

SPORTS TOURISM VENUE AUDIT & RECOMMENDATIONS

VISIT BELOIT



November 8, 2022

POWERED BY THE HUDDLE UP GROUP



November 8, 2022

Celestino Ruffini
CEO
Visit Beloit
656 Pleasant St.
Beloit, WI 53511

Dear Mr. Ruffini and Partners,

Thank you for the efforts of you and the group on our recent work in the Beloit, Wisconsin area. The community stakeholders throughout the area have been quite helpful during this process. The groundwork that has been set with local leadership will serve as a strong foundation for future sports tourism venue development efforts in Beloit.

Enclosed is a report detailing our findings. This report comprises of an overview and evaluation (audit) of the venue inventory in the Beloit area and recommendations to enhance your destination's sports tourism "tool kit" in the future. Supporting these recommendations are economic impact projections and national best-in-class examples of similar venue types. Finally, should there not be enough funding for all venue recommendations, a conclusion outlining the recommended priorities is included.

Please let me know if you have questions about the enclosed recommendations leading up to the roll out of the report and community presentation. We are looking forward to our next visit and our follow-up discussions.

Thank you again for all your support throughout this process!

Yours in Sport,

A handwritten signature in blue ink, appearing to read 'Jon S'.

Jon Schmieder
Founder + CEO
Huddle Up Group, LLC



Visit Beloit
Sports Tourism Venue Audit and Recommendations
Executive Summary

Throughout this process, the area’s community leaders showed a desire to enhance their sports tourism venue “tool kit” and for Visit Beloit to become more engaged with the area’s stakeholders. These are positive signs the Beloit area is ready to take the next steps in growing sports tourism in the region.

Enclosed is a report detailing the findings of the Huddle Up Group (hereafter the “Consultant” or “Consultant Team”) as part of the sports tourism venue audit project conducted on behalf of Visit Beloit, Beloit 200, the Blue Line Club, the Beloit Youth Hockey Association, and their partners (hereafter collectively referred to as “VB”). The report includes six (6) primary elements:

1. An analysis of the area’s existing sports facilities stemming from the audit and using data from the Sports Tourism Index™.
2. A commentary on proposed venue enhancement and new development opportunities resulting from the venue audit.
3. National best in class examples for each venue type discussed.
4. Economic impact projections for the top two (2) proposed facility enhancement/developments.
5. Identification of potential venue funding and management models.
6. A conclusion outlining the recommended priorities should there not be enough funding for the enhancement of all venues noted.

This facility audit project was conducted with the input of two members from the Consultant Team and included a 6-step process, including, but not limited to the following:

- Ten (10) phone interviews with Beloit area leaders.
- 29 electronic survey responses from VB stakeholders.
- Two (2) in-person town hall meetings with local stakeholders.
- Tours of twenty (20) different sites that encapsulate 37 sports and event venues.
- Benchmarking against several high performing venues both regionally and nationally.
- A rating of VB through the Sports Tourism Index™ (a proprietary benchmarking tool developed by the Huddle Up Group, summarized in Appendix B).

The enclosed report offers recommendations for facility enhancement/development, along with supporting research and benchmarking that support each of the suggestions made by the Consultant Team. In summary, there are three (3) facility types that stand out to the Consultant Team as opportunities to deliver significant economic impact through tourism while also providing much needed facilities for the community.

Facility Recommendations:

1. Flat Field Complex with Indoor Turf
2. Multi-sheet Ice Facility
3. Diamond Complex

Given the opportunities that exist and the numerous organizations that could play key roles, the Consultant Team believes the pieces are in place for an enriched sports facility development and enhancement effort in the Beloit community.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
Synopsis

The sports tourism industry has grown consistently over the past 20 years. The study by the Sports Tourism and Events Association – *State of the Industry Report 2021*, states that the participant driven portion of the domestic sports tourism sector is responsible for more than \$39.0 billion in direct spending as of the end of 2021. This direct spending generated a total economic impact of \$91.8 billion in the local economy, driving over 635,000 jobs and \$12.9 billion in taxes. Add to this industry growth the increased popularity of sports such as BMX, pickleball, e-gaming and ultimate, the opportunity for the continuing expansion of economic development through sports tourism is tangible.

Throughout the research process, it became apparent to the Consultant Team that there is an opportunity for Beloit to enhance its presence in the sports tourism market. The key moving forward is for community stakeholders to work together in developing tourism driving assets (sports venues) that not only provide a better place for the community to practice and play, but also deliver upon the sports tourism mission of VB. Through the execution of a strategic and targeted facility development game plan, Beloit can solidify its position as a strong player in the sports tourism and events industry.

Methodology

The Consultant Team conducted an audit on the current sports tourism facilities present in Beloit area. The audit included a multiple day market visit (July 26-28, 2022), ten (10) phone interviews, 29 electronic survey responses, and one (1) in-person interview. Stakeholders that were engaged included VB staff, community leaders, venue managers, athletic administrators, event owners, hospitality industry executives, local club leaders and additional targets that were identified by VB. The Consultant Team also visited twenty (20) existing or planned sports and entertainment sites, which included 37 venues. These facilities are listed below and described in more detail later in the Venue Summary and Notes section.

- ABC Supply Stadium
- ABC Supply Stadium – Convention Center
- Barkin Arena
- Beloit Club
- Beloit College Powerhouse
- Beloit Community Skate Park
- Beloit Memorial High School Field House
- Beloit Memorial High School Football Stadium
- Beloit Memorial High School Natatorium
- Beloit Memorial High School Practice Fields
- Beloit Memorial High School Track
- Blackhawk Farms Raceway
- Eclipse Center
- Edwards Ice Arena
- FJ Turner High School Baseball/Softball
- FJ Turner High School Football Stadium
- FJ Turner High School Track
- Flood Arena
- Garden Hotel
- Hilliard Disc Golf Course
- O'Neill Field House
- Pohlman Field
- Riverside Park Tennis Courts
- Robert G. Nicholls Natatorium
- Rock River
- Rockton Athletic Complex Diamonds
- Rockton Athletic Complex Flat Fields
- Stateline Family YMCA Youth Sport Complex

- Strong Complex Flat Fields
- Strong Complex Softball Field
- Strong Stadium
- Strong Stadium Tennis Courts
- Strong Stadium Track
- Telfer Park Flat Field
- The Ballpark at Strong Stadium
- Viking Lanes
- Wootton Park Pickleball Courts

The audit was led by Huddle Up Group Founder + CEO, Jon Schmieder (Phoenix, AZ) and Director Dean Polk (Martinsburg, WV) and focused on five (5) areas:

1. Assessing the current facility inventory and benchmarking those facilities using the Sports Tourism Index™ as a scoring tool.
2. Providing a gap analysis and recommendations for venue enhancement and new development opportunities that would drive tourism to the market.
3. Comparing best-in-class sports facilities that currently exist nationwide and in areas similar to Beloit, Wisconsin.
4. Detailing an economic impact analysis for the top two proposed facility enhancement or developments opportunities.
5. Identifying potential venue funding and management models that could support the proposed recommendations.

