



CITY OF SARALAND SELECTS KEMPERSPORTS TO MANAGE NEW SPORTS AND RECREATION COMPLEX, “THE LAND”

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EXPANSIVE PROPERTY TO FEATURE PREMIER INDOOR AND OUTDOOR MULTI-SPORT AND EVENTS FACILITIES

NORTHBROOK, Ill. and SARALAND, Ala., Jan. 31, 2024 – [KemperSports Venues](#), a division of [KemperSports](#), has been selected as the property manager by the [City of Saraland, Alabama](#), for “The Land,” the City’s expansive new multi-use sports and recreation complex, overseeing venue coordination and event operations.

“We retained KemperSports earlier this year to serve as design, development and marketing consultant for The Land, and we’re thrilled to expand our partnership with them as the complex’s property operations manager and venue coordinator,” said Saraland Mayor Dr. Howard Rubenstein.

“KemperSports’ proven track record of success in managing and enhancing premier sports venues, along with its hospitality-driven approach, aligns perfectly with our vision of providing Saraland with a top-tier facility that will greatly increase recreational opportunities for our residents and serve as a sought-after destination for sports tournaments and events across the region. The Land is going to be unlike anything our city has ever seen. We cannot wait to welcome our community members and guests.”

The state-of-the-art complex will feature an expansive outdoor venue with five multipurpose fields for football, soccer, lacrosse and field hockey; eight baseball and softball diamonds, including a 400-foot regulation-size field; three tennis courts; pickleball courts; three beach volleyball courts; full-service concessions; hiking path/trails; and an event lawn. The Land’s indoor recreation center will feature four basketball courts, eight volleyball courts, an indoor track, fitness center, family entertainment center, and adaptable event spaces complete with food and beverage amenities.

The projected completion date for the entire complex, which includes the outdoor facilities and the indoor recreation center, is spring 2025.

“We are honored to partner with the City of Saraland and be entrusted with the coordination and oversight of venue and event operations, and day-to-day management of The Land, which promises to be a truly unique and special venue,” said KemperSports CEO [Steve Skinner](#). “Our goal is to help deliver and grow the city’s vision for a renowned sports and recreation venue

that will serve its residents, surrounding communities and the region for years to come.”

[KemperSports Venues](#) develops and manages youth, amateur and recreation sports facilities nationwide, bringing a wealth of venue management experience to The Land, specializing in operational excellence, innovative programming, events and community-driven initiatives. It aims to provide premier amenities and services to create a vibrant hub for athletics and recreation in and around Saraland.

“We share in the City of Saraland’s commitment to fostering a thriving sports and recreation community, promoting health and wellness, and creating enduring memories for residents and guests,” added [Steve Goris](#), senior vice president of KemperSports Venues. “Our team is committed to delivering exceptional experiences for residents, athletes, families, coaches, spectators, and visitors, ensuring ‘The Land’ becomes a premier destination for sports, entertainment and recreation in the Gulf Coast region.”

To learn more and receive updates about the facility, visit thelandatsaraland.com.

About KemperSports:

[KemperSports](#) is a leading sports, entertainment and hospitality company that delivers operational excellence in property and experience management. Headquartered in Chicago with regional offices throughout the U.S., KemperSports manages more than 140 golf courses, private clubs, sports venues, and destination resorts nationwide. For more information about KemperSports, visit www.kempersports.com.

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Media Contact:

Gehrig Parker, KemperSports
gparker@kempersports.com | 847-977-3400