



Your Passion. Our Purpose.



KEMPERSPORTS**VENUES**

2023

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Our mission is to be the best golf, sports, entertainment and hospitality management company, delivering outstanding customer experiences, operational excellence and innovative client solutions in a socially and ecologically responsible manner.

“Our business has been built on providing outstanding service to our clients, customers and staff, one property at a time. Our passion is delivering creative, innovative solutions that deliver real results.”

Steve Skinner,
CEO, KemperSports

National scope, local focus.

Our portfolio reaches from golf management and event marketing to multi-sport complexes and unique destination resorts.

KEMPERSPORTS**VENUES**

Years of Experience

40+

Team Members

7,000

Facilities in Portfolio

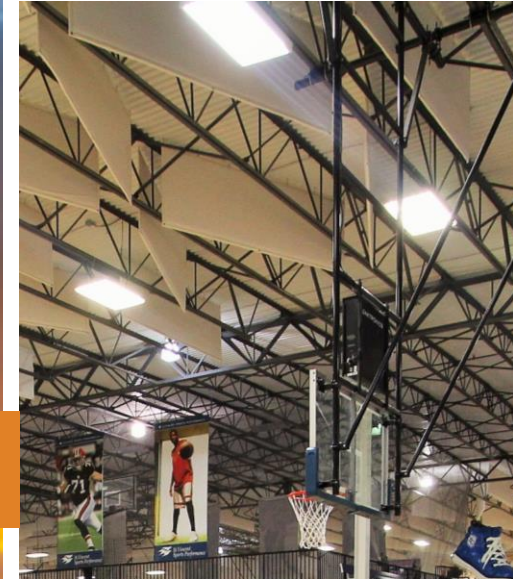
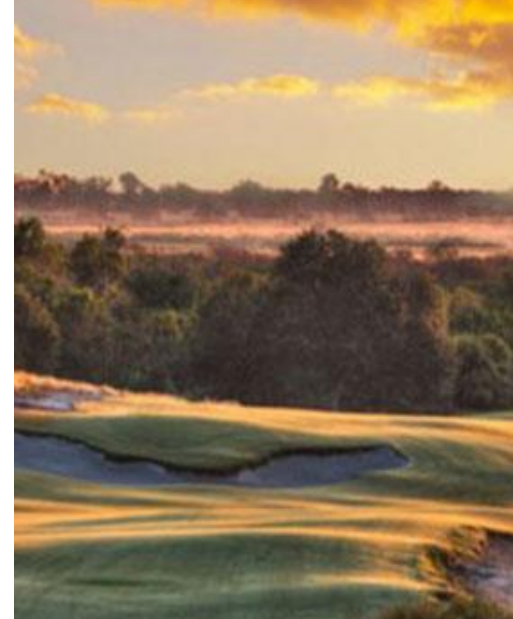
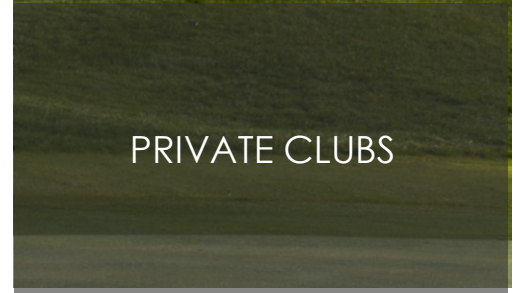
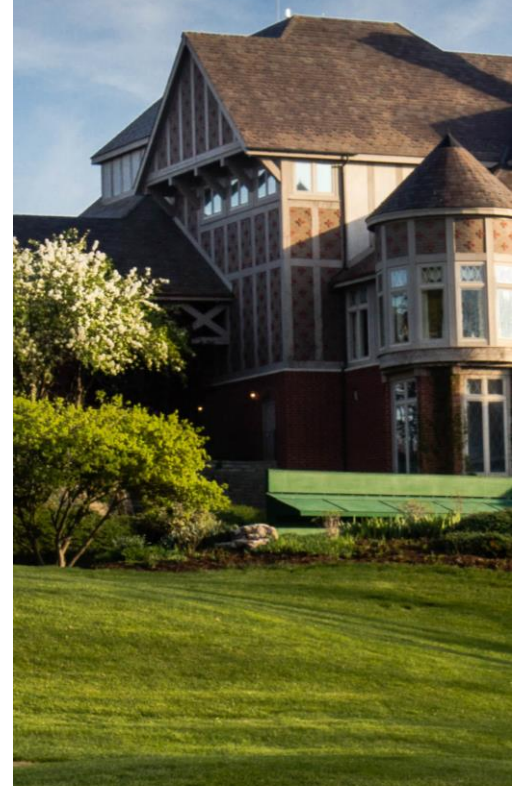
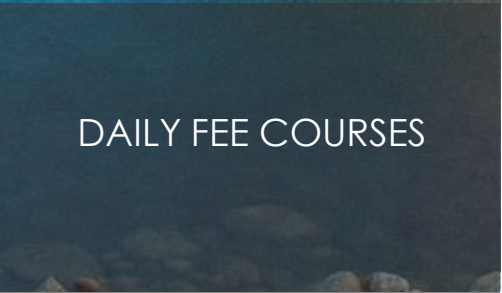
140+