Discussions were held around national best practices in these theme areas and focus was given to applications for the region. The intent of this process was to create community support for Beloit's increased sports tourism efforts by giving local stakeholders a voice and fostering a teamwork mentality throughout Beloit.

The Consultant Team took the results from the stakeholder interviews, data from the Sports Tourism Index™, and the site visit to the Beloit area, then overlaid national best practices from several event rights holders and best-in-class sports facilities to develop and deliver the enclosed recommendations. These recommendations are intended to spark a dialog within the community's leadership hierarchy to build a framework for next steps on an expanded sports tourism marketing effort.

The recommendations presented here are based upon what the Consultant Team believes are three (3) universal truths about Beloit's tourism and sports market position:

1. There is a desire to enhance sports tourism opportunities in the Beloit area.
2. The area currently lacks the necessary facilities needed to drive sports tourism, especially during shoulder and off-peak seasons (example: winter months).
3. Many of the key stakeholders needed to drive these initiatives are already in place and supportive of this vision.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
National Best Practices

The chart below outlines the fundamental benchmarks for some of the most common types of facilities that event rights holders are looking to book. “Tournament friendly” facilities are defined as those that can host most state and regional level events but would need to be paired with additional nearby venues to host top-tier national level competitions. “Anchor” facilities are defined as those that can host the largest national level tournaments **all in one location**. Beyond the pure field/court counts shown below, true “tournament friendly” and “anchor” facilities also require various amenities that provide rights holders the ability to host events. Those amenities are described later in this report.

Facility Type	Anchor	Tournament Friendly	Current Beloit Inventory (Highest scoring facility)
Flat Fields	Minimum 16 fields	8-15 fields	4 fields
Swimming Pool	50m/8-10 lanes with diving well	25m with diving well	25y/8-lane with 3m diving
Diamonds	Minimum 12 fields	8-11 fields	11 fields
Hardwood Courts	Minimum 8 Basketball/ 16 Volleyball	4 Basketball/ 8 Volleyball	5 Basketball/ 6 Volleyball
Ice	3+ Sheets Hockey/ 6+ Sheets Curling	2 Sheets Hockey/ 4 Sheets Curling	1 Sheet Hockey (Seasonal Outdoor)
Tennis	Minimum 12 courts	Minimum 6 courts	6 Courts
Pickleball	40-60 Courts (National)	8-16 Courts (Local) 24-32 Courts (Regional)	4 Courts
Indoor Track	200 meter/6 lanes/banked	200 meter/6 lanes	N/A
Equestrian	2 competition arenas/ 3 practice arenas 500 stalls	1 competition arena/ 2 practice arenas 200 stalls	N/A
Bowling	40 lanes	20 lanes	24 lanes

The following sections of this report highlight three (3) recommendations that focus on opportunities for an improved sports tourism facility “tool kit.” The development and enhancement recommendations outlined below are listed in order based on what the sports tourism impact is likely to be for Beloit if each of these facilities come to fruition. In all cases, Visit Beloit should look to have “Favored Nations Status” with each venue.

“Favored Nation Status” is a term used to indicate a high priority for the CVB/sports commission to use/book a facility for tourism driving events. This is often achieved through an investment in the facility by the CVB/sports commission that carries with it an MOU outlining booking priority, fixed rental costs (if any), and numbers of dates available each year.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
Venue Summary & Notes

Overall, the Consultant Team found few “tournament friendly” facilities, particularly as it pertains to participant venues for traditional sports, and no “anchor” facilities in the Beloit area. Below is a list of all venues (sorted alphabetically) that were evaluated by the Consultant Team. Using the Sports Tourism Index™, the Consultant Team rated each facility on a scale of 1 to 5 (with 5 being superior) at its current quality (CQ). The Consultant Team also predicts what the potential future quality (PQ) likely could be if upgrades were made to each venue. DNV indicates the Consultant Team did not visit the facility during its site tours. The rating system used the following color codes:

Anchor Facility
Tournament Friendly
Not of Tournament Quality

Facility Name	Facility Type	National Average	Index Score & CQ	PQ
ABC Supply Stadium	Baseball Stadium	2.50	2.95	Anchor Facility
ABC Supply Stadium - Convention Center	Convention Center	2.21	1.6	DNV
Beloit Club	Golf Course	3.50	3.65	Tournament Friendly
Beloit College Powerhouse	Convention Center	2.21	1.8	Not of Tournament Quality
Beloit Memorial High School Field House	Indoor Courts (Basketball/Volleyball)	2.78	2.68	Tournament Friendly
Beloit Memorial High School Natatorium	Swimming Pool	2.77	1.98	Not of Tournament Quality
Beloit Rifle Club	Shooting Range	3.15	3.7	DNV
Blackhawk Farms Raceway	Motor Sports Racing Track	2.24	1.48	Anchor Facility
Eclipse Center	Convention Center	2.21	1.6	Not of Tournament Quality
Edwards Ice Arena	Ice (Excluding One Sheet Arenas)	3.03	2.68	Not of Tournament Quality
Flood Arena	Arena	2.86	1.3	Not of Tournament Quality
Hilliard Disc Golf Course	Disc Golf Course	3.41	2.25	Not of Tournament Quality
Izaak Walton - Beloit Chapter	Shooting Range	3.15	2.2	DNV
Krueger-Haskell Golf Course	Golf Course	3.50	3.25	DNV
Pohlman Field	Baseball Stadium	2.50	1.65	Not of Tournament Quality
Riverside Park Tennis Courts	Tennis (Indoor or Outdoor)	2.40	1.5	Not of Tournament Quality
Robert G. Nicholls Natatorium	Swimming Pool	2.77	2.1	Not of Tournament Quality
Rock River	Water Sports	2.70	3.1	Not of Tournament Quality
Rockton Athletic Complex	Flat Fields	2.34	2.2	Not of Tournament Quality
Rockton Athletic Complex Diamonds	Diamonds	2.29	1.65	Not of Tournament Quality

Visit Beloit Venue Summary & Notes (Cont'd)

