A hand-drawn architectural plan for a youth facility is spread out on a table. The plan shows various rooms, some numbered (1-12), and outdoor areas with trees. A hand is using a black marker to draw on the plan. A roll of white paper is partially unrolled over the drawing.

Lexington Sports Park
Multi-Sport Youth Facility Plan
March 15, 2016



Overview

Council Work Session – Tuesday March 15, 2016

I. Project Overview

II. Economic Impact

III. Partnerships

IV. Funding

V. Business Plan

VI. Next Steps

VII. Questions

Importance

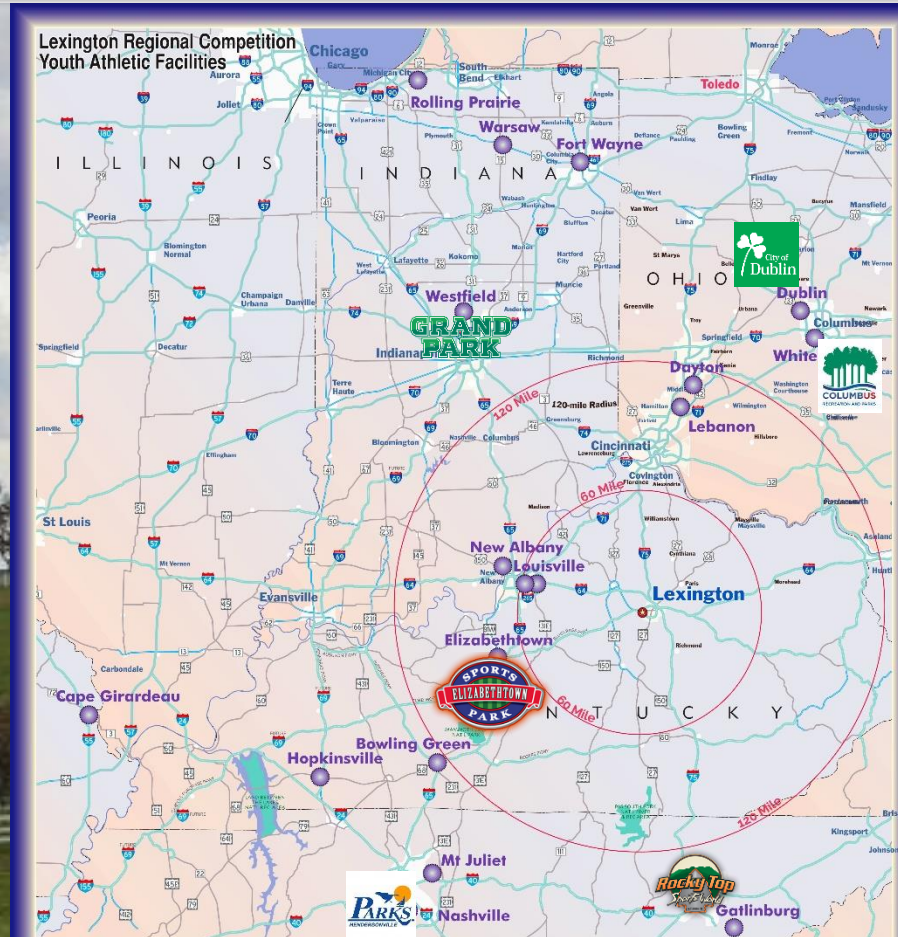
Research projects Lexington could reap an economic benefit of \$23 Million annually as a result of the creation/development of this facility.



Tourism for youth sports is exploding and last year was a \$7 billion industry in US travel alone.

Lexington is perfectly situated.

At the crossroads of two main interstates and within a days drive of two-thirds of the U.S. population, Lexington is perfectly situated to reap the benefits of the Sports Plex.



Lexington has an opportunity to capitalize on hosting premier tournaments bringing in 300,000 visitors annually.

A major tourism destination

This Sports Park will be unmatched in the area and the venue will be a tourist attraction.

By the Numbers...

