2024 Annual Growth Rate (Projected)	0.98%	0.91%	1.04%	0.86%	0.90%	0.58%	0.77%

Source: Esri.

For informational purposes, the following map depicts the population density of St. Mary’s County as well as surrounding counties. As shown, the populations of St. Mary’s, Charles and Calvert counties (commonly referred to as the tri-county area) are relatively similar in size. Higher populated counties are primarily clustered to the north of St. Mary’s County and include Prince George’s, Anne Arundel and Montgomery counties in Maryland and Fairfax County in Virginia.

**Map of Population Density – Area Counties**

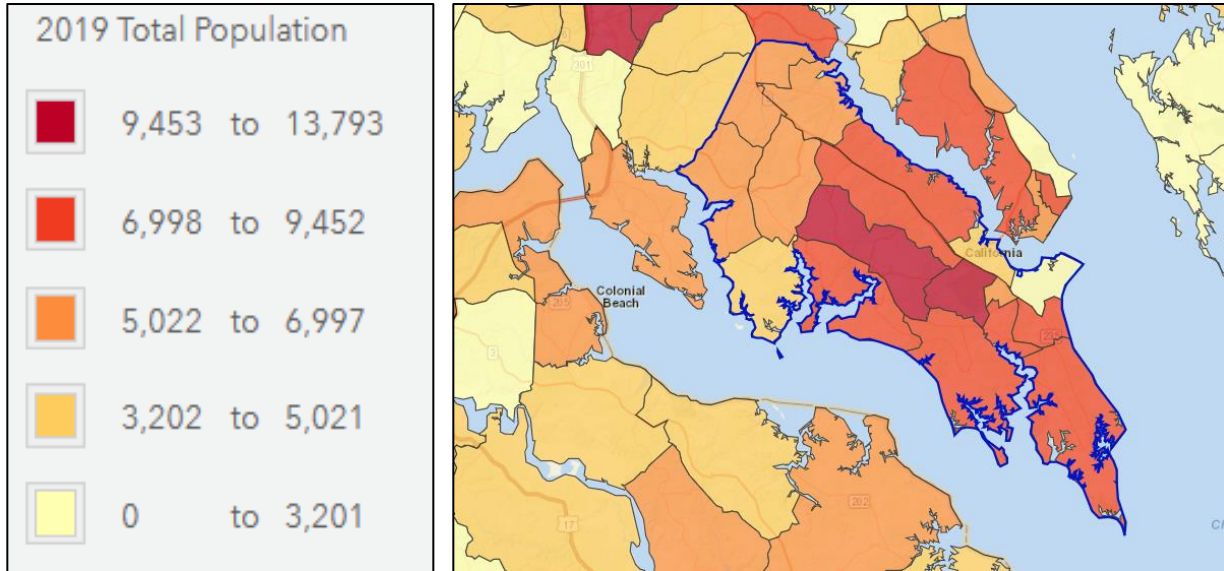


Source: Esri.



As shown below, the central portion of St. Mary's County has the highest population density.

**Map of Population Density – St. Mary's County**



Source: Esri.

**Number of Households**

The following table illustrates the number of households within each of the profiled market areas. The projected 2019 to 2024 annual growth rate in households for the 30-, 60-, 120- and 180-minute drive times is expected to outpace that of the State and the U.S. Of the profiled target markets, the projected annual growth rate within the 60-minute drive time is the highest projected annual growth rate (1.04%).

Household Summary	Number of Households						State of Maryland	U.S.
	St. Mary's County	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time			
2000 Total Households	30,642	32,745	106,422	2,207,020	3,975,120	1,980,859	105,480,101	
2010 Total Households	37,604	40,478	131,501	2,442,969	4,504,552	2,156,411	116,716,292	
2019 Total Households	41,539	44,384	145,984	2,644,227	4,874,386	2,271,649	125,168,557	
2024 Total Households	43,576	46,428	153,771	2,757,280	5,085,975	2,332,895	129,922,162	
2000-2010 Annual Growth Rate	2.27%	2.36%	2.36%	1.07%	1.33%	0.89%	1.07%	
2010-2019 Annual Growth Rate	1.16%	1.07%	1.22%	0.92%	0.91%	0.59%	0.80%	
2019-2024 Annual Growth Rate (Projected)	0.96%	0.90%	1.04%	0.84%	0.85%	0.53%	0.75%	

Source: Esri.

Age Distribution

Analysis by age group is useful since certain events are targeted toward consumers who fall within specific age categories. Individuals under the age of 18 years old are a popular target market for participants in sports tournaments/competitions. The population within the 30-minute drive time has the highest percentage of individuals in this age group (24.4%). The percentage decreases to approximately 22% within a 120- and 180-minute drive, which is consistent with both the State of Maryland and the U.S.

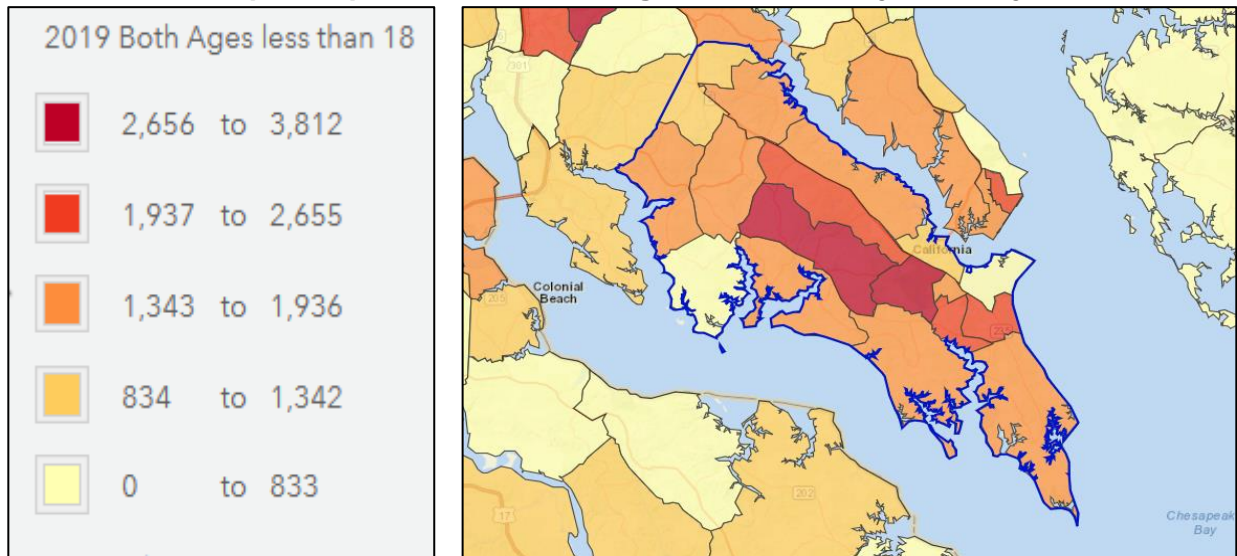
Age Distribution							
2019 Population by Age	St. Mary's County	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	State of Maryland	U.S.
Age 0-4	6.6%	6.6%	5.8%	5.8%	5.8%	5.6%	6.0%
Age 5-9	6.8%	6.8%	6.3%	6.0%	6.1%	6.0%	6.1%
Age 10 - 14	7.0%	7.1%	6.9%	6.3%	6.4%	6.4%	6.3%
Age 15 - 24	12.9%	12.8%	12.2%	12.4%	12.6%	12.5%	13.0%
Age 25-34	13.9%	14.2%	13.4%	15.3%	14.3%	13.8%	14.0%
Age 35-44	13.1%	13.0%	13.0%	13.8%	13.3%	12.8%	12.6%
Age 45-54	13.1%	13.3%	14.3%	13.1%	13.1%	13.2%	12.5%
Age 55 - 64	13.0%	13.0%	14.0%	12.9%	13.2%	13.5%	13.1%
Age 65-74	8.3%	8.0%	8.7%	8.8%	9.2%	9.5%	9.7%
Age 75-84	3.9%	3.7%	3.9%	4.0%	4.3%	4.6%	4.7%
Age 85+	1.4%	1.5%	1.4%	1.7%	1.8%	2.0%	2.0%
<b>Age 18+</b>	<b>75.7%</b>	<b>75.6%</b>	<b>76.9%</b>	<b>78.4%</b>	<b>78.2%</b>	<b>78.4%</b>	<b>78.0%</b>
<b>Age &lt; 18</b>	<b>24.3%</b>	<b>24.4%</b>	<b>23.1%</b>	<b>21.6%</b>	<b>21.8%</b>	<b>21.6%</b>	<b>22.0%</b>
<b>2019 Median Age</b>	<b>37.0</b>	<b>36.9</b>	<b>38.9</b>	<b>37.9</b>	<b>38.5</b>	<b>39.2</b>	<b>38.5</b>

Source: Esri.

The median age within the 30-minute drive time is the youngest of the profiled markets. As previously mentioned, it is likely that individuals within the 30-minute drive time would participate in league games, practices and other related local sports activity. The median age of the 60-, 120- and 180-minute drive time is relatively consistent with that of the U.S.

As illustrated below, the central portion of St. Mary's County has the highest number of individuals under the age of 18.

**Map of Population Under the Age of 18 – St. Mary's County**



Note: Both relates to male and female.  
Source: Esri.

Income Distribution

Household income offers a broad measurement of spending potential for a specific population because it indicates the general ability of individuals or households to purchase a variety of goods and services including participation in or attendance at competitive sporting events. Median household income within the 30-minute drive time (\$84,768), 60-minute drive time (\$97,813), 120-minute drive time (\$93,386) and 180-minute drive time (\$83,641) is significantly higher than that for the U.S. (\$60,548). The median household income for each target market is also higher than that for the State of Maryland (\$81,440) and St. Mary's County (\$83,151).

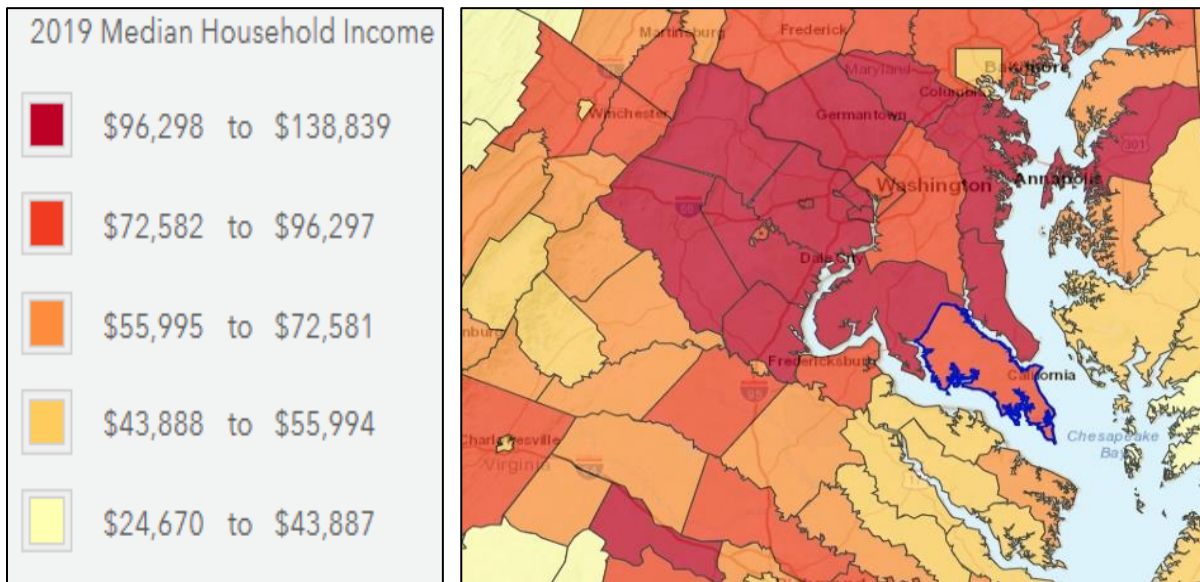
Household Income Distribution							
2019 Household Income Distribution	St. Mary's County	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	State of Maryland	U.S.
Less than \$15,000	5.0%	4.7%	4.3%	7.0%	7.4%	7.4%	10.7%
\$15,000 to \$24,999	5.6%	5.0%	3.9%	4.8%	5.8%	5.9%	9.0%
\$25,000 to \$34,999	5.0%	4.6%	4.6%	5.5%	6.4%	6.7%	8.9%
\$35,000 to \$49,999	11.4%	11.7%	9.4%	8.4%	9.5%	10.2%	12.4%
\$50,000 to \$74,999	17.0%	17.2%	16.0%	14.4%	15.5%	15.8%	17.5%
\$75,000 to \$99,999	15.2%	14.6%	12.7%	12.7%	13.1%	12.8%	12.6%
\$100,000 to \$149,999	19.7%	19.6%	22.1%	19.8%	18.9%	19.1%	15.1%
\$150,000 to \$199,000	11.1%	11.9%	14.2%	11.8%	10.5%	10.3%	6.5%
\$200,000+	10.1%	10.7%	12.8%	15.7%	12.8%	11.8%	7.3%
<b>2019 Median Household Income</b>	\$83,151	\$84,768	\$97,813	\$93,386	\$83,641	\$81,440	\$60,548
<b>2024 Median Household Income (Projected)</b>	\$90,111	\$92,719	\$105,066	\$102,988	\$92,856	\$89,547	\$69,180
<b>2019-2024 Annual Growth Rate (Projected)</b>	1.7%	1.9%	1.5%	2.1%	2.2%	2.0%	2.9%
<b>2019 Average Household Income</b>	\$107,434	\$110,195	\$120,485	\$127,886	\$115,348	\$111,406	\$87,398
<b>2024 Average Household Income (Projected)</b>	\$119,287	\$122,684	\$133,440	\$142,233	\$128,718	\$124,025	\$99,638
<b>2019-2024 Annual Growth Rate (Projected)</b>	2.2%	2.3%	2.2%	2.2%	2.3%	2.3%	2.8%

Source: Esri.

The high median household income within each of the target markets indicates that these households may have significant disposable income to spend on activities including those related to sports.

As depicted in the map below, St. Mary's County and surrounding counties have relatively high median household income levels.

**Map of Median Household Income – Area Counties**

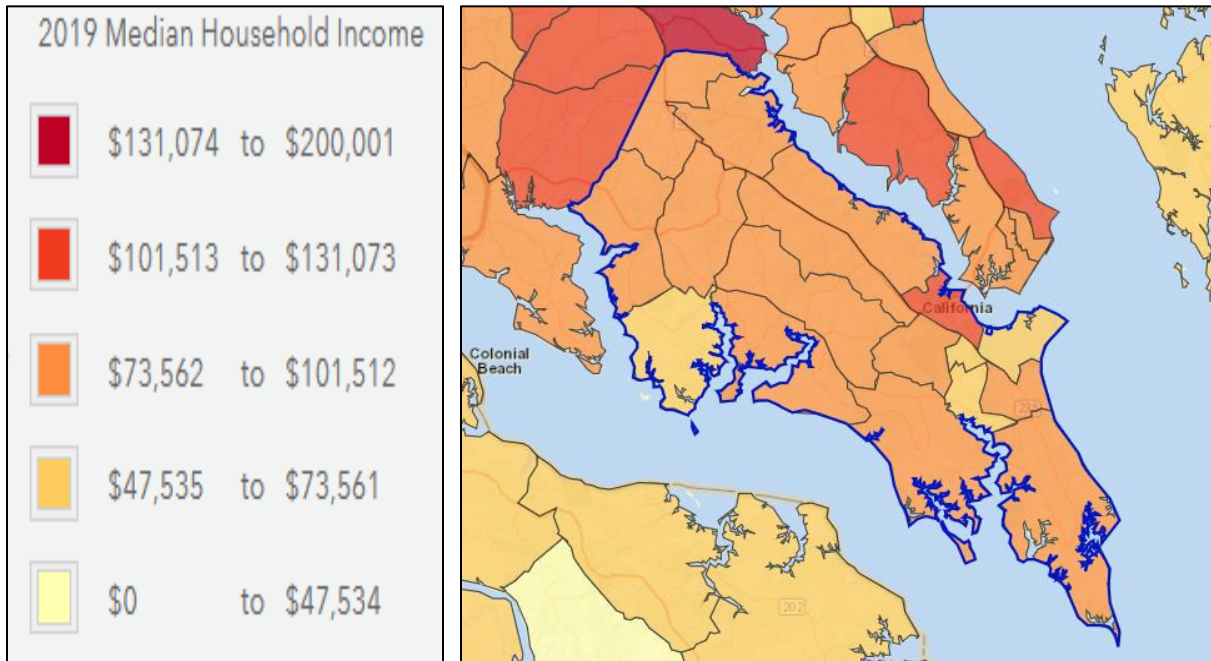


Source: Esri.



The California area, which is proximate to the Naval Air Station Patuxent River, has the highest median household income within St. Mary's County.

**Map of Median Household Income – St. Mary's County**



Source: Esri.

## AREA EMPLOYMENT

The composition of an area's employment by industry is a consideration when targeting various events and/or seeking advertising and sponsorship opportunities at the proposed new sports complex. A broad workforce distribution helps lessen a community's dependency on support from any single industry segment. Employment diversification helps a local economy withstand economic downturns due to dependency upon one industry; should one fail, there are others upon which the local economy can rely.

In 2019, there were approximately 36,300 total jobs in the County. The services industry accounted for the largest number of total jobs in the County, followed by the retail trade industry.

Employment by Industry in St. Mary's County		
Industry	Total Jobs	% of Total
Services	15,978	44.02%
Retail Trade	8,941	24.63%
Construction	2,802	7.72%
Manufacturing	2,485	6.85%
Public Administration	2,066	5.69%
Finance, Insurance And Real Estate	1,609	4.43%
Transportation and Communications	1,013	2.79%
Unclassified	538	1.48%
Wholesale Trade	503	1.39%
Agricultural, Forestry, Fishing	319	0.88%
Mining	40	0.11%
<b>Total</b>	<b>36,294</b>	<b>100.0%</b>

Note: Sorted in descending order by total jobs.  
Source: Maryland Department of Commerce.

Area employers provide a target market for potential users as well as sponsorship/ advertising opportunities and partnerships at the proposed new sports complex. As shown in the following table, the Naval Air Station Patuxent River is the largest employer in the County, accounting for 11,915 employees or approximately 58% of total employment at the profiled organizations. As previously mentioned, the Naval Air Station Patuxent River employs more than 22,400 individuals when including contractors.

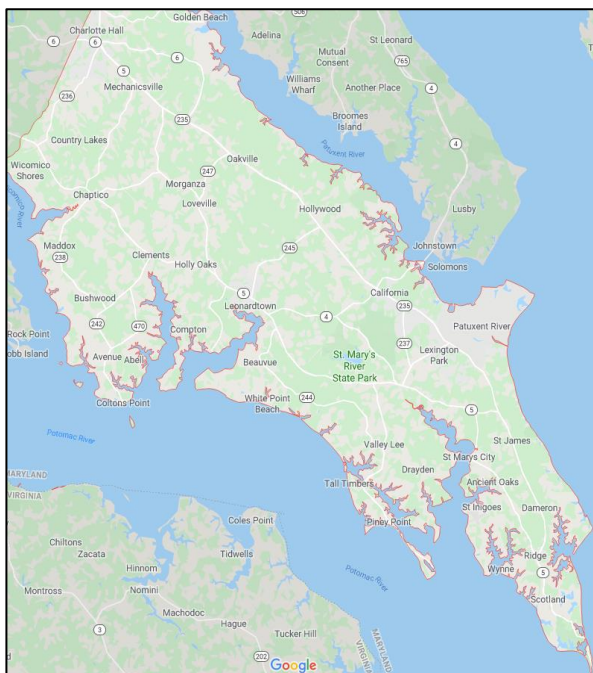
Top 15 Major Employers - St. Mary's County		
Employer	Employees	% of Total
Naval Air Station Patuxent River	11,915	58.3%
MedStar St. Mary's Hospital	1,260	6.2%
DynCorp International	1,020	5.0%
KBRwyle	700	3.4%
BAE Systems	645	3.2%
General Dynamics	600	2.9%
St. Mary's College of Maryland	555	2.7%
SAIC	515	2.5%
Engility	500	2.4%
PAE Applied Technologies	500	2.4%
J.F. Taylor	475	2.3%
Lockheed Martin	470	2.3%
Boeing	450	2.2%
Northrop Grumman	415	2.0%
Booz Allen Hamilton	400	2.0%
<b>Total</b>	<b>20,420</b>	<b>100%</b>

Notes: Sorted in descending order by number of employees.  
Employee counts for federal and military facilities exclude contractors to the extent possible.  
Source: Maryland Department of Commerce.

### TRANSPORTATION ACCESS

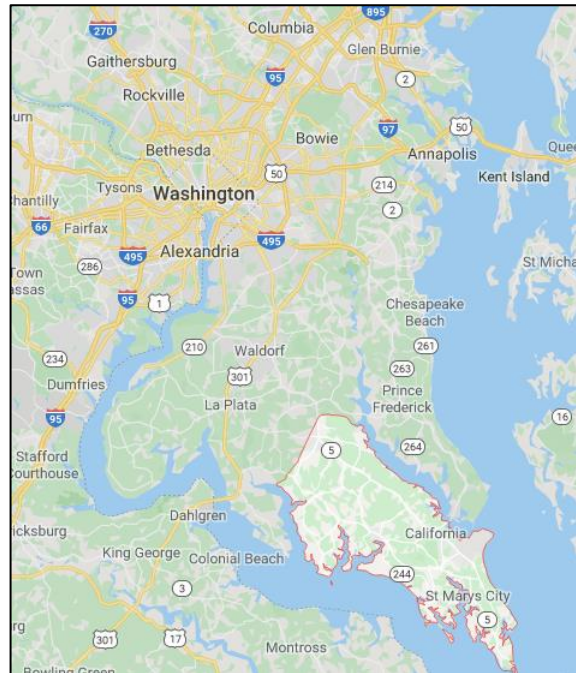
The method that competitive sporting event organizers use to select venues to host their event is partially based on ease of access to a market for attendees. In addition, the location and accessibility of a facility relative to the population base can impact its marketability for events. As shown on the map below, vehicular access onto the peninsula is provided by U.S. Route 301 which provides access to I-95 and I-495 (also known as the Washington D.C. Beltway). Once on the peninsula, there are multiple routes leading to the County. The County's location on a peninsula may be considered a disadvantage for some event organizers that require a centralized location and direct interstate highway accessibility. Maryland and Virginia have agreed to widen the Governor Harry W. Memorial/Senator Thomas "Mac" Middleton Bridge to relieve traffic congestion as well as increase safety and economic opportunities. According to secondary sources, the new bridge is expected to open in 2023.

**Map of St. Mary's County Road Access**



Source: Google Maps.

**Map of Area Highway Access**



Source: Google Maps.

Proximate, convenient air access can be beneficial in accommodating the needs of sporting event organizers, athletes/teams or their VIPs, particularly for national and international competitions. Commercial air service is primarily provided by three major airports: Baltimore/Washington International Thurgood Marshall Airport, Ronald Reagan Washington National Airport and Washington Dulles International Airport. In 2018, these airports had approximately 13.4 million, 11.4 million and 11.6 million enplanements, respectively. The Federal Aviation Administration defines passenger enplanements as domestic, territorial and international passengers who board an aircraft in scheduled and non-scheduled service. The drive time to/from St. Mary’s County to these major airports is approximately one to two hours.

In addition, the St. Mary’s County Regional Airport is a public airport located four miles northeast of Leonardtown.

## HOTEL SUPPLY

The diversity, supply and availability of hotel rooms proximate to sports facilities can play a role in attracting tournaments/competitions and other events that draw overnight attendees. Research suggests that participants/spectators tend to travel further and stay longer when their choice of hotel property is readily available.

As shown in the table the follows, there are approximately 1,130 hotel rooms in the County. These properties include chain-affiliated hotels, all-suite and independent properties. The existing hotel supply is primarily comprised of limited service properties; there are currently no full-service hotels in the County. The number and diversity of hotel rooms and accommodations could be a limiting factor in attracting certain sporting events.

Hotel Supply in St. Mary’s County	
Property	Number of Rooms
La Quinta Inns & Suites Lexington Park Patuxent	112
Hampton Inn Lexington Park	111
Holiday Inn Express & Suites Lexington Park California	100
Home2 Suites by Hilton Lexington Park Patuxent River Naval Air Station	100
Extended Stay America	98
Country Inn & Suites Lexington Park Patuxent River Naval Air Station	88
TownPlace Suites Lexington Park Patuxent River Naval Air Station	87
Red Roof Inn	80
Fairfield Inn Lexington Park Patuxent River Naval Air Station	78
Super 8	62
Americas Best Value Inn & Suites	56
Comfort Inn & Suites Lexington Park	55
Executive Inn	41
Charlotte Hall Motel	32
Ascend Collection Island Inn & Suites	28
<b>Total</b>	<b>1,128</b>

Note: Sorted in descending order by number of rooms.

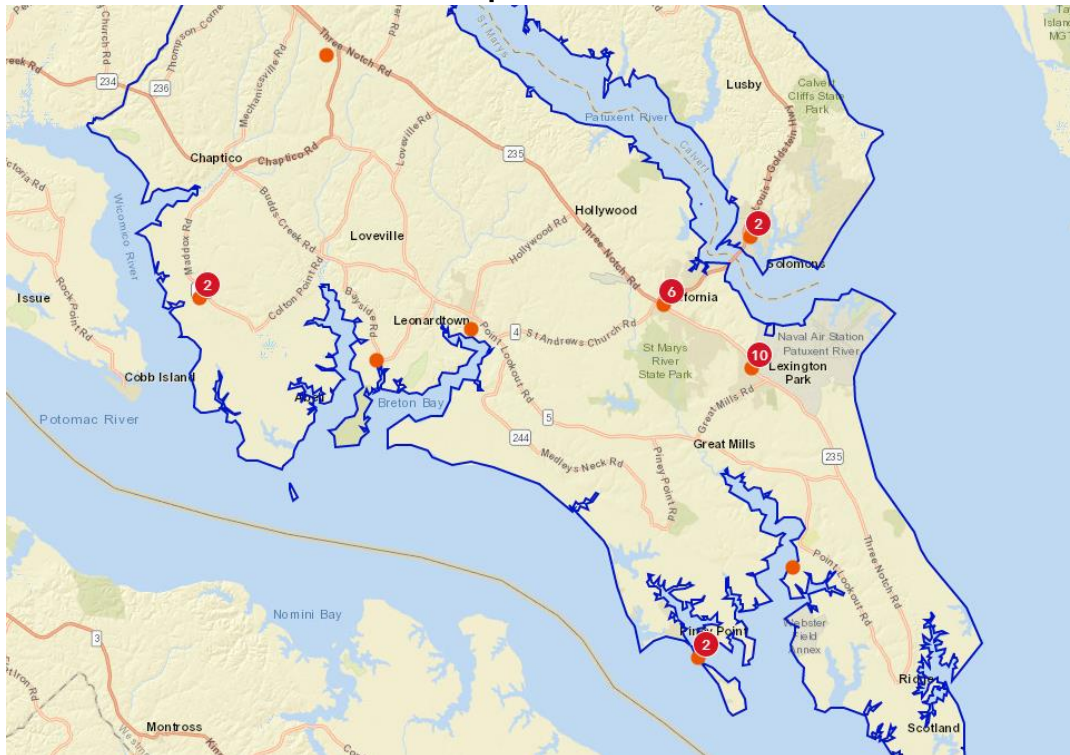
Source: Visit St. Mary’s.

In addition to the following profiled hotels, there are several other hotels/motels in the County that offer limited rooms or are dedicated to the Patuxent River Naval Air Station including Pier 450 and Navy Gateway Inn & Suites. Pier 450 is a village of eight fully furnished rental cottages along the shores of Chesapeake Bay. Navy Gateway Inn & Suites offers 35 standard rooms and 68 suites for active duty, reservists, federal employees on orders and retirees. In addition, a feasibility study was recently conducted related to the potential development of a full-service, 125+ room resort-style property in Leonardtown.



As shown below, hotels are primarily clustered near Lexington Park and California, which should be a consideration when determining the potential site location of any new sports facility built in the County whose primary focus is on sports tourism.

**Map of Hotels**



Notes: Number in the circles reflect the number of hotels in that area.  
Number of hotels shown on map differs from previous table due to the inclusion of those that offer limited rooms and/or serve military personnel.

Source: Esri.

In 2019, the average daily rate (ADR) was \$102 and the occupancy rate was 67.1% for hotel properties in the County. While weekday (Sunday – Thursday) and weekend (Friday – Saturday) ADR remained relatively consistent in 2019, the occupancy rate on weekdays (69.7%) was significantly higher compared to that on weekends (60.5%). The lower occupancy rate on weekends is advantageous in terms of accommodating visitors traveling for weekend sporting events.

## AREA AMENITIES

As with hotels, the supply of retail outlets, dining options and entertainment/attractions are also important factors that organizers of sports tournaments/competitions consider when deciding where to host an event as families are commonly looking for a destination that can simultaneously serve as a vacation. Many attendees seek proximate attractions during breaks from event-related functions and the variety of attractions can be a consideration for attendees when deciding whether to bring additional family/friends and how long to stay. As a result, many sports facilities are being developed near these destination attributes, or as part of a larger development incorporating restaurants, hotels, etc.

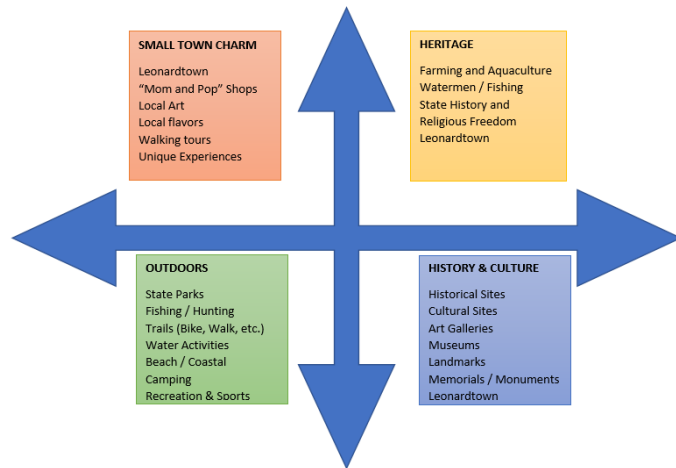
The County currently offers a variety of outdoor recreation and historic sites. State parks include Greenwell State Park; St. Mary's River State Park; Newtowne Neck State Park; Point Lookout State Park; and St. Clement's Island State Park. In addition, the County is situated on a peninsula with over 500 miles of shoreline on the Patuxent and Potomac Rivers and the Chesapeake Bay, which allows for various waterfront/beach related activities.

The Historic St. Mary's City (HSMC) museum showcases decades of research which is the foundation of the living history exhibits. This HSMC is one of the nation's premier archaeological and outdoor living history museums. Also, the Patuxent River Naval Air Museum & Visitor Center is the only naval museum dedicated to aviation research and development, making St. Mary's County a world-class center for testing and evaluating aviation and unmanned and autonomous systems (UAS).

Leonardtown is centrally located and serves as a convenient hub for the County. Leonardtown is home to historic sites such as Tudor Hall, the Old Jail Museum and Leonardtown Wharf. The town is also known for a variety of shops and galleries as well as a variety of dining options ranging from pub grub to fine cuisine.

While the County offers multiple entertainment options related to the outdoors and history, the supply of the movie theaters, dining and retail is primarily situated near California and Lexington Park.

According to its FY 2020 Marketing, Sales and Media Strategy, Visit St. Mary's focuses on the four distinct pillars shown in the adjacent graphic which showcase the County's strengths from a tourism standpoint.

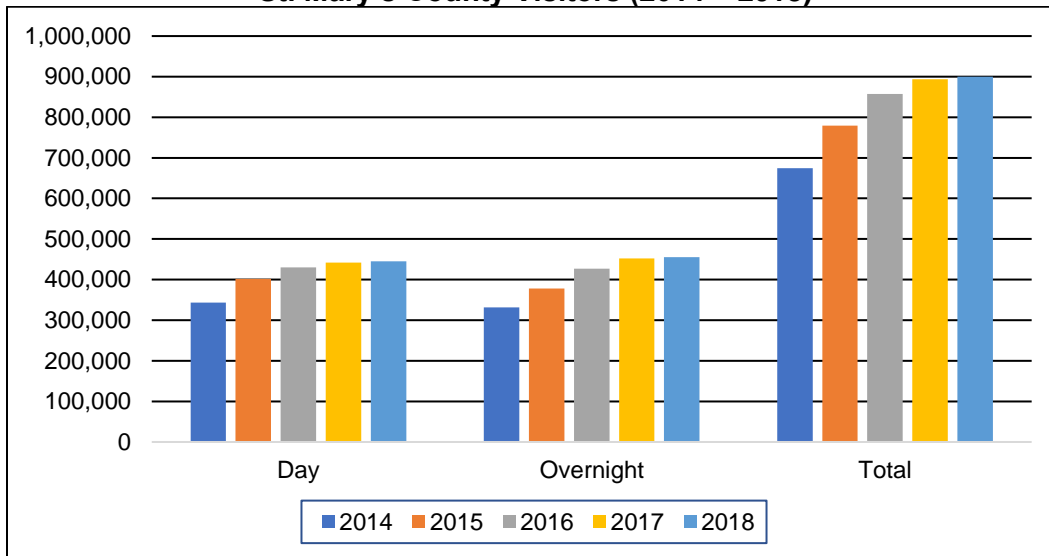


Source: Visit St. Mary's.

## TOURISM STATISTICS

One goal of the proposed new sports complex is to attract tournaments/competitions that increase visitation to the County. Visitors spending money on items such as lodging, retail, eating/drinking and entertainment/recreation supplements local resident spending at area business and increases tax revenues to both local and State governments. As shown in the following chart, total visitation to St. Mary's County increased each year during the profiled period. On average, day and overnight visitors have each accounted for 50% of total visitation to the County.

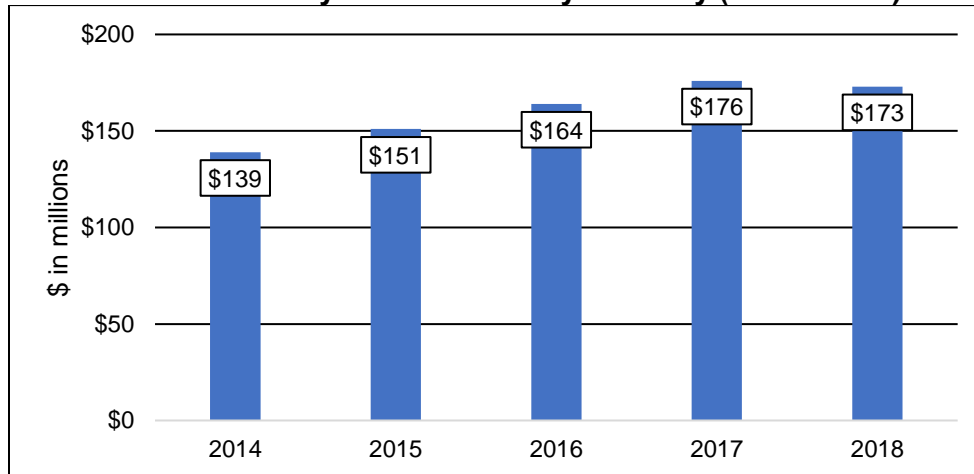
**St. Mary's County Visitors (2014 – 2018)**



Source: Tourism Economics.