Rockton Athletic Complex Stadium	Football Stadium	2.47	1.25	
Stateline Family YMCA Youth Sport Complex	Diamonds	2.29	2.3	
Strong Complex Soccer Field	Soccer Stadium	3.34	2.5	
Strong Complex Softball Field	Softball Stadium	2.15	1.7	
Strong Stadium	Football Stadium	2.47	1.35	
Strong Stadium Complex – Flat Fields	Flat Fields	2.34	1.95	
Strong Stadium Tennis Courts	Tennis (Indoor or Outdoor)	2.40	1.95	
Strong Stadium Track	Outdoor Track	3.17	2.4	
The Ballpark at Strong Stadium	Baseball Stadium	2.50	1.45	
Viking Lanes	Bowling	3.65	3.65	
Wootton Park Pickleball Courts	Pickleball Courts	2.48	2.05	

Visit Beloit Venue Summary & Notes (Cont'd)

The chart below highlights the top scoring venues within each facility type in the Beloit area as compared to the national average of all facilities of that type scored by the Sports Tourism Index™. The red and yellow coding in the “Highest Scoring Facility” column once again represents that facility’s status as “Anchor”, “Tournament Friendly”, or “Not of Tournament Quality.” The shading in the “Difference” column represents the difference in scores, with the darker the red shade being the furthest below the national average and the darkest green being the furthest above the national average.

Facility Type	National Average	Highest Scoring Facility	Difference
Arena	2.86	1.30	-1.56
Baseball Stadium	2.50	2.95	0.45
BMX	3.10	N/A	N/A
Bowling	3.65	3.65	0.00
Convention Center	2.21	1.80	-0.41
Cross Country	3.32	N/A	N/A
Diamonds	2.29	2.30	0.01
Disc Golf Course	3.41	2.25	-1.16
Equestrian	2.98	N/A	N/A
Flat Fields	2.34	2.20	-0.14
Football Stadium	2.47	1.35	-1.12
Golf Course	3.50	3.65	0.15
Ice (Excluding One Sheet Arenas)	3.03	2.68	-0.35
Indoor Courts (Basketball/Volleyball)	2.78	2.68	-0.10
Indoor Track	3.27	N/A	N/A
Motor Sports Racing Track	2.24	1.48	-0.76
Other	2.82	N/A	N/A
Outdoor Track	3.17	2.40	-0.77
Pickleball Courts	2.48	2.05	-0.43
Shooting Range	3.15	3.70	0.55
Soccer Stadium	3.34	2.50	-0.84
Softball Stadium	2.15	1.70	-0.45
Swimming Pool	2.77	2.10	-0.67
Tennis (Indoor or Outdoor)	2.40	1.95	-0.45
Theater	2.77	N/A	N/A
Water Sports	2.70	3.10	0.40
Winter Sports	3.10	N/A	N/A

Visit Beloit Venue Summary & Notes (Cont'd)

ABC Supply Stadium
Brand new, very nice Minor League Baseball stadium. All turf. Suites, club lounges and party decks. Has some meeting space but did not get to see inside. Have done other non-baseball events (concerts, etc.).
Beloit Club
Very nice, private, 18-hole course with clubhouse and pool. Meeting space. F&B.
Beloit College Powerhouse
Student union building. Meeting space for 350-400. Breakout rooms. F&B. Connected to O'Neill Field House (small indoor turf) and Natatorium.
Beloit Memorial High School
Small high school football and track stadium. Additional practice fields across the street. Road is soon going to be closed permanently. Limited bathroom/concession/amenities. Field house with 4 courts, but limited seating and no AC. Parks and Rec runs some events in here. Barkin Arena - main stadium court or two smaller courts set up. Natatorium - about 8 years old. Nice. One of the larger seating capacities in the state. 8-lane, 25-meter. No diving well and no warmup pool. Has a video board. Possible referendum to enhance existing facility.
Beloit Rifle Club
Big shooting complex. Lot of set ups. Runs a few tourism driving events through the year. Drove by. Did not see facility extensively.
Blackhawk Farms Raceway
Paved road course. 216 acres. Only host on-track events. Very heavily utilized between races and auto track days. No electric cars allowed because they don't have the equipment to put out an electric car fire. Onsite bar and pavilion. Only 1 track configuration. Just under 2 miles. Seasonal facility (7 months out of the year). A few grandstands scattered throughout the track.
Casino Property
Future home of the Casino. Right off 39/90. Adjacent farmland is owned by the city. Potential sports complex site?
Eclipse Center
Old mall turned into a banquet/convention space. ACO, boxing and other events hosted here. Interested in doing esports. Connected to library and a few other businesses. Right beside a charter school. Around 13-22k sf of usable space. T shaped. Some pillars and ceiling height issues. No breakout rooms. Carpeted. Nice.
FJ Turner High School
Baseball/Softball Fields. Matt wasn't sure what they'll become with the schools moving their games to the Y Complex. Football Stadium - grass. Lights. Limited seating. 8-lane track. Additional practice field
Flood Arena
Sports Center - 1-3 courts depending on seating layout. Arena for Beloit College. Old pool also in the same building. Across the street from Powerhouse.

Visit Beloit Venue Summary & Notes (Cont'd)

Garden Hotel
Site of the now closed Garden Hotel. Located in Illinois. Privately owned, but city is trying to take ownership. Open land behind hotel and adjacent property. Possible sports complex site?
Gateway Blvd
Right off interstate in an industrial park. Very close to majority of the hotels in the area. Land development opportunity. Potential sports complex site?
Hilliard Disc Golf Course
Small 9-hole disc golf course. Concrete tee pads. No amenities.
Izaak Walton - Beloit Chapter
Did Not Tour
Krueger-Haskell Golf Course
Did Not Tour
Riverside Park
Tennis - 4 lit courts along the river in park. No amenities and not much else around. Big lawn - small open green space. Hosts a 64 team Kubb event.
Robert G. Nicholls Natatorium
8-lane, 25-yard pool. Diving well. Limited seating. Locker rooms. Nice DIII Facility. Connected to Powerhouse.
Rock River
Runs right through downtown Beloit. A few parks and boat launches throughout. Limited opportunities because of water depths, dams, and bridges.
Rockton Athletic Complex
3 softball fields. One with lights. Space for a 4th. 1 lit flat field stadium. Bleacher with small press box. 3 additional flat fields. More space but not currently graded for fields. In Rockton but teams mostly use the Beloit hotels.
Stateline Family YMCA Youth Sport Complex
11-field baseball/softball complex. One 300' clover. All light. 1 field with a turf infield. 2 with all dirt infield and no permanent mound. Second clover (softball) also with 1 turf. High school uses the turf fields. Y runs 10-12 tournaments (mostly softball) a year plus their programming. Short drive from hotels. Some empty land adjacent. Possible sports facility site?
Strong Stadium Complex
Stadium for Beloit College football, track, M&W lacrosse, soccer. Small with bleacher seating on one side. Small baseball and softball stadiums. Grass space for a few flat practice fields. 6 tennis courts that are not in great shape. Stadium field is the only one with lights.