States in Operation

26

Municipal Clients

35



A photograph of a baseball player in a camouflage jersey and a cap with an American flag, running through a tunnel of teammates who are reaching out to high-five him. The scene is set on a baseball field with a blue outfield fence in the background.

Sports Tourism By the Numbers

Communities nationwide are capitalizing on the significant and sustained increase in travel driven by people's desire to attend or participate in sports-related events and activities.

A catalyst for economic growth.

Sports tourism injects a significant financial boost into local economies.

Data according to Sports ETA
State of the Industry Report for 2021.

KEMPERSPORTS**VENUES**

Total Direct Spending

\$39.7B

Total Economic Impact

\$91.8B

Jobs Created

635,000

Total Tax Revenue

\$12.9B

Sports Traveler Spending by Industry

In 2021, sports travelers, event organizers, and venues spent \$39.7B across a range of sectors:



\$9.7B Transportation



\$8.4B Lodging



\$7.5B Food and Beverage



\$5.3B Recreation



\$5.0B Retail



\$3.7B Tournament Operations



A background image of two volleyball players in red jerseys and black shorts, positioned on either side of a net. They are both reaching out with their hands towards the net. The background is slightly blurred, showing a crowd of spectators in a gymnasium. A large, semi-transparent grey diamond shape is overlaid on the image, serving as a design element for the text.

Value of Sports Tourism

Sports tourism events serve as platforms for bringing communities together through shared experiences and offer substantial value by generating economic, social and cultural benefits that contribute to the overall development and well-being of a community.



Economic Impact.

Sports tourism events attract event attendees, participating teams, families and supporters, officials and staff, increasing hotel occupancy rates while stimulating the local economy and positively impacting the tourism sector.

Revenue Generation.

Visitors spend money on accommodation, food and beverage, transportation, and entertainment, which, in turn, supports local businesses and stimulates growth.

Job Creation.

Sports tourism events generate employment opportunities across various sectors such as hospitality, food and beverage, transportation services, event management, retail and merchandising, tourism operations, marketing, security and safety, and facility maintenance.

Community Engagement.

Sports events foster community engagement by bringing people together through shared experiences. When cities or regions host sports tourism events, it encourages active participation from residents and visitors alike, resulting in a range of community benefits.

Community Development.

Sports tourism drives community development by boosting the local economy, creating jobs, enhancing infrastructure, and fostering a stronger sense of community identity, positively contributing to the growth and prosperity of the community in both the short and long term.



Infrastructure Development.

Hosting sports events on a local, regional or national scale often necessitates infrastructural improvements such as hotels, dining and entertainment venues, green spaces, and transportation systems. These infrastructure upgrades have a lasting impact, benefiting residents long after sports events conclude.



Real Estate Value.

Well-developed communities often become sought-after locations due to their desirable amenities, recreational facilities, improved infrastructure, and a positive quality of life. These factors can enhance the value of real estate and influence property prices and demand.



