

# Cherokee County Outdoor Sports Facilities – Executive Summary

Market Demand and Feasibility Analysis

October 18, 2022

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# Introduction

- AECOM retained by Cherokee County Recreation District to evaluate potential demand for new outdoor sports facilities within the County
- Focus on sports tourism (baseball, softball, soccer, football, lacrosse, field hockey, etc.)
- Key steps:
  - Review regional competition and hospitality inventory
  - Case studies of regional/national benchmark facilities
  - Direct market research with potential facility users/partners
  - Review of historical utilization
  - Estimate potential demand
  - Building program recommendations
  - Financial and economic impact model

# Market Area Population and Sports Participation – 30 Minute Drive Time

- The following tables present demographic data for Gaffney, Spartanburg and Greenville, representing the population within a 30-minute drive time from each City center.
- As a percent of population, the population within a 30-minute drive of Gaffney had more adults participating in baseball in the last 12 months than any other region in any other sport (5.9%).
- Gaffney’s participation rates for softball, soccer, and football are keeping pace with the same rates surrounding Greenville and Spartanburg – around 2% for softball, 3% for soccer, and 4% for football.

Metric	Greenville (30 minute drive)		Spartanburg (30 minute drive)		Gaffney (30 minute drive)	
	2021	2026	2021	2026	2021	2026
<b>Population</b>	664,610	712,802	340,862	363,965	185,535	191,423
<b>Households</b>	260,311	279,494	132,320	141,374	73,980	76,400
<b>Median Household Income</b>	61,599	68,214	55,423	59,824	45,449	50,093

Sport	Greenville		Spartanburg		Gaffney	
	Number of Adults	Percent	Number of Adults	Percent	Number of Adults	Percent
<b>Baseball</b>	18,340	3.6%	8,930	3.4%	8,728	5.9%
<b>Softball</b>	11,650	2.3%	5,840	2.2%	3,017	2.0%
<b>Soccer</b>	19,152	3.7%	9,142	3.4%	4,616	3.1%
<b>Football</b>	20,893	4.1%	10,585	4.0%	5,693	3.9%

# Hospitality Markets

## Room Inventory

Cherokee County has historically had only a small percentage of the available hotel rooms in the region. Between Cherokee County, Spartanburg County, Greenville County, and the nearby cities of Rock Hill and Charlotte (NC), Cherokee County accounts for just 1.2% of the total inventory in 2021.

Cherokee County is also the only geography that saw total room inventory go down between 2015 and 2021, though the reduction was of just 5 rooms.

Geography	2015	2016	2017	2018	2019	2020	2021
<b>Cherokee County</b>	540	540	540	535	535	535	535
<b>Spartanburg County</b>	3,482	3,482	3,596	3,803	3,889	3,958	4,008
<b>Greenville County</b>	8,458	8,720	8,686	9,293	9,502	10,206	10,396
<b>Rock Hill City</b>	1,773	1,773	2,101	2,102	2,347	2,453	2,713
<b>Charlotte City</b>	21,353	22,209	22,909	23,851	24,945	26,034	27,122

*Source: CoStar Group, Data as of December 2021*

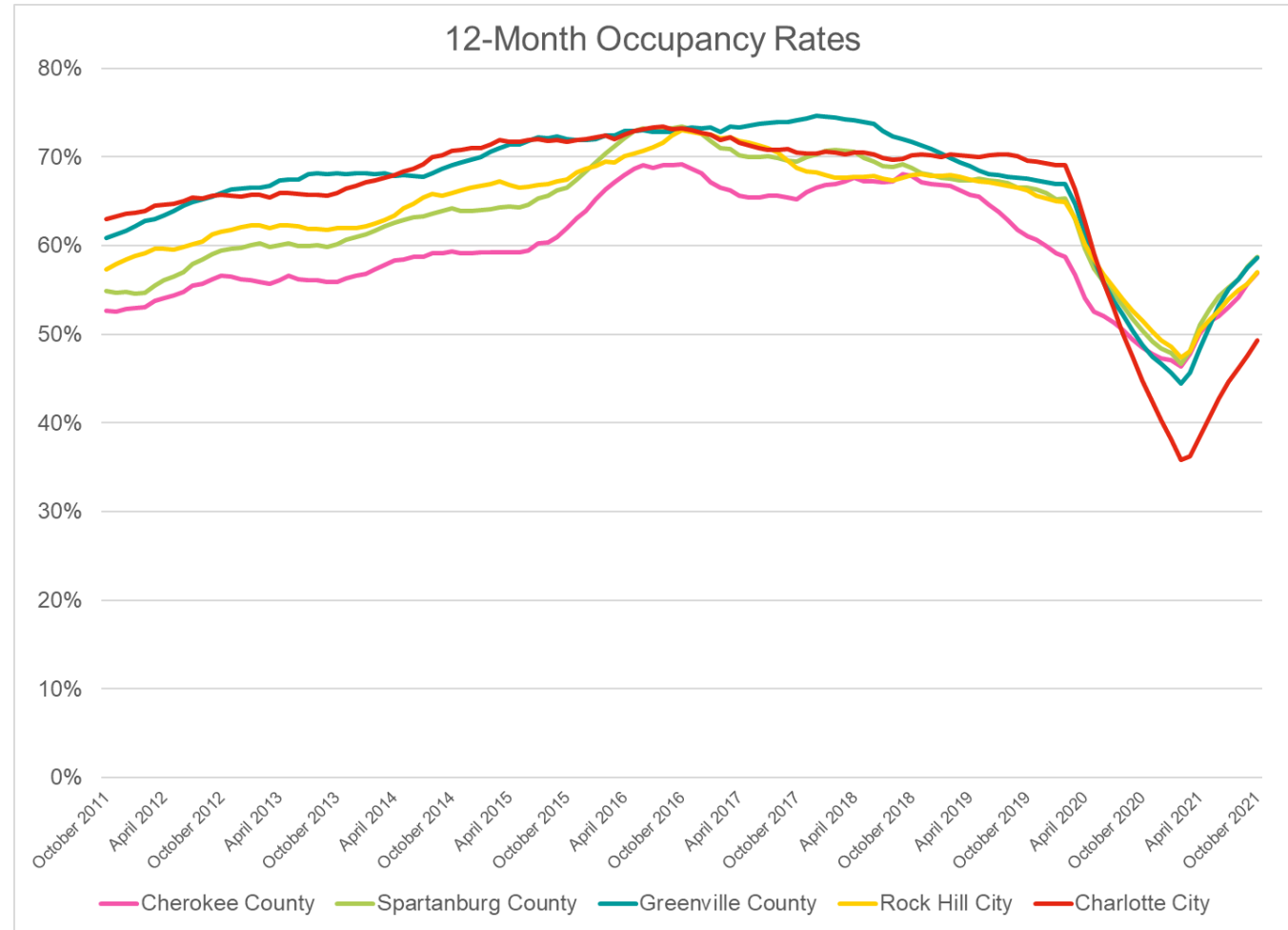
# Hospitality Markets

## Occupancy Rates

Prior to the COVID-19 pandemic, Cherokee County maintained the lowest occupancy rate in the region.

With the onset of the pandemic, occupancy rates began falling in March 2020. The lowest point was reached in March 2021, after which the hospitality market has made significant recovery.

Currently, as of December 2021, Cherokee County's average occupancy rate is the same as that of Spartanburg County, Greenville County, and Rock Hill City.



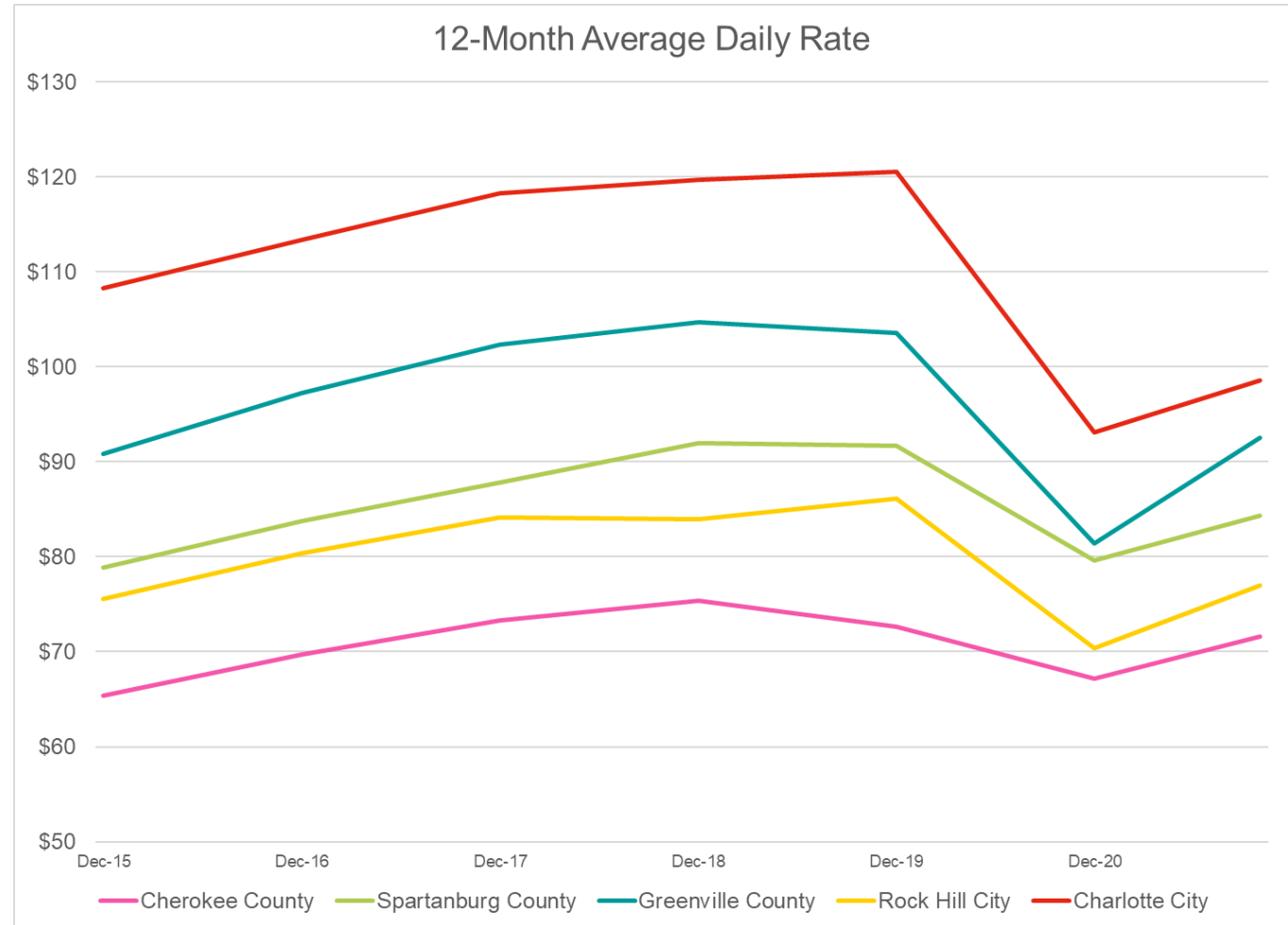
# Hospitality Market

## Average Daily Rates

Average daily rate represents the asking price for the average room in each geography.

The dips and spikes in average daily rates over the last few years mirror the changes in occupancy rates. The biggest dip occurred at the beginning of the pandemic. Since December 2020, average daily rates have begun increasing, signaling a recovery in the hospitality market.

Cherokee County has historically had the lowest average daily rate in the region.



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# Stakeholder Interviews

## Summary

### Diamond Fields

- Diamond fields need to be redone – the grounds, electric and drainage system, and facilities need makeovers.
- There is demand for fields of different sizes – organizers recommend turf and temporary fencing to accommodate these requirements.
- Organizers showed demand for bigger (60-90, high school regulation) turfed fields.
- At least 4 turfed fields – the more the better. Satellite fields are okay (10–15-minute drive maximum).
- Having 8 fields together at the Midway Complex would be an ideal scenario for most tournament organizers – there aren't enough of such facilities in the region.
- Potential partnership with Prospect Select to operate diamond facilities and outsource little league baseball and softball operations
  - Similar agreement underway at Auburn (IN) Sports Complex

### Rectangular Fields

- Severe lack of rectangular fields in the Cherokee County.
- For soccer, many national organizers expressed a need for 8 or more soccer fields for a standalone tournament in Gaffney.
- Limestone University could potentially make three rectangular fields available in June and July to attract larger events
- Significant growth in soccer in region, Carolina Elite Soccer Academy (CESA) looking to expand into Cherokee County
- Upstate region specifically targeted by USA Field Hockey for growth
- Four artificial turf fields would be capable of supporting immediate and medium term needs in the region
- CESA indicated potential interest in operating rectangular fields and outsourcing youth soccer operations from County

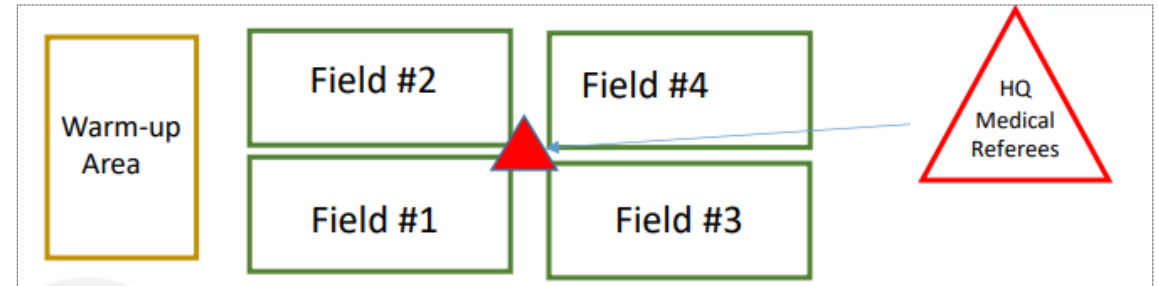
Cherokee County currently lacks the sports tourism marketing infrastructure of Spartanburg or Greenville Counties, inhibiting the ability to attract larger events. A partnership with Spartanburg County's Sports Tourism organization may be beneficial to both Counties

# Facility Case Studies

## Carolina FC Soccer Complex, Spartanburg



- Carolina FC is a 501(c)(3) charitable organization that offers soccer instruction and competition for boys and girls aged 5-18. It is based out of the Carolina FC Soccer Complex in Spartanburg, which offers several camps/academies, seasonal play opportunities, and adult leagues.
- The calendar summarizes the existing programs offered on an annual basis.



Program	Time	Price	Age Group	Notes
Youth Development	Feb - April	\$185	7 to U12	Practice every Monday, Wednesday. Games on Saturday mornings.
Academy	Year Round	\$1,300 to \$1,800 / season	U8 to U12	Price depends on age group. Training + regular season games.
Wolves Elite Program	Summer	NA	NA	Scouting program partnered with Wolverhampton Wanderers (English Premier League).



# Facility Case Studies

## Tyger River Park, Spartanburg

- Tyger River Park is in Duncan and is owned and operated by the Spartanburg County Parks Department.
- This facility offers 12 diamonds, a diamond championship stadium a disc golf course, batting cages, and other amenities.
- Each of the fields, including the stadium, have a base rental rate of \$20 per hour. Lighting costs an additional \$25 per hour, and field markings cost \$75 to \$100 per field.
- Field rentals are not available on the weekends as the complex hosts tournaments at that time.
- The calendar on the right is based on the pre-pandemic year of 2019 and shows 95 baseball/softball event days in the year.
- There were 32 event days for baseball, and 63 for softball.
- Spring had the highest number of baseball event days (12), while Summer had the highest number of softball event days (33).



Spring		Summer		Fall	
Event	Dates	Event	Dates	Event	Dates
Lady Rebels Softball	March 15 - March 16	USSSA Baseball	June 1 - June 2	USSSA Baseball	Sept 14 - Sept 15
Diamond Dirt Classic	March 21 - March 24	Carolina Premier's Super 78	June 13 - June 16	Softball Factory Showcase	Sept 21 - Sept 22
NSA Softball	March 30 - March 31	SC USA Softball	June 21 - June 23	USSSA Baseball	Sept 28 - Sept 29
SC USA Softball	March 9	USSSA Baseball	June 29 - June 30	USA Girls Softball Showcase	Sept 7 - Sept 8
SC USA Softball	April 13 - April 14	SC USA Softball	June 7 - June 9	USSSA Tournament	Sept 7 - Sept 8
SC USA Softball	April 27 - April 28	SC USA Softball	July 11 - July 14	SC USA Softball	Sept 7 - Sept 8
USSSA Baseball	April 6 - April 7	Junior Olympic Cup	July 21 - July 26	USSSA Tournament	Oct 12 - Oct 13
SC USA Softball	May 11	USSSA Baseball	July 27 - July 28	USSSA Baseball	Oct 12 - Oct 13
USSSA Baseball	May 18 - May 19	SC USA Softball	July 6	SC USA Softball	Oct 18 - Oct 20
SC USA Baseball	May 25 - May 26	USA Girls Softball Showcase	August 10 - August 11	USA Softball Showcase	Oct 19 - Oct 20
USSSA Baseball	May 4 - May 5	USSSA Softball	August 17 - August 18	USSSA Baseball	Oct 26 - Oct 27
		USSSA Baseball	August 17 - August 18	USA Girls Softball	Oct 5 - Oct 6
		SC USA Softball	August 23 - August 25	SC USA Softball	Oct 5 - Oct 6
		USA Girls Softball	August 24 - August 25	SC USA Softball	Nov 16
		USSSA Baseball	August 3 - August 4	USA Girls Softball	Nov 16 - Nov 17
		SC USA Softball	August 9 - August 11	NSA Girls Softball	Nov 2 - Nov 3
				NSA Softball	Nov 2 - Nov 3
				USA Girls Softball	Nov 9 - Nov 10
				SC USA Softball	Nov 9 - Nov 10

# Facility Case Studies

## MESA Soccer Complex, Greenville

- The MESA Soccer Complex is in Greer, near Greenville, and is a partnership between Greenville County Rec and Carolina Elite Soccer Academy (CESA).
- 16 first-class fields that serve local, regional, and national youth soccer players.
- Fields are not open to the public and are not available for rentals.
- On the right is a calendar based on CESA's 2021 tournaments and events.
- While the complex is primarily utilized for soccer, due to increasing demand and lack of quality facilities, field hockey, lacrosse and other event organizers have utilized the facility recently for larger tournaments, indicating overall demand for additional rectangular fields in the greater Upstate region.



Tournament	Date	Days	Age Groups
Spring Challenge	May 1-2	2	U8-U15 boys & girls
USYS Southern Regionals	June 17-24	8	U13-U19 boys & girls
CESA Preseason Friendlies	August 14-15	2	U13-U19 boys & girls
Fall Soccer Classic	September 25-26	2	U10-U19 boys & girls
Fall Rec Festival	November 13-14	2	U8-U19 boys & girls
Fall Challenge	November 20-21	2	U9-U19 boys & girls



# Facility Case Studies

## Conestee Park, Greenville

- Conestee Park is in Greenville and is home to the Greenville Little League and the Greenville Dirt Series.
- It has 5 baseball/softball fields, as well as a pavilion/shelter that can be rented out.
- The shelter costs \$300.00 for a full-day reservation, and \$150.00 for a half-day reservation.
- Rental rates are summarized on the right.