Visit Beloit Venue Summary & Notes (Cont'd)

Telfer Park
Ice rink/pavilion. 2.5 walls are canvas/open air. Seasonal for hockey. 4 locker rooms. Old scoreboards. Outdoor space beside building previously used for a second rink. Old minor league baseball stadium with an additional softball field. Not in great shape. 1 flat field. No lights. Skate park. Neither with permanent bathrooms Future of the entire park up in the air with numerous entities having ideas. All in residential area.
Viking Lanes
24 lanes. Bar and restaurant. 2 small locker rooms. Nice facility, but limited spectator seating space.
Wootton Park Pickleball Courts
5 tennis courts. Lined for pickleball. Surface redone on 2 courts. Right beside the Rock River. Small boat launch nearby.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
Flat Field Venue Analysis

Based on the results of the facility audit, the national experience of the Huddle Up Group in the sports tourism industry, and their knowledge of the current landscape in the Beloit area, it is the belief of the Consultant Team that the biggest economic impact made to the region would be in the form of a new or enhanced flat field complex. As scored by the Sports Tourism Index™, the only two significant flat field facilities in the area, Rockton Athletic Complex (2.20 out of 5) and the Strong Stadium Complex (1.95 out of 5) both score below the national average of 2.34 out of 5 for all flat field facilities on the platform (N=575). Additionally, both lack the required field count and many of the basic amenities preferred by rights holders to be considered “tournament friendly” venues. Supporting this notion, our survey asking respondents to identify the three most highly participated sports in the Beloit area, soccer was represented in 75% (second most) of all answers while football was represented in 25% (tied-fourth most). Further, when asked to indicate the most underserved sports for the area, 61% of all those surveyed said soccer (this was the most of any sport.). Football and lacrosse also received votes.

Using the Sports Tourism Index™ as a benchmarking tool, the following chart summarizes the key characteristics possessed by the top flat field facilities in the country against the Rockton Athletic Complex (highest scoring in the community). Note that the “Difference” column, represents the gap between the top 10 facilities and the Rockton Athletic Complex.

Flat Fields = 575 scored by the Sport Tourism Index™

	AVERAGES		Rockton Athletic Complex	Difference
	Top 10	Overall		
Full-sized soccer fields	22.8	5.9	4	18.8
Fields with lights	17.4	3.4	1	16.4
Artificial turf fields	8.5	1.1	0	8.5
Fields with portable goals	21.1	5.5	4	17.1
Auxiliary meeting rooms	3.8	0.9	0	3.8
Minimum of two team benches per field	91%	78%	No	
Stadium field	91%	34%	Yes	
Permanent concession stand(s)	91%	69%	Yes	
Permanent restrooms	100%	71%	Yes	
Permanent Wi-Fi	91%	25%	No	
Adequate Parking (60 spaces per field)	100%	91%	Yes	
ADA Compliant	100%	91%	Yes	
Ability to book (Definitely yes)	82%	41%	Yes	
Score	4.18	2.34	2.20	1.98

National Best in Class: Bell Bank Park (Mesa, AZ), ESPN Wide World of Sports (Lake Buena Vista, FL), Mohawk Sports Complex (Tulsa, OK), Reach 11 (Phoenix, AZ), Mike Rose Soccer Complex (Memphis, TN), Sportscore One & Two (Rockford, IL), Great Park (Irvine, CA), Kino Sports Complex (Tucson, AZ), Round Rock Multipurpose Complex (Round Rock, TX), Merrimack Sports Complex (Huntsville, AL).



Midwest Region Best in Class: Mossville Soccer Complex (Peoria, IL), Lake County Soccer Complex (Springfield, MO), Sportscore One & Two (Rockford, IL), Voice of America Park (Mason, OH), Stryker Sports Complex (Wichita, KS), Warren County Sports Park at Union Village (Lebanon, OH).

Facility Type	Anchor	Tournament Friendly	Current Beloit Inventory
Flat Fields	Minimum 16 fields	8-15 fields	4 fields

With consideration to the Beloit region’s size, geographic location, community needs, and the ability for VB to book tourism driving events, the data presented here indicates that it would benefit the area to develop a tourism focused facility that could host state, regional, and some select national level tournaments. Beyond a pure field count, to become a valued asset for tournament organizers, the facility would need to include the amenities listed below to be considered a “tournament friendly” facility.

- 8 full-size fields. Of which, preference would be for at least two of those to be turf with one being indoor.* Lighting on all fields also preferred.
- A “stadium” field that could accommodate at least 1,000 spectators and the ability to expand total seating for larger championship events.
- Portable goals, scoreboards, team benches, PA systems, locker rooms, and a scorer’s table dedicated to each field.
- Ancillary meeting space for tournament operators and officials.
- Permanent restrooms, concession stands, and Wi-Fi throughout the facility.
- Parking that meets industry standards (at least 60 permanent spaces per field).
- A common area to accommodate athletes and spectators.
- ADA compliant.
- Ability for VB to book the facility for tourism driving events (“Favored Nation Status”).

* - Industry best practices recommend turf for at least 25% of all fields at a site. Turf fields not only allow for greater use but provide options during weather delays. In a climate such as Beloit’s, turf can also substantially extend the playing season of a facility, which can provide a significant economic boost during a destination’s shoulder seasons. According to the Sports Venue Calculator Group, who specialize in sports venue construction and maintenance costs, the average turf field is available for 2,800 hours of use per year compared to an average grass field utilization time of 800 hours per year.

Among those citing needed additions to the area’s soccer facilities, offering options for practice and games during the winter months was near the top of the list of priorities. An indoor field house not only offers added protection from weather delays, but also provides a facility that can be used year-round by the community for both traditional and non-traditional flat field sports and events.

In describing the facility above as a “flat field” venue, and not simply a “soccer” complex, it should be noted that this facility would be multipurpose in nature. Beyond soccer, tourism-driving and community events in football, rugby, ultimate frisbee, lacrosse, archery, paintball, quadball, Spikeball, grass volleyball, festivals and many others should be considered for the facility.

As part of the scope of work for this project, the Consultant Team was tasked with creating a top-line impact analysis should VB and its partners find a pathway to develop a new/enhanced flat field venue of this nature. Using local tax rates, a daily room rate of \$96.86, and a conservative 35% capture rate for events that could

fill the facility's calendar, the Consultant Team believes the following new economic activity could reasonably be realized over a calendar year*:

- 12 new state, regional, and national tournaments.
- Over 23,000 total attendees relating to tournaments/competitions.
- Nearly \$6.6 million in total visitor spending.
- More than 21,000 hotel room nights.
- Hotel Occupancy Taxes of over \$166,000.
- Sales Tax collections from hotel rooms of nearly \$114,500.
- Total sports tourism related taxes generating over \$280,000.