Tourism industry sales increased each year from 2014 to 2017 before decreasing by 2% to \$173 million in 2018.

**Tourism Industry Sales in St. Mary's County (2014 – 2018)**



Source: Tourism Economics.



Visit St. Mary’s realizes that despite tourism gains within the County, there are opportunities to increase the overall travel market to the County. As part of its marketing, sales and media strategy, Visit St. Mary’s identified the following 10 locations as potential target markets to generate additional overnight visitation and spending in the County.

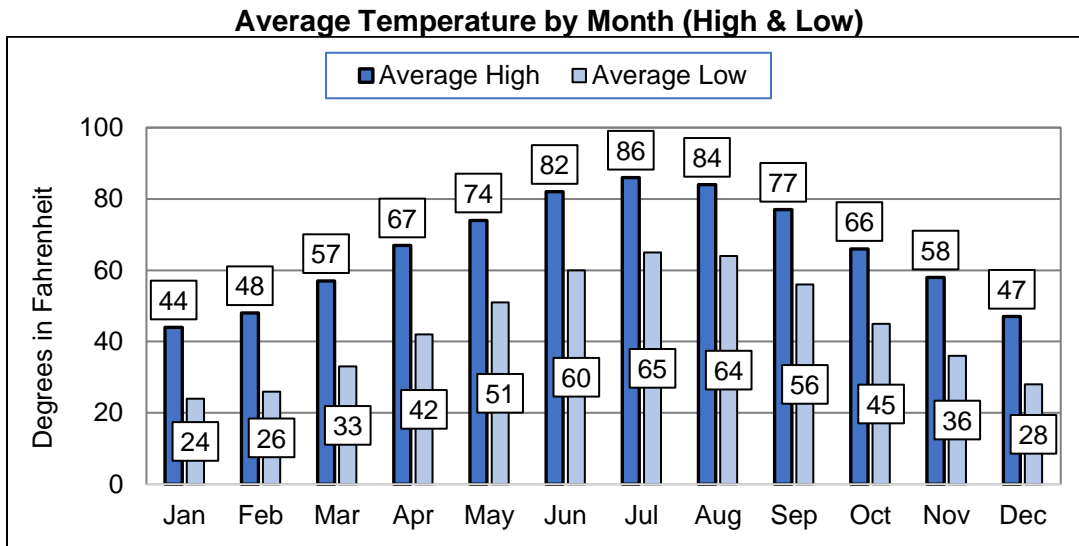
Rank	Location	Information
1	Washington, DC	As the closest drive-market to St. Mary’s County, DC represents the largest portion of our day and overnight visitation.
2	Baltimore, MD	Maryland’s largest metropolitan area, and part of the Capital Region, is only 81 miles from Leonardtown, and sees significant in-state overnight visitation from its residents.
3	Richmond, VA	At 95 miles away, Richmond is the 3 <sup>rd</sup> closest metropolitan area. With a regional population of 1,263,617, there is significant potential for growth in overnight stays.
4	Northern Virginia	This region of the United States, just over 60 miles away from Leonardtown, boasts 5 of the 10 richest counties in the United States with a diverse population eager to travel.
5	Philadelphia, PA	Philadelphia is the first of St. Mary’s “emerging” markets. Greater Philadelphia is the 6 <sup>th</sup> largest metropolitan area in the United States, and under 200 miles from Leonardtown.
6	Pittsburgh, PA	While Pittsburgh is roughly 100 miles further away from Leonardtown than Philadelphia, it boasts a below-average median age that could be captured with more adventurous and water-based activities that simply aren’t available in the immediate vicinity of the greater metropolitan area.
7	Delaware	While the state has a population under 1 million, its close proximity to Maryland and burgeoning cities such as Dover and Wilmington represent a growing overnight visitation market.
8	Southern PA	Southern Pennsylvania is unique in that it represents a significant amount of outdoors, hunting, fishing, and other related travel market. This is an important aspect of the St. Mary’s County tourism market, and a significant potential to drive overnight outdoor visitors.
9	New York, NY	The first of our “starter” markets, New York, with its high-population density, relatively young demographics, and significant spending cash represents great potential and has the ability to capture overnight and day-trips for those visiting Washington DC.
10	Atlanta, GA	As one of the largest metropolitan areas in the country, and the largest in the southeast, Atlanta could be a key player in driving overnight visitation. Situated around 600 miles from Leonardtown, marketing strategies would play on long-haul travel and those who are coming to the Capital Region. As it is also home to the world’s busiest airport by volume (over 100 million passengers), there is potential to market and reach more visitors than ever before.

Source: Visit St. Mary’s FY 2020 Marketing, Sales and Media Strategy.

## CLIMATE CHARACTERISTICS

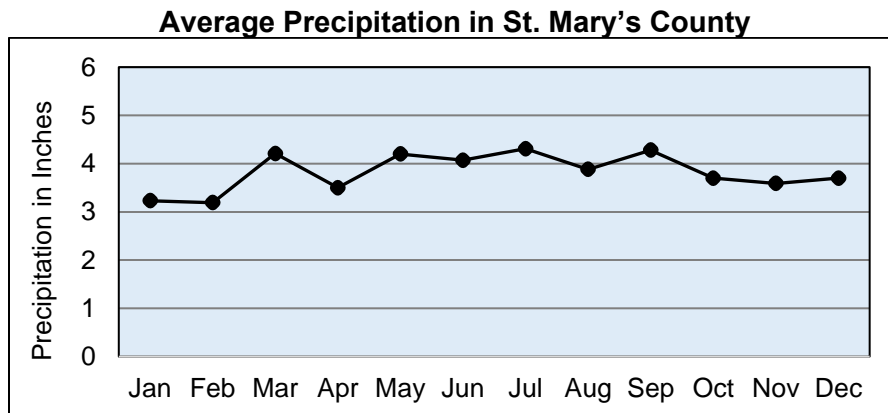
When deciding where to host their event(s), sports organizers representing outdoor sports activity also consider an area’s climate as it can impact playing surface as well as overall comfortability.

The following chart illustrates the average high and low temperature by month in St. Mary’s County. As shown, St. Mary’s County has nine months where the average high temperature is above 50 degrees. On average, the warmest months in St. Mary’s County are June, July and August while the coldest months are January, February and December. Typically, outdoor sports utilize fields during the warmer months, as colder temperatures are commonly found to be unappealing to attendees.



Source: Visit St. Mary’s.

Months with high precipitation could negatively impact outdoor sporting events, particularly on natural grass fields, which are more susceptible to weather conditions than turf fields. On average, precipitation in St. Mary’s County is above three inches each month, with the highest precipitation in the months of July, September and March, respectively.



Source: Visit St. Mary’s.

### 3. SUPPLY OF AREA SPORTS FACILITIES



## OVERVIEW

As stated earlier, one objective of the proposed new sports complex is to host a diverse set of events that augments existing community recreational facilities and appeals to out-of-town visitors. The degree that existing facilities meet the needs of target markets is important to consider when assessing demand for a new sports complex in St. Mary’s County. Facility size, program elements, configuration, quality/condition, age, market focus and date availability are factors that impact how competitive area facilities may be to the proposed new sports complex.

While this section provides an overview of select local and regional sports facilities, it is not meant to be an all-inclusive inventory of facilities. Although not profiled due to their primary mission, which is to serve their students and the local community, there are several scholastic facilities in the area that offer outdoor and/or indoor space for sports activity. For instance, St. Mary’s Ryken High School is located on an 87-acre campus that features the 48,000 SF Donnie Williams Center and a 1,000-seat outdoor sports stadium that features a turf field and a six-lane track. The Donnie Williams Center includes a basketball/volleyball court, training facilities, multi-purpose rooms, locker rooms, concessions and a stage. These facilities are primarily focused on hosting the school’s athletic programs as well as various community events.

## SUPPLY OF LOCAL SPORTS FACILITIES

### Outdoor Facilities

The following provides an overview of outdoor sports facilities in the local area, defined as St. Mary’s, Calvert, Charles and Prince George’s counties for purposes of this analysis.

St. Mary’s County is a member of TEAM Maryland, a Statewide initiative designed to collectively market Maryland to the entire sports industry. The initiative consists of 15 other member counties/cities including Charles and Prince George’s counties and may provide regional synergies for any new sports facilities within the County in terms of accommodating large-scale sports activity.

### St. Mary’s County

As shown in the table below, multiple outdoor sports facilities in the County can accommodate sports activity. In aggregate, the profiled County facilities offer 35 diamonds (seven lighted) and 41 rectangular fields (nine lighted).

Outdoor Sports Facilities in St. Mary’s County					
Complex	Location	Diamonds		Rectangular Fields	
		# of Fields	Lighted	# of Fields	Lighted
Chaptico Park	Mechanicsville			9	0
Fifth District Park	Mechanicsville	3	1	7	3
Hollywood Soccer Complex	Hollywood			6	0
John G. Lancaster Park	Lexington Park	2	0	6	2
Chancellor’s Run Park	Great Mills	4	4	4	3
Judge P.H. Dorsey Memorial Park	Leonardtown	3	1	3	1
George B. Cecil Park	Valley Lee	4	0	2	0
St. Mary’s College of Maryland	St. Mary’s City	1	0	2	0
Miedzinski Park	Leonardtown	1	0	1	0
Seventh District Park	Bushwood	3	0	1	0
Nicolet Park	Lexington Park	1	0		
Cardinal Gibbons Park	Ridge	3	0		
John Baggett Park at Laurel Grove	Mechanicsville	4	1		
St. Clement’s Shores Park	Leonardtown	3	0		
Jarboesville Park	Lexington Park	1	0		
Laurel Ridge Park	Mechanicsville	1	0		
St. Andrew’s Estates Park	California	1	0		
<b>Total</b>		<b>35</b>	<b>7</b>	<b>41</b>	<b>9</b>

Note: Sorted by number of rectangular fields.

Sources: St. Mary’s County; Maryland Sports; Individual Facilities; Secondary Research.

Chancellor’s Run Park, George B. Cecil Park and John Baggett Park at Laurel Grove all offer four diamonds at one location. All four diamonds at Chancellor’s Run Park are lighted. In addition, five of the profiled outdoor facilities offer a minimum of four rectangular fields. Chaptico Park has the largest supply of rectangular fields (9), but none are lighted. Fifth District Park has seven rectangular fields, three of which are lighted. Both these facilities are in Mechanicsville. In addition, three of the four rectangular fields at Chancellor’s Run Park are lighted.

St. Mary’s College of Maryland opened Jamie L. Roberts Stadium in 2019 which features two rectangular fields, one of which is turf. The college also offers the only track and field facility in the County. The track is currently undergoing renovations to become compliant with NCAA regulations.

Chancellor’s Run Park, John G. Lancaster Park and Chaptico Park each offer one turf field. The County has plans for each of the three parks to offer a total of two turf fields by the end of 2021. These new turf fields will be developed by transitioning existing grass fields and will not add to the existing supply.

### Surrounding Counties

The table below shows the number of diamonds and rectangular fields in Calvert, Charles and Prince George’s counties.

Outdoor Sports Complexes in Surrounding Counties					
Calvert County					
Complex	Location	Diamonds		Rectangular Fields	
		# of Fields	Lighted	# of Fields	Lighted
Hallowing Point Park	Prince Frederick	6	N/A	9	N/A
Solomons Town Center Park	Dowell			4	N/A
Cove Point Park	Lusby	6	N/A	2	N/A
Dunkirk District Park	Dunkirk	5	4	2	1
Twin Shields Park/Recreation Area	Dunkirk			2	0
BGE Field	Lusby	1	0	1	1
Marley Run Park/Recreation Area	Huntington	3	0	1	0
St. Leonard Park/Recreation Area	St. Leonard	1	0	1	0
<b>Total</b>		<b>22</b>	<b>4</b>	<b>22</b>	<b>2</b>
Charles County					
Complex	Location	Diamonds		Rectangular Fields	
		# of Fields	Lighted	# of Fields	Lighted
Bryantown Sports Complex*	Waldorf			15	0
Laurel Springs Regional Park*	La Plata	11	11	6	3
Turkey Hill Park*	La Plata			5	0
Bensville Park	White Plains	4	0	5	0
Pomonkey Soccer Complex*	Indian Head			5	0
Charlie Wright Park	Pomonkey	3	0	3	0
Pigsah Park*	La Plata	4	3	3	3
White Plains Regional Park*	White Plains	3	3	2	2
Southern Maryland Youth Organization Sports Complex	Pomfret	4	3	2	0
Ruth B. Swann Memorial Park	Pomonkey	1	1	1	1
Regency Furniture Stadium	Waldorf	1	1	1	1
Southern Park	Newburg	2	0	1	0
Robert D. Stethem Memorial Sports Complex*	Waldorf	10	5		
Oak Ridge Park*	Hughesville	8	2		
<b>Total</b>		<b>51</b>	<b>29</b>	<b>49</b>	<b>10</b>
Prince George’s County					
Complex	Location	Diamonds		Rectangular Fields	
		# of Fields	Lighted	# of Fields	Lighted
Mitchellville Soccer Fields*	Bowie			7	0
Clinton Sports Park	Clinton	7	0	5	1
Allen Pond Park*	Bowie	3	3	4	4
Walker Mill Regional Park	Capital Heights	2	2	3	3
Fairland Regional Park*	Laurel	4	4	1	1
Marvin F. Wilson Stadium	Landover			1	1
Prince George’s Stadium	Bowie	1	1		
<b>Total</b>		<b>17</b>	<b>10</b>	<b>21</b>	<b>10</b>

Notes: Sorted by number of rectangular fields.  
Supply of rectangular fields does not include short fields that can be fit onto an existing diamond outfield.  
N/A denotes information not available.  
\* deemed tournament ready venues by Maryland Sports.

Sources: Maryland Sports; County Parks & Recreation Departments; Individual Facilities; Secondary Research.



In aggregate, facilities in Calvert County offer 22 diamond fields (four lighted) and 22 rectangular fields (two lighted). Hallowing Point Park has nine rectangular fields, which is the most in one location in Calvert County. Both Hallowing Point Park and Cove Point Park have six diamonds. Four of the five diamonds at Dunkirk District Park are lighted. Most of the profiled facilities in Calvert County focus on recreational play rather than tournaments.

Facilities in Charles County offer a total of 51 diamond fields (29 lighted) and 49 rectangular fields (10 lighted). Five of the 14 profiled facilities offer at least four rectangular fields and six have at least four diamonds. Most of the profiled facilities focus on recreational play and do not have the required elements to host large tournaments. Laurel Springs Regional Park offers 11 lighted diamond fields and six rectangular fields (three lighted). Although the Bryantown Sports Complex offers 15 rectangular fields, none are lighted. Several facilities in Charles County currently host tournament activity. Although not profiled due to market focus, the College of Southern Maryland (La Plata campus) features two diamond fields and one rectangular field.

Facilities in Prince George’s County offer a total of 17 diamonds (10 lighted) and 21 rectangular fields (10 lighted). Allen Pond Park has three diamonds and four rectangular fields, all of which are lighted. While Clinton Sports Park has the most diamonds (seven) and Mitchellville Soccer Fields offers seven rectangular fields, none of these facilities are lighted. Although not profiled, there are additional outdoor fields at educational institutions such as the University of Maryland, Bowie State University and Prince George’s Community College.

### Local Indoor Sports Facilities

The following provides an overview of indoor sports facilities in the local area.

#### St. Mary’s County

The following table profiles existing indoor facilities in the County that host sports activity. As shown, there is relatively limited indoor sports space in the County. Further, none of these facilities are well-positioned to host tournaments/competitions that require multiple courts/playing surfaces.

Indoor Facilities in St. Mary's County				
Facility	Location	Square Feet	Maximum Capacity	Primary Uses
Michael P. O'Brien Athletics & Recreation Center Arena	St. Mary's City	110,000	1,200	St. Mary's College of Maryland's men's and women's basketball and volleyball, recreation, club sports, classes and intramural programs
Willows Recreation Center	Lexington Park	26,000	900	Youth and adult leagues, sports training, camps/clinics, fitness classes, special events
Leonard Hall Recreation Center	Leonardtown	12,740	400	Indoor soccer, roller hockey, indoor lacrosse, pickleball, summer camps
St. Mary's Gymnastics Center	Lexington Park	12,500	N/A	Gymnastics
Carver Recreation Center	Lexington Park	5,632	250	Cheerleading practices, basketball practices, summer camps
Margaret Brent Recreation Center	Helen	3,015	200	Indoor soccer, adult volleyball leagues, basketball, summer camps
Drill Hall	Patuxent River	N/A	N/A	Athletic use for military personnel and their family members

Notes: Sorted in descending order by square feet.

Michael P. O'Brien Athletics & Recreation Center Arena's square footage includes the arena, two recreational courts, an Olympic swimming pool and a fitness center.

Sources: Individual Facilities; Secondary Research.



For informational purposes, the College of Southern Maryland Leonardtown Campus features the Wellness and Aquatics Center which offers two pools. There is an additional pool at the La Plata Campus. These facilities have annually hosted numerous large swimming events. In addition, the County recently created a YMCA Exploratory Committee to explore the feasibility of bringing a YMCA to the County. At the time of this study, no final decisions have been made related to partnering with YMCA.

The following pages provide a brief description of the profiled facilities list above.



Source: Facility website.

*Michael P. O'Brien Athletics & Recreation Center Arena* is on the campus of St. Mary's College of Maryland. This facility offers an arena which is home to the college's men's and women's basketball teams as well as Seahawk volleyball, a rock-climbing wall, aquatics center, fitness center and recreational courts. The recreational court area includes two courts which are available for organized groups for recreation and club sports.



Source: Facility website.

*Willows Recreation Center (WRC)* opened in 2019. Located in Lexington Park, the WRC offers a total of 26,000 SF of indoor space and features a sports arena, batting cages, fitness gym, multipurpose rooms and locker rooms. The arena floor is interchangeable between hard court and turf. Sports activity at the facility includes various sports including soccer, volleyball, basketball, dodgeball, flag football, pickleball, futsal, roller hockey, field hockey and lacrosse. WRC offers food and beverage options at the Sidelines Bar & Grill.



Source: Visit St. Mary's.

*Leonard Hall Recreation Center* is an indoor athletic facility that hosts youth indoor soccer, roller hockey, basketball leagues and other sports activity. The 12,740 SF facility hosts 80 youth indoor soccer teams in the winter and nine youth indoor lacrosse teams. In addition, the facility hosts pickleball and instructional clinics held in both field hockey and youth roller hockey. In the summer, five different summer sports camps are held weekly. The facility is also open for year-round rental.



Source: Google maps.



Source: Visit St. Mary's.



Source: St. Mary's County.



Source: Facility website.

*St. Mary's Gymnastics Center* has 12,500 SF of space. The facility primarily hosts recreational gymnastics classes, a United States of America Gymnastics competitive team program and private parties.

*Margaret Brent Recreation Center* features 3,015 SF with a maximum capacity of 200 people. The facility hosts basketball and volleyball league games and practices as well as private parties and concert rentals. The facility also hosts youth indoor soccer and eight weeks of summer camp annually.

*Carver Recreation Center* features 5,632 SF with a bleacher capacity of 250 people. The facility hosts cheer practices three nights a week between September and May and basketball practices five nights a week from December to March. The Carver Recreation Center also hosts eight weeks of summer camp annually.

*Drill Hall* is part of the Naval Air Station Patuxent River and offers four basketball courts, one of which is an NCAA regulation court, as well as a full-sized regulation volleyball court and two full-sized regulation racquetball courts. The facility is reserved for the recreational needs of military personnel and contract employees as well as their family members.

## Surrounding Counties

The following table summarizes indoor sports facilities in Calvert, Charles and Prince George's counties. While there are additional local facilities including recreation centers and sports training facilities, they are not profiled due to their primary market focus.

Indoor Sports Facilities in Surrounding Counties						
Facility	Location	County	Total Square Feet	Number of Courts	Number of Indoor Ice Sheets	Track
CSA Fieldhouse	Prince Frederick	Calvert	20,000+	3	0	No
Capital Clubhouse	Waldorf	Charles	90,000	2	1	No
Prince George's Sports and Learning Complex	Landover	Prince George's	185,000	N/A	0	Yes
Bowie Ice Arena	Bowie	Prince George's	N/A	0	1	No
The Gardens Ice House	Laurel	Prince George's	150,000	0	3	No
Tucker Road Ice Rink	Fort Washington	Prince George's	48,860	0	1	No
Herbert Wells Ice Rink	College Park	Prince George's	N/A	0	1	No

Notes: N/A denotes data not available.

One of the four ice sheets at the Gardens Ice House is seasonal.

Tucker Road Ice Rink was damaged by fire in 2017. The facility is being rebuilt with 31,110 SF of expansion space for a second sheet of ice in the future.

Sources: Individual Facilities; Secondary Research.

As shown, there is a relatively limited supply of indoor sports facilities in the profiled counties. There are several ice rinks/arenas in the local area including Capital Clubhouse, Bowie Ice Arena, The Gardens Ice House, Tucker Road Ice Rink and Herbert Wells Ice Rink; most of which only offer one sheet of ice.

The following provides a brief overview these indoor facilities.

*CSA Fieldhouse* offers three courts with a sports court surface that are suitable for futsal, volleyball, basketball, lacrosse and field hockey. In addition to courts, the facility offers batting cages, a speed and agility area, a training/meeting room and a picnic area. The facility primarily hosts clinics, classes, leagues and private parties/events.

*Capital Clubhouse* offers 90,000 SF that includes an NHL-size ice rink, two multi-sport courts, a rock climbing wall, eight locker rooms and four party rooms. The facility primarily hosts camps, leagues, skating lessons, freestyle sessions, drop-in games and practices. The facility also hosts St. Mary's Ryken High School, Southern Maryland Sabres and Charles County Cougars practices. Based on input from several users, the facility is heavily utilized year-round and certain programs are unable to grow given the limited availability of ice time.

*Prince George's Sports and Learning Complex* features the Aquatic Center, Field House, Fitness Center, Gymnastics Center, Learning Center and Marvin F. Wilson Stadium. The Aquatic Center features a 50-meter, Olympic-size pool and diving area. The Field House offers a 200-meter, six-lane, oval indoor track as well as pole vault runways, high jump pits and shot put areas. The 75,000 SF Field House has a capacity of 3,500 people. While the design primarily lends itself to track and field events, it can accommodate other sporting events as well as exhibits and tradeshow. In addition, Marvin F. Wilson Stadium offers an outdoor 400-meter, eight-lane track.

*Bowie Ice Arena* is a year-round skating facility. The arena offers one sheet of ice and is home to the Bowie Figure Skating Club, Bowie Hockey Club, Bowie High School Ice Dogs and the Bowie ISI Figure Skating Team. In addition, the facility hosts skating lessons, camps, public skate sessions and parties.

The City of Bowie had plans to develop a new 77,400 SF ice arena with two ice sheets, eight locker rooms, a pro shop and other amenities which was anticipated to replace the aging Bowie Ice Arena. In May 2020, the City voted to stop construction and cancelled the contract to build the new arena. According to secondary sources, factors influencing the decision to stop development included financial difficulties related to the COVID-19 pandemic as well as a push for a facility that could accommodate multiple sports. Current plans include construction of an indoor court facility and renovation of the existing Bowie Ice Arena. Detailed plans for the indoor court facility have not yet been released at the time of this report.

*The Gardens Ice House* features three sheets of ice including an Olympic-sized rink. Two of the rinks are NHL-regulation sized. The facility also offers additional outdoor ice space. The facility is open year-round and is home to the Maryland Scholastic High School Championship, Gardens Figure Skating Club and multiple youth hockey programs. The National Capital Curling Center is located within the Gardens Ice House and is operated September through April by the Potomac Curling Club. The facility offers four sheets dedicated to curling and host camps, clinics, lessons, tournaments and other sports-related event activity.

*Tucker Road Ice Rink* was damaged by a fire in 2017. Construction to rebuild the facility started in 2019. Plans for the replacement facility include a 48,860 SF facility with an NHL-sized ice rink with bleacher seating for up to 350 people. The facility will primarily be intended for general community use. The design also includes a variety of other spaces such as a classroom/party room, snack bar, dance studio, six locker rooms and two officials' changing rooms. Further, the new rink is designed with expansion capability of 31,110 SF to include a second 26,220 SF sheet of ice, four locker rooms, a fitness room and support areas. The timeline for construction completion is slated for Winter 2020.

*Herbert Wells Ice Rink* features one sheet of ice, four locker rooms and a seating capacity of approximately 300 people. The rink offers public skating sessions regularly throughout the week.



## SUPPLY OF REGIONAL SPORTS FACILITIES

This section profiles existing and planned sports facilities in the region, defined as a 150-mile radius from St. Mary’s County. Many of these facilities could potentially compete with the proposed new sports complex for tournaments/competitions and other sports-related activities such as camps and clinics. As with local sports facilities, this list is not meant to be an all-inclusive inventory of regional facilities.

### Regional Outdoor Sports Facilities

Profiled facilities feature a minimum of six fields of the same type (diamond or rectangular) and host similar tournament activity to that anticipated at the proposed multi-field outdoor complex.

Attributes of Select Regional Outdoor Sports Complexes								
Facility	Location	Operator	Diamonds		Rectangular			Stadium Seating
			Total Fields	Lighted	Total Fields	Turf Fields	Lighted	
Maryland SoccerPlex	Boyd's, MD	Private			24	3	6	3,200
Hampton Roads Soccer Complex	Virginia Beach, VA	Non-Profit			21	2	2	n/a
Kirkwood Soccer Complex	New Castle, DE	Private			14	1	0	n/a
Warhill Sports Complex	Williamsburg, VA	County	8	4	14	6	6	n/a
Cedar Lane Regional Park	Bel Air, MD	Private	1	0	13	1	0	900
Carsins Run	Aberdeen, MD	Private			12	0	0	n/a
DE Turf Sports Complex	Frederica, DE	Non-Profit			12	12	5	700
River City Sportsplex	Midlothian, VA	County			12	12	12	n/a
Calvert Regional Park	North East, MD	County			12	1	1	n/a
Striker Park	Glen Allen, VA	Private			11	1	2	n/a
Fruitland Falcons Sports Complex	Fruitland, MD	Private			11	0	1	n/a
West Creek Complex	Richmond, VA	Private			10	0	0	n/a
Baron Cameron Park	Reston, VA	County	1	1	9	0	0	n/a
The Harford Polo Grounds	Jarrettsville, MD	Private			9	0	0	n/a
Bob Lucido Fields at Covenant Park	Ellicott, MD	Private			9	5	4	n/a
Philip A. Bolen Memorial Park	Leesburg, VA	County	9	9	8	0	8	n/a
Publix Virginia Soccer Training Center	Fredericksburg, VA	Non-Profit			8	2	2	n/a
Princess Anne Athletic Complex	Virginia Beach, VA	City	8	8	8	4	8	n/a
Embrey Mill Park	Stafford, VA	County			8	6	8	n/a
Horner Park	Moseley, VA	County	4	4	7	0	2	n/a
Mid Atlantic Youth Sportsplex	Pittsville, MD	Private			7	0	0	n/a
Crown Sports Center	Eden, MD	Private			6	0	0	n/a
Garcelon Athletic Complex at Kinder Farm Park	Millersville, MD	County	4	3	6	N/A	4	n/a
John Walter Smith Park	Snow Hill, MD	County	7	0	5	0	4	n/a
Lake Shore Athletic Complex	Pasadena, MD	County	12	2	4	0	3	n/a
Newtown Park	Pocomoke, MD	County	6	3	3	0	2	n/a
Braddock Park	Clifton, VA	County	6	6	1	1	1	n/a
Sports at the Beach	Georgetown, DE	Private	16	3				n/a
Legacy Park	Ruther Glen, VA	Private	8	8				n/a
Henry S. Parker Athletic Complex	Salisbury, MD	County	8	6				n/a
The Ripken Experience	Aberdeen, MD	Private	9	2				6,300

Notes: Complexes sorted by total number of rectangular fields.  
 Complexes with less than six fields of the same type are not profiled.  
 Publix Virginia Soccer Training Center is currently constructing a championship stadium.  
 Fairfax County Park Authority recently started a public planning process to determine how several parks, including Braddock Park, can be improved.  
 NA denotes information not available.

Sources: Maryland Sports; MAASA; Individual Facilities; Secondary Research.

Nearly half of the profiled facilities are privately operated. Sports at the Beach, which offers 16 diamonds, hosted more than 40 youth baseball tournaments during the 2019 season. Many profiled sports complexes do not offer diamonds.

The largest supply of rectangular fields at a profiled facility is 24, which is offered at Maryland SoccerPlex. Maryland SoccerPlex features Championship Stadium, which is home to the Washington Spirit of the National Women’s Soccer League (NWSL) and has previously hosted events such as a U.S. Olympic qualifier, Major League Soccer (MLS) Open Cup matches and the U.S. Youth Soccer National Championship. DE Turf Sports Complex and River City Sportsplex each offer 12 turf fields, which is the most out of all the profiled facilities. In addition, all the fields at River City Sportsplex are lighted.

The Mid-Atlantic Youth Sportsplex (MAYS) currently offers seven rectangular, tournament-quality fields. Based on information obtained from MAYS management, it is our understanding that the facility is considering expansion that would result in a 25-field complex, which may include a mix of both diamonds and rectangular fields.

In addition to the profiled facilities, there are several other sports complexes in the region that feature a significant supply of fields in one location. However, these facilities are not primarily focused on hosting tournament activity similar to that anticipated to be hosted at the proposed multi-field outdoor complex. For instance, there are several colleges/universities in the region that offer outdoor sports fields/complexes, but their primary market focus is to host their athletic programs and student activities. Although deemed not directly competitive, it is likely that these facilities would be competitive for certain events such as NCAA tournaments/competitions.

#### Regional Planned New/Expansion Projects

There are several planned new facilities and expansion projects in the region that may present competition to the proposed multi-field outdoor field complex in St. Mary's County. The following provides a brief overview of select planned outdoor sports facilities with a minimum of six fields of the same type as well as select existing facilities with expansion plans.

- The new Sussex Sports Center, also referred to as Sandhill Fields, opened in September 2020. The all-grass facility is in the heart of Sussex County in Delaware on 56 acres of farmland, just outside of Georgetown, and is owned by the Sussex Sports Center Foundation. The public complex features eight regulation sized soccer/lacrosse fields and six pickleball courts as well as a cross country course, walking trail, playground, pavilions and 350 parking spaces. Funding for the complex is through a public-private partnership, with Sussex County loaning \$1.5 million towards the \$4.4 million project with the option to eventually assume ownership. The complex is free to the public and plans to host several local youth and adult athletic clubs, such as Henlopen Soccer and Saltwater Lacrosse, as well as tournaments, receptions and summer sports camps. It is also envisioned that the facility will complement other existing facilities such as the DE Turf Sports Complex.
- A large development named Southfields of Elkton is currently under consideration in Elkton, Maryland. The development plans include an industrial park, 1,000 residential homes, an apartment complex, commercial retail and a 50-acre sports complex. The sports complex may include both an outdoor and indoor component. Sample plans for the outdoor component indicate the complex could include eight rectangular fields and one diamond field. Certain rectangular fields may be configurable to also host baseball/softball activity.
- The Town of Ocean City, Maryland is currently considering the development of an outdoor sports complex. Although yet to be determined, the complex may include eight or more rectangular fields that can accommodate tournaments in multiple sports including soccer, lacrosse, rugby and football, among others.
- Glover Park in Glen Allen, Virginia recently opened with four lighted turf fields and eight sand volleyball courts. Future construction plans call for additional fields, a running trail, playground and other features. The park will be used for local schools, recreation leagues and tournament play.

## Regional Indoor Sports Facilities

As shown below, there are multiple facilities in the region (defined as a 150-mile radius) that offer indoor courts, turf fields/areas, and/or ice sheets. For purposes of this analysis, profiled ice-focused facilities offer a minimum of two sheets of ice, which is generally the minimum required to host tournament activity.

Attributes of Select Regional Indoor Sports Facilities									
Facility Type	Location	Owner	Operator	Total SF	Number of Courts		Number of Indoor Turf Fields/Areas	Number of Ice Sheets	Track
					Basketball	Volleyball			
<b>Court/Turf-Focused Facilities</b>									
Spooky Nook Sports	Manheim, PA	Private	Private	700,000	10	10	6	0	Yes
Adventist HealthCare Fieldhouse	Boyd's, MD	Bi-County Agency	Non-Profit	66,000	8	8	2	0	No
Boo William Sportsplex	Hampton, VA	City	Private	135,000	8	12	0	0	Yes
Virginia Beach Fieldhouse	Virginia Beach, VA	Private	Private	175,000	4	8	6	0	No
The St. James	Springfield, VA	Private	Private	450,000	4	9	4	2	No
76ers Fieldhouse	Wilmington, DE	Private	Private	161,000	3	4	1	0	No
Michael & Son Sportsplex at Rockville	Sterling, VA	Private	Private	63,000	3	3	4	0	No
Fairfax Sportsplex	Springfield, VA	Private	Private	N/A	2	2	3	0	No
Crown Sports Center	Eden, MD	Private	Private	82,000	1	2	5	0	No
Reisterstown Sportsplex	Reisterstown, MD	County	County	N/A	0	0	1	1	No
Spooky Nook Lanco	East Petersburg, PA	Private	Private	62,000	0	0	4	0	No
<b>Ice-Focused Facilities</b>									
Premier Orthopaedics IceWorks Skating Complex	Aston, PA	Private	Private	N/A	0	0	0	4	No
Cabin John Ice Rink	Rockville, MD	County	County	N/A	0	0	0	3	No
Hollydell Ice Arena	Sewell, NJ	Private	Private	N/A	0	0	0	3	No
MedStar Capitals Iceplex	Arlington, VA	County	Private	137,000	0	0	0	3	No
Rockville Ice Arena	Rockville, MD	Private	Private	N/A	0	0	0	3	No
Ice World	Abingdon, MD	Private	Private	N/A	0	0	0	2	No
Skate Frederick Ice Sports & More	Frederick, MD	Private	Private	N/A	0	0	0	2	No
Prince William Ice Center	Woodbridge, VA	Private	Private	N/A	0	0	0	2	No
Patriot Ice Center	Newark, DE	Private	Private	N/A	0	0	0	2	No
Haymarket Iceplex	Haymarket, VA	Private	Private	N/A	0	0	0	2	No
Chilled Ponds Ice Sports Complex	Chesapeake, VA	Private	Private	90,000	0	0	1	2	No
SkateQuest	Reston, VA	Private	Private	N/A	0	0	0	2	No
Ion International Training Center	Leesburg, VA	Private	Private	N/A	0	0	0	2	No
Ashburn Ice House	Ashburn, VA	Private	Private	N/A	0	0	0	2	No
Piney Orchard Ice Arena	Odenton, MD	Private	Private	N/A	0	0	0	2	No

Notes: Adventist HealthCare Fieldhouse rolls two turf fields over existing court space in November.

Spooky Nook Sports serves as an extension of Spooky Nook Sports.

The NHL Washington Capitals practice at MedStar Capitals Iceplex.

N/A denotes information not available.

Source: Individual facility websites.

Based on geographic location and building program, Spooky Nook Sports (Spooky Nook), Adventist HealthCare Fieldhouse, Boo Williams Sportsplex, Virginia Beach Field House and Crown Sports Center present the highest level of competition for the proposed indoor fieldhouse in St. Mary's County in terms of non-ice sports activity. Each of these facilities host multiple indoor tournaments annually covering a variety of sports including basketball, volleyball, field hockey, wrestling, lacrosse, baseball/softball, soccer, etc. Spooky Nook, Adventist HealthCare Fieldhouse and Virginia Beach Field House offer both turf fields/areas and courts.