	Youth	Adult
<b>Practice</b>	\$20 / hr	\$22 / hr
<b>Games</b>	\$30 / hr	\$35 / hr
<b>Games All Day</b>	\$210	\$245
<b>Lights</b>	\$20 / hr	
<b>Marking</b>	\$55 / field	
<b>Field Setup</b>	\$65 / field	

The Stadium Field Charges \$50/hr for lights.  
 Games may require additional fees to cover staff / security.  
 25% increase if user resides outside Greenville County.  
 25% increase if event is for-profit.

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# Benchmarking

## Lakeside Park, Greenville, SC

This complex in Greenville, South Carolina, has one rectangular field, 4 baseball/softball diamonds, one basketball court, one volleyball court, a waterpark, walking trail, and shelters.

Rectangular field is bigger than regulation football and soccer fields (380 feet x 237 feet).

Diamond fields have 290' outfield fences, dirt infields, temporary fencing options for resizing the field, and portable pitching mound/rubber. Base distances from 60' to 80'. Can accommodate baseball and softball, for adults and youth.

This complex hosts baseball, softball, soccer, football, lacrosse, rugby, and swimming events.





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# Benchmarking

## Rocky Mount Sports Complex, Rocky Mount, NC

The Rocky Mount Sports Complex was completed in 2006 and includes multiple diamond and rectangular fields, all of which are turfed with 419 Tifway Bermuda.

- Six Youth Diamonds: 200-foot fences, turfed infields and outfields, 70-30 (sand-clay) infield material, Rainbird irrigation system, portable bases at 60 feet, 65 feet, and 70 feet.
- Four Softball/multipurpose fields with 325-foot fences, turfed outfields, clay infields, Rainbird irrigation, portable mounds, and portable fencing to reduce field sizes to 200-foot or 225-foot. Bases can be set at 60 feet to 90 feet.
- One championship baseball field, with 340-foot fences, turfed infields and outfields, 70-30 (sand-clay) infields, Rainbird irrigation, and bases at 90 feet.
- Eight soccer fields, turfed, with Rainbird irrigation.
- The complex also has three 2,000 square foot concession areas, lounges, 600+ parking spaces, electronic scoreboards, a walking trail, basketball courts, volleyball courts, and batting cages.



# Benchmarking

## Publix Sports Park, Panama City, Florida

- 13 multi-purpose fields
  - Five dedicated rectangular fields (one artificial turf)
  - One dedicated baseball/softball field (artificial turf)
  - Seven hybrid rectangular/diamond fields (all artificial turf)
- All fields feature LED lighting
- Capable of hosting baseball, softball, football, soccer, lacrosse, field hockey
- Can host multiple sports simultaneously



# Benchmarking

## North Myrtle Beach Park and Sports Complex, Myrtle Beach, SC

The North Myrtle Beach Park and Sports Complex has 6 baseball/softball fields and 8 soccer/lacrosse fields. It also has 8 batting cages and 3 miles of walking trails.

This facility hosts mainly baseball, softball, soccer, lacrosse, and cross-country events.

The facility does not host tournaments between December and January. Below is the 2021 sports tourism calendar for the facility.



February		March		April		May		June	
Feb 6	College Cross Country	Mar 1-4	High Tide Frisbee	Apr 5-9	Grand Stand Softball	May 1-2	USSSA Baseball	Jun 5-6	World Fastpitch
Feb 13	College Cross Country	Mar 7-14	Fastpitch Dreams	Apr 10-11	Top Gun Sports	May 8-9	Top Gun Sports	Jun 11-13	GameOn Sports
Feb 19-20	Michael Nash Soccer	Mar 8-11	Hightide Frisbee	Apr 17-18	Coast Futbol Alliance	May 15-16	USSSA Baseball	Jun 12-13	LAX USA
Feb 27-28	UNCW Frisbee	Mar 15-18	Hightide Frisbee	Apr 17-18	USSSA Baseball	May 22-23	SC USSSA Softball	Jun 19-20	Top Gun Sports
Feb 27-6	Fastpitch Dreams	Mar 20-21	Tier One Fastpitch	Apr 19-23	Grand Stand Softball			Jun 25-27	USSSA Baseball
		Mar 22-25	Hightide Frisbee	Apr 24-25	Coast Futbol Alliance				
		Mar 27-28	USSSA Baseball	Apr 24-25	Top Gun Sports				
		Mar 29-2	Grand Stand Softball						
July		August		September		October		November	
Jul 1-4	Soccer Youth	Aug 2-8	World Fastpitch	Sep 4-5	Top Gun Sports	Oct 2-3	Tier One Fastpitch	Nov 6-7	USSSA Baseball
Jul 5-9	Sworld Fastpitch	Aug 21-22	SC USSSA Softball	Sep 11-12	USSSA Baseball	Oct 2-3	YMCA Soccer	Nov 6-7	LAX USA
Jul 10-11	Top Gun Sports	Aug 21-22	Coast Futbol Alliance	Sep 18-19	USSSA Baseball	Oct 9-10	USSSA Baseball	Nov 13-14	World Fastpitch
Jul 15-18	Top Gun Sports	Aug 28-29	USSSA Baseball	Sep 25-26	World Fastpitch	Oct 16-17	USSSA Baseball	Nov 21-22	World Fastpitch
Jul 23-25	Top Gun Sports					Oct 23-24	Top Gun Softball		
Jul 28-1	Triple Crown Softball					Oct 30-31	Top Gun Softball		



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North Myrtle Beach Park and Sport Complex

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# Cherokee County Sporting Facilities

## Historical Usage Summary - Calendars

- The calendar on top shows baseball and softball tournament days for 2022 at the Midway and Ford Road Complexes.
- The bottom calendar shows recreational league activity in the typical calendar year.

	January		February		March		April		May		June		July		August		September		October		November		December	
	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road
Week 1							2nd 3rd	2nd	1st		3rd 4th, 5th							1st 2nd	1st					
Week 2							9th 10th		7th				9th				10th 10th		8th			5th 6th		
Week 3					19th							18th					17th 18th		15th 16th					
Week 4					26th 27th	26th	23rd 25th	30th	28th 29th	21st		25th		23rd		27th	24th 25th		22nd					

		Baseball		Softball																	
Month →	Week ↓	January	February	March		April		May		June	July	August	September		October		November	December			
Week 1																					
Week 2																					
Week 3																					
Week 4																					

= Baseball
  = Softball
  = Soccer
  = Football
  = Kickball



# Cherokee County Sporting Facilities

## Scenario A: Convert Existing Diamonds to Convertible Fields

In this scenario, the existing diamonds at the Midway Complex and/or the Ford Road complex could be improved (lighting systems, irrigation, maintenance) and converted to convertible fields that also contain a rectangular field within them. An example graphic is shown to the right.

### Advantages

- This is the lowest cost option – it would mean Cherokee County would not have to build additional rectangular fields.
- Also lowers turfing costs – rectangular fields must be turfed, and in the process the diamond fields will be turfed, too. However, the complex that has not been converted to convertible fields could potentially do without turfing.

### Disadvantages

- This setup severely limits programming for both, diamond and rectangular fields by not allowing diamond and rectangular utilization simultaneously.
- This setup would also likely not be favorable for CESA, who have expressed interest in assuming operational responsibility for Cherokee County's soccer programming, due to its dependence on the baseball/softball programming.



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# Cherokee County Sporting Facilities

## Scenario B: Upgrade Existing Diamonds and Construct New Rectangular/Hybrid Fields

- There is enough stakeholder interest from CESA and USA Field Hockey to justify the construction of new rectangular fields.
- A minimum of 4 turfed and lighted fields would be necessary to host tournaments.
- CESA has shown interest in possibly assuming operational responsibility of Cherokee County's soccer programming, and a complex would be favorable. CESA hosts not just soccer, but various other events such as lacrosse throughout the year.
- Implementing improvements to diamond fields would still be a priority in this scenario (lighting systems, drainage, potential turfing).

### Advantages

- This setup allows for maximum programming flexibility with separate fields for diamond and rectangular sports.
- This scenario allows for simultaneous programming on diamond and rectangular fields, increasing the potential number of tournaments Cherokee County can host.
- Having a separate rectangular field complex is far more attractive to tournament organizers and players.

### Disadvantages

- This scenario is costly – it requires construction and turfing of brand-new rectangular fields as well as turfing.
- Scheduling challenges related to hybrid fields may negatively impact ability to host full calendar of events

# Cherokee County Sporting Facilities

## Scenario B - Projected Annual Calendar for Tournaments

- This projected annual calendar adds in soccer, football, and hockey tournaments in addition to baseball and softball.
- Soccer events (in red) are scheduled in accordance with CESA programming seasons and training camp seasons.
- Field hockey tournaments are based on a one-a-month schedule in the playable season for youth hockey.
- Football tournaments are added in based on the Spring/Summer season and on Limestone University's field availability (summer months).
- **Total of approximately 40 weekend events per year at Midway Complex**

	January			February			March			April			May			June			
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	
Week 1			Red			Red			Red		Yellow		Red		Yellow		Red		Red
Week 2									Green				Green			Green			Green
Week 3								Yellow		Pink		Teal		Pink		Yellow		Pink	
Week 4							Teal	Yellow		Yellow	Yellow		Yellow				Yellow		
	July			August			September			October			November			December			
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	
Week 1			Red					Red		Teal	Yellow		Red		Teal		Red		
Week 2	Yellow				Yellow			Yellow		Yellow									
Week 3							Yellow			Teal									
Week 4		Yellow			Yellow		Teal			Yellow									

- = Baseball
- = Softball
- = Soccer
- = Football
- = Hockey
- = Lacrosse

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# Cherokee County Sporting Facilities

## Scenario C: Construct a new diamond cloverleaf and a Rectangular Complex at the Midway Complex

- In this scenario, Cherokee County would add another four-diamond cloverleaf and a four-field rectangular complex to the Midway Complex.
- There is likely enough demand to justify an additional clover at the Midway Complex. Tournament organizers, including Slow Pitch Softball, All League Baseball and Prospect Select all stated that such a facility would see great utilization due to the lack of similar facilities in the area and the high demand for baseball and softball tournaments.
- CESA also indicated interest in partnering with Cherokee County to operate the rectangular fields on behalf of the County

### Advantages

- This scenario increases the inventory of diamond and rectangular fields while also allowing for simultaneous programming on both field types.
- This scenario would generate the maximum amount of revenue and traveler spending in Cherokee County / Gaffney as it can accommodate the highest number of tournaments and teams.
- There does appear to be demand from tournament organizers for a facility of this magnitude.

### Disadvantages

- This scenario is the most expensive scenario. Not only would it entail the construction of 4 new diamond and 4 new rectangular fields, but for maximum appeal to tournament organizers, it would also require that the existing 4 fields at the Midway Complex be improved.
- Construction requires a larger amount of time than improvement of existing fields – Cherokee County and Gaffney would likely wait several years before experiencing the returns on the investment.

# Cherokee County Sporting Facilities

## Scenario C - Projected Annual Calendar for Tournaments

- This projected annual calendar adds in soccer, football, and hockey tournaments in addition to baseball and softball.
- Soccer events (in red) are scheduled in accordance with CESA programming seasons and training camp seasons.
- Field hockey tournaments are based on a one-a-month schedule in the playable season for youth hockey.
- Football tournaments are added in based on the Spring/Summer season and on Limestone University's field availability (summer months).
- **Approximately 60 weekend tournaments per year, with multiple weekends hosting both diamond and rectangular field events**

	January			February			March			April			May			June		
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-
Week 1			Red			Red	Baseball		Red	Baseball	Softball	Red	Softball	Red	Baseball		Red	Baseball
Week 2							Baseball		Football	Softball		Football	Baseball	Football				Football
Week 3							Softball		Hockey	Baseball		Hockey	Baseball		Hockey	Softball		Hockey
Week 4							Baseball	Softball	Lacrosse	Baseball	Softball	Lacrosse	Baseball		Lacrosse	Softball		Lacrosse
	July			August			September			October			November			December		
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-
Week 1			Red				Softball		Red	Baseball	Softball	Red	Baseball	Red				Red
Week 2	Softball		Football	Softball			Baseball	Softball		Softball								
Week 3	Softball		Hockey	Softball		Hockey	Softball			Baseball								
Week 4		Softball			Softball		Baseball			Softball								

- = Baseball
- = Softball
- = Soccer
- = Football
- = Hockey
- = Lacrosse

# Financial Operating Model

## Net Revenue Breakdown – Scenario A

- The table below details the financial operating model for the Midway Complex based on the mentioned assumptions.
- Detailed revenues and a breakdown of operating expenditure estimates are provided in the appendix.

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenues</b>						
Rental Fees	3%	\$144,000	\$148,000	\$152,000	\$157,000	\$162,000
Admission Fees	3%	112,000	115,000	118,000	122,000	126,000
Concession Fees	3%	51,000	53,000	55,000	57,000	59,000
<b>Total Revenue</b>		<b>\$307,000</b>	<b>\$316,000</b>	<b>\$325,000</b>	<b>\$336,000</b>	<b>\$347,000</b>
<b>Expenditures</b>						
Field Lighting	3%	\$72,000	\$74,000	\$76,000	\$78,000	\$80,000
General Grounds Maintenance	3%	27,000	28,000	29,000	30,000	31,000
Insurance	3%	15,000	15,000	15,000	15,000	15,000
Landscaping and Irrigation	3%	30,000	31,000	32,000	33,000	34,000
Marketing and Advertising	3%	15,000	15,000	15,000	15,000	15,000
Operating Software	3%	10,000	10,000	10,000	10,000	10,000
Professional Services	3%	20,000	21,000	22,000	23,000	24,000
Turf Field Maintenance, Temporary Striping, Etc.	3%	22,000	23,000	24,000	25,000	26,000
Other Expenses	3%	15,000	15,000	15,000	15,000	15,000
<b>Total Expenditure</b>		<b>\$226,000</b>	<b>\$232,000</b>	<b>\$238,000</b>	<b>\$244,000</b>	<b>\$250,000</b>
<b>Net Operating Surplus/(Deficit)</b>		<b>\$81,000</b>	<b>\$84,000</b>	<b>\$87,000</b>	<b>\$92,000</b>	<b>\$97,000</b>

### Assumptions:

- \* Four total fields, hybrid diamond/rectangular. Built to high-school standard sizes.
- \* Acreage is assumed to total approximately 12 acres (assumes 3 acres per field)

# Financial Operating Model

## Economic Impact on Gaffney – Scenario A

### Gaffney Parks and Recreation Preliminary Economic Impact Summary - Year 1

	Baseball	Softball	Soccer	Football	Lacrosse	Field Hockey	Total	
Total Events	12	12	6	2	2	2	34	
Total Event Days	24	24	12	4	4	4	68	
Total Attendees (a)	26,160	26,160	13,080	8,200	5,800	5,320	79,400	
% Non-Local/Overnight	40%	40%	40%	40%	40%	40%		
Total Non-Local Visitors	10,464	10,464	5,232	3,280	2,320	2,128	31,760	
Total Visitor Days	20,928	20,928	10,464	6,560	4,640	4,256	63,520	
Total Hotel Rooms Used	20,064	20,064	11,184	6,826	4,918	4,522	63,056	
Average Daily Hotel Rate	\$100	\$100	\$100	\$100	\$100	\$100		
Daily F&B Spending/Person	\$40	\$40	\$40	\$40	\$40	\$40		
<b>Total Hotel Spending</b>	<b>\$2,006,000</b>	<b>\$2,006,000</b>	<b>\$1,118,000</b>	<b>\$683,000</b>	<b>\$492,000</b>	<b>\$452,000</b>	<b>\$6,757,000</b>	
<b>Total F&amp;B Spending</b>	<b>\$837,000</b>	<b>\$837,000</b>	<b>\$419,000</b>	<b>\$262,000</b>	<b>\$186,000</b>	<b>\$170,000</b>	<b>\$2,711,000</b>	
<b>Local Tax Revenues</b>	<b>Tax Rate</b>							
Accommodations Tax (b)	2%	\$40,000	\$40,000	\$22,000	\$14,000	\$10,000	\$9,000	\$135,000
Accommodations Tax (c)	2%	\$40,000	\$40,000	\$22,000	\$14,000	\$10,000	\$9,000	\$135,000
Hospitality Tax	2%	\$17,000	\$17,000	\$8,000	\$5,000	\$4,000	\$3,000	\$54,000

(a) Participants, spectators, coaches, scouts, attendees, exhibitors

(b) Represents 2% accommodations tax allocated directly to the County.

(c) Represents 2% accommodations tax collected by the State and allocated back to the County. The County's allocation is then allocated to the County general fund (5%), the CVB (30%) and the County Project Fund (65%)

# Financial Operating Model

## Net Revenue Breakdown – Scenario B

- The table below details the financial operating model for the Midway Complex based on the mentioned assumptions.
- Detailed revenues and a breakdown of operating expenditure estimates are provided in the appendix.

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenues</b>						
Rental Fees	3%	\$292,000	\$301,000	\$310,000	\$319,000	\$329,000
Admission Fees	3%	162,000	167,000	172,000	177,000	182,000
Concession Fees	3%	73,000	75,000	77,000	79,000	81,000
<b>Total Revenue</b>		<b>\$527,000</b>	<b>\$543,000</b>	<b>\$559,000</b>	<b>\$575,000</b>	<b>\$592,000</b>
<b>Expenditures</b>						
Field Lighting	3%	\$72,000	\$74,000	\$76,000	\$78,000	\$80,000
General Grounds Maintenance	3%	54,000	56,000	58,000	60,000	62,000
Insurance	3%	26,000	27,000	28,000	29,000	30,000
Landscaping and Irrigation	3%	60,000	62,000	64,000	66,000	68,000
Marketing and Advertising	3%	26,000	27,000	28,000	29,000	30,000
Operating Software	3%	10,000	10,000	10,000	10,000	10,000
Professional Services	3%	20,000	21,000	22,000	23,000	24,000
Turf Field Maintenance, Temporary Striping, Etc.	3%	44,000	45,000	46,000	47,000	48,000
Other Expenses	3%	26,000	27,000	28,000	29,000	30,000
<b>Total Expenditure</b>		<b>\$338,000</b>	<b>\$349,000</b>	<b>\$360,000</b>	<b>\$371,000</b>	<b>\$382,000</b>
<b>Net Operating Surplus/(Deficit)</b>		<b>\$189,000</b>	<b>\$194,000</b>	<b>\$199,000</b>	<b>\$204,000</b>	<b>\$210,000</b>

### Assumptions:

- \* Eight total fields, hybrid diamond/rectangular. Built to high-school standard sizes.
- \* Acreage is assumed to total approximately 36 acres (assumes 3 acres per field)



# Financial Operating Model

## Economic Impact on Gaffney – Scenario B

### Gaffney Parks and Recreation Preliminary Economic Impact Summary - Year 1

	Baseball	Softball	Soccer	Football	Lacrosse	Field Hockey	Total	
Total Events	12	12	10	5	4	6	43	
Total Event Days	24	24	20	10	8	12	86	
Total Attendees (a)	26,160	26,160	21,800	20,500	11,600	15,960	106,220	
% Non-Local/Overnight	40%	40%	40%	40%	40%	40%		
Total Non-Local Visitors	10,464	10,464	8,720	8,200	4,640	6,384	42,488	
Total Visitor Days	20,928	20,928	17,440	16,400	9,280	12,768	84,976	
Total Hotel Rooms Used	22,368	22,368	18,640	17,064	9,837	13,565	90,277	
Average Daily Hotel Rate	\$100	\$100	\$100	\$100	\$100	\$100		
Daily F&B Spending/Person	\$40	\$40	\$40	\$40	\$40	\$40		
<b>Total Hotel Spending</b>	<b>\$2,237,000</b>	<b>\$2,237,000</b>	<b>\$1,864,000</b>	<b>\$1,706,000</b>	<b>\$984,000</b>	<b>\$1,356,000</b>	<b>\$10,384,000</b>	
<b>Total F&amp;B Spending</b>	<b>\$837,000</b>	<b>\$837,000</b>	<b>\$698,000</b>	<b>\$656,000</b>	<b>\$371,000</b>	<b>\$511,000</b>	<b>\$3,910,000</b>	
<b>Local Tax Revenues</b>	<b>Tax Rate</b>							
Accommodations Tax (b)	2%	\$45,000	\$45,000	\$37,000	\$34,000	\$20,000	\$27,000	\$208,000
Accommodations Tax (c)	2%	\$45,000	\$45,000	\$37,000	\$34,000	\$20,000	\$27,000	\$208,000
Hospitality Tax	2%	\$17,000	\$17,000	\$14,000	\$13,000	\$7,000	\$10,000	\$78,000

(a) Participants, spectators, coaches, scouts, attendees, exhibitors

(b) Represents 2% accommodations tax allocated directly to the County.

