

DRAFT

Subject to Change



FINAL REPORT

**MARKET STUDY FOR A NEW SPORTS
COMPLEX IN FAIRHOPE, ALABAMA**

03.05.2025 // DRAFT V5 - SUBJECT TO CHANGE



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Disclaimer: This report relies on a variety of information and assumptions to develop market, financial, and economic projections. Information sources and assumptions include, but may not be limited to, information provided by GSA, the City of Fairhope, input and opinions provided by the City's relevant stakeholders and partners, Victus Advisors' industry experience and previous studies, and publicly available data from various industry sources. Any information collected by Victus Advisors has not been audited or verified and has been assumed to be correct. There will be differences between actual events and projections contained herein. We express no assurances of any kind related to any projected information, and differences between projections and actual events may be material.



1. INTRODUCTION



PROJECT BACKGROUND



Victus Advisors (or "Victus") was engaged in October 2024 by the **Gonzalez-Strength & Associates, Inc.** ("GSA") to conduct a market study for a new sports complex in the **City of Fairhope, Alabama** ("Fairhope" or the "City"). Victus' primary study goals include:

- a) **Local Market & Facility Analysis** - Develop a comprehensive profile of the strengths and weaknesses of Fairhope as a sports facility market.
- b) **Sports Market & Facility/Event Opportunity Analysis** - Benchmark Fairhope and Baldwin County against other comparable markets that have been successful with sports tourism facilities.
- c) **Market Demand Analysis & Facility Recommendations** - Develop recommendations for program needs and amenities (indoor and/or outdoor) that could be associated with a new sports complex in Fairhope.



STUDY METHODOLOGY



PROJECT KICKOFF

Client Kickoff Meeting

Site Tour

INTERVIEW PROCESS

Key Stakeholders - 10 to 15 identified with assistance from City

Regional Event Organizers - 15 to 20 from Victus' existing database of tournament event organizers

Online Community Survey - Fairhope residents

MARKET ANALYSIS

Demographic & Socioeconomic Analysis

Local Sports Programs/Facilities

Comparable Markets & Facilities

SWOT Analysis & Facility Recommendations



PROPOSED PROJECT SITE



Source: Esri

As shown above, the site (114 acres) considered for sports facility development is located at the intersection of County Road 13 and County Road 32.



PROPOSED PROJECT SITE (CONT.)

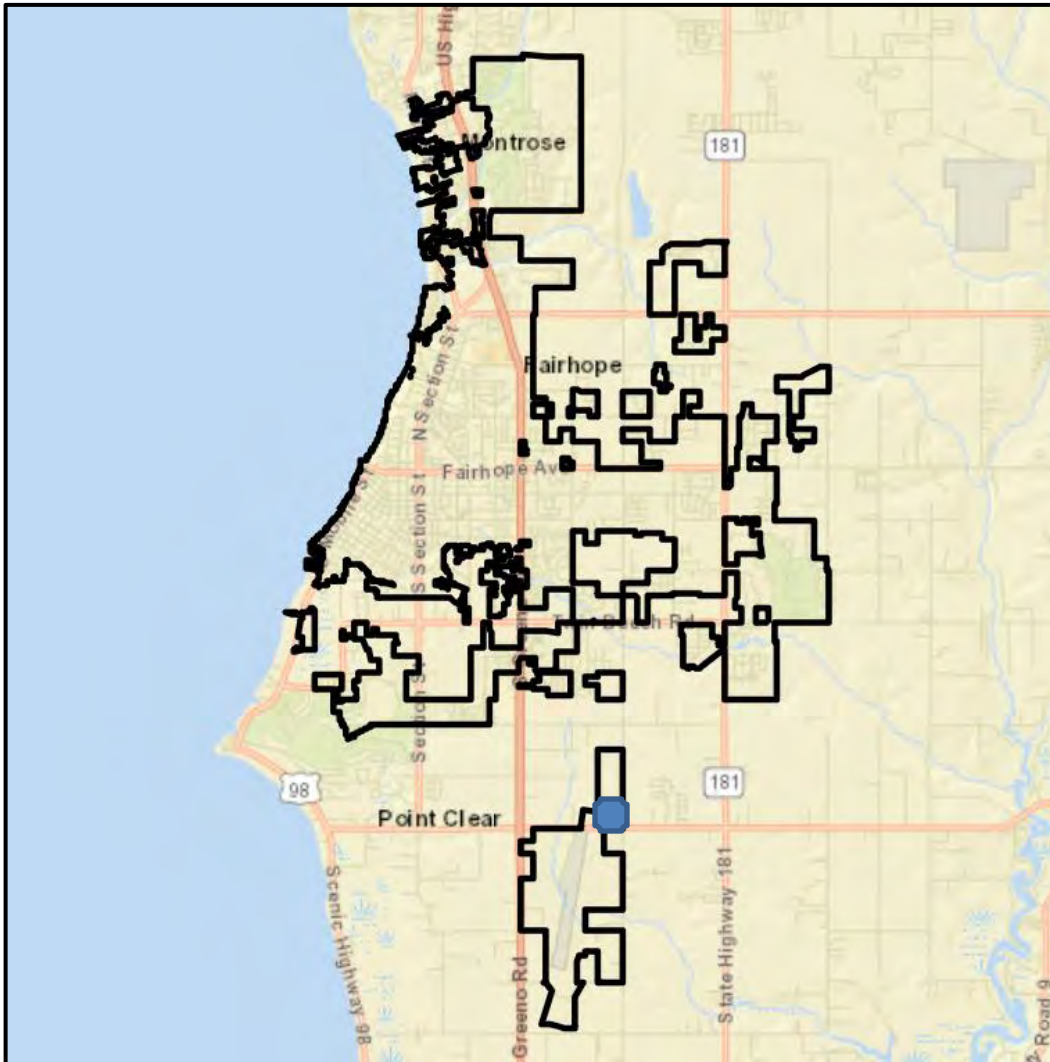




2. LOCAL MARKET DATA



CITY OF FAIRHOPE



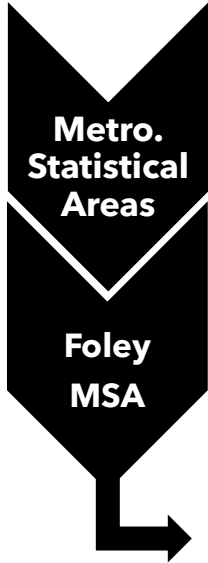
The City of Fairhope has an estimated population of 24,186.

Source: Esri

Note:  Denotes project site marker for the remainder of the report.

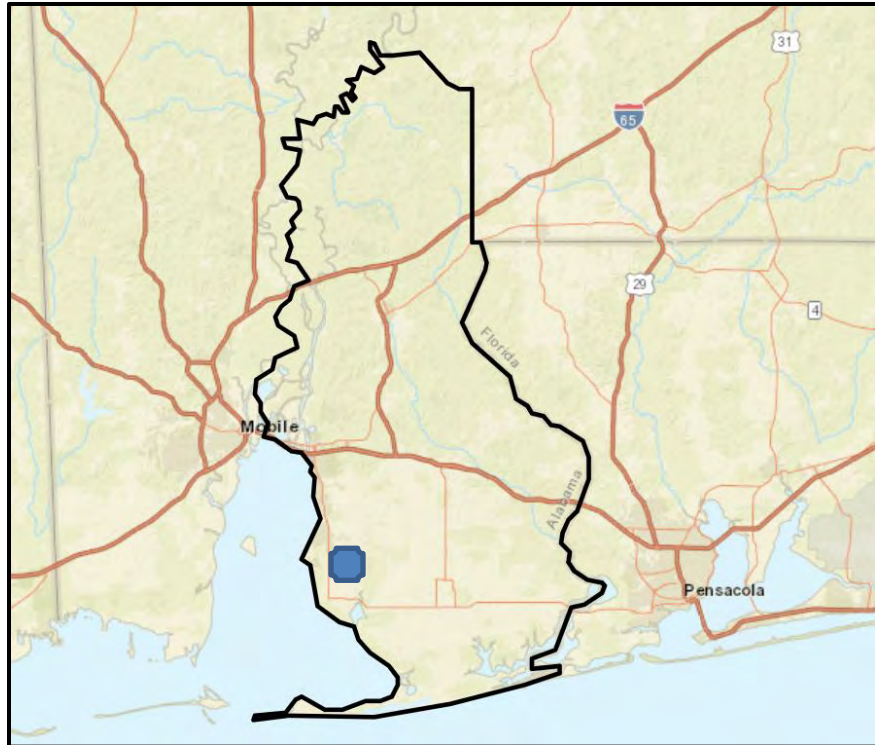


DAPHNE-FAIRHOPE-FOLEY MSA



- MSA's are defined by the U.S. Office of Management & Budget.
- They are defined by adjacent counties with a high degree of social/economic integration and an urban core of 50,000 people or more.

- The Daphne-Fairhope-Foley MSA ("Foley MSA" for the remainder of the report) is comprised of Baldwin County.
- The Foley MSA has a population of just over 256,000 people, approximately 9% of which live in the City of Fairhope.





MARKET PROFILE



	City of Fairhope	Baldwin County	United States
Population	24,186	256,041	338,440,954
Population Under 18	4,833	52,510	71,233,156
Percentage of Population Under 18	20.0%	20.5%	21.0%
Population Growth:			
Annual Pop. Growth (2000 to 2024)	2.6%	2.6%	0.8%
Annual Pop. Growth (5-year Projection)	1.5%	1.7%	0.4%
Projected Population (2029)	26,035	278,075	344,873,411
Median Age	47.8	44.1	39.3
Median Household Income	\$82,948	\$75,305	\$79,068
Adjusted Median Household Income (1)	\$87,776	\$79,688	
Total Households	10,049	103,831	130,716,571
Households With Children Under 18	6,728	70,980	83,629,781
Percentage of Households With Children	67.0%	68.4%	64.0%

Source: Esri

(1) Adjusted for cost of living according to Sperling

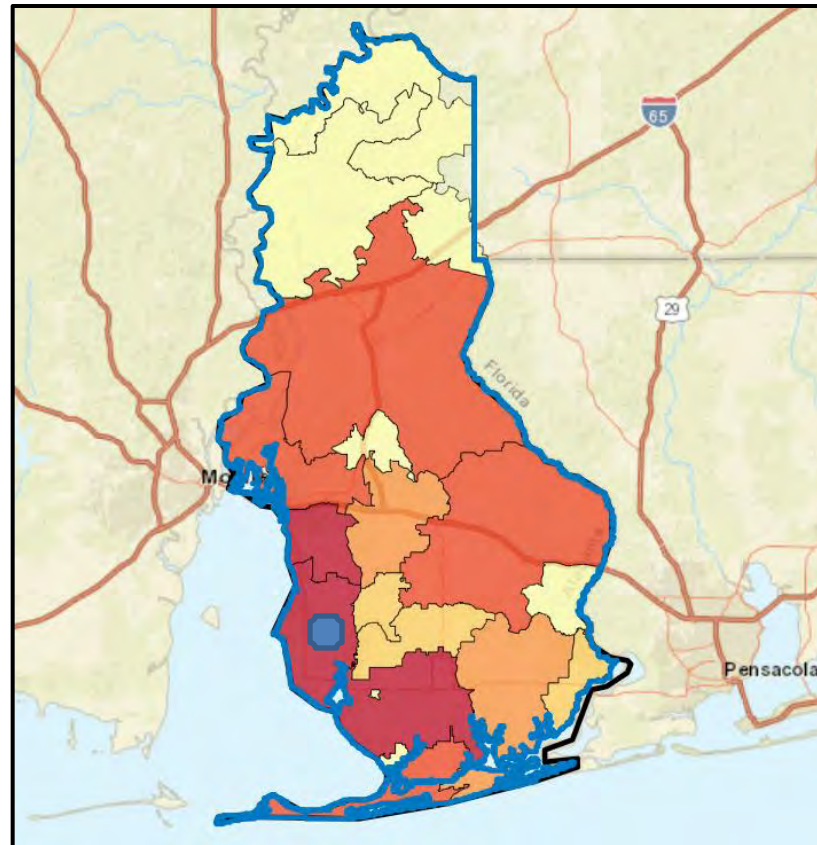
When comparing the City of Fairhope to Baldwin County (Foley MSA) and the United States, the adjusted median household income is higher. Median age in the City of Fairhope and Baldwin County is also significantly higher than the United States. Population growth for both the City of Fairhope and Baldwin County has grown at a much faster rate than the United States (over the last 20 years) and will continue to grow faster than the United States over the next five (5) years.



POPULATION DISTRIBUTION



Total Population by Zip Code		
■	30,609	to 40,966
■	13,568	to 30,608
■	8,021	to 13,567
■	4,060	to 8,020
■	234	to 4,059



Source: Esri

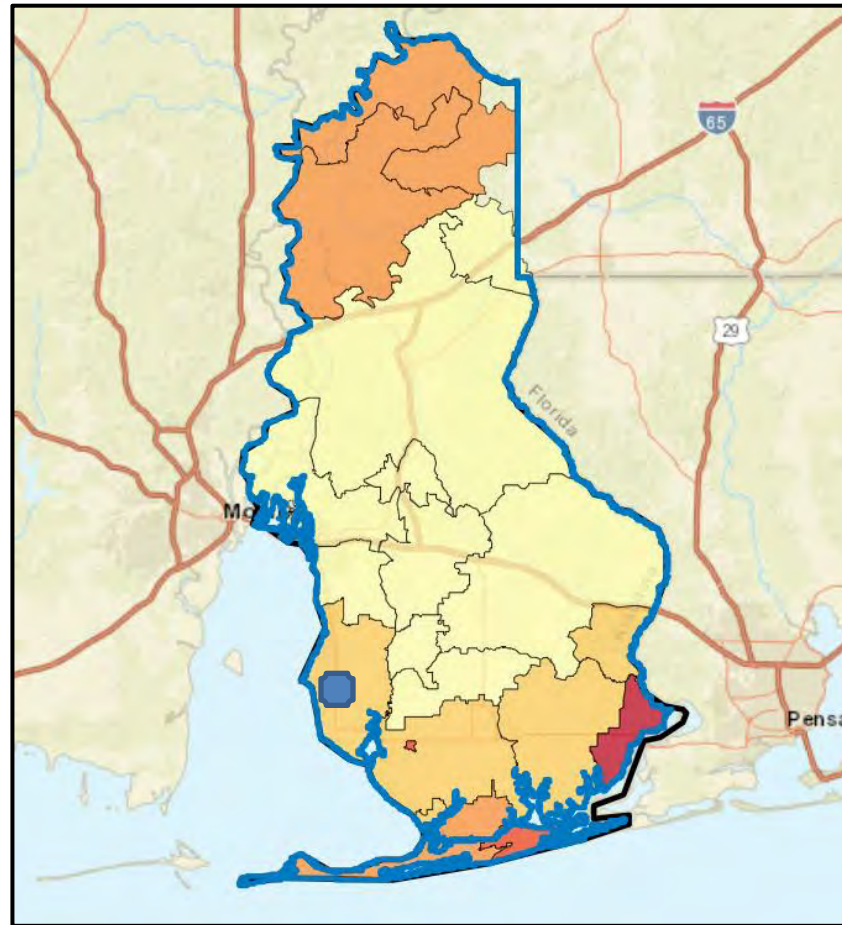
Population density in Baldwin County is highest in the southwest portion of the County in addition to some central and northern areas. Density is lowest in the northern portion of the County.