*The detailed impact analysis can be found under different cover. Sales tax numbers are based on room revenues only and not overall impact.

Numerous factors can contribute to sports facility project costs including but not limited to, land acquisition and remediation, geographic location, quantity and quality of amenities (bathrooms, concessions, locker rooms, meeting space, etc.), lighting, and playing surface. Below are a few pricing concepts from industry companies on the components (exclusive of land acquisition costs):

Concept 1: The Sports Facilities Companies, a leader in the sports development and operations industry, estimates the average costs for an outdoor, 8-field regional sports complex to be between \$20-\$30 million. However, these numbers can vary significantly depending on the size of the fields and amount of excavation/land development needed to prepare the site.

Concept 2: According to the Calculator Group LLC, flat fields can range anywhere from \$400,000 to \$820,000, per field, for natural grass and between \$550,000 to \$1,200,000, per field, for artificial turf. However, when calculating the construction and maintenance costs per expected usage time, they estimate turf to cost between \$27 and \$57 per hour while grass is estimated between \$52 and \$108.

Concept 3: The most cost-efficient structure capable of housing an indoor turf would be an air dome. Dome structures generally cost only a fraction of a traditional bricks and mortar building. The Consultant Team reached out to one of the leading companies in the dome venue space (Arizon Building Systems of St. Louis, MO) who projected the following costs for the construction of a dome venue in Beloit, WI:

- Layout: 1 full-size soccer field.
- Approximate Footprint: 250'W x 350'L x 70'H = 87,500 square feet in total.
- Cost: Roughly \$50 Per square foot.
- Projected Cost of Structure: \$4 – 5 million (Not including soccer equipment, parking, and land acquisition.)
- Life Expectancy of Dome: 25-30 years.
- Expected Heating and Cooling Costs: \$1/square foot/year

Examples: Last year, in follow-up to a project the Consultant Team worked on directly, Springfield, MO announced a 12-field complex along with a 90,000 square foot indoor hardcourt facility at a projected cost of \$22 million. More recently, the Philadelphia Union announced a \$55 million state-of-the-art project that would consist of a 175,000 square foot indoor turf, court, weight room, and track complex along with seven outdoor fields.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
Multi-sheet Ice Facility Analysis

Another opportunity to provide significant economic impact from sports tourism events, along with providing a key need to the community, would be from the development of a new – or enhancement of the existing – ice rink in the region. Currently, the community’s only ice venue, Edwards Ice Arena, is a partially open-air one-sheet facility located in Telfer Park. Due to the design of the facility, 2.5 walls are open with dropdown canvas used to enclose the venue, the ice remains down only in the colder winter months. Furthermore, due to the uncertainty about the park’s future, upkeep and enhancements to the building have often lacked in recent years, both from the City of Beloit (owners and operators of the facility) and the Beloit Youth Hockey Association (the primary tenant of the building September through March). Because of these factors, ice availability is severely limited both throughout the year and in-season. It was reported that the local clubs often must travel to Janesville and surrounding areas to find ice time for practice and games, particularly early in the season when hockey is ramping up and the current facility is not capable of maintaining an ice surface.

Again, using the Sports Tourism Index™ as a benchmarking tool, the following chart summarizes the key characteristics possessed by the top ice facilities in the country against the Edwards Ice Arena (highest scoring in the community). Note that the “Difference” column, represents the gap between the top 10 facilities and the Edwards Ice Arena.

Ice Arenas = 74 scored by the Sport Tourism Index™

	AVERAGES		Edwards Ice Arena	Difference
	Top 10	Overall		
Number of Sheets	3.3	2.1	1 (seasonal)	2.3
Largest Seating Capacity	1538	1252	500	1037.5
Locker Rooms	11.7	7.1	4	7.7
Auxiliary meeting rooms	3.8	2.5	0	3.8
Press Box	55%	51%	Yes	
Permanent concession stand(s)	100%	97%	Yes	
Permanent restrooms	100%	99%	Yes	
Permanent Wi-Fi	100%	92%	Yes	
Parking	100%	97%	Yes	
ADA Compliant	100%	99%	Yes	
Ability to book (Definitely yes)	73%	48%	Yes	
Score	3.75	3.02	2.68	1.07

National Best in Class: Great Park Ice and Five Point Arena (Irvine, CA), Bill Gray’s Regional Iceplex (Rochester, NY), Ice Line (West Chester, PA), Hatfield Ice Arena (Valley Forge, PA), Community First Champion Center (Appleton, WI), NYTEX Sport Centre (North Richland Hills, TX), New England Sports Center (Marlborough, MA), Ice Den (Scottsdale, AZ).

Midwest Region Best in Class: Schwan Super Rink (Blaine, MN), Community First Champion Center (Appleton, WI), Cullen Hockey Center (Moorhead, MN), Hobbs Ice Arena (Eau Claire, WI), Suburban Ice (East Lansing, MI), Bloomington Ice (Bloomington, MN).

Facility Type	Anchor	Tournament Friendly	Current Beloit Inventory
Ice	3+ Sheets Hockey/ 6+ Sheets Curling	2 Sheets Hockey/ 4 Sheets Curling	1 Sheet Hockey (Seasonal)

Given the data presented here, the Consultant Team believes adding a tournament friendly indoor ice facility to the region’s current venue mix would also provide a high ROI for the community. Not only would the new venue provide Beloit with a “tournament ready” facility that it doesn’t currently have in its inventory, but it would also provide the Beloit community with an ice facility capable of serving the local sports clubs year-round. Add to this, VB’s ability to secure regional and national events and the multitude of local partnerships that are available, the key elements are in place to support the buildout of a new facility. To achieve this goal, the facility would need to include the amenities listed below.

- 2 ice sheets (Recommended: 1 year-round rink and one seasonal rink capable of hosting non-ice events in the summer).
- Seating to accommodate a minimum of 500 people in the main arena and 250+ in the second.
- Scoreboards, clocks, benches, PA systems, locker rooms, and a press box dedicated to each sheet.
- Ancillary meeting space for tournament operators and officials.
- Permanent restrooms, concession stands, and Wi-Fi throughout the facility.
- Parking that meets industry standards (at least 3.5 permanent spaces per 1,000 square feet).
- A common area to accommodate athletes and spectators.
- ADA compliant.
- Ability for VB to book the facility for tourism driving events (“Favored Nation Status”).

If VB and its partners are able to develop a new two-sheet ice venue that retained one sheet through the summer months, the facility would be able to host sizable events throughout the entire year. This would be especially helpful in driving tourism dollars to Beloit during shoulder and off-peak tourism seasons. As such, when the ice is removed from one rink during the summer, the facility would be able to host events in basketball, volleyball, futsal, esports, handball, and other sports, as well as expos and tradeshows.