(c) Represents 2% accommodations tax collected by the State and allocated back to the County. The County's allocation is then allocated to the County general fund (5%), the CVB (30%) and the County Project Fund (65%)

# Financial Operating Model

## Net Revenue Breakdown – Scenario C

- The table below details the financial operating model for the Midway Complex based on the mentioned assumptions.
- Detailed revenues and a breakdown of operating expenditure estimates are provided in the appendix.

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenues</b>						
Rental Fees	3%	\$368,000	\$379,000	\$390,000	\$402,000	\$414,000
Admission Fees	3%	196,000	202,000	208,000	214,000	220,000
Concession Fees	3%	89,000	92,000	95,000	98,000	101,000
<b>Total Revenue</b>		<b>\$653,000</b>	<b>\$673,000</b>	<b>\$693,000</b>	<b>\$714,000</b>	<b>\$735,000</b>
<b>Expenditures</b>						
Field Lighting	3%	\$72,000	\$74,000	\$76,000	\$78,000	\$80,000
General Grounds Maintenance	3%	81,000	83,000	85,000	88,000	91,000
Insurance	3%	33,000	34,000	35,000	36,000	37,000
Landscaping and Irrigation	3%	90,000	93,000	96,000	99,000	102,000
Marketing and Advertising	3%	33,000	34,000	35,000	36,000	37,000
Operating Software	3%	10,000	10,000	10,000	10,000	10,000
Professional Services	3%	20,000	21,000	22,000	23,000	24,000
Turf Field Maintenance, Temporary Striping, Etc.	3%	66,000	68,000	70,000	72,000	74,000
Other Expenses	3%	33,000	34,000	35,000	36,000	37,000
<b>Total Expenditure</b>		<b>\$438,000</b>	<b>\$451,000</b>	<b>\$464,000</b>	<b>\$478,000</b>	<b>\$492,000</b>
<b>Net Operating Surplus/(Deficit)</b>		<b>\$215,000</b>	<b>\$222,000</b>	<b>\$229,000</b>	<b>\$236,000</b>	<b>\$243,000</b>

### Assumptions:

- \* 12 fields: Eight diamond, four rectangular. Built to high-school standard sizes.
- \* Acreage is assumed to total approximately 36 acres (assumes 3 acres per field)

# Financial Operating Model

## Economic Impact on Gaffney – Scenario C

### Gaffney Parks and Recreation Preliminary Economic Impact Summary - Year 1

	Baseball	Softball	Soccer	Football	Lacrosse	Field Hockey	Total	
Total Events	16	16	12	6	4	6	54	
Total Event Days	32	32	24	12	8	12	108	
Total Attendees (a)	34,880	34,880	26,160	24,600	11,600	15,960	132,120	
% Non-Local/Overnight	40%	40%	40%	40%	40%	40%		
Total Non-Local Visitors	13,952	13,952	10,464	9,840	4,640	6,384	52,848	
Total Visitor Days	27,904	27,904	20,928	19,680	9,280	12,768	105,696	
Total Hotel Rooms Used	29,824	29,824	22,368	20,477	9,837	13,565	112,330	
Average Daily Hotel Rate	\$100	\$100	\$100	\$100	\$100	\$100		
Daily F&B Spending/Person	\$40	\$40	\$40	\$40	\$40	\$40		
<b>Total Hotel Spending</b>	<b>\$2,982,000</b>	<b>\$2,982,000</b>	<b>\$2,237,000</b>	<b>\$2,048,000</b>	<b>\$984,000</b>	<b>\$1,356,000</b>	<b>\$12,589,000</b>	
<b>Total F&amp;B Spending</b>	<b>\$1,116,000</b>	<b>\$1,116,000</b>	<b>\$837,000</b>	<b>\$787,000</b>	<b>\$371,000</b>	<b>\$511,000</b>	<b>\$4,738,000</b>	
<b>Local Tax Revenues</b>	<b>Tax Rate</b>							
Accommodations Tax (b)	2%	\$60,000	\$60,000	\$45,000	\$41,000	\$20,000	\$27,000	\$253,000
Accommodations Tax (c)	2%	\$60,000	\$60,000	\$45,000	\$41,000	\$20,000	\$27,000	\$253,000
Hospitality Tax	2%	\$22,000	\$22,000	\$17,000	\$16,000	\$7,000	\$10,000	\$94,000

(a) Participants, spectators, coaches, scouts, attendees, exhibitors

(b) Represents 2% accommodations tax allocated directly to the County.

(c) Represents 2% accommodations tax collected by the State and allocated back to the County. The County's allocation is then allocated to the County general fund (5%), the CVB (30%) and the County Project Fund (65%)

# ROM Cost Estimate

	Sq Ft/Field	# of Fields	Scenario A		Scenario B1		Scenario B		Scenario C	
			Turf Existing - Hybrid		Keep Existing As-is/Add Four Hybrid Fields		Turf Existing/Add Four Hybrid		Turf Existing/Add Cloverleaf and Four Rectangular	
			Construction Cost/Sq Ft		Construction Cost/Sq Ft		Construction Cost/Sq Ft		Construction Cost/Sq Ft	
			Low	High	Low	High	Low	High	Low	High
Hybrid Diamond/Rectangular, Artificial Turf	100,000	4	\$16.00	\$20.00	\$18.00	\$22.00	\$16.00	\$20.00	\$16.00	\$20.00
<b>Estimated Construction Cost - Fields</b>			<b>\$6,400,000</b>	<b>\$8,000,000</b>	<b>\$7,200,000</b>	<b>\$8,800,000</b>	<b>\$12,800,000</b>	<b>\$16,000,000</b>	<b>\$19,200,000</b>	<b>\$24,000,000</b>
Support Building	2,000	1	\$275.00	\$300.00	\$275.00	\$300.00	\$275.00	\$300.00	\$275.00	\$300.00
<b>Estimated Construction Cost - Support Building</b>			<b>\$550,000</b>	<b>\$600,000</b>	<b>\$550,000</b>	<b>\$600,000</b>	<b>\$550,000</b>	<b>\$600,000</b>	<b>\$1,100,000</b>	<b>\$600,000</b>
<b>Total Construction Cost</b>			<b>\$6,950,000</b>	<b>\$8,600,000</b>	<b>\$7,750,000</b>	<b>\$9,400,000</b>	<b>\$13,350,000</b>	<b>\$16,600,000</b>	<b>\$20,300,000</b>	<b>\$24,600,000</b>
Soft Costs (30% of Construction)			2,085,000	2,580,000	2,325,000	2,820,000	4,005,000	4,980,000	6,090,000	7,380,000
<b>Total Estimated Project Cost</b>			<b>\$9,035,000</b>	<b>\$11,180,000</b>	<b>\$10,075,000</b>	<b>\$12,220,000</b>	<b>\$17,355,000</b>	<b>\$21,580,000</b>	<b>\$26,390,000</b>	<b>\$31,980,000</b>

Note: Scenario B1 assumes existing fields are kept as-is (natural grass), with limited improvements to existing support building, parking, etc. Also assumes addition of four artificial turf hybrid fields. Higher cost per square foot reflects improvements to existing fields along with construction of new fields.

- The cost estimate provided herein is preliminary in nature, and reflects a range of magnitude estimate of the cost for the construction of artificial turf athletic fields, with fencing, lighting, drainage and a support building for concessions, restrooms, observation tower, etc.
  - Scenario A – Convert existing fields to artificial turf hybrid fields, rebuild support building
  - Scenario B1 – Existing fields maintained as-is, with limited upgrades, rebuild support building, add four new hybrid artificial turf fields
  - Scenario B2 – Convert existing fields to artificial turf diamonds, rebuild support building, add four new hybrid artificial turf fields
  - Scenario C – Convert existing fields to artificial turf diamonds, rebuild existing support building, add new cloverleaf diamond fields plus four rectangular/hybrid fields, build second support building
- This estimate does not include any potential site preparation or utilities extension that might be required to service the expanded sports complex.

# Cherokee County Outdoor Sports Facilities

Market Demand and Feasibility Analysis

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# Background – Cherokee County Sports Facilities Analysis

Located in northern South Carolina, Cherokee County is within a day's drive of around 60 million people. Sports and Recreation in the county have historically focused on softball and baseball. This is evidenced by the fact that upon taking a current inventory of sporting facilities, Cherokee County has 9 baseball/softball facilities (diamond fields) and only a single public football/soccer facility (rectangular fields).

The neighboring counties of Spartanburg and Greenville have well developed sports tourism facility inventories and marketing infrastructure, as well as food and hospitality capacities and choices, enabling those counties to capture a variety of sports tourism events throughout the year. Developing a larger sports tourism base in Cherokee County could be an exercise to catch overflow in sports tourism from the neighboring counties.

During stakeholder and tournament director interviews, people identified upgrades and improvements that are necessary for Cherokee County's sporting facilities to continue to attract events. These improvements include:

- Infield and Outfield upkeep (dirt and grass).
- Restroom and concession stand upgrades.
- Lighting system overhaul.
- Prioritization of upgrades to the large complexes and fields – Midway Complex, Ford Road Complex, Jug Wallace Field.

# Current Inventory of Spaces in Cherokee County

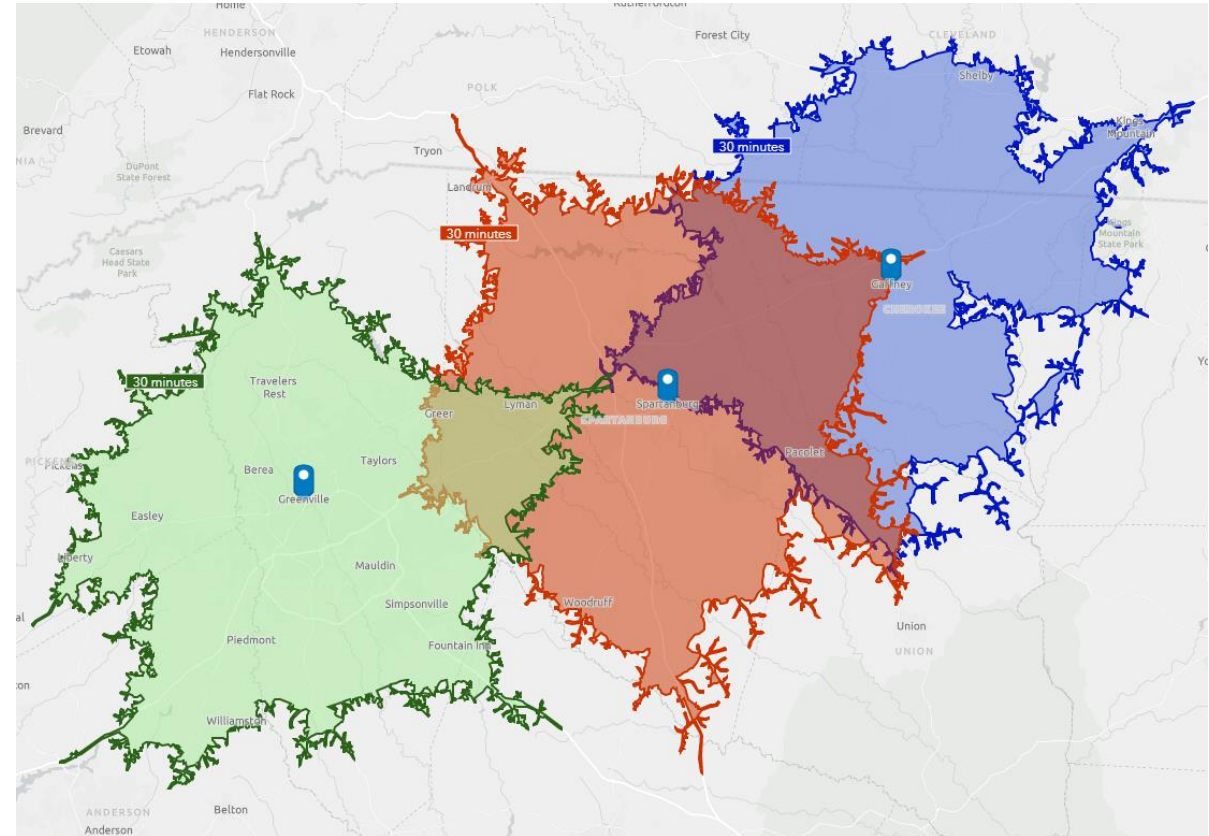
Facility Name	Number, Type, Size	Usage	Lights	Bathrooms	Concessions
Midway Complex	4 diamond (200ft, 250 ft, 300ft, 300 ft)	Used by local leagues and travel leagues, primarily on weekends.	Y	Y	Y
Mayberry Park	1 diamond (200ft)	Practice only. 35-year-old facility.	Y	N	N
Fredrick Street	1 diamond (200ft)	Practice only.	N	N	N
Ford Road Complex	4 diamonds (280ft to 300 ft)	Used mainly for Slow Pitch Softball games and some local softball and baseball practices.	Y	Y	Y
Porter Field	1 diamond (200ft)	Blacksburg practice.	Y	Y	Y
Annex	1 diamond (200ft)	Softball and youth baseball games and practice.	Y	Y	Y
Fuller Field	1 diamond (200ft)	Used by Gaffney High School Softball. Also used 8-10 weekends a year for travel tournaments.	Y	Y	Y
Jug Wallace Field	1 diamond (400ft, 60/90)	Used by Gaffney High School and American Legion. 10-12 weekends per year for showcase baseball tournaments. 40-year-old facility.	Y	Y	Y
Babe Ruth Field	1 diamond (200ft)	Used by Limestone College Girls Softball team. 6-8 weekends per year for travel tournaments.	Y	Y	Y
Love Field	1 Regulation Football Field	Metal stands, ADA accessible seating. Used for youth football and soccer leagues.	Y	Y	Y
Indoor Center*	4 basketball courts	Will be acquired as of December 2022.	Y	Y	Y

# Demographic Information



# Market Area Population and Sports Participation

- Using a 30-minute drive time radius from the center of Gaffney, Greenville, and Spartanburg, AECOM analyzed the following information:
  - Population, Households, and Median Household Income in 2021, and projections for 2026.
  - Number of adults (and percent of population) who participated in baseball, softball, football, and soccer in the last 12 months.
- The map on the right shows what these 30-minute drive time radii look like for each of the cities. Gaffney is marked in blue, Spartanburg in red, and Greenville in green.
- The metrics are displayed on the next page.



# Market Area Population and Sports Participation

- As a percent of population, Gaffney had more adults participating in baseball in the last 12 months than any other region in any other sport (5.9%).
- Gaffney’s participation rates for softball, soccer, and football are keeping pace with the same rates in Greenville and Spartanburg – around 2% for softball, 3% for soccer, and 4% for football.

Metric	Greenville		Spartanburg		Gaffney	
	2021	2026	2021	2026	2021	2026
Population	664,610	712,802	340,862	363,965	185,535	191,423
Households	260,311	279,494	132,320	141,374	73,980	76,400
Median Household Income	61,599	68,214	55,423	59,824	45,449	50,093

Sport	Greenville		Spartanburg		Gaffney	
	Number of Adults	Percent	Number of Adults	Percent	Number of Adults	Percent
Baseball	18,340	3.6%	8,930	3.4%	8,728	5.9%
Softball	11,650	2.3%	5,840	2.2%	3,017	2.0%
Soccer	19,152	3.7%	9,142	3.4%	4,616	3.1%
Football	20,893	4.1%	10,585	4.0%	5,693	3.9%

# Hospitality Market Analysis

Cherokee County and Comparable Locations

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# Hospitality Market

## Overview

To analyze the hospitality capacity in Cherokee County and its surrounding areas, data on the following metrics was obtained from CoStar and analyzed:

- Room Inventory – the total number of available rooms in all hospitality services in the region.
- Occupancy Rates – the percent of total available rooms that are occupied (generating revenue) at any given point in time.
- Gross Regional Product – the total dollar amount of goods and services rendered in a year.
- Average Daily Rates – the amount an average consumer would have to pay to rent a single room for one night.

# Hospitality Markets

## Room Inventory

Cherokee County has historically had only a small percentage of the available hotel rooms in the region. Between Cherokee County, Spartanburg County, Greenville County, and the nearby cities of Rock Hill and Charlotte (NC), Cherokee County accounts for just 1.2% of the total inventory in 2021.

Cherokee County is also the only geography that saw total room inventory go down between 2015 and 2021, though the reduction was of just 5 rooms.

