

# Bryan Park Soccer Complex Improvements

A public / private partnership





# National Youth Sports Trends



- Over 17 M youth = largest youth participation
  - The 2014 Sports and Fitness industry Association study of sports, fitness and leisure study
- 27% of all trips were directly related to an organized sporting event - U.S. Travel Association
- Sports tourism market is limited to amateur sporting events, and is defined by overnight stays by out-of-towners
- The sports travel market is the fastest growing segment of the travel industry. Only segment to not decline in any quarter with the recession.



# About GUSA



- One of the largest and oldest soccer organizations in NC – 4,800 players
- Participation demonstrates one of the most diverse clubs in NC
  - With focus on inclusion and eliminating financial barriers
- Community outreach efforts:
  - Phillips Avenue church (field & program) - PCC
  - Soccer nights at Smith HS - CFC
  - In-School & After-School programs- GCS
- History of hosting major tournaments and partnering with Parks and Recreation at Bryan Park



# Bryan Park Facility History



- One of the 1<sup>st</sup> youth soccer facilities in Country: 1990
- Established as best youth soccer facility in the Country:
  - Hosted largest regional/national championships: 1992, 1997, 2003, 2006, 2009, 2010
- Significant economic impact engine for Greensboro
  - Last year's impact was over \$20M



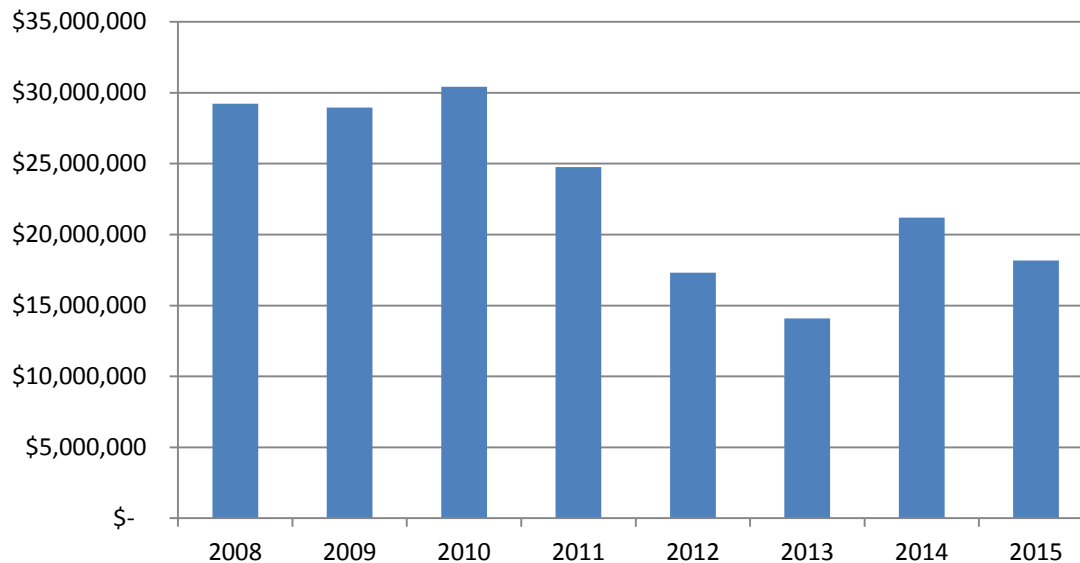
# Bryan Park Strengths



- Staff, Complex and...Greensboro
  - Quality - Recognized as one of the top 5 facilities in the country for 2014
  - Layout of facility
  - Easy access to get here
  - Great inventory of convenient, quality, and affordable hotels
  - Experience with hosting big events
    - CVB, Sports Commission, Soccer Organization

- Economic Impact Peaked at \$30M in 2010
  - Last major national soccer event in Greensboro in 2010

### GUSA & Bryan Park Economic Impact





# The Impacts Of Losing Tournaments



## Local GUSA events

- \$1 to \$2M. Per tournament, 2 days, Up to 1,500 hotel nights

## Regional and National events:

- Up to \$18M impact per tournament, 7 days, over 10,000 hotel nights\*
  - 14 Baton Rouge, LA
  - 2014-15 Westfield, IN
  - 2015 Little Rock, AR
  - 2016 Greenville, SC
  - 2016 Barboursville, WVA
  - 2017 Fredericksburg, VA

*\*All events Greensboro is now ineligible to host*



# Why?



- Bryan Park no longer meets requirements to host:
  - Need at least 20 properly-sized fields at one location
  - Need artificial turf fields for backup
  - Lighted fields
- Currently:
  - 16 fields, only 9 properly-sized
  - No artificial turf fields
  - Only 4 fields with lights





# Improvement Details



- 5 New fields (22 fields total)
  - 2 artificial turf fields
  - 3 grass fields
  - Add lights
- Re-size existing fields
- Add parking and restrooms
- New entrance road
- Positions us for future progress and partnerships
  - Potential 50 field opportunity within a 10 mile radius

# Conceptual Plan



- New Fields 13,14,15,16,17 2015-16
- Reconfigured/expanded fields 4-12 2016
- New Parking, Restrooms/Concessions 2015-16
- New entrance and loop road 2016



# Investments and Timeline



- Total required investment for improvements:
  - \$4.5 Million
- GUSA Investment:
  - \$3 Million
    - Capital campaign projected to be complete by Jan. 2016.
- Requested amount from Parks and Recreation:
  - \$1 Million
- Greensboro Convention and Visitors Bureau (CVB):
  - \$500K
- Projected timeline:
  - Construction target start – ASAP with PRC and Council approval



# Future Bryan Park Economic Impact



Greensboro United Soccer- Economic Impact