*Spooky Nook* offers the largest number of basketball courts (10) and the second largest number of volleyball courts (10). The facility boasts 700,000 SF of indoor space which includes four sport courts, six turf rectangular fields, a full-sized baseball infield and a 200-meter track, among other areas and amenities. Several of the turf areas can be rolled up to accommodate more courts. Spooky Nook recently acquired LANCO Fieldhouse, a 62,000 SF indoor sports facility consisting of four indoor turf fields, seating for 700 spectators, batting cages and parking for 240 cars, among other amenities. LANCO Fieldhouse operates under the name of Spooky Nook Sports LANCO and serves as an extension of the main facility's programming. The facility is located approximately five miles from the main facility. There are currently plans for the development of a new indoor sports facility named Spooky Nook Sports at Champion Mill which will be in Hamilton, Ohio. An old paper mill will be repurposed to develop the new indoor facility. In addition to the sports facility, there are plans for the broader complex to feature a fitness center, hotel, restaurants, brewery, and meeting/event space, as well as other entertainment venues. The indoor facility is anticipated to open in 2021.

*Adventist HealthCare Fieldhouse* offers 66,000 SF of indoor space and includes eight (8) basketball/volleyball courts. This facility is described in further detail in the next section of this report.

*Boo Williams Sportsplex* is a full-service 135,000 SF, multi-sport indoor facility that features eight basketball courts or 12 volleyball courts, a regulation size indoor track and field setup, seating for 4,000 spectators, a concession area, meeting/banquet space, training rooms, a merchandise area and 15,000 SF of rental space. This facility is described in more detail in the next section of this report.

*Virginia Beach Field House* is a 175,000 SF indoor sports facility that offers four large turf fields, two small carpet turf fields, four basketball courts, eight volleyball courts and eight outdoor sand volleyball courts. This facility is described in more detail in the next section of this report.

*Crown Sports Center* features 10.5 acres of outdoor Bermuda grass fields as well as an 82,000 SF climate-controlled indoor facility that offers five turf fields, a multi-surface court, batting cages and two volleyball courts. In addition, the Crown Sports Center offers the Early Learning Center which houses a 20,000 SF roller-skating arena, a two-story laser tag maze, an arcade, a rock climbing wall and party rooms. Facility ownership has plans to expand the Early Learning Center to double its current capacity.

In terms of facilities that offer ice, most offer two sheets. Five of the facilities have more than two sheets of ice including Premier Orthopaedics IceWorks Skating Complex, Cabin John Rice Rink, Hollydell Ice Arena, MedStar Capitals Iceplex and Rockville Ice Arena.

Premier Orthopaedics Ice Works Skating Complex offers the most ice sheets (four). The facility is home to over 180 hockey teams at various levels including college, juniors, youth elementary/middle school, high school and adult leagues. The facility is also home of the IceWorks Skating Club which has over 400 members. Many major events have been held at the facility including USA Curling Nationals, US Speed Skating Nationals, USA Collegiate Roller Hockey Nationals, US Figure Skating Eastern Sectional Championships, US Figure Skating South Atlantic Regional Championships and Philadelphia Summer Championships and International Competition.

Cabin John Ice Rink, Hollydell Ice Arena, MedStar Capitals Iceplex and Rockville Ice Arena each offer three sheets of ice and host tournaments, public skating sessions, leagues, camps, clinics and classes. MedStar Capitals Iceplex is also home to practices of the NHL Washington Capitals.

The St. James is the only profiled facility that offers indoor court, turf and ice areas. The facility also offers a gymnastics area, Olympic-sized training and competition pool, and other amenities. The facility is available through various types of memberships, while the public can sign up for various sports programs. While much of the facility is focused on training, leagues, camps, clinics and overall health and wellness, it also accommodates tournaments in basketball, ice hockey, volleyball and futsal, among others. Several of the profiled facilities offer multiple sizes of ice sheets including NHL regulation and Olympic-sized which helps diversify the types of events the facility can host.



Although not profiled, there are also numerous ice facilities in the region that offer one sheet of ice such as Columbia Ice Arena in Columbia, MD; Fort Dupont Ice Arena in Washington, D.C.; Hampton Roads IcePlex in Yorktown, VA; Centre Ice Arena at the Delaware State Fairgrounds in Harrington; Mount Vernon RECenter Ice Arena in Alexandria, VA; Talbot County Community Center in Easton, MD; Hagerstown Ice & Sports Complex in Hagerstown, MD; Fairfax Ice Arena in Fairfax, VA; and the Loudoun Ice Centre in Sterling, VA. Facilities with one ice sheet are relatively limited in their programming due to the inability to host simultaneous ice events and tournaments with more than two teams playing at a single time. As such, many of these facilities focus on community usage including public skating, lessons, private parties, freestyle sessions and league play.

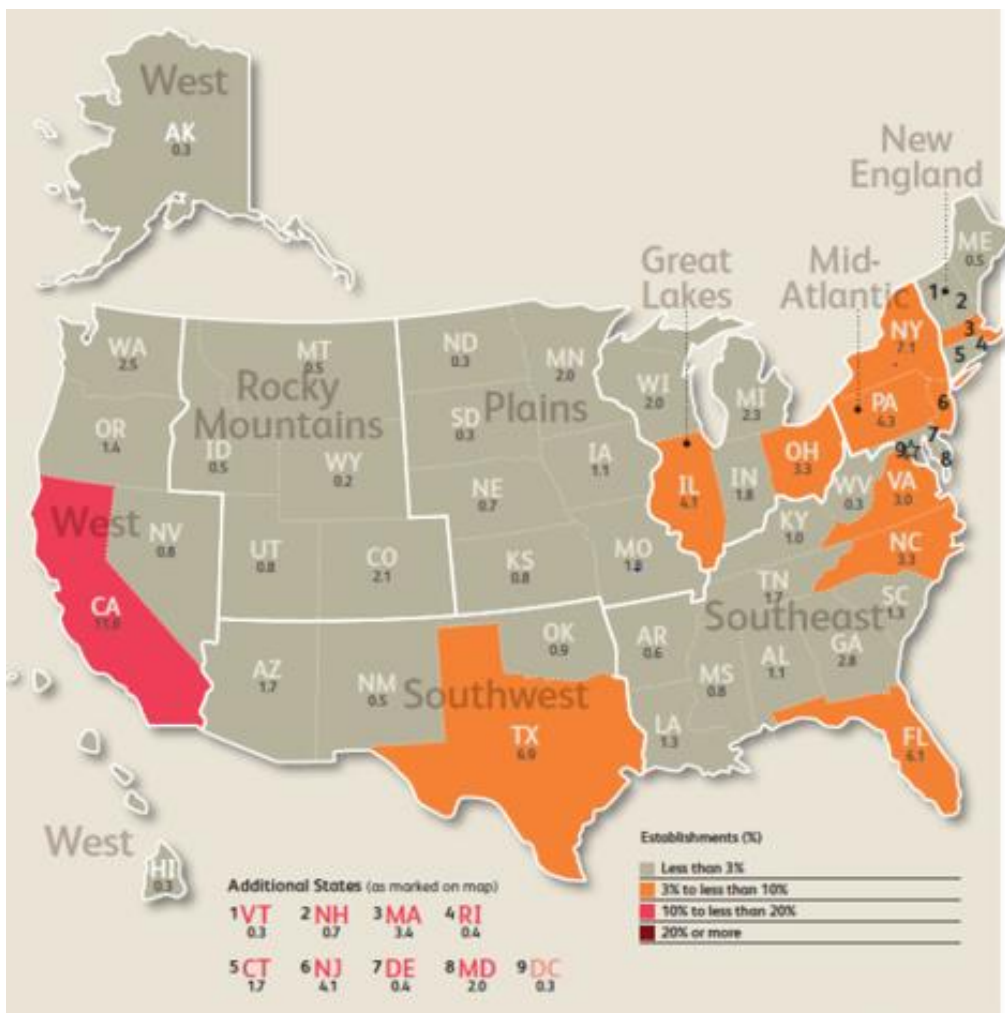
### Regional Planned New/Expansion Projects

The following provides an overview of select planned new facilities and expansion projects in the region that may present competition to the proposed indoor fieldhouse in St. Mary's County.

- Henrico County, Virginia recently announced it is in the process of developing a new 220,000 SF indoor sports arena. Initial plans call for at least 12 basketball courts and seating of 4,500. Initial schedules indicate that the facility could open in 2022. According to secondary sources, the facility will dedicate 20 to 30 weekends to tournaments with remaining dates open for recreation leagues and graduation ceremonies. According to recent reports, progress related to the facilities planning and development has temporarily stopped due to the COVID-19 pandemic but will continue when the economic outlook for Henrico County becomes clearer.
- The new indoor Virginia Beach Sports Center opened in October 2020. The facility features 195,000 SF of programmable space, including 12 basketball courts, 24 volleyball courts, seating for 5,000 spectators and a 200-meter hydraulically banked track. The facility is located across the street from the Virginia Beach Convention Center, which has a 150,000 SF column-free exhibit hall, and approximately 10 miles from the existing Virginia Beach Field House. Virginia Beach offers approximately 11,000 hotel rooms. The facility is owned by the City of Virginia Beach and operated by Eastern Sports Management - the same private management company that currently operates the Virginia Beach Field House. The City plans to have oversight of bookings to ensure that the center is used for sports that draw tourists to the area. According to secondary sources, tourism taxes are funding the facility.
- The Town of Ocean City, Maryland is currently exploring the development of an indoor fieldhouse which could offer eight to 10 basketball courts or 16 to 20 basketball courts. The indoor facility and the previously mentioned outdoor complex being considered could be developed in a complex setting or in a separate location.
- Wicomico County is currently considering the expansion of the Wicomico Youth and Civic Center by 28,500 SF. It is envisioned that the expansion would better accommodate existing events as well as attract new events including those related to sports. The expansion would increase the facility's supply of courts to six basketball courts or 12 volleyball courts.

- The Mount Vernon RECenter Ice Arena in Alexandria, Virginia currently features one sheet of ice, a 25-meter pool, locker rooms, fitness center and multi-purpose rooms. The facility is publicly owned and designed for year-round use. There are currently plans to renovate and expand the facility, which includes the development of a second sheet of ice. Funding for the construction of the second sheet of ice has not yet been identified.
- According to secondary sources, a group of organizations in Virginia are in the initial planning stages of potentially developing a new ice arena. One potential location for the facility is proximate to the Princess Anne Athletic Complex. The facility is anticipated to be named the Warrior Ice Center and offer two NHL-regulation sized ice sheets.

According to IBISWorld, a leading publisher of business intelligence specializing in industry and procurement research, the Mid-Atlantic region contains 18.2% of the nation's indoor sports establishments, which are categorized as indoor basketball complexes, ice rinks, soccer complexes, swimming complexes, tennis courts and other indoor sports facilities. Maryland has 2.0% of the total. Most of the nation's indoor sports establishments are in the Southeast (23.3%). IBISWorld reports that the distribution and location of these establishments are highly correlated to population, as the more populated regions tend to have more establishments.



Source: IBISWorld.

Prior to COVID-19, the number of indoor sports facilities throughout the U.S. was expected to increase at an annualized growth rate of approximately 1.6% from 9,736 in 2019 to 10,525 in 2024. As such, competition within the industry is anticipated to increase and larger facilities that can accommodate multiple sports are expected to have a competitive advantage.

Indoor sports fieldhouses/complexes are increasingly being developed nationally to accommodate large tournaments/competitions that generate economic impact to the surrounding area. Market research shows that, on average, these facilities offer a minimum of eight basketball courts (or 16 volleyball courts) among other amenities such as turf areas, walking tracks, lobbies, locker rooms and other flexible spaces.

Specifically related to ice arenas/rinks, IBISWorld reports that the industry generated revenues of more than \$882.7 million in 2019. The industry grew by 2.6% between 2014 and 2019. IBISWorld reports the industry is expected to continue growing, albeit at a slower rate (0.9%) to 2024. Of total industry revenue in 2019, it was estimated that approximately 60% was provided from admission fees related to recreation and fitness services; 12% was attributed to fees charged for services given to athletic groups and teams for games and tournaments; 8% was generated from rental and resale of equipment; 5% was attributed to the sale of food and beverage; 5% was from athletic instruction; 4% was provided by rental of ice rinks and facilities; and 6% was generated from other revenue sources such as coin-operated games and rides, repair of equipment and party services.

Demand for ice rinks and related activities is influenced by a variety of factors including household disposable income; leisure time availability; participation in recreation and sports; and the cost of services relative to other sport and recreation services. Demand for ice activities, which tend to be relatively more expensive than other sports, has fared well during recent years amid rising per capita disposable income and increased participation in other sports. Further, an increased interest in ice hockey has helped boost demand for ice rink management companies, therefore raising revenue and encouraging development of new facilities.

Despite the industry's growth, industry operators have been forced to compete with other sports and forms of exercise for consumer leisure time. To combat increased competition, rising utility costs and continually shifting consumer sport and leisure preferences, industry operators have been developing larger state-of-the-art facilities which may include facilities for multiple sports such as basketball, soccer, volleyball and ice-related sports. The construction of larger facilities that can accommodate more than one sport helps to spread high-fixed building and maintenance expenses over a larger and more diversified customer base to maintain profitability. With that said, development of new ice rinks has been relatively slow due to the high cost associated with facilities of this type. Most ice rinks struggle to be profitable enough to overcome the high levels of debt operators assume to build them. As such, most management companies require substantial financial backing to operate successfully. Many ice rinks are publicly owned or subsidized and do not make a profit.

Key success factors for ice rinks identified by IBISWorld include proximity to communities with families and children; ability to allocate product/service to area of greatest need; ability to attract local support/patronage, as many private ice rinks rely on public supports for sponsorship and the purchase of advertising space; and access to the athletic and family communities.

## Track and Field Facilities

In addition to the previously profiled facilities that feature tracks as part of their overall building program, there are numerous other track and field facilities in the region. As shown in the table below, most of these facilities are associated with college/university athletics. Several facilities offer both an outdoor track and indoor track. Many of these facilities host tournament play in addition to their athletic programs.

Regional Track and Field Facilities			
Facility	Location	Indoor/Outdoor	Track Type
Ingram Field	Annapolis, MD	Outdoor	Synthetic
Allegany College of Maryland Sports Complex	Cumberland, MD	Outdoor	Synthetic
Bates Athletic Complex	Annapolis, MD	Outdoor	Synthetic
Coppin State University Track and Soccer Complex	Baltimore, MD	Outdoor	Synthetic
Hagerstown Community College- ARCC	Hagerstown, MD	Both	Both Synthetic
Howard Community College-Dragon Athletic Complex	Columbia, MD	Outdoor	Synthetic
Johns Hopkins University/Loyola University- Track	Baltimore, MD	Outdoor	Synthetic
Morgan State University- Hughes Stadium	Baltimore, MD	Outdoor	Synthetic
Salisbury University- Track & Field Complex	Salisbury, MD	Outdoor	Synthetic
Washington College- Kibler Field	Chestertown, MD	Outdoor	Synthetic
University of Maryland Baltimore County	Baltimore, MD	Outdoor	Synthetic
Wicomico County Stadium	Salisbury, MD	Outdoor	Synthetic
Goucher College Athletic Complex	Towson, MD	Outdoor	Synthetic
Towson University	Towson, MD	Both	Both Synthetic
McDaniel College- Kenneth R. Gill Stadium	Westminster, MD	Outdoor	Synthetic
University of Maryland- Ludwig Field	College Park, MD	Outdoor	Synthetic
US Naval Academy - Wesley Brown Field House	Annapolis, MD	Indoor	Synthetic
Bowie State University- Leonidas S. James Complex	Bowie, MD	Outdoor	Synthetic
Frostburg State University- Bobcat Stadium	Frostburg, MD	Outdoor	Synthetic
Mount St. Mary's University- Morgan Track	Emmitsburg, MD	Outdoor	Synthetic
University of Virginia Lannigan Field	Charlottesville, VA	Outdoor	Synthetic
Todd Stadium	Newport News, VA	Outdoor	Synthetic
St. Christopher's Fieldhouse	Richmond, VA	Indoor	Synthetic
Virginia Tech's Rector Fieldhouse	Blacksburg, VA	Indoor	Synthetic
William and Mary's Cary Field	Lexington, VA	Outdoor	Synthetic
Christopher Newport University- Freeman Center and POMOCO Stadium	Newport News, VA	Both	Both Synthetic
University of Richmond - Robins Stadium	Richmond, VA	Outdoor	Synthetic
George Mason University	Fairfax, VA	Both	Both Synthetic
James Madison University- Field Hockey Complex	Harrisonburg, VA	Outdoor	Synthetic
Virginia Commonwealth University- Sports Backers Stadium	Richmond, VA	Outdoor	Synthetic
University of Mary Washington- Battleground Athletic Complex	Fredericksburg, VA	Outdoor	Synthetic
Washington and Lee University- Wilson Field	Lexington, VA	Outdoor	Synthetic
Bridgewater College- Jopson Athletic Complex	Bridgewater, VA	Outdoor	Synthetic
Eastern Mennonite University- Bomberger Field	Harrisonburg, VA	Outdoor	Synthetic
Hampton University- Armstrong Stadium	Hampton, VA	Outdoor	Synthetic
Liberty University- Matthes-Hopkins Track Complex	Lynchburg, VA	Both	Both Synthetic
University of Lynchburg- Dr. Jack M. Toms Track	Lynchburg, VA	Outdoor	Synthetic
Norfolk State University- William Price Stadium	Norfolk, VA	Outdoor	Synthetic
Radford University- Patrick D. Cupp Memorial Stadium	Radford, VA	Outdoor	Synthetic
Randolph College- Wildcat Stadium	Lynchburg, VA	Outdoor	Synthetic
Roanoke College- Cregger Center and C. Homer Bast Track Complex	Salem, VA	Both	Both Synthetic
Shenandoah University- James R. Wilkins Jr. Athletics Center	Winchester, VA	Indoor	Synthetic
Virginia Military Institute of Technology- Alumni Memorial Field at Foster Stadium	Lexington, VA	Outdoor	Synthetic
Virginia State University- Rogers Stadium	Petersburg, VA	Outdoor	Synthetic
Virginia Wesleyan University- Betty S. Rogers Track and Field Center	Virginia Beach, VA	Outdoor	Synthetic
University of Delaware- Delaware Field House	Newark, DE	Indoor	Synthetic
Delaware State University- Alumni Stadium	Dover, DE	Outdoor	Synthetic
Lincoln University Stadium	Lincoln University, PA	Outdoor	Synthetic
Franklin Field	Philadelphia, PA	Outdoor	Synthetic

Source: Individual facilities; Secondary research.



## **Observations – Supply of Area Sports Facilities**

The following summarizes key observations based on the supply of local and regional sports facilities.

### Local and Regional Outdoor Facilities

Although there is a relatively large supply of outdoor diamond and rectangular fields in the local area, the only track and field facilities are at St. Mary's College of Maryland and the Prince George's Sports & Learning Complex. Based on input from various stakeholders, which is summarized later in this study, local demand has outgrown the existing supply of facilities in the County. Further, the heavy utilization of outdoor facilities by local users has resulted in poor field conditions. The existing usage, conditions and lack of amenities such as lights at existing facilities results in limited opportunity to host tournament activity.

In addition, there is a significant supply of outdoor sports facilities in the region, including track and field venues. Based on the building programs at these facilities, there appears to be a gap in the supply of facilities that offer a significant number of rectangular turf fields, especially in the State. Further, many of the regional facilities offer less than six lighted rectangular fields. As it relates to diamond fields, less than half of the regional facilities offer fields of this type. Of those that offer diamond fields, many offer less than six lighted fields.

### Local and Regional Indoor Facilities

There is a relatively limited supply of indoor sports facilities in the local area and none within the County that are geared towards hosting tournaments. Existing local facilities are primarily recreational-based, reserved for military personnel or part of a university/college. The County does not offer an indoor ice or track and field facility which suggests an unmet County-level need; however, there are several sport-specific facilities in surrounding counties that pose strong competition for these event types.

There are multiple indoor court/turf sports facilities in the region, including several in Maryland. With that said, the geographic location of these facilities in comparison to the County suggests there is an opportunity to capture unmet demand. The location of the County is proximate to larger markets including Baltimore and Washington, D.C. than many competitive court/turf facilities and the Governor Harry W. Memorial/Senator Thomas "Mac" Middleton Bridge offers access to the peninsula from Virginia. This is further supported by potential user input summarized later in this study. With respect to ice sports facilities, there is a relatively large supply of venues with a minimum of two sheets of ice in the region and multiple facilities in the State that offer three sheets of ice. There are also multiple indoor track and field venues in the region that are capable of hosting tournament activity.

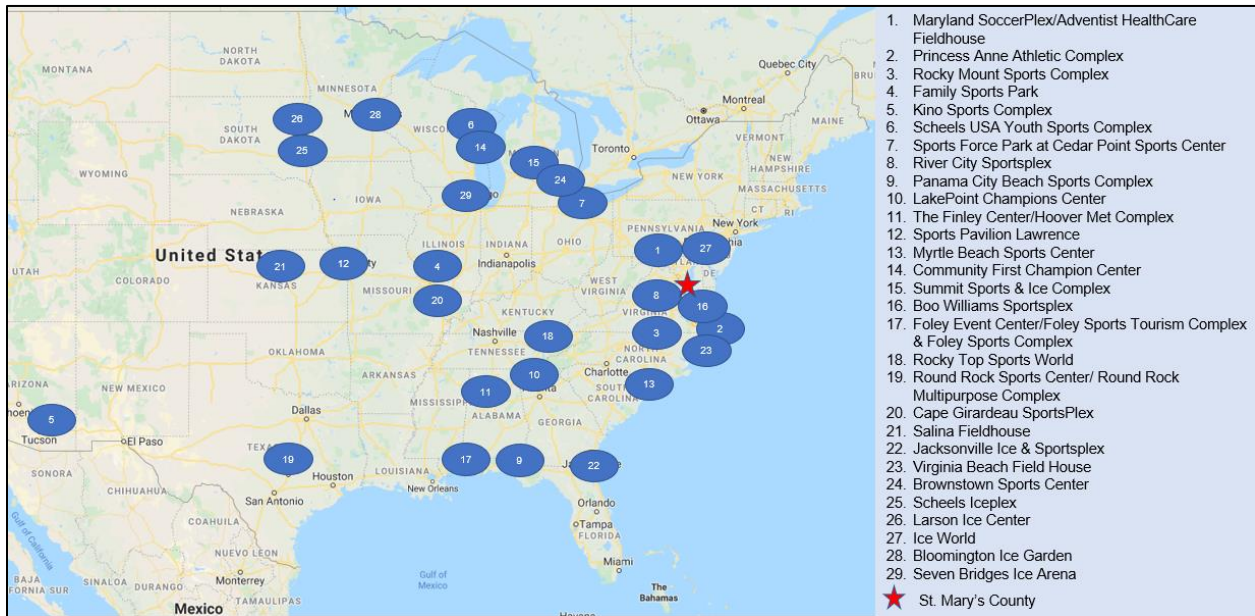
## 4. COMPARABLE FACILITY CASE STUDIES



## OVERVIEW

This section summarizes available data on various comparable sports facilities including ownership/management structure, building program elements and operating characteristics. This section also provides an overview of the markets in which each of the profiled facilities operate. This analysis offers context relative to physical and operating attributes at comparable facilities which is helpful in assessing market potential for the proposed new sports complex in St. Mary's County. Some of the profiled facilities may be both competitive and comparable with the proposed new sports complex. Information from these profiled facilities was obtained from direct interviews with management as well as secondary sources.

The facilities depicted on the map below were selected based on their similarity in terms of market attributes, market focus and/or building program elements to that of the proposed new sports complex in St. Mary's County. Several of the profiled facilities are part of a larger sports complex that includes both indoor and outdoor sports facilities. For purposes of this analysis, certain complexes were grouped by indoor and outdoor components to provide a better comparison to the proposed new facilities in St. Mary's County.



Note: Some location markers represent multiple facilities in close proximity.  
Source: Google maps.

## Comparable Outdoor Facilities

The following table summarizes comparable facilities in terms of programmatic elements and owner/operator. As shown, most of the profiled facilities are owned by a governmental entity. Eight of the facilities are operated by a governmental entity, four are privately operated and two are operated by a non-profit. Profiled facilities average 131 total acres. Profiled facilities average seven rectangular grass fields, four rectangular turf fields and nine diamond fields. Profiled facilities offer an average of eight lighted rectangular and diamond fields. Several of the profiled facilities developed fields with flexibility to accommodate both diamond and rectangular field sports on the same field. In aggregate, the total number of fields at profiled facilities ranges from seven to 34 and averages 16.

Summary of Comparable Outdoor Sports Facilities											
Facility	Location	Owner	Operator	Total Acres	Rectangular Fields			Diamond Fields		Total Fields	
					Number of Grass Fields	Number of Turf Fields	Total Lighted	Total Lighted	Total Fields		
Kino Sports Complex	Tucson, AZ	County	County	300	22	0	22	14	12	7	34
Maryland Soccerplex	Boyd's, MD	Bi-County Agency	Non-Profit	162	21	3	24	6			24
Family Sports Park	O'Fallon, IL	City	City	200	4	8	12	8	10	10	22
Rocky Mount Sports Complex	Rocky Mount, NC	City	City	143	8	0	8	N/A	11	11	19
Scheels USA Youth Sports Complex	Appleton, WI	City	Non-Profit	80	N/A	N/A	15	0	4	4	19
Foley Sports Tourism Complex	Foley, AL	City	City	N/A	16	0	16	16			16
Princess Anne Athletic Complex	Virginia Beach, VA	City	City	N/A	4	4	8	8	8	8	16
Foley Sports Complex	Foley, AL	City	City	100	5	0	5	5	10	10	15
Panama City Beach Sports Complex	Panama City Beach, FL	County	Private	160	N/A	N/A	8	8	10	10	13
River City Sportsplex	Middlethian, VA	County	County	115	0	12	12	12			12
Hoover Met Complex	Hoover, AL	City	Private	120	0	5	5	5	6	6	11
Sports Force Park	Sandusky, OH	City/Private	Private	53	0	8	8	6	12	8	10
Round Rock Multipurpose Complex	Round Rock, TX	City	City	60	5	5	10	10			10
Rocky Top Sports World	Gatlinburg, TN	County	Private	80	1	6	7	6			7
<b>Average</b>				<b>131</b>	<b>7</b>	<b>4</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>16</b>

Notes: Sorted by total fields.  
 N/A denotes information not available.  
 Number of diamond fields includes those on configurable rectangular fields.  
 Total fields may be less than the sum of rectangular and diamond fields due to configurable fields.  
 Sources: Individual facilities; Google maps; Secondary research.

The profiled facilities generally host between 20 and 40 tournaments annually. Tournament activity is typically hosted on weekend dates while local league and recreational play occurs during weekdays. Many of the profiled facilities operate at a deficit; however, they generate significant economic impact to the surrounding area.

The following provides individual profiled comparable facility case studies and is followed by comparison of their respective markets.



Source: Facility website.

### Maryland SoccerPlex (Boyd's, MD)

The Maryland SoccerPlex is owned by the Maryland-National Capital Park and Planning Commission (M-NCPPC), a bi-county agency. The complex was built by the non-profit Maryland Soccer Foundation (MSF) on approximately 162 acres of County-owned land. The MSF has a 40-year lease agreement with the County and is responsible for operating and maintaining the complex at the MSF's sole expense.



As previously noted, the complex includes a total of 24 outdoor fields that are primarily used for soccer and lacrosse, one of which is a 3,200-seat championship stadium. Three of the fields offer a turf playing surface while the remainder feature natural grass. The complex hosts approximately 20 major tournaments in soccer and lacrosse combined annually. The US Youth Soccer National Championships were held at the complex in 2002, 2003 and 2014. In addition to tournament play, local soccer clubs and leagues play over 5,000 matches at the complex annually. The 66,000 SF indoor Adventist HealthCare Fieldhouse, which is profiled later in this study, is adjacent to the Maryland SoccerPlex.

The development of both the indoor and outdoor facilities was driven by growing residential demand for youth and amateur sports venues. In FY 2018, the MSF reported total revenues of \$5.4 million and expenses of \$4.9 million, which includes depreciation of approximately \$976,000. The MSF’s revenue streams include, but are not limited to, outdoor field rentals, rentals of the indoor venue, hotel rebates and a portion of concessions from the contracted vendor. The complex is operated by 11 full-time staff and up to 120 seasonal, part-time staff.



Source: Facility website.

### Princess Anne Athletic Complex (Virginia Beach, VA)

Princess Anne Athletic Complex is owned and operated by the City of Virginia Beach. The outdoor sports facility offers eight diamond and eight rectangular fields, all of which are lighted. Half of the rectangular fields feature a turf playing surface while the other half are Hybrid Bermuda.

In FY 2019, approximately 3,600 games were played on the diamond fields, which drew more than 234,600 in attendance. More than 1,570 games were played on the rectangular fields. These games generated more than 115,400 in attendance. Sports activity includes softball, baseball, football, soccer, field hockey, lacrosse, rugby, ultimate and kickball.



Source: Google maps.

### Rocky Mount Sports Complex (Rocky Mount, NC)

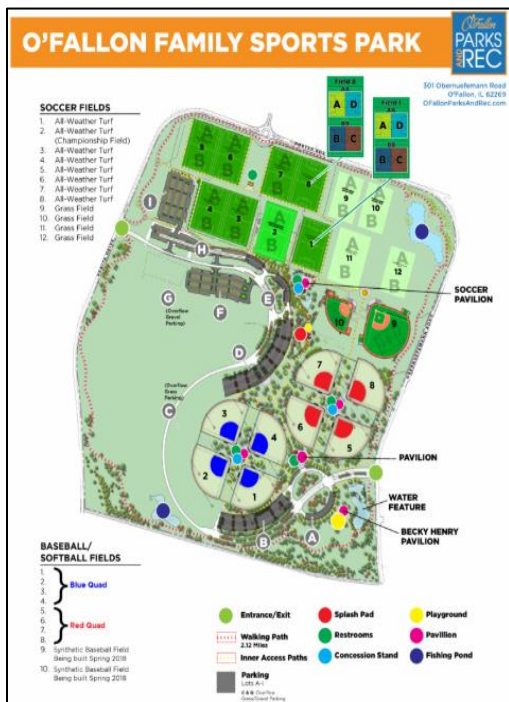
Rocky Mount Sports Complex is owned and operated by the City of Rocky Mount. The complex is a division of the City’s Parks and Recreation Department, which has a mission of advancing the quality of life by providing inclusive experiences through people, parks and programs.

The complex offers a total of 11 diamond fields and eight rectangular fields. One of the diamond fields is a championship field. All the fields offer a natural grass playing surface and have spectator seating.



The complex also includes the Athletic Football Stadium, which is home to the North Carolina Wesleyan College (NCWC) Battling Bishops. The stadium also annually hosts the USA South Lacrosse Spring Championships. In addition to the fields, the complex features a professional disc golf course, two outdoor basketball courts, outdoor volleyball courts, picnic shelters, a walking trail, concession areas and umpire/tournament lounges.

City recreational leagues use the complex during weekdays and tournaments are hosted on the weekends. A Sports Complex Supervisor oversees all day to day operations as well as soliciting tournaments. The Supervisor also directs and supervises a six-person maintenance staff. In FY 2019, the complex hosted 31 tournaments over 55 days that involved a total of 1,850 teams. These tournaments drew total attendance of 147,565. The average participant and spectator attendance per day at the complex was over 2,600. According to the City, approximately 30% of attendees were overnight visitors. In FY 2019, the complex had expenses of \$1.3 million which included salaries/wages, employee benefits, operating expenses and capital outlay of \$113,250.

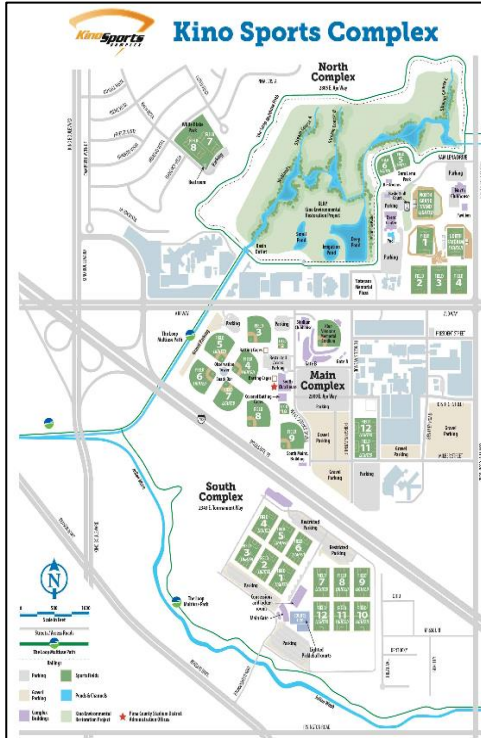


### Family Sports Park (O'Fallon, IL)

Owned and operated by the City of O'Fallon, Family Sports Park sits on 200 acres and was designed to accommodate exhibition games, tournaments, league games, special events, camps, clinics and recreational activities. The park features 10 diamond fields and 12 rectangular fields. Two of the baseball fields are all-weather synthetic, which includes a championship field. Of the 12 rectangular fields, eight are turf and four are natural grass. In addition to the fields, the park offers a 2.1-mile walking/running path, a splash pad and an all-weather synthetic playground.

The park historically hosts approximately 40 total events annually which primarily consist of soccer, lacrosse and baseball. In FY 2019, the park generated total revenues of approximately \$621,800 and total expenses of \$1.3 million.

Source: Facility website.



Kino Sports Complex (Tucson, AZ)

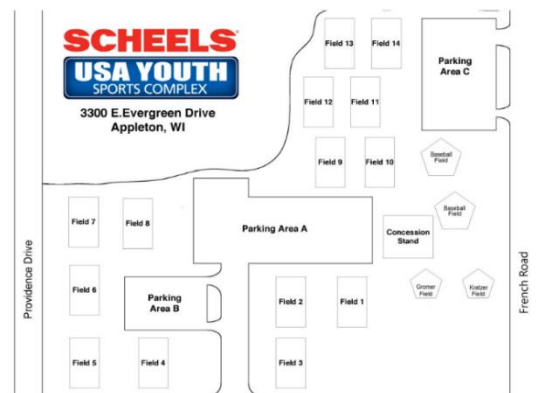
Kino Sports Complex offers a total of 22 grass rectangular fields and 12 diamond fields. Included in this supply is the Kino Veterans Memorial Stadium, which is a major league-style baseball stadium.

The complex is divided into three sections: the north complex, south complex and main complex. The south complex opened in January 2020 and includes 12 of the 22 rectangular fields. In addition to these sports fields, the complex includes 20 pickleball courts, five full-service clubhouses, a 32,000 SF event center and more than 5,000 parking spaces. The complex does not charge for parking. Over the years the complex has hosted professional and youth tournaments/games in multiple sports. Professional sports hosted at the complex include Major League Soccer preseason exhibition games and Major League Baseball spring training games. In addition, the complex has also hosted the Pac-12 Rugby Championships.

Source: Facility website.

Outside of sports, the complex annually hosts large community events including concerts and the Mexican Baseball Fiesta. While the facility caters to large scale events, it also regularly serves the recreational needs of the community and fosters the growth of amateur sports across Pima County.