AGE DISTRIBUTION



Median Age by Zip Code	
■ 57.9 to 61.6	
■ 52.8 to 57.8	
■ 48.9 to 52.7	
■ 43.8 to 48.8	
■ 38.7 to 43.7	



Source: Esri

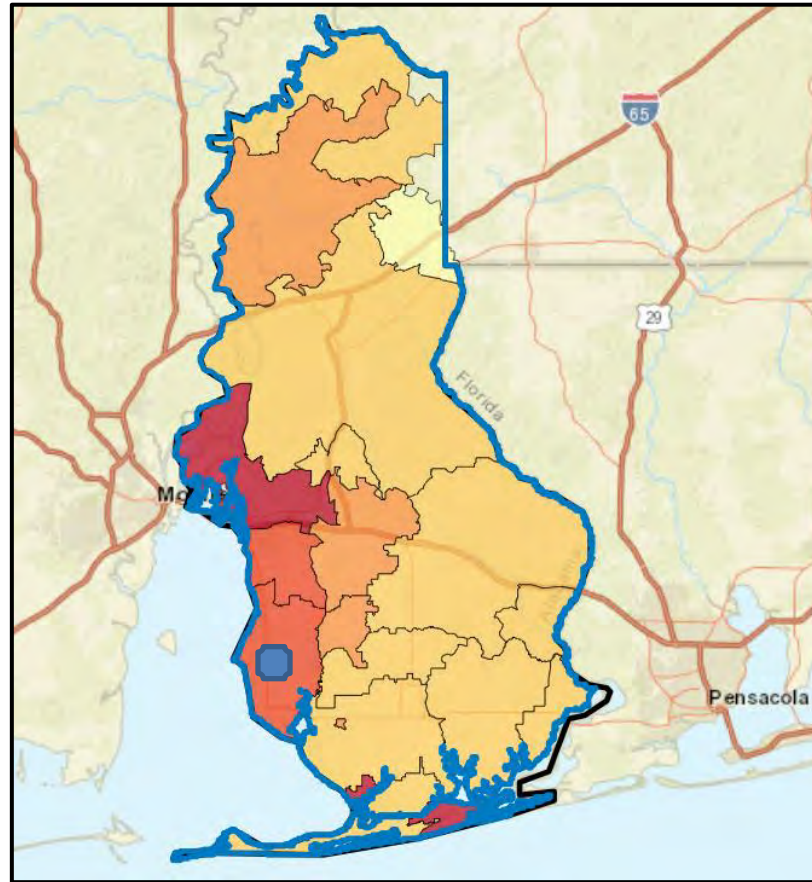
Median age is lowest in the middle of the County.



INCOME DISTRIBUTION



Median Household Income by Zip Code		
■	\$92,250	to \$106,909
■	\$80,478	to \$92,249
■	\$67,929	to \$80,477
■	\$47,558	to \$67,928
■	\$41,392	to \$47,557

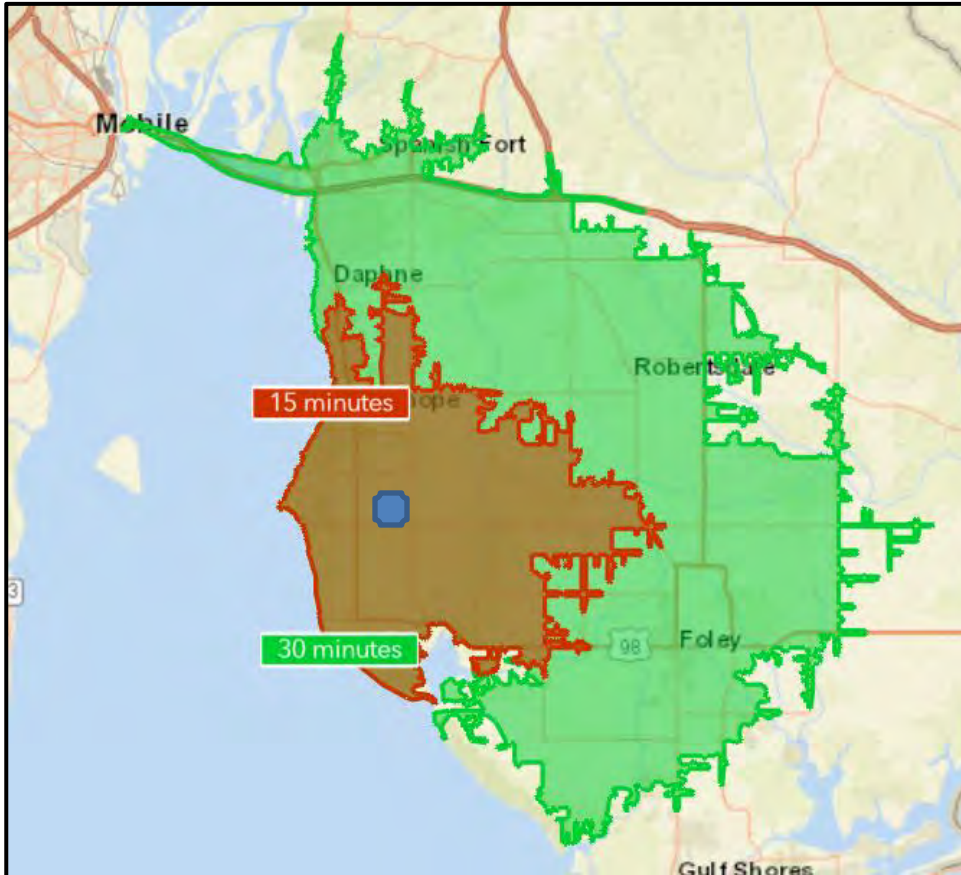


Source: Esri

Median Household Income is much higher in the west, particularly in areas near the water.



WEEKDAY SPORTS & EVENT USAGE DRIVE-TIME ZONES



Source: Esri

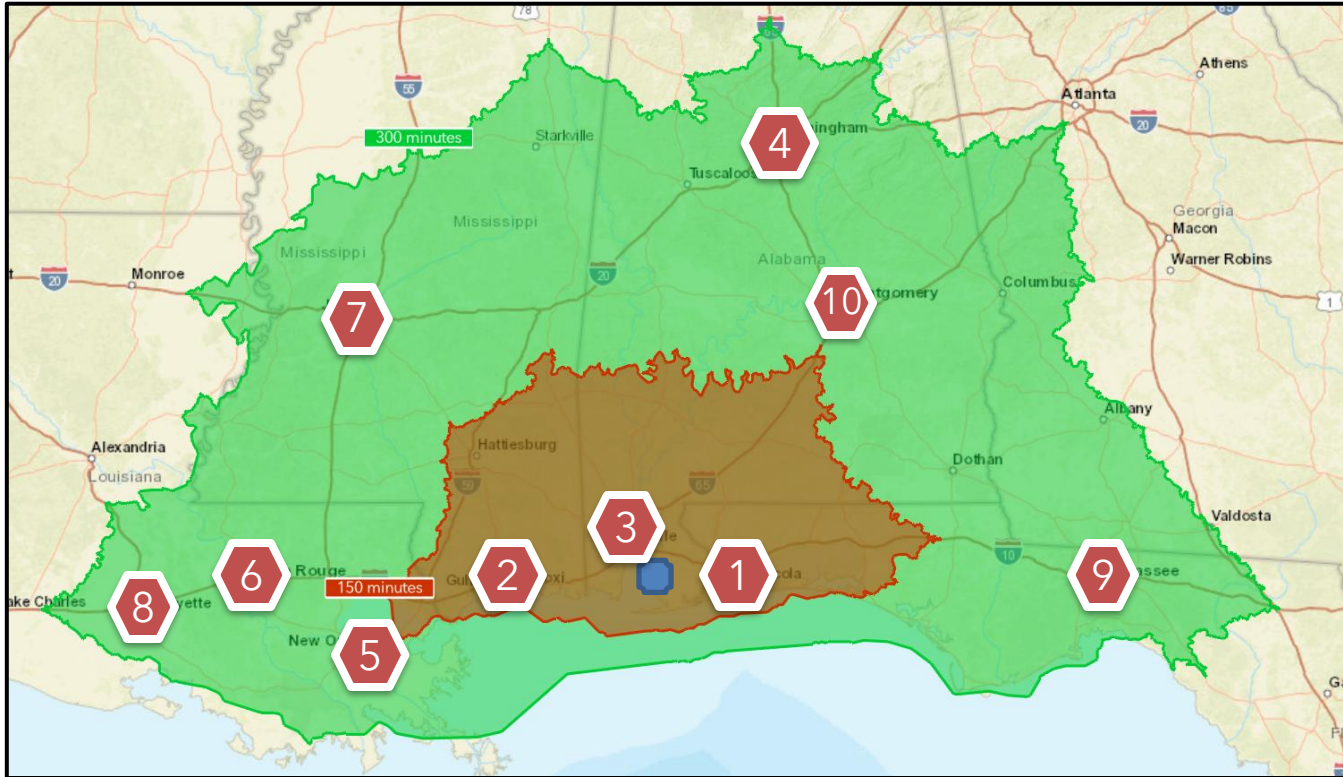
Based upon Victus Advisors' experience, primary weekday attendance for sports and event facilities (typically in the late afternoons and evenings) is usually drawn from within a 15-to-30-minute drive radius.

There is a population of just over 50,650 people within a 15-minute drive time of the project site and nearly 165,000 people within a 30-minute drive time.

Note: Regional, multi-day, weekend tournament attendance will typically be drawn from a much wider drive radius.



WEEKEND SPORTS TOURNAMENT & MULTI-STATE EVENT DRIVE-TIME ZONES



Large MSAs (375K+ Pop) Within a 2-3 Hour Drive

- 1 Pensacola MSA
534,840
- 2 Gulfport-Biloxi MSA
427,405
- 3 Mobile MSA
409,988

Large MSA's (375K+ Pop) Within a 5-6 Hour Drive

- 4 Birmingham MSA
1,195,462
- 5 New Orleans MSA
989,542
- 6 Baton Rouge MSA
882,440
- 7 Jackson MSA
616,024
- 8 Lafayette MSA
415,990
- 9 Tallahassee MSA
394,816
- 10 Montgomery MSA
389,121

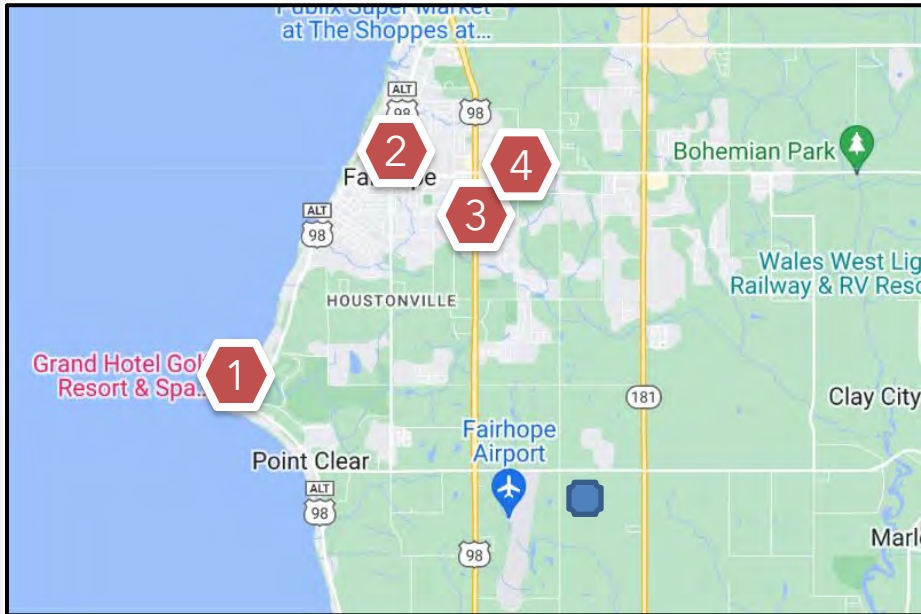
Source: Esri

There is a population of over 2.5 million people within a 2.5-hour drive time of the proposed project site, and nearly 11.8 million people within a 5-hour drive to potentially draw from for sports and event activity.

Due to Fairhope's location close to the Gulf of Mexico, the 5-hour drive range population is relatively small, because there is no large land area to the south.



HOTEL INVENTORY



Source: Esri

Convenient, affordable, family-friendly lodging (preferably within a 10-minute drive area from the sports venue, as identified to the left) is an important component of attracting and hosting multi-day tournament activity.

Victus found only four (4) lodging options (minimum 2-star hotel class) near project site and in Fairhope:

- 1 Grand Hotel Golf Resort & Spa (405 rooms)
- 2 Hampton Inn (89 rooms)
- 3 Holiday Inn (87 rooms)
- 4 Key West Inn (54 rooms)

Fairhope City staff indicated that the above hotels run from 70% to 80% occupancy with wedding and event guests on most weekends year-round. They also mentioned that the Grand Hotel's rates range from \$300 to \$800 per night depending on the time of year and event type (conferences, etc.)



CONCLUSIONS: MARKET DATA



- **Market Profile:** When comparing the City of Fairhope to Baldwin County (Foley MSA) and the United States, the adjusted median household income is higher. Median age in the City of Fairhope and Baldwin County is also significantly higher than the United States.
- **Local Drive-Time Zones:** There is a population of just over 50,650 people within a 15-minute drive time of the project site and nearly 165,000 people within a 30-minute drive time.
- **Regional Drive-Time Zones:** There is a population of nearly 11.8 million people within a 5-hour drive to potentially draw from for sports and event activity. Due to Fairhope's location close to the Gulf of Mexico, the 5-hour drive range population is relatively small compared to many major sports tourism destination, because there is no large land mass to the south of Fairhope.
- **Hotel Inventory:** Victus found only four (4) lodging options (minimum 2-star hotel class) near the project site and in Fairhope, and only two of those are affordable family-friendly hotels.

CONCLUSION

The City of Fairhope demonstrates a higher median household income and age compared to Baldwin County and the United States, offering a unique demographic advantage. While the local and regional drive-time zones provide a substantial population base, the geographic limitations to the south slightly reduce the overall potential for sports and event tourism. However, the limited family-friendly hotel inventory near the project site highlights a critical opportunity to enhance infrastructure and support increased tourism demand.



3. INTERVIEW SUMMARIES



OVERVIEW



This section presents a summary of the interviews held by Victus with stakeholders, potential local sport user groups, and event organizers about their interest and recommendations regarding a potential new sports complex in Fairhope. The City of Fairhope also conducted an online survey for its residents to gather additional feedback. This section is divided into four (4) sub-sections, as follows:

- Stakeholders
- Local Sports Groups
- Event Organizers
- Community Survey



3. INTERVIEW SUMMARIES

A. STAKEHOLDER INTERVIEWS



OVERVIEW



The City of Fairhope identified local stakeholders for Victus to interview. The goal of these interviews was to gather feedback regarding the market potential for a potential new sports complex in Fairhope. The set of topics and questions included perceptions of the City of Fairhope as a sports tourism destination, different types of possible usage, and other feedback concerning the development of the area.