<b>Geography</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>Cherokee County</b>	540	540	540	535	535	535	535
<b>Spartanburg County</b>	3,482	3,482	3,596	3,803	3,889	3,958	4,008
<b>Greenville County</b>	8,458	8,720	8,686	9,293	9,502	10,206	10,396
<b>Rock Hill City</b>	1,773	1,773	2,101	2,102	2,347	2,453	2,713
<b>Charlotte City</b>	21,353	22,209	22,909	23,851	24,945	26,034	27,122

*Source: CoStar Group, Data as of December 2021*

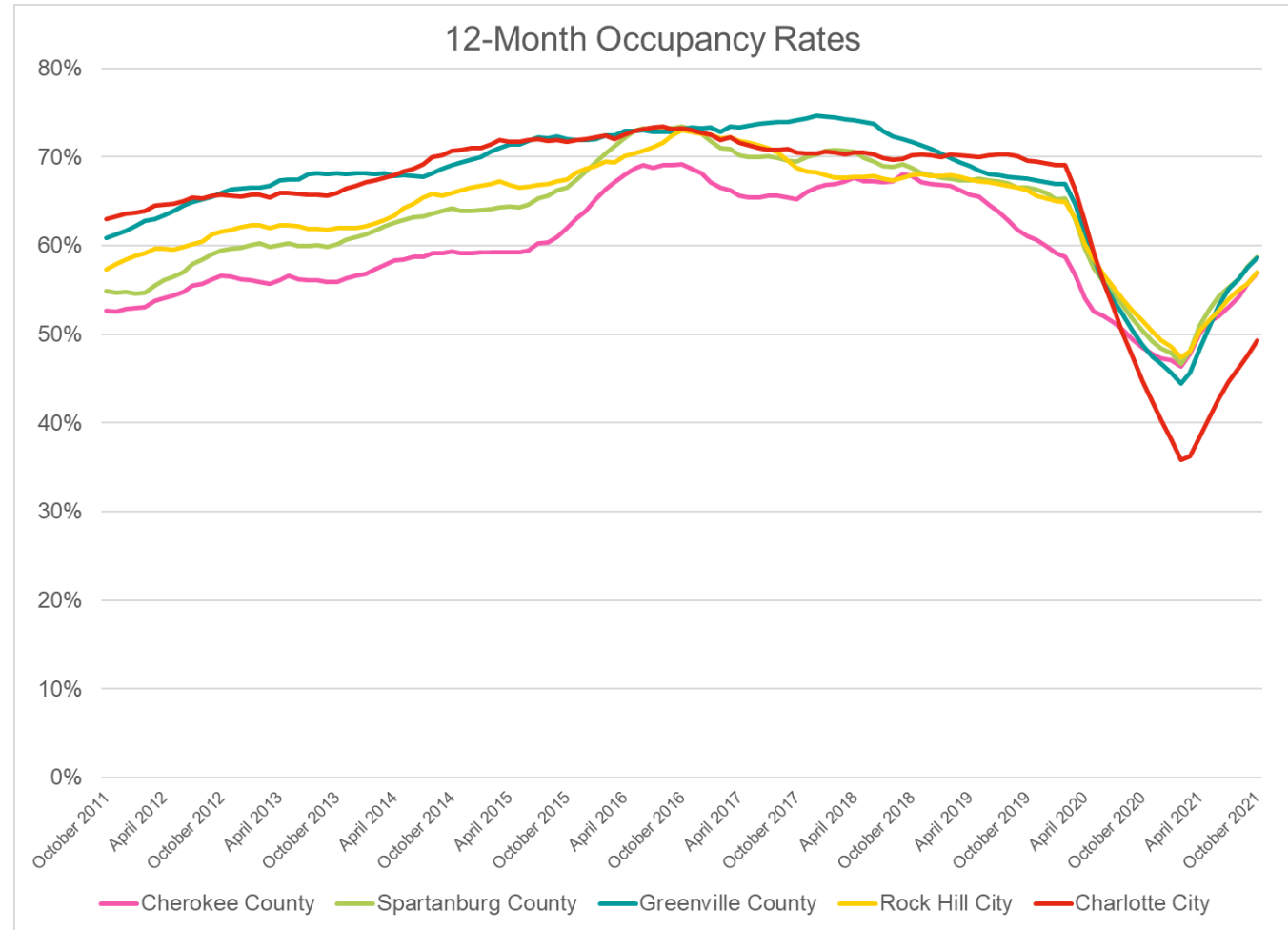
# Hospitality Markets

## Occupancy Rates

Prior to the COVID-19 pandemic, Cherokee County maintained the lowest occupancy rate in the region.

With the onset of the pandemic, occupancy rates began falling in March 2020. The lowest point was reached in March 2021, after which the hospitality market has made significant recovery.

As of December 2021, Cherokee County's average occupancy rate is the same as that of Spartanburg County, Greenville County, and Rock Hill City.



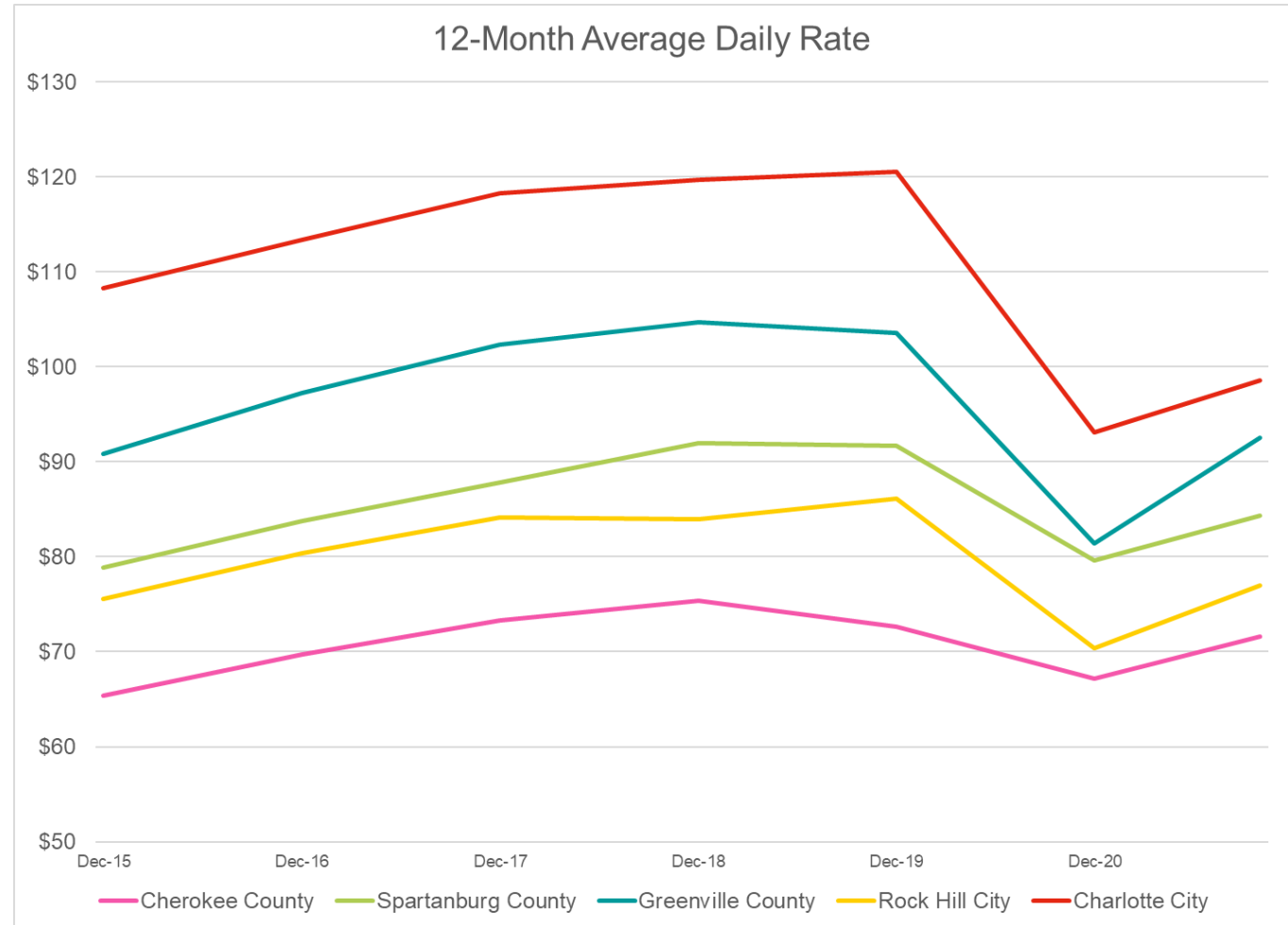
# Hospitality Market

## Average Daily Rates

Average daily rate represents the asking price for the average room in each geography.

The dips and spikes in average daily rates over the last few years mirror the changes in occupancy rates. The biggest dip occurred at the beginning of the pandemic. Since December 2020, average daily rates have begun increasing, signaling a recovery in the hospitality market.

Cherokee County has historically had the lowest average daily rate in the region.



# Hospitality Market

## Gross Regional Product

Gross regional product (GRP) measures the total dollar amount of goods and services produced under a certain industry in a certain region in a certain year.

The table below shows GRPs for Cherokee, Spartanburg, and Greenville Counties for each year between 2015 and 2020, in the 'Traveler Accommodation' industry (NAICS code 7211).

Cherokee County captures close to 2% of the region's total GRP from this industry. In this three-county region, Cherokee County has 3.6% share of the total hotel room inventory.

Despite having a 3.6% share of total rooms in the three-county region and having occupancy rates identical to Spartanburg and Greenville Counties, Cherokee County is capturing a smaller share of the GRP than it should. A possible cause for this is lower prices charged per room, and this is explored on the next slide.

County	2015	2016	2017	2018	2019	2020
<b>Cherokee County</b>	\$2,629,585	\$2,719,256	\$3,410,725	\$3,982,739	\$4,005,331	\$3,716,937
<b>Spartanburg County</b>	\$41,150,775	\$45,332,709	\$54,044,081	\$60,155,529	\$65,193,815	\$56,122,776
<b>Greenville County</b>	\$112,974,201	\$120,903,941	\$141,980,714	\$157,039,822	\$154,777,451	\$120,490,059

Source: EMSI, AECOM Analysis





# Stakeholder Interviews

Feedback and suggestions from stakeholders / organizations that have connections to Cherokee County's Sports Facilities

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# Stakeholder Interviews

## Summary

During stakeholder interviews with regional and national tournaments organizers, AECOM contacted tournament organizers who specialized in baseball, softball, soccer, field hockey, and lacrosse.

### Diamond Fields

- Diamond fields need to be redone – the grounds, electric and drainage system, and facilities need makeovers.
- There is demand for fields of different sizes – organizers recommend turf and temporary fencing to accommodate these requirements.
- Organizers showed demand for bigger (60-90, high school regulation) turfed fields.
- At least 4 turfed fields – the more the better. Satellite fields are okay (10–15-minute drive maximum).
- Having 8 fields together at the Midway Complex would be an ideal scenario for most tournament organizers – there aren't enough of such facilities in the region.
- Potential partnership with Prospect Select to operate diamond facilities and outsource little league baseball and softball operations
  - Similar agreement underway at Auburn (IN) Sports Complex

### Rectangular Fields

- Severe lack of rectangular fields in the Cherokee County.
- For soccer, many national organizers expressed a need for 8 or more soccer fields for a standalone tournament in Gaffney.
- Limestone University could potentially make three rectangular fields available in June and July to attract larger events
- Significant growth in soccer in region, Carolina Elite Soccer Academy (CESA) looking to expand into Cherokee County
- Upstate region specifically targeted by USA Field Hockey for growth
- Four artificial turf fields would be capable of supporting immediate and medium term needs in the region
- CESA indicated potential interest in operating rectangular fields and outsourcing youth soccer operations from County

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# Stakeholder Interviews

## Run Girls Fast Pitch Showcase Tournaments

### Bryan Pack, Assistant Coach, USC Upstate

- Staff at the Cherokee County sporting facilities are friendly, welcoming, and helpful.
- Sports facilities are not up to the mark. Preferably, the fields would be modeled after similar facilities in the Spartanburg area.
- Fields desperately need a facelift and cleanup.
- As of now, artificial turf does not need to be a priority, but the dirt and grass fields need to be upkept.
- The four fields at the Midway Complex will bring in the most revenue and should be prioritized for upgrades. The Limestone fields and the fields by the high school / college should be the second priority.
- Bathrooms and concessions stands need upgrades.
- **Having 8 fields at the Midway Complex would be an ideal scenario and would be very attractive for tournament organizers as well as beneficial for Cherokee County.**
- Host approximately four events a year, spending \$200,000 on just food and accommodation with each event, not including expenses on travel, field, rentals, etc.

## Limestone University

### Amy Yates, Head Softball Coach

- Lighting and wiring systems need upgrades. Some light fixtures are not functional, and some are placed in such a manner that they create blind spots. Overhead wiring interferes with fair play.
- Batting cages are a liability, and there is improper netting, especially at the Midway Complex. With 4 fields, foul balls fly everywhere and pose risks to spectators.
- Post stability is an issue – they collapse easily.
- Need designated warmup areas.

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# Stakeholder Interviews

## USA Fast Pitch

### Mike Helms, Tournament Director

- Fields need a makeover. There are ditches through the infield and outfield areas.
- Need better drainage systems – the water runoff system is inadequate.
- Better fencing is a must. Field ‘4’ at the Midway Complex is basically unplayable due to a lack of fencing.
- Bathrooms and concessions stands need to be updated. At some locations, bathrooms are nonexistent, and players/spectators have to exit the facility to use a nearby bathroom at another facility.
- Lighting is also an issue – non-functional and sub-optimally placed fixtures.
- Need an upgrade to available resources/staff to run baseball and softball tournaments simultaneously.

## Slow Pitch Softball

### Shane Shuford

- Slow Pitch Softball primarily uses the Ford Road Complex. At this complex, the fields are not upkept well – dirt and rocks need to be taken care of.
- The outside of the building also requires a makeover, and bathrooms and concession stands need upgrades as well.
- There are many branches and other shrubbery sticking through the fencing.
- **The prospect of having 8 diamond fields at the Midway Complex is attractive – Slow Pitch Softball has waitlists for every tournament because they don’t have enough fields to play on. With an 8-field facility in Gaffney, Slow Pitch Softball could definitely use all 8 fields for multiple tournaments throughout the year.**
- The only concern is that construction will take a while – it might be worth looking into simply getting the Ford Road Complex up to playable standards in the meantime.

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# Stakeholder Interviews

## All League Baseball

### Dominick Ferraro, Owner

- All the 60-90 fields need returfing.
- All the facilities require a more modern-day approach – the Midway and Ford Road complexes should look into turfing.
- The ideal scenario would be 8 turf fields, and 4 smaller fields that would accommodate softball and youth baseball.
- Another potential solution is to have turfed fields that can be resized by moving the fencing.
- **Having 8 diamond fields together at the Midway Complex is a good idea and will maximize utilization. There are lots of tournaments that could come in with 8 fields together, including NSA and USSSA tournaments.**

## Babe Ruth Baseball League

### John Lucas, Southeast Regional Commissioner

- No prior experience with Cherokee County personally. Babe Ruth has had leagues in Gaffney years ago – not sure why the program was stopped. If possible, would like to restart the league.
- Babe Ruth tournaments usually bring 8-10 teams, with 12-15 kids on each team. There are a variety of age divisions: 10 and under (playing on 45-60 fields), 12 and under (50-70 fields), and older divisions for 13-under, 14-under, 15-under, and 16-under.
- Preferable for fields to have grass infields as opposed to clay – doesn't have to be totally grassed, but a large portion of it.
- Accurate and adequate fencing is a must.
- No other hard requirements, other than the facility should be close to the facility where check ins and meetings would be held, as well as to the hotels.
- Expect 20-30 hotel rooms for each team.

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# Stakeholder Interviews

## Black Bear Classic/Prospect Select

### Jeremy Plexico

- Prospect Select hosts The Black Bear Classic baseball tournament that draws nearly 300 teams per year, and utilizes over 35 fields across the Upstate region, including Founder's FCU Stadium at Limestone University.
  - Most of the facilities offer only a single field, so a multi-field complex in Gaffney would be beneficial
  - Current focus is on 15/16U and 17/18U divisions, utilizing 90' diamonds
- Prospect Select is also expanding into youth baseball and softball, so artificial turf fields that can easily be converted to meet the varying dimension needs of different age groups would be a strong asset in the region
- Gaffney could be a great addition to the Prospect Select inventory of partner facilities. A multi-diamond complex that meets the requirements for high school baseball would be an attractive asset to bring teams to the area on a regular basis.
- **Prospect Select would have interest in partnering with Cherokee County to operate the County's baseball/softball programs while also hosting tournaments, showcases and other events.**
  - Heaviest demand is in June and July, with the potential to host tournaments every weekend during this timeframe
  - March through May demand slightly lower due to conflicts with high school baseball and softball seasons, though there is the potential for regular tournament usage once or twice per month
  - Additional demand in August through September during college recruiting season, potential for weekly or bi-weekly showcases and tournaments during this period as well
  - Prospect Select is partnering with the Auburn Sports Group LLC, in Auburn, IN, to manage the Group's baseball and softball operations. Financial terms have yet to be disclosed.



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# Stakeholder Interviews

## South Carolina Youth Soccer

- South Carolina Youth Soccer is a branch of US Youth Soccer Tournaments.
- This organization requires that playing fields be located no more than 30 minutes away from lodging and have convenient access from major highways and ample parking space. Hosts must also provide venues for awards ceremonies.
- RFPs (requests for proposals) ask for between 8 to 18 playable fields, out of which a third must be lit for nighttime play.

## Southeast Soccer Association

- The Southeast Soccer Association hosts three tournaments a year at the Burlington RecPlex fields in Burlington, Iowa.
- This facility offers eight regulation size soccer fields, five of which are irrigated, and one of which has lighting for evening/nighttime games.

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# Stakeholder Interviews

## Carolina Elite Soccer Academy

### Andrew Hyslop, Co-Executive Director

- Carolina Elite Soccer Academy (CESA) is based in Greenville, with satellite programs in Anderson, Spartanburg, Piedmont and other locations throughout the Upstate region
- CESA currently has over 4,000 active members, ranging from ages four through 18, and runs adult leagues for various local parks and rec organizations
- CESA generally runs two seasons in Fall and Spring:
  - Fall Season – September through November (for Rec Leagues) and September through December (Travel/Elite)
  - Spring Season – January through April (Rec Leagues) and January through May (Travel/Elite)
  - Summer – host a variety of academy training sessions, adult recreational leagues, and will host large summer tournaments if opportunity arises. CESA has also hosted Lacrosse and other non-soccer events at their primary facility in Greenville
- A rectangular field facility in Cherokee County is extremely intriguing and interesting:
  - Ideal facility would include at least four, artificial turf, lighted fields to allow maximum flexibility and utilization
  - With four fields, typical tournament would accommodate approximately 48 to 60 teams (or 96 to 120 teams for junior academy tournaments that place two fields on a standard regulation sized field)
  - Currently host approximately six major tournaments per year that could utilize such a facility
  - With adequate availability, could potentially host up to 10 or 12 visitor-driven tournament events each year
  - CESA indicated potential interest in assuming operational responsibility for Cherokee County Recreation District's soccer programming, enabling CESA to maximize the program and utilization of the facilities...would be run separately from Travel/Elite teams

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# Stakeholder Interviews

## USA Field Hockey

### Amy Robertson, North Carolina Chapter President

- Amy was familiar with Gaffney but said that there has not been much activity in terms of youth field hockey in the area.
- College interest in the sport is growing – Limestone in Cherokee County, and Christ Church School in Greenville have field hockey programs.
- USA Field Hockey chapters for the Carolinas started just a year and a half ago but have already seen an increase in interest and participation in the region. It is anticipated that future programs will do well due to proximity to the southern growth areas in field hockey (Charleston, Charlotte, Atlanta).
- The priority would be to find and partner with a local club or organization that would host tournaments. Usually, local clubs/organizations rent fields to host competitions. Potential to partner with Spartanburg through Kristyn Smith.
- USA Field Hockey's youth season usually runs in the Spring and Summer months of March through July/early August. Fall is the season for collegiate events.
- 1 tournament a month from March to August is a reasonable expectation for the first year.
- For youth matches, 7 v 7 matches, about 50 minutes, on half a field are ideal. This way, more teams can be incorporated as well.
- With youth teams, expect 30 – 40 people per team, including players, coaches, and parents.
- Tournament size would be similar to soccer – expect 48 to 60 teams for a weekend tournament.