Using a conservative 35% capture rate for events that could fill the facility’s calendar, the Consultant Team believes the following new economic activity could reasonably be realized over a calendar year*:

- 8 new state, regional, and national tournaments.
- Over 12,000 total attendees relating to tournaments/competitions.
- Nearly \$2 million in direct visitor spending.
- Roughly 7,700 hotel room nights.
- Hotel Occupancy Taxes of almost \$60,000.
- Sales Tax collections in excess of \$40,000.
- Total sports tourism related taxes of approximately \$100,000.

*Notes: The detailed impact analysis can be found under different cover. Sales taxes numbers are based on room revenues only and not overall impact.

Again, the Consultant Team spoke to Arizon Building Systems to project the following costs for the construction of a dome venue in Beloit, WI:

- Layout: 2 rinks laid out side by side.
- Approximate Footprint: 220' x 240' = 52,800 square feet in total. (Likely 2-3 acres needed)
- Cost: Roughly \$50 Per square foot.
- Projected Cost of Structure: \$2 – 3 million (Not including ice making equipment, hockey equipment, parking, and land acquisition.)
- Life Expectancy of Dome: Non-seasonal: 25-30 years. (Due to wear and tear from inflating and deflating, seasonal dome life expectancy is generally expected to be shorter.)

Finally, if new construction isn't the preferred choice, the Consultant Team believes the opportunity may exist to enhance the current Edwards Ice Arena. The park has previously supported a second, outdoor rink adjacent to the pavilion and the ice machine currently onsite is capable of supporting two sheets of ice. As the park considers a new master plan, the idea of adding two indoor rinks should be seriously considered.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
Diamond Complex Analysis

From our background research, 82% of those we surveyed reported baseball/softball as among the three most popular sports in the Beloit community while 25% of those also said the two sports were underserved in the community. Currently, the highest scoring diamond facility in Beloit area, as scored by the Sports Tourism Index™, is the Stateline Family YMCA Youth Sport Complex (2.30 out of 5). However, even as the highest scoring facility in the area, and one that could loosely be considered “tournament friendly” by total field count standards, its score is only slightly above the national average (2.29) for all diamond facilities across the country scored by the platform (n=724). Further, multiple responses said they felt the facility was being overutilized, and/or had very limited availability.

Though the complex currently has 11 fields, those fields are of varying sizes, only two have turf (infields only), two have permanently raised mounds, and only four have lights. As such, there are numerous upgrades that could be made to the venue that would not only allow it to host more/larger tourism driving events, but also provide expanded opportunities for the members of the community.

Again, using the Sports Tourism Index™ as a benchmarking tool, the following chart summarizes the key characteristics possessed by the top diamond facilities in the country against the Stateline Family YMCA Youth Sports Complex (highest scoring in the community). Note that the “Difference” column, represents the gap between the top 10 facilities and the YMCA Complex.

Diamonds = 724 scored by the Sport Tourism Index™

	AVERAGES		YMCA	Difference
	Top 10	Overall	Complex	
Fields	16.5	5.0	11	5.5
Fields with lights	15.0	4.1	4	11.0
Artificial turf fields	9.67	0.70	2	7.7
Auxiliary meeting rooms	5.00	0.87	0	5.0
Covered dugouts	70%	73%	Yes	
Stadium field	60%	29%	No	
Permanent concession stand(s)	100%	80%	Yes	
Permanent restrooms	100%	98%	Yes	
Permanent Wi-Fi	80%	40%	No	
Adequate Parking (60 spaces per field)	100%	96%	Yes	
ADA Compliant	100%	97%	Yes	
Ability to book (Definitely yes)	100%	55%	Yes	
Score	4.03	2.29	2.29	1.74

National Best in Class: Old Settlers Park (Round Rock, TX), Hoover Met Complex (Birmingham, AL), Grand Park Sports Complex (Westfield, IN), ESPN Wide World of Sports (Lake Buena Vista, FL), Gulfport Sportsplex (Gulfport, MS), Ballpark of the Palm Beaches (West Palm Beach, FL), Champions Park (Gainesville, FL), mTrade Park (Oxford, MS), USSSA Space Coast Complex (Melbourne, FL).

Midwest Region Best in Class: North Softball Complex (Fargo, ND), Louisville Slugger Sports Complex (Peoria, IL), Bentley Park Sports Complex (Tulsa, OK), Chesterfield Valley Athletic Complex (Chesterfield, MO), TBK Bank Sports Complex (Bettendorf, IA),

Facility Type	Anchor	Tournament Friendly	Current Beloit Inventory
Diamonds	Minimum 12 fields	8-11 fields	11 fields

Enhancing the Stateline Family YMCA Youth Sport Complex by adding more fields, additional artificial turf and a stadium field would give the Beloit region a true “anchor” facility. This would help the destination retain the events it currently hosts well into the future and would likely attract new tourism driving tournaments to the facility. Outside of field count (at least 12 fields to be considered an “anchor” facility), any upgrades to the facility should also include amenities such as seating capacities, improved dugouts, upgraded lighting at all fields, permanent Wi-Fi, and additional parking. An enhanced diamond facility in the Beloit area should have the following elements:

- At least twelve (12) full-size, turf* baseball/softball diamonds with lights.
- Adequate, preferably covered, bleacher seating at each field.
- Covered dugouts, scoreboards, PA systems, and a press box dedicated to each field.
- Ancillary meeting space for tournament operators, umpires, athletic trainers.
- Permanent restrooms, concession stands, and Wi-Fi throughout the facility.
- Parking that meets industry standards (at least 60 permanent spaces per field).
- A common area to accommodate athletes and spectators.
- ADA compliant.
- Ability for VB book the facility for tourism driving events (“Favored Nation Status”).