The complex is managed by the Pima County Stadium District, which is comprised of staff with over 20 years’ experience in facility operations, maintenance, event planning, grounds keeping and event management. In FY 2019, the Pima County Stadium District reported operating revenues of approximately \$1.5 million. Total revenues were approximately \$3.1 million, which includes intergovernmental revenues. Total expenses were approximately \$4.9 million in the same year. The complex has historically been managed with six full-time equivalent employees.



Scheels USA Youth Sports Complex (Appleton, WI)

Scheels USA Youth Sports Complex is owned by the City of Appleton and operated by United Sports Association for Youth, Inc., a non-profit organization. The organization leases the 80 acres of land from the City, which features 15 rectangular fields and four diamond fields. The complex is recognized as a premier multi-purpose outdoor sports complex in the Midwest and annually hosts state, regional and national championship games.

Source: Facility website.

Operations of the complex rely heavily on volunteers. The complex generates total annual revenues of approximately \$125,000 with most coming from contributions, grants and gifts. Annual expenses are approximately \$278,500, which includes depreciation.



Source: Facility website.

Sports Force Park at Cedar Point Sports Center (Sandusky, OH)

Sports Force Park was completed in 2017 through a partnership with Cedar Fair Entertainment Company, Erie County and Sports Force Parks. The outdoor complex is part of a larger development which also includes the 145,000 SF Cedar Point Sports Center. The indoor facility offers 10 basketball courts or 20 volleyball courts. Sports Facilities Management (SFM) operates the indoor facility while Sports Force Parks operates the outdoor park.

The outdoor park offers eight rectangular fields and up to 12 diamond fields. Two diamond fields can fit on several of the rectangular fields, which helps accommodate large baseball/softball tournaments. The rectangular fields annually host tournaments in soccer, lacrosse and football, among others.

Based on secondary sources, the outdoor park hosts more than 40 tournaments, primarily during weekends. The park hosts local leagues during the week. According to SFM, the complex generated over 248,800 visitors in 2018 that resulted in over 45,700 hotel room nights and total economic impact of nearly \$39.0 million.



Source: Facility website.

River City Sportsplex (Midlothian, VA)

River City Sportsplex is a 115-acre complex with 12 all-weather turf fields. Each of the fields are equipped with lights. There are more than 1,200 parking spaces.

The facility is owned and operated by the Chesterfield County Department of Parks and Recreation. In FY 2020, there are plans to replace the turf on two of the 12 fields. Additional plans call for the replacement of turf on the remaining 10 fields as well as construction of three additional fields in FY 2022 – FY 2023.

According to facility ownership, there are more than 20 hotels within 10 miles of the facility and more than 50 within 20 miles. The facility currently hosts between 20 and 30 sporting events annually, which is supplemented by residential use.





### Panama City Beach Sports Complex (Panama City Beach, FL)

The Panama City Beach Sports complex is owned by Bay County and privately operated by SFM. The complex features 13 configurable fields including two championship fields. Multiple rectangular fields can accommodate two diamond fields each. The complex was designed to be flexible and accommodate multiple sports on the same fields including soccer, lacrosse, field hockey, football, baseball and others.

Source: Facility website.

The complex was part one of a phased development process. Phase two includes development of an indoor sports center. The outdoor complex opened in July of 2019 and was originally scheduled to host 48 tournaments between the date of opening and July 2020, which was negatively impacted by the COVID-19 pandemic.

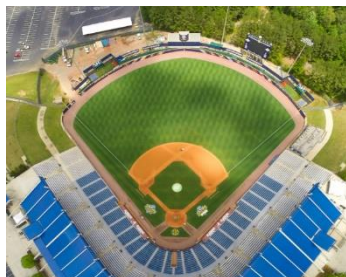


### Round Rock Multipurpose Complex (Round Rock, TX)

Opened in 2017 within Old Settlers Park, the Round Rock Multipurpose Complex can host a wide variety of sports tournaments including those related to soccer, lacrosse, rugby, football and ultimate. The 60-acre complex features four natural grass fields and four turf fields. In addition, the complex features two championship fields, one of which is turf and the other natural grass. All 10 fields are lighted. In addition to fields, the complex features a clubhouse with two team rooms, restrooms, concessions, locker rooms and storage; two playground areas; spectator shade structures; a festival area; and over 900 parking spaces.

Source: Facility website.

The complex is owned and operated by the City. In FY 2018, the complex hosted approximately 28 multi-day tournaments and seven single-day tournaments and generated revenues of approximately \$574,000 and expenses of \$887,000. There are seven full-time equivalent employees budgeted for in FY 2020.



### Hoover Met Complex (Hoover, AL)

Opened in 2017, the Hoover Met Complex features five NCAA-regulation size rectangular fields and five NCAA-regulation size diamond fields as well as Hoover Met Stadium. Hoover Met stadium is home to the SEC Baseball Tournament as well as the Hoover High School football team. Hoover Met Complex is owned by the City and operated by Sports Facilities Management.

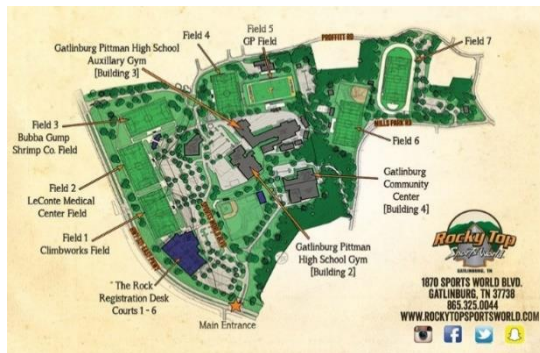
Source: Facility website.

Each diamond field is equipped with a scoreboard and lights. There are also batting cages on-site. Each of the rectangular fields feature a turf playing surface and lights. In addition to outdoor fields, the complex features the Finley Center, which is an indoor sports facility, and 16 tennis courts. A more detailed description of the Finley Center can be found later within this study.

The complex also features Hoover Climbing and Adventure which includes multiple rock climbing walls, as well as a RV park with 170 parking spaces equipped with water, sewage and power hookups. In addition to RV parking, there are approximately 4,000 parking spots throughout multiple parking lots.

In 2019, there were 88 outdoor events hosted at the complex. According to facility management, approximately 66% of activity at the multi-purpose fields and 28% of usage at the baseball fields was local. Facility management reported that the complex, in aggregate, had a \$49 million economic impact on the Birmingham-Hoover region in 2019. According to the Greater Birmingham Convention and Visitors Bureau, the complex generated more than 62,190 hotel room night stays in the Birmingham-Hoover region.

In FY 2019, the complex incurred an operating deficit of \$114,000 which does not account for the \$3.2 million that the City annually contributes to help pay for operations or the \$2.8 million in annual debt payments.



### Rocky Top Sports World (Gatlinburg, TN)

The 80-acre Rocky Top Sports World (Complex) opened in 2014 and is a joint development of the City of Gatlinburg and Sevier County. The City contributed approximately 70% of the development cost by issuing bonds and the County contributed the balance utilizing bonds and grants. The facility was planned and is managed by Sports Facilities Advisory/Sports Facilities Management.

Source: Facility website.

The Complex includes six turf outdoor fields and a natural grass championship stadium with seating for 1,500 people. The outdoor fields are configurable for 14 youth soccer fields. Six of the fields feature lights. The complex also features an indoor court complex referred to as “The Rock”, which is profiled later in this study.

Any teams that are based in Sevier County or affiliated with a Sevier County School qualify for the opportunity to use the Rocky Top facilities for free. Specific times are allocated during the week for this free use.

The Complex was created to encourage sports tourism in the City and County. Local officials indicate that having a booking policy clearly outlining the objectives of the complex is important for long-term success. Marketing of the Complex is part of the private management team’s annual budget but is significantly augmented by the City’s overall tourism marketing budget. The Complex management team works closely with the City, State, Gatlinburg Convention and Visitors Bureau, school officials and hoteliers to maximize bookings, particularly during the slower winter months when tourism surrounding the Smoky Mountains is not as robust.

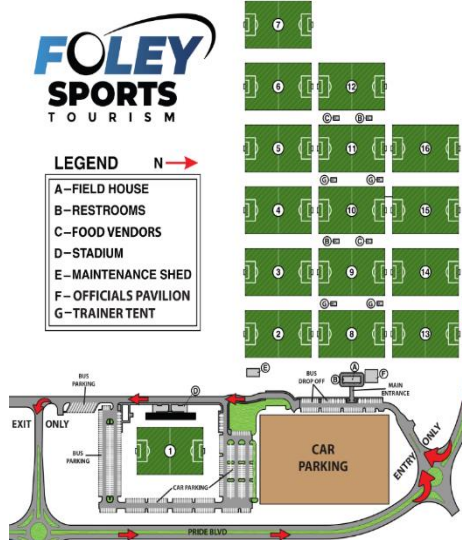
According to the City’s 2019 Comprehensive Annual Financial Report (CAFR), Rocky Top Sports World (both indoor and outdoor facilities) generated operating revenues of \$1.2 million and operating expenses of \$1.7 million in 2019, which excludes depreciation of \$1.2 million. Operating



revenues primarily consisted of food services, events, sponsorships and rentals. Operating expenses included personnel costs, occupancy and contractual services.

In FY 2017-18, the complex hosted 190 events, including 61 multi-day events in both traditional and non-traditional sports, and drew over 120,000 athletes and spectators to the complex, according to facility management. This activity was estimated to generate approximately \$46 million in economic impact to Sevier County.

Foley Sports Tourism Complex (Foley, AL)



Source: Facility website.

The Foley Sports Tourism Complex is owned by the City and operated by the Sports Tourism Department. The mission of the Sports Tourism Department is to attract, create and host high-quality events for all ages to increase economic vitality, improve quality of life and provide a unique and memorable experience that brands Foley as a nationally recognized sports destination.

The complex includes 16 multi-purpose outdoor fields including a championship field with seating for up to 1,000 people. The fields opened in 2016 and each offer a natural grass playing surface and lights. The complex also includes the indoor Foley Event Center which is profiled later in this study.

The complex is adjacent to the OWA which is a 520-acre entertainment and amusement park destination. The OWA features a 150-room hotel and various retail, dining and entertainment venues for visitors. The complex is also proximate to the Tanger Outlets, which consists of over 100 stores, and several beaches.

The City reported that the outdoor fields had an operating deficit of approximately \$329,000 in FY 2019. The complex, which includes both outdoor and indoor sports facilities, hosted 93 events that drew more than 166,300 in attendance in FY 2019.

Foley Sports Complex (Foley, AL)



Source: Facility website.

Opened in 2009, the 100-acre Foley Sports Complex is owned by the City of Foley and operated by the Department of Recreation. The complex includes the Raymond C. Christensen Memorial 5-plex as well as the Ralph Schumacher Soccer Complex. In total, the complex offers 10 diamond fields and five rectangular fields, all of which are lighted. Concessions are available at both the soccer and baseball/softball facilities. In addition, the complex features a covered registration pavilion and a private hospitality area.

The facility hosts clinics, local recreation leagues/teams, lessons and tournaments. Each summer the complex is home to several national World Series events that provide sports tourism through baseball and softball. The Recreation Department is currently seeking to reduce the number of local tournaments to attract larger tournaments that have more impact on tourism. The Recreation Department aligns marketing and advertising efforts with Foley Sports Tourism to draw activity to the area.

### Comparable Outdoor Facilities - Market Attributes

The following compares market attributes associated with the previously profiled comparable facilities to those for the proposed multi-field outdoor complex in St. Mary's County. Comparatively speaking, reviewing target markets for comparable facilities can offer insight into the markets from which the proposed multi-field outdoor complex in St. Mary's County could draw a portion of participants/attendees. As such, the subsequent pages analyze several market characteristics including population, age, households, income and spending.

#### Population

For comparative purposes, the following table provides an overview of populations within the target markets for each of the previously profiled comparable outdoor facilities as well as the target markets in which the proposed multi-field outdoor complex would operate in. Although the 30- and 60-minute drive time populations associated with the proposed multi-field outdoor complex are lower than most markets for comparable facilities, the population within the 120- and 180-minute drive time is higher than the average and median for the profiled comparable facilities which provides a solid base for drawing participants and spectators.

Comparable Outdoor Facilities - Population - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Maryland Soccerplex	Boyd's, MD	635,183	4,762,696	10,776,517	19,412,545
Sports Force Park	Sandusky, OH	173,933	1,195,109	7,234,849	17,640,319
Round Rock Multipurpose Complex	Round Rock, TX	1,017,830	2,514,153	5,620,157	16,735,608
River City Sportsplex	Midlothian, VA	901,554	1,384,397	4,800,603	14,865,876
<b>Proposed Multi-Field Outdoor Complex</b>	<b>St. Mary's County, MD</b>	<b>125,112</b>	<b>416,071</b>	<b>7,007,585</b>	<b>12,995,210</b>
Rocky Mount Sports Complex	Rocky Mount, NC	229,540	1,539,394	5,164,869	11,008,606
Hoover Met Complex	Hoover, AL	629,742	1,322,686	3,442,877	10,919,010
Family Sports Park	O'Fallon, IL	875,861	2,630,729	4,053,902	7,094,262
Scheels USA Youth Sports Complex	Appleton, WI	452,384	965,065	3,636,672	6,937,645
Kino Sports Complex	Tucson, AZ	962,144	1,126,140	4,240,492	6,218,649
Rocky Top Sports World	Gatlinburg, TN	27,622	183,302	2,098,950	5,664,809
Princess Anne Athletic Complex	Virginia Beach, VA	907,553	1,590,266	2,671,256	4,974,461
Foley Sports Complex	Foley, AL	146,677	724,291	1,818,409	3,633,723
Foley Sports Tourism Complex	Foley, AL	130,735	693,595	1,807,111	3,495,664
Panama City Beach Sports Complex	Panama City Beach, FL	128,714	254,134	980,912	2,478,567
<b>Average (excludes Proposed Outdoor Complex)</b>		<b>515,677</b>	<b>1,491,854</b>	<b>4,167,684</b>	<b>9,362,839</b>
<b>Median (excludes Proposed Outdoor Complex)</b>		<b>541,063</b>	<b>1,258,898</b>	<b>3,845,287</b>	<b>7,015,954</b>
<b>Rank (Out of 15)</b>		<b>14</b>	<b>13</b>	<b>3</b>	<b>5</b>

Note: Sorted in descending order by 180-Minute Drive Population.

Source: Esri.

## Projected Population Growth (2019 – 2024)

The table below profiles the projected 2019 to 2024 annual growth rate of each of the target markets associated with the profiled comparable facilities and the proposed multi-field outdoor complex. The expected growth rate within the 60-, 120- and 180- minute drive time for the proposed multi-field outdoor complex is higher than the average and the median for the profiled comparable facilities. The growth rate within the 30-minute drive time is relatively consistent with the average.

Comparable Outdoor Facilities - Projected Annual Growth Rate (2019 to 2024)					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Round Rock Multipurpose Complex	Round Rock, TX	2.52%	2.47%	1.90%	1.78%
Kino Sports Complex	Tucson, AZ	0.80%	0.97%	1.38%	1.44%
River City Sportsplex	Midlothian, VA	1.01%	0.96%	0.75%	0.99%
Rocky Mount Sports Complex	Rocky Mount, NC	0.23%	1.23%	1.11%	0.91%
<b>Proposed Outdoor Complex</b>	<b>St. Mary's County, MD</b>	<b>0.91%</b>	<b>1.04%</b>	<b>0.86%</b>	<b>0.90%</b>
Hoover Met Complex	Hoover, AL	0.57%	0.53%	0.39%	0.81%
Panama City Beach Sports Complex	Panama City Beach, FL	1.03%	1.18%	0.88%	0.78%
Foley Sports Tourism Complex	Foley, AL	1.90%	1.04%	0.90%	0.76%
Foley Sports Complex	Foley, AL	1.98%	1.02%	0.90%	0.74%
Maryland Soccerplex	Boyd's, MD	0.95%	1.01%	0.87%	0.73%
Rocky Top Sports World	Gatlinburg, TN	0.78%	0.61%	0.73%	0.72%
Princess Anne Athletic Complex	Virginia Beach, VA	0.53%	0.49%	0.54%	0.67%
Scheels USA Youth Sports Complex	Appleton, WI	0.69%	0.52%	0.41%	0.30%
Sports Force Park	Sandusky, OH	0.04%	0.02%	0.07%	0.22%
Family Sports Park	O'Fallon, IL	-0.21%	0.20%	0.17%	0.12%
<b>Average (excludes Proposed Outdoor Complex)</b>		<b>0.92%</b>	<b>0.88%</b>	<b>0.79%</b>	<b>0.78%</b>
<b>Median (excludes Proposed Outdoor Complex)</b>		<b>0.79%</b>	<b>0.97%</b>	<b>0.81%</b>	<b>0.75%</b>
<b>Rank (Out of 15)</b>		<b>7</b>	<b>4</b>	<b>8</b>	<b>5</b>

Note: Sorted in descending order by 180-Minute Drive Projected Annual Growth Rate.  
Source: Esri.

## Total Number of Households

Similar to population, the number of households within the 30- and 60-minute drive of the proposed multi-field outdoor complex is significantly below the average and median for the profiled comparable facilities. The number of households within the 120- and 180-minute drive time is higher than the average and median for the profiled comparable facilities and ranks third and fifth highest, respectively.

Comparable Outdoor Facilities - Number of Households - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Maryland Soccerplex	Boyd's, MD	228,758	1,797,542	4,045,422	7,351,532
Sports Force Park	Sandusky, OH	71,620	491,247	2,911,292	7,070,451
Round Rock Multipurpose Complex	Round Rock, TX	385,982	940,117	2,082,166	5,988,266
River City Sportsplex	Midlothian, VA	352,987	533,933	1,798,329	5,633,400
<b>Proposed Multi-Field Outdoor Complex</b>	<b>St. Mary's County, MD</b>	<b>44,384</b>	<b>145,984</b>	<b>2,644,227</b>	<b>4,874,386</b>
Rocky Mount Sports Complex	Rocky Mount, NC	90,009	600,037	1,999,074	4,256,356
Hoover Met Complex	Hoover, AL	252,887	518,047	1,347,266	4,208,647
Family Sports Park	O'Fallon, IL	361,770	1,055,367	1,616,656	2,823,368
Scheels USA Youth Sports Complex	Appleton, WI	182,457	388,897	1,476,131	2,738,598
Kino Sports Complex	Tucson, AZ	379,541	443,115	1,584,471	2,298,233
Rocky Top Sports World	Gatlinburg, TN	11,121	72,607	860,736	2,277,370
Princess Anne Athletic Complex	Virginia Beach, VA	341,669	592,704	1,018,430	1,896,580
Foley Sports Complex	Foley, AL	59,589	285,995	700,684	1,415,707
Foley Sports Tourism Complex	Foley, AL	53,037	274,269	696,611	1,357,699
Panama City Beach Sports Complex	Panama City Beach, FL	53,937	100,818	379,346	964,716
<b>Average (excludes Proposed Outdoor Complex)</b>		<b>201,812</b>	<b>578,193</b>	<b>1,608,330</b>	<b>3,591,495</b>
<b>Median (excludes Proposed Outdoor Complex)</b>		<b>205,608</b>	<b>504,647</b>	<b>1,530,301</b>	<b>2,780,983</b>
<b>Rank (Out of 15)</b>		<b>14</b>	<b>13</b>	<b>3</b>	<b>5</b>

Note: Sorted in descending order by 180-Minute Drive number of households.  
Source: Esri.

## Median Age

As previously mentioned, a younger median age indicates that a market may have more potential demand to support a sports facility in terms of participation. The median age within target markets for the proposed multi-field outdoor complex is younger than the average and the median for the profiled comparable facilities. The median age of target markets associated with the proposed multi-field outdoor complex rank in the top half in comparison to all other profiled facility markets.

Comparable Outdoor Facilities - Median Age - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Round Rock Multipurpose Complex	Round Rock, TX	34.8	34.0	34.8	34.8
Kino Sports Complex	Tucson, AZ	38.0	39.5	36.3	36.7
Hoover Met Complex	Hoover, AL	38.4	38.2	39.2	37.9
River City Sportsplex	Midlothian, VA	38.2	39.2	38.7	38.2
Rocky Mount Sports Complex	Rocky Mount, NC	41.5	37.0	37.6	38.4
<b>Proposed Multi-Field Outdoor Complex</b>	<b>St. Mary's County, MD</b>	<b>36.9</b>	<b>38.9</b>	<b>37.9</b>	<b>38.5</b>
Princess Anne Athletic Complex	Virginia Beach, VA	36.5	36.3	38.0	38.7
Maryland Soccerplex	Boyd's, MD	39.7	37.9	38.5	38.9
Foley Sports Complex	Foley, AL	43.4	39.7	39.3	39.2
Panama City Beach Sports Complex	Panama City Beach, FL	41.9	41.8	40.3	39.3
Foley Sports Tourism Complex	Foley, AL	43.1	39.7	39.3	39.3
Family Sports Park	O'Fallon, IL	37.6	39.7	40.0	39.5
Scheels USA Youth Sports Complex	Appleton, WI	39.1	40.0	39.6	40.0
Sports Force Park	Sandusky, OH	45.2	41.9	40.7	40.4
Rocky Top Sports World	Gatlinburg, TN	44.8	44.2	43.0	42.5
<b>Average (excludes Proposed Outdoor Complex)</b>		<b>40.2</b>	<b>39.2</b>	<b>39.0</b>	<b>38.8</b>
<b>Median (excludes Proposed Outdoor Complex)</b>		<b>39.4</b>	<b>39.6</b>	<b>39.3</b>	<b>39.1</b>
<b>Rank (Out of 15)</b>		<b>3</b>	<b>6</b>	<b>4</b>	<b>6</b>

Note: Sorted in ascending order by 180-Minute Drive Median Age.

Source: Esri.

## Youth (Under the Age of 18)

The following table compares population under the age of 18 within each target market for the proposed multi-field outdoor complex to that for profiled comparable facilities. As previously mentioned, this age demographic is a popular target market for participants in sports tournaments/competitions. The youth population within both the 120- and 180-minute drive time is higher than the average and median for the profiled comparable facilities.

Comparable Outdoor Facilities - Population Under the Age of 18 - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Maryland Soccerplex	Boyd's, MD	146,728	1,028,743	2,360,058	4,173,697
Round Rock Multipurpose Complex	Round Rock, TX	259,547	620,996	1,337,597	4,150,431
Sports Force Park	Sandusky, OH	34,091	246,193	1,519,318	3,722,107
River City Sportsplex	Midlothian, VA	192,933	293,492	1,032,130	3,240,761
<b>Proposed Multi-Field Outdoor Complex</b>	<b>St. Mary's County, MD</b>	<b>30,527</b>	<b>96,112</b>	<b>1,513,638</b>	<b>2,832,956</b>
Hoover Met Complex	Hoover, AL	139,173	287,023	743,662	2,445,858
Rocky Mount Sports Complex	Rocky Mount, NC	49,810	343,285	1,156,930	2,399,876
Scheels USA Youth Sports Complex	Appleton, WI	99,524	208,454	781,884	1,519,344
Family Sports Park	O'Fallon, IL	185,683	562,976	863,481	1,496,889
Kino Sports Complex	Tucson, AZ	204,937	235,363	996,515	1,473,820
Rocky Top Sports World	Gatlinburg, TN	5,110	35,744	407,196	1,138,627
Princess Anne Athletic Complex	Virginia Beach, VA	202,385	346,678	560,964	1,049,611
Foley Sports Complex	Foley, AL	30,509	153,550	394,595	788,518
Foley Sports Tourism Complex	Foley, AL	27,062	147,042	392,143	762,055
Panama City Beach Sports Complex	Panama City Beach, FL	25,485	49,556	204,030	510,585
<b>Average (excludes Proposed Outdoor Complex)</b>		<b>114,498</b>	<b>325,650</b>	<b>910,750</b>	<b>2,062,299</b>
<b>Median (excludes Proposed Outdoor Complex)</b>		<b>119,349</b>	<b>266,608</b>	<b>822,683</b>	<b>1,508,117</b>
<b>Rank (Out of 15)</b>		<b>11</b>	<b>13</b>	<b>3</b>	<b>5</b>

Note: Sorted in descending order by 180-Minute Drive.

Source: Esri.

## Household Income/Spending

As previously mentioned, a higher median household income indicates more disposable income to spend on participation in, or attendance at, competitive sports events. As shown in the table below, the 30-, 60-, 120- and 180-minute drive time markets for the proposed multi-field outdoor complex have a significantly higher median household income compared to most profiled comparable facilities.

Comparable Outdoor Facilities - Median Household Income - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
<b>Proposed Multi-Field Outdoor Complex</b>	<b>St. Mary's County, MD</b>	<b>\$84,768</b>	<b>\$97,813</b>	<b>\$93,386</b>	<b>\$83,641</b>
River City Sportsplex	Midlothian, VA	\$69,808	\$67,125	\$67,135	\$76,606
Maryland Soccerplex	Boyd's, MD	\$108,691	\$103,490	\$86,995	\$76,032
Scheels USA Youth Sports Complex	Appleton, WI	\$63,592	\$60,830	\$58,841	\$62,907
Round Rock Multipurpose Complex	Round Rock, TX	\$77,978	\$72,802	\$60,531	\$61,466
Princess Anne Athletic Complex	Virginia Beach, VA	\$67,001	\$64,716	\$60,619	\$61,007
Kino Sports Complex	Tucson, AZ	\$52,205	\$53,028	\$58,185	\$59,795
Rocky Mount Sports Complex	Rocky Mount, NC	\$44,989	\$54,759	\$56,003	\$56,511
Sports Force Park	Sandusky, OH	\$55,985	\$53,646	\$53,868	\$55,913
Family Sports Park	O'Fallon, IL	\$50,731	\$61,912	\$58,188	\$55,168
Hoover Met Complex	Hoover, AL	\$57,433	\$54,371	\$50,391	\$54,359
Panama City Beach Sports Complex	Panama City Beach, FL	\$52,650	\$54,361	\$52,362	\$49,608
Foley Sports Complex	Foley, AL	\$56,227	\$49,870	\$52,039	\$49,374
Foley Sports Tourism Complex	Foley, AL	\$54,868	\$49,676	\$52,054	\$49,232
Rocky Top Sports World	Gatlinburg, TN	\$45,774	\$47,614	\$49,089	\$47,019
<b>Average (excludes Proposed Outdoor Complex)</b>		<b>\$61,281</b>	<b>\$60,586</b>	<b>\$58,307</b>	<b>\$58,214</b>
<b>Median (excludes Proposed Outdoor Complex)</b>		<b>\$56,106</b>	<b>\$54,565</b>	<b>\$57,094</b>	<b>\$56,212</b>
<b>Rank (Out of 15)</b>		<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>

Note: Sorted in descending order by 180-Minute Drive Median Household Income.  
Source: Esri.

To further support the relationship between median household income and spending on entertainment/recreation, the average amount spent annually on various goods/services by households in each of these markets spend was analyzed. As shown, average annual spending on entertainment/recreation in households within the 120- and 180-minute drive time markets associated with the proposed multi-field outdoor complex ranked first among the profiled comparable facility markets.

Comparable Outdoor Facilities - Average Household Spending on Entertainment/Recreation - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
<b>Proposed Multi-Field Outdoor Complex</b>	<b>St. Mary's County, MD</b>	<b>\$4,068</b>	<b>\$4,448</b>	<b>\$4,658</b>	<b>\$4,244</b>
River City Sportsplex	Midlothian, VA	\$3,553	\$3,406	\$3,450	\$3,983
Maryland Soccerplex	Boyd's, MD	\$5,406	\$5,104	\$4,386	\$3,917
Scheels USA Youth Sports Complex	Appleton, WI	\$3,111	\$3,002	\$3,000	\$3,307
Round Rock Multipurpose Complex	Round Rock, TX	\$3,774	\$3,678	\$3,208	\$3,295
Princess Anne Athletic Complex	Virginia Beach, VA	\$3,275	\$3,151	\$3,053	\$3,166
Kino Sports Complex	Tucson, AZ	\$2,738	\$2,783	\$3,075	\$3,133
Rocky Mount Sports Complex	Rocky Mount, NC	\$2,347	\$2,911	\$2,977	\$3,003
Hoover Met Complex	Hoover, AL	\$3,248	\$2,933	\$2,718	\$2,979
Sports Force Park	Sandusky, OH	\$2,909	\$2,763	\$2,839	\$2,957
Family Sports Park	O'Fallon, IL	\$2,626	\$3,260	\$3,076	\$2,930
Panama City Beach Sports Complex	Panama City Beach, FL	\$2,754	\$2,868	\$2,754	\$2,638
Foley Sports Complex	Foley, AL	\$2,927	\$2,609	\$2,692	\$2,631
Foley Sports Tourism Complex	Foley, AL	\$2,844	\$2,605	\$2,696	\$2,625
Rocky Top Sports World	Gatlinburg, TN	\$2,413	\$2,431	\$2,674	\$2,605
<b>Average (excludes Proposed Outdoor Complex)</b>		<b>\$3,138</b>	<b>\$3,107</b>	<b>\$3,043</b>	<b>\$3,084</b>
<b>Median (excludes Proposed Outdoor Complex)</b>		<b>\$2,918</b>	<b>\$2,922</b>	<b>\$2,989</b>	<b>\$2,991</b>
<b>Rank (Out of 15)</b>		<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>

Note: Sorted in descending order by 180-Minute Drive average household spending on entertainment/recreation.  
Source: Esri.



## Comparable Indoor Facilities

The following table summarizes comparable indoor facilities in terms of building program elements, owner/operator structure, etc. As shown, facilities that feature courts offer an average of seven basketball courts or 12 volleyball courts. Of those that feature ice, the average number of ice sheets is two. Four of the 21 facilities offer both courts and ice. Eight of the profiled facilities offer indoor turf fields/areas. Most of the profiled facilities do not offer a track. On average, the profiled facilities feature approximately 124,100 SF. Most of the profiled facilities are owned by a governmental entity, however less than half are operated by one.

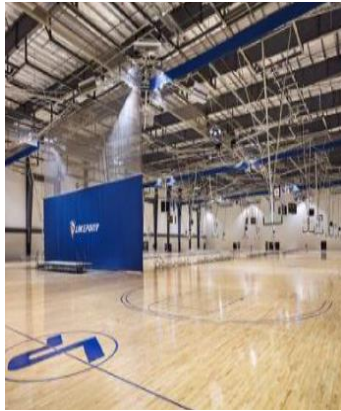
Summary of Comparable Indoor Sports Facilities										
Facility	Location	Year Opened	Owner	Operator	Total SF	Number of Sheets of Ice	Number of Basketball Courts	Number of Volleyball Courts	Indoor Turf Areas	Track
LakePoint Champions Center	Emerson, GA	2016	Private	Private	170,000		12	24	No	No
The Finley Center	Hoover, AL	2017	City	Private	155,000		11	17	No	Yes
Sports Pavilion Lawrence	Lawrence, KS	2014	City	City	181,000		8	16	Yes	Yes
Adventist HealthCare Fieldhouse	Boyd's, MD	2000	Bi-County Agency	Non-Profit	66,000		8	8	Yes	No
Myrtle Beach Sports Center	Myrtle Beach, SC	2015	City	Private	100,000		8	16	No	No
Community First Champion Center	Appleton, WI	2019	Grand Chute Development Authority	Private	160,000	2	8	16	No	No
Summit Sports & Ice Complex	Dimondale, MI	n/s	Private	Private	176,000	2	8	8	Yes	No
Boo Williams Sportsplex	Hampton, VA	2008	City	Private	135,000		8	12	No	Yes
Foley Event Center	Foley, AL	2017	City	City	90,000		6	12	No	No
Rocky Top Sports World	Gatlinburg, TN	2014	County	Private	86,000		6	12	No	No
Round Rock Sports Center	Round Rock, TX	2014	City	City	82,800		6	12	No	No
Cape Girardeau SportsPlex	Cape Girardeau, MO	2017	City	City	121,000		6	12	Yes	No
Salina Fieldhouse	Salina, KS	2017	City	City	68,500		6	8	Yes	No
Jacksonville Ice & Sportsplex	Jacksonville, FL	1993	Private	Private	N/A	1	6	6	Yes	No
Virginia Beach Field House	Virginia Beach, VA	2010	Private	Private	175,000		4	8	Yes	No
Brownstown Sports Center	Brownstown Township, MI	2015	Private	Private	110,000	2	4	6	No	No
Scheels Iceplex	Sioux Falls, SD	2014	Non-Profit	Non-Profit	N/A	3			No	No
Larson Ice Center	Brookings, SD	2002	City	City	N/A	2			No	No
Ice World	Abingdon, MD	1996	Private	Private	N/A	2			No	No
Bloomington Ice Garden	Bloomington, MN	1970	City	City	125,000	3			No	No
Seven Bridges Ice Arena	Woodridge, IL	1994	Private	Private	108,000	2			Yes	No
<b>Average</b>		<b>2008</b>			<b>124,100</b>	<b>2</b>	<b>7</b>	<b>12</b>		

Notes: Number of courts at Summit Sports & Ice Complex is inclusive of Aim High Sports which was recently acquired by facility management.  
Sorted in descending order by number of basketball courts.

Sources: Individual facility websites; Secondary research.

Secondary sources report annual tournament activity hosted at the profiled facilities generates significant economic impact to the surrounding areas. Profiled facilities that offer court space generally host between 25 to 50 indoor sports tournaments annually, which is supplemented by camps, clinics, leagues and other sports activity. Ice rinks/arenas are typically heavily utilized during the week by residents, camps, local clubs and other private rentals. These facilities typically host a couple tournaments a month, which are primarily booked on weekend dates. Many of the profiled facilities operate at a deficit. As previously mentioned, facilities with ice typically experience relatively high operating cost, which negatively impacts the bottom line.

The following pages provide individual profiled comparable facility case studies and is followed by comparison of their respective markets.



### LakePoint Champions Center (Emerson, GA)

LakePoint Champions Center opened in 2016. The 170,000 SF facility offers 12 hardwood basketball courts or 24 volleyball courts as well as meeting space, locker rooms and a food court. The facility is part of the broader 1,300-acre LakePoint Sports Complex, which also includes a 10-court beach volleyball pavilion; eight major league-sized baseball fields; three multi-use fields for soccer, lacrosse, rugby and football; and a wakeboarding facility. The LakePoint Champions Center is located proximate to LakePoint Station which includes restaurants, a rock-climbing wall, a laser maze, an arcade and a miniature golf course.

Source: Facility website.

There are currently plans for a 200-room hotel to be built adjacent to the LakePoint Champions Center. It is anticipated that the hotel will open in 2021. Other developments such as additional hotels, restaurants and entertainment are also being considered. The campus as a whole host approximately 32 different sports and attracts 1.1 million visitors annually.

It should be noted that ownership filed for Chapter 11 bankruptcy in 2018 in order to restructure and create opportunity for future growth. The filing included most of the complex but did not include the indoor LakePoint Champions Center.

