

## CROSSVILLE SPORTS COUNCIL

**NAME:** Crossville Sports Council

**BOARD:** 6 PERSON ADVISORY BOARD

- Billy Loggins
- Mark Houston
- Tammy French
- Donnie Moody
- Kelvin Burgin
- Greg Wood

### 9 PERSON BOARD

- Shane Flowers                      Flag Football/Basketball
- Derek Solomon                      Restaurant/Chamber of Commerce
- Casey Scarlett                      Marketing/Social Media
- Rusty Mellette                      Soccer
- Tony Dolonich                      Baseball
- HOSPITALITY                      Suzanne Moffett (Comfort Inn)
- Doug Parkey                      Business
- TBD

- **OTHER POSSIBLE MEMBERS**

- Trails Group
- Lake Commission
- Shooting Park
- Business x 2
  - Rob Patton
  - Pepe Perron
  - Marlo Wright

\*\* 3 year Terms

\*\* Can Serve up to 6 years

\*\* 3 People rotate off Board each year

- GOALS:**
- 1) Support existing events/venues and enhance.
  - 2) Review current facilities/look at future facility needs
  - 3) Recruit Events to area

## WHAT ARE GENERAL BENEFITS OF SPORTS TOURISM?

- Sports are an Investment in the Tourism Industry.
- Creates economic growth through filled hotels, restaurants and retail establishments.
- Creates exposure and enhances a positive image for our community.
- Creates new product, a new tourism destination.
- Maximizes facility use in our community.
- Builds community relationships and strengthens corporate support.
- Creates your opportunity/entertainment.
- Attract high-yield visitors, especially the repeaters.
- Develop new infrastructure.
- Improve the organizational, marketing and bidding capability of the community.
- Secure a financial legacy for management of new sport facilities.
- Increase community support for sport and sporting events.

## STATISTICS/INFORMATION

- Estimated Visitor Spending associated with sports events was \$10.47 billion in 2016. (National Association of Sports Commissions)
- The United States youth sports economy (includes everything from travel to private coaching to apps that organize leagues and livestream games) is now a \$15.3 billion market. (Wintergreen Research)
- The Nation's youth-sports industry has grown by 55% since 2010.
- ECONOMIC IMPACT
  - Average \$85 per day per person
  - Multiplier = 2.12
  - Multiplier for 14 and under Girls = 2.66

### Example:

Family of 4 comes to Crossville for Baseball Tournament for 3 days;

- 4 Tourists x \$85 x 2.12 Multiplier x 3 days

○ Impact \$2,162.40

- The Money generated by Tourist spending multiplies as it passes through the various sections of the economy. From an initial investment or expenditure, there occurs one or more primary effects such as income and expenditure. These primary effects produce secondary effects. For example, the money paid by the tourist in paying his hotel bill will be used by management to provide for the costs that they incurred in meeting the demands of the visitor; food, drink, furnishings, utility bills, and so on.

## INFORMATION FROM 2014 PARKS AND RECREATION MASTER PLAN

- TOP 5 YOUTH SPORT ACTIVITIES PARTICIPATED IN;
  - 1) BASEBALL LEAGUE
  - 2) BASKETBALL LEAGUE
  - 3) SOCCER LEAGUE
  - 4) SOFTBALL – FAST PITCH
  - 5) CHEERLEADING
  
- TOP 5 YOUTH SPORT ACTIVITIES WOULD LIKE TO PARTICIPATE IN;
  - ARCHERY
  - SWIM TEAM
  - INDOOR SOCCER
  - DISC GOLF LEAGUE
  - BASKETBALL LEAGUE
  
- TOP 5 ADULT SPORTS ACTIVITIES PARTICIPATED IN;
  - SOFTBALL LEAGUES
  - FLAG FOOTBALL LEAGUES
  - BASEBALL LEAGUES
  - FISHING
  - GOLF LEAGUES
  
- TOP 5 ADULT SPORTS ACTIVITIES WOULD LIKE TO PARTICIPATE IN;
  - OUTDOOR FITNESS CLASSES
  - KAYAKING/CANOEING
  - CO-ED VOLLEYBALL
  - FISHING LEAGUES
  - VOLLEYBALL LEAGUES

### STAFFING ASSESSMENT

- 1) PROGRAM MANAGER (NEW POSITION)
  - a. Implement City Recreation programs and manage the existing athletic associations and other clubs and organizations that operate in the Parks.
- 2) PARKS MANAGER (NEW POSITION)
  - a. Recommended to oversee a complete maintenance program for the park system. Will manage outside maintenance contracts, oversee the work order program and direct maintenance staff throughout the park system.

### CREATION OF A CITIZEN ADVISORY BOARD