

Sports Tourism

CITY COUNCIL

3.23.26

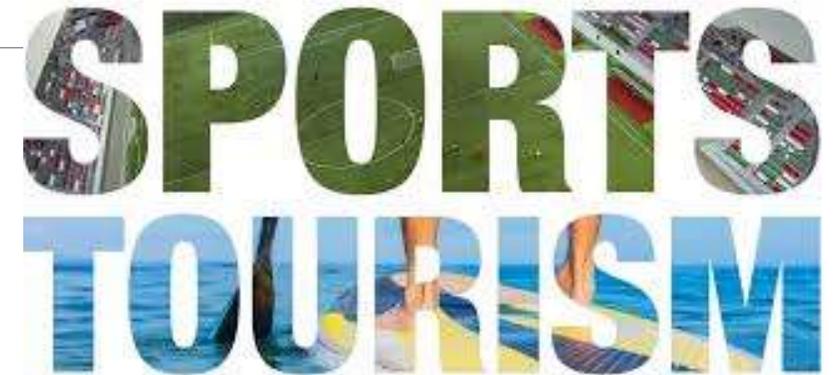
Sports Tourism

- Sports Tourism - traveling to participate in or watch sporting events-has become a multibillion-dollar industry.
- In 2024 alone, the youth sports tourism sector generated a direct spending impact of \$52.2 billion (according to SportsETA), with youth sports projected to reach \$77.5 billion globally by 2026.
- On average, families spend \$700 to \$1,000 a month on youth sports, much of which flows directly into the host community.
- Building and operating sports facilities creates jobs for local residents, from construction and maintenance to coaching and event management.
- This type of facility adds to the quality of life in the community and also adds an additional amenity that can be utilized by local residents.

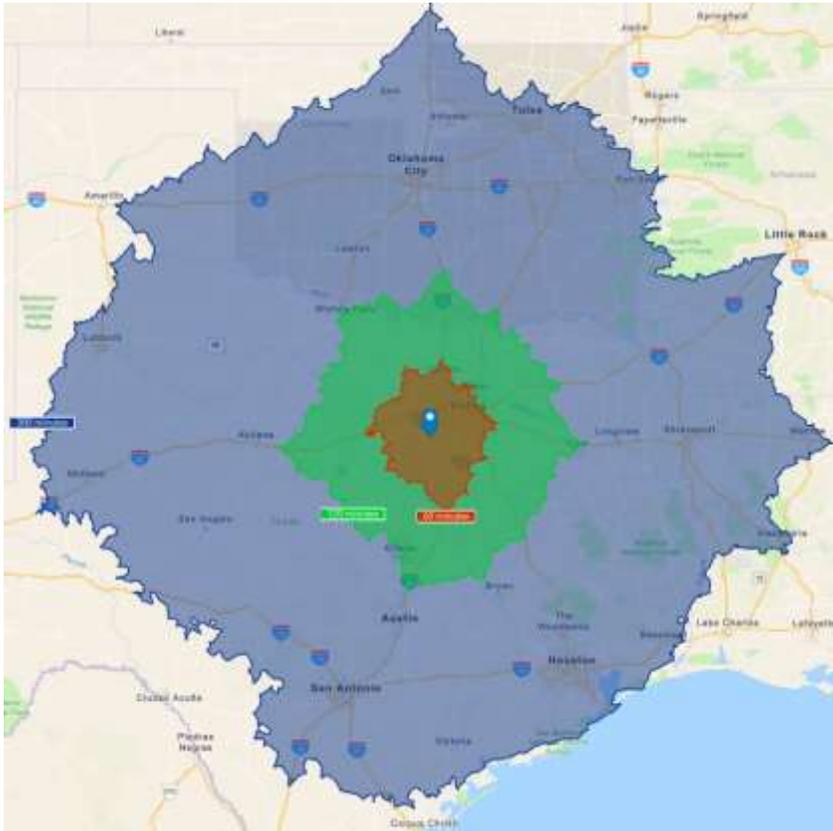


Background

- City conducted a Feasibility Report with Synergy Sports in August of 2024.
- The report was favorable for an indoor sports facility to be successful in our market.
- Staff had the study verified and updated by SFC in September of 2025.
- The design and construction of this facility would be approximately \$75M - \$85M.
- The Hidden Creek Softball Field site was identified as a potential location.
- This type of a facility aligns with the goals of the organization of creating more sports tourism within the community.