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# Stakeholder Interviews

## OneSpartanburg, Inc.

### Kristyn Smith

- There is strong potential for Gaffney/Cherokee County to capture more sports tournaments, especially on rectangular fields (soccer, lacrosse, field hockey), by hosting stand-alone events as well as partnering with larger regional events utilizing facilities in Spartanburg and Greenville Counties.
- Quality turf and lighted diamond and rectangular fields in Cherokee County would also enable the County to serve as primary host to baseball, softball, soccer, field hockey, lacrosse and other tournaments
- A possible partnership between Cherokee County and Spartanburg County has been discussed, enabling Cherokee County to benefit from the existing sports tourism infrastructure available in Spartanburg County.
- Relatively low hotel inventory in Cherokee County may impact ability to host larger events, or may result in attendees utilizing hotels in Spartanburg County
  - Developing a strong relationship may enable sharing of revenues between Counties

## Limestone University Athletics Department, Assc.

### Athletics Director

### Matt Hayes

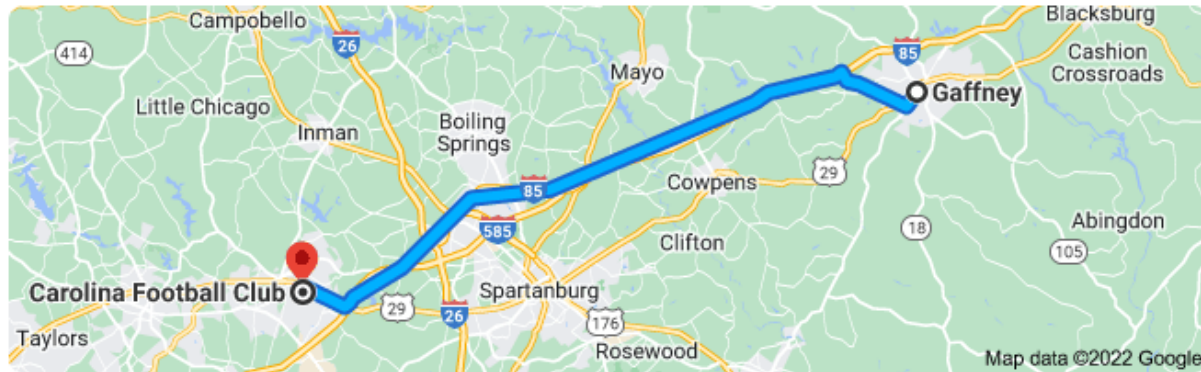
- It is possible that Limestone University might be able to help by providing fields/playable locations for tournaments being hosted in Cherokee County.
- Limestone fields likely only available during the early summer months (June, July), particularly for football events due to conflicts with University Athletic utilization
- Three rectangular fields potentially available to assist in hosting larger events:
  - 170 yards of grass for football practice.
  - 110 yards of lower turf that is lined for football (only one end zone).
  - 120 yards (regulation soccer) of upper turf, lined for soccer, field hockey, lacrosse.

# Regional Competition

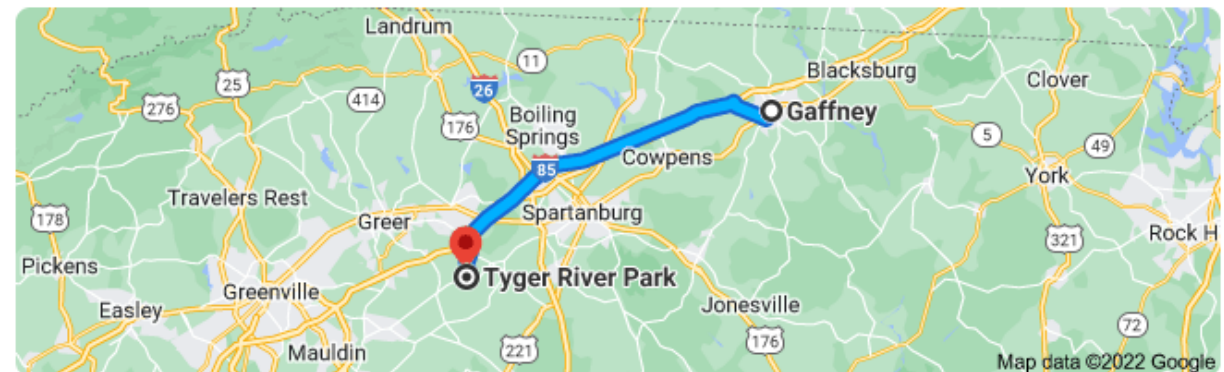
# Summary Inventory: Greenville, Spartanburg, and Greater Charlotte Area

## Spartanburg Area

- At least 23 rectangular and 22 diamond fields across 7 locations.
- Carolina FC Soccer Complex offers 4 lighted full-size fields and 2 youth fields that can all be easily shifted/relined to reduce wear and tear. This complex is also covered with Celebration grass, a Bermuda Hybrid turf designed to withstand year-round use.
- The Tyger River Park offers 12 baseball/softball fields, a championship stadium, and other amenities including batting cages, concessions, and a playground.



**35 min** (30.8 miles) from Gaffney to Carolina FC Soccer Complex, via I-85 S



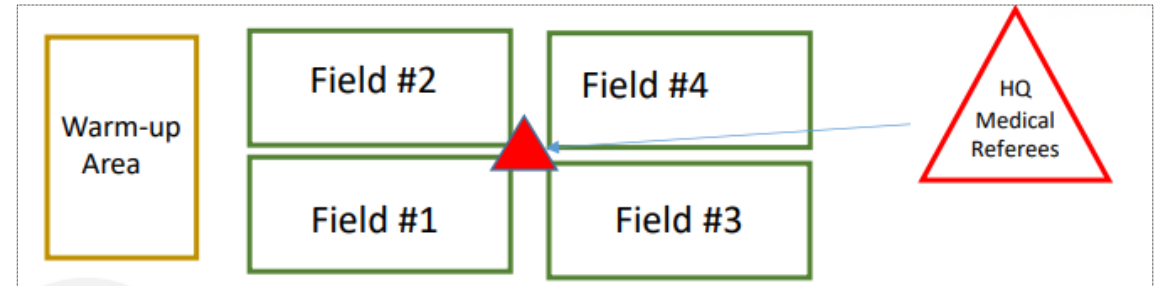
**41 min** (34.5 miles) from Gaffney to Tyger River Park, via I-85 S

# Facility Case Studies

## Carolina FC Soccer Complex, Spartanburg



- Carolina FC is a 501(c)(3) charitable organization that offers soccer instruction and competition for boys and girls aged 5-18. It is based out of the Carolina FC Soccer Complex in Spartanburg, which offers several camps/academies, seasonal play opportunities, and adult leagues.
- The calendar summarizes the existing programs offered on an annual basis.



Program	Time	Price	Age Group	Notes
Youth Development	Feb - April	\$185	7 to U12	Practice every Monday, Wednesday. Games on Saturday mornings.
Academy	Year Round	\$1,300 to \$1,800 / season	U8 to U12	Price depends on age group. Training + regular season games.
Wolves Elite Program	Summer	NA	NA	Scouting program partnered with Wolverhampton Wanderers (English Premier League).



# Facility Case Studies

## Tyger River Park, Spartanburg

- Tyger River Park is in Duncan and is owned and operated by the Spartanburg County Parks Department.
- This facility offers 12 diamonds, a diamond championship stadium a disc golf course, batting cages, and other amenities.
- Each of the fields, including the stadium, have a base rental rate of \$20 per hour. Lighting costs an additional \$25 per hour, and field markings cost \$75 to \$100 per field.
- Field rentals are not available on the weekends as the complex hosts tournaments at that time.
- The calendar on the right is based on the pre-pandemic year of 2019 and shows 95 baseball/softball event days in the year.
- There were 32 event days for baseball, and 63 for softball.
- Spring had the highest number of baseball event days (12), while Summer had the highest number of softball event days (33).

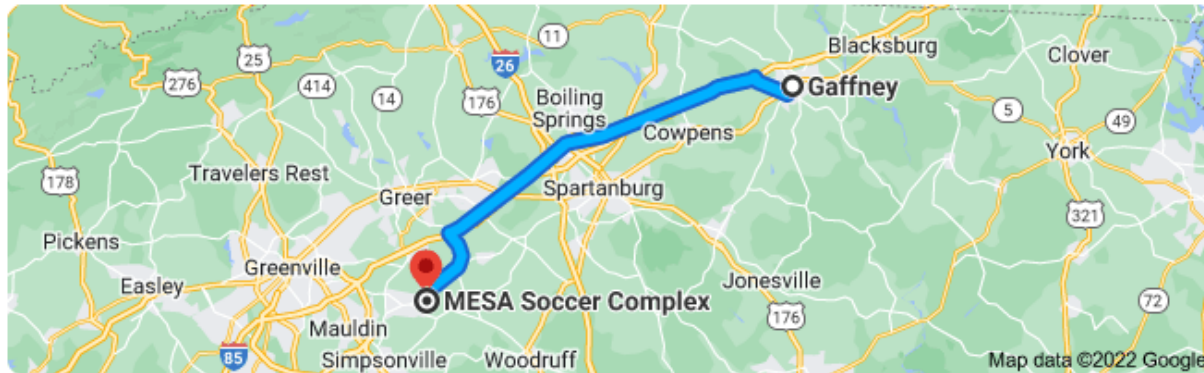


Spring		Summer		Fall	
Event	Dates	Event	Dates	Event	Dates
Lady Rebels Softball	March 15 - March 16	USSSA Baseball	June 1 - June 2	USSSA Baseball	Sept 14 - Sept 15
Diamond Dirt Classic	March 21 - March 24	Carolina Premier's Super 78	June 13 - June 16	Softball Factory Showcase	Sept 21 - Sept 22
NSA Softball	March 30 - March 31	SC USA Softball	June 21 - June 23	USSSA Baseball	Sept 28 - Sept 29
SC USA Softball	March 9	USSSA Baseball	June 29 - June 30	USA Girls Softball Showcase	Sept 7 - Sept 8
SC USA Softball	April 13 - April 14	SC USA Softball	June 7 - June 9	USSSA Tournament	Sept 7 - Sept 8
SC USA Softball	April 27 - April 28	SC USA Softball	July 11 - July 14	SC USA Softball	Sept 7 - Sept 8
USSSA Baseball	April 6 - April 7	Junior Olympic Cup	July 21 - July 26	USSSA Tournament	Oct 12 - Oct 13
SC USA Softball	May 11	USSSA Baseball	July 27 - July 28	USSSA Baseball	Oct 12 - Oct 13
USSSA Baseball	May 18 - May 19	SC USA Softball	July 6	SC USA Softball	Oct 18 - Oct 20
SC USA Baseball	May 25 - May 26	USA Girls Softball Showcase	August 10 - August 11	USA Softball Showcase	Oct 19 - Oct 20
USSSA Baseball	May 4 - May 5	USSSA Softball	August 17 - August 18	USSSA Baseball	Oct 26 - Oct 27
		USSSA Baseball	August 17 - August 18	USA Girls Softball	Oct 5 - Oct 6
		SC USA Softball	August 23 - August 25	SC USA Softball	Oct 5 - Oct 6
		USA Girls Softball	August 24 - August 25	SC USA Softball	Nov 16
		USSSA Baseball	August 3 - August 4	USA Girls Softball	Nov 16 - Nov 17
		SC USA Softball	August 9 - August 11	NSA Girls Softball	Nov 2 - Nov 3
				NSA Softball	Nov 2 - Nov 3
				USA Girls Softball	Nov 9 - Nov 10
				SC USA Softball	Nov 9 - Nov 10

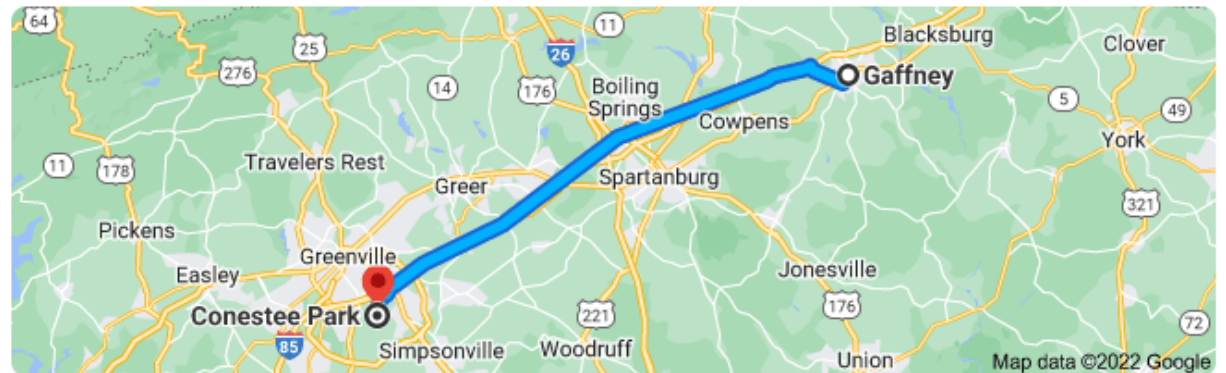
# Summary Inventory: Greenville, Spartanburg, and Greater Charlotte Area

## Greenville Area

- At least 28 rectangular and 28 diamond fields across more than 10 locations across the larger Greenville area.
- Particularly notable is the MESA Soccer Complex at 1025 Anderson Ridge Rd, Greer, with 16 tournament-ready soccer fields that are used for tournaments and similar programming (not open to the public).
- Conestee Park is a facility that features 5 baseball/softball fields, and is home to the Greenville Little League, and the Greenville Dirt Series, along with other community events.



**48 min** (41.8 miles) from Gaffney to MESA Soccer Complex, via I-85 S



**53 min** (49.1 miles) from Gaffney to Conestee Park, via I-85 S



# Facility Case Studies

## MESA Soccer Complex, Greenville

- The MESA Soccer Complex is in Greer, near Greenville, and is a partnership between Greenville County Rec and Carolina Elite Soccer Academy (CESA).
- 16 first-class fields that serve local, regional, and national youth soccer players.
- Fields are not open to the public and are not available for rentals.
- On the right is a calendar based on CESA's 2021 tournaments and events.
- While the complex is primarily utilized for soccer, due to increasing demand and lack of quality facilities, field hockey, lacrosse and other event organizers have utilized the facility recently for larger tournaments, indicating overall demand for additional rectangular fields in the greater Upstate region.



Tournament	Date	Days	Age Groups
Spring Challenge	May 1-2	2	U8-U15 boys & girls
USYS Southern Regionals	June 17-24	8	U13-U19 boys & girls
CESA Preseason Friendlies	August 14-15	2	U13-U19 boys & girls
Fall Soccer Classic	September 25-26	2	U10-U19 boys & girls
Fall Rec Festival	November 13-14	2	U8-U19 boys & girls
Fall Challenge	November 20-21	2	U9-U19 boys & girls

# Facility Case Studies

## Conestee Park, Greenville

- Conestee Park is in Greenville and is home to the Greenville Little League and the Greenville Dirt Series.
- It has 5 baseball/softball fields, as well as a pavilion/shelter that can be rented out.
- The shelter costs \$300.00 for a full-day reservation, and \$150.00 for a half-day reservation.
- Rental rates are summarized on the right.



	Youth	Adult
<b>Practice</b>	\$20 / hr	\$22 / hr
<b>Games</b>	\$30 / hr	\$35 / hr
<b>Games All Day</b>	\$210	\$245
<b>Lights</b>	\$20 / hr	
<b>Marking</b>	\$55 / field	
<b>Field Setup</b>	\$65 / field	

The Stadium Field Charges \$50/hr for lights.  
 Games may require additional fees to cover staff / security.  
 25% increase if user resides outside Greenville County.  
 25% increase if event is for-profit.



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# Benchmarking

## Lakeside Park, Greenville, SC

This complex in Greenville, South Carolina, has one rectangular field, 4 baseball/softball diamonds, one basketball court, one volleyball court, a waterpark, walking trail, and shelters.

Rectangular field is bigger than regulation football and soccer fields (380 feet x 237 feet).

Diamond fields have 290' outfield fences, dirt infields, temporary fencing options for resizing the field, and portable pitching mound/rubber. Base distances from 60' to 80'. Can accommodate baseball and softball, for adults and youth.

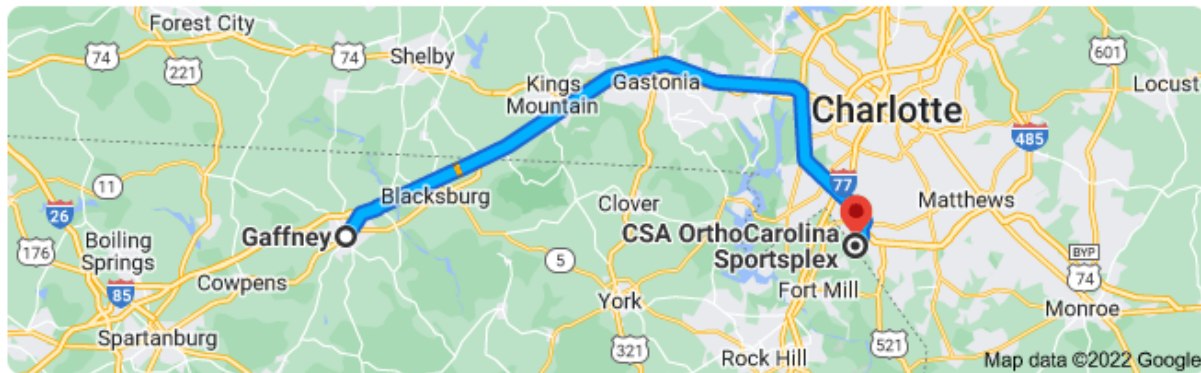
This complex hosts baseball, softball, soccer, football, lacrosse, rugby, and swimming events.



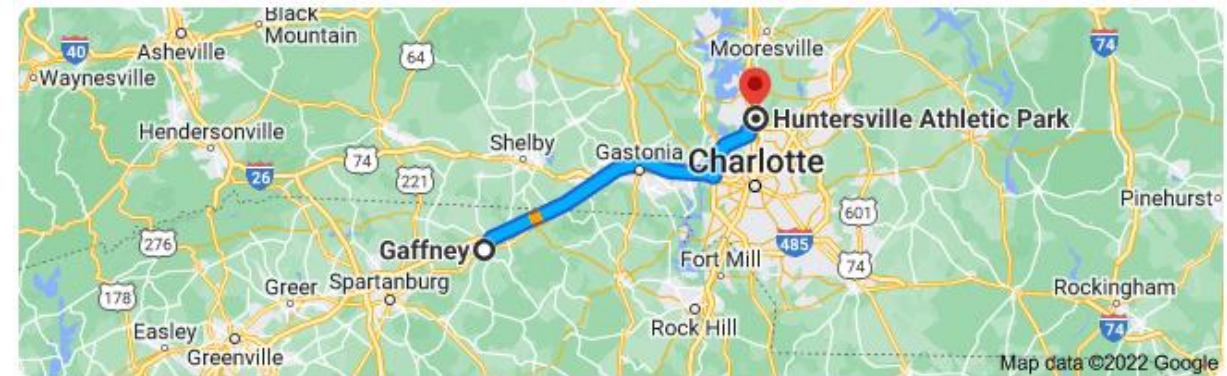
# Summary Inventory: Greenville, Spartanburg, and Greater Charlotte Area

## Greater Charlotte Area

- Hard to get an accurate count of diamond and rectangular fields in the Greater Charlotte Area – many privately owned facilities, and not all facilities have contacts or websites.
- The OrthoCarolina Sportsplex offers 6 multipurpose rectangular fields, 5 of which are artificially turfed and lighted. Field 2 here is one of only three FIFA certified fields on the east coast. Home to the Charlotte Soccer Academy.
- Huntersville Athletic Park is one of the many complexes in the region that offers 4 diamond fields. It also has 2 multipurpose rectangular fields.