* Industry best practices recommend turfing at least the infields for all fields in northern regions of the United States. Beyond that, best practices show that at least 25% of fields should be entirely turf. Turfing an entire field allows each full-size field (300’+ fences) to be turned into two youth fields. Turf fields not only allow for greater use (including non-baseball/softball events) but provide options during weather delays. Once again, in a climate such as Beloit’s, artificial turf would significantly extend the playing season of the facility and provide an economic boost during the destination’s shoulder seasons.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
Typical Funding Models

In order to enrich their community as a desirable sports tourism market, numerous destinations across the country have implemented dedicated tourism-based revenue sources (a tax) to enhance their sports facilities. These revenue streams most often come in the form of a hotel occupancy tax, a Tourism Improvement District, or a food and beverage tax that is dedicated to the singular purpose of increasing overnight stays through hosting sporting events. (A sample list of destinations that have gone down these funding pathways can be found in Appendix A). Should such a tax or another funding source be identified, the Consultant Team has outlined below how such a funding model could work for VB and a sports facility development program:

- Sports Development Fund – Identifying a dedicated funding source to enrich Beloit’s sports program and venue inventory is critical for VB and its partners to grow the community’s sports tourism impact into the future. The national best practice for the activation of these newly identified funds would be to use them as a catalyst for a “challenge grant” style program. That is, there would be a formal grant request process for VB’s partners to apply for funds in a dollar-for-dollar match on capital projects that would drive overnight stays to the region. For every dollar the partner invests, they would be eligible for a dollar from VB’s “Sports Development Fund.” Employing this type of a matching program ensures that all parties have a vested interest in the positive outcome of each project and that VB’s investments are well protected. Effective use of these funds to drive more overnight stays would subsequently increase the impact of tax collections by these additional visitors. Ideally, VB should tie all grants to the concept of “Favored Nation Status” noted earlier in this report.
- As major point of note, numerous cities are increasing their bed tax rate, using a food and beverage tax, and/or TIDs to put towards the funding of construction and/or operation of new and enhanced sports facilities. In nearly all these cases, the taxes generated to enhance/build these facilities are used to drive incremental overnight stays for the destination. However, in the case of Beloit, many of these avenues may prove challenging. To spur future conversation among area leaders, listed below as an example, not necessarily a recommendation, are the most common funding mechanisms the Consultant Team has seen implemented nationally and the status of each as an option for Beloit.

Common Funding Sources	Current Status in Beloit
Tourism Improvement Districts (TIDs)	Currently no mechanism to enact TID without modifications to existing code or new state enabling legislation. “Home rule” possible but unlikely.
Hotel/bed taxes	Capped at 8% (current rate) without a convention center.
Prepared food (restaurant) taxes	Currently no “Expo District” in place that is needed to enact an F&B tax.
Sales taxes	Collected by the state and county.

- Beyond these traditional funding mechanisms, many of the area’s corporate leaders have a vested interest in the sports market and how it can positively impact the area’s youth. A discussion with the area’s leaders should be had around what resources could be brought to the table for new sports facility and local program development.

Visit Beloit
Sports Tourism Venue Audit and Recommendations
Conclusion

The most recent study by the Sports Tourism and Events Association – *State of the Industry Report 2021*, states that the participant driven portion of the domestic sports tourism sector is responsible for more than \$39.0 billion in direct spending as of the end of 2021. Sports tourism is big business, and the competition has never been fiercer as there are more communities targeting the sports market than ever before. For Beloit to be relevant in this market, Visit Beloit and its stakeholders must continue to build bridges with key players locally and pave the way for facility enhancement over the long term.

As with any new project, there are numerous variables that need to be considered when evaluating the ROI and risk in developing new sports facilities. The top multi-sport facilities in the country have spurred private investment in and around them, which is something that needs to be top of mind for Beloit leadership throughout this process. In the experience of the Consultant Team, destinations who consider the overall impact on their community and citizens will have more success – and see a higher level of collaboration – than those that measure purely by room nights or bed tax collections. By working together to achieve their sports facility missions, the stakeholders throughout Beloit will be more capable of accomplishing results not likely achievable by themselves.

As there are multiple opportunities on the table, each option should be looked upon independently. Should funding not be available for all the proposed projects, the ones that will likely deliver the biggest return on investment (in estimated visitor spending and tax revenues) and provide the community with the most opportunity (based on results from our audit and stakeholder surveys) should be elevated to the top of the priority list.

Given the analysis provided in this report, the Consultant Team recommends the projects be funded in the following order:

1. Flat Field Complex with Indoor Turf (New). (Nearly \$6.6m in total visitor spending and total sports tourism related taxes generating over \$280,000.)
2. Multi-Sheet Ice Facility (New or Enhanced). (Nearly \$2m in total visitor spending and total sports tourism related taxes of approximately \$100,000.)
3. Diamond Complex (Enhancement).

Finally, as stated throughout this analysis, it should not be lost on VB and its partners that not only would these venue developments and/or enhancements drive more sports tourism, but the area's youth will also have access to better facilities to play and practice on throughout the year as well.

Yours in Sport,
Huddle Up Group, LLC

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Appendix A – Trends in Sports Facility Funding

The most common funding source for new facilities is a general fund allocation from the city/county where the facility is located as well as a land contribution for the venue to be constructed (again donated by the city or county). As discussed earlier in this report, several communities around the country have already, or are in the process of, raising their bed tax collection rate to fund sports-related facility development, including:

- Rockford (IL) having already finished a significant expansion of its outdoor sports venues, used bed tax dollars to bond \$10 million towards a new indoor facility. The Downtown Sports Complex carried a price tag of \$24 million and opened in late 2016.
- Evansville (IN) opened a \$15 million multi-use outdoor sports complex that is entirely funded by bed tax dollars. The future management of this facility will also be funded by bed tax dollars, and it is run by the DMO itself.
- Spokane (WA) bonded \$25 million against future bed tax collections to construct a new athletic field house (The Podium) which opened in December 2021.
- Shreveport (LA) passed a bed tax increase for the expansion of their Convention & Visitor Bureau's national marketing program. This new tax also supports the Independence Bowl (venue enhancements and improved matchups) and the Shreveport Regional Airport (incentives for new airline routes). This combined effort between three of Shreveport's leading agencies shows the economic development impact that sports tourism can have on a mid- or small-size market.
- Fox Cities (Appleton, WI) raised their bed tax rate from 6% to 10% to build a convention center, a new large (hardwood and ice) indoor sports complex, and to renovate three existing sports facilities used to attract regional and national tournaments. The new facility opened in October of 2019 and due to its early success, further expansions are already being discussed.
- Placer Valley (CA) allocated funds from an increased bed tax to develop and open a new indoor hardwood complex in 2018.
- Pasco (FL), in partnership with the Florida Sports Foundation, developed a new sports complex on 120 acres of county-owned property. Pasco County is investing \$11 million to the project, including \$8.5 million in tourist tax funds and \$2.5 million in unrestricted bond proceeds.
- In January 2016, Warren County (OH) raised the lodging tax one (1) percent to finance a \$10 million, 20 field sports complex. The rate hike increased the county hotel occupancy tax from 3% to 4%. The tax will be used over 20 years to pay off debt the Warren County Convention & Visitors Bureau will take on to pay for the complex.

Appendix A – Trends in Sports Facility Funding (Cont'd)

In addition to the hotel tax examples noted on the previous page, several communities have implemented a food and beverage tax for the purpose of developing or enhancing sports facilities.