INTERVIEWS - Victus Advisors conducted interviews with representatives from the following four (4) stakeholders:

- Baldwin County Economic Development Alliance
- City Council
- Fairhope Recreation Board (discussion with four members)
- Fairhope Youth Sports

Key highlights of these interviews are summarized by topic on the following pages. The highlights presented tend to focus on the topics and sentiments that interviewees emphasized the most.



INTERVIEW SUMMARY



PERCEPTIONS OF THE CURRENT SPORTS LANDSCAPE IN FAIRHOPE

- All stakeholders agreed that the Fairhope sports landscape is growing quickly. Multiple stakeholders indicated that there's a pressing need for indoor court space. One interviewee noted that several Alabama communities have already built large recreational centers, and that Fairhope would greatly benefit from something like that. Another stakeholder commented that Fairhope only has one swimming pool. Local county teams in addition to high schools would like access to a pool, so it would be nice if another pool was built. Other stakeholders indicated that basketball has grown tremendously along with interest for volleyball, but there's not enough space currently to even start volleyball programs.
- Multiple stakeholders cited examples of youth in school not getting home until very late because of the traffic of sport events using the limited facilities in the area. One stakeholder also noted how borrowing churches for space has become increasingly popular.
- In terms of the existing facilities in Fairhope, stakeholders agreed that the current quality is sufficient, but efficiency is lacking. Better planning between different sports could make the current spacing issue more manageable.
- One stakeholder believes that the most pressing need for Fairhope is outdoor fields for baseball, softball, and football. The interviewee noted that there are world class polo fields less than a mile from the development site, mentioning that a lot of people in the Fairhope community are interested in equestrian events.



INTERVIEW SUMMARY (CONT.)



PERCEPTIONS OF FAIRHOPE AS A HOST FOR REGIONAL SPORTS TOURNAMENTS

- All interviewees held similar opinions in that Fairhope does not have the hotel inventory to host significantly sized regional sports tournaments. One stakeholder commented that Fairhope does not have the capacity to host a large wedding weekend let alone a regional event.
- One stakeholder said that they have the possibility to host some smaller regional tournaments, but the attractions in the city will not “blow anyone away”. Sports that don’t have multiple choices for venues are likely to show more interest if Fairhope were to develop something.
- Many stakeholders agreed that neighboring cities have more amenities and are more established when it comes to attracting larger regional sporting events. Places like Foley and Daphne were mentioned as sports tournament hubs by a stakeholder. This stakeholder also noted the Gulf Shores Orange Beach area as competitors as far as room night availability is concerned. For baseball, a stakeholder noted that venues in Albertville and Emerson are the best facilities they travel to.



INTERVIEW SUMMARY (CONT.)



POTENTIAL SUCCESSFUL DEVELOPMENTS IN FAIRHOPE

- Most stakeholders supported the idea of building a new indoor sports facility that is primarily for recreational use. Ideally, the space would be multi-use to accommodate all the indoor sports that are struggling to program practices. The idea with a development like this would be to allow local teams to run their events and if they eventually gather interest from organizations that are more regional, the possibility of smaller tournaments is feasible.
- Another stakeholder believes an outdoor development is best for Fairhope. This stakeholder thinks because of the existing culture (boutique, charming, walkable downtown) in Fairhope, an equestrian piece to the development along side outdoor fields would be a good idea. In addition to that, the interviewee mentioned hotels can be built on the land since they have over 100 acres to work with. The possibility of an RV park was also brought up. If Fairhope had more hotels, this stakeholder said that they could probably build whatever they wanted.
- Overall, stakeholders expressed support for a development that included indoor or outdoor multi-use courts or fields. Because Fairhope is growing so rapidly, any development that adds to their indoor or outdoor inventory will be heavily utilized.



INTERVIEW SUMMARY (CONT.)



ORGANIZATIONAL STRUCTURE/POTENTIAL PARTNERSHIPS

- Multiple stakeholders expressed confidence in Fairhope's organizational structures and believe they will be able to make the most of this project if it continues forward and gets done. One interviewee said that they currently host a couple soccer tournaments and those "go off without a hitch". Another interviewee said they're very well equipped to do this and believes they can get a regional basketball tournament going because there's such a willingness to host.
- Another group of stakeholders felt more personnel would be necessary. One stakeholder said that inventory right now is "so overpopulated and overused". The staff that is in charge now is stretched so thin that their department would have to grow significantly to handle the expansion of operations a new facility like this would bring.
- Multiple stakeholders mentioned US Sports Academy as a potential partner as they have shown interest in using Fairhope's track facilities. A couple stakeholders also mentioned some schools that have wanted to use their venues; however, they would have to provide something to get access to the potential facility free of charge.
- One stakeholder mentioned the possibility of Novelis or Publix being interested in a partnership. Another interviewee noted that semi-pro football teams use stadiums but don't drive any revenue; if they were able to pull their weight it's a good opportunity.



CONCLUSIONS: STAKEHOLDER INTERVIEWS



- **Perceptions of the Current Sports Landscape in Fairhope:** Stakeholders indicated that there's major growth in Fairhope across indoor and outdoor sports. Existing facilities are overbooked, and the city needs more inventory to keep up with the demand for indoor court space specifically.
- **Perceptions of Fairhope as a Host for Regional Sports Tournaments:** Fairhope is unable to host regional sports tournaments currently because of the lack of hotel rooms in the city. Smaller regional tournaments are somewhat manageable but if additional hotels are not built, Fairhope isn't going to compete with other cities.
- **Potential Successful Developments:** Stakeholders affirmed support for a recreational facility, most opting for an indoor multi-use development. Possibilities for small regional tournaments exist once local clubs establish their programming.
- **Organizational Structure/Potential Partnerships:** Stakeholders believe their organizational structures can take advantage of this possible development; more staff would be required to handle the increase in operations. Potential partnerships include public and private schools, sports teams/organizations, and businesses.

CONCLUSION

A large recreational sports facility that features multi-use indoor space in addition to some outdoor rectangular fields will cater to youth organizations in Fairhope. Potential development of more hotels near the project site would allow the venue to host some significant regional sports tournaments.



3. INTERVIEW SUMMARIES

B. LOCAL SPORTS USER GROUP INTERVIEWS



OVERVIEW



In November and December 2024, Victus Advisors conducted telephone interviews with a representative sample of local sports user groups. The goals of these interviews were to gather feedback regarding the market potential for a new sports complex in Fairhope. The set of topics and questions included perceptions of current sports complex offerings and interest in using a new sports complex facility in Fairhope.



INTERVIEW SUMMARY



LOCAL FAIRHOPE SPORTS FACILITIES USED

- Barnwell Sports Complex
- Elementary Schools
- Fairhope Recreational Center
- Fairhope Soccer Complex
- Founder's Park
- High school fields
- Parks in Point Clear
- Volanta Park - Baseball Complex

GENERAL FEEDBACK

In general, the majority of interviewees expressed strong interest in a new sports complex in Fairhope, highlighting its potential to address significant gaps in existing facilities. Fairhope Youth Baseball was less interested, noting that the current fields meet their needs, and their focus remains on seasonal leagues. However, Fairhope Youth Basketball, Football, Cheer, and Soccer showed high interest, emphasizing the need for more gym space, lighted turf fields, parking improvements, and indoor facilities to support their programs and tournaments. These groups highlighted the complex's potential to enhance capacity and meet growing demands.



CONCLUSIONS: LOCAL SPORTS USER GROUP INTERVIEWS



- **Support for Additional Sports Facility Development:** Sports user groups expressed high interest in a new sports complex, citing the need for better facilities to support local leagues and large tournaments. Several groups emphasized that existing venues are insufficient to meet their growing needs.
- **Facility Needs and Priorities:** The local groups highlighted the need for at least six (6) basketball courts, three (3) football fields with turf and lighting, and additional soccer fields. Other priorities included indoor facilities for weather disruptions, improved parking, increased spectator seating, and amenities like scoreboards and adjustable goals to enhance both player and audience experiences.

CONCLUSION

There appears to be local demand across multiple sports for a new sports complex in Fairhope. Most local sports groups expressed strong interest in a new complex, emphasizing the need for enhanced facilities to support leagues and tournaments. Key priorities included basketball courts, turf football fields, soccer fields, indoor spaces for weather, improved parking, and expanded spectator amenities.



3. INTERVIEW SUMMARIES

C. EVENT ORGANIZER INTERVIEWS



OVERVIEW



In November and December 2024, Victus Advisors conducted telephone interviews with a representative sample of regional sports event organizers who could be potential users of a sports complex in the City of Fairhope. The goals of these interviews were to gather feedback regarding the market opportunity for regional events to be held at a sports complex in the City of Fairhope. Interviewees shared views of Fairhope as an event destination, comparable out-of-market venues, minimum amenities required in order to attract events, and other feedback concerning the proposed venue.

INTERVIEWS - Victus Advisors conducted telephone interviews with representatives from the following eight (8) regional sports event organizers (in alphabetical order):

- AAU Girls Basketball
- AAU Volleyball
- Bama Beach Pickleball Club
- Lower Alabama Volleyball Club
- Opelika Pickleball
- Snap Soccer
- Tennessee Performance Volleyball Club
- USA Pickleball



INTERVIEW SUMMARY



REGIONAL VENUES USED BY INTERVIEWEES

BASKETBALL/VOLLEYBALL

- Birmingham CrossPlex (Birmingham, AL)
- Ernest Memorial Convention Center (New Orleans, LA)
- Finley Center (Hoover, AL)
- Foley Event Center (Foley, AL)
- Hoover Met Complex (Hoover, AL)

PICKLEBALL

- Foley Event Center (Foley, AL)
- Opelika Pickleball Facility (Opelika, AL)

SOCCER

- Foley Sports Complex (Foley, AL)
- Merrimack Soccer Complex (Huntsville, AL)



INTERVIEW SUMMARY (CONT.)



PERCEPTION OF FAIRHOPE AS A HOST FOR REGIONAL SPORTS TOURNAMENTS

- As it relates to sports tourism, interviewees felt unsure about the Fairhope market from a regional perspective, because:
 - The lack of hotel rooms in Fairhope means teams would have to stay in adjacent cities and travel back to Fairhope for games.
- Some major event organizers indicated that a new sports complex in Fairhope could become part of their rotation for regional events, if a facility was available with the proper features/amenities. Others indicated alternative venues are sufficient for their operations.



INTERVIEW SUMMARY (CONT.)



BASKETBALL: AAU GIRLS BASKETBALL

The interviewee stated that they run over 100 licensed events every year, and that the minimum number of courts for their events is eight (8). Also, extra space around the courts is important as is adequate pathways. The representative stated that hotel room numbers, nice attractions and quality facilities are all reasons they choose to hold events in particular locations but also noted that they'll play almost anywhere. Other venues in the area that they have used includes the Finley Center, which is located at the Hoover Met Complex. If a new facility were to be built, this organization believes they would likely use it, but they are unsure how many events they could program. The interviewee commented that this facility should be multi-sport to accommodate a larger scope of events.



INTERVIEW SUMMARY (CONT.)



PICKLEBALL: BAMA BEACH PICKLEBALL CLUB, OPELIKA PICKLEBALL, USA PICKLEBALL

- One club is currently operating with 300 members in their club out of a local church gym that has three (3) courts. Another is larger, operating out of their own facility of 24 courts with plans to add nine (9) more shortly. USA Pickleball has over 57,000 members and is the official governing body for pickleball in the United States.
- One representative stated they do two (2) major tournaments a year. The other interviewee commented they run an event every month but host three (3) to five (5) large events a year. One organizer said that 18 courts is perfect for their operations, while the other preferred 24 courts for their programming. USA Pickleball mentioned at least 12 courts are necessary to host their events. All organizers noted that they have used Foley Event Center for events in the past.
- In terms of usage, one organization stated that everything they need outside of their own facility is in Foley. They would not use the facility for events, but it's possible some members of their club would go for more casual play. The other group said they wouldn't host their own events since they have their own facility, but they would definitely attend tournaments hosted by a larger organizer like USA pickleball. USA pickleball said it's possible they could host an event a year granted the amenities met their criteria of the courts being specifically for pickleball.
- Large pickleball organizers are looking to host tournaments that repeat monthly or yearly. Recommendations focused on playing into Fairhope's draw as a destination for tourism.



INTERVIEW SUMMARY (CONT.)



SOCCER: SNAP SOCCER

This organization is based in Pensacola but does a lot of programming in Alabama. The interviewee said that they currently run tournaments in Fairhope, but they have to keep the events under 100 teams because there's no infrastructure (hotel, etc.) there. They use the Hampton Inn Fairhope but that's it. On the high end, their events can host around 250 teams. Other events they do in the area take place at Foley Sports Complex, Merrimack Soccer Complex, and some facilities in Daphne. In terms of usage, the interviewee stated they would likely use a new facility with a long-term contract and proper facility agreement. The organization estimates they could program three (3) to six (6) events in addition to the two (2) they host already.



INTERVIEW SUMMARY (CONT.)



VOLLEYBALL: AAU VOLLEYBALL, LOWER ALABAMA VOLLEYBALL, TENNESSEE PERFORMANCE

- One organizer stated that their club does around seven (7) to eight (8) events per year. This interviewee is also the Southeast Director for AAU volleyball; some of the club's programmed events fall under that umbrella, but the organizer also advises on others that their club does not host. Another group hosts four (4) events per year.
- Both organizers commented that 12 courts is the cutoff for major events; anything under 12 and it's difficult to get a good return on investment with the expenses that come with a large event. Other amenities mentioned include quality bathrooms, sufficient parking, an eating area, and a courtside seating area with space for walking behind. One organizer said they travel to the Foley Event Center in addition to the Ernest Memorial Convention Center in New Orleans. Another interviewee said they utilize the Birmingham CrossPlex. Both organizers noted they use the Finley Center.
- Reasons for hosting in a specific place include quality/quantity of hotels and food options. One interviewee noted competition in the surrounding area is important for the quality of the event.
- In terms of usage, one organizer said they would possibly use it depending on other factors. Another group said they are very interested and could program anything from league play to events on weekends. Number of events for this organization would depend on potential partnerships the city of Fairhope would be willing to do with them.



EVENT ORGANIZER DEMAND SUMMARY



Group/Organization	Sport	Likelihood of Usage	Surfaces	Number of Annual Events
AAU Girls Basketball	Basketball	Likely Use	8	x
AAU Volleyball	Volleyball	Possibly Use	12	x
Bama Beach Pickleball Club	Pickleball	Not Use	18	-
Lower Alabama Volleyball Club	Volleyball	Likely Use	12	x
Opelika Pickleball	Pickleball	Not Use	24	-
Snap Soccer	Soccer	Likely Use	-	3-6
Tennessee Performance Volleyball Club	Volleyball	Possibly Use	12	x
USA Pickleball	Pickleball	Likely Use	12+	1

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors. (3) Surfaces are sport specific (basketball, pickleball, soccer, volleyball) according to Group/Organization

- Indoor Sports Center (Courts) - Out of seven (7) organizations surveyed, five (5) have interest in programming events. Three (3) groups will likely use a new facility, and another two (2) groups will possibly use a new indoor development.
- Outdoor Sports Center (Fields) - The organization surveyed expressed interest in an outdoor development and said they would likely use it. The organizer estimated they could program 3-6 new events at a potential venue.