**1 hr 5 min** (60.2 miles) from Gaffney to OrthoCarolina Sportsplex, via I-85 N



**1 hr 4 min** (59.1 miles) from Gaffney to Huntersville Athletic Park, via I-85 N

# Comparable Facility Summary



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# Benchmarking

## Midland Sports and Tournaments Complex, West Columbia, SC

The Midland Sports and Tournaments Complex in West Columbia, South Carolina has 6 baseball diamonds of varying dimensions.

Two of the fields have 300-foot fencing, two have 275-foot fencing, and 2 have 200-foot fencing, none of which are turfed.

The diamond fields at this complex do not have temporary fencing, and tournaments would have to adhere to the predetermined sizes of the fields.



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# Benchmarking

## Rocky Mount Sports Complex, Rocky Mount, NC

The Rocky Mount Sports Complex was completed in 2006 and includes multiple diamond and rectangular fields, all of which are turfed with 419 Tifway Bermuda.

- Six Youth Diamonds: 200-foot fences, turfed infields and outfields, 70-30 (sand-clay) infield material, Rainbird irrigation system, portable bases at 60 feet, 65 feet, and 70 feet.
- Four Softball/multipurpose fields with 325-foot fences, turfed outfields, clay infields, Rainbird irrigation, portable mounds, and portable fencing to reduce field sizes to 200-foot or 225-foot. Bases can be set at 60 feet to 90 feet.
- One championship baseball field, with 340-foot fences, turfed infields and outfields, 70-30 (sand-clay) infields, Rainbird irrigation, and bases at 90 feet.
- Eight soccer fields, turfed, with Rainbird irrigation.
- The complex also has three 2,000 square foot concession areas, lounges, 600+ parking spaces, electronic scoreboards, a walking trail, basketball courts, volleyball courts, and batting cages.



# Benchmarking

## Publix Sports Park, Panama City, Florida

- 13 multi-purpose fields
  - Five dedicated rectangular fields (one artificial turf)
  - One dedicated baseball/softball field (artificial turf)
  - Seven hybrid rectangular/diamond fields (all artificial turf)
- All fields feature LED lighting
- Capable of hosting baseball, softball, football, soccer, lacrosse, field hockey
- Can host multiple sports simultaneously





# Benchmarking

## North Myrtle Beach Park and Sports Complex, Myrtle Beach, SC

The North Myrtle Beach Park and Sports Complex has 6 baseball/softball fields and 8 soccer/lacrosse fields. It also has 8 batting cages and 3 miles of walking trails.

This facility hosts mainly baseball, softball, soccer, lacrosse, and cross-country events.

The facility does not host tournaments between December and January. Below is the 2021 sports tourism calendar for the facility.



February		March		April		May		June	
Feb 6	College Cross Country	Mar 1-4	High Tide Frisbee	Apr 5-9	Grand Stand Softball	May 1-2	USSSA Baseball	Jun 5-6	World Fastpitch
Feb 13	College Cross Country	Mar 7-14	Fastpitch Dreams	Apr 10-11	Top Gun Sports	May 8-9	Top Gun Sports	Jun 11-13	GameOn Sports
Feb 19-20	Michael Nash Soccer	Mar 8-11	Hightide Frisbee	Apr 17-18	Coast Futbol Alliance	May 15-16	USSSA Baseball	Jun 12-13	LAX USA
Feb 27-28	UNCW Frisbee	Mar 15-18	Hightide Frisbee	Apr 17-18	USSSA Baseball	May 22-23	SC USSSA Softball	Jun 19-20	Top Gun Sports
Feb 27-6	Fastpitch Dreams	Mar 20-21	Tier One Fastpitch	Apr 19-23	Grand Stand Softball			Jun 25-27	USSSA Baseball
		Mar 22-25	Hightide Frisbee	Apr 24-25	Coast Futbol Alliance				
		Mar 27-28	USSSA Baseball	Apr 24-25	Top Gun Sports				
		Mar 29-2	Grand Stand Softball						
July		August		September		October		November	
Jul 1-4	Soccer Youth	Aug 2-8	World Fastpitch	Sep 4-5	Top Gun Sports	Oct 2-3	Tier One Fastpitch	Nov 6-7	USSSA Baseball
Jul 5-9	Sworld Fastpitch	Aug 21-22	SC USSSA Softball	Sep 11-12	USSSA Baseball	Oct 2-3	YMCA Soccer	Nov 6-7	LAX USA
Jul 10-11	Top Gun Sports	Aug 21-22	Coast Futbol Alliance	Sep 18-19	USSSA Baseball	Oct 9-10	USSSA Baseball	Nov 13-14	World Fastpitch
Jul 15-18	Top Gun Sports	Aug 28-29	USSSA Baseball	Sep 25-26	World Fastpitch	Oct 16-17	USSSA Baseball	Nov 21-22	World Fastpitch
Jul 23-25	Top Gun Sports					Oct 23-24	Top Gun Softball		
Jul 28-1	Triple Crown Softball					Oct 30-31	Top Gun Softball		



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North Myrtle Beach Park and Sport Complex

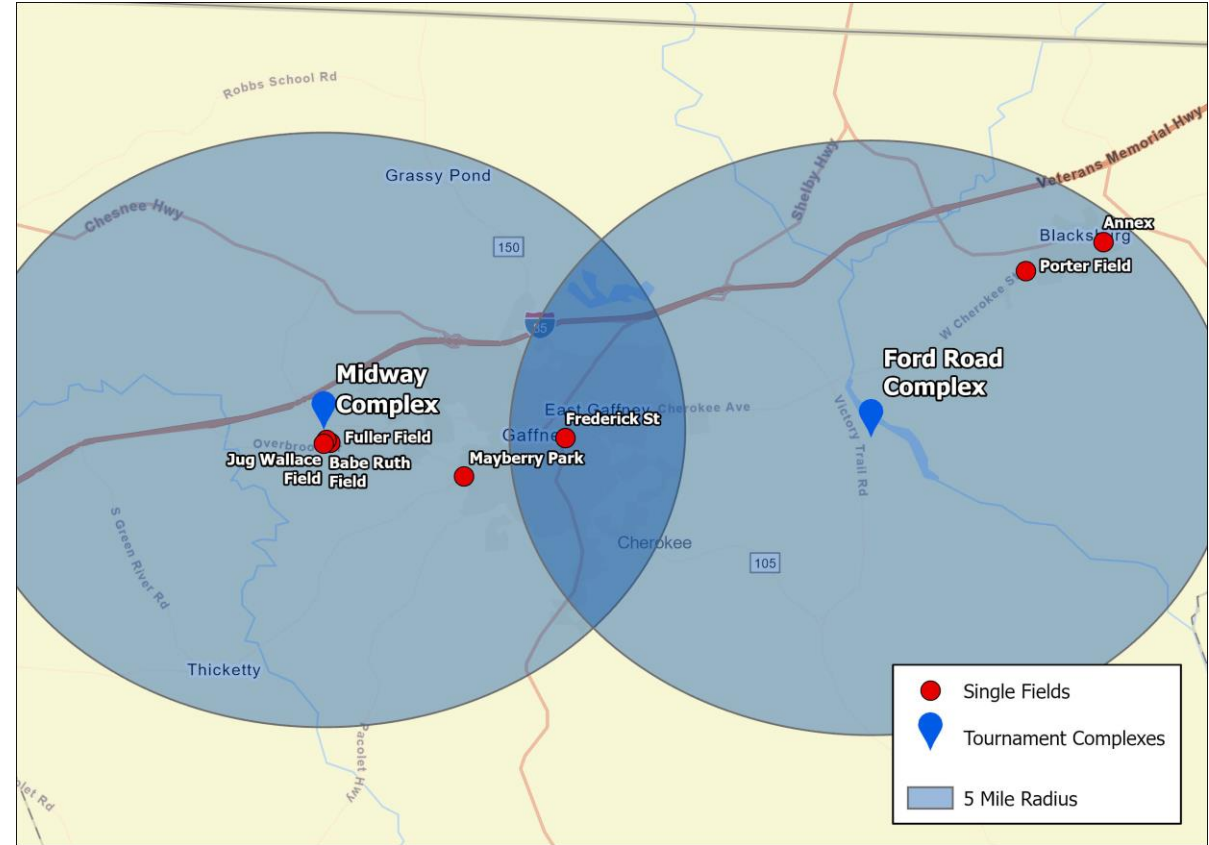
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# **Cherokee County Sports Facilities: Usage, Demand, and Projected Calendar**

# Cherokee County Sporting Facilities

## Historical Usage Summary

- For the current year, Cherokee County recreation leagues project the following participation levels:
  - 25 Baseball teams (ages 4 to 12), with 300 players.
  - 13 Softball teams (ages 5 to 12), with 156 players.
  - 12 Soccer teams (ages 4 to 12), with 116 players.
- Based on a \$60/player registration fee, Cherokee County can expect \$34,320.00 in registration fees.
- Tournaments are usually held at either the Ford Road Complex or the Midway Complex. Practices can be held at either of these, or at the several other single fields in the region.
- The region is reportedly underserved in terms of practice fields in both diamond and rectangular fields.
- The map on the right shows the existing diamond fields and complexes in and around Gaffney.



# Cherokee County Sporting Facilities

## Historical Usage Summary - Calendars

- The calendar on top shows baseball and softball tournament days for 2022 at the Midway and Ford Road Complexes.
- The bottom calendar shows recreational league activity in the typical calendar year.

	January		February		March		April		May		June		July		August		September		October		November		December	
	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road	Midway	Ford Road
Week 1							2nd 3rd	2nd	1st		3rd 4th, 5th							1st 2nd	1st					
Week 2							9th 10th		7th				9th				10th 10th		8th			5th 6th		
Week 3					19th							18th					17th 18th		15th 16th					
Week 4					26th 27th	26th	23rd 25th	30th	28th 29th	21st		25th		23rd		27th	24th 25th		22nd					

		Baseball		Softball																	
Month →	Week ↓	January	February	March		April		May		June	July	August	September		October		November	December			
Week 1																					
Week 2																					
Week 3																					
Week 4																					

= Baseball
  = Softball
  = Soccer
  = Football
  = Kickball



# Cherokee County Sporting Facilities

## Stakeholder Demand

### Diamond Fields

- Demand from local recreational leagues for additional practice and game facilities
- Existing facilities need improvements to lighting, restrooms, concessions and overall general maintenance
- Field quality must be improved to continue to attract existing events and potential new events
- Most tournaments require eight fields, ideally in the same location or within approximately 15 minutes of each other
- While not mandatory, installing artificial turf would provide greater certainty of playability for visiting teams, making the market more attractive than one with only natural grass fields
- Artificial turf also enables easier reconfiguration of fields to accommodate different age groups as well as softball or baseball
- **RECOMMENDATION:**
- Improve existing four fields at Midway Complex, ideally with artificial turf and lighting
- Build four (4) additional artificial turf diamonds at Midway Complex
- Consider partnering with Prospect Select or similar entity to operate facility and baseball operations

### Rectangular Fields

- Significant demand from local and regional user groups for rectangular fields in Cherokee County
- For potential tournaments, Carolina Elite Soccer Academy (CESA), USA Field Hockey, lacrosse and football organizations have expressed interest in a multi-field complex in Cherokee County.
- Both CESA and USA Field Hockey would require a minimum of 4 lighted, turfed fields.
- CESA also hosts other events, such as lacrosse, at their facilities, which they would be able to program in Cherokee County.
- Overall, with new rectangular fields, Cherokee County could, in one calendar year, potentially host up to:
  - Six to 10 soccer tournaments per year, with a mix of full-field (48 teams), and youth/half-field (96 teams).
  - Four to six hockey tournaments a year, mostly half-field, with 60 teams.
  - Four to six youth football (7v7) tournaments (48 teams).
  - Four to six lacrosse tournaments (48 teams).

# Cherokee County Sporting Facilities

## Scenario A: Convert Existing Diamonds to Convertible Fields

In this scenario, the existing diamonds at the Midway Complex and/or the Ford Road complex could be improved (lighting systems, irrigation, maintenance) and converted to convertible fields that also contain a rectangular field within them. An example graphic is shown to the right.

### Advantages

- This is the lowest cost option – it would mean Cherokee County would not have to build additional rectangular fields.
- Also lowers turfing costs – rectangular fields must be turfed, and in the process the diamond fields will be turfed, too. However, the complex that has not been converted to convertible fields could potentially do without turfing.

### Disadvantages

- This setup severely limits programming for both, diamond and rectangular fields by not allowing diamond and rectangular utilization simultaneously.
- This setup would also likely not be favorable for CESA, who have expressed interest in assuming operational responsibility for Cherokee County's soccer programming, due to its dependence on the baseball/softball programming.



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# Cherokee County Sporting Facilities

## Scenario B: Upgrade Existing Diamonds and Construct New Rectangular/Hybrid Fields

- There is enough stakeholder interest from CESA and USA Field Hockey to justify the construction of new rectangular fields.
- A minimum of 4 turfed and lighted fields would be necessary to host tournaments.
- CESA has shown interest in possibly assuming operational responsibility of Cherokee County's soccer programming, and a complex would be favorable. CESA hosts not just soccer, but various other events such as lacrosse throughout the year.
- Implementing improvements to diamond fields would still be a priority in this scenario (lighting systems, drainage, potential turfing).

### Advantages

- This setup allows for maximum programming flexibility with separate fields for diamond and rectangular sports.
- This scenario allows for simultaneous programming on diamond and rectangular fields, increasing the potential number of tournaments Cherokee County can host.
- Having a separate rectangular field complex is far more attractive to tournament organizers and players.

### Disadvantages

- This scenario is costly – it requires construction and turfing of brand-new rectangular fields as well as turfing.
- Scheduling challenges related to hybrid fields may negatively impact ability to host full calendar of events

# Cherokee County Sporting Facilities

## Scenario B - Projected Annual Calendar for Tournaments

- This projected annual calendar adds in soccer, football, and hockey tournaments in addition to baseball and softball.
- Soccer events (in red) are scheduled in accordance with CESA programming seasons and training camp seasons.
- Field hockey tournaments are based on a one-a-month schedule in the playable season for youth hockey.
- Football tournaments are added in based on the Spring/Summer season and on Limestone University's field availability (summer months).
- **Total of approximately 40 weekend events per year at Midway Complex**

	January			February			March			April			May			June				
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular		
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-		
Week 1			Red			Red			Red		Yellow		Red		Yellow		Red	Blue		Red
Week 2									Green				Green			Green		Blue		Green
Week 3								Yellow		Pink		Blue		Pink		Yellow		Pink		Yellow
Week 4							Blue	Yellow		Blue	Yellow		Blue	Yellow		Blue	Yellow		Blue	Yellow
	July			August			September			October			November			December				
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular		
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-		
Week 1			Red					Red		Blue	Yellow		Red		Blue		Red			
Week 2	Yellow			Green	Yellow			Yellow			Yellow									
Week 3				Pink			Pink			Yellow			Blue							
Week 4		Yellow			Yellow			Blue			Yellow									

- = Baseball
- = Softball
- = Soccer
- = Football
- = Hockey
- = Lacrosse

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# Cherokee County Sporting Facilities

## Scenario C: Construct a new diamond cloverleaf and a Rectangular Complex at the Midway Complex

- In this scenario, Cherokee County would add another four-diamond cloverleaf and a four-field rectangular complex to the Midway Complex.
- There is likely enough demand to justify an additional clover at the Midway Complex. Tournament organizers, including Slow Pitch Softball, All League Baseball and Prospect Select all stated that such a facility would see great utilization due to the lack of similar facilities in the area and the high demand for baseball and softball tournaments.
- CESA also indicated interest in partnering with Cherokee County to operate the rectangular fields on behalf of the County

### Advantages

- This scenario increases the inventory of diamond and rectangular fields while also allowing for simultaneous programming on both field types.
- This scenario would generate the maximum amount of revenue and traveler spending in Cherokee County / Gaffney as it can accommodate the highest number of tournaments and teams.
- There does appear to be demand from tournament organizers for a facility of this magnitude.

### Disadvantages

- This scenario is the most expensive scenario. Not only would it entail the construction of 4 new diamond and 4 new rectangular fields, but for maximum appeal to tournament organizers, it would also require that the existing 4 fields at the Midway Complex be improved.
- Construction requires a larger amount of time than improvement of existing fields – Cherokee County and Gaffney would likely wait several years before experiencing the returns on the investment.

# Cherokee County Sporting Facilities

## Scenario C - Projected Annual Calendar for Tournaments

- This projected annual calendar adds in soccer, football, and hockey tournaments in addition to baseball and softball.
- Soccer events (in red) are scheduled in accordance with CESA programming seasons and training camp seasons.
- Field hockey tournaments are based on a one-a-month schedule in the playable season for youth hockey.
- Football tournaments are added in based on the Spring/Summer season and on Limestone University's field availability (summer months).
- **Approximately 60 weekend tournaments per year, with multiple weekends hosting both diamond and rectangular field events**

	January			February			March			April			May			June		
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-
Week 1			Red			Red	Baseball		Red	Baseball	Softball	Red	Softball	Red	Baseball		Red	Baseball
Week 2							Baseball		Football	Softball		Football	Baseball	Football				Football
Week 3							Softball		Hockey	Baseball		Hockey	Baseball		Hockey	Softball		Hockey
Week 4							Baseball	Softball	Lacrosse	Baseball	Softball	Lacrosse	Baseball	Softball	Lacrosse		Softball	Lacrosse
	July			August			September			October			November			December		
	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular	Diamond		Rectangular
	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-	Midway	Ford Road	-
Week 1			Red				Softball		Red	Baseball	Softball	Red	Baseball	Red				Red
Week 2	Softball		Football	Softball			Baseball	Softball		Softball								
Week 3	Softball		Hockey	Softball		Hockey	Softball			Baseball								
Week 4		Softball			Softball		Baseball			Softball								

- = Baseball
- = Softball
- = Soccer
- = Football
- = Hockey
- = Lacrosse

# **Cherokee County Sporting Facilities: Financial Operating Model**



# Financial Operating Model

## Net Revenue Breakdown – Scenario A

- The table below details the financial operating model for the Midway Complex based on the mentioned assumptions.
- Detailed revenues and a breakdown of operating expenditure estimates are provided in the appendix.

