

# Economic Benefits of a Sportsplex in...



# Table of Contents

Executive Summary	3
Background & Proposal	3
A Proven Concept	4
The Ripple Effect	5
Doxey's Index of Tourist Irritation	6
Conclusion	7
References	8
Picture References	9

# Executive Summary

How would bringing a new sportsplex to the Pittsboro community, economically benefit the town? How would the local residents react to the new tourist attraction? Economically, city executives will look at the positive and negative impacts a new venue will have on the community, as well as knowing how new money will be distributed throughout the state. City officials will study whether or not the city can sustain such a large tourist attraction without hurting the local residents. They must find a balance between providing an attraction for the locals and tourists that travel to town for tournaments.

## Background & Proposal

According to Judy Sparks, the director of marketing for LakePoint Sporting Complex, she claims “Travel sports tourism is one of the largest growing segments in the tourism industry today” (Riley). Families are planning their vacations around travel tournaments while pushing their children to be successful in sports to make it to the collegiate level. America’s youth aspire to play in state-of-the-art facilities and Pittsboro currently does not have a facility that would meet the needs of our youth.

Pittsboro is a small town located in Chatham County, right outside of Chapel Hill, that is starting to grow economically and socially. Since 2014, the average growth rate of Chatham County’s population has increased by 2.0%. It is predicted to progress in the same direction that the town of Apex did, after developing Beaver Creek commons 10-15 years ago. With Pittsboro’s new plans for developing Chatham Park, Preston Development has predicted the area to “...accommodate more than 22 million square feet of commercial, office and civic space, and 22,000 new residential units with 2,000 acres set aside for parks and open space” (Hoyle).

Figure 1.1 lays out the developing plans for Chatham Park with new restaurants, businesses, entertainment and lodging accommodations. A new sportsplex to the area would provide a facility for a variety of sports, including; basketball and volleyball courts with a track circling above the courts, soccer fields, and baseball fields. This venue will bring in revenue for Pittsboro, benefiting businesses.

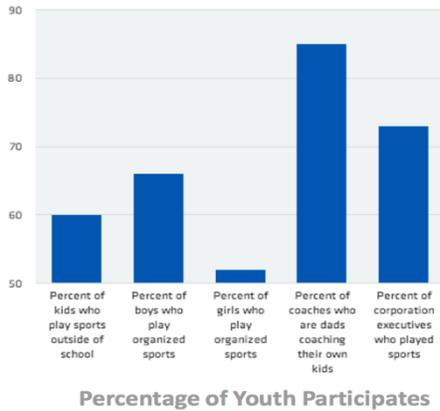
**Chatham Park Development Plans**



**Figure 1.1**

# A proven Concept

## Percent of Youth Participants in Sports



As said before, sport tourism is one of the largest growing industries that brought in \$15 billion dollars in 2017. Visitors to the tourist attractions will spend \$250 a day during tournaments with the average family spending \$670 a year for their child to play on a travel team. In youth sports, 70% of kids aged 6-17 years old are playing on a travel team. This shows the economic increase in youth sports for the sports industry.

**Figure 1.2**

In 2012, LakePoint Sporting Destination broke ground to build at \$1 billion-dollar venue, covering 1,400 acres. This sports complex has eight major league sized baseball fields, three multi-purpose soccer and lacrosse fields, sand volleyball courts, one of the largest cable-wakeboard parks, and 350,000 square feet of indoor facilities for indoor sports like basketball and volleyball. This new venue brought in 2,400 jobs at the start and led to a total of 26,000 jobs ranging from the first means of construction, to the employees and the suppliers.