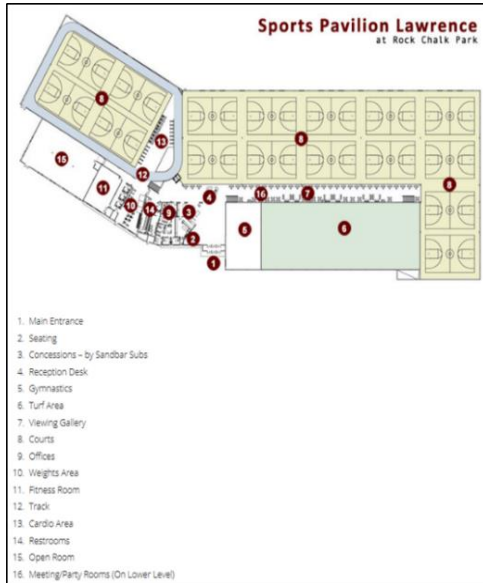


### The Finley Center (Hoover, AL)

As previously mentioned, the Hoover Met Complex opened in 2017 and is home to outdoor sports fields as well as the Finley Center. The Finley Center is a 155,000 SF sports and event venue. The Center features 83,000 SF of continuous space and hosts a variety of event activity including sports tournaments, banquets, tradeshow, recreation programs and community meetings. The Center features capacity for 11 basketball courts or 17 volleyball courts and seats up to 1,800 spectators. In addition, the facility offers three meetings rooms available for coaches, trainers and athletes during tournament play. The Center has hosted tournament activity related to Blue Chips Basketball, Worldwide Spirit Association Cheer, Amateur Athletic Union (AAU) and Future 150 Basketball.

Source: Facility website.

In 2019, the Finley Center hosted 158 events, which included sports, tradeshow, meetings and other social gatherings. The Finley Center drew more than 106,200 people in 2019, with approximately 23,260 for basketball tournaments, 11,960 for volleyball tournaments, 7,680 for mat sports and 1,740 for other indoor sports. Attendance also came from tradeshow and the SEC Fan Fest. According to facility management, 60% of the activities at the Finley Center was for local groups and did not generate revenue. As previously mentioned, the Hoover Met Complex incurred an operating deficit of \$114,000 in FY 2019.



### Sports Pavilion Lawrence (Lawrence, KS)

Opened in October 2014, Sports Pavilion Lawrence is a 181,000 SF indoor sports venue. The facility is owned and operated by the City of Lawrence. The facility was constructed within Rock Chalk Park, which consists of approximately 89 acres and is adjacent to 46 acres of City-owned land. The City purchased 26 acres for the construction of Sports Pavilion Lawrence.

The facility features eight full-size basketball courts or 16 full-size volleyball courts as well as indoor turf areas; rooms for gymnastics and aerobics/fitness; and cardio and weights areas. In addition, there is a 1/8-mile indoor walking/jogging track, meeting rooms, offices and event support areas.

Source: Facility website.

The facility averages 35 to 40 weekend events annually. The City's 2019 budget estimated revenues of \$585,000 and expenses totaling \$968,000. In 2018, approximately 600,000 people visited the facility. Admission to the facility is free for Douglas County residents. The daily fee for a non-resident is \$5.00. The facility has eight full-time positions and 30 part-time positions.



### Adventist HealthCare Fieldhouse (Boys, MD)

As previously mentioned, the Adventist HealthCare Fieldhouse is part of a larger complex that includes Maryland SoccerPlex and is owned by the Maryland-National Capital Park and Planning Commission (M-NCPPC), a bi-county agency. The facility offers eight basketball/volleyball courts from March to November. In November, two synthetic turf fields are rolled over the courts for indoor soccer, lacrosse, field hockey, baseball and rugby. The indoor facility also offers office space, restrooms, concessions and meeting rooms.

Source: Facility website.

Adventist HealthCare Fieldhouse hosts approximately 25 to 30 basketball/volleyball tournaments annually. The indoor venue does not offer spectator seating which, according to management, has hindered its ability to host many tournaments.

As noted previously, the development of both the indoor and outdoor facilities was driven by growing residential demand for youth and amateur sports venues. In FY 2018, the MSF reported total revenues of \$5.4 million and expenses of \$4.9 million, which included depreciation of approximately \$976,000. The MSF's revenue streams include, but are not limited to, outdoor field rentals, rentals of the indoor venue, hotel rebates and a portion of concessions from the contracted vendor. The complex is operated by 11 full-time staff and up to 120 seasonal, part-time staff.



### Myrtle Beach Sports Center (Myrtle Beach, SC)

The Myrtle Beach Sports Center (Sports Center) is located adjacent to the Myrtle Beach Convention Center. Opened in March 2015, the 100,000 SF indoor sports facility includes eight basketball courts and 16 volleyball courts spread over 72,000 SF of column-free hardwood space. The venue was designed to host court sports, wrestling, gymnastics, table tennis, pickleball and other sporting events as well as trade shows.

Source: Facility website.

To service the event space, there are multiple team rooms, telescopic bleachers, a private mezzanine for elevated viewing and a café with indoor/outdoor seating. The Sports Center was publicly funded by the City of Myrtle of Beach who also owns the facility. The City contracts with a third party to manage the venue.

The Sports Center was designed to attract sports competitions that draw out-of-town visitors and therefore does not regularly host local league play. The venue is operated as part of the City's broader sports tourism division. In FY 2018, expenses related to the marketing, management and operations of the Sports Center totaled \$567,000. Community organizations market the many tourist amenities Myrtle Beach has to offer for sporting event participants and their friends/family including its beaches, golf and other family-friendly attractions.

The Sports Center hosts approximately 30 to 35 events annually. The City estimates that the Sports Center generated \$23.9 million in economic impact to Myrtle Beach and the Grand Strand Area in 2019.



### Community First Champion Center (Appleton, WI)

Community First Champion Center opened in 2019. The facility is owned by the Grand Chute Development Authority and privately operated.

Source: Facility website.

The facility offers a total of eight basketball or 16 volleyball courts as well as a year-round ice rink. Four of the basketball courts are offered year-round. A seasonal arena can fit another four basketball courts or an additional ice rink. In addition, the facility features meeting space, seating areas and on-site concessions. The mission of the complex is to focus on attracting sports teams from outside the local area to increase tourism. Local groups also have access to the facility. The facility has yet to complete a full year of operations. A study commissioned by the Fox Cities Convention and Visitors Bureau reported that the facility was estimated to generate economic impact of approximately \$8.9 million in its first year of operations.



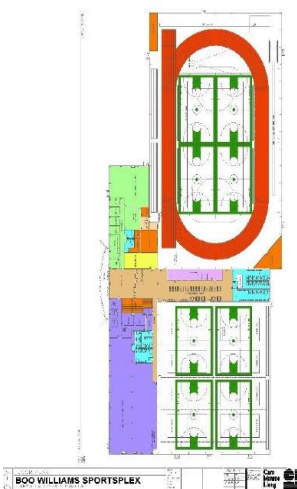


### Summit Sports & Ice Complex (Dimondale, MI)

Summit Sports & Ice Complex is a 176,000 SF state-of-the-art complex for multi-sports, education, entertainment and business activities.

Source: Facility website.

Summit Sports & Ice Complex features both an Olympic and NHL regulation-sized ice rink, a 54,300 SF field house, sports performance center, locker rooms, referee rooms and arena management space. The facility is also home to Aim High Sports, which has three sport court basketball courts. Sports activity at the complex includes soccer, basketball, flag football, dodge ball, lacrosse, ice hockey and other sports. The facility is home to the Mid-Michigan Youth Hockey Association, the Lansing Wolves hockey team and Twistars USA Gymnastics Club. In addition to sports, the complex hosts several tradeshow annually. Ice-related programs offered at the facility include youth and adult hockey leagues; hockey tournaments; Learn-to-Skate; Learn-to-Play Hockey; public skating; Stick-N-Puck; and private rentals.



### Boo Williams Sportsplex (Hampton, VA)

Boo Williams Sportsplex (BWSP) is a full-service 135,000 SF, multi-sport indoor facility that was developed by Boo Williams, a prominent local athlete, coach and youth sports advocate, in partnership with a group of private investors and in conjunction with the City of Hampton. The BWSP sits on approximately 10 acres of land owned by the City of Hampton under a long-term (100 year) Ground Lease Agreement. The Boo Williams Sportsplex officially opened in March 2008 with program elements including eight basketball courts or 12 volleyball courts, a regulation size indoor track and field setup, seating for 4,000 spectators, a concession area, meeting/banquet space, training rooms, a merchandise area and 15,000 SF of rental space. Wi-Fi is available throughout the complex.

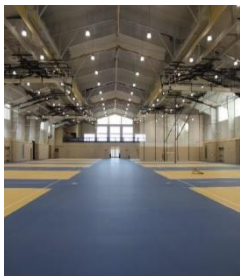
Source: Facility website.

Originally privately owned, the City purchased the facility in 2017. The facility is privately operated. Historically, the venue has hosted approximately 30 basketball tournaments annually with paid admissions averaging approximately 45,000 people per year. The facility hosts an average of 1,840 basketball teams annually, of which approximately 65% are from out-of-state. The BWSP also hosts a number of track meets as well as competitions involving other indoor sports such as volleyball, martial arts, cheerleading, gymnastics, etc.

The success of the BWSP business model is based on management's ability to attract events and host them in a first-class manner that generates both repeat and new business annually. The primary revenue streams are ticket sales for admission, court and space rental fees, concession sales, merchandise sales, sponsorships and commissions on sales. The primary activities are youth sports. The peak season typically occurs between December and July, which encompasses both indoor track & field and the AAU basketball season.

The BWSP management team has a strong working relationship with the Hampton Convention and Visitors Bureau (Hampton CVB) which includes a Sports Commission under its umbrella organization. Representatives from both the venue and the Hampton CVB meet bi-weekly to review their upcoming events; potential bid opportunities; and how they can best position the BWSP and Hampton for potential economic-generating events. The venue considers their relationship with the Hampton CVB a critical success factor in terms of long-term planning, marketing for events and promoting Hampton’s visitor amenities to BWSP attendees. The Hampton CVB helps with the preparation of RFP responses and supplemental funding for event-related costs such as rent on a case-by-case basis. There is no formal agreement between the two organizations regarding event subsidies, but consideration is typically given for events that generate economic impact for the City and have not previously been held there.

According to BWSP representatives, having a management team with connections in the sports industry as well as a marketing partner such as a destination marketing organization or sports commission are best practices. Other lessons learned include choosing events wisely because some are not profitable due to limited attendance or limited potential overnight stays. Having a leadership team well-versed in the industry can help to avoid costly mistakes in the initial operation of a new venue.



#### Foley Event Center (Foley, AL)

As mentioned previously, the Foley Event Center is part of the Foley Sports Tourism Complex. The Foley Event Center opened in 2017. The 90,000 SF facility offers six basketball courts or 12 volleyball courts. The facility also offers five meetings rooms, three concession/vending areas and two mezzanines overlooking the main floor.

Source: Facility website.

According to facility management, the Foley Event Center hosts between 40 and 60 indoor sporting events annually. Sporting events hosted at the facility include volleyball, basketball, archery, gymnastics, cheerleading and more. The facility also hosts non-sporting events such as meetings, graduations and exhibits. In FY 2019, the Foley Event Center reported an operating deficit of approximately \$325,000.

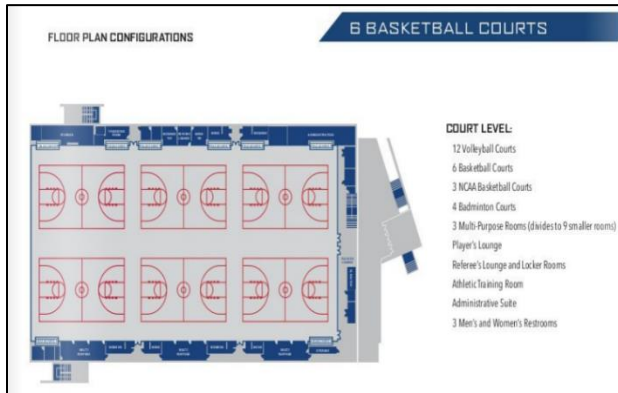


#### Rocky Top Sports World (Gatlinburg, TN)

As previously mentioned, Rocky Top Sports World includes six turf outdoor fields and a natural grass championship stadium as well as an indoor court complex referred to as “The Rock”. The Rock has 53,000 SF of hardwood court space in an 86,000 SF facility.

Source: Facility website.

The configuration allows for six basketball courts or 12 volleyball courts in addition to team rooms, referee locker rooms, a full-service indoor/outdoor café, office space for coaches and a balcony viewing area. There is a separate facility in an adjacent location that can accommodate four additional basketball courts and five additional volleyball courts.



## Round Rock Sports Center (Round Rock, TX)

The City of Round Rock owns and operates the Round Rock Sports Center (Center) which opened in January 2014. The Center is an indoor sports facility with six basketball courts or 12 volleyball courts and a seating capacity of 1,300 spectators. The facility sits on 24 acres and offers total court space of approximately 47,800 SF and a gross building area of 82,800 SF.

Source: Facility website.

The primary purpose of the Center is to draw tournaments and events as part of the City's sports tourism program. The Center is not a walk-in facility but services the community by hosting club sports team practices during the week and tournaments on the weekends.

The Center is designed with the courts on a lower level and all seating is on the mezzanine level. All courts have LED scoreboards. There is a concession stand, operated by the City, on the mezzanine level. Originally, seating was designed on the court level, however, if the seating is in place, it does not allow enough space around the courts for an adequate competition surface for volleyball. The court level spectator bleachers that can accommodate up to 500 spectators are brought in for wrestling, which requires a smaller competition area. The facility hosts college showcase tournaments and the layout can accommodate NCAA rules governing college coaches' access.

There are locker rooms to support club programs during the week, however, these are not utilized during weekend tournaments. There is a referee's lounge, referee's locker rooms, a training room and three multi-purpose rooms. There are approximately 500 paved parking spots. After initial construction, the facility added a climate-controlled 4,600 SF outdoor storage space to accommodate their floor coverings and concession supplies.

Peak usage occurs January through July. Representatives indicated that the facility is typically booked at 95% usage rate during peak weekday periods between 5:00 pm and 10:00 pm and all day on the weekends. The facility offers "peak hour" as well as "off-peak hour" rental rates.

The facility hosted 34 multi-day tournaments and nine single-day tournaments with 6,780 total court bookings in 2018. This activity was generated approximately \$2.6 million in total revenues which includes \$1.3 million generated from hotel occupancy tax. Total expenses were \$2.3 million which includes \$366,000 in debt service. The City recently completed a feasibility study for the potential development of a second sports center.



### Cape Girardeau SportsPlex (Cape Girardeau, MO)

The Cape Girardeau SportsPlex is a 121,000 SF indoor sports facility that offers six hardwood courts which convert to 12 volleyball courts, as well as two regulation indoor turf fields.

Source: Facility website

The facility also has full-service concessions and a multi-use space for team meetings, coach's clinics, team parties and more. The facility is open to the public for court, turf and batting cage use or can be rented for tournaments. According to facility management, the facility draws tournament business from a five-state region including Missouri, Arkansas, Illinois, Kentucky and Tennessee.

The flexibility of the facility allows management to book diverse sports activity. The facility opened in 2017 and is owned and operated by the City. In FY 2019, the facility generated revenues of \$595,000 and expenses of \$701,000 excluding approximately \$325,000 in depreciation. Revenue sources include concessions, usage fees and other miscellaneous sources. Expenditures include those related to contractual services, general operating expenses, materials and supplies, personnel services and other expenses. Approximately 13 full-time equivalents are dedicated to the facilities operations.



### Salina Fieldhouse (Salina, KS)

The 68,500 SF Salina Fieldhouse opened in 2017 and offers six basketball courts. Three of the basketball courts are hardwood and three are synthetic. The courts are cross-lined to include eight volleyball courts and six futsal courts. In addition, the facility offers a regulation-sized indoor soccer field which is divisible into three smaller fields as well as batting cages, pitching tunnels, team gathering areas and concessions.

Source: Facility website.

The facility hosts a variety of athletic events including league play, tournaments, team practices, camps and clinics in multiple sports. In 2019, the facility hosted 20 tournaments that over 400 teams participated in. This activity attracted total attendance of approximately 19,500. The facility has annual revenues of approximately \$124,000 which includes revenues related to tournaments, facility rental, league use, food and beverage and sponsorships. The facility has annual expenses of approximately \$215,000 which includes those related to personnel, utilities, benefits, supplies and contractual services.





Source: Jacksonville Ultimate.

### Jacksonville Ice & Sportsplex (Jacksonville, FL)

The Jacksonville Ice & Sportsplex features six basketball/volleyball courts, 9,000 SF of turf space and an NHL regulation-sized hockey rink. According to facility management, the facility is used seven days a week and hosts multiple sports including basketball, volleyball, ice hockey, curling, broomball and soccer. In addition, the facility is open for parties and corporate events.

Tournament rentals at the facility must be reserved a minimum of four weeks in advance of the date. The indoor turf area is leased out to a private soccer organization that controls programming for the space.



Source: Facility website.

### Virginia Beach Field House (Virginia Beach, VA)

The Virginia Beach Field House is a 175,000 SF indoor sports facility. The area surrounding the facility features beaches, hotels, restaurants, local shops and other entertainment/attractions. The facility offers four large turf fields, two small carpet turf fields, four basketball courts, eight volleyball courts and eight outdoor sand volleyball courts.

In 2019, the facility hosted various event activity including leagues, camps, clinics and tournaments in soccer, flag football, basketball, volleyball, indoor baseball/softball, field hockey, lacrosse and dodgeball. The venue also includes multiple party rooms, an arcade and an indoor fun zone to accommodate team building events and parties. The facility is privately owned and operated by Eastern Sports Management.



Source: Facility website.

### Brownstown Sports Center (Brownstown Township, MI)

The Brownstown Sports Center is a 110,000 SF ice skating, volleyball, basketball, futsal, wrestling and floorball facility. The facility offers two full sheets of ice, four basketball courts, six volleyball courts and four futsal courts. In addition, the facility offers a hockey shooting room, a fitness room and meeting space.

Programming at the facility includes free style skating, skill academies, league play, elite/travel team play, private lessons and tournaments. In 2019, the facility primarily hosted basketball and ice hockey tournaments. In addition to sports, the facility annually hosts multiple tradeshows/expos.



Source: Facility website.

### Scheels Iceplex (Sioux Falls, SD)

Scheels Iceplex features three indoor sheets of ice and is home to Legend Hockey, Tier 1 AAA Jr. Stampede Hockey Program, Sioux Falls Youth Hockey Association, Sioux Falls Figure Skating Club and Sioux Falls Stampede practices.

The facility opened in 2014 and is owned and operated by Ice Sports Association, a non-profit organization founded to promote the benefits of all ice-users in the region.

The development of Scheels Iceplex was in large part a result of unified efforts from ice user groups, private donors, Sanford Health, Scheels, the City of Sioux Falls and the local business community. Utilization at Scheels Iceplex primarily involves public skating, Stick-N-Puck, league practices/games, trainings and tournaments. The facility generally hosts one to two tournaments/competitions a month, primarily on weekend dates. The facility generates approximately \$1.0 million in operating revenues and \$944,000 in operating expenses annually.

The facility is located adjacent to the Sanford Sports Complex, which includes Sanford Fieldhouse, Sanford Pentagon, Sanford Health Clinic, South Dakota Junior Football Park, a gymnastics facility and multiple other facilities. Sanford Fieldhouse offers 62,000 SF which includes indoor turf, locker rooms and training facilities. The Sanford Pentagon is a 160,000 SF multi-purpose facility that houses up to 11 basketball/volleyball courts. It is home of the Heritage Court Arena, which has a seating capacity of 3,250 fans. The Sanford Pentagon can host basketball, volleyball, wrestling, cheer, dance, badminton, gymnastics, concerts, graduations and multiple other events.



Source: Facility website.

### Larson Ice Center (Brookings, SD)

Larson Ice Center is an indoor ice arena that offers two ice sheets with bleacher seating, 10 locker/team rooms, restrooms and a concession area. One of the ice rinks has a seating capacity of 1,350 people while the other has a capacity of 450 people. The facility hosts a wide range of ice-related activity including, but not limited to, public skating, league/club play and tournaments.

The facility is also home to the Brookings Ranger and SDSU Jackrabbit hockey teams as well as the Brookings Ice Skating Association. The facility is owned and operated by the City of Brookings and is subsidized by the City, but is budgeted for within the Parks, Recreation and Forestry Department. In 2018, the facility generated total revenues of \$144,500 and expenses of \$583,500. Two full-time employees are dedicated to operations of the facility.



### Ice World (Abingdon, MD)

Ice World is a year-round ice facility that offers two NHL-regulation rinks, eight team locker rooms, seating for up to 300 people, a full-service snack bar and a Pro Shop. Ice World offers a variety of skating programs, private skating lessons, and camps, as well as recreational and travel team play.

Source: Facility website.

The facility is home to the North Stars Hockey Club, Chesapeake Figure Skating Club, Chesapeake Synchronized Skating and multiple youth and adult hockey clubs. While the facility can accommodate tournaments, much of the activity hosted is centered around local residential and club use. The facility is privately owned and operated.



### Bloomington Ice Garden (Bloomington, MN)

The Bloomington Ice Garden is a 125,000 SF facility that offers three sheets of ice. One of the sheets is Olympic-sized and features a seating capacity of 2,500 people.

Source: Facility website.

The facility is home to several hockey and figure skating groups including Bloomington High School's hockey teams, the Twin Cities Northern Lights Junior hockey team, the Bloomington Amateur Hockey Association and the Bloomington Figure Skating Club. In addition, facility offers ice time for private rentals, lessons, public skating, practices and multiple youth hockey tournaments. According to facility management, the facility attracts more than 800,000 visitors annually and is a key gathering place for the local community. In 2018, the facility generated total revenues of \$1.4 million and total expenses of \$1.6 million. There are four full-time staff members at the facility.



### Seven Bridges Ice Arena (Woodridge, IL)

Seven Bridges Ice Arena is a 108,000 SF facility that offers an Olympic-sized ice rink, an NHL-size ice rink and a 13,760 SF indoor turf space. In addition, the facility features eight locker rooms and a full-service restaurant and bar.

Source: Facility website.

The facility is home to several programs including Team Illinois, Benet Academy Hockey Club, Bridgedale Academy Hockey, Naperville North Hockey, Huskies Hockey Club, VMSA Soccer and Windy City Curling Club. Additional programming at the facility includes lessons, Stick-N-Puck sessions, freestyle sessions, public skating and tournaments. According to secondary sources, the facility generates 1.1 million visitors annually. The facility is privately owned and operated.

## Comparable Indoor Facilities - Market Attributes

This section compares market attributes associated with the previously profiled comparable/competitive indoor facilities to those for the proposed indoor fieldhouse in St. Mary's County. Reviewing target markets for comparable facilities can offer insight into the markets from which the proposed indoor fieldhouse in St. Mary's County could draw a portion of participants/attendees. As such, the pages that follow analyze several market characteristics including population, age, households, income and spending.

### Population

The following table compares populations of target markets for each of the previously profiled comparable facilities with those for the proposed new indoor fieldhouse. As shown, the 30- and 60-minute drive time populations associated with the proposed indoor fieldhouse are lower than the average and median for the profiled comparable facilities. By contrast, the 120- and 180-minute drive time populations are higher than the average and median for the profiled comparable facilities.

Comparable Indoor Facilities - Population - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Ice World	Abingdon, MD	740,011	3,494,771	17,069,412	28,241,518
Adventist HealthCare Fieldhouse	Boyd's, MD	635,183	4,762,696	10,776,517	19,412,545
Round Rock Sports Center	Round Rock, TX	1,323,061	2,635,272	5,919,538	18,040,503
Seven Bridges Ice Arena	Woodridge, IL	2,210,227	8,499,624	12,612,604	17,900,011
Brownstown Sports Center	Brownstown Township, MI	1,420,264	4,749,696	7,926,437	15,976,324
LakePoint Champions Center	Emerson, GA	770,381	3,548,331	8,369,134	13,993,319
Summit Sports & Ice Complex	Dimondale, MI	475,762	1,715,549	10,111,961	13,288,820
<b>Proposed Indoor Fieldhouse</b>	<b>St. Mary's County, MD</b>	<b>125,112</b>	<b>416,071</b>	<b>7,007,585</b>	<b>12,995,210</b>
Finley Center	Birmingham, AL	629,742	1,322,686	3,442,877	10,919,010
Jacksonville Ice & Sportsplex	Jacksonville, FL	1,137,847	1,728,813	3,700,683	8,989,020
Boo Williams Sportsplex	Hampton, VA	679,983	1,763,919	3,531,309	7,446,767
Community First Champion Center	Appleton, WI	451,354	971,165	3,748,059	7,007,559
Cape Girardeau SportsPlex	Cape Girardeau, MO	101,232	284,289	2,877,306	6,864,036
Bloomington Ice Garden	Bloomington, MN	2,075,038	3,587,226	5,024,974	6,365,719
Rocky Top Sports World	Gatlinburg, TN	27,622	183,302	2,098,950	5,664,809
Sports Pavilion Lawrence	Lawrence, KS	264,861	1,943,238	3,175,940	5,310,739
Myrtle Beach Sports Center	Myrtle Beach, SC	285,312	481,809	1,709,603	5,023,418
Virginia Beach Field House	Virginia Beach, VA	913,299	1,591,777	2,689,087	4,987,759
Salina Fieldhouse	Salina, KS	74,090	240,816	1,446,497	4,378,171
Foley Event Center	Foley, AL	130,735	693,595	1,807,111	3,495,664
Scheels Iceplex	Sioux Falls, SD	259,594	416,782	979,974	2,649,506
Larson Ice Center	Brookings, SD	47,200	366,289	799,988	1,883,376
<b>Average (excludes Proposed Indoor Fieldhouse)</b>		<b>697,752</b>	<b>2,141,983</b>	<b>5,229,427</b>	<b>9,897,076</b>
<b>Median (excludes Proposed Indoor Fieldhouse)</b>		<b>629,742</b>	<b>1,715,549</b>	<b>3,531,309</b>	<b>7,007,559</b>
<b>Rank (Out of 22)</b>		<b>18</b>	<b>18</b>	<b>7</b>	<b>8</b>

Note: Sorted in descending order by 180-Minute Drive Population.

Source: Esri.

### Projected Population Growth (2019 – 2024)

The following table provides the projected 2019 to 2024 annual growth rate of each of the target markets associated with the profiled comparable facilities as well as the proposed new indoor fieldhouse. The growth rate within the 30-minute drive time associated with the proposed indoor fieldhouse is consistent with that of the average for the profiled comparable facilities but higher than the median. The 60-, 120- and 180-minute drive time markets are expected to grow at a higher rate than the average and median of comparable facility target markets.



Comparable Indoor Facilities - Projected Annual Growth Rate (2019 to 2024)					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Round Rock Sports Center	Round Rock, TX	2.58%	2.43%	1.89%	1.77%
Jacksonville Ice & Sportsplex	Jacksonville, FL	1.57%	1.59%	1.30%	1.45%
Myrtle Beach Sports Center	Myrtle Beach, SC	2.45%	2.14%	1.27%	1.14%
LakePoint Champions Center	Emerson, GA	1.60%	1.35%	1.25%	1.05%
<b>Proposed Indoor Fieldhouse</b>	<b>St. Mary's County, MD</b>	<b>0.91%</b>	<b>1.04%</b>	<b>0.86%</b>	<b>0.90%</b>
Finley Center	Birmingham, AL	0.57%	0.53%	0.39%	0.81%
Foley Event Center	Foley, AL	1.90%	1.04%	0.90%	0.76%
Boo Williams Sportsplex	Hampton, VA	0.27%	0.56%	0.68%	0.76%
Bloomington Ice Garden	Minneapolis, MN	0.95%	0.99%	0.89%	0.76%
Larson Ice Center	Brookings, SD	0.93%	1.46%	0.82%	0.74%
Adventist HealthCare Fieldhouse	Boyd's, MD	0.95%	1.01%	0.87%	0.73%
Rocky Top Sports World	Gatlinburg, TN	0.78%	0.61%	0.73%	0.72%
Scheels Iceplex	Sioux Falls, SD	1.90%	1.43%	0.72%	0.68%
Virginia Beach Field House	Virginia Beach, VA	0.53%	0.49%	0.54%	0.67%
Ice World	Abingdon, MD	0.27%	0.48%	0.64%	0.62%
Salina Fieldhouse	Salina, KS	-0.42%	-0.25%	0.15%	0.53%
Sports Pavilion Lawrence	Lawrence, KS	0.54%	0.81%	0.61%	0.51%
Community First Champion Center	Appleton, WI	0.65%	0.52%	0.42%	0.29%
Brownstown Sports Center	Trenton, MI	-0.09%	0.19%	0.17%	0.27%
Summit Sports & Ice Complex	Dimondale, MI	0.51%	0.42%	0.29%	0.24%
Cape Girardeau SportsPlex	Cape Girardeau, MS	0.38%	0.00%	0.01%	0.23%
Seven Bridges Ice Arena	Woodridge, IL	0.18%	0.08%	0.08%	0.16%
<b>Average (excludes Proposed Indoor Fieldhouse)</b>		<b>0.90%</b>	<b>0.85%</b>	<b>0.70%</b>	<b>0.71%</b>
<b>Median (excludes Proposed Indoor Fieldhouse)</b>		<b>0.65%</b>	<b>0.61%</b>	<b>0.68%</b>	<b>0.72%</b>
<b>Rank (Out of 22)</b>		<b>10</b>	<b>7</b>	<b>8</b>	<b>5</b>

Note: Sorted in descending order by 180-Minute Drive Projected Annual Growth Rate.  
Source: Esri.

### Total Number of Households

As with population, the number of households within the 30- and 60-minute drive time associated with the proposed indoor fieldhouse is lower than the average and the median for profiled comparable facilities. However, the number of households in the 120- and 180-minute drive time is higher than the average and median for profiled comparable facilities.

Comparable Indoor Facilities - Number of Households - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Ice World	Abingdon, MD	283,930	1,325,699	6,450,971	10,585,106
Adventist HealthCare Fieldhouse	Boyd's, MD	228,758	1,797,542	4,045,422	7,351,532
Seven Bridges Ice Arena	Woodridge, IL	784,709	3,143,233	4,736,227	6,838,271
Round Rock Sports Center	Round Rock, TX	506,272	985,804	2,181,540	6,468,319
Brownstown Sports Center	Trenton, MI	560,849	1,898,284	3,140,483	6,326,707
LakePoint Champions Center	Emerson, GA	279,712	1,356,175	3,102,016	5,320,331
Summit Sports & Ice Complex	Dimondale, MI	189,819	666,213	3,960,180	5,198,667
<b>Proposed Indoor Fieldhouse</b>	<b>St. Mary's County, MD</b>	<b>44,384</b>	<b>145,984</b>	<b>2,644,227</b>	<b>4,874,386</b>
Finley Center	Birmingham, AL	252,887	518,047	1,347,266	4,208,647
Jacksonville Ice & Sportsplex	Jacksonville, FL	443,470	662,305	1,443,962	3,474,623
Boo Williams Sportsplex	Hampton, VA	255,451	661,072	1,343,464	2,821,982
Community First Champion Center	Appleton, WI	181,062	389,866	1,520,586	2,766,254
Cape Girardeau SportsPlex	Cape Girardeau, MS	39,862	112,097	1,167,463	2,705,399
Bloomington Ice Garden	Minneapolis, MN	832,490	1,386,372	1,950,316	2,497,435
Rocky Top Sports World	Gatlinburg, TN	11,121	72,607	860,736	2,277,370
Sports Pavilion Lawrence	Lawrence, KS	106,185	774,595	1,245,166	2,078,596
Myrtle Beach Sports Center	Myrtle Beach, SC	120,780	200,313	682,767	1,942,716
Virginia Beach Field House	Virginia Beach, VA	343,995	593,219	1,025,137	1,901,367
Salina Fieldhouse	Salina, KS	30,008	94,026	569,852	1,722,098
Foley Event Center	Foley, AL	53,037	274,269	696,611	1,357,699
Scheels Iceplex	Sioux Falls, SD	101,118	162,057	386,715	1,045,861
Larson Ice Center	Brookings, SD	18,324	144,610	315,568	755,777
<b>Average (excludes Proposed Indoor Fieldhouse)</b>		<b>267,802</b>	<b>819,924</b>	<b>2,008,212</b>	<b>3,792,607</b>
<b>Median (excludes Proposed Indoor Fieldhouse)</b>		<b>228,758</b>	<b>661,072</b>	<b>1,347,266</b>	<b>2,766,254</b>
<b>Rank (Out of 22)</b>		<b>18</b>	<b>18</b>	<b>7</b>	<b>8</b>

Note: Sorted in descending order by 180-Minute Drive number of households.  
Source: Esri.

### Median Age

The median age within the 30- and 120-minute drive time associated with the proposed indoor fieldhouse is younger than the average for the profiled comparable facilities. The median age within the 60- and 180-minute drive time is relatively consistent with that of the average for comparable facilities.

Comparable Indoor Facilities - Median Age - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Round Rock Sports Center	Round Rock, TX	34.1	34.0	34.8	34.9
Salina Fieldhouse	Salina, KS	39.7	37.0	37.2	37.4
Sports Pavilion Lawrence	Lawrence, KS	34.3	37.3	37.5	37.7
Finley Center	Birmingham, AL	38.4	38.2	39.2	37.9
LakePoint Champions Center	Emerson, GA	36.9	36.2	37.2	38.0
Seven Bridges Ice Arena	Woodridge, IL	38.3	37.2	37.7	38.0
Myrtle Beach Sports Center	Myrtle Beach, SC	44.1	45.0	41.5	38.1
Scheels Iceplex	Sioux Falls, SD	36.0	36.1	38.5	38.2
Boo Williams Sportsplex	Hampton, VA	35.4	37.1	38.5	38.3
<b>Proposed Indoor Fieldhouse</b>	<b>St. Mary's County, MD</b>	<b>36.9</b>	<b>38.9</b>	<b>37.9</b>	<b>38.5</b>
Larson Ice Center	Brookings, SD	31.7	36.2	38.1	38.6
Bloomington Ice Garden	Minneapolis, MN	37.1	37.5	37.9	38.7
Virginia Beach Field House	Virginia Beach, VA	36.5	36.3	38.0	38.7
Adventist HealthCare Fieldhouse	Boyd's, MD	39.7	37.9	38.5	38.9
Cape Girardeau SportsPlex	Cape Girardeau, MS	38.6	40.2	40.3	39.1
Foley Event Center	Foley, AL	43.1	39.7	39.3	39.3
Ice World	Abingdon, MD	39.3	38.9	38.8	39.3
Summit Sports & Ice Complex	Dimondale, MI	36.4	39.3	39.6	39.8
Community First Champion Center	Appleton, WI	38.7	40.0	39.5	40.0
Jacksonville Ice & Sportsplex	Jacksonville, FL	37.8	39.0	40.3	40.0
Brownstown Sports Center	Trenton, MI	38.4	40.0	40.2	40.0
Rocky Top Sports World	Gatlinburg, TN	44.8	44.2	43.0	42.5
<b>Average (excludes Proposed Indoor Fieldhouse)</b>		<b>38.1</b>	<b>38.4</b>	<b>38.8</b>	<b>38.7</b>
<b>Median (excludes Proposed Indoor Fieldhouse)</b>		<b>38.3</b>	<b>37.9</b>	<b>38.5</b>	<b>38.7</b>
<b>Rank (Out of 22)</b>		<b>8</b>	<b>13</b>	<b>6</b>	<b>10</b>

Note: Sorted in ascending order by 180-Minute Drive Median Age.  
Source: Esri.