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenues</b>						
Rental Fees	3%	\$144,000	\$148,000	\$152,000	\$157,000	\$162,000
Admission Fees	3%	112,000	115,000	118,000	122,000	126,000
Concession Fees	3%	51,000	53,000	55,000	57,000	59,000
<b>Total Revenue</b>		<b>\$307,000</b>	<b>\$316,000</b>	<b>\$325,000</b>	<b>\$336,000</b>	<b>\$347,000</b>
<b>Expenditures</b>						
Field Lighting	3%	\$72,000	\$74,000	\$76,000	\$78,000	\$80,000
General Grounds Maintenance	3%	27,000	28,000	29,000	30,000	31,000
Insurance	3%	15,000	15,000	15,000	15,000	15,000
Landscaping and Irrigation	3%	30,000	31,000	32,000	33,000	34,000
Marketing and Advertising	3%	15,000	15,000	15,000	15,000	15,000
Operating Software	3%	10,000	10,000	10,000	10,000	10,000
Professional Services	3%	20,000	21,000	22,000	23,000	24,000
Turf Field Maintenance, Temporary Striping, Etc.	3%	22,000	23,000	24,000	25,000	26,000
Other Expenses	3%	15,000	15,000	15,000	15,000	15,000
<b>Total Expenditure</b>		<b>\$226,000</b>	<b>\$232,000</b>	<b>\$238,000</b>	<b>\$244,000</b>	<b>\$250,000</b>
<b>Net Operating Surplus/(Deficit)</b>		<b>\$81,000</b>	<b>\$84,000</b>	<b>\$87,000</b>	<b>\$92,000</b>	<b>\$97,000</b>

### Assumptions:

- \* Four total fields, hybrid diamond/rectangular. Built to high-school standard sizes.
- \* Acreage is assumed to total approximately 12 acres (assumes 3 acres per field)

# Financial Operating Model

## Economic Impact on Gaffney – Scenario A

### Gaffney Parks and Recreation Preliminary Economic Impact Summary - Year 1

	Baseball	Softball	Soccer	Football	Lacrosse	Field Hockey	Total	
Total Events	12	12	6	2	2	2	34	
Total Event Days	24	24	12	4	4	4	68	
Total Attendees (a)	26,160	26,160	13,080	8,200	5,800	5,320	79,400	
% Non-Local/Overnight	40%	40%	40%	40%	40%	40%		
Total Non-Local Visitors	10,464	10,464	5,232	3,280	2,320	2,128	31,760	
Total Visitor Days	20,928	20,928	10,464	6,560	4,640	4,256	63,520	
Total Hotel Rooms Used	20,064	20,064	11,184	6,826	4,918	4,522	63,056	
Average Daily Hotel Rate	\$100	\$100	\$100	\$100	\$100	\$100		
Daily F&B Spending/Person	\$40	\$40	\$40	\$40	\$40	\$40		
<b>Total Hotel Spending</b>	<b>\$2,006,000</b>	<b>\$2,006,000</b>	<b>\$1,118,000</b>	<b>\$683,000</b>	<b>\$492,000</b>	<b>\$452,000</b>	<b>\$6,757,000</b>	
<b>Total F&amp;B Spending</b>	<b>\$837,000</b>	<b>\$837,000</b>	<b>\$419,000</b>	<b>\$262,000</b>	<b>\$186,000</b>	<b>\$170,000</b>	<b>\$2,711,000</b>	
<b>Local Tax Revenues</b>	<b>Tax Rate</b>							
Accommodations Tax (b)	2%	\$40,000	\$40,000	\$22,000	\$14,000	\$10,000	\$9,000	\$135,000
Accommodations Tax (c)	2%	\$40,000	\$40,000	\$22,000	\$14,000	\$10,000	\$9,000	\$135,000
Hospitality Tax	2%	\$17,000	\$17,000	\$8,000	\$5,000	\$4,000	\$3,000	\$54,000

(a) Participants, spectators, coaches, scouts, attendees, exhibitors

(b) Represents 2% accommodations tax allocated directly to the County.

(c) Represents 2% accommodations tax collected by the State and allocated back to the County. The County's allocation is then allocated to the County general fund (\$25,000 plus 5% of remainder), the CVB (30% of remainder) and the County Project Fund (65% of remainder)

# Financial Operating Model

## Net Revenue Breakdown – Scenario B

- The table below details the financial operating model for the Midway Complex based on the mentioned assumptions.
- Detailed revenues and a breakdown of operating expenditure estimates are provided in the appendix.

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenues</b>						
Rental Fees	3%	\$292,000	\$301,000	\$310,000	\$319,000	\$329,000
Admission Fees	3%	162,000	167,000	172,000	177,000	182,000
Concession Fees	3%	73,000	75,000	77,000	79,000	81,000
<b>Total Revenue</b>		<b>\$527,000</b>	<b>\$543,000</b>	<b>\$559,000</b>	<b>\$575,000</b>	<b>\$592,000</b>
<b>Expenditures</b>						
Field Lighting	3%	\$72,000	\$74,000	\$76,000	\$78,000	\$80,000
General Grounds Maintenance	3%	54,000	56,000	58,000	60,000	62,000
Insurance	3%	26,000	27,000	28,000	29,000	30,000
Landscaping and Irrigation	3%	60,000	62,000	64,000	66,000	68,000
Marketing and Advertising	3%	26,000	27,000	28,000	29,000	30,000
Operating Software	3%	10,000	10,000	10,000	10,000	10,000
Professional Services	3%	20,000	21,000	22,000	23,000	24,000
Turf Field Maintenance, Temporary Striping, Etc.	3%	44,000	45,000	46,000	47,000	48,000
Other Expenses	3%	26,000	27,000	28,000	29,000	30,000
<b>Total Expenditure</b>		<b>\$338,000</b>	<b>\$349,000</b>	<b>\$360,000</b>	<b>\$371,000</b>	<b>\$382,000</b>
<b>Net Operating Surplus/(Deficit)</b>		<b>\$189,000</b>	<b>\$194,000</b>	<b>\$199,000</b>	<b>\$204,000</b>	<b>\$210,000</b>

### Assumptions:

- \* Eight total fields, hybrid diamond/rectangular. Built to high-school standard sizes.
- \* Acreage is assumed to total approximately 36 acres (assumes 3 acres per field)

# Financial Operating Model

## Economic Impact on Gaffney – Scenario B

### Gaffney Parks and Recreation Preliminary Economic Impact Summary - Year 1

	Baseball	Softball	Soccer	Football	Lacrosse	Field Hockey	Total	
Total Events	12	12	10	5	4	6	43	
Total Event Days	24	24	20	10	8	12	86	
Total Attendees (a)	26,160	26,160	21,800	20,500	11,600	15,960	106,220	
% Non-Local/Overnight	40%	40%	40%	40%	40%	40%		
Total Non-Local Visitors	10,464	10,464	8,720	8,200	4,640	6,384	42,488	
Total Visitor Days	20,928	20,928	17,440	16,400	9,280	12,768	84,976	
Total Hotel Rooms Used	22,368	22,368	18,640	17,064	9,837	13,565	90,277	
Average Daily Hotel Rate	\$100	\$100	\$100	\$100	\$100	\$100		
Daily F&B Spending/Person	\$40	\$40	\$40	\$40	\$40	\$40		
<b>Total Hotel Spending</b>	<b>\$2,237,000</b>	<b>\$2,237,000</b>	<b>\$1,864,000</b>	<b>\$1,706,000</b>	<b>\$984,000</b>	<b>\$1,356,000</b>	<b>\$10,384,000</b>	
<b>Total F&amp;B Spending</b>	<b>\$837,000</b>	<b>\$837,000</b>	<b>\$698,000</b>	<b>\$656,000</b>	<b>\$371,000</b>	<b>\$511,000</b>	<b>\$3,910,000</b>	
<b>Local Tax Revenues</b>	<b>Tax Rate</b>							
Accommodations Tax (b)	2%	\$45,000	\$45,000	\$37,000	\$34,000	\$20,000	\$27,000	\$208,000
Accommodations Tax (c)	2%	\$45,000	\$45,000	\$37,000	\$34,000	\$20,000	\$27,000	\$208,000
Hospitality Tax	2%	\$17,000	\$17,000	\$14,000	\$13,000	\$7,000	\$10,000	\$78,000

(a) Participants, spectators, coaches, scouts, attendees, exhibitors

(b) Represents 2% accommodations tax allocated directly to the County.

(c) Represents 2% accommodations tax collected by the State and allocated back to the County. The County's allocation is then allocated to the County general fund (\$25,000 plus 5% of remainder), the CVB (30% of remainder) and the County Project Fund (65% of remainder)

# Financial Operating Model

## Net Revenue Breakdown – Scenario C

- The table below details the financial operating model for the Midway Complex based on the mentioned assumptions.
- Detailed revenues and a breakdown of operating expenditure estimates are provided in the appendix.

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenues</b>						
Rental Fees	3%	\$292,000	\$301,000	\$310,000	\$319,000	\$329,000
Admission Fees	3%	162,000	167,000	172,000	177,000	182,000
Concession Fees	3%	73,000	75,000	77,000	79,000	81,000
<b>Total Revenue</b>		<b>\$527,000</b>	<b>\$543,000</b>	<b>\$559,000</b>	<b>\$575,000</b>	<b>\$592,000</b>
<b>Expenditures</b>						
Field Lighting	3%	\$72,000	\$74,000	\$76,000	\$78,000	\$80,000
General Grounds Maintenance	3%	54,000	56,000	58,000	60,000	62,000
Insurance	3%	26,000	27,000	28,000	29,000	30,000
Landscaping and Irrigation	3%	60,000	62,000	64,000	66,000	68,000
Marketing and Advertising	3%	26,000	27,000	28,000	29,000	30,000
Operating Software	3%	10,000	10,000	10,000	10,000	10,000
Professional Services	3%	20,000	21,000	22,000	23,000	24,000
Turf Field Maintenance, Temporary Striping, Etc.	3%	44,000	45,000	46,000	47,000	48,000
Other Expenses	3%	26,000	27,000	28,000	29,000	30,000
<b>Total Expenditure</b>		<b>\$338,000</b>	<b>\$349,000</b>	<b>\$360,000</b>	<b>\$371,000</b>	<b>\$382,000</b>
<b>Net Operating Surplus/(Deficit)</b>		<b>\$189,000</b>	<b>\$194,000</b>	<b>\$199,000</b>	<b>\$204,000</b>	<b>\$210,000</b>

### Assumptions:

- \* Eight total fields, hybrid diamond/rectangular. Built to high-school standard sizes.
- \* Acreage is assumed to total approximately 24 acres (assumes 3 acres per field)

# Financial Operating Model

## Economic Impact on Gaffney – Scenario C

### Gaffney Parks and Recreation Preliminary Economic Impact Summary - Year 1

	Baseball	Softball	Soccer	Football	Lacrosse	Field Hockey	Total	
Total Events	16	16	12	6	4	6	54	
Total Event Days	32	32	24	12	8	12	108	
Total Attendees (a)	34,880	34,880	26,160	24,600	11,600	15,960	132,120	
% Non-Local/Overnight	40%	40%	40%	40%	40%	40%		
Total Non-Local Visitors	13,952	13,952	10,464	9,840	4,640	6,384	52,848	
Total Visitor Days	27,904	27,904	20,928	19,680	9,280	12,768	105,696	
Total Hotel Rooms Used	29,824	29,824	22,368	20,477	9,837	13,565	112,330	
Average Daily Hotel Rate	\$100	\$100	\$100	\$100	\$100	\$100		
Daily F&B Spending/Person	\$40	\$40	\$40	\$40	\$40	\$40		
<b>Total Hotel Spending</b>	<b>\$2,982,000</b>	<b>\$2,982,000</b>	<b>\$2,237,000</b>	<b>\$2,048,000</b>	<b>\$984,000</b>	<b>\$1,356,000</b>	<b>\$12,589,000</b>	
<b>Total F&amp;B Spending</b>	<b>\$1,116,000</b>	<b>\$1,116,000</b>	<b>\$837,000</b>	<b>\$787,000</b>	<b>\$371,000</b>	<b>\$511,000</b>	<b>\$4,738,000</b>	
<b>Local Tax Revenues</b>	<b>Tax Rate</b>							
Accommodations Tax (b)	2%	\$60,000	\$60,000	\$45,000	\$41,000	\$20,000	\$27,000	\$253,000
Accommodations Tax (c)	2%	\$60,000	\$60,000	\$45,000	\$41,000	\$20,000	\$27,000	\$253,000
Hospitality Tax	2%	\$22,000	\$22,000	\$17,000	\$16,000	\$7,000	\$10,000	\$94,000

(a) Participants, spectators, coaches, scouts, attendees, exhibitors

(b) Represents 2% accommodations tax allocated directly to the County.

(c) Represents 2% accommodations tax collected by the State and allocated back to the County. The County's allocation is then allocated to the County general fund (\$25,000 plus 5% of remainder), the CVB (30% of remainder) and the County Project Fund (65% of remainder)

# ROM Cost Estimate

	Sq Ft/Field	# of Fields	Scenario A		Scenario B1		Scenario B		Scenario C	
			Turf Existing - Hybrid		Keep Existing As-is/Add Four Hybrid Fields		Turf Existing/Add Four Hybrid		Turf Existing/Add Cloverleaf and Four Rectangular	
			Construction Cost/Sq Ft		Construction Cost/Sq Ft		Construction Cost/Sq Ft		Construction Cost/Sq Ft	
			Low	High	Low	High	Low	High	Low	High
Hybrid Diamond/Rectangular, Artificial Turf	100,000	4	\$16.00	\$20.00	\$18.00	\$22.00	\$16.00	\$20.00	\$16.00	\$20.00
<b>Estimated Construction Cost - Fields</b>			<b>\$6,400,000</b>	<b>\$8,000,000</b>	<b>\$7,200,000</b>	<b>\$8,800,000</b>	<b>\$12,800,000</b>	<b>\$16,000,000</b>	<b>\$19,200,000</b>	<b>\$24,000,000</b>
Support Building	2,000	1	\$275.00	\$300.00	\$275.00	\$300.00	\$275.00	\$300.00	\$275.00	\$300.00
<b>Estimated Construction Cost - Support Building</b>			<b>\$550,000</b>	<b>\$600,000</b>	<b>\$550,000</b>	<b>\$600,000</b>	<b>\$550,000</b>	<b>\$600,000</b>	<b>\$1,100,000</b>	<b>\$600,000</b>
<b>Total Construction Cost</b>			<b>\$6,950,000</b>	<b>\$8,600,000</b>	<b>\$7,750,000</b>	<b>\$9,400,000</b>	<b>\$13,350,000</b>	<b>\$16,600,000</b>	<b>\$20,300,000</b>	<b>\$24,600,000</b>
Soft Costs (30% of Construction)			2,085,000	2,580,000	2,325,000	2,820,000	4,005,000	4,980,000	6,090,000	7,380,000
<b>Total Estimated Project Cost</b>			<b>\$9,035,000</b>	<b>\$11,180,000</b>	<b>\$10,075,000</b>	<b>\$12,220,000</b>	<b>\$17,355,000</b>	<b>\$21,580,000</b>	<b>\$26,390,000</b>	<b>\$31,980,000</b>

Note: Scenario B1 assumes existing fields are kept as-is (natural grass), with limited improvements to existing support building, parking, etc. Also assumes addition of four artificial turf hybrid fields. Higher cost per square foot reflects improvements to existing fields along with construction of new fields.

- The cost estimate provided herein is preliminary in nature, and reflects a range of magnitude estimate of the cost for the construction of artificial turf athletic fields, with fencing, lighting, drainage and a support building for concessions, restrooms, observation tower, etc.
  - Scenario A – Convert existing fields to artificial turf hybrid fields, rebuild support building
  - Scenario B1 – Existing fields maintained as-is, with limited upgrades, rebuild support building, add four new hybrid artificial turf fields
  - Scenario B2 – Convert existing fields to artificial turf diamonds, rebuild support building, add four new hybrid artificial turf fields
  - Scenario C – Convert existing fields to artificial turf diamonds, rebuild existing support building, add new cloverleaf diamond fields plus four rectangular/hybrid fields, build second support building
- This estimate does not include any potential site preparation or utilities extension that might be required to service the expanded sports complex.



# Accommodations and Hospitality Tax Revenues

Tax Category	Year	City of Gaffney	Cherokee County
Accommodation Tax	2017	\$219,434	\$123,380
	2018	\$277,905	\$115,130
	2019	\$299,490	\$106,727
	2020	\$228,507	\$109,555
	2021	\$250,981	\$125,362
Hospitality Tax	2017	\$1,265,771	-
	2018	\$1,333,725	-
	2019	\$1,393,664	-
	2020	\$1,344,913	-
	2021	\$1,445,484	-

- As the County considers the development of the proposed expansion of the sports complex, funding will be a critical factor. Due to the high level of visitation associated with facilities of this type, accessing funding sources such as the Accommodation and Hospitality Taxes collected by the County and the City are often logical choices.
- As shown, both the County and the City collect a significant amount of revenues from the accommodations and hospitality tax. Discussions with both the City and the County indicate that the majority of these funds are already earmarked for specific uses, including general fund, visitor and tourism advertising and operating expenses, special events, parks and recreation operations/beautification, and other events
- Each jurisdiction typically has a limited amount of funds available to local non-profit organizations who can apply for grants on an annual basis. The City indicated that Cherokee Recreation District typically receives approximately \$60,000 per year for operations, with additional funding typically for tournament expenses and advertising (the amount varies by the funds available)
- Incremental revenues generated due to the activity at the expanded complex could be utilized to fund a portion of the expansion, however the specific allocation will need to be negotiated based on anticipated location of spending (City vs. County) and other factors.