- Elizabethtown (KY) passed a 2% food and beverage tax in 2012 to fund the development and management of the Elizabethtown Sports Park. In the first five years of operations, the “mega complex” generated nearly \$100 million in direct visitor spending to the community (according to studies commissioned with SportsImpacts, one of the top economic impact agencies in the country). Etown as it is known, is currently looking at facility expansion opportunities to capture even more sports tourism activity.
- For the past 30 years, Fort Wayne (IN) has implemented a 1% food and beverage tax that is used for capital projects. This program has funded several new buildings at the site of the Allen County War Memorial Coliseum arena, including a 100,000-square foot expo center and 5,000-seat baseball stadium. These funds have also been used to renovate the arena’s ice floor, to add 2,500 seats and meeting rooms to the arena. The fund generates \$7.5 million per year and is currently being considered to help finance a new arena downtown.
- Ashland (OR) employs a 5% food and beverage tax which garners nearly \$4.5 million a year. Twenty percent of these funds are allocated to the acquisition and preservation of open spaces for parks and recreation, with 80% of the funds used to retire debt for a recently completed community-wide waterway enhancement.
- Historically, King County (WA) has used intermittent funding from food and beverage taxes to build stadiums such as the King Dome. While this program is not active today, it has been a tool the Greater Seattle area has used in the past for venue development to entice professional sports teams to the area. Similarly, the State of Florida has a professional league stadium venue development program that is also funded by temporary food and beverage taxes, when needed. Finally, Milwaukee used a food and beverage tax to build American Family Field, home of Major League Baseball’s Milwaukee Brewers.
- In 2007, the State of New Jersey created the “Sports and Entertainment District Urban Revitalization Act.” Under this legislation, the community of Millville levied a 2% local food and beverage tax to fund a sports and entertainment district including a 500-acre motorsports park that hosts numerous events including NASCAR racing.

It should be noted that different states have different regulations regarding the use of funds generated by bed and/or food and beverage taxes. The cases outlined above are not exhaustive and should be viewed only as examples for further discussion.

Appendix B – Visit Beloit Sports Tourism Index™ Results

Visit Beloit



FINAL SCORE
30.13

SPORTS TOURISM INDEX REPORT

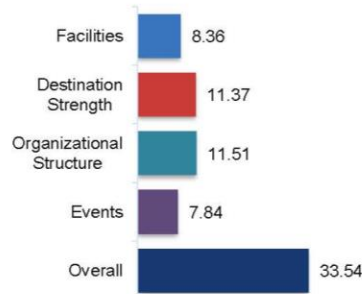
Market Size: Under 500k
 Organization Type: DMO (CVB/Sports Commission)
 Geographic Region: Midwest
 Sports Budget: 15,001-20,000

SCORE BREAKDOWN



AVERAGE SCORES

Midwest



AVERAGE SCORES

Under 500k



RECOMMENDATIONS

Facilities

Your destination likely has an average inventory of participant focused facilities with some meeting the standards necessary to host local and regional events and a moderately effective supply of spectator focused venues. Future focus should be on working with community leaders to enhance your venue “tool kit” and to develop new facilities in concert with your local stakeholders such as parks and recreation, cities, counties, and academic institutions.

Destination Strength

Your destination has access challenges that are likely tied to limited air service and a small population within a day’s drive. In addition, it is likely that there is a limited number of usable hotel rooms to support larger regional and national events. Lastly, local transportation may also be limited.

Organizational Structure

Your organization has limited staff and budget dedicated to the sports market. It is most often the case at this level that the staff member responsible for sports also has other sales verticals which can hinder their ability to consistently build relationships in the sports market. Community wide support for organizations at this level is often a significant challenge. This would commonly include elected officials and corporate leaders in the community.

Events

Your organization has likely had limited success in hosting bid-in events, seldom creates or owns its own championships, and limited staffing make servicing competitions in the community challenging. Organizations that score low in this category are often challenged with competing on bids with larger and more well-resourced competitors. It is likely that communities in this category could make strides by working with area promoters to create more tourism driving events than to bid against larger destinations.

Appendix B – Visit Beloit Sports Tourism Index™ Results (Cont'd)

Visit Beloit

INDUSTRY AVERAGES REPORT



Overall Scores ▲

	Your Score	Average Score	Difference
Facilities	9.38	8.42	0.96
Destination Strength	5.30	12.04	-6.74
Organizational Structure	10.00	11.66	-1.66
Events	5.45	7.85	-2.40
Overall	30.13	33.82	-3.69

Facilities Breakdown*

Participant-Based	Your Score	Average Score	Difference
Shooting Range	3.70	3.18	0.52
Bowling	3.65	3.66	-0.01
Golf Course	3.65	3.50	0.15
Golf Course	3.25	3.50	-0.25
Water Sports	3.10	2.61	0.49
Convention Center	1.80	2.21	-0.41

Spectator-Based	Your Score	Average Score	Difference
Baseball Stadium	2.95	2.50	0.45
Soccer Stadium	2.50	3.36	-0.86
Softball Stadium	1.70	2.18	-0.48
Baseball Stadium	1.65	2.50	-0.85
Motor Sports Racing Track	1.48	2.25	-0.78

Destination Strength

	Your Score	Average Score	Difference
Tourism Drivers^	2	3.07	-1.07
Hotels*	1.00	1.11	-0.11
Destination Accessibility*	1.15	2.07	-0.92

Organizational Structure*

	Your Score	Average Score	Difference
Sports Staff	0.50	2.01	-1.51
Grant Program	5.00	2.01	2.99
Board & Advisory	0.00	0.50	-0.50

Sporting Events

Number on an annual basis	Your Answer	Average Answer	Difference
Local Events	11	25	-14
Bid-In Events Hosted	1	8	-7
Events Serviced	3	28	-25

* Max score of 5
^ Max score of 10
▲ Max score of 25

Appendix B – Visit Beloit Sports Tourism Index™ Results (Cont'd)

Visit Beloit's Sports Tourism Index™ Rankings:

- State: 7 of 9; Average Wisconsin Score: 33.01
- Midwest Region: 51 of 79
- Under 500,000 Population: 123 of 207

Facility scores based on suggested facility specs:

- 8 Flat Fields (25% Turf)
 - Facility Score: 3.00 (Gold Designation = Top 20% of all flat field complexes scored)
- 8 Flat Fields (100% Turf)
 - Facility Score: 3.10 (Gold Designation)
- 2-Sheet Ice Venue
 - Facility Score: 3.00
- 4-Court Hardwood Venue
 - Facility Score: 3.00 (Silver Designation = Top 30%)
- Diamond Enhancement (12 Fields, 25% Turf)
 - Facility Score: 3.10 (Platinum Designation = Top 10%)