- ✓ 43,275 Kids are playing youth sports in Lexington
- ✓ 616,150 Kids are playing youth sports in Kentucky
- ✓ The Sports Park generates nearly 50,000 Hotel Room Nights per year
- ✓ Each person in the travel party averages \$100 per-day in spending
- ✓ 6,700 + Teams, over 140,000+ athletes will visit the park annually
- ✓ Generate \$454 Million in total spending over 20 years
- ✓ 100,000 soft drinks, 25,000 hot dogs, 25,000 ice cream cones and 10,000 bags of popcorn are sold per year
- ✓ A laser focus on large participant outdoor sports:
Soccer, Baseball, Softball, Lacrosse, Football

A future for our youth

Lexington is out of field space for our children a mixed-use option for our local kids and tourism fills a need and is the ideal solution for our community.



The Sports Park addresses the issue of limited athletic venues and scheduling challenges while providing our young athletes a place to practice, play and perfect their sport

The Game Plan

Meetings with Mayor Gray, his staff and Council have helped us understand what needs to happen to make this a reality for our city.

- I. Complete Economic Impact Study and due diligence
 - II. Define Partnerships/User Groups
 - III. Raise Private Funds
 - IV. Meet with Urban County Council
- 

Four Main Tasks...

This project has been analyzed and discussed for years, now is the time to move this project forward.

Due Diligence

- I. The Bluegrass Sports Commission (BSC) and VisitLex engaged renown Hunden Strategic Partners to complete an independent Economic Impact & Feasibility Study.
- II. We interviewed and learned the needs of the community to develop the right asset mix – teams with a large number of participants, outdoor sports
- III. Researched with top design firms to understand construction and operation budgets.
- IV. Interviewed and met with operators to ensure this is a self-sustaining state-of-the-art Sports Park.

Partnerships and User Groups

The Sports Park will be programmed with some of the best leagues and organizations in youth sports.



Funding Structure

The Bluegrass Sports Commission has commitments totaling more than \$6,000,000.

Funding Structure

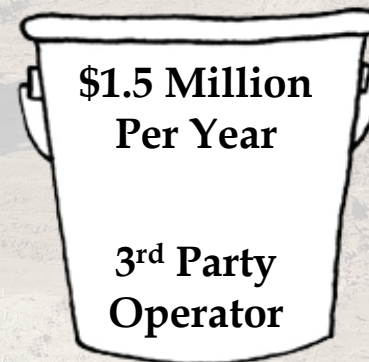
Land lease	\$1 per year for 99 years
LFUCG	\$18,750,000
BSC Sponsorships	\$6,250,000
Total:	\$25,000,000

Construction Costs



The BSC has raised 25% of the capital funds necessary to build this Sports Park.

Operation Costs



The BSC has interviewed and could secure a commitment from a 3rd party to manage & guarantee any fiscal shortfalls.

Sports Park – Proposed Location

The project sits on 134 acres of property bordering New Circle Rd. and Versailles Rd.



Lexington Sports Park

Site Capacity – This visual only shows what is possible given the land, this by no means is a final site design or even how we envision the Sports Park looking.



State of the Art Facility

An innovative sports park which configures for Baseball, Softball, Soccer, Football and Lacrosse tournaments.



Removable fences, synthetic turf and custom designed field paint create multi-purpose fields perfect for youth sports.

State of the Art Facility

An innovative sports park which configures for Baseball, Softball, Soccer, Football and Lacrosse tournaments.



Championship and multi-purpose fields enable efficient flexibility for individual tournament design.

State of the Art Facility

An innovative sports park which configures for Baseball, Softball, Soccer, Football and Lacrosse tournaments.



Lexington will be on the cutting edge of this technology, currently these fields are being installed in Sandusky, OH and Panama City Beach, FL

State of the Art Facility

Customized Multi-Purpose Fields for each individual weekend.



Multi-Purpose fields being used in Panama City Beach, FL



Local Oversight

The Bluegrass Sports Commission will oversee the management and operations of the Sports Park, with representatives from LFUCG, FCPS and other stakeholders it's the ideal organization to bring the Sports Park to reality!

As a non-profit, 501(c)(3) organization, the purpose of the Bluegrass Sports Commission mission is to recruit, stage and create sports events in Central Kentucky for the purposes of economic development and improving the quality of life for the citizens.

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Next Steps

With the support of council we'll be able to take the next steps necessary to move this project forward

- I. Finalize Sponsorship Agreements
- II. Select Contract Management Team
- III. Formalize Site Design
- IV. Secure Leases with User Groups