CONCLUSIONS: EVENT ORGANIZER INTERVIEWS



- **Number of Surfaces:** In terms of indoor courts, volleyball organizers were aligned in that 12 courts at a minimum are necessary to run significant events. Pickleball organizers ranged from 12-24 courts. The basketball organizer stated that eight (8) courts at a minimum is sufficient for their needs.
- **Potential Programming:** Basketball and volleyball organizers all expressed some interest in hosting events. Pickleball organizers said they would not use the facility for their own events, but one group noted they would attend tournaments hosted by larger organizations. The soccer organization estimated they could bring 3-6 new events to a new outdoor facility.

CONCLUSION

Various event organizers expressed interest in using a new indoor/outdoor sports center in Fairhope. That said, expansion of hotel inventory is a challenge Fairhope will face in driving significant sports tourism in the area.



3. INTERVIEW SUMMARIES

D. COMMUNITY SURVEY



OVERVIEW



To gather additional feedback for this study, the City of Fairhope also conducted online surveys with 612 Fairhope residents. The survey link was distributed by City of Fairhope staff via their email, digital, online, and social media channels. General survey topics included, but were not limited to:

- General demographic information
- Sports/recreational program participation in Fairhope
- Satisfaction with experiences at Fairhope sports/recreation facilities

Respondent profile:

76% between the ages of 18 and 64

53% had at least one (1) child under 18 years of age in their household

Years living in Fairhope:

47%: 10 or more years

24%: 6 to 10 years

24%: 1 to 5 years

5%: Less than 1 year

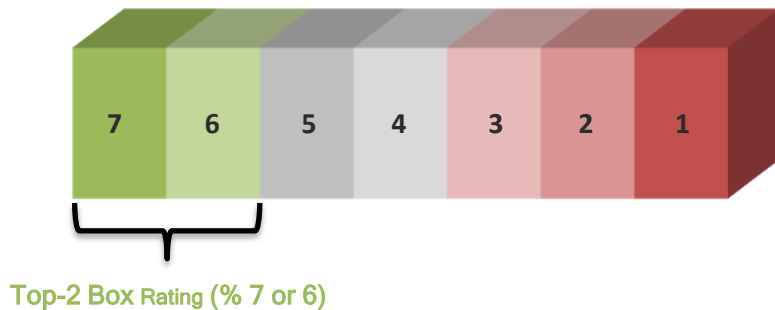


RATING METHODOLOGY

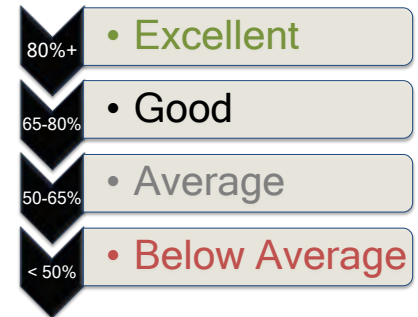


Survey respondents were asked to rate their overall impressions of sports, recreation, and event opportunities in Fairhope on a 7-point scale, in which "7" represents "Very Satisfied" and "1" represents "Very Dissatisfied".

Based on these satisfaction ratings, Victus Advisors has assigned a "Top-2 Box Rating" to each factor that is presented on the following page. Top-2 Box Rating represents the combined scores of "7" and "6" given to each factor by respondents, representing the highest levels of satisfaction.



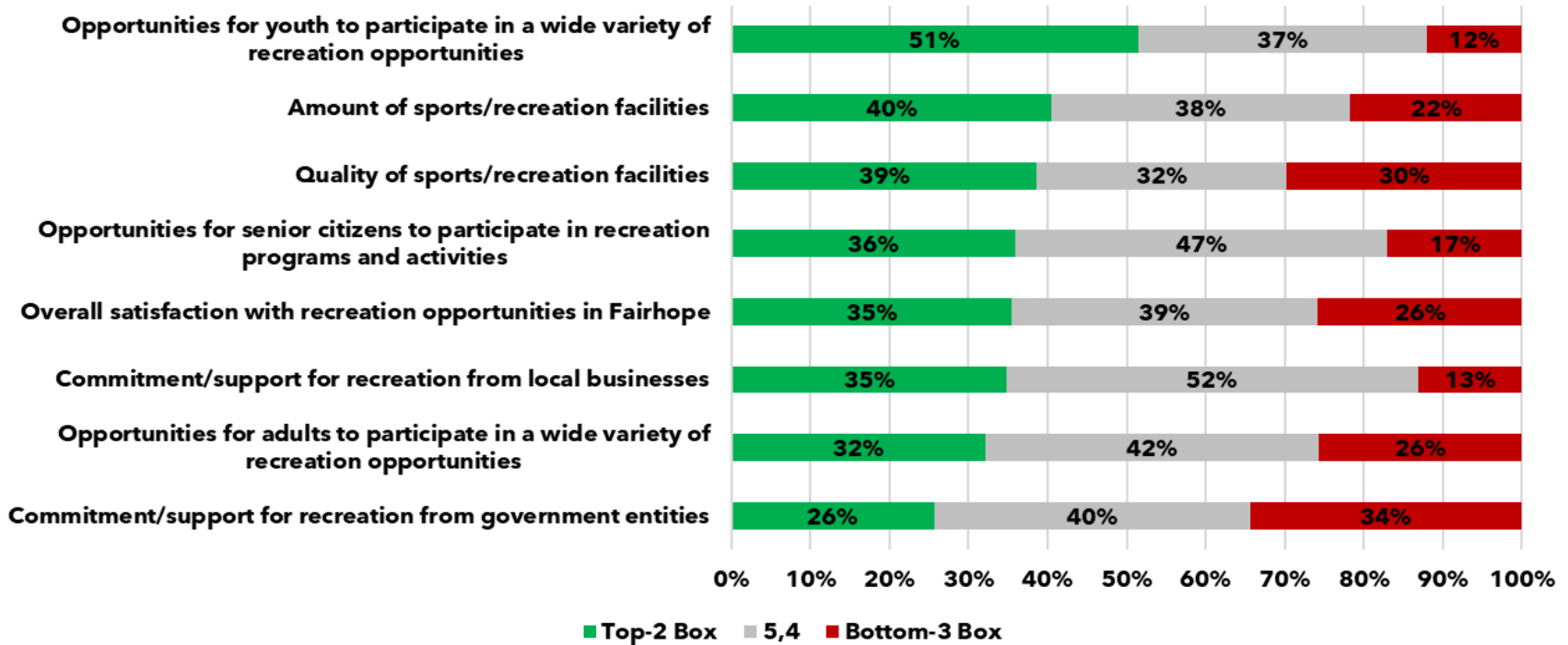
*General Top-2
Box score
standards for
satisfaction
analysis*



Our Top-2 Box methodology is a best-in-class approach to satisfaction measurement.



OVERALL IMPRESSIONS



Note: Sorted by Top-2 Box score in descending order

Opportunities for youth to participate in a wide variety of recreation opportunities was the only opportunity that received an "average" (50% or better) satisfaction score.

Commitment/support for recreation from government entities and **Quality of sports/recreation facilities** received the worst scores (30% or higher Bottom-3 Box).



KEY SURVEY TAKEAWAYS



Sports/Recreation Participation:

- 61% of respondents indicated an adult in their household participates in sports and/or recreation programs in Fairhope while 51% stated that a youth (under 18 years old) participates in sports and/or recreation programs.
- 55% of respondents said that their household participates in recreational activities at least a few times a week, while 24% said their household participates in daily recreational activities.

Sports/Recreation Facilities in Fairhope:

- Founders Park (22%) and Volanta Park (22%) were cited as the public parks most frequently used by respondents on a weekly basis.
- 35% of respondents indicated that youth sports was the primary reason for visiting a recreation facility/park in Fairhope.

Sports Potential in Fairhope:

- 37% of respondents identified volleyball as the sport with the most potential to be successful in Fairhope with the addition of a new indoor recreation facility.

Sports Travel:

- Over 50% of respondents said they travel outside of the City of Fairhope to participate in recreational activities. Youth sports programs (36%) was the primary reason for travel outside of the City of Fairhope.



KEY SURVEY TAKEAWAYS (CONT.)

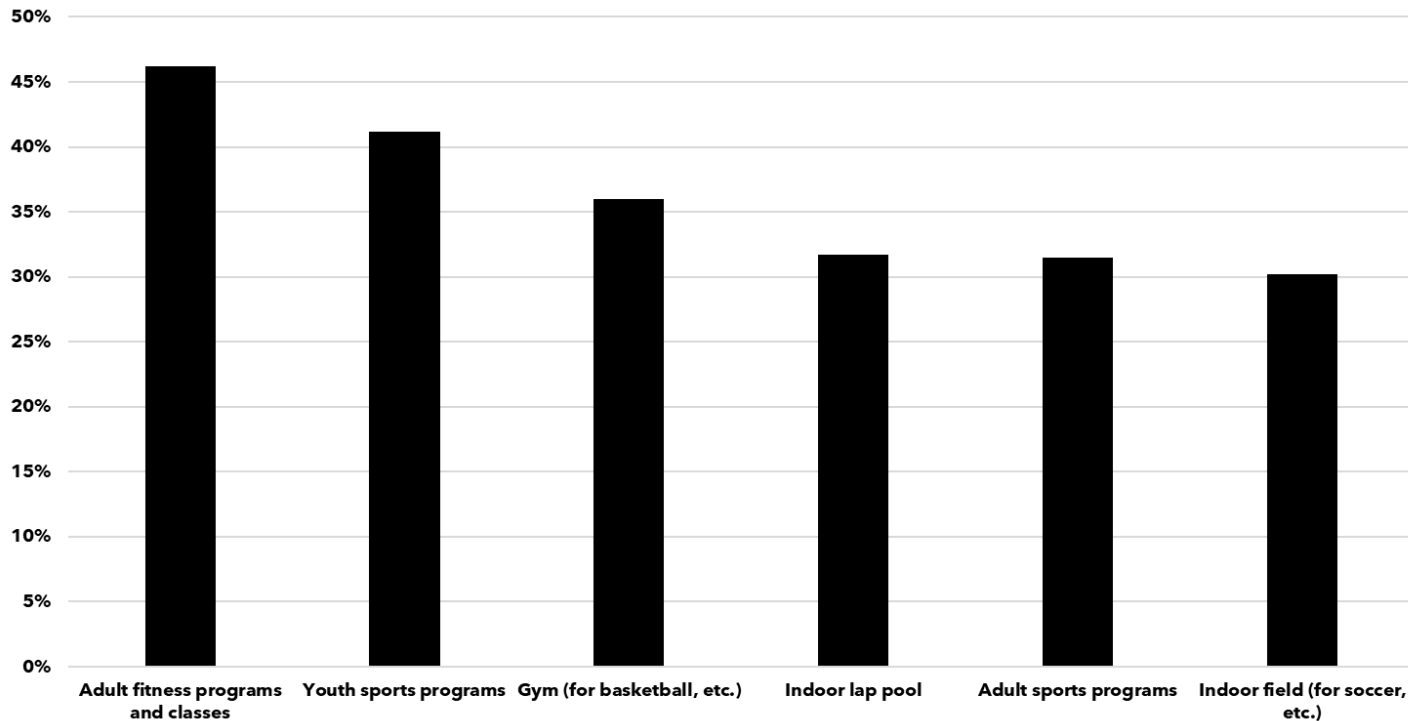


Support for New Public Recreation Spaces:

- 87% of respondents support the idea of the City of Fairhope building new public recreation spaces for primary use by Fairhope area residents and families.

Desired Amenities for a New Public Recreation Space:

- Adult fitness programs and class was the top ranked desired amenity by respondents.



Note: Amenities shown above were selected by a minimum of 30% of respondents



KEY SURVEY TAKEAWAYS (CONT.)



Verbatim Feedback:

- "I'd build a complex that provides high-quality surfaces and venues , with the understanding that we won't be competing for large events but instead providing unbelievable opportunities for locals. Indoor facilities for outdoor sports to utilize in cold/inclement (I.e. indoor turf fields, indoor tennis courts)."
- "Other than creating a 50 Million Dollar Comprehensive project. I would recommend investing into the current split setup with a New REC central hub at the current Fairhope Rec Center."
- "First let me say, I do not think Fairhope needs to build a sports tourism complex. We do not need to enter that market. Other cities may need it to attract visitors, but we do not. The main reason here should be to serve the citizens. If some participates in travel ball, that's good. But all families can not."
- "We have so many things available for my kids but not a lot of support for adult athletics. My children swim on the summer league team and used to swim on SWAT and now we commute to Daphne YMCA to get their training in."
- "A very large, multi-room facility with plenty of free weights, cardio, and Nautilus type machines. Currently the 1 room weight room at the Rec center is crowd all times of the day, afternoon, and evening. And longer hours or 24 access would be the best."
- "Additional splash pad space for kids, mix of indoor and outdoor recreation opportunities to function with the weather, thought to placement for parking so the facilities are not overwhelmed with sporting events. Create separate dedicated "sports facilities" to alleviate pressure like we see at Volanta where people can't use facilities during baseball game days."



CONCLUSIONS: COMMUNITY SURVEY



- **Overall Impressions:** Opportunities for youth to participate in a wide variety of recreation opportunities was the only opportunity that received an "average" (50% or better) satisfaction score. Commitment/support for recreation from government entities and Quality of sports/recreation facilities received the worst scores (30% or higher Bottom-3 Box).
- **Sports Potential in Fairhope:** 37% of respondents identified volleyball as the sport with the most potential to be successful in Fairhope with the addition of a new indoor recreation facility.
- **Support for New Public Recreation Spaces:** 87% of respondents support the idea of the City of Fairhope building new public recreation spaces for primary use by Fairhope area residents and families.
- **Desired Amenities for a New Public Recreation Space:** Adult fitness programs and class was the top ranked desired amenity by respondents.

CONCLUSION

The survey results show that a majority of households in Fairhope participate in recreational activities. It should also be noted that over 50% of respondents travel outside of Fairhope for recreational activities with youth sports programs being the primary reason. Responses suggest there is demand for additional recreational space in Fairhope and public support (87%) is strong for developing this space.

4. LOCAL SPORTS FACILITY ANALYSIS



YOUTH/AMATEUR SPORTS PROGRAM INVENTORY



Organization	Sport	Type	Facilities Used	Season
Fairhope Girls Softball	Softball	Recreation	Founder's Park	Fall, Spring
Fairhope Soccer Club	Soccer	Both	Fairhope Soccer Complex	Fall, Spring
Fairhope Youth Baseball	Baseball	Recreation	Volanta Baseball Park Complex	Fall, Spring
Fairhope Youth Basketball	Basketball	Recreation	Fairhope Recreation Center, multiple elementary schools	Winter
Fairhope Youth Football	Football, Cheer	Recreation	Barnwell Park, Founder's Park, local high schools, baseball outfields	Fall, Spring

Sources: Victus research

Notes: (1) Sorted by Organization in alphabetical order.

