

**ACTION 5A**

## Sportsplex

## Both a community and sports center

Trigg County is definitely a summer haven. Visitors and part-time residents flock to the area from Memorial Day to Labor Day which gives businesses in the area a four month window to make the majority of their money. Due to hunting and fishing seasons in the Fall and Spring, this season is extended a bit but all and all, revenue slows down as cooler weather approaches. This is typical in most lake-based communities whose peak season is summer and the primary revenue for many of the commercial businesses comes from tourists.

So what do businesses do the rest of the year? Some cut their hours and others shut down completely. This does not have to be the case. **Many communities are going after youth sports tournaments which has become a \$7 billion industry in travel alone with most parents spending upwards of \$300 to \$800 a month on travel, meals, shopping and entertainment between games and that does not even include the cost for participation.**

Youth sports are commonly defined as nonschool-related sport activities that include baseball, softball, soccer, basketball, volleyball and gymnastics. The sports are usually organized through local programs such as Little League or groups such as soccer clubs, and are funded by donations, fees and business sponsorships.

In an article by CNBC's Mark Koba, it is estimated that ***"at least 35 million kids between 5 and 18 currently play an organized sport each year in the U.S. Of that, 21 million are involved in nonschool youth sports, which have been expanding. Youth soccer, for example, has risen from 2,388,000 players in 1995 to 3,020,000 in 2012—with a near-even split between girls and boys."***

***"Youth sports tourism wasn't even a category four years ago, and now it's the fastest-growing segment in travel,"*** said Dave Hollander, professor at New York University's Tisch Center for Hospitality, Tourism and Sports. ***"You've got millions of kids involved, parents spending thousands of dollars, and cities building facilities to host events and chase tourism dollars,"*** he said. ***"It's just huge."***

Providing a sportsplex facility that could accommodate large multi-day indoor basketball, soccer, archery and volleyball tournaments throughout the Fall, Winter, and early Spring months could help lodging facilities, restaurants and shops generate as much money in the off-season as they do during their prime summer season. This would also create year-round jobs and increased revenues throughout the year which Trigg County needs.

## A COMMUNITY-BUILT SPORTSPLEX

Both County and City officials in Trigg County have expressed interest in building a Sportsplex for their citizens. And to this end, a Sportsplex committee has been created to gather information, develop conceptual plans, estimate costs and locate available land. From the committee's research, it is estimated it will cost approximately \$4.5 million dollars to build & equip such a facility. **If the citizens of Cadiz-Trigg County truly want a Sportsplex, everyone needs to come together to "make it happen".**

According to U.S. Census, there are 5,935 households in Trigg County. **If every household were to give just \$500, over \$3 million dollars will be raised.** Match that amount with \$1 million from both the County and City governments, Trigg County will have the funds to build a state-of-the-art Sportsplex facility that could include many of the amenities mentioned on the following pages including a waterpark to replace the recent closure of the public swimming pool.

Understanding that not every family in Trigg County can pledge \$500, there should be opportunities in which those wanting to contribute more could get added benefits. One Sportsplex in East Kentucky had sponsors featured on the basketball floors, on banners around the facilities, and on equipment. One family donated all the bleachers and a business provided all the sound equipment at cost. Full courts could be sponsored by one organization and maybe a room dedicated to a friend or family. All are possibilities.



*Thacker Grigsby Telephone Co. sponsored this court for \$5,000, renewable every three years when the floors are refinished.*



*Local family eye care business, the city police & fire department and others purchased banners for an annual \$1,000 donation.*



## CRUCIAL STEP: Establish Board and Hire a Professional

There needs to be a Parks & Recreation Advisory Board in place and a qualified director hired, first to oversee the fund raising, then the construction, and finally the operations of the center. It is crucial that a person(s) be hired who have the skills to accomplish these three critical tasks. *A job description for Trigg County Sportsplex Director/Fundraiser PRIOR to Facility being Constructed and Staff required AFTER Sportsplex opens in provided in APPENDIX G.*

**A MULTI-USE FACILITY DESIGNED FOR ALL AGES**

The Trigg County Sportsplex should be a place where families, children and seniors go to recreate. Along with the basketball & volleyball courts, the facility should include an indoor walking track, weight room, fitness center, and meeting rooms that could also be used for yoga or other teacher led classes, craft classes and more. *Note: At this time, there are a large number of Trigg Countians who travel to Hopkinsville to utilize the YMCA and Planet Fitness facilities. This proposed facility should bring them back home.*



**Weight Room/Fitness**



**Walking Track**



**Fitness Classes, Zumba, Yoga**

The Sportsplex should also be designed to accommodate summer camps and afterschool programs, keeping in mind technology must be a crucial component. Essentially, the facility needs to be built with an eye towards the future and multi-use for ever expanding technology needs. For instance, there needs to both computer and gaming areas incorporated into the plan.

Indoor Archery Tournaments, Wrestling Competitions, Car & Boat Shows, Hunting & Fishing Expos, Quilt & Craft Shows are just a few of the special events that could be held in Trigg County if such a facility existed.