### Youth (Under the Age of 18)

The following table compares the population under the age of 18 within each target market for the proposed indoor fieldhouse to that for the profiled comparable facilities as this age demographic is a popular target market for participants in sports tournaments/competitions. As shown, population under the age of 18 within the proposed indoor fieldhouse's 30- and 60-minute target market areas ranks low relative to that for the profiled comparable facilities while the youth population within the 120- and 180-minute drive time ranks in the top half.

Comparable Indoor Facilities - Population Under the Age of 18 - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Ice World	Abingdon, MD	156,143	747,881	3,686,993	6,071,926
Round Rock Sports Center	Round Rock, TX	320,181	650,912	1,414,769	4,474,045
Adventist HealthCare Fieldhouse	Boyd's, MD	146,728	1,028,743	2,360,058	4,173,697
Seven Bridges Ice Arena	Woodridge, IL	526,034	1,946,414	2,863,061	4,009,602
Brownstown Sports Center	Brownstown Township, MI	320,980	1,011,685	1,680,405	3,434,910
LakePoint Champions Center	Emerson, GA	184,122	830,309	1,941,639	3,148,497
Summit Sports & Ice Complex	Dimondale, MI	93,725	361,981	2,184,184	2,870,385
<b>Proposed Indoor Fieldhouse</b>	<b>St. Mary's County, MD</b>	<b>30,527</b>	<b>96,112</b>	<b>1,513,638</b>	<b>2,832,956</b>
Finley Center	Birmingham, AL	139,173	287,023	743,662	2,445,858
Jacksonville Ice & Sportsplex	Jacksonville, FL	253,739	375,153	751,239	1,815,782
Boo Williams Sportsplex	Hampton, VA	145,517	377,478	748,638	1,593,609
Community First Champion Center	Appleton, WI	97,944	208,800	802,085	1,534,656
Cape Girardeau SportsPlex	Cape Girardeau, MO	21,157	57,995	598,480	1,503,224
Bloomington Ice Garden	Bloomington, MN	460,659	828,650	1,140,669	1,419,555
Sports Pavilion Lawrence	Lawrence, KS	55,091	452,775	730,466	1,221,470
Rocky Top Sports World	Gatlinburg, TN	5,110	35,744	407,196	1,138,627
Myrtle Beach Sports Center	Myrtle Beach, SC	50,786	88,171	350,469	1,105,152
Virginia Beach Field House	Virginia Beach, VA	202,753	347,007	564,708	1,052,417
Salina Fieldhouse	Salina, KS	17,115	57,074	338,480	1,020,114
Foley Event Center	Foley, AL	27,062	147,042	392,143	762,055
Scheels Iceplex	Sioux Falls, SD	66,455	100,861	230,294	619,985
Larson Ice Center	Brookings, SD	9,157	88,275	189,597	423,760
<b>Average (excludes Proposed Indoor Fieldhouse)</b>		<b>157,125</b>	<b>477,618</b>	<b>1,148,535</b>	<b>2,182,825</b>
<b>Median (excludes Proposed Indoor Fieldhouse)</b>		<b>139,173</b>	<b>361,981</b>	<b>748,638</b>	<b>1,534,656</b>
<b>Rank (Out of 22)</b>		<b>17</b>	<b>17</b>	<b>7</b>	<b>8</b>

Note: Sorted in descending order by 180-Minute Drive Population  
Source: Esri.

## Household Income/Spending

As shown in the table below, all the drive time markets for the proposed indoor fieldhouse have a relatively high median household income compared to the profiled comparable facilities. The median household income in the 30- and 60- minute drive time markets for the proposed indoor fieldhouse ranks second among all profiled comparable facilities and first in the 120- and 180-minute drive time markets.

Comparable Indoor Facilities - Median Household Income - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
<b>Proposed Indoor Fieldhouse</b>	<b>St. Mary's County, MD</b>	<b>\$84,768</b>	<b>\$97,813</b>	<b>\$93,386</b>	<b>\$83,641</b>
Ice World	Abingdon, MD	\$67,187	\$75,619	\$78,344	\$77,347
Adventist HealthCare Fieldhouse	Boyd's, MD	\$108,691	\$103,490	\$86,995	\$76,032
Boo Williams Sportsplex	Hampton, VA	\$59,916	\$65,868	\$64,695	\$72,251
Bloomington Ice Garden	Minneapolis, MN	\$76,330	\$78,924	\$73,765	\$68,223
Seven Bridges Ice Arena	Woodridge, IL	\$82,418	\$70,531	\$65,499	\$63,221
Community First Champion Center	Appleton, WI	\$62,752	\$60,851	\$59,042	\$63,066
Round Rock Sports Center	Round Rock, TX	\$77,702	\$71,467	\$60,876	\$61,914
Virginia Beach Field House	Virginia Beach, VA	\$66,908	\$64,705	\$60,564	\$61,023
Scheels Iceplex	Sioux Falls, SD	\$64,147	\$59,839	\$56,989	\$58,927
Larson Ice Center	Brookings, SD	\$56,584	\$60,795	\$56,663	\$57,718
Salina Fieldhouse	Salina, KS	\$51,581	\$51,669	\$53,119	\$57,509
Brownstown Sports Center	Trenton, MI	\$45,582	\$57,669	\$56,522	\$56,374
Sports Pavilion Lawrence	Lawrence, KS	\$53,846	\$61,536	\$59,463	\$56,370
LakePoint Champions Center	Emerson, GA	\$74,617	\$66,140	\$60,370	\$56,244
Summit Sports & Ice Complex	Dimondale, MI	\$57,492	\$58,245	\$56,677	\$55,634
Finley Center	Birmingham, AL	\$57,433	\$54,371	\$50,391	\$54,359
Cape Girardeau SportsPlex	Cape Girardeau, MS	\$50,861	\$44,829	\$52,622	\$52,863
Jacksonville Ice & Sportsplex	Jacksonville, FL	\$57,216	\$58,249	\$52,426	\$52,284
Myrtle Beach Sports Center	Myrtle Beach, SC	\$46,807	\$46,414	\$47,155	\$50,347
Foley Event Center	Foley, AL	\$54,868	\$49,676	\$52,054	\$49,232
Rocky Top Sports World	Gatlinburg, TN	\$45,774	\$47,614	\$49,089	\$47,019
<b>Average (excludes Proposed Indoor Fieldhouse)</b>		<b>\$62,796</b>	<b>\$62,310</b>	<b>\$59,682</b>	<b>\$59,427</b>
<b>Median (excludes Proposed Indoor Fieldhouse)</b>		<b>\$57,492</b>	<b>\$60,795</b>	<b>\$56,989</b>	<b>\$57,509</b>
<b>Rank (Out of 22)</b>		<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>

Note: Sorted in descending order by 180-Minute Drive Median Household Income.  
Source: Esri.

Consistent with median household income, the average annual spending on entertainment/recreation in households within the 30- and 60-minute drive times ranks second while annual spending ranks first within the 120- and 180-minute drive time markets.

Comparable Indoor Facilities - Average Household Spending on Entertainment/Recreation - 2019					
Facility	Location	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
<b>Proposed Indoor Fieldhouse</b>	<b>St. Mary's County, MD</b>	<b>\$4,068</b>	<b>\$4,448</b>	<b>\$4,658</b>	<b>\$4,244</b>
Ice World	Abingdon, MD	\$3,309	\$3,755	\$4,022	\$4,006
Adventist HealthCare Fieldhouse	Boyd's, MD	\$5,406	\$5,104	\$4,386	\$3,917
Boo Williams Sportsplex	Hampton, VA	\$2,923	\$3,224	\$3,266	\$3,720
Bloomington Ice Garden	Minneapolis, MN	\$3,877	\$3,878	\$3,656	\$3,506
Round Rock Sports Center	Round Rock, TX	\$3,877	\$3,630	\$3,212	\$3,319
Community First Champion Center	Appleton, WI	\$3,074	\$3,006	\$3,010	\$3,319
Seven Bridges Ice Arena	Woodridge, IL	\$3,997	\$3,641	\$3,419	\$3,303
Virginia Beach Field House	Virginia Beach, VA	\$3,272	\$3,151	\$3,051	\$3,168
Scheels Iceplex	Sioux Falls, SD	\$3,085	\$3,027	\$3,009	\$3,085
LakePoint Champions Center	Emerson, GA	\$3,568	\$3,590	\$3,251	\$3,051
Larson Ice Center	Brookings, SD	\$2,954	\$3,058	\$2,990	\$3,035
Salina Fieldhouse	Salina, KS	\$2,615	\$2,632	\$2,705	\$3,006
Finley Center	Birmingham, AL	\$3,248	\$2,933	\$2,718	\$2,979
Brownstown Sports Center	Trenton, MI	\$2,400	\$3,129	\$3,019	\$2,972
Sports Pavilion Lawrence	Lawrence, KS	\$2,677	\$3,204	\$3,092	\$2,943
Summit Sports & Ice Complex	Dimondale, MI	\$2,897	\$3,014	\$3,007	\$2,929
Cape Girardeau SportsPlex	Cape Girardeau, MS	\$2,442	\$2,367	\$2,891	\$2,821
Jacksonville Ice & Sportsplex	Jacksonville, FL	\$2,973	\$2,992	\$2,774	\$2,775
Myrtle Beach Sports Center	Myrtle Beach, SC	\$2,537	\$2,525	\$2,688	\$2,681
Foley Event Center	Foley, AL	\$2,844	\$2,605	\$2,696	\$2,625
Rocky Top Sports World	Gatlinburg, TN	\$2,413	\$2,431	\$2,674	\$2,605
<b>Average (excludes Proposed Indoor Fieldhouse)</b>		<b>\$3,161</b>	<b>\$3,186</b>	<b>\$3,121</b>	<b>\$3,132</b>
<b>Median (excludes Proposed Indoor Fieldhouse)</b>		<b>\$2,973</b>	<b>\$3,058</b>	<b>\$3,010</b>	<b>\$3,035</b>
<b>Rank (Out of 22)</b>		<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>

Note: Sorted in descending order by 180-Minute Drive average household spending on entertainment/recreation.  
Source: Esri.

## 5. SPORTS PARTICIPATION TRENDS & POTENTIAL DEMAND GENERATORS



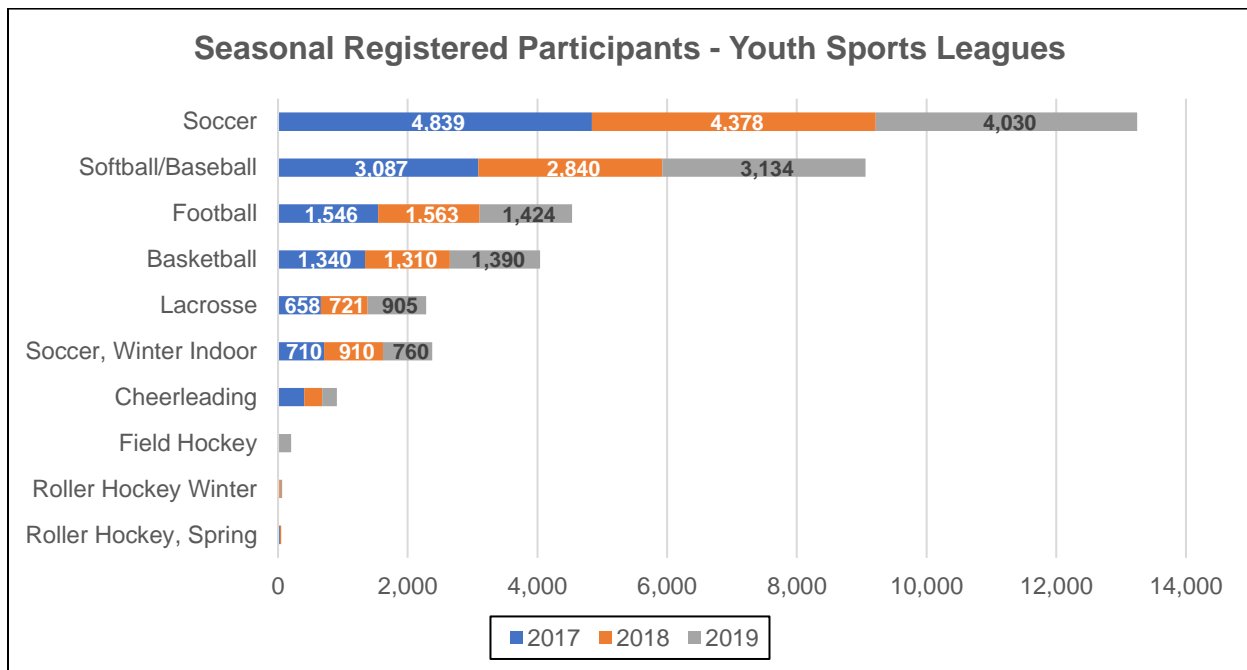


## OVERVIEW

Potential demand associated with any sports facility is somewhat dependent on the attributes of the industry as well as specific target market segments. This section outlines local and national sports participation trends as well as input from potential demand generators at the proposed new sports complex in St. Mary's County.

## LOCAL SPORTS PARTICIPATION TRENDS

Based on information provided by the St. Mary's County Department of Recreation & Parks, the following chart summarizes seasonal registered participants for youth sports leagues held in the County for the last three years. This data includes statistics from both Recreation & Parks sponsored and volunteer youth sports leagues.



Source: St. Mary's County Department of Recreation & Parks Youth Participation and Facility Use Report.

In 2019, there were approximately 12,000 total youth participants including recreational and independent travel teams. Soccer had the highest number of participants during the profiled three-year period, followed by softball/baseball, football and basketball. Participation in lacrosse has been trending upward and field hockey began play in 2019.

There were also more than 400 registered participants at summer youth sports camps. In 2019, the County also provided indoor and outdoor facilities for more than 4,000 adult participants in over 270 teams.

There is an agreement between volunteer youth sports leagues and St. Mary's County Department of Recreation & Parks which is administered by volunteer boards. The leagues are responsible for all financial operations and administer their funds through league bank accounts. Funding is provided through registration fees, fundraisers and sponsorships. The St. Mary's County Department of Recreation & Parks assists the leagues by providing safe playing fields/courts, game and practice scheduling and coaches training and certification.

Consistent with broader industry trends, there has been an increase in the number of travel teams in multiple sports in the County where participants have a higher skill set and require a higher level of playing surface. Most of the sports leagues no longer have defined seasons and utilize fields space throughout the year for their activities including practices. In terms of outdoor sports, County representatives indicated that this increased playing time is resulting in field shortages as well as wear and tear on the fields.

Youth programs primarily use a combination of County-owned parks/recreation centers, elementary, middle and high schools and private fields. Some teams have also used facilities at the College of St. Mary's Leonardtown Campus as well as facilities outside the County. Several sports utilize both indoor and outdoor facilities throughout the year.

As it relates to the proposed new sports complex, local usage (i.e. camps, clinics, leagues, etc.) is critical in maximizing utilization as well as revenue generation. Many tournaments are hosted on weekend dates, while local sports activity can be a strong source of programming during weekdays. Based on historical data, combined with existing field availability and conditions, it appears that there is an active local base of participants for the proposed new sports complex (both outdoor and indoor sports) to have programming beyond tournament activity. Further, existing travel teams in the County provide a base of local participants for tournament activity at the proposed new sports complex.

## **NATIONAL SPORTS PARTICIPATION TRENDS**

The competitive youth and adult amateur sports industry continues to be a significant market opportunity with multiple sports, age groups and demand segments. Demand for sports tourism events is typically less impacted by economic fluctuations as participants and family/friends are willing to travel significant distances for their preferred sport. In recent years, more communities are developing stand-alone sports tourism-focused facilities to accommodate multiple games/competitions due to their value as a tourism generator. Research indicates that it is important for successful destinations to have a strong volunteer base and elite level leagues to support and promote tournament activity that generates overnight stays.

Generally, sports participation rates are an indicator of demand for sports facilities. Typically, as participation increases, so does the demand for sports facilities. As such, the following pages profile trends in the annual number of participants in various outdoor sports and the frequency of participation. It also includes data for individual sports or activities by geographic region and market size, as well as distribution by age and household income.

Data used in this analysis was obtained from Sports Business Research Network (SBRnet), a leading provider of sports marketing research in the United States. SBRnet offers an all-encompassing perspective on sports business, drawing upon syndicated and custom proprietary market research, industry reports and licensed industry articles. SBRnet provides nationwide analysis of statistical trends in each major segment of the sports market and the extent to which they interrelate. The source of the data is the recent Sports Participation in the United States study which is an online survey conducted by the National Sporting Goods Association (NSGA). The study results are based on approximately 34,000 individuals who are ages 7 and older. To ensure responses were representative of the U.S., the data was weighted to represent the demographic composition of the U.S. based on the following characteristics: state of residence, household income, population density and presence of children in the household.

As it relates to the sports included in this analysis, a participant is defined as an individual seven years of age or older who participates in a sport/activity more than once per year. The definition of “frequent” participants varies for each sport and is noted by sport in the following tables.

## Participation Trends in Outdoor Sports

For purposes of this analysis, the following focuses on statistics related to sports that are potential users of the proposed multi-field outdoor sports complex including sports such as soccer; baseball; softball; touch, tackle and flag football; and lacrosse. Similar data on other sports such as rugby was not available.

### Total and Frequent Participation Rates

Soccer, baseball and softball, respectively, had the highest total participation in 2018. Tackle football had the highest frequent participation rate in 2018, followed by soccer, baseball, softball, lacrosse, flag football and touch football, respectively. Overall, total and frequent participation within the profiled sports remained relatively consistent during the profiled period.

Summary of Total and Frequent Participation - Outdoor Sports and Recreation (000s)					
Sport	2014	2015	2016	2017	2018
Soccer - Total	13,444	14,112	14,053	14,320	13,801
Soccer - Frequent	4,106	3,571	3,429	3,833	3,912
% Frequent (40+ days/year)	31%	25%	24%	27%	28%
Baseball - Total	11,335	11,786	12,179	12,100	12,138
Baseball - Frequent	2,951	2,079	2,232	2,559	2,334
% Frequent (50+ days/year)	26%	18%	18%	21%	19%
Softball - Total	9,501	9,751	9,634	9,783	9,708
Softball - Frequent	2,204	1,375	1,472	1,586	1,570
% Frequent (40+ days/year)	23%	14%	15%	16%	16%
Football (Touch) - Total	8,866	9,164	9,219	9,500	9,237
Football (Touch) - Frequent	676	589	655	551	495
% Frequent (50+ days/year)	8%	6%	7%	6%	5%
Football (Tackle) - Total	7,530	7,830	7,899	7,500	7,412
Football (Tackle) - Frequent	2,702	2,126	1,942	2,062	2,221
% Frequent (50+ days/year)	36%	27%	25%	27%	30%
Football (Flag) - Total	6,304	6,601	6,624	6,464	6,319
Football (Flag) - Frequent	476	656	645	328	469
% Frequent (50+ days/year)	8%	10%	10%	5%	7%
Lacrosse - Total	2,791	2,940	2,947	2,900	2,758
Lacrosse - Frequent	480	522	323	372	311
% Frequent (60+ days/year)	17%	18%	11%	13%	11%
<b>Total</b>	<b>59,771</b>	<b>62,184</b>	<b>62,555</b>	<b>62,567</b>	<b>61,373</b>
<b>Frequent</b>	<b>13,595</b>	<b>10,918</b>	<b>10,698</b>	<b>11,291</b>	<b>11,312</b>
<b>% Frequent</b>	<b>23%</b>	<b>18%</b>	<b>17%</b>	<b>18%</b>	<b>18%</b>

Note: Sorted in descending order by 2018 total participation.

Source: Sports Business Research Network.

## Participation by Geographic Region

The table below provides an overview of the percentage of total sports participants in each of the geographic regions within the U.S. in 2018. Sports Business Research Network classifies Maryland within the South Atlantic region, which had the highest number of soccer, softball, touch football, tackle football, flag football and lacrosse participants compared to other regions. As such, these sports offer an opportunity for programming at the proposed multi-field outdoor complex. Within the South Atlantic region, baseball had the lowest percentage of total sports participants which suggests there may be less opportunity for programming related to this sport.

2018 Outdoor Sports Participation by Geographic Region (% of Participants)							
Geographic Region	Soccer	Baseball	Softball	Football-Touch	Football-Tackle	Football-Flag	Lacrosse
New England	4.9%	5.7%	7.9%	5.4%	4.5%	4.5%	2.7%
Middle Atlantic	8.5%	15.8%	11.5%	10.7%	10.5%	11.7%	7.5%
East North Central	13.2%	16.1%	15.8%	20.6%	16.9%	7.8%	16.6%
West North Central	7.1%	5.1%	6.3%	6.2%	9.0%	5.9%	13.7%
<b>South Atlantic</b>	<b>23.0%</b>	<b>15.1%</b>	<b>19.1%</b>	<b>24.5%</b>	<b>24.9%</b>	<b>22.6%</b>	<b>27.1%</b>
East South Central	4.1%	5.8%	4.8%	4.7%	3.5%	4.7%	2.4%
West South Central	11.8%	9.7%	9.7%	6.6%	13.0%	11.9%	9.7%
Mountain	7.0%	7.6%	7.0%	7.5%	7.2%	10.5%	7.1%
Pacific	20.4%	19.1%	17.9%	13.7%	10.5%	20.3%	13.1%

Note: Sports Business Research Network classifies Maryland into the South Atlantic Region.

Source: Sports Business Research Network.

## Participation by Market Size

Relative to the profiled outdoor sports, markets similar in size to the California-Lexington Park MSA had the highest portion of their population participating in tackle football in 2018.

2018 Outdoor Sport Participation by Market Size (% of Participants)							
Market Size	Soccer	Baseball	Softball	Football (Touch)	Football (Tackle)	Football (Flag)	Lacrosse
Non-MSA & MSA < 100,000	10.9%	13.2%	11.9%	13.0%	15.2%	10.6%	8.8%
<b>100,000 - 499,999</b>	<b>11.9%</b>	<b>13.0%</b>	<b>15.2%</b>	<b>15.8%</b>	<b>20.1%</b>	<b>17.4%</b>	<b>16.0%</b>
500,000 - 1,999,999	18.6%	17.0%	19.2%	23.4%	16.3%	24.2%	16.6%
2,000,000 +	58.6%	56.8%	53.7%	47.8%	48.4%	47.8%	58.7%

Note: Shading represents the market size of the California-Lexington Park MSA.

Source: Sports Business Research Network.

## Participation by Age

For the profiled outdoor sports, tackle football had the greatest percentage of players under the age of 18 (56.4%) in 2018, followed by lacrosse (53.7%).

2018 Outdoor Sport Participation by Age Group (% of Participants)							
Age Group	Soccer	Baseball	Softball	Football (Touch)	Football (Tackle)	Football (Flag)	Lacrosse
7-11	28.5%	23.0%	16.8%	19.3%	15.8%	27.4%	17.6%
12-17	23.2%	23.8%	23.0%	23.6%	40.6%	23.2%	36.1%
18-24	13.9%	10.2%	9.1%	12.8%	17.4%	13.0%	14.8%
25-34	17.9%	17.5%	16.7%	21.1%	14.1%	19.8%	15.8%
35-44	11.4%	13.7%	12.1%	11.3%	9.8%	9.9%	7.3%
45-54	3.5%	6.8%	11.6%	7.5%	1.7%	6.0%	6.8%
55-64	1.4%	3.7%	7.2%	3.6%	0.6%	0.7%	1.6%
65-74	0.3%	1.3%	3.4%	0.8%	0.0%	0.0%	0.0%
75+	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Total Under 18 Years Old</b>	<b>51.7%</b>	<b>46.8%</b>	<b>39.8%</b>	<b>42.9%</b>	<b>56.4%</b>	<b>50.6%</b>	<b>53.7%</b>

Source: Sports Business Research Network.



## Participation by Household Income

For informational purposes, the following table provides an overview of indoor participation by household income in 2018.

2018 Outdoor Sports Participation by Household Income (% of Participants)							
Household Income	Soccer	Baseball	Softball	Football-Touch	Football-Tackle	Football-Flag	Lacrosse
Under \$15,000	4.0%	4.5%	3.6%	7.5%	7.4%	2.8%	2.5%
\$15,000 - \$24,999	4.7%	3.9%	4.8%	4.9%	5.9%	6.5%	0.8%
\$25,000 - \$34,999	5.5%	7.5%	4.5%	10.2%	14.5%	12.4%	5.9%
\$35,000 - \$49,999	7.9%	9.8%	9.6%	6.7%	8.5%	10.4%	4.6%
\$50,000 - \$74,999	18.5%	15.5%	14.9%	24.0%	23.9%	18.0%	20.2%
\$75,000 +	59.4%	58.7%	62.7%	46.7%	39.8%	49.9%	65.9%

Source: Sports Business Research Network.

## Potential Sports Participants

One measure to estimate potential demand for the proposed multi-field outdoor complex is to extrapolate the national frequent sports participation rates to the previously presented population statistics for the potential target market areas. As previously mentioned, industry research indicates that many sports participants are willing to drive three or more hours to compete in regional and national tournaments.

The following table illustrates the estimated outdoor sports participants by age group using the previously described methodology.

Potential Outdoor Sports Participants - Frequent												
Sport	Ages 7-17				Age 18+				All Ages			
	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time
Soccer	776	2,581	43,477	80,621	725	2,411	40,618	75,319	1,501	4,992	84,095	155,940
Baseball	409	1,363	22,958	42,572	466	1,549	26,098	48,393	875	2,912	49,056	90,965
Softball	249	827	13,946	25,860	376	1,252	21,094	39,115	625	2,079	35,040	64,975
Football (Touch)	54	178	3,007	5,575	71	238	4,002	7,420	125	416	7,009	12,995
Football (Tackle)	493	1,642	27,668	51,304	382	1,270	21,388	39,661	875	2,912	49,056	90,965
Football-Flag	63	211	3,546	6,576	62	206	3,462	6,420	125	417	7,008	12,996
Lacrosse	67	223	3,763	6,978	58	193	3,245	6,017	125	416	7,008	12,995
<b>Total</b>	<b>2,111</b>	<b>7,025</b>	<b>118,365</b>	<b>219,486</b>	<b>2,140</b>	<b>7,119</b>	<b>119,907</b>	<b>222,345</b>	<b>4,251</b>	<b>14,144</b>	<b>238,272</b>	<b>441,831</b>

Source: Sports Business Research Network.

When considering potential sports participants of all ages, it is estimated that there are 441,831 frequent participants within a 180-minute drive time. Soccer has the highest number of potential sports participants within each of the target markets.

## Participation Trends in Indoor Sports

For purposes of this analysis, the following focuses on statistics related to sports that are likely users of the proposed indoor fieldhouse including basketball, volleyball, cheerleading, gymnastics, martial arts, table tennis, ice hockey, archery and wrestling. Similar data on various other sports was not available.

## Total and Frequent Participation

Basketball had the highest total participation in 2018, followed by table tennis then volleyball. In 2018, volleyball had the highest frequent participation rate, followed by gymnastics then ice hockey. Overall, total participation within the profiled sports has remained relatively consistent over the last five years. Frequent participation experienced a 14% decline from 2014 to 2015 and then remained relatively consistent.

Summary of Total and Frequent Participation - Indoor Sports and Recreation (000s)					
Sport	2014	2015	2016	2017	2018
Basketball - Total	23,709	24,812	24,762	24,600	24,864
Basketball - Frequent	5,289	4,918	4,682	4,724	5,102
% Frequent (50+ days/year)	22%	20%	19%	19%	21%
Table Tennis - Total	9,901	10,498	10,242	10,200	10,290
Table Tennis - Frequent	2,194	2,002	1,750	1,737	1,832
% Frequent (20+ days/year)	22%	19%	17%	17%	18%
Volleyball - Total	10,171	10,699	10,697	10,500	10,083
Volleyball - Frequent	3,897	3,270	3,131	3,427	3,438
% Frequent (20+ days/year)	38%	31%	29%	33%	34%
Archery - Total	8,306	8,353	8,311	7,989	7,740
Archery - Frequent	1,714	1,073	1,399	1,054	900
% Frequent(30+ days/year)	21%	13%	17%	13%	12%
Gymnastics - Total	5,448	5,769	6,115	6,020	6,028
Gymnastics - Frequent	1,900	1,691	1,699	1,700	1,627
% Frequent (40+ days/year)	35%	29%	28%	28%	27%
Martial Arts - Total	6,268	6,584	6,235	6,000	5,996
Martial Arts - Frequent	2,267	1,513	1,403	1,435	1,440
% Frequent (80+ days/year)	36%	23%	23%	24%	24%
Cheerleading - Total	3,647	3,739	3,709	3,500	3,584
Cheerleading - Frequent	710	824	727	726	741
% Frequent (70+ days/year)	19%	22%	20%	21%	21%
Ice Hockey - Total	3,359	3,336	3,366	3,278	3,320
Ice Hockey - Frequent	943	978	870	795	857
% Frequent (30+ days/year)	28%	29%	26%	24%	26%
Wrestling - Total	2,864	3,045	2,984	3,200	3,236
Wrestling - Frequent	605	546	416	445	467
% Frequent (50+ days/year)	21%	18%	14%	14%	14%
<b>Total</b>	<b>73,673</b>	<b>76,835</b>	<b>76,421</b>	<b>75,287</b>	<b>75,141</b>
<b>Frequent</b>	<b>19,519</b>	<b>16,815</b>	<b>16,077</b>	<b>16,043</b>	<b>16,404</b>
<b>% Frequent</b>	<b>26%</b>	<b>22%</b>	<b>21%</b>	<b>21%</b>	<b>22%</b>

Notes: Martial Arts includes MMA and Tae Kw on Do.  
Sorted in descending order by 2018 total participation.  
Source: Sports Business Research Network.

## Participation by Geographic Region

The following table provides an overview of the percentage of total sports participants in each of the geographic regions within the U.S. in 2018.

The South Atlantic region (which includes Maryland) had the highest percentage of basketball, cheerleading, martial arts, wrestling, table tennis and archery participants compared to other regions. The South Atlantic region had the second highest percentage of gymnastics and ice hockey participants and third highest percentage of volleyball participants. Given that the profiled sports have a strong base of participants within the South Atlantic region, these sports represent programming opportunities for the proposed indoor fieldhouse.

2018 Indoor Sports Participation by Geographic Region (% of Participants)									
Geographic Region	Basketball	Cheerleading	Gymnastics	Martial Arts	Volleyball	Wrestling	Table Tennis	Archery	Ice Hockey
New England	4.0%	4.8%	6.7%	6.6%	3.7%	2.1%	4.8%	4.8%	6.9%
Middle Atlantic	12.4%	12.4%	17.2%	12.3%	10.4%	17.9%	12.0%	12.6%	16.5%
East North Central	15.7%	16.5%	14.1%	12.0%	17.7%	14.0%	13.1%	16.2%	9.0%
West North Central	6.2%	9.5%	5.3%	5.3%	8.0%	10.8%	4.9%	10.8%	16.1%
<b>South Atlantic</b>	<b>20.2%</b>	<b>24.6%</b>	<b>16.9%</b>	<b>19.7%</b>	<b>16.3%</b>	<b>20.5%</b>	<b>19.0%</b>	<b>17.6%</b>	<b>16.1%</b>
East South Central	5.4%	5.6%	7.3%	4.6%	4.7%	2.5%	5.6%	6.4%	0.0%
West South Central	10.9%	8.6%	15.0%	15.8%	14.3%	6.3%	14.9%	9.7%	12.2%
Mountain	9.0%	9.5%	7.0%	9.6%	6.5%	6.8%	8.4%	9.8%	7.5%
Pacific	16.2%	8.4%	10.4%	14.2%	18.4%	19.0%	17.3%	12.2%	15.7%

Note: Sports Business Research Network classifies Maryland into the South Atlantic Region.

Source: Sports Business Research Network.

### Participation by Market Size

Relative to the profiled indoor sports, markets similar in size to the California-Lexington Park MSA had the highest portion of their population participating in cheerleading followed by wrestling and archery; table tennis; gymnastics; volleyball; martial arts; basketball and ice hockey, respectively, in 2018.

2018 Indoor Sport Participation by Market Size (% of Participants)									
Market Size	Basketball	Cheerleading	Gymnastics	Martial Arts	Volleyball	Wrestling	Table Tennis	Archery	Ice Hockey
Non-MSA & MSA < 100,000	12.2%	12.6%	11.0%	10.5%	16.1%	12.2%	11.5%	17.6%	6.7%
<b>100,000 - 499,999</b>	<b>13.1%</b>	<b>20.3%</b>	<b>15.3%</b>	<b>14.1%</b>	<b>14.3%</b>	<b>17.1%</b>	<b>16.9%</b>	<b>17.1%</b>	<b>8.5%</b>
500,000 - 1,999,999	22.3%	18.4%	19.2%	17.9%	17.3%	11.4%	22.3%	21.5%	18.6%
2,000,000 +	52.3%	48.7%	54.5%	57.5%	52.3%	59.3%	49.3%	43.8%	66.2%

Note: Shading represents the market size of the California-Lexington Park MSA.

Source: Sports Business Research Network.

### Participation by Age

For the profiled indoor sports, cheerleading had the greatest percentage of players under the age of 18 (70.6%) followed by gymnastics (59.5%) in 2018.

2018 Indoor Sport Participation by Total Age Group (% of Participants)									
Age Group	Basketball	Cheerleading	Gymnastics	Martial Arts	Volleyball	Wrestling	Table Tennis	Archery	Ice Hockey
7-11	14.4%	34.5%	38.6%	18.9%	14.7%	18.6%	7.3%	15.5%	16.8%
12-17	21.1%	36.1%	20.9%	13.8%	26.3%	29.7%	12.9%	19.9%	19.3%
18-24	17.1%	11.7%	10.6%	15.3%	15.3%	16.1%	17.2%	13.8%	15.9%
25-34	18.6%	10.3%	13.3%	19.0%	18.8%	20.4%	18.2%	16.9%	23.3%
35-44	16.1%	4.7%	5.1%	14.8%	12.2%	8.5%	14.9%	12.2%	13.4%
45-54	6.9%	2.5%	4.2%	9.3%	7.9%	5.7%	10.8%	10.8%	6.5%
55-64	4.1%	0.0%	3.9%	5.8%	3.4%	1.0%	10.8%	7.1%	4.8%
65-74	1.7%	0.0%	2.9%	3.2%	1.4%	0.0%	6.5%	3.6%	0.0%
75+	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.4%	0.3%	0.0%
<b>Total Under 18 Years Old</b>	<b>35.5%</b>	<b>70.6%</b>	<b>59.5%</b>	<b>32.7%</b>	<b>41.0%</b>	<b>48.3%</b>	<b>20.2%</b>	<b>35.4%</b>	<b>36.1%</b>

Source: Sports Business Research Network.

### Participation by Household Income

As a point of reference, the following table provides an overview of indoor sports participation by household income in 2018.

2018 Indoor Sports Participation by Household Income (% of Participants)									
Household Income	Basketball	Cheerleading	Gymnastics	Martial Arts	Volleyball	Wrestling	Table Tennis	Archery	Ice Hockey
Under \$15,000	8.2%	9.8%	7.8%	7.2%	4.1%	8.8%	6.0%	5.8%	1.4%
\$15,000 - \$24,999	6.1%	7.6%	6.5%	8.4%	8.2%	4.4%	6.2%	8.6%	3.0%
\$25,000 - \$34,999	8.5%	6.0%	6.1%	5.6%	7.6%	6.4%	6.3%	5.2%	3.2%
\$35,000 - \$49,999	12.2%	4.6%	7.5%	10.6%	10.0%	12.7%	10.9%	13.4%	1.5%
\$50,000 - \$74,999	18.3%	16.1%	16.6%	19.6%	18.3%	23.9%	17.5%	21.1%	18.1%
\$75,000 +	46.6%	55.8%	55.5%	48.5%	51.8%	43.8%	53.1%	46.0%	72.9%

Source: Sports Business Research Network.