(2) This is a representative sample of potential users, and the potential users shown above is based on the interviewees contacted by Victus Advisors.

As shown above, the Fairhope area offers a limited number of sports programs throughout the year. All of these programs are offered at the City and Town level for recreational play, with Fairhope Soccer fielding a club team as well.

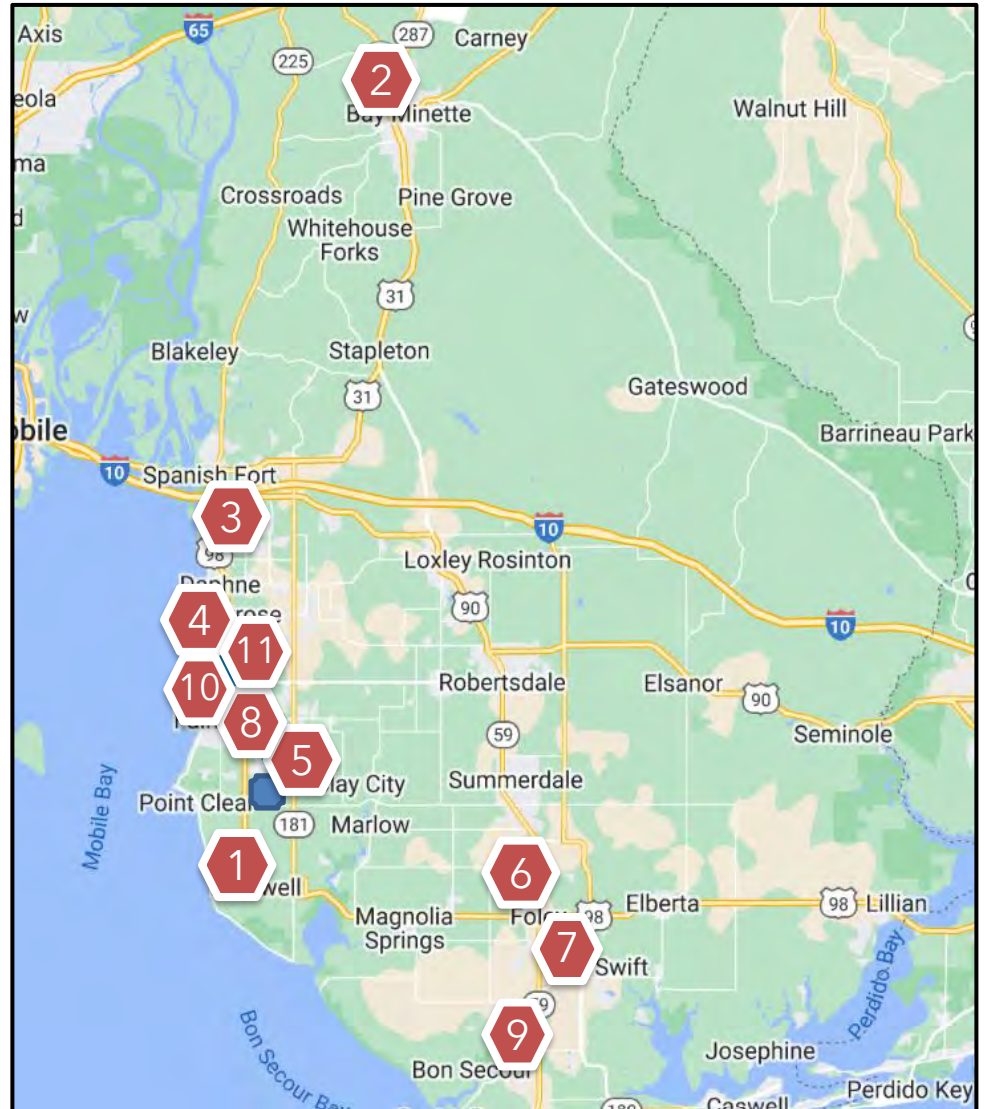


LOCAL SPORTS FACILITIES



Facility

- 1 Barnwell Park
- 2 Bay Minette Sports Complex
- 3 Daphne Sports Complex
- 4 Fairhope Recreation Center
- 5 Fairhope Soccer Complex
- 6 Foley Sports Complex
- 7 Foley Sports Tourism Complex
- 8 Founders Park
- 9 Gulf Shores Sportsplex
- 10 Mike Ford Tennis Center at Stimpson Park
- 11 Volanta Park



Victus Advisors compiled a list of sports facilities in Fairhope and Baldwin County.

Please note, this is not intended to be a comprehensive list, but rather those facilities identified by the City of Fairhope and/or marketed by Baldwin County and cited by stakeholders and local sports groups.

Source: Google Maps

Note: Sorted by Facility in alphabetical order.



FACILITY PROFILES



Barnwell Park

- Location: Fairhope
- Owner/Operator: City of Fairhope
- Features:
 - 2 diamond fields
 - 2 rectangular fields
- Sample Local Users:
 - Fairhope Youth Football



Bay Minette Sports Complex

- Location: Bay Minette
- Owner/Operator: City of Bay Minette
- Features:
 - 4 softball fields
 - Concession stand and batting cages
- Sample Local Users & Programming:
 - Bay Minette Recreation
 - Softball leagues and tournaments
- Rental Rates:
 - Practice: \$15 per 1.5 hours (no lights); \$35 per 1.5 hours (lights)
 - Tournament: \$200 per day per field





FACILITY PROFILES (CONT.)



Daphne Sports Complex

- Location: Daphne
- Owner/Operator: City of Daphne
- Features:
 - 10 diamond fields
 - Concessions stands
 - Walking trails
- Sample Programming:
 - Softball leagues and tournaments
- Rental Rates:
 - Single Day Tournament: \$2,000 (5 fields); \$4,000 (all fields)
 - Multi-Day Tournament: \$1,500 per day (5 fields); \$3,000 per day (all fields)



Fairhope Recreation Center

- Location: Fairhope Recreation Center
- Owner/Operator: City of Fairhope
- Features:
 - 2 basketball courts convertible to 6 pickleball courts
 - 1 indoor pool (25-yard) 1 outdoor pool and toddler pool
 - Fitness room
 - 1 racquetball court
- Sample Local Users & Programming:
 - Fairhope Youth Basketball





FACILITY PROFILES (CONT.)



Fairhope Soccer Complex

- Location: Fairhope
- Owner/Operator: City of Fairhope
- Features:
 - 9 rectangular fields
- Sample Users & Programming:
 - Fairhope Soccer Club
 - Leagues and tournaments



Foley Sports Complex

- Location: Foley; Owner/Operator: City of Foley
- Features:
 - 10 diamond fields
 - 5 rectangular fields
- Sample Local Users & Programming:
 - Baseball and softball tournaments





FACILITY PROFILES (CONT.)



Foley Sports Tourism Complex

- Location: Foley
- Owner: City Foley
- Operator: Foley Sports Tourism
- Features:
 - 16 rectangular fields with lights
 - 104,000 sq. ft. indoor sports facility
 - o 6 basketball/12 volleyball courts (non-hardwood)
 - o 2 locker rooms, 3 meeting/flex rooms, media room
 - o Concession stand
- Sample Users & Programming:
 - Outdoor: Soccer games, leagues, and tournaments
 - Indoor: Games, leagues, and tournaments for basketball, volleyball, and gymnastics



Founders Park

- Location: Fairhope
- Owner/Operator: City of Fairhope
- Features:
 - 5 diamond fields
 - 1 multi-purpose field
 - Outdoor track
- Sample Local Users & Programming:
 - Fairhope Girls Softball





FACILITY PROFILES (CONT.)



Gulf Shores Sportsplex

- Location: Gulf Shores; Owner/Operator: City of Gulf Shores
- Features:
 - 7 diamond fields; 2 rectangular fields including a stadium
 - Outdoor track and field
- Sample Users & Programming:
 - Leagues and tournaments
- Tournament Rental Rates:
 - 5-plex: \$1,375 per day
 - Varsity Baseball Field: \$350 per day
 - Varsity Softball Field: \$275 per day
 - Football Stadium/Track: \$1,000 per day
 - Soccer Field: \$350 per day



Mike Ford Tennis Center at Stimpson Park

- Location: Fairhope
- Owner/Operator: City of Fairhope
- Features:
 - 14 tennis courts
 - 4 pickleball courts
- Sample Local Users & Programming:
 - Leagues and tournaments





FACILITY PROFILES (CONT.)



Volanta Park

- Location: Fairhope
- Owner/Operator: City of Fairhope
- Features:
 - 10 diamond fields
 - 1 rectangular field
- Sample Users & Programming:
 - Fairhope High School Football
 - Fairhope High School Soccer
 - Fairhope Youth Baseball
 - Fairhope High Baseball





LOCAL SPORTS FACILITY ANALYSIS: SUMMARY



Facility	Location	Owner	Operator	Diamond Fields	Rectangular Fields	Basketball Courts	Indoor Pool	Tennis Courts	Pickleball Courts
Barnwell Park	Fairhope	Public	Public	2	2	-	-	-	-
Bay Minette Sports Complex	Bay Minette	Public	Public	4	-	-	-	-	-
Daphne Sports Complex	Daphne	Public	Public	10	-	-	-	-	-
Fairhope Recreation Center	Fairhope	Public	Public	-	-	2	1	-	-
Fairhope Soccer Complex	Fairhope	Public	Public	-	9	-	-	-	-
Foley Sports Complex	Foley	Public	Public	10	5	-	-	-	-
Foley Sports Tourism Complex	Foley	Public	Public	-	16	6	-	-	-
Founders Park	Fairhope	Public	Public	5	-	-	-	-	-
Gulf Shores Sportsplex	Gulf Shores	Public	Public	7	2	-	-	-	-
Mike Ford Tennis Center at Stimpson Park	Fairhope	Public	Public	-	-	-	-	14	4
Volanta Park	Fairhope	Public	Public	10	1	-	-	-	-
HIGH				10	16	6	1	14	4
AVERAGE				6.9	6	3	1	14	4
LOW				2	1	2	1	14	4

Source: Victus research

Note: Sorted by Facility in alphabetical order

As shown above, Baldwin County has several diamond and rectangular field complexes that currently host regional and national sports tournaments. Aside from the Foley Sports Tourism Complex, there is a lack of indoor court space for local basketball, volleyball, and other indoor sports groups.

As it relates to Fairhope facilities, City staff indicated the following:

- Their diamond fields collectively host about five (5) tournaments each year.
- The Fairhope Soccer Complex hosts two (2) tournaments each year with more than 100 teams.
- The Mike Ford Tennis Center hosts a few tennis tournaments and pickle ball tournaments but not on a consistent basis and they are usually local fundraising type tournaments.



LOCAL SPORTS FACILITY ANALYSIS: TOURNAMENT RENTAL RATES



Facility	DAILY RENTAL RATES	
	Diamond Fields	Rectangular Fields
Bay Minnette Sports Complex	\$200	-
Daphne Sports Complex	\$1,500-\$4,000	-
Gulf Shores Sportsplex	\$275-\$1,375	\$350-\$1,000

Source: Victus research

Note: Sorted by Facility in alphabetical order

As shown above rental rates (those Victus were able to obtain) for select facilities range widely depending on number of days and number of fields used for tournaments.



CONCLUSIONS: LOCAL SPORTS FACILITY ANALYSIS



- **Summary:** Baldwin County has several diamond and rectangular field complexes that currently host regional and national sports tournaments. In regards to indoor sports facilities, aside from the Foley Sports Tourism Complex, there is a lack of indoor court space for local basketball, volleyball, and other indoor sports groups.

CONCLUSION

Baldwin County benefits from several well-established diamond and rectangular field complexes that attract local usage, and regional and national sports tournaments. From a local indoor sports lens, a new indoor facility could address the lack of indoor courts and strengthen the Baldwin County's overall sports infrastructure.

5. COMPARABLE REGIONAL SPORTS FACILITIES



OVERVIEW



This section is intended to profile comparable regional facilities that may be relevant for benchmarking the potential building program, operations, and impacts of a new sports and events center in Fairhope. This section is divided into two (2) sub-sections, as follows:

- **Indoor Sports Centers** - These are a sample of facilities within the Southeast region that regional event organizers have visited for indoor events. The selected indoor sports centers/convention centers range anywhere from 75,000 to over one (1) million square feet of indoor space, depending on the number of courts and additional amenities/features (such as recreational or health/wellness amenities, restaurants, merchandise stores, flex rooms and meeting/event spaces, entertainment components, etc.).
- **Outdoor Facilities** - These are a sample of facilities within the Southeast region that host larger, outdoor regional events. All venues have at least eight (8) fields, whether that be baseball diamonds or rectangular fields.



5. COMPARABLE REGIONAL SPORTS FACILITIES: A. INDOOR SPORTS CENTERS



REGIONAL INDOOR SPORTS CENTERS

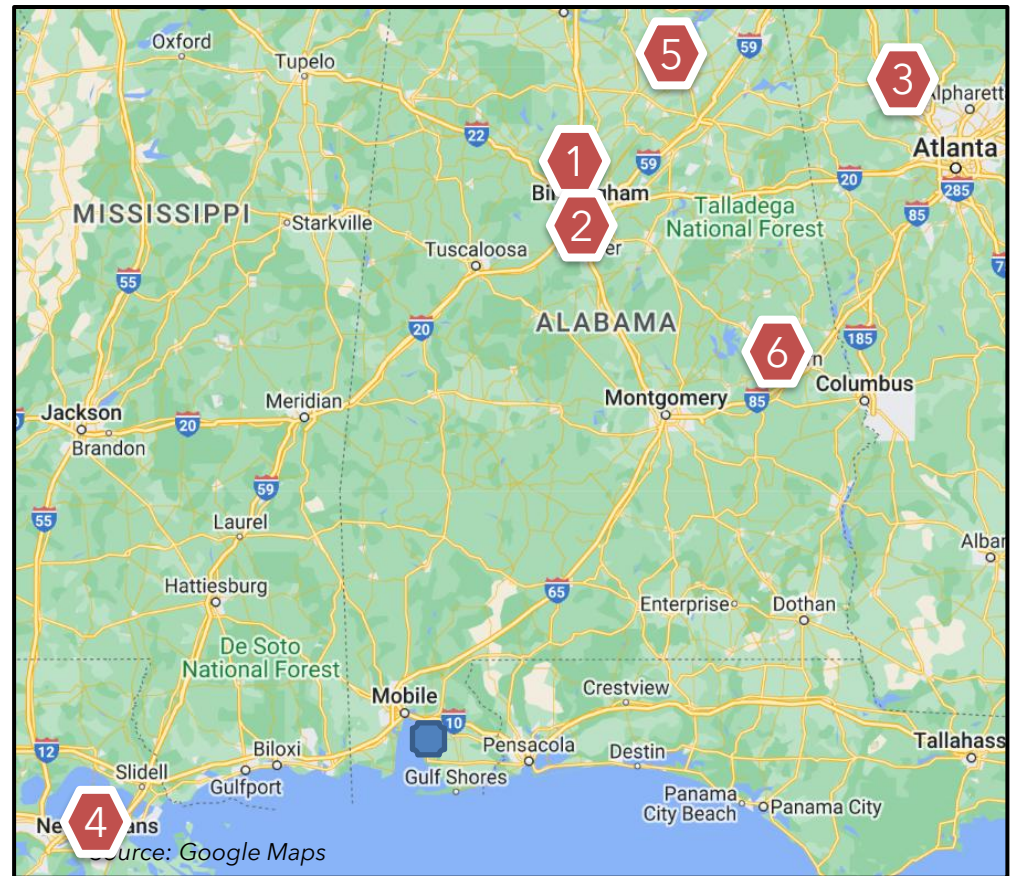


Victus Advisors analyzed indoor sports centers within the Southeast region that were identified by event organizers as venues that could potentially be competitive with a new sports center in Fairhope.