Destination Promotion.

Hosting sports events enhances a community's visibility, drawing attention to its unique culture, heritage, traditions, and attractions. This encourages non-sports-related tourism and drives return visits for personal leisure or business travel.



Extension of the Tourist Season.

Sports events can help extend the tourist season beyond the traditional peak periods, attracting visitors to your local community or region during off-peak times and generating additional revenue for your community.



Promotion of Active & Healthy Lifestyles.

Sports tourism promotes active and healthy lifestyles that help create strong, vibrant, and inclusive communities for all residents. Community events focused on sports, health and wellness, and recreational activities can inspire both residents and visitors to embrace an active and healthy lifestyle.

Facility Development Best Practices

Developing a sports complex is a significant endeavor that requires careful planning and consideration.

Consider these tips when developing a complex that truly benefits the community and provides an engaging environment for youth sports and recreation activities.



FACILITY DEVELOPMENT

Community Engagement

Involve parents, coaches, athletes, and other community stakeholders, in the planning process. Their input can provide valuable insights into the types of facilities, amenities, and programs that would be most beneficial.

Master Plan

Develop a comprehensive plan that outlines the layout, design, and features of the sports complex. This plan should consider the various sports fields, indoor facilities, parking, pathways, seating areas, and any additional amenities.

Needs Assessment

Conduct a thorough needs assessment to determine the demand for diverse types of youth sports and recreational activities in your community. Identify the age groups, sports preferences, and facility requirements to ensure the complex meets the actual community needs.

Budget & Funding

Determine the budget for the project, considering both initial construction costs and ongoing maintenance expenses. Explore various funding sources, such as grants, private sponsorships, public-private partnerships, and community fundraising efforts.

Location Selection

Choose a suitable location that is easily accessible and centrally located within your municipality. Consider factors such as transportation, proximity to other recreational assets, and the potential impact on nearby residential areas.

Environmental Impact

Preserve green spaces, consider energy-efficient design, and implement sustainable practices.

Multi-Sport Facilities

Design the complex to accommodate a variety of sports and recreational activities. This maximizes the utilization of the complex and makes it more versatile for different age groups and interests.

Amenities & Services

Consider including amenities such as restrooms, concessions, picnic areas, playgrounds, and multipurpose rooms. These facilities can enhance the overall experience for both participants and spectators.

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FACILITY DEVELOPMENT





FACILITY DEVELOPMENT

Safety & Security

Prioritize the safety of participants, spectators, and staff.

Parking & Traffic

Plan for sufficient parking spaces to accommodate the expected number of visitors. We often suggest planning for four spaces per 1,000 square feet for indoor complexes and 100 spaces per field for outdoor complexes. Address potential traffic congestion issues by designing appropriate entry and exit points.

Accessibility

Ensure the sports complex is designed with accessibility in mind. This includes wheelchair ramps, accessible parking, and facilities that cater to individuals with disabilities.

Programs & Partnerships

Create a diverse range of youth sports and recreational programs to cater to various interests and skill levels. Collaborate with local sports organizations, schools, and clubs to develop partnerships that enhance program offerings.

Long-Term Sustainability

Think about the long-term sustainability of the complex. Develop a plan for generating revenue through facility rentals, tournaments, events, and sponsorships to cover ongoing operational costs.

Management Partnership

Consider partnering with a third-party management company. Management companies specialize in operating sports complexes and recreational facilities.

Management Expertise

Management companies can bring a wealth of expertise and experience in managing various aspects of the facility including maintenance, programming, marketing, and customer service.

Municipality Success

By considering these tips and involving relevant stakeholders, a municipality can develop a sports complex that truly benefits the community and provides an engaging environment for youth sports and recreation activities.

KEMPERSPORTS**VENUES**

FACILITY DEVELOPMENT



Thank You, Great Rivers & Routes of Southwest Illinois

We look forward to the prospect of partnering with your team to help grow sports tourism in the Great Rivers and Routes region of Southwest Illinois.

Let's connect. Reach out to our team with any questions or to continue the conversation.



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Statement of Confidentiality

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