## Potential Sports Participants

As with the proposed multi-field outdoor complex, one measure to estimate potential demand for the proposed indoor fieldhouse is to extrapolate the national frequent sports participation rates to the previously presented population statistics for the potential target market areas. The following table illustrates the estimated sports participants by age group for indoor sports using the above methodology.

Potential Indoor Sports Participants - Frequent													
Sport	Ages 7 - 17				Age 18 +				All Ages				
	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	30-Minute Drive Time	60-Minute Drive Time	120-Minute Drive Time	180-Minute Drive Time	
Basketball	666	2,216	37,317	69,198	1,209	4,025	67,802	125,727	1,875	6,241	105,119	194,925	
Cheerleading	176	587	9,896	18,349	74	245	4,121	7,641	250	832	14,017	25,990	
Gymnastics	372	1,238	20,848	38,660	253	842	14,191	26,315	625	2,080	35,039	64,975	
Martial Arts	164	544	9,166	16,997	337	1,120	18,866	34,983	501	1,664	28,032	51,980	
Volleyball	513	1,706	28,733	53,280	738	2,454	41,347	76,671	1,251	4,160	70,080	129,951	
Wrestling	60	201	3,384	6,277	65	215	3,623	6,718	125	416	7,007	12,995	
Table Tennis	152	504	8,494	15,750	599	1,992	33,554	62,220	751	2,496	42,048	77,970	
Archery	133	441	7,443	13,801	242	806	13,582	25,184	375	1,247	21,025	38,985	
Ice Hockey	135	451	7,590	14,073	240	797	13,434	24,911	375	1,248	21,024	38,984	
<b>Total</b>	<b>2,371</b>	<b>7,888</b>	<b>132,871</b>	<b>246,385</b>	<b>3,757</b>	<b>12,496</b>	<b>210,520</b>	<b>390,370</b>	<b>6,128</b>	<b>20,384</b>	<b>343,391</b>	<b>636,755</b>	

Source: Sports Business Research Network.

It is estimated that there are an estimated 636,755 frequent participants with the 180-minute drive time market. Basketball has the highest number of potential sports participants in each of the target markets, followed by volleyball.

## INPUT FROM POTENTIAL DEMAND GENERATORS

As previously mentioned, on-site interviews were conducted with multiple local sports groups as well as other key stakeholders and sports community leaders. In addition, a web-based, online survey was sent to approximately 200 individuals who organize local, regional, national and international sporting events. A total of 60 surveys were completed by individuals representing a variety of sports including, but not limited to, basketball, volleyball, wrestling, boxing, fencing, cheerleading/dance, gymnastics, baseball, softball, rugby, soccer, futsal, lacrosse, field hockey, track and field, ice hockey, special skating, curling, archery, table tennis and ultimate. Several respondents represent multiple sports and events that could potentially be hosted at the proposed new sports complex in St. Mary's County. As such, several respondents completed multiple surveys.

The goal of this outreach was to better understand the sports facility needs of the local user base as well as identify potential new market opportunities for the proposed new sports complex that may increase sports-related tourism to the County. The input obtained is not intended to be statistically valid but rather reflective of a representative sample of potential user groups.

The pages that follow summarize our outreach with potential user groups of the proposed new sports complex in St. Mary's County.



## **On-Site Input**

Input obtained during on-site meetings/interviews with various stakeholders and potential local user groups suggested strong demand for additional sports facilities in St. Mary's County. Stakeholders met with included, but not limited to, Visit St. Mary's, St. Mary's County Department of Economic Development, St. Mary's College of Maryland, St. Mary's Public Schools, College of Southern Maryland, St. Mary's Department of Recreation & Parks, and St. Mary's Recreation & Parks Advisory Board. Local user groups included community sports leaders representing a diverse set of leagues and sports including, but not limited to, softball, baseball, T-ball, ice hockey, lacrosse, field hockey, soccer, football, rugby and basketball. As previously mentioned, we also met with representatives of tennis organizations including St. Mary's County Tennis Association. However, assessing potential market demand for development of a new tennis facility was outside the purview of this study effort.

In general, local user groups stated that the existing supply of indoor and outdoor facilities does not meet demand and usage of existing outdoor facilities is maximized by current local play. Programs are limited by the supply and availability of fields/courts which negatively impacts the ability to accommodate new sports teams/events. Multiple stakeholders indicated that new facilities would enhance local activity and create the opportunity to attract tournaments/competitions and other activities that cannot currently be accommodated due to the condition of existing assets as well as space and/or date availability. The following provides more detailed input which is categorized by sport.

### Softball

Softball representatives indicated that they need more fields, specifically for adult league play and tournament use. Users indicated that most of the existing fields are privately owned and lack lights. According to multiple users, the development of four to seven additional fields with lights would help attract teams to the area and host larger tournaments as well as accommodate existing league play.

### Baseball/T-Ball

Baseball representatives suggested that there are only six "true" baseball fields in the County as most lack quality playing surfaces. One user identified the need for eight to nine new fields. The lack of fields in the southern region of the County results in participants and spectators driving approximately one hour for practices/games. Local users also indicated that there are challenges related to obtaining practice space in the County. Further, parking was identified as an issue at certain existing fields.

### Ice Hockey

Representatives of local ice hockey groups stated that hundreds of families from the County are driving 30 to 50 miles to the Capital Clubhouse three to five times a week in order to skate and play hockey. Users indicated that ice time is at a premium and young kids are having to practice early in the morning and late at night. Teams are currently sharing ice and organizations are facing challenges attracting and developing players. As a result of the lack of ice availability and long drive times, participants are leaving for other clubs or quitting the sport. Approximately 250-300 kids play hockey in Southern Maryland and users estimate additional ice would attract multi-age tournaments that would bring in 500 to 1,000 people during September through March.

Further, clubs are limited by existing facilities and would be able to expand their participation with an additional ice facility. Local users indicated the need for two sheets of ice. Sports organizers also commented that one year-round sheet and one seasonal sheet that could also serve as a court/turf area would be sufficient.

### Lacrosse

Lacrosse organizers noted that they face challenges obtaining practice space. The busy season for lacrosse is March through June. The supply of fields in the County is used by other sports, forcing users to use private field space. It was stated that the development of five additional fields with a combination of natural grass and turf would enhance local play as well as tournament play.

### Field Hockey

Field hockey organizers also expressed the need for both additional outdoor fields and indoor space. According to these users, the supply of facilities in the County is not suitable for tournament play due to size and/or condition. Local participants are currently leaving the County to play in tournaments on the weekends. These groups indicated a need for three fields (preferably turf) and two to four courts.

### Soccer

Local soccer groups indicated that they are limited in terms of practice and quality game space and that Chancellor's Run Park is the only tournament-ready facility in the County. According to sports organizers, a significant supply of additional fields with mostly turf, or an equal split of turf and natural grass, in one location is highly desired. Additional fields would create the opportunity to host tournament activity that cannot currently be hosted due to availability and quality of fields.

### Football

Although several users mentioned there is limited date availability to host tournaments at existing fields, most local football organizers did not express the need for new outdoor fields. Most users indicated the need for upgrades at existing outdoor facilities including restrooms, lighting, turf surfaces and parking. Representatives of flag football leagues expressed desire for indoor turf fields to increase participation year-round.

### Rugby

Local rugby clubs currently utilize existing County-owned facilities. Concerns were expressed related to travel distances between fields, field conditions and balancing field availability with various other sports groups in the County.

### Basketball

Local basketball groups are primarily utilizing local schools for practices and games. Local users expressed distance to indoor facilities and the size of available courts as challenges. Participants and families are driving outside of the County to participate in tournaments which is resulting in high expenses related to meals, hotels, etc. The summer adult league in the County utilizes outdoor facilities which results in cancellations due to weather. The winter league plays indoors and turns away spectators due to limited capacity. Users indicate that there is a strong opportunity to expand local league play and host tournaments in a centralized indoor facility with a minimum of six courts.

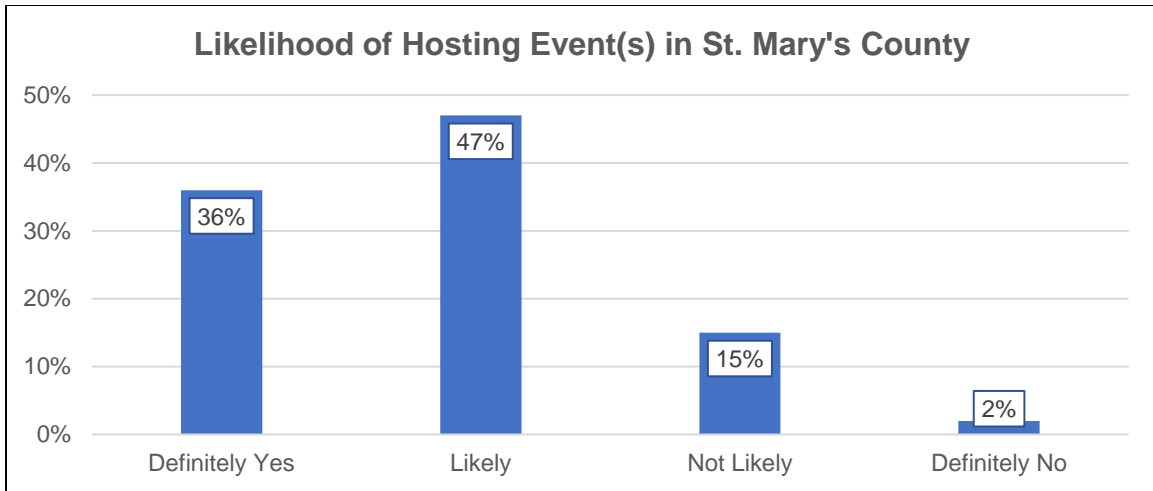
## Survey Responses

The following provides a representative list of organizations that provided input via online survey. It should be noted that several local organizations that provided input on-site also completed a survey. Additional off-site input was also obtained from organizations such as Maryland Sports.

301 Panthers Track and Field	Southern Maryland Rush
Capital Athletic Conference	Southern Maryland Sabres
Capital Rugby Union	Southern Maryland Senators
Charles County Elite Track & Field Club	Southern Maryland Youth Organization
Chesapeake Region Volleyball Association	Spirit Brands
Christian Basketball Association	Sport-11
Comets	St. Mary's County T-Ball Youth Organization
Cougars Elite Cheerleading	St. Mary's County Women's Softball League
DMVelite	St. Mary's Wrestling Club
Elite Tournaments	St. Mary's Youth Lacrosse Club
HoganLax	The American Legion
Interscholastic Athletic Associating of Maryland	Top of the Bay Lacrosse
Maryland Interscholastic Athletic Association	US Club Soccer
Maryland NASP Foundation	US Speedskating
Maryland Public Secondary School Athletic Association	US Sumo Federation
Maryland State Youth Soccer Association	USA Archery
Maryland Student Hockey League	USA Boxing
National Collegiate Table Tennis Association	USA Curling
National Travel Basketball Association	USA Fencing
National Wheelchair Basketball Association	USA Gymnastics
Nicolet Basketball Association	USA Gymnastics--Maryland/Women
Pax River Silver Stars	USA Hockey
Potomac Curling Club	USA Netball Association
Potomac Valley Amateur Hockey Association	USA Rugby
Premier 1 Events	USA Softball of Maryland DC Delaware
Southern Maryland Eliminators	USA Ultimate
Southern Maryland FastPitch Organization	USSSA East, Inc.

The following summarizes input from those organizations that completed a web-based survey. More than two-thirds (68%) of survey respondents have not held events in St. Mary's County. Several survey respondents who currently host recreational and elite/travel team league activity at area venues commented that their ability to host competitive sports tournaments and/or larger level competitions in St. Mary's County is limited due to the existing supply and quality of facilities and/or date availability.

When asked the likelihood of hosting their event(s) at the proposed new sports complex in St. Mary's County if it met their facility/program needs, 83% of survey respondents answered either "Definitely Yes" or "Likely".

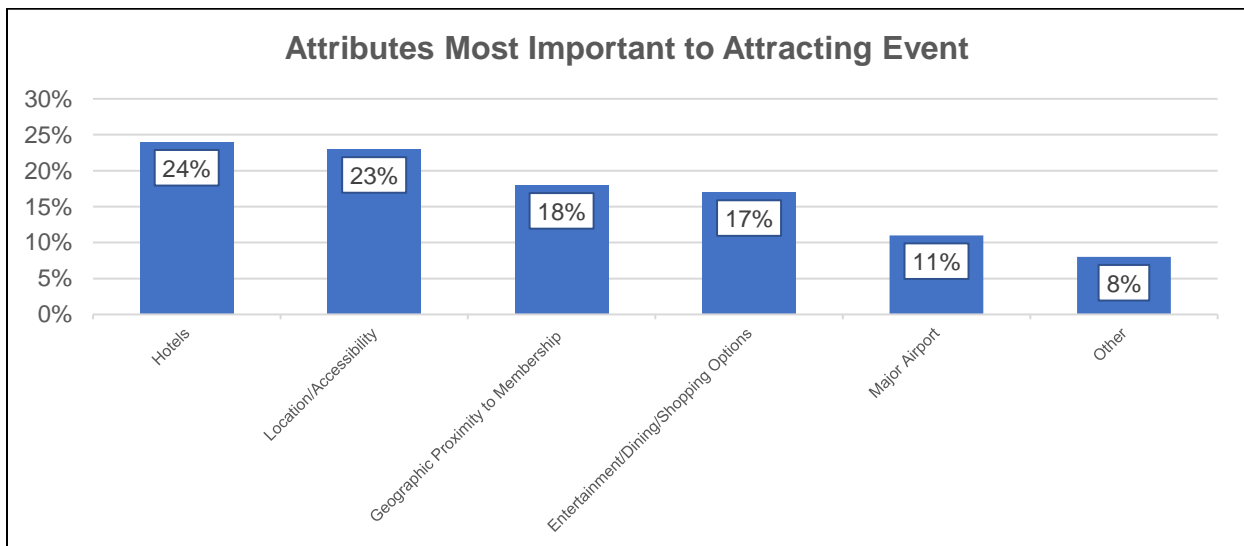


Survey respondents responding either “Not Likely” or “Definitely No” cited factors such as lack of centralized location within the State, inconvenient transportation access to the market area and distance to their membership base as challenges to hosting their event at a new sports facility in St. Mary’s County.

Survey respondents expressing an interest (defined as having answered “Definitely Yes” or “Likely”) in hosting their event(s) in St. Mary’s County were asked to provide further detail regarding their facility requirements and event attributes which is summarized on the pages that follow. Survey responses related to events local in scope were excluded as feedback from these organizations is included in the on-site input section.

**Market Attributes**

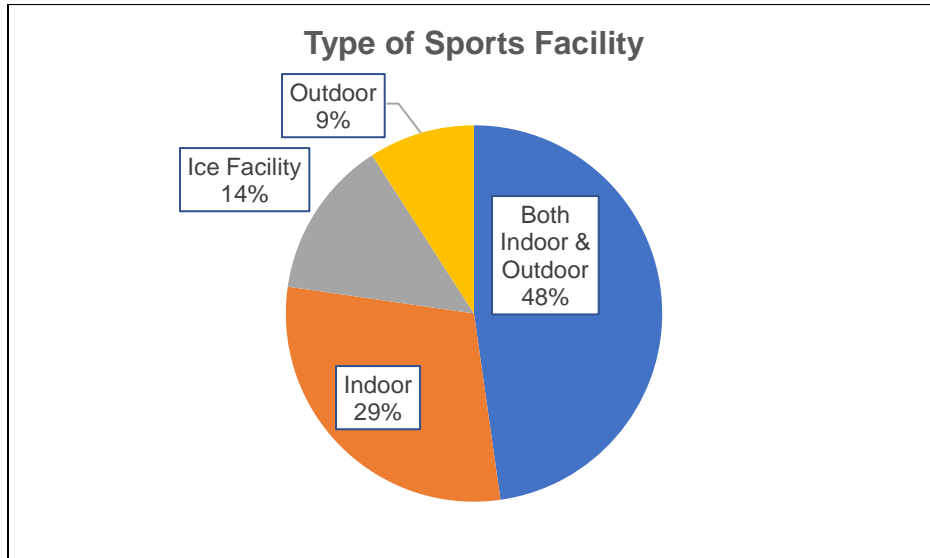
Survey respondents ranked hotels and location/accessibility as most important attributes in attracting their event. Several sports organizers also noted that quality of facilities and affordability are important factors in their decision-making of where to host their event.





### Type of Facility

The following pie chart summarizes the type of sports facility where survey respondents host their event(s). Several respondents representing multiple sports and events indicated an interest in using more than one facility type depending on the event. Nearly half (48%) of survey respondents indicated that they host events such as archery, soccer, lacrosse, field hockey, rugby, netball, softball, baseball and ultimate at both indoor and outdoor sports facilities.



Most events (47%) that utilize both indoor and outdoor facilities are tournaments and 53% are regional (multi-state) in scope. Based on available information, survey responses that selected “both” were included in indoor and outdoor to better understand the facility requirements and event attributes associated with the event(s) that they would consider holding at a new sports complex in St. Mary’s County.

### Facility Requirements and Event Attributes

#### *Indoor Sporting Events*

On average, sports organizers representing indoor sports indicated that their events require a minimum of eight (8) regulation sized courts or approximately 50,000 square feet for competition areas depending on the event type. Although approximately 73% of total respondents indicated a willingness to use either a hardwood or sport court surface, several respondents representing regional and national/international basketball events require hardwood courts. Most (78%) respondents require spectator seating at their event which ranged from 175 to 2,000. Several event organizers indicated that bleacher seating would accommodate their event.

Respondents mentioned concessions (including healthy food options), restrooms, Wi-Fi access, breakout rooms, changing areas and adequate on-site parking as important program elements in attracting their event.

Less than half (44%) of indoor sports survey respondents indicated they are willing to use multiple facilities within close proximity. Of those willing to use multiple locations, the maximum distance between competition sites averaged 10 miles.

Most (71%) of survey respondents indicated that they would be interested in hosting tournaments at a potential new sports complex in St. Mary's County followed by elite/travel team leagues (19%). In terms of scope, most events (56%) are regional (multi-state) and 28% are national/international. The average event length is 2.5 days. On average, indoor sports events draw 500 participants and 700 spectators of which 57% are estimated to originate outside the State.

### *Outdoor Sporting Events*

On average, survey respondents representing outdoor sports indicated that their events require a minimum of eight rectangular fields of differing dimensions depending on the sport or seven to nine diamonds in one location to host their tournaments. There appeared to be more demand for softball diamonds compared to baseball diamonds. Rugby organizers indicated that they needed two to three fields to host their events.

Half (50%) of the respondents indicated that they require a combination of artificial turf and natural grass and 28% responded they require artificial turf. Most respondents (61%) indicated they are willing to use multiple facilities within close proximity to host their event.

Half (50%) of the respondents require spectator seating at their event which ranged from 250 to 7,500. Several events require a relatively moderate amount of seating per field which can be accommodated with bleachers.

Respondents cited concessions (including healthy food options), lighted fields, on-site parking, Wi-Fi access, restrooms and scoreboards as important program elements in attracting their event.

Approximately 57% of survey respondents indicated that they would be interested in hosting tournaments followed by elite/travel team leagues (18%) and camps/clinics (14%). More than half (56%) of the events are regional in scope and the remainder are evenly split between national/international and state. The average event length is 2.3 days. On average, outdoor sports events draw 1,400 participants and 1,300 spectators of which 60% are estimated to originate within Maryland.

### *Ice Events*

Sports organizers representing ice hockey require two sheets of ice to host their event with either NHL or Olympic dimensions. Curling and speedskating events required one sheet of ice, ideally Olympic-sized. Most (83%) respondents require spectator seating at their event which ranged from 500 to 1,200. In addition, most (67%) organizers of ice sporting events indicated a willingness to use multiple facilities.

Survey respondents indicated that a concessions/snack bar and locker rooms are important program elements in attracting their event.

Almost half (45%) of survey respondents indicated that they would be interested in hosting tournaments at a potential new sports complex in St. Mary's County followed by elite/travel team leagues (27%). In terms of scope, approximately one-third of events are national/international, regional and state. The average event length is 2.0 days. On average, the estimated number of participants ranged from 72 to 600 and the number of spectators ranged from 100 to 3,500. Approximately two-thirds (66%) of participants/spectators are estimated to originate from within Maryland.

### *Track and Field Events*

Several sports organizers indicated an interest in hosting their track and field events at a new sports complex in St. Mary's County. All respondents indicate that they have utilized the Prince George's Sports & Learning Complex. Facility needs ranged from one eight-lane track to two tracks that can accommodate field events. One survey respondent noted they require MondoTrack which is a synthetic track surface. The capacity required for events requiring spectator seating ranged from 1,500 to 6,000. Survey respondents indicated an interest in hosting regional and state events at a potential new sports complex in St. Mary's County with an average event length of 1.5 days. On average, the estimated number of participants ranged from 250 to 500 and spectators ranged from 1,000 to 3,000. Most (90%) participants/spectators are estimated to originate from within Maryland.

## 6. MARKET ASSESSMENT



## MARKET ASSESSMENT

This section provides an overview of key success factors related to the operations of the proposed new sports complex; identifies relative market strengths, weaknesses, opportunities and threats (SWOT) based on the research conducted as part of this study effort; and includes building program recommendations.

### **Key Success Factors**

As sports tourism continues to grow, there is increasing competition for tourism dollars as evidenced by the industry data and by the number of communities with sports tourism-focused organizations. The spending generated by athletes, coaches, family and friends can augment other visitor streams such as business, convention/meeting and leisure travelers. Research indicates that competitive sporting events are less impacted by economic downturns as families are committed to their children's athletic activity. Sports-related tourism can be developed based on a community's strengths, the presence of elite level athletes, leagues, and/or collegiate teams in particular sports. Further, a strategic plan for sports tourism can serve to expand visitor seasons beyond a community's typical peak. The following outlines the critical success factors common in sports tourism destinations based on conversations with destination marketing organizations (DMOs) and sports commissions across the U.S., as well as our work with other communities.

### Stakeholder Political Support

Successful destinations have political support from a variety of public and private stakeholders that prioritize sports tourism as an economic generator. These include local and State governments, local leagues, collegiate athletic departments, DMOs, economic development agencies, hospitality industry professionals, facility management and event organizers. Input from other communities reiterated the necessity to have the support of local stakeholders. Without the understanding from each of these organizations regarding the value of competitive sporting events, it can be an uphill battle to effectively attract and service them. Typically, one organization spearheads the effort to educate local stakeholders on the value such as a DMO or sports commission. In addition to marketing and branding, this organization serves as a liaison within the community between sports organizations, facilities, visitor amenities and funding partners. Developing regular communication to these groups outlining the economic value of sporting events within the local area serves to elevate this visitor segment and helps to harness their on-going support.

### Marketing and Branding

As more communities realize the value of sports tourism and invest in quality facilities, there is greater competition for these events. Destinations that create a sports marketing brand are more recognizable by the event organizers as well as the participants and spectators and, as a result, can serve to draw a greater number of visitors. A brand should include differentiating factors such as a beach, historical attractions or unique outdoor activities, which is consistent with offerings in St. Mary's County. Establishing a brand and reputation for well-executed events includes providing appropriate facilities as well as visitor amenities and event services such as a reliable, knowledgeable volunteer base. This can mean providing appropriate security and traffic control, as well as coordinating with event organizers to showcase area attractions, restaurants or shopping.



### Quality Facilities

Given the variety of sports and respective facility requirements, it is difficult for a single destination to be successful at attracting all sports. Rather, destinations that offer high-quality facilities in a select number of sports can better serve these target market segments. However, a physical asset alone does not ensure success in sports tourism. Management at other facilities stressed the importance of establishing a facility's mission at the outset. The goal of primarily serving as an economic generator rather than meeting local sports and recreational needs requires different marketing, booking, staffing, and maintenance procedures. If a facility is primarily focused on generating economic impact, it may choose to limit local play and reserve fields/courts for high-end tournaments that draw out-of-town participants and spectators. Increasingly, local parks and recreation departments accommodate league play while special purpose facilities are reserved for league games (not practices) and tournament/showcase events to limit wear and tear and establish the venue as an attraction. Some tournament-quality facilities choose to limit league play to weekdays, reserving weekends for competitions that draw out-of-town visitors.

Balancing the booking of a facility between tournament play and local league use is a critical factor in its marketability. Local leagues can be a significant revenue generator as well as important partners in attracting regional/national tournaments and staffing these events with a volunteer pool. As such, continuing cooperative relationships with local leagues is imperative to a venue's ability to serve as a sports tourism generator. However, management at comparable facilities indicated that allowing too much league play can increase maintenance expense and potentially hinder marketability and availability for tournaments drawing out-of-town attendees.

### Destination Attributes

As previously mentioned, successful destinations require supporting infrastructure elements such as hotels, restaurants, retail and entertainment/recreation establishments. Unlike convention/meeting attendees, competitive sporting event organizers are accustomed to driving up to 20 to 30 minutes to these amenities from the host facility(s). These elements are important and can impact the overall marketability, resulting financial success and the economic impact of sports facilities. Hotel supply is generally an important factor in drawing tournaments/competitions that draw out-of-town attendees. Providing convenient access to shopping, dining and entertainment can create a vibrancy that differentiates one destination from the others.

### Relationships with Event Organizers

Successful sports tourism destinations have sports marketing agencies and facilities managed by staff with a network of contacts in relevant sports industries. These include local, state, regional and national sports organizations that compete in or hold tournaments/competitions. Fostering these relationships by attending industry conferences, attending major tournaments in other cities and hosting familiarization tours to showcase a destination's facilities and visitor amenities is important to set a destination apart. Communities with strong relationships are often able to secure multi-year contracts for significant annual events or an agreement to host numerous competitions sponsored by one organization. Utilizing local stakeholder connections with state/regional/national event organizers can broaden these relationships. For instance, a local elite league that participates in a national annual tournament or a college athletic department may have connections to a NCAA showcase or tournament.

### Event Incentives

Attracting events that generate sports tourism spending has traditionally been done by paying bid fees to target events. As more communities have realized the value of this visitor niche and invested in facilities to accommodate them, bid fees have increased. In response, sports marketing organizations are more commonly creating their own events and/or offsetting event costs rather than paying bid fees directly to event organizers.

The benefits of creating tournaments include harnessing local elite level teams and their regional/national connections to promote participation; controlling the event date during a community's shoulder visitation season; and lack of competition from other host cities through strategic scheduling. The trade-off to creating tournaments is the need to provide all event services and staff, which requires a strong organizing committee with an active volunteer base and good working relationships with sports venue management teams, hoteliers, local police for traffic/security, etc. According to sports marketing representatives, this works best for sports in which the community has a strong niche and quality venues.

Sports marketing organizations also work to offset specific costs associated with hosting an event in their community, such as sponsoring a catered function, utilities associated with lighted fields, facility rental, event security, parking staff, etc. In doing so, the organization helps to ensure that their investment is retained within the local community.

Sports commissions and associations indicate that the methodology for tracking the success of sports tourism efforts should be agreed upon by all agencies involved. Organizations can be evaluated by hotel room generation specific to sporting events and/or based on an agreed upon economic impact model of events. These models help guide decisions regarding whether bid fees and/or event incentives are financially reasonable for that event.

## Key Market Findings

Based on the market research and analysis conducted for the proposed new sports complex in St. Mary's County, the following summarizes key market findings including building program recommendations.

### SWOT Analysis

The table below provides an overview of relative market-related strengths/opportunities and weaknesses/threats associated with the proposed new sports complex.

Strengths/Opportunities	Weaknesses/Threats
<ul style="list-style-type: none"> <li>• Large population base and relatively high discretionary income levels within a two to three-hour drive</li> <li>• Overall affordability of the area</li> <li>• Hotel availability, specifically on weekends</li> <li>• Existing outdoor activities and historical attractions</li> <li>• Active base of local participants in recreational/ elite level leagues in multiple sports</li> <li>• Growing demand from local base of sports organizations with potential to expand their events and/or create new tournaments</li> <li>• Demand from potential non-local users representing diverse outdoor and indoor sports</li> <li>• Youth sports have historically fared well during economic downturns</li> <li>• Sports participation levels in the region</li> <li>• Ability to attract new sports tournaments that increase tourism and better accommodate growing community recreational needs</li> <li>• Potential to retain more of the community's discretionary spending in the County and State</li> <li>• County's strategic plan to grow tourism</li> <li>• Support from local and State entities with experience attracting and/or creating tournaments</li> <li>• General support expressed by citizens for improving existing recreational facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Non-central location on a peninsula and general transportation accessibility</li> <li>• Existing hotel supply in the County</li> <li>• Perception that the County lacks facilities/ attractions necessary to draw visitors</li> <li>• General lack of date availability at existing facilities</li> <li>• Limited supply of tournament-quality facilities in the County</li> <li>• Increasing supply of regional and national competitive sports facilities may result in potential oversaturation</li> <li>• Balancing local and sports tourism-focused usage and economics</li> <li>• Certain sports organizations do not have a strong participant base in the area</li> <li>• Many comparable indoor and outdoor sports facilities realize operating deficits</li> <li>• Relatively high expenditures related to development/operations of ice facilities</li> <li>• Potential funding</li> <li>• Potential changes in general macro-economic conditions</li> <li>• Unknown impact of COVID-19 pandemic</li> </ul>

### Market Attributes

Market strengths include a young, growing affluent population base; densely populated markets within a two to three hour drive; sports participation rates in the local and regional area; weekend hotel availability; various outdoor activities and historical attractions for visitors; and the County's strategic plan to grow tourism. The primary market challenge of the proposed new sports complex is general transportation access to the County (both by air and vehicle).

### Supply

The supply of outdoor sports facilities in the County lacks date availability, quality and quantity of fields and/or amenities required to optimally host both local and sports tourism-focused events. The supply of indoor sports facilities in the County is limited and there are no indoor facilities capable of hosting tournament activity. As a result, there is minimal opportunity to attract tournaments/competitions as well as enhance/grow local sports programs.

While there are relatively limited sports facilities in the County, there are existing facilities in the State and the broader region that would compete with the proposed new sports complex (both indoor and outdoor facilities). For instance, there are multiple established track and field facilities, several of which are in major markets. Within the region, there is a relatively large supply of ice facilities with multiple sheets of ice which suggests that any new ice facility in the County would require a minimum of two sheets of ice to successfully compete for tournaments/competitions.

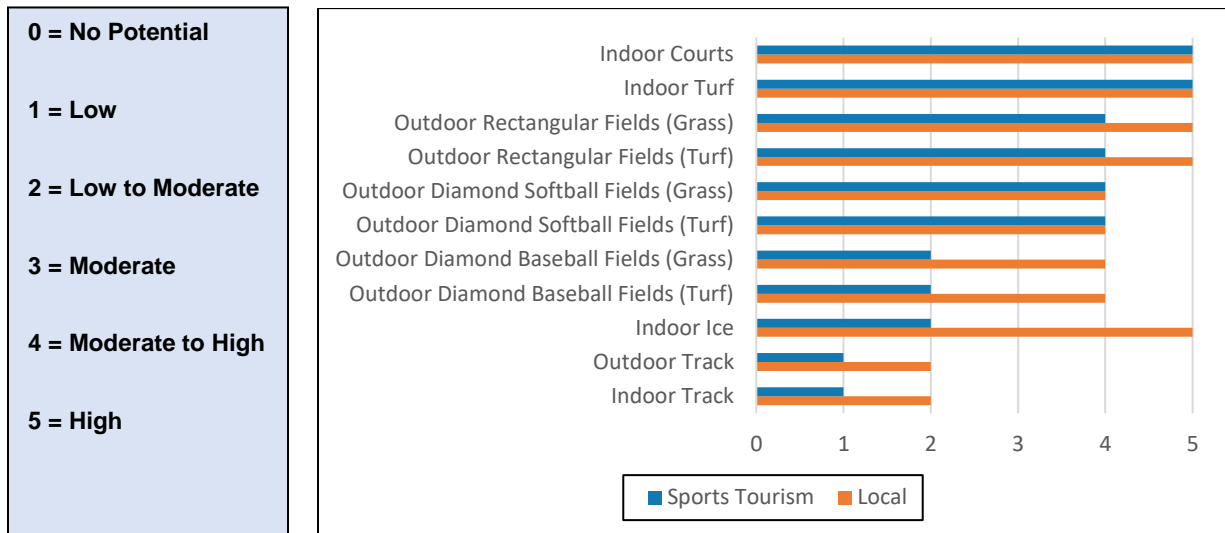
From a strictly supply perspective, there appears to be a gap in the market for outdoor turf fields, which are generally more conducive to year-round play than natural grass. In addition, a new indoor court/turf facility in the County would be better situated than most competitive indoor court/turf facilities in terms of capitalizing on the densely populated areas of Baltimore, Washington, D.C. and parts of Virginia.

### Demand

Market research, including input obtained during on-site meetings and participation statistics, indicates that local demand has outgrown the existing inventory of sports facilities in the County. Local users indicated that the development of both outdoor and indoor sports facilities would allow them to expand their programs in terms of participants and seasonality as well as create/host tournaments.

From a sports tourism perspective, input from sports organizers indicate that there is demand for the proposed new sports complex in St. Mary's County, in terms of outdoor and indoor facilities. Input suggests that the proposed new sports complex could host a diverse set of sports including basketball, wrestling, archery, softball, lacrosse, soccer, baseball, rugby, netball, field hockey, curling, ice hockey, track and field, etc. With that said, market research indicates that the strongest opportunity stems from sports utilizing indoor courts/turf; outdoor rectangular fields; and diamond fields (specifically softball diamonds).

The following summarizes the relative level of market demand for various outdoor and indoor programmatic elements to better meet local demand as well as to enhance sports tourism.



As shown above, indoor courts and turf; outdoor rectangular fields (both turf and grass); and outdoor diamond softball fields (both turf and grass) all have relatively high potential to meet local demand as well as to increase sports tourism. An indoor ice facility has high potential to meet local demand but low to moderate potential to enhance sports tourism. As previously mentioned, any new ice facility would need a minimum of two sheets of ice to compete for tournament activity. Based on the competitive landscape, there are relatively limited market opportunities for an ice facility from a sports tourism perspective. In addition, ice facilities can have high capital and on-going operating financial requirements which should be considered in the County’s overall decision-making process.

**Building Program Recommendations**

With consideration to the objectives of the proposed new sports complex, the following outlines program elements, patron amenities and other related supporting infrastructure that the County should consider based on the market research conducted as part of this study effort.

- An outdoor facility with eight (8) to 10 tournament-quality, rectangular multi-purpose fields
  - Majority should feature turf playing surfaces
  - A minimum of four fields should be configurable to offer two softball/baseball diamonds per field
  - Lighted fields are preferred to extend usage time
  - Bleacher seating



- An indoor facility with a critical mass of competitive floor space that offers a minimum of eight (8) hardwood basketball courts which in turn would yield 16 volleyball courts
  - Court layout should be designed to allow for turf to be overlaid onto the courts to create indoor fields that maximize usage opportunities
  - Flexible and divisible design that can accommodate simultaneous events
  - Lobby
  - Locker/changing rooms
  - Bleacher seating that can be positioned between courts
  - Scoreboards and timing systems on each court
  - Backboards, net systems, support equipment, etc.
  