Indoor Facility

- 1 Birmingham CrossPlex
- 2 Finley Center
- 3 LakePoint Sports
- 4 New Orleans Ernest N. Morial Convention Center
- 5 Sand Mountain Park & Amphitheater
- 6 Wire Road Soccer Complex

Note: Sorted by Indoor Sports Facility in alphabetical order





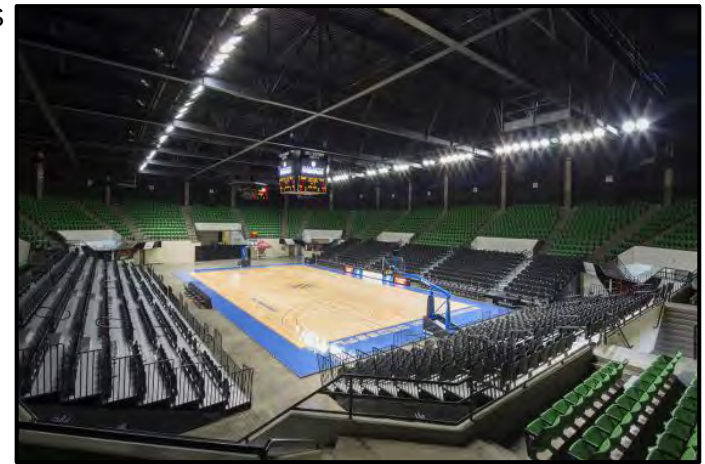
BIRMINGHAM CROSSPLEX



Birmingham, AL



- Opened: 2011
- Owner/Operator: City of Birmingham
- Construction Cost: \$81.12M in Q3 2024 dollars*
- Footprint: 750,000 sq. ft.
- Features:
 - Six lane hydraulic oval track
 - Eight-60 meter lanes for sprint/hurdle
 - Olympic swimming pool
 - Pool has ten-50 meter lanes and twenty-25 yard lanes
 - 4,000 seating capacity, including 7 VIP suites
 - 9 full-sized volleyball courts (when track is lowered)
 - Fully equipped meeting hall with broadcast box
 - 5,000 seat Bill Harris Arena
 - 5,000 square feet of usable meeting space
- Programming:
 - 13 NCAA championship events from 2019-2022
- Economic Impact
 - The 13 NCAA championship events were estimated to bring in more than \$23 million.





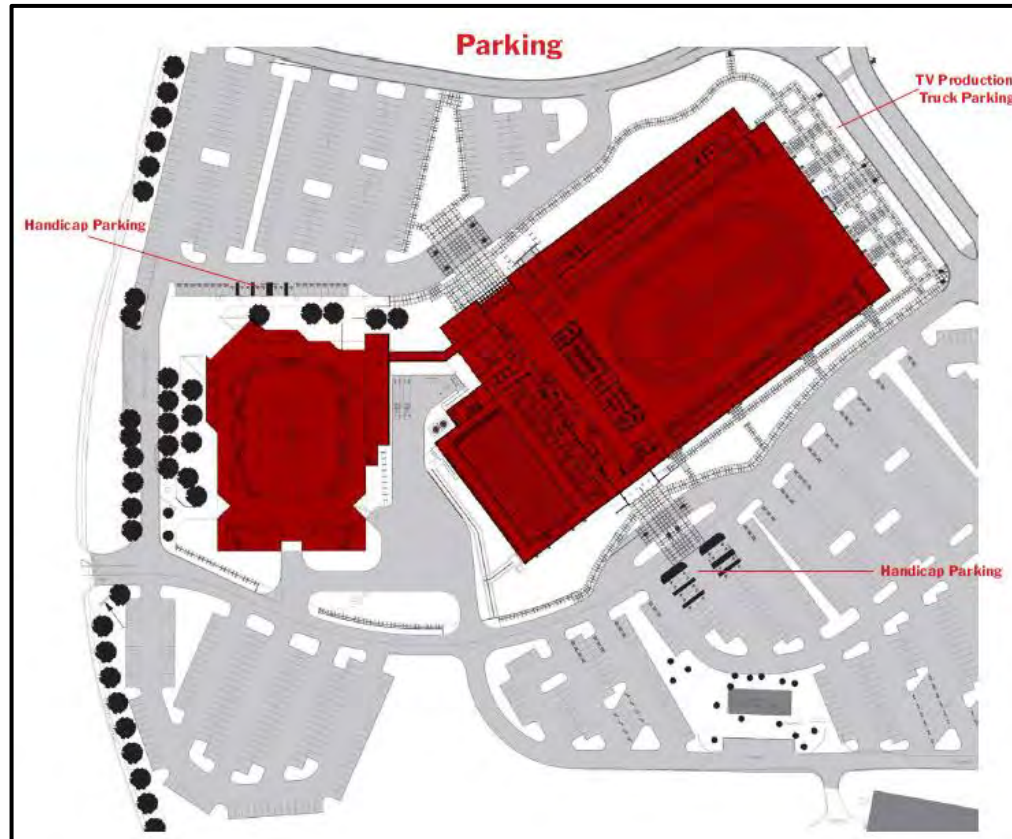
BIRMINGHAM CROSSPLEX (CONT.)



RENTAL RATES

- 10-Hour Volleyball Event: \$9,000 - \$12,000

Layout





FINLEY CENTER



Hoover, AL

- Opened: 2017
- Owner: City of Hoover
- Operator: Sports Facilities Management (SFM)
- Construction Cost: \$36.21M in Q3 2024 dollars*
- Footprint: 155,000 sq. ft.
- Features:
 - 11 regulation basketball courts convertible to 16 regulation volleyball courts
 - Walking track
 - Open gym
 - Climbing center
 - Pickleball courts
 - Full-service food court
- Annual Events:
 - Camps and clinics year-round for multiple sports
 - Adult and youth sports leagues
- Economic Impact:
 - The Finley Center had an economic impact of \$3.6 million in 2018.



Layout



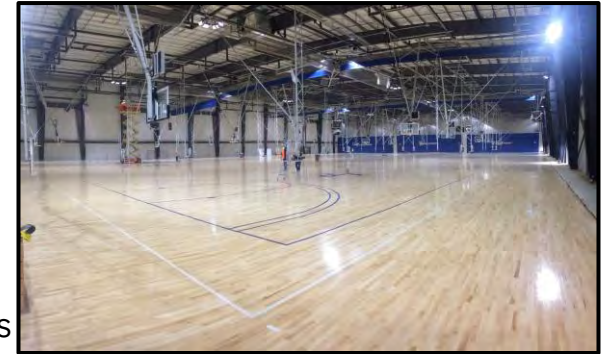


LAKEPOINT SPORTS



Emerson, GA

- Opened: 2016
- Construction Cost: \$52.1M in Q3 2024 dollars*
- Owner/Operator: LakePoint Sports
- Footprint: 170,000 sq. ft.
- Indoor Sports Center Features:
 - 12 indoor basketball courts convertible to 24 volleyball courts
- Programming:
 - Regional/national tournaments for over 30 different sports
- Economic Impact:
 - A study by Georgia Tech estimates that approximately six (6) million people visit LakePoint (as a whole) annually, generating about \$250 million in tax revenues.





NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER



New Orleans, LA

- Opened: 1985
- Owner: The State of Louisiana
- Operator: New Orleans Public Facility Management, Inc. (NOPFMI)
- Footprint: 1.1 million sq. ft.
- Features:
 - 3 on-site restaurants
 - Theatre to accommodate over 4,000 people
 - Dining suite, 2 Ballrooms
 - Convention center has provided 24 pickleball courts, 60+ volleyball courts, and basketball courts for tournaments
- Annual Events:
 - Regional/national tournaments
 - Music City Volleyball Championships were held in Halls G, H, I & J
- Economic Impact:
 - Produced \$90.1 billion in economic impact since its 1985 opening, including \$5.7 billion in new tax revenue for state and local governments.





SAND MOUNTAIN PARK & AMPHITHEATER



Albertville, AL

- Opened: 2021
- Owner: The City of Albertville
- Operator: Sports Facilities Management (SFM)
- Indoor Features:
 - 2-story, 5,000+ sq. ft. Fitness Center
 - 4 multi-use hardwood courts
 - 2-lane indoor walking/running track
 - 2 racquetball courts
 - 8-lane indoor competition pool
 - LED lights, scoreboards
 - Locker rooms, multi-purpose rooms
 - Concessions
 - Ninjacross
- Programming:
 - Alabama Recreation & Parks Association
- Economic Impact:
 - In 2023, the park as a whole generated \$23MM+ in economic impact for the region.





WIRE ROAD SOCCER COMPLEX



Auburn, AL

- Opened: 2024
- Owner/Operator: City of Auburn
- Total Renovation Construction Cost (indoor & outdoor): \$11.47M
- Footprint: 56,000 sq. ft.
- Indoor Features:
 - Gymnasium with a full-size futsal court
 - 2 basketball courts
 - Multi-purpose room
 - Storage, restrooms, concessions
- Programming:
 - Auburn Soccer Association



RENTAL RATES

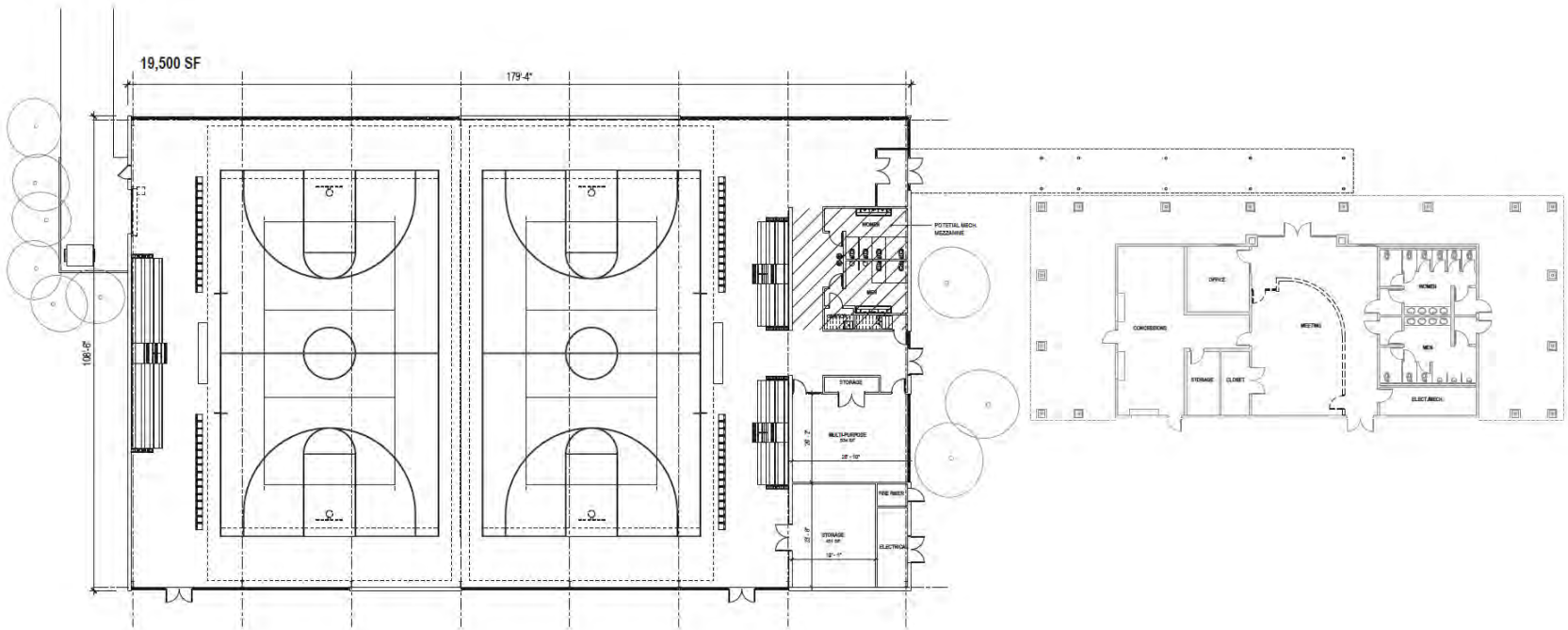
- Per Court: \$80 / Hour
- Full Gym: \$180 / Hour
- Multi-Purpose Room: \$40 / Hour



WIRE ROAD SOCCER COMPLEX (CONT.)



Layout





INDOOR SPORTS CENTERS: FACILITY SUMMARY



<u>Indoor Facility</u>	<u>Location</u>	<u>Owner</u>	<u>Operator</u>	<u>Basketball Courts</u>	<u>Volleyball Courts</u>	<u>Pickleball Courts</u>
Birmingham CrossPlex	Birmingham, AL	Public	Public	1	9	-
Finley Center	Hoover, AL	Public	Private	11	16	21
LakePoint Sports	Emerson, GA	Private	Private	12	24	x
New Orleans Ernest N. Morial Convention Center	New Orleans, LA	Public	Public	x	x	24
Sand Mountain Park & Amphitheater	Albertville, AL	Public	Private	4	8	12
Wire Road Soccer Complex	Auburn, AL	Public	Public	2	4	-
HIGH				12	24	24
AVERAGE				6	12.2	19
LOW				1	4	12

Sources: Facility operators; Victus Advisors research
 Notes: Sorted by Indoor Facility in alphabetical order

The Finley Center, LakePoint Champions Center, and Sand Mountain Park - Indoor Facility are good examples of what indoor multi-use facilities should be able to accommodate, as they have sufficient inventory for basketball, volleyball, and pickleball events. Five (5) out of the six (6) facilities profiled are publicly owned.



INDOOR SPORTS CENTERS: CONSTRUCTION COSTS



Indoor Facility	Location	Year Opened	Square Feet	Est. Q3 2024 Construction Cost	Est. Q3 2024 Construction Cost Per Sq. Ft.
LakePoint Sports	Emerson, GA	2016	170,000	\$52,125,379	\$307
Finley Center	Hoover, AL	2017	155,000	\$36,211,494	\$234
Birmingham CrossPlex	Birmingham, AL	2011	750,000	\$81,123,153	\$108
HIGH			750,000	\$81,123,153	\$307
MEDIAN			170,000	\$52,125,379	\$234
AVERAGE			358,333	\$56,486,675	\$216
LOW			155,000	\$36,211,494	\$108

Source: Victus research

Notes:

- (1) Sorted by Est. Q3 2024 Construction Cost Per Sq. Ft. in descending order
- (2) Estimated according to the Turner Building Cost Index Q3 2024

Square Footage: Among the profiled facilities above, the average square footage is 358,333.