**Archery Tournament**



**KY Hunting & Fishing Expo**



**Boat & RV Show**

To draw people to the facility during the summer months, many facility directors recommend that an outdoor water park become part of the facility. The Sports Com at McKnight Park in Murfreesboro TN converted their outdoor swimming pool into a waterpark a few years ago increasing revenue between Memorial Day to Labor Day by over 400% and concessions by 300%. Manchester TN also added a small waterpark outside their sportsplex facility that has become a huge draw for their facility during the typically slower summer months greatly increasing their revenue and bottom line.



**Waterpark at Sportsplex in Murfreesboro TN**

And many facilities have found that closing their facilities to the public at 5:00 pm on weekends and renting out both the facilities and pool can be quite lucrative, generating thousands of dollars in rentals and reducing overall staff costs significantly.

**ACTION TO TAKE:**

**First and foremost, Cadiz-Trigg County Tourism Commission has a \$1,000,000.00 grant pending that requires land be purchased before grant is awarded.**

**STEP 1. PURCHASE THE LAND**

- A. Cadiz-Trigg County Tourism Commission needs to purchase the 15 acres\* just off Lakota.** The land is strategically located within the city limits yet has easy access via the Bypass for those residents living in the county.

**Recommendation:**

- 1. Take out a low interest loan. With a guarantee of incoming restaurant tax, this should be no problem.**
- 2. Pay \$5,000 a month for 5 years. That is \$60,000 per year as a line item on Tourism's budget. And be sure to take out a loan that allows one to pay off early with no penalty.**

**STEP 2. OBTAIN THE GRANT**

**Also, get an agreement from both the City and County** that if the Tourist Commission purchases the land and \$2 million is raised through pledges, the **City and County will match the amount pledged** with the City and the County each contributing \$1 million towards construction costs.

**STEP 3. FORM A PARKS & RECREATION ADVISORY BOARD.**

*Note: This could be the existing Sportplex Committee.*

**STEP 4. HIRE A FULL-TIME FUNDRAISER/FACILITY DIRECTOR.**

**MUST BE QUALIFIED AND EXPERIENCED!** See Job Description in APPENDIX G.

- A. Have conceptual plans drawn up overseen by the Facility Director.**  
People have to be able to visualize the Sportsplex.

**STEP 5. IMMEDIATELY START A "FULL COURT PRESS" TO RAISE \$2,000,000.**

- A. Create an on-going media blitz and on-going buzz throughout the community. Get people synergized that this is indeed going to happen! And don't slow down until the goal is reached! 30 Days to accomplish at the minimum Steps 1-3. Let's get it done!**

**AND MOST IMPORTANT! Keep the Public informed every step of the way!**

**ACTION TO TAKE:** Put up a LARGE sign that provides a checklist of things that must happen to make the Sportsplex a reality and then start checking off each step as it is accomplished!

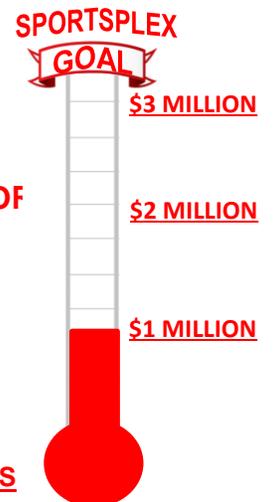
## OUR COMMUNITY IS BUILDING A SPORTSPLEX TOGETHER!

- STEP #1: Purchase Land.
- STEP #2: Raise the first \$1,000,000.
- STEP #3: Hire a full-time Fundraiser/Facility Director.
- STEP #4: Design plans developed.
- STEP #5: Start a “full court press” to raise \$2,000,000.

Follow our progress on [GoCADIZ.com](http://GoCADIZ.com)



1. Announce when the TOURIST COMMISSION purchases the 15 acres.
  - Move sign to site where Sportsplex will be built and put a big red check in the box.
2. Make a BIG DEAL of being awarded the first \$1 million dollar grant.
3. Establish and announce the creation of the PARKS & RECREATION ADVISORY BOARD and its members.
4. Announce search for FULLTIME FUNDRAISER/FACILITY DIRECTOR post the qualifications in the newspaper and on the radio's website.
5. Announce when this person is hired and in place.
6. Immediately PUT UP “THERMOMETERS” around the community showing the progress and money raised thus far.
7. Make announcements of any and all sponsorships, naming rights etc. as they come in.



**AND TRY TO MAKE THE FIRST FOUR ACTIONS ABOVE HAPPEN IN 30 DAYS OR LESS TO KEEP THE SPORTSPLEX IN THE NEWS AND ON EVERYONE'S MINDS.**

PLEASE NOTE: At this time, **DO NOT purchase the other 30+ acres.**

*Talk with the landowner and see if the Tourism Commission could have FIRST OPTION on the property but do not purchase it now. There is no hurry at this point to go into a large debt to own all the land at once. 15 acres is enough land to build an indoor Sportsplex facility, small outdoor waterpark, and large parking lot. The county already provides the outdoor athletic fields out at the Complex. Let this continue until the Sportsplex is up and running and bringing in revenue at which time the County can entertain the concept of relocating the Complex next door to the Sportsplex.*