- Other Amenities for the Proposed New Sports Complex
  - Concessions/snack bar
  - Restrooms
  - Wi-Fi access throughout the complex that can support streaming
  - Space for team gathering and warm-up areas for players
  - Support space including administrative office space for staff and tournament organizers, registration area, maintenance facility and on-site storage
  - Sufficient and convenient on-site parking
  - Supporting infrastructure including electrical connectivity at each field/court and in the sponsor activation area, etc.

Although there was local demand expressed for both ice and track and field facilities, development of these two facility types is not considered a high priority from a sports tourism perspective at this juncture. As such, no building recommendations are provided for these facility types.

Based on industry experience as well as building programs at comparable facilities, the following provides an estimate of gross space required to develop the recommended building program outlined above. It should be noted that these estimates are preliminary and actual space requirements will depend on the facility concept developed and the amount of nearby parking that may be available. Further, many similar facilities are developed on a parcel of land that is capable of accommodating future expansion.

- *Indoor Facility*: 100,000 – 135,000 gross SF or a minimum site size of seven to eight acres including an allocation for parking
  
- *Outdoor Facility*: minimum site size of 36 acres including an allocation for support space and parking

Although this study is non-site specific, any new facility that is geared towards sports tourism should be located proximate to a critical mass of amenities including hotels, entertainment and dining options. Further, the above building program recommendations will need take into consideration any appropriate long-term design implications that result from the COVID-19 pandemic.

## 7. ECONOMIC ANALYSIS



## OVERVIEW

One of the primary reasons that some communities develop these types of facilities is the economic activity that they can generate in terms of spending, employment and earnings, as well as tax revenues to local and state governments. These facilities typically attract events that draw patrons from outside of the immediate market area who spend money on hotels, restaurants, retail, transportation and other related services. Consequently, when evaluating the merits of these types of projects, all aspects of the costs and benefits including operating requirements, debt service and economic and fiscal benefits should be considered.

Crossroads Consulting assisted St. Mary’s County in developing a hypothetical, order-of-magnitude estimate of operating revenues and operating expenses before a capital reserve fund, depreciation and debt service for a proposed new sports complex for a stabilized year of operations. This analysis is based on certain hypothetical assumptions pertaining to the building program, ownership/operating structure, usage levels and other related operating strategies. The accompanying analysis was prepared for internal use by St. Mary’s County for its consideration of plans for a proposed new sports complex and should not be used or relied upon for any other purpose including financing of the project. An estimate of the potential economic and fiscal benefits associated with on-going operations of the proposed new sports complex is also provided in this section of this report. It is important to note that estimates shown in this section do not reflect short- or long-term implications in the sports industry because of the COVID – 19 pandemic.

## FINANCIAL PRO FORMA

As shown in the table below, it is estimated that the proposed new sports complex will operate slightly above break-even before a capital reserve fund, debt service and depreciation in a stabilized year.

<b>Proposed New Sports Complex in St. Mary's County</b> <b>Estimate of Annual Financial Operations (Stabilized Year)</b>	
Net Operating Revenues	\$1,674,000
Net Operating Expenses	1,617,000
Operating Profit Before Capital Reserve, Debt Service and Depreciation	\$57,000
Expense Coverage Ratio	104%

Note: Expense coverage ratio equals operating revenues divided by operating expenses.

This estimate is based on information from sources including, but not limited to, general market data; existing and planned facilities in the area; historical event activity; input from area stakeholders and potential users; industry trends; the building program described in the previous section; information on competitive/comparable facilities; as well as other research. This analysis represents a net revenue and expense assessment and is subject to change depending on the actual building program, site location, contractual agreements with service providers, and further refinements regarding operating strategies for the proposed new sports complex. For instance, should only one of the proposed projects be developed, estimated net operating revenues and net operating expenses would be reduced.

## General Assumptions

Based on input from County representatives, several assumptions were used to develop estimates of event activity, financial operations and economic and fiscal impacts for the proposed new sports complex. It should be noted that these assumptions are preliminary and will continue to be refined as decisions related to the building program, site location and other operating characteristics evolve.

- The proposed new multi-field outdoor complex and indoor fieldhouse are co-located and the recommended building program previously outlined is constructed in St. Mary's County.
- The selected site is adequate in terms of visibility, ingress, egress, parking, safety and other similar issues.
- Sufficient supporting infrastructure is located nearby (i.e. hotel rooms, restaurants, retail, entertainment, etc.)
- The proposed new sports complex is designed and constructed to be a high-quality facility that is focused on hosting events that generate economic impact to the County and State (primary) as well as those that serve the needs of the community (secondary).
- The proposed new sports complex will be owned and operated by St. Mary's County and staffed with a core group of personnel that specializes in marketing/management of sporting events and has established contacts and strong relationships with regional/national sporting event promoters and producers.
- Given the assumed ownership, the complex will be exempt from property taxes.
- The complex's core staff will be supplemented by existing Department of Recreation and Parks employees.
- Cooperative coordination will occur amongst facility management and tourism/hospitality stakeholders at the local and State levels.
- The complex will be aggressively marketed by established tourism agencies at the local and State levels.
- Hotels will actively support sports tourism initiatives and potentially modify some existing policies as appropriate.
- A high-level of customer service is provided.
- With exception to facilities that have advanced beyond the initial stages of the development process, no other similar competitive facilities are built/expanded in the region. Development of new competitive sports facilities in the region, such as those being considered in the Town of Ocean City, may adversely impact estimates.
- No major economic fluctuations, acts of nature, or cataclysmic events such as an epidemic occur that could adversely impact the dynamics of the project.
- Estimates do not reflect short- or long-term implications in the sports industry because of the COVID – 19 pandemic.
- This analysis does not include an estimate for a capital reserve fund, debt service or depreciation.
- Amounts are presented in 2020 dollars and reflect a stabilized year of operations.

## Usage Assumptions

Event activity at new facilities typically experiences a “ramp up” period to a stabilized level of activity which occurs for several reasons. For instance, some groups that book their event years in advance may not want to risk that a facility’s construction is delayed and not completed in time for their event. In addition, some groups may choose to let management “fine tune” its operations before hosting an event at the proposed new sports complex. The length of time for new venues to reach stabilized operations varies but typically occurs in or around year three.

Overall utilization at any facility is typically dependent on a number of factors (e.g. market size; accessibility; nearby amenities; size, configuration and quality of the facilities offered; effectiveness of the management team in booking the facility; date availability; cost, etc.) and is rarely consistent. For instance, one year the proposed new sports complex may attract a greater number of basketball tournaments whereas another year it may attract more volleyball tournaments.

The following table summarizes the estimated usage for the proposed new sports complex in a stabilized year.

Proposed New Sports Complex in St. Mary's County Estimate of Annual Usage (Stabilized Year)			
Category	Multi-Field Outdoor Complex	Indoor Fieldhouse	Total
<b>Tournament Activity</b>			
Total Events	29	27	56
Total Event Days	67	68	135
Total Number of Participants	40,600	24,800	65,400
Total Number of Spectators	60,900	37,200	98,100
Average Length of Stay (Days)	2.3	2.5	
Tournament Attendee Days	233,450	155,000	388,450
<b>Leagues &amp; Camps/Clinics</b>			
Total Participant Days	70,000	74,000	144,000
<b>Total Attendee Days</b>	<b>303,450</b>	<b>229,000</b>	<b>532,450</b>
<b>Total Hotel Room Nights</b>	<b>47,400</b>	<b>28,900</b>	<b>76,300</b>

As shown, the proposed new sports complex is estimated to host 56 tournaments annually, of which 29 are estimated to occur at the proposed multi-field outdoor complex and 27 at the indoor fieldhouse. This tournament activity is estimated to generate 388,450 attendee days from multiple sports such as soccer, softball, baseball, lacrosse, field hockey, basketball, archery, pickleball, gymnastics, etc. For tournament activity, an attendee day is defined as total attendance multiplied by the event length. For example, a three-day tournament with 200 attendees equates to 600 attendee days which reflects that the same attendees return to the event each of the three days.

Based on market research, it is estimated that 95% of tournament activity would be new to the County while 75% of indoor activity and 55% of outdoor activity would be new to the State. This incremental activity reflects new events as well as increased attendance at events currently taking place in other locations throughout Maryland. The estimate of economic and fiscal impacts associated with the ongoing operations of the proposed new sports complex is based on the incremental new activity, not the total activity shown above.



In addition to tournament activity, it is anticipated that the proposed new sports complex will host league activity including elite-level participants such as youth and adult travel teams that regularly play other regional teams and are supportive of the facility’s efforts to draw regional and national tournaments. The proposed new sports complex is estimated to host approximately 144,000 participant days related to travel leagues, camps and clinics. Participant days associated with local league activity are assumed to be equal to attendance as these are primarily practices or games occurring on one day. It is estimated that approximately 50% of this activity will occur at the proposed indoor fieldhouse and 50% will occur at the outdoor multi-field complex.

Although it is likely that the complex could host additional recreational/league play, this activity is assumed to be revenue-neutral and is therefore excluded. Further, all non-tournament activity is assumed to be local and is excluded from the economic and fiscal impact analysis.

Based on market research, the average outdoor tournament length is 2.3 days while the average indoor tournament length is 2.5 days. The average length of stay for all overnight attendees is estimated to be 2.0 nights with an average of 3.0 people per hotel room. Based on these and other assumptions, the number of net new hotel room nights generated from activities at the proposed new sports complex in a stabilized year is estimated to be 72,500 in the County, of which 54,600 are estimated to be net new to the State.

### Net Operating Revenue Assumptions

The following table shows the estimated net operating revenues for the proposed new sports complex in a stabilized year.

Proposed New Sports Complex in St. Mary's County Estimate of Net Operating Revenues (Stabilized Year)			
Net Operating Revenues	Multi-Field Outdoor Complex	Indoor Fieldhouse	Total
Facility Rental	\$513,000	\$562,000	\$1,075,000
Food & Beverage	273,000	206,000	479,000
Advertising & Sponsorship	40,000	60,000	100,000
Other	10,000	10,000	20,000
<b>Total</b>	<b>\$836,000</b>	<b>\$838,000</b>	<b>\$1,674,000</b>

The following provides a description of the net operating revenue line items.

*Facility Rental* – The revenues generated from multi-sport facilities are typically derived from facility rental that can be charged per tournament, per day, per game or per hour based on the user, number of fields/courts utilized, as well as the services provided. Facility management will likely negotiate rental terms for events/tournaments based on factors such as potential economic impact and/or the ability to execute multi-year contracts. Based on comparable facility data, facility rentals typically represent a significant revenue source. Rental revenue is largely dependent on the mix of business (e.g. tournaments versus leagues), mission of the facility (local league use vs economic impact) and ownership/management operating strategy (e.g. turnkey or full-service).

*Food & Beverage* – The operation and management of food and beverage sales are generally handled by one of two methods. The first method allows an independent concessionaire exclusive rights to facility events with the facility taking either a percentage of gross sales or a flat fee per month. The second method allows for the facility owner to own and operate the food and beverage service. Under this method, the facility owner captures all food and beverage sales but also incurs expense items related to purchase and maintenance of equipment, labor costs and costs of goods sold. It has not yet been decided whether the proposed new sports complex will contract with a third party for concession operations or perform this function in-house. As such, an estimated net per capita amount is used in this analysis.

*Advertising & Sponsorship* – Advertising and sponsorship opportunities are diverse and can range from temporary signage at a single event; permanent signage on scoreboards or billboards located throughout the complex; advertising in a program; or sponsoring an entire event/tournament. Events sponsored by outside organizations do not typically share revenues with the facility owner/operator. However, advertising and sponsorship revenue generated from events that are organized/sponsored by the facility operator is usually retained by the facility and is a function of the number and type of events held, total attendees and the aggressiveness of the approach taken by management in terms of the amount and type of advertising and sponsorships sold.

*Other Revenue* – Given the recommended program elements of the proposed new sports complex and the assumption that it is utilized by elite-level leagues, some revenue is assumed for private lessons and/or other training outside of league-related practices and games. These activities typically occur earlier in the morning such as before school and can be marketable to high level athletes.

*Other Potential Revenues* - As the project development plan continues to evolve, other potential revenue sources to consider include, but are not limited to, the following:

- *Parking* – Some comparable facilities charge a parking fee for large spectator events/tournaments and/or special events; however, market research indicates relatively few events are accustomed to paying for parking.
- *Naming rights* – Through a combination of naming rights, preferential advertising treatment and event sponsorship inducements, one or more private parties may be solicited for up-front or recurring annual commitments. However, as with advertising and sponsorship, the revenue generated from naming rights is generally based on several factors, including but not limited to, the amount and type of event activity (e.g. regional/national/international tournaments), the local corporate base, and management’s philosophy on the amount and type of naming rights sold (e.g. selling the facility as a whole, selling individual courts/fields, etc.). Naming rights deals are not as common among multi-sport facilities and, as such, financial information is difficult to obtain. Given these and other factors, naming rights revenue is excluded from this financial estimate. However, as the development planning process for the facility continues, program elements are finalized and a specific site is chosen, this is a potential revenue opportunity that could be considered. Conducting focus groups is one method to assess the potential revenue that could be generated from naming rights.
- *Retail space* – Some comparable facilities lease of a portion of the building for a compatible use.

## Net Operating Expense Assumptions

The following table shows the estimated net operating expenses for the proposed new sports complex in a stabilized year. Because certain line items such as personnel costs and general, administrative and other are difficult to allocate to one facility or the other due to the shared nature of these expenses, they are allocated to the entire complex. If only one component of the proposed new sports complex is developed, these costs would be reduced.

Proposed New Sports Complex in St. Mary's County Estimate of Net Operating Expenses (Stabilized Year)			
Net Operating Expenses	Multi-Field Outdoor Complex	Indoor Fieldhouse	Total
Personnel Costs*			\$767,000
Utilities	100,000	240,000	340,000
Repairs & Maintenance	135,000	125,000	260,000
General, Administrative & Other*			250,000
<b>Total</b>			<b>\$1,617,000</b>

Note: \* denotes operating expenses indistinctly shared by both facilities that are allocated to the entire complex.

The following provides a description of the net operating expense line items.

*Personnel Costs* – Staffing requirements and subsequent personnel costs can represent a significant expense and permanent full-time staffing plans can vary. This variance in staffing levels is generally attributed to multiple factors. One factor relates to the management philosophy of maintaining event-related personnel as full-time or part-time staff. Another factor relates to the management and physical relationship the facility might have to other facilities. Ownership/management structure also plays a role in the staffing plan where a facility operated by the local parks and recreation department can often share administrative and maintenance costs within the broader department. The number and type of courts/fields, the overall mission of the facility, the level of competition and primary uses can also impact staffing levels. In addition, the extent that contracted services and/or organized labor are used also impacts staffing. For purposes of this analysis, it is assumed that the proposed new sports complex is staffed with 12 full-time equivalents, which excludes existing Department of Recreation and Parks staff.

It is important to employ personnel that specializes in marketing/management of sporting events and has established contacts and strong relationships with regional/national sporting event promoters and producers. While this analysis assumes staffing levels independent of that of existing County positions, it is likely that the Recreation and Parks Department can provide supplemental labor and share administrative and maintenance costs with the broader department. Further, this analysis assumes sufficient staffing for the entire complex; should only one facility be developed then personnel costs could be reduced.

*Utilities* – This line item, which includes water, sewer and electric, generally represents one of the highest expense items for these types of facilities and can vary depending upon the level of utilization, the type of facilities, number of lighted fields, the climate and decisions concerning energy systems and management. Multi-purpose field complexes with the ability to meter individual fields are better able to track associated utilities costs and incorporate that into their rental rate structure.

*Repairs & Maintenance* - This line item includes labor, equipment and materials associated with maintaining the proposed new sports complex and the general grounds. Appropriate funding for this line item is critical to maintain quality courts and fields and be marketable for regional/national tournament level play.

*General Administrative & Other* – This line item includes various general expenses used in the day-to-day management of the proposed new sports complex that may include office supplies, travel, communications, technology, postage, membership dues, etc. This line item also includes sales/marketing/promotion expenses. Providing a new facility(s) alone will not bring events. An aggressive sales/marketing strategy will need to be undertaken to allow the complex to attract event activity. While other marketing agencies at the local and State level are assumed to assist in sales/marketing/promotion efforts, the proposed new sports complex should have its own dedicated resources. This analysis assumes that property, casualty and liability insurance needs associated with the proposed new sports complex will be covered under the County’s umbrella insurance policy, so no dollar amount is estimated.

*Capital Reserve* – Although no dollar amount is included in this analysis, it is recommended that the County plan for an annual payment specifically designated as a reserve for replacement fund to safeguard this investment. This fund is intended to cover any extraordinary annual/future capital repairs or improvements to the proposed new sports complex. The County should continue its proactive approach to capital planning and, at a minimum, seek to replace fields/courts and other amenities at the end of their useful life.

## ECONOMIC AND FISCAL IMPACT ANALYSIS

One of the primary objectives of this study is to estimate the economic and fiscal benefits associated with the proposed new sports complex. If built, the local and State economies could benefit from ongoing operations of the proposed new sports complex in several ways, including the following tangible and intangible benefits.

- Increasing the overall quality of life and livability of the area
- Drawing a critical mass of visitors annually to help support area businesses
- Fostering the development of sports participants in the area
- Offering an attractive venue to residents and visitors that hosts diverse event activity
- Enhancing the area's image as a destination by offering additional amenities
- Capitalizing on existing tourism efforts
- Broadening market reach to new visitors
- Receiving increased media exposure through hosting regional and national event activity
- Acting as a catalyst for future economic development in the area
- Broadening the area's economic base
- Increasing economic and fiscal impacts
- Generating private sector development and/or funding

Each of these benefits is important in assessing the impacts that the proposed new sports complex may have on the area. While the value of many of these benefits is difficult to measure, the economic activity generated can be quantified. This analysis estimates the direct, indirect and induced benefits associated with the ongoing operations of the proposed new sports complex, including the associated tax revenues.

This economic and fiscal impact analysis reflects the competitive universe as it is known today. In addition, while this analysis is non-site specific, it is assumed that the proposed new sports complex will be located proximate to amenities such as hotels, restaurants, entertainment, etc. and, therefore, it should be noted that a site location differing from this assumption would likely adversely impact the estimates of economic and fiscal impacts outlined in this report.

### **General Methodology**

This analysis estimates the new economic and fiscal impacts that could potentially be generated from the proposed new sports complex in St. Mary's County. Regional input-output models are typically used by economists as a tool to understand the flow of goods and services among regions and measure the complex interactions among them given an initial spending estimate.

Annual impacts start with the initial direct spending on facility operations as well as spending by attendees outside of the sports facilities on items such as lodging, restaurants, retail, entertainment and transportation. For instance, an out-of-town attendee spends money staying at a local hotel and eating at a local restaurant.



Once the amount for direct spending is quantified, a calculated multiplier is applied to generate the indirect and induced effects. The sum of direct, indirect and induced effects equals total economic impact, which is expressed in terms of total output, employment (jobs) and earnings. This analysis also estimates the tax revenues generated from ongoing operations of the proposed new sports complex.

The amount and type of activity, origin of attendees, facility financial operations, industry trends, economic conditions, spending estimates, distribution of spending, multipliers and specific taxes quantified are variables that influence the economic and fiscal impact estimates.

Although not quantified in this analysis, construction costs associated with development of a new sports complex would provide additional economic and fiscal impacts to the local area and the State during the construction period. These benefits would include the creation of jobs which produce earnings for area residents as well as increased tax revenues from the purchase of materials and supplies.

### Direct Spending

Estimating direct spending is the first step in calculating economic impact. Direct spending represents the initial change in spending that occurs as a direct result of ongoing operations of the proposed new sports complex. Direct spending occurs from facility operations as well as from attendee spending before and after events. Based on the estimated mix of event activity, attendees were categorized as either day trippers who travel to and from the County for the event on the same day or overnight attendees who generate room nights. Each group was assigned different per capita spending amounts based on data provided by the County, the Maryland Office of Tourism Development and other secondary industry research. In order to estimate the net new economic impact to the area, adjustments were made to gross direct spending to account for displacement (i.e. spending that would likely have occurred elsewhere in the economy without the presence of the proposed new sports complex) and leakage (i.e. spending that occurs outside of the area). The economic impacts shown in this section reflect the estimated net new impacts associated with the proposed new sports complex.

### Multiplier Effect

Additional economic impacts are produced through the re-spending of net new direct spending. To quantify the inputs needed to produce the total output, economists have developed multiplier models. The estimation of multipliers relies on input-output models, a technique for quantifying interactions between firms, industries and social institutions within a local economy. This analysis uses IMPLAN software and databases which are developed under exclusive rights by the Minnesota IMPLAN Group, Inc. IMPLAN, which stands for Impact Analysis for Planning, is a computer software package that consists of procedures for estimating local input-output models and associated databases. The IMPLAN software package allows the estimation of the multiplier effects of changes in final demand for one industry on all other industries within a defined economic area. Its proprietary methodology includes a matrix of production and distribution data among all counties in the U.S. As such, the advantages of this model are that it is sensitive to both location and type of spending and can provide indirect and induced spending, employment and earnings information by specific industry category while considering the leakages associated with the purchase of certain goods and services outside the economy under consideration.

Once the direct spending amounts are assigned to an appropriate industry category, the IMPLAN model estimates the economic multiplier effects for each type of direct new spending attracted to or retained in the area resulting from ongoing operations of the proposed new sports complex in St. Mary's County. The total output multiplier is used to estimate the aggregate total spending that occurs beginning with direct spending and continuing through successive rounds of re-spending which are generally referred to as indirect and induced effects on the area economy.

#### Indirect and Induced Impacts

Indirect impacts reflect the re-spending of the initial or direct expenditures, or the business-to-business transactions required to satisfy the direct effect (e.g. impacts from non-wage expenditures). For example, an attendee's direct expenditures at a restaurant require the restaurant owner to purchase food and items from suppliers. The portion of these restaurant purchases that are spent within the area economy are indirect impacts.

Induced impacts reflect changes in local spending by households on goods and services that result from income changes in the directly and indirectly affected industry sectors (e.g. impacts from wage expenditures). For instance, a waitress at a restaurant could have more personal income due to an attendee's visit to the restaurant. The amount of increased income that the employee spends in the community is an induced impact.

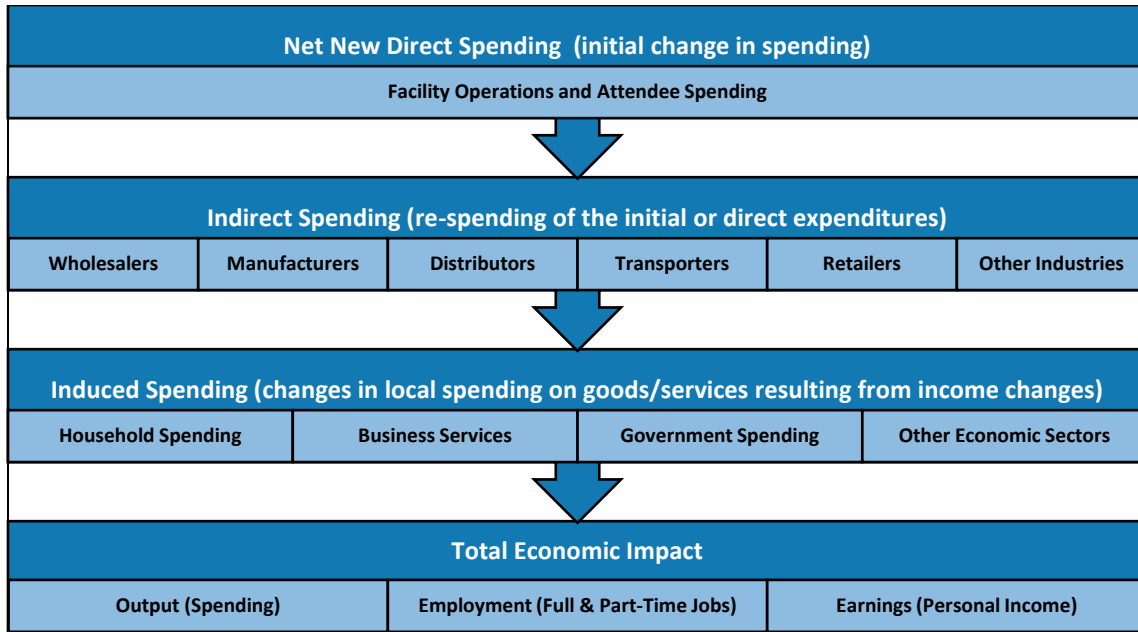
The model generates estimates of these impacts through a series of relationships using average wages, prices and transportation data, considering commute patterns and the relative interdependence of the economy on outside regions for goods and services.

#### Total Economic Impact

The calculated multiplier effect is then added to the direct impact to quantify the total economic impact in terms of total output, employment and earnings, which are defined below.

- *Total Output* represents the sum of direct, indirect and induced spending effects generated from operations of the proposed new sports complex. This calculation measures the total dollar change in output that occurs in the local economy for each dollar of output delivered to final demand.
- *Employment (Jobs)* represents the number of full-time and part-time jobs supported by operations of the proposed new sports complex. The employment multiplier measures the total change in the number of jobs supported in the local economy for each additional \$1.0 million of output delivered to final demand.
- *Earnings (Personal Income)* represent the wages and salaries earned by employees of businesses associated with or impacted by operations of the proposed new sports complex. In other words, the multiplier measures the total dollar change in earnings of households employed by the affected industries for each additional dollar of output delivered to final demand.

The following graphic illustrates the multiplier effects for calculating total economic impact.



### Tax Revenues

The estimated spending generated from ongoing operations of the proposed new sports complex also creates tax revenues for the local and State economies. Experience in other markets suggests that while a significant portion of the direct spending likely occurs near the facility, additional spending occurs in other surrounding economies. Major tax sources impacted by the proposed facility were identified and taxable amounts were estimated to apply to each respective tax rate. This analysis estimates the revenues generated from hotel/motel tax; admissions and amusement tax; and personal income tax at the local level as well as sales and use tax; personal income tax; corporate income tax; and motor vehicle rental tax at the State level. While other taxes may be positively impacted by operations of the proposed new sports complex, they are not quantified in this analysis.

The following provides a description of the taxes estimated in this analysis.

### Local Taxes

*Hotel/Motel Tax* – St. Mary’s County imposes a tax on accommodations at a rate of 5.0% which was applied to the estimated direct hotel spending at the local level.

*Admissions and Amusement Tax* – The admissions and amusement tax is a local tax collected by the Comptroller's Office for Maryland's counties and Baltimore City, incorporated cities and towns and the MSA. The tax is imposed on the gross receipts from admissions, the use or rental of recreational or sports equipment and the sale of merchandise, refreshments or services at a nightclub or similar place where entertainment is provided. The admissions and amusement tax rate varies by locality and by activity. Currently, the admissions and amusement tax rate is 2.0% in St. Mary’s County, and 10% in Leonardtown except for movies which are subject to a 1% tax rate. For purposes of this analysis, the County tax rate of 2% was applied to the estimated direct spending on entertainment as well as estimated field/facility rental revenue which represents a conservative approach.

*Local Personal Income Tax* – St. Mary’s County imposes a personal income tax of 3.17% which is calculated as a percentage of taxable income. For purposes of this analysis and based on information provided by the Comptroller of Maryland, an effective tax rate was calculated. Local income tax is based on where a person lives, not where they work, only a portion of personal income taxes generated from the operations of the proposed new sports complex occurs in the County.

### State of Maryland Taxes

In general terms, all State tax proceeds are collected in the State’s General Fund and then allocated to a variety of program areas, such as education, transportation and public safety, among others. As such, individual revenue sources such as the sales and use tax, are not designated to fund specific programs. As a result of this process, municipalities and counties may benefit from a variety of State and locally administered programs. For purposes of this analysis, only collections have been quantified, without regard as to how these funds are ultimately spent through the individual State departments/funds. The following describes the State-level taxes quantified in this analysis.

*Sales and Use Tax* – The State of Maryland collects 6% sales and use tax from sales and leases of tangible personal property and services throughout the State and a 9% tax on alcoholic beverage. For purposes of this analysis, the 6% tax rate is applied to estimated taxable spending at the State level generated from the proposed new sports complex operations, which represents a conservative estimate relative to the sale of alcoholic beverages.

*Personal Income Tax* – The State of Maryland imposes a personal income tax assessed against personal income earned in the State. The State income tax is a graduated rate ranging from 2.0% to 5.75% of taxable income. Effective January 1, 2020, non-residents are subject to a special tax rate of 2.25% in addition to the State income tax rate. For purposes of this analysis and based on public information provided by the Comptroller of Maryland, an effective tax rate was calculated and applied to State-level earnings estimated to be generated by the proposed new sports complex operations.

*Corporate Income Tax* – A corporate income tax of 8.25% of corporate federal taxable income adjusted by State modifications is also levied by the State of Maryland on corporations. For purposes of this analysis and based on public information provided by the Comptroller of Maryland, an effective tax rate was calculated and applied to State-level output estimated to be generated by the proposed new sports complex operations.

*Motor Vehicle Rental Tax* – The State imposes an 11.5% tax on short-term passenger car and recreational vehicle rentals. This tax rate was applied to a portion of direct transportation spending at the State level.

## Economic and Fiscal Impacts

Based on the previously outlined general methodology and key assumptions, the following provides estimated economic and fiscal impacts from ongoing operations of the proposed new sports complex.

### Estimated Annual New Economic Impacts

The following table summarizes the estimated annual new economic impacts generated from ongoing operations of the proposed new sports complex in a stabilized year in terms of output (i.e. direct, indirect and induced spending), total jobs and total earnings.

Proposed New Sports Complex in St. Mary's County		
Estimate of Annual New Economic Impacts From Ongoing Operations (Stabilized Year)		
Category	St. Mary's County	State of Maryland
<b>Output</b>		
Direct Spending	\$35,900,000	\$27,500,000
Indirect & Induced Spending	\$15,800,000	\$21,700,000
Total Output	\$51,700,000	\$49,200,000
<b>Total Jobs (Full-Time &amp; Part-Time)</b>	630	440
<b>Total Earnings</b>	\$18,700,000	\$19,400,000

Notes: Local and State amounts are not additive.

Total jobs represent full and part-time positions sustained on an annual basis.

As shown in the table above, net new direct spending associated with ongoing operations of the proposed new sports complex is estimated to be \$35.9 million annually in St. Mary's County and \$27.5 million in the State. Total output (i.e. direct, indirect and induced spending) is estimated to be \$51.7 million annually in St. Mary's County and \$49.2 million in the State.

Outputs from the IMPLAN model indicate that this new spending is estimated to support a total of 630 full- and part-time jobs and \$18.7 million in earnings annually in St. Mary's County and 440 full and part-time jobs and \$19.4 million in earnings annually in the State. It should be noted that a person can hold more than one job, so total jobs is not necessarily the same as the count of employed persons.

This analysis takes into account that some of the events programmed at the proposed new sports complex are currently occurring elsewhere in the State. As such, these events have a greater economic impact to the County than the State.

In addition, according to IMPLAN, employment data of a specific region directly impacts the economic multiplier. In this instance, reported employment data indicates that the County averages a higher number of part-time and/or lower compensated jobs within industries impacted by the operation of the proposed new sports complex in comparison to the State, which results in a higher estimate of total jobs supported but lower total earnings.

The proposed multi-field outdoor complex is estimated to account for approximately 60% of all estimated economic impacts at the local level and 53% at the State level. The proposed indoor fieldhouse is estimated to account for approximately 40% of estimated economic impacts at the local level and 47% at the State level.



### Estimated Annual New Tax Revenues

As shown in the table below, annual new tax revenues generated from ongoing operations of the proposed new sports complex are estimated to be \$600,000 at the local level and \$2.8 million at the State level in a stabilized year.

Proposed New Sports Complex in St. Mary's County	
Estimate of Annual New Tax Revenues From Ongoing Operations (Stabilized Year)	
Entity	Amount
St. Mary's County	\$600,000
State of Maryland	\$2,800,000
<b>Grand Total</b>	<b>\$3,400,000</b>

The proposed multi-field outdoor complex is estimated to account for approximately 60% of estimated tax revenues at the local level and 53% at the State level. The proposed indoor fieldhouse is estimated to account for approximately 40% of estimated tax revenues at the local level and 47% at the State level.

### POTENTIAL NEXT STEPS

The COVID-19 pandemic has had, and continues to have, a significant impact on the youth sports industry as well as the global economy. Any decisions related to the development of the proposed new sports complex should take into consideration potential short- and long-term impacts related to the pandemic.

If St. Mary's County chooses to move forward with development of the proposed new sports complex or either the multi-field outdoor complex or the indoor fieldhouse, potential next steps in the planning process include:

- Selecting and developing a site that can accommodate the potential new facility(s)
- Preparing a detailed building program, development costs, and development schedule as well as conceptual floor and site plans based on the selected site
- Finalizing and conveying the operating strategy including a well-defined mission statement, booking policy and rate structure
- Developing a sustainable financial plan that incorporates ongoing operational needs as well as a capital reserve fund to protect the investment
- Creating a funding plan that covers development cost which may include both public and private sector partners.

In addition, if the selected site location differs from the previously outlined assumptions in terms of accessibility and proximity to hotels, entertainment, restaurants, etc., estimated economic and fiscal impacts should be updated.

## 7. LIMITING CONDITIONS AND ASSUMPTIONS



## LIMITING CONDITIONS AND ASSUMPTIONS

This analysis is subject to our contractual terms as well as the following limiting conditions:

- This analysis has been prepared for the Maryland Stadium Authority (Client) on behalf of St. Mary's County for its internal decision-making purposes associated with a proposed new sports complex and should not be used for any other purposes without the prior written consent of Crossroads Consulting Services LLC.
- This report should only be used for its intended purpose by the entities to whom it is addressed. Reproduction or publication by other parties is strictly prohibited.
- The findings and assumptions contained in the report reflect analysis of primary and secondary sources. We have utilized sources that are deemed to be accurate but cannot guarantee their accuracy. No information provided to us by others was audited or verified and was assumed to be correct.
- Although the analysis includes findings and recommendations, all decisions relating to the implementation of such findings and recommendations shall be the Client's responsibility.
- Estimates and analysis regarding the proposed new sports complex are based on trends and assumptions and, therefore, there will usually be differences between the projected and actual results because events and circumstances frequently do not occur as expected, and those differences may be material.
- Although this analysis utilizes various mathematical calculations, the final estimates are subjective and may be influenced by our experience and other factors not explicitly stated.
- We have no obligation, unless subsequently engaged, to update this report or revise this analysis as presented due to events or circumstances occurring after the date of this report.
- The quality of ownership and management at a new sports complex has a direct impact on economic performance. This analysis assumes responsible and competent ownership and management. Any departure from this assumption may have a significant impact on the findings in this report.
- Multiple external factors influence current and anticipated market conditions. Although we have not knowingly withheld any pertinent facts, we do not guarantee that we have knowledge of all factors which might influence the operating potential of the proposed new sports complex. Due to quick changes in the external factors, actual results may vary significantly from estimates presented in this report.
- The analysis performed was limited in nature and, as such, Crossroads Consulting Services LLC does not express an opinion or any other form of assurance on the information presented in this report.
- The analysis is intended to be read and used in its entirety. Separation of any portion from the main body of the report is prohibited and negates the analysis.
- In accordance with the terms of our engagement letter, the accompanying report is restricted to internal use by the Client and may not be relied upon by any party for any purpose including any matter pertaining to financing.