# Appendix: Event Assumptions

# Individual Sport Revenue Breakdown – Scenario A

## Baseball

General Assumptions - Baseball		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			2.00	2.00	2.00	2.00	2.00
<b>Baseball Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			12	12	12	12	12
Total Event Days			24	24	24	24	24
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			48	48	48	48	48
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			24	24	24	24	24
Average Teams/Tournament			40	40	40	40	40
Total Participants (16 players, 2 coaches/team)			720	720	720	720	720
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (16 players, 2 players/room, 1 coaches/room)			10	10	10	10	10
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			1,672	1,672	1,672	1,672	1,672
Field Rental Fee (per field per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$48,000	\$49,440	\$50,923	\$52,451	\$54,024
Admission Fees	34,560	35,597	36,665	37,765	38,898
Concessions (net of COGS)	15,696	16,167	16,652	17,151	17,666
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

98,256	101,204	104,240	107,367	110,588
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# Individual Sport Revenue Breakdown – Scenario A

## Softball

### General Assumptions - Softball

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available		4	4	4	4	4
# of Fields - Used		4	4	4	4	4
Hrs of Operation/Day		0	0	0	0	0
Days/Week Open						
Tournaments		2	2	2	2	2
Non-Tournament Rental		0	0	0	0	0
Hrs/Game (Tournament)		2.00	2.00	2.00	2.00	2.00

### Softball Utilization

#### Tournaments

Tournaments/Year		12	12	12	12	12
Total Event Days		24	24	24	24	24
Total Hours in Use/Tournament		12	12	12	12	12
Maximum Games Playable/Tournament		48	48	48	48	48
Average Games/Team		2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament		24	24	24	24	24
Average Teams/Tournament		40	40	40	40	40
Total Participants (16 players, 2 coaches/team)		720	720	720	720	720
Spectators/Participant		2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament		1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament		20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament		2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms		40%	40%	40%	40%	40%
Rooms per Team (16 players, 2 players/room, 1 coaches/room)		10	10	10	10	10
Spectators/Room		2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room		1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament		2	2	2	2	2
Total Room Nights Required/Tournament		1,672	1,672	1,672	1,672	1,672

Field Rental Fee (per court per day)	3%	\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS		40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS		25%	25%	25%	25%	25%
Hotel Room Rate	3%	\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers		0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$48,000	\$49,440	\$50,923	\$52,451	\$54,024
Admission Fees	34,560	35,597	36,665	37,765	38,898
Concessions (net of COGS)	15,696	16,167	16,652	17,151	17,666
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

	98,256	101,204	104,240	107,367	110,588
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# Individual Sport Revenue Breakdown – Scenario A

## Soccer

General Assumptions - Soccer		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Soccer Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			6	6	6	6	6
Total Event Days			12	12	12	12	12
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (16 players, 2 coaches/team)			720	720	720	720	720
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (16 players/team, 2 players/room, 1 coaches/room)			10	10	10	10	10
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			1,864	1,864	1,864	1,864	1,864
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%
<b>TOTAL ANNUAL REVENUES</b>							
Rental Fees			\$24,000	\$24,720	\$25,462	\$26,225	\$27,012
Admission Fees			17,280	17,798	18,332	18,882	19,449
Concessions (net of COGS)			7,848	8,083	8,326	8,576	8,833
Merchandise (net of COGS)			0	0	0	0	0
Hotel Rebate			0	0	0	0	0
<b>Total Tournament Revenue - To Facility</b>			<b>49,128</b>	<b>50,602</b>	<b>52,120</b>	<b>53,683</b>	<b>55,294</b>

# Individual Sport Revenue Breakdown – Scenario A

## Football

General Assumptions - Football		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Football Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			2	2	2	2	2
Total Event Days			4	4	4	4	4
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (30 players, 2 players/room, 4 coaches/team)			1,360	1,360	1,360	1,360	1,360
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			2,720	2,720	2,720	2,720	2,720
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			4,100	4,100	4,100	4,100	4,100
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			17	17	17	17	17
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			3,413	3,413	3,413	3,413	3,413
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%
<b>TOTAL ANNUAL REVENUES</b>							
Rental Fees			\$8,000	\$8,240	\$8,487	\$8,742	\$9,004
Admission Fees			10,880	11,206	11,543	11,889	12,246
Concessions (net of COGS)			4,920	5,068	5,220	5,376	5,538
Merchandise (net of COGS)			0	0	0	0	0
Hotel Rebate			0	0	0	0	0
<b>Total Tournament Revenue - To Facility</b>			<b>23,800</b>	<b>24,514</b>	<b>25,249</b>	<b>26,007</b>	<b>26,787</b>



# Individual Sport Revenue Breakdown – Scenario A

## Lacrosse

General Assumptions - Lacrosse		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Lacrosse Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			2	2	2	2	2
Total Event Days			4	4	4	4	4
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (22 players, 2 coaches/team)			960	960	960	960	960
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,920	1,920	1,920	1,920	1,920
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,900	2,900	2,900	2,900	2,900
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			13	13	13	13	13
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			2,459	2,459	2,459	2,459	2,459
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$8,000	\$8,240	\$8,487	\$8,742	\$9,004
Admission Fees	7,680	7,910	8,148	8,392	8,644
Concessions (net of COGS)	3,480	3,584	3,692	3,803	3,917
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

19,160	19,735	20,327	20,937	21,565
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# Individual Sport Revenue Breakdown – Scenario A

## Field Hockey

General Assumptions - Field Hockey		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Field Hockey Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			2	2	2	2	2
Total Event Days			4	4	4	4	4
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (20 players, 2 coaches/team)			880	880	880	880	880
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,760	1,760	1,760	1,760	1,760
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,660	2,660	2,660	2,660	2,660
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			12	12	12	12	12
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			2,261	2,261	2,261	2,261	2,261
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$8,000	\$8,240	\$8,487	\$8,742	\$9,004
Admission Fees	7,040	7,251	7,469	7,693	7,924
Concessions (net of COGS)	3,192	3,288	3,386	3,488	3,593
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

	18,232	18,779	19,342	19,923	20,520
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# Individual Sport Revenue Breakdown – Scenario B

## Baseball

General Assumptions - Baseball		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			8	8	8	8	8
# of Fields - Used			8	8	8	8	8
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			2.00	2.00	2.00	2.00	2.00
<b>Baseball Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			12	12	12	12	12
Total Event Days			24	24	24	24	24
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (16 players, 2 coaches/team)			720	720	720	720	720
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (16 players, 2 players/room, 1 coaches/room)			10	10	10	10	10
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			1,864	1,864	1,864	1,864	1,864
Field Rental Fee (per field per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$96,000	\$98,880	\$101,846	\$104,902	\$108,049
Admission Fees	34,560	35,597	36,665	37,765	38,898
Concessions (net of COGS)	15,696	16,167	16,652	17,151	17,666
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

	146,256	150,644	155,163	159,818	164,612
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# Individual Sport Revenue Breakdown – Scenario B

## Softball

General Assumptions - Softball		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			8	8	8	8	8
# of Fields - Used			8	8	8	8	8
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			2.00	2.00	2.00	2.00	2.00
<b>Softball Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			12	12	12	12	12
Total Event Days			24	24	24	24	24
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (16 players, 2 coaches/team)			720	720	720	720	720
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (16 players, 2 players/room, 1 coaches/room)			10	10	10	10	10
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			1,864	1,864	1,864	1,864	1,864
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%
<b>TOTAL ANNUAL REVENUES</b>							
Rental Fees			\$96,000	\$98,880	\$101,846	\$104,902	\$108,049
Admission Fees			34,560	35,597	36,665	37,765	38,898
Concessions (net of COGS)			15,696	16,167	16,652	17,151	17,666
Merchandise (net of COGS)			0	0	0	0	0
Hotel Rebate			0	0	0	0	0
<b>Total Tournament Revenue - To Facility</b>			<b>146,256</b>	<b>150,644</b>	<b>155,163</b>	<b>159,818</b>	<b>164,612</b>

# Individual Sport Revenue Breakdown – Scenario B

## Soccer

### General Assumptions - Soccer

	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available		4	4	4	4	4
# of Fields - Used		4	4	4	4	4
Hrs of Operation/Day		0	0	0	0	0
Days/Week Open						
Tournaments		2	2	2	2	2
Non-Tournament Rental		0	0	0	0	0
Hrs/Game (Tournament)		1.50	1.50	1.50	1.50	1.50

### Soccer Utilization

#### Tournaments

Tournaments/Year		10	10	10	10	10
Total Event Days		20	20	20	20	20
Total Hours in Use/Tournament		12	12	12	12	12
Maximum Games Playable/Tournament		96	96	96	96	96
Average Games/Team		2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament		48	48	48	48	48
Average Teams/Tournament		40	40	40	40	40
Total Participants (16 players, 2 coaches/team)		720	720	720	720	720
Spectators/Participant		2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament		1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament		20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament		2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms		40%	40%	40%	40%	40%
Rooms per Team (16 players/team, 2 players/room, 1 coaches/room)		10	10	10	10	10
Spectators/Room		2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room		1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament		2	2	2	2	2
Total Room Nights Required/Tournament		1,864	1,864	1,864	1,864	1,864

Field Rental Fee (per court per day)	3%	\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS		40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS		25%	25%	25%	25%	25%
Hotel Room Rate	3%	\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers		0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$40,000	\$41,200	\$42,436	\$43,709	\$45,020
Admission Fees	28,800	29,664	30,554	31,471	32,415
Concessions (net of COGS)	13,080	13,472	13,877	14,293	14,722
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

	81,880	84,336	86,866	89,472	92,157
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# Individual Sport Revenue Breakdown – Scenario B

## Football

General Assumptions - Football		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Football Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			5	5	5	5	5
Total Event Days			10	10	10	10	10
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (30 players, 2 players/room, 4 coaches/team)			1,360	1,360	1,360	1,360	1,360
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			2,720	2,720	2,720	2,720	2,720
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			4,100	4,100	4,100	4,100	4,100
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			17	17	17	17	17
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			3,413	3,413	3,413	3,413	3,413
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$20,000	\$20,600	\$21,218	\$21,855	\$22,510
Admission Fees	27,200	28,016	28,856	29,722	30,614
Concessions (net of COGS)	12,300	12,669	13,049	13,441	13,844
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

	59,500	61,285	63,124	65,017	66,968
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# Individual Sport Revenue Breakdown – Scenario B

## Lacrosse

General Assumptions - Lacrosse		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Lacrosse Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			4	4	4	4	4
Total Event Days			8	8	8	8	8
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (22 players, 2 coaches/team)			960	960	960	960	960
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,920	1,920	1,920	1,920	1,920
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,900	2,900	2,900	2,900	2,900
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			13	13	13	13	13
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			2,459	2,459	2,459	2,459	2,459
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%
<b>TOTAL ANNUAL REVENUES</b>							
Rental Fees			\$16,000	\$16,480	\$16,974	\$17,484	\$18,008
Admission Fees			15,360	15,821	16,295	16,784	17,288
Concessions (net of COGS)			6,960	7,169	7,384	7,605	7,834
Merchandise (net of COGS)			0	0	0	0	0
Hotel Rebate			0	0	0	0	0
<b>Total Tournament Revenue - To Facility</b>			<b>38,320</b>	<b>39,470</b>	<b>40,654</b>	<b>41,873</b>	<b>43,129</b>

# Individual Sport Revenue Breakdown – Scenario B

## Field Hockey

General Assumptions - Field Hockey		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Field Hockey Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			6	6	6	6	6
Total Event Days			12	12	12	12	12
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (20 players, 2 coaches/team)			880	880	880	880	880
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,760	1,760	1,760	1,760	1,760
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,660	2,660	2,660	2,660	2,660
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			12	12	12	12	12
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			2,261	2,261	2,261	2,261	2,261
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%
<b>TOTAL ANNUAL REVENUES</b>							
Rental Fees			\$24,000	\$24,720	\$25,462	\$26,225	\$27,012
Admission Fees			21,120	21,754	22,406	23,078	23,771
Concessions (net of COGS)			9,576	9,863	10,159	10,464	10,778
Merchandise (net of COGS)			0	0	0	0	0
Hotel Rebate			0	0	0	0	0
<b>Total Tournament Revenue - To Facility</b>			<b>54,696</b>	<b>56,337</b>	<b>58,027</b>	<b>59,768</b>	<b>61,561</b>

# Individual Sport Revenue Breakdown – Scenario C

## Baseball

General Assumptions - Baseball	Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available		8	8	8	8	8
# of Fields - Used		8	8	8	8	8
Hrs of Operation/Day		0	0	0	0	0
Days/Week Open						
Tournaments		2	2	2	2	2
Non-Tournament Rental		0	0	0	0	0
Hrs/Game (Tournament)		2.00	2.00	2.00	2.00	2.00
<b>Baseball Utilization</b>						
<b>Tournaments</b>						
Tournaments/Year		16	16	16	16	16
Total Event Days		32	32	32	32	32
Total Hours in Use/Tournament		12	12	12	12	12
Maximum Games Playable/Tournament		96	96	96	96	96
Average Games/Team		2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament		48	48	48	48	48
Average Teams/Tournament		40	40	40	40	40
Total Participants (16 players, 2 coaches/team)		720	720	720	720	720
Spectators/Participant		2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament		1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament		20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament		2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms		40%	40%	40%	40%	40%
Rooms per Team (16 players, 2 players/room, 1 coaches/room)		10	10	10	10	10
Spectators/Room		2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room		1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament		2	2	2	2	2
Total Room Nights Required/Tournament		1,864	1,864	1,864	1,864	1,864
Field Rental Fee (per field per day)	3%	\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%	\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS		40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS		25%	25%	25%	25%	25%
Hotel Room Rate	3%	\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers		0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$128,000	\$131,840	\$135,795	\$139,869	\$144,065
Admission Fees	46,080	47,462	48,886	50,353	51,863
Concessions (net of COGS)	20,928	21,556	22,203	22,869	23,555
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

	195,008	200,858	206,884	213,091	219,483
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# Individual Sport Revenue Breakdown – Scenario C

## Softball

General Assumptions - Softball		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			8	8	8	8	8
# of Fields - Used			8	8	8	8	8
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			2.00	2.00	2.00	2.00	2.00
<b>Softball Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			16	16	16	16	16
Total Event Days			32	32	32	32	32
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (16 players, 2 coaches/team)			720	720	720	720	720
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (16 players, 2 players/room, 1 coaches/room)			10	10	10	10	10
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			1,864	1,864	1,864	1,864	1,864
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$128,000	\$131,840	\$135,795	\$139,869	\$144,065
Admission Fees	46,080	47,462	48,886	50,353	51,863
Concessions (net of COGS)	20,928	21,556	22,203	22,869	23,555
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

195,008	200,858	206,884	213,091	219,483
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# Individual Sport Revenue Breakdown – Scenario C

## Soccer

General Assumptions - Soccer		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Soccer Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			12	12	12	12	12
Total Event Days			24	24	24	24	24
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (16 players, 2 coaches/team)			720	720	720	720	720
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,440	1,440	1,440	1,440	1,440
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,180	2,180	2,180	2,180	2,180
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (16 players/team, 2 players/room, 1 coaches/room)			10	10	10	10	10
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			1,864	1,864	1,864	1,864	1,864
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%
<b>TOTAL ANNUAL REVENUES</b>							
Rental Fees			\$48,000	\$49,440	\$50,923	\$52,451	\$54,024
Admission Fees			34,560	35,597	36,665	37,765	38,898
Concessions (net of COGS)			15,696	16,167	16,652	17,151	17,666
Merchandise (net of COGS)			0	0	0	0	0
Hotel Rebate			0	0	0	0	0
<b>Total Tournament Revenue - To Facility</b>			<b>98,256</b>	<b>101,204</b>	<b>104,240</b>	<b>107,367</b>	<b>110,588</b>

# Individual Sport Revenue Breakdown – Scenario C

## Football

General Assumptions - Football		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Football Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			6	6	6	6	6
Total Event Days			12	12	12	12	12
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (30 players, 2 players/room, 4 coaches/team)			1,360	1,360	1,360	1,360	1,360
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			2,720	2,720	2,720	2,720	2,720
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			4,100	4,100	4,100	4,100	4,100
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			17	17	17	17	17
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			3,413	3,413	3,413	3,413	3,413
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%
<b>TOTAL ANNUAL REVENUES</b>							
Rental Fees			\$24,000	\$24,720	\$25,462	\$26,225	\$27,012
Admission Fees			32,640	33,619	34,628	35,667	36,737
Concessions (net of COGS)			14,760	15,203	15,659	16,129	16,613
Merchandise (net of COGS)			0	0	0	0	0
Hotel Rebate			0	0	0	0	0
<b>Total Tournament Revenue - To Facility</b>			<b>71,400</b>	<b>73,542</b>	<b>75,748</b>	<b>78,021</b>	<b>80,361</b>



# Individual Sport Revenue Breakdown – Scenario C

## Lacrosse

General Assumptions - Lacrosse		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Lacrosse Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			4	4	4	4	4
Total Event Days			8	8	8	8	8
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (22 players, 2 coaches/team)			960	960	960	960	960
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,920	1,920	1,920	1,920	1,920
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,900	2,900	2,900	2,900	2,900
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			13	13	13	13	13
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			2,459	2,459	2,459	2,459	2,459
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$16,000	\$16,480	\$16,974	\$17,484	\$18,008
Admission Fees	15,360	15,821	16,295	16,784	17,288
Concessions (net of COGS)	6,960	7,169	7,384	7,605	7,834
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

	38,320	39,470	40,654	41,873	43,129
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# Individual Sport Revenue Breakdown – Scenario C

## Field Hockey

General Assumptions - Field Hockey		Inflation	Year 1	Year 2	Year 3	Year 4	Year 5
# of Fields - Available			4	4	4	4	4
# of Fields - Used			4	4	4	4	4
Hrs of Operation/Day			0	0	0	0	0
Days/Week Open							
Tournaments			2	2	2	2	2
Non-Tournament Rental			0	0	0	0	0
Hrs/Game (Tournament)			1.50	1.50	1.50	1.50	1.50
<b>Field Hockey Utilization</b>							
<b>Tournaments</b>							
Tournaments/Year			6	6	6	6	6
Total Event Days			12	12	12	12	12
Total Hours in Use/Tournament			12	12	12	12	12
Maximum Games Playable/Tournament			96	96	96	96	96
Average Games/Team			2.0	2.0	2.0	2.0	2.0
Maximum Teams/Tournament			48	48	48	48	48
Average Teams/Tournament			40	40	40	40	40
Total Participants (20 players, 2 coaches/team)			880	880	880	880	880
Spectators/Participant			2.0	2.0	2.0	2.0	2.0
Total Spectators, Scouts, Coaches/Tournament			1,760	1,760	1,760	1,760	1,760
Scouts and Coaches/Tournament			20	20	20	20	20
Total Participants, Spectators and Scouts/Tournament			2,660	2,660	2,660	2,660	2,660
% of Teams Requiring Hotel Rooms			40%	40%	40%	40%	40%
Rooms per Team (2 players/room, 1 coaches/room)			12	12	12	12	12
Spectators/Room			2.0	2.0	2.0	2.0	2.0
Scouts/Coaches per Room			1.0	1.0	1.0	1.0	1.0
Nights Stayed/Tournament			2	2	2	2	2
Total Room Nights Required/Tournament			2,261	2,261	2,261	2,261	2,261
Field Rental Fee (per court per day)	3%		\$500	\$515	\$530	\$546	\$563
Admission Fee per Spectator/Scout to Facility (per day)	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession Spending per Spectator, Participant, Scout/Coach	3%		\$1.00	\$1.03	\$1.06	\$1.09	\$1.13
Concession COGS			40%	40%	40%	40%	40%
Merchandise Spending per Spectator, Participant, Scout/Coach	3%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Merchandise COGS			25%	25%	25%	25%	25%
Hotel Room Rate	3%		\$100.00	\$103.00	\$106.09	\$109.27	\$112.55
% Rebate to Tournament Organizers			0%	0%	0%	0%	0%

### TOTAL ANNUAL REVENUES

Rental Fees	\$24,000	\$24,720	\$25,462	\$26,225	\$27,012
Admission Fees	21,120	21,754	22,406	23,078	23,771
Concessions (net of COGS)	9,576	9,863	10,159	10,464	10,778
Merchandise (net of COGS)	0	0	0	0	0
Hotel Rebate	0	0	0	0	0

### Total Tournament Revenue - To Facility

54,696	56,337	58,027	59,768	61,561
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# Operating Expenses Estimates

Expense	Unit	Estimate
Field Lighting	Per Field	\$6,000
General Grounds Maintenance	Per Acre	\$2,250
Insurance	Full Complex	5.0% of Revenue
Landscaping and Irrigation	Per Acre	\$2,500 (Turf)
Marketing and Advertising	Full Complex	5.0% of Revenue
Operating Software	Full Complex	10,000
Professional Services (Accounting, Legal, Etc.)	Full Complex	20,000
Turf Field Maintenance, Temporary Striping, Etc.	Per Field	5,500
Other Expenses (Bank Service Charges, Licenses, Permits, Etc.)	Full Complex	5.0% of Revenue