Construction Cost: The average construction cost is \$56.49 million in Q3 2024 construction dollars, or \$216 per square foot.



CONCLUSIONS: INDOOR SPORTS CENTERS



- **Regional Indoor Sports Centers Summary:** All indoor courts facilities profiled are capable of hosting multiple different sporting events. Hardwood courts that can host basketball, volleyball, and pickleball is one of the most efficient ways to utilize an indoor space.
- **Construction Costs Summary:** The average construction cost per square foot of the indoor sports centers is approximately \$216 in Q3 2024 construction dollars. The average square footage of the buildings is just over 358,000 square feet.
- **Economic Impact:** Many of the facilities profiled generate millions of dollars in economic impact and direct spending per fiscal year.

CONCLUSION

The profiled facilities illustrate how a potential indoor sports facility can generate significant economic impact. As it relates to Fairhope, the Foley Sports Tourism Complex is already established as an indoor sports tourism facility in Baldwin County. An additional indoor sports tourism facility in the same county would likely oversaturate the market for regional and national tournaments. That said, an additional indoor facility focused on local community usage, could help enhance the limited indoor sports facility inventory in Baldwin County.



5. COMPARABLE REGIONAL SPORTS FACILITIES: B. OUTDOOR SPORTS COMPLEXES



REGIONAL OUTDOOR SPORTS COMPLEXES

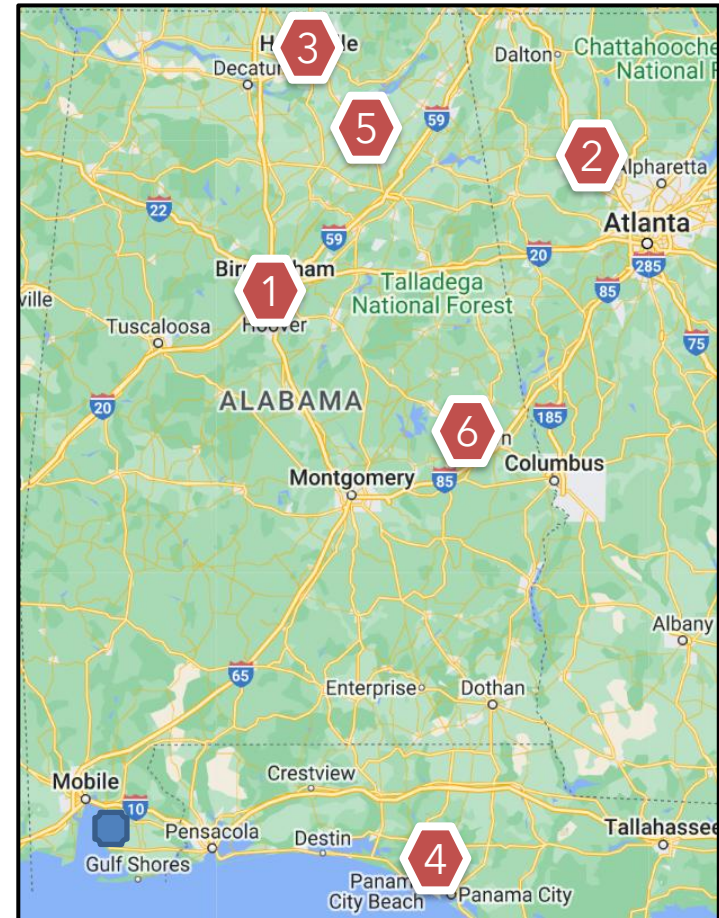


Victus Advisors analyzed outdoor sports complexes within the Southeast region that were identified by event organizers as venues that could potentially be competitive with a new outdoor sports complex in Fairhope.

Outdoor Facility

- 1 Hoover Met Complex
- 2 Lakepoint Sports
- 3 Merrimack Soccer Complex
- 4 Panama City Beach Publix Sports Park
- 5 Sand Mountain Park & Amphitheater
- 6 Wire Road Soccer Complex

Note: Sorted by Outdoor Sports Facility in alphabetical order



Source: Google Maps



HOOVER MET COMPLEX



Hoover, AL



- Opened: 2019
- Owner: City of Hoover
- Operator: Sports Facilities Management (SFM)
- Construction Cost: \$100.93M in Q3 2024 dollars*
 - Construction cost shown represents the total cost of the Hoover Met Complex and the Finley Center
- Footprint: 120 acres
- Features:
 - Hoover Met Stadium for baseball, community gatherings, and other competitions.
 - 5 NCAA regulation baseball/softball fields
 - 5 NCAA regulation multipurpose fields (soccer, football, or lacrosse)
 - 16 tennis hard-courts
 - Meeting space
 - RV Park
- Annual Events:
 - Camps, birthday party, banquets, large-scale events, tournaments, and clinics for multiple sports and adult and youth sports leagues.
- Economic Impact:
 - Hoover Met Complex welcomed over 713,000 visitors which contributed to an economic impact of over \$90.7 million in 2023.

HOOVER MET COMPLEX (CONT.)



Layout





LAKEPOINT SPORTS



Emerson, GA

- Opened: 2014
- Owner/Operator: LakePoint Sports
- Footprint: 140 acres
- Outdoor Complex Features:
 - 8 baseball fields (all artificial turf with lights)
 - 3 multi-purpose rectangular fields
 - 3 onsite hotels
 - 10 restaurants onsite
- Programming:
 - Regional/national tournaments for over 30 different sports.
- Economic Impact:
 - A study by Georgia Tech estimates that approximately six (6) million people visit LakePoint (as a whole) annually, generating about \$250 million in tax revenues.





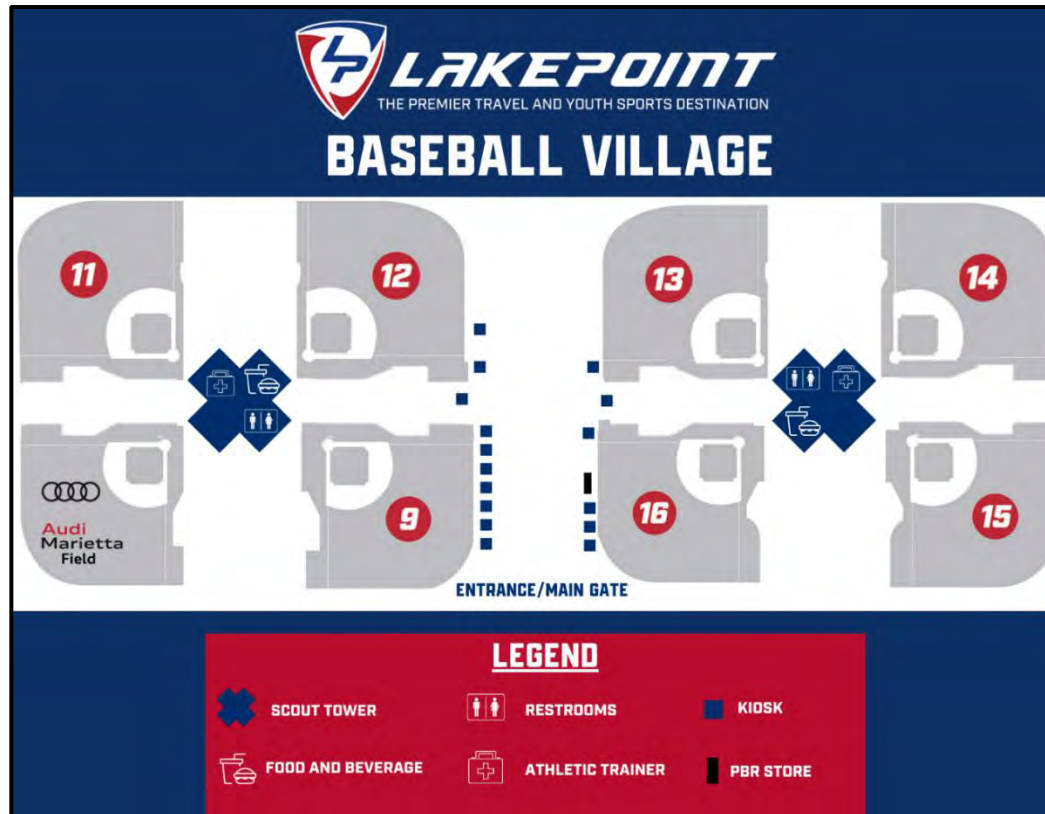
LAKEPOINT SPORTS (CONT.)



RENTAL RATES

- Multi-Purpose Fields Weekday: \$75 / Hour
- Multi-Purpose Purpose Fields Weekend: \$115 / Hour

Layout





MERRIMACK SOCCER COMPLEX



Huntsville, AL

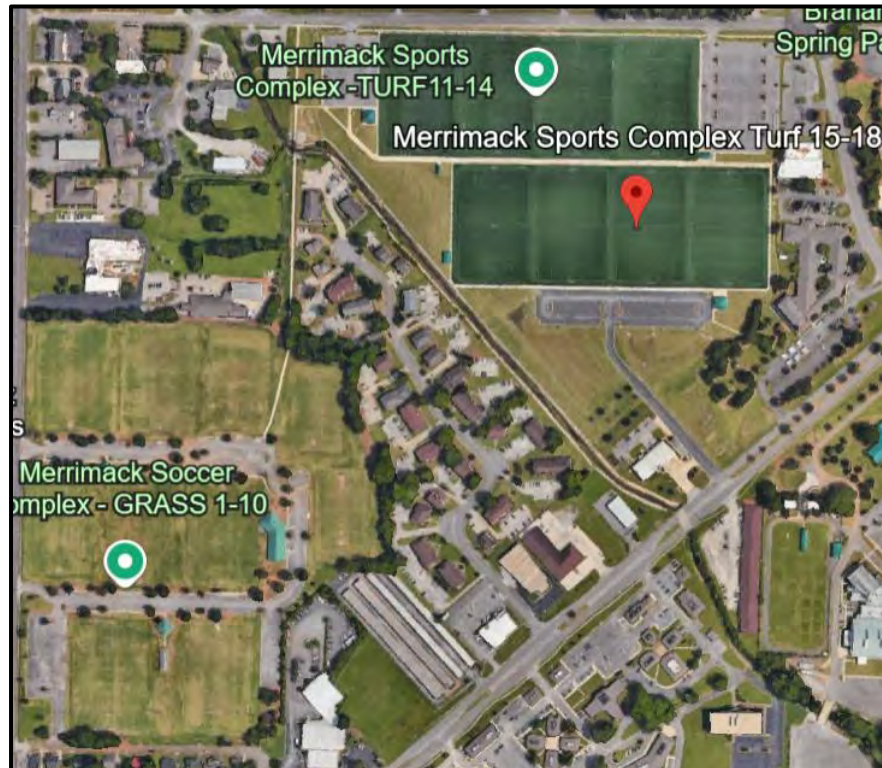
- Opened: 2019
- Owner: City of Huntsville
- Operator: City of Huntsville
- Construction Cost: \$12.61M in Q3 2024 dollars*
- Footprint: Around 65-70 acres
- Features:
 - 18 lighted soccer fields
 - Fields 1-10 are natural grass
 - Fields 11-18 are artificial turf
 - Restroom facilities located at north and south ends
 - Picnic tables, concession area
- Annual Events:
 - Regional youth tournaments, invitationals
 - Huntsville City Soccer Festival, Leidos KICKS Invitational
 - Apollo Cup hosted by Snap Soccer
- Economic Impact:
 - These fields were built by the City of Huntsville to entertain and boost the local economy. A youth soccer tournament with 40-plus teams can bring an economic impact of more than \$1M over 3 days. This facility looks to host six (6) to eight (8) a year.



RENTAL RATES

- Grass Fields 1-10 (each): \$100 / field / day, \$1,000 / day for all fields
 - Turf Fields 1-18 (each) \$400 / field / day
- Turf Fields 1-18 (each): \$75 / Hour without lights
- Turf Fields 1-18 (each): \$100 / Hour with lights

Layout





PANAMA CITY BEACH PUBLIX SPORTS PARK



Panama City Beach, FL



- Opened: 2019
- Owner: Panama City Beach
- Operator: SFA
- Construction Cost: \$47.94M in Q3 2024 dollars*
- Footprint: 160 acres
- Features flexible layout options, such as:
 - 13 configurable fields (9 synthetic turf, 4 natural grass)
 - 5 collegiate baseball fields
 - 10 collegiate/youth softball fields
 - Championship field with seating for up to 1,500 spectators
 - LED-Lighted fields and scoreboards per field
 - 3 concessions stands onsite
- Annual Events:
 - United States Fastpitch Association, Youth All-American Soccer Series
- Economic Impact:
 - Produced \$110 million in economic impact in 2022.



Layout





SAND MOUNTAIN PARK & AMPHITHEATER



Albertville, AL

- Opened: 2021
- Owner: The City of Albertville
- Operator: Sports Facilities Management (SFM)
- Construction Cost: \$100.12M in Q3 2024 dollars*
- Footprint: 130 acres
- Outdoor Complex Features:
 - RV Park
 - Amphitheater with a 6,000 capacity
 - 9 outdoor turf diamonds
 - 5 outdoor turf multi-sport fields
 - Outdoor water park
 - 16-court tennis center
 - 18-hole disc golf course
 - Multiple playgrounds, Miracle baseball field
- Economic Impact:
 - In 2023, the park generated \$23MM+ in economic impact for the region.





SAND MOUNTAIN PARK & AMPHITHEATER (CONT.)



RENTAL RATES

- Multi-Purpose Fields: \$50 / Hour
 - Baseball Fields: \$50 / Hour
- Championship Baseball Field: \$65 / Hour

Layout





WIRE ROAD SOCCER COMPLEX



Auburn, AL

- Opened: 2024
- Owner/Operator: City of Auburn
- Footprint: 35-40 acres
- Outdoor Complex Features:
 - 6 full size lighted fields
 - 1 smaller lighted field
 - 3 outdoor artificial turf fields
 - 1 natural sod practice field
 - Playground, concession stand, restrooms
 - Picnic areas, parking
- Programming:
 - Auburn Soccer Association



RENTAL RATES

- \$50 per field per play date
- \$150 for initial field set-up & lining
- \$50 per field for lining / re-lining
 - Per Field: \$50 / Hour for lights

Layout





OUTDOOR SPORTS COMPLEXES: FACILITY SUMMARY



Outdoor Facility	Location	Owner	Operator	Rectangular Fields	Ball Diamonds	Tennis Courts
Hoover Met Complex	Hoover, AL	Public	Private	5	6	16
Lakepoint Sports	Emerson, GA	Private	Private	3	8	-
Merrimack Soccer Complex	Huntsville, AL	Public	Public	18	-	-
Panama City Beach Publix Sports Park	Panama City Beach, FL	Public	Private	5	10	-
Sand Mountain Park & Amphitheater	Albertville, AL	Public	Private	5	9	16
Wire Road Soccer Complex	Auburn, AL	Public	Public	11	-	-
HIGH				18	10	16
AVERAGE				7.8	8.3	16
LOW				3	6	16

Sources: Facility operators; Victus Advisors research

Notes: Sorted by Facility in alphabetical order

As shown above, all the outdoor facilities profiled have at least 11+ fields or diamonds combined. Rectangular fields are mainly used for football and soccer, while ball diamonds cater to baseball and softball. Many of the facilities are publicly owned while the operators are private.