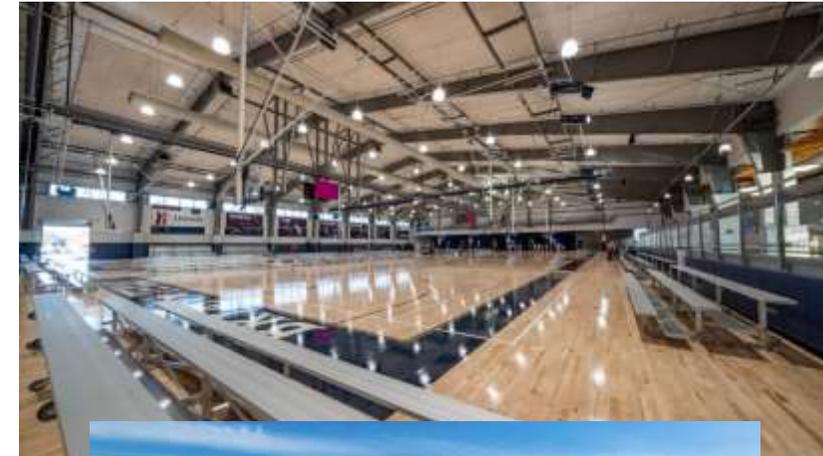
Study Findings

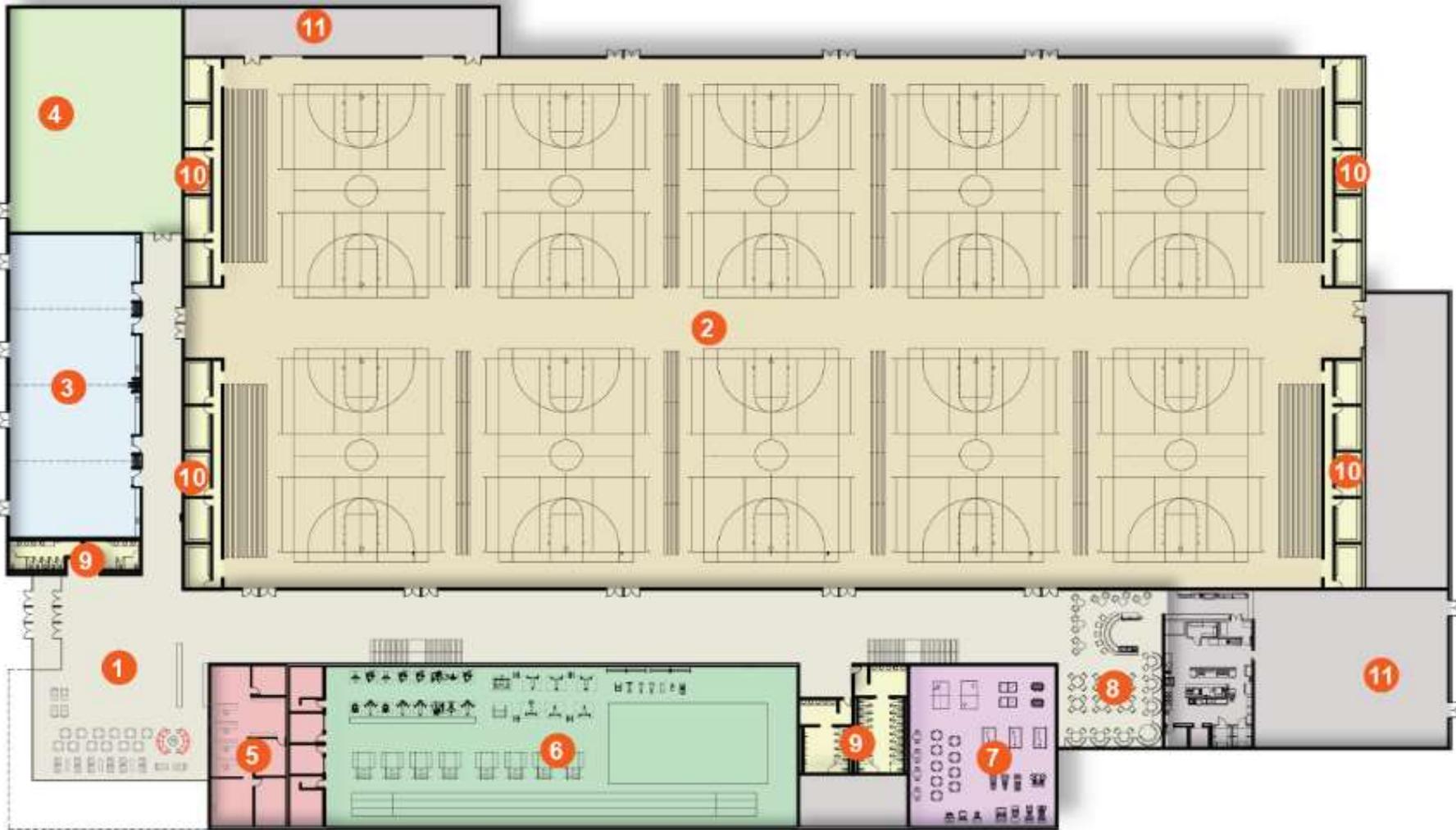


- The study identified that we would be a location that could pull visitors from Oklahoma, Louisiana, Arkansas and the majority of Texas.
- There is less than 5 regional indoor competitors. There is a one in Plano, Bryan, Norman, OK and Tulsa, OK.
- There is a sufficient regional sports population to support this type of facility.
- The broader local community and the extended sports tourism regional market stand to reap benefits from this development.

Study Findings

- The site at Hidden Creek would be ideal to be a Regional Indoor Sports Facility totaling 192,000 square feet on approximately 20 acres.
- This would include the following amenities:
 - 10 basketball courts
 - 20 volleyball courts laid over basketball courts
 - 30 pickleball courts laid over basketball courts
 - Meeting spaces
 - 15,000 square feet of a family oriented amenity (arcade, ropes course, etc)
 - 10,000 square feet of a turf area for Sports Performance Training
 - 5,000 square feet of leased space (Medical, Sports Rehab, etc)
 - Misc. office spaces, kitchen, and other storage areas
 - Sand Volleyball courts outside as well as an outdoors Aquatics Area Deck including a Splash Pad.





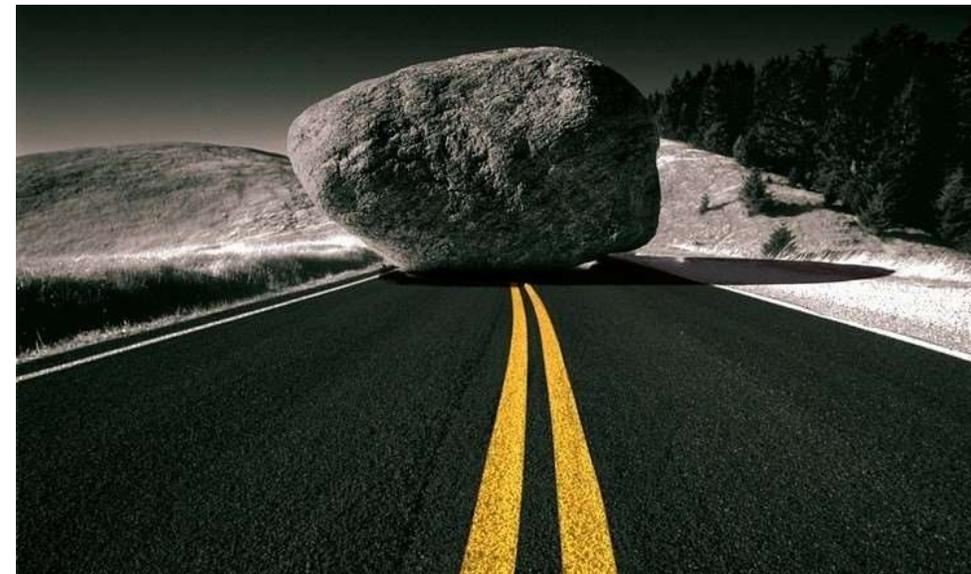
Project Benefits

- Project aligns with the goals of promoting our community as a destination when it comes to Sports Tourism.
- An additional 40-50 tournaments to be hosted in this facility.
- This project would aid in a higher demand for qualified developers for the Hotel/Conference Center.
- This facility would generate an additional \$25-35M in economic impact in the community through lodging, restaurants and shopping.
- The site would have additional acreage to be developed for more commercial uses.
- The east side of Hidden Creek develops to be more commercial, hospitality and other uses that are missing from the market.
- This project would add to the destinations like Chisenhall Fields, Hidden Creek Golf Course, Baily Lake Disc Golf, along with all of the trails and connectivity to Old Town as well.



Project Hurdles

- The site is located in dedicated Parkland and would require an election to take the designation away from the property.
- There is no additional bandwidth in the budget to currently pursue this facility in-house.
- Staff would need to identify a partner to assist in the development of this facility through a RFP/RFQ process
- Additional financing options would need to be considered like creating a TIF encompassing the Hidden Creek corridor.



Discussion

- Does Sports Tourism still align with our current vision and goals?
- Move forward with trying to find a partner and see what options are feasible?
- Next steps would be to issue an RFQ to find a qualified partner.