OUTDOOR SPORTS COMPLEXES: CONSTRUCTION COSTS



Outdoor Facility	Location	Year Opened	Acreage	Est. Q3 2024 Construction Cost	Est. Q3 2024 Construction Cost Per Acre
Hoover Met Complex	Hoover, AL	2019	120	\$100,933,921	\$841,116
Sand Mountain Park & Amphitheater	Albertville, AL	2021	130	\$100,123,577	\$770,181
Panama City Beach Publix Sports Park	Panama City Beach, FL	2019	160	\$47,943,612	\$299,648
Merrimack Soccer Complex	Huntsville, AL	2019	67.5	\$12,616,740	\$186,915
HIGH			160	\$100,933,921	\$841,116
MEDIAN			125	\$74,033,595	\$534,914
AVERAGE			119	\$65,404,463	\$524,465
LOW			68	\$12,616,740	\$186,915

Source: Victus research

Notes:

- (1) Sorted by Est. Q3 2024 Construction Cost Per Acre in descending order
- (2) Estimated according to the Turner Building Cost Index Q3 2024

Acreage: Among the profiled facilities above, the average acreage is 119.

Construction Cost: The average construction cost is \$65.40 million in Q3 2024 construction dollars, or \$524,465 per acre.



CONCLUSIONS: OUTDOOR SPORTS COMPLEXES



- **Regional Indoor Sports Complexes Summary:** All outdoor facilities profiled have at least 11 combined multi-use rectangular fields and ball diamonds.
- **Construction Costs Summary:** The average construction cost per acre of the outdoor sports complexes is just under \$525,000 in Q3 2024 construction dollars. The average acreage of the properties is 119.
- **Rental Rates:** Multi-purpose field rentals ranged from \$50 / Hour up to \$115 / Hour. Baseball field rentals ranged from \$50 / Hour to \$65 / Hour. Main reasons for variation in pricing are time of year, weekday versus weekend, lighting requirements, and field/diamond size.
- **Economic Impact:** Many facilities profiled generate tens of millions of dollars in economic impact and direct spending per fiscal year, some over \$100 million.

CONCLUSION

Similar to indoor regional facilities, outdoor complexes also generate significant economic impact. The five (5) venues profiled in this section are all within a 5-6-hour drive-time to Fairhope and occupy over 65 acres. As cited earlier in this report, Baldwin County has several diamond and rectangular field complexes that currently host regional and national sports tournaments. Based on feedback from local sports groups, there is not significant demand for a large outdoor sports complex, but more rectangular fields would help support local programs.

6. SPORTS FACILITY SWOT ANALYSIS & DEMAND ASSESSMENT



FAIRHOPE SPORTS MARKET SWOT ANALYSIS

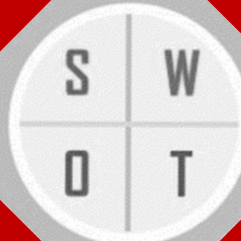


Strengths

1. Location & Access
2. Youth Sports Growth
3. Quality of Existing Facilities
4. Brand/Reputation of Fairhope

Weaknesses

1. Lack of Local Indoor Sports Facilities for Local Groups
2. Lack of Affordable Family Lodging Options
3. Smaller Tourism Drive-Time Range Population



Opportunities

1. Tap Into Sports Tourism Market

Threats

1. Regional Facility Competition
2. Economic Leakage
3. Nearby Destination Communities



SWOT ANALYSIS - STRENGTHS



KEY STRENGTHS OF FAIRHOPE AS A SPORTS MARKET:

LOCATION & ACCESS

- There is a population of over 50,000 people within a 15-minute drive time of the Fairhope site and over 160,000 people within a 30-minute drive time.
- Fairhope is accessible (specifically the site) given that it is located right of the U.S. Route 98, which is accessible by I-10.

YOUTH SPORTS GROWTH

- Stakeholders commented that youth sports in Fairhope are growing rapidly. Sports that have not been prevalent in Fairhope in the past now have demand, which will increase local competition and foster more of a sports culture in the city.

QUALITY OF EXISTING FACILITIES

- Stakeholders noted that while current facilities are overbooked and more planning between sports is necessary, the quality has been maintained.

BRAND/REPUTATION OF FAIRHOPE

- The City markets itself as "a warm, friendly and walkable town that radiates southern charm", which tends to appeal to adult travelers with significant disposable income (high-income households, dual-income couples, empty nesters, and other such leisure travelers). This type of traveler tends to participate in leisure sports such as golf, tennis, pickleball, swimming, equestrian, etc.



SWOT ANALYSIS - WEAKNESSES



KEY WEAKNESSES OF FAIRHOPE AS A SPORTS MARKET:

LACK OF LOCAL INDOOR SPORTS FACILITIES FOR LOCAL GROUPS

- Aside from the Foley Sports Tourism Complex (in Baldwin County), there is a lack of indoor court space for local basketball, volleyball, and other indoor sports groups.

LODGING & ATTRACTIONS

- Victus found very few lodging options (minimum 2-star hotel class) near the project site in Fairhope.
- Multiple stakeholders noted how little hotel inventory the city has to offer for visitors. While there are some attractions in the city, other neighboring cities may have more to offer.

SMALLER TOURISM DRIVE-TIME RANGE POPULATION

- There is a population of over 2.5 million people within a 2.5-hour drive time of the Fairhope site, and over 11.75 million people within a 5-hour drive to potentially draw from for sports and event activity. The limited population relative to other markets in the country is due to the geographic limits of Fairhope to the south (Gulf of Mexico).



SWOT ANALYSIS - OPPORTUNITIES



KEY OPPORTUNITIES FOR FAIRHOPE AS A SPORTS MARKET:

TAP INTO SPORTS TOURISM MARKET

- Sports-related travel spending reached \$52.2 billion in 2023, an 11% increase from 2022 and 16% increase since 2019. 2021 saw a significant recovery from 2020 (impacted by the COVID-19 pandemic), and data from 2021, 2022, and 2023 indicates that sports tourism spending has returned to or exceeded pre-pandemic levels.
- One stakeholder believed that a sports tourism facility in Fairhope could be successful if it catered to a sport that does not have multiple options in terms of venues for events. One of the pickleball organizers interviewed noted that they prefer to host tournaments at venues that have dedicated pickleball courts, unlike most in the area that share lines with basketball and volleyball. This is a potential opportunity to capture a large share of pickleball events in a regional area for Fairhope.



SWOT ANALYSIS - THREATS



KEY THREATS FOR FAIRHOPE AS A SPORTS MARKET:

REGIONAL FACILITY COMPETITION

- Other indoor and outdoor facilities within the Baldwin County market and the State of Alabama could compete with a new indoor/outdoor sports tourism facility in Fairhope for events. In order to mitigate this threat, it is important that City of Fairhope focus on a facility that will differentiate itself so as to not oversaturate the market and compete for the same sports tournaments and events.

NEARBY DESTINATION BEACH RESORT COMMUNITIES

- It should also be noted that a number of nearby destination resort communities, such as Gulf Shores and Orange Beach, are currently investing significant sums in sports tourism marketing, with these marketing campaigns funded in large part by tourist occupancy taxes that are generated via the large hotel, motel, and nightly-rental inventories that exist within those destination communities.

ECONOMIC LEAKAGE

- Because Fairhope has very little hotel inventory, visitors will have no choice but to stay in other cities, which leaves Fairhope missing out on significant economic impact. One stakeholder said that the Gulf Shores/Orange Beach area is a competitor for room nights regardless of inventory because of the amenities and attractions they offer. To capture this part of visitor spending, Fairhope must consider expanding their lodging inventory.



FACILITY OPPORTUNITY ASSESSMENT



OVERVIEW

Our facility opportunity assessment is based primarily upon the following primary and secondary research conducted by Victus Advisors over the course of this study:

- Analysis of Fairhope's unique market characteristics.
- Review of comparative and competitive facilities (both local and regional).
- Interviews conducted with stakeholders, local sports groups, and regional/national event organizers.
- Victus' comparable experience conducting feasibility studies for sports tourism facilities across the country.



FACILITY OPPORTUNITY ASSESSMENT: LOCAL NEED



Community survey responses suggest there is demand for additional recreational space in Fairhope and public support (87%) is strong for developing this space.

RECREATIONAL OUTDOOR SPORTS FACILITY

Victus found demand for the addition of four (4) more multi-use fields that would add necessary inventory needed for local youth teams.

Rationale:

- Fairhope Youth Baseball is content with the inventory currently at their disposal for their operations.
- Fairhope Soccer Club and Fairhope Youth Football both stated that for their operations, more fields would be very beneficial. Because the site is over 100 acres, it's feasible to have a section where outdoor sports can take place.

RECREATIONAL INDOOR SPORTS FACILITY

Victus found demand for an indoor sports facility with up to six (6) basketball courts, convertible to six (6) or more volleyball courts.

Rationale:

- Fairhope Youth Basketball indicated that they need six (6) new courts for their programming.
- Interest in volleyball has grown quickly, but as of now there isn't enough indoor space to start offering it in Fairhope.
- The facility could also be used by other sports groups during outdoor inclement weather or during the summer months.



FACILITY OPPORTUNITY ASSESSMENT: SPORTS TOURISM



SPORTS TOURISM OUTDOOR FACILITY

Victus did not find significant demand for an outdoor sports tourism facility (rectangular fields or diamond fields).

Rationale:

- There are already several outdoor sports tourism-caliber facilities in the Baldwin County Market, including the Daphne Sports Complex, the Foley Sports Complex, and the Gulf Shores Sportsplex. A similar facility in Fairhope would face significant competition from existing facilities in the region and thus not be sustainable.
- Fairhope Youth Baseball expressed interest in a sports complex for travel ball tournaments but noted that it is not a primary focus for them. Their focus remains on running spring/fall leagues.

SPORTS TOURISM INDOOR FACILITY

Victus did not find significant demand for a large indoor sports tourism facility (multi-use courts and over 100,000 sq. ft.) that would solely look to host major, national tournaments and events. That said, there is some interest regarding smaller, regional tournaments which Fairhope could potentially host in a hybrid facility (local recreation/some sports tourism). Victus believes that this hybrid facility model could be a more sustainable option in Fairhope.

Rationale:

- Foley Sports Tourism Complex (30 minutes away from the project site) features six (6) basketball courts and has already established itself as the indoor sports tourism facility in the market.



FACILITY OPPORTUNITY ASSESSMENT: OPTION 1: RECREATION CENTER



NEW RECREATION CENTER (100% LOCAL FOCUS)

Victus found significant demand from local sports groups that require indoor court space in addition to outdoor, multi-use fields. It is envisioned a new recreational center could provide more space for these groups to program their current events and possibly expand their operations. Also, many other amenities can be added to the site for the general public.

Features:

- Gymnasium
 - Six (6) basketball courts convertible to 12 volleyball courts or 18 pickleball courts
- Outdoor fields
 - Four (4) multi-use fields for soccer, football, etc.
- Fitness Center
 - Cardio and exercise machines, free weights, and classes like yoga, cycling, etc.
- Swimming Pool
 - Recreational swimming, water aerobics
 - Competition swimming: local county teams and high schools are looking for new facilities
- Multi-purpose rooms, lounge areas, game rooms
- Sufficient parking, bathrooms



FACILITY OPPORTUNITY ASSESSMENT: OPTION 1: RECREATION CENTER (CONT.)



Potential Features:

- Cross Country running course with walking trails
 - Indoor or outdoor track(s) for the public and for local track and field teams
- Hotels/RV park
- Lake/detention area plus an open play area
- Picnic areas/pavilions
- Outdoor basketball courts, sand volleyball courts
- Playgrounds
- BMX Course
- Food Trucks
- Miracle Field
- Community gardens, outdoor art displays
- Concessions



FACILITY OPPORTUNITY ASSESSMENT: OPTION 2: MULTI-USE SPORTS COMPLEX



MULTI-USE SPORTS COMPLEX (80% LOCAL/20% SPORTS TOURISM FOCUS)

In addition to the significant demand Victus found from local sports groups, there is some interest regarding smaller, regional tournaments which Fairhope could potentially host. While the sports tourism Fairhope attracts would not fully program a new facility, local groups would also bring their operations and share the complex. Bringing in a third-party operator or partnering with a local club to run the facility are a few options.

Features:

- Gymnasium
 - Six (6) basketball courts convertible to 12 volleyball courts or 18 pickleball courts
- Outdoor fields
 - Four (4) multi-use fields for soccer, football, etc.
- Two limited-service hotels
 - Each hotel would provide around 100 rooms, taking affordable hotel inventory in Fairhope from under 200 rooms to close to 400 rooms
 - 400 rooms is enough inventory to host smaller tournaments with potentially up to around 100-150 teams, assuming there's 15 athletes per team
- On-site Family Entertainment Attractions & Hospitality Amenities
 - Indoor - Arcade, clip n' climb, ninja course, golf simulator, etc.
 - Outdoor - Waterpark, splash pad, zip line, adventure/ropes course, etc.
 - "Eatertainment" - Topgolf, Chicken N Pickle, Popstroke, GoodSurf, etc.



"EATERTAINMENT" EXAMPLES: CHICKEN N PICKLE



- Total Locations: 10 nationwide
- Example Facility Below: Overland Park, Kansas
- Building Footprint: 80,000 sq. ft.
- Land Footprint: 3.5 acres
- Features:
 - 6 indoor pickleball courts
 - 4 outdoor pickleball courts
 - Bars
 - Multiple dining areas
 - Rooftop dining with outdoor tables
 - Lawn games, such as cornhole, ping pong, battleship, and Jenga





"EATERTAINMENT" EXAMPLES: POPSTROKE



- Total Locations: 17 nationwide
- Example Facility Below: Tuscaloosa, Alabama
- Land Footprint: 3.5 acres
- Features:
 - 2 mini-golf courses
 - Outdoor gaming
 - Ice cream parlor
 - Kids playground
 - Full-service restaurant





"EATERTAINMENT" EXAMPLES: GOODSURF



- Total Locations: 1 nationwide
- Example Facility Below: Dallas, Texas
- Building Footprint: 35,000 sq. ft.
- Land Footprint: 2 acres
- Features:
 - Outdoor wave pool
 - 4 pickleball courts
 - Restaurant and bar





HOTEL DEVELOPMENT CONSIDERATION



<u>Tournament Size</u>	<u>Teams</u>	<u>Required Rooms per Night</u>
Small	30	120
Medium	60	240
Large	100	400
Current Hotel Rooms in Fairhope*		230

Source: City of Fairhope, Victus research

*Note: *Does not include Grand Hotel Golf Resort & Spa, as it is considered a higher-end hotel than the typical youth sports hotel.*

Currently the City of Fairhope has an estimated daily capacity of 230 hotel room nights. As a result, the current hotel inventory in the City of Fairhope cannot meet the demand of large-size tournaments.



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