## LakePoint Sports Complex



**Figure 1.3**

## Rocky Mount Event Center



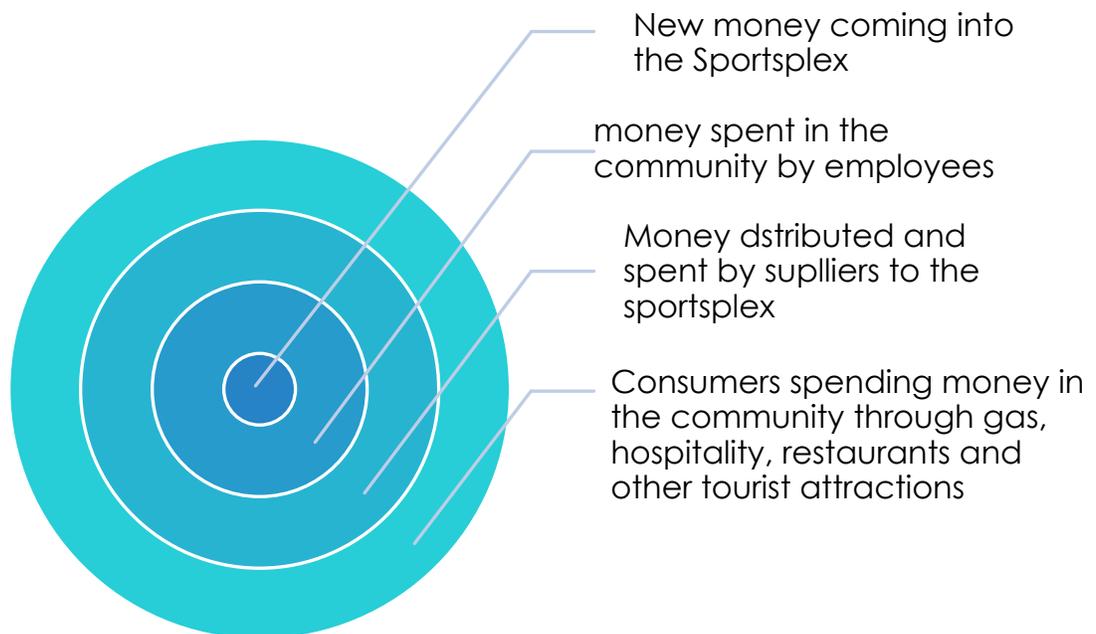
**Figure 1.4**

As for the new sportsplex in Pittsboro, it will consist of eight basketball courts that can convert to 16 volleyball courts with a running track around the courts, 4 baseball/softball fields and 4 soccer fields. This will be very similar to the Rocky Mount Event Center in Rocky Mount, NC. The center has economically impacted the community by bringing in \$264 million in spending over a course of 10 years.

## The Ripple Effect Model

After discussing how successful the LakePoint Sports Complex in Georgia has been, we now look into the economic ripple effect, shown in Figure 1.5, for a new sportsplex in Pittsboro. New jobs will be brought to the community and new money will be distributed to different economic areas for the city as well as throughout the state. Initially, money will be brought into the business, prompting the sportsplex to be successful overall. That money will then be distributed to the employees, who will then spend their money within the community on their wants and needs, such as food, material items and entertainment. The sportsplex will also pay its suppliers who will then spend their money in the state on their own needs. Consumers such as local residents and tourists will spend money on travel, restaurants, shops, and other tourist attractions within the area. The ripple effect will go on and on, distributing money to the local, state and national areas.

### The Ripple Effect



**Figure 1.5**

## Doxey's Index of Tourist Irritation

Doxey's Index of Tourist Irritation analyzes a process chart with five categories that a community flows through when new tourist attractions are brought to a city. The first stage is Euphoria; the number of tourists is small, and the residents interact and welcome the tourists. The second stage is apathy; this is when the tourists are taken for granted and are only used as a source of revenue. The third stage is annoyance, which is when saturation has been met and locals are controlling the increasing of infrastructure. Locals are uncertain about the new tourist attraction and fear a change in the community's way of life. The fourth stage is when the tourists are the reason for everything bad that has happened in the community and irritation is openly shown. Finally, the last stage is when the community accepts what has been permanently done.

### Doxey's Index of Tourist Irritation



**Figure 1.6**

As a city, the impacts on the local community and their reaction to the new sportsplex is important. To prevent the locals from being irritated, the sportsplex should provide some type of reward for them. An example could be giving sponsorships to local businesses or discounts for access to facilities. By providing locals with these benefits, they will feel more included in the tourist attraction and will be less likely to become irritated as the attraction grows in awareness.

## Conclusion

For the city of Pittsboro, a new sportsplex will benefit its community economically and socially. It will bring in revenue from tourists, employees and suppliers who spend their money on travel, hospitality, and other attractions. A massive sportsplex would create hundreds of jobs which would be filled by the residents of this community. The sportsplex and the events that are hosted there would attract many visitors a year. Every family or team that visits would be spending money, not only to play in the hosted event or tournament, but also at local businesses and restaurants. The main concern of any business owner is making money and the attraction of many more people increases the likelihood of success and making a profit. However, this does not come without risks. When a massive new business is created, especially one that attracts tourists from other areas there are concerns. Things like how Pittsboro would cope with the added population numbers and congestion could come into play. Is the city and infrastructure prepared for an influx of people to the area? Another huge condition of implementing a tourist-driven business to a community is the opinions of the community toward the tourists. Will the majority of Pittsboro residents be welcoming and have a positive attitude, or is the community against change and development? When people travel places, it is obvious that they want to be welcomed and feel safe. If word were to get around that the Pittsboro Community was not welcoming or a nice place to visit this would kill the sportsplex business.

In conclusion, the creation of a sportsplex in Pittsboro would create endless opportunities for the community and local businesses to grow and develop. The amount of money brought in by tourists would fuel the economy of the town and benefit the community as a whole. This is dependent however on the infrastructure of Pittsboro that is in place and the opinions of residents. However, the benefits would not stop there. Pittsboro is neighbored by many other large and developed areas like Chapel Hill. Surely, residents from neighboring areas would visit the sportsplex and the surroundings areas like Chapel Hill would also feel the positive economic effects.



## References

- Chatham County, North Carolina Population 2019. (n.d.). Retrieved from <http://worldpopulationreview.com/us-counties/nc/chatham-county-population/>.
- Hoyle, A. (2015, January 27). N.C. State study: Economic impact of Chatham Park could top \$154 billion. Retrieved from <https://www.bizjournals.com/triangle/blog/real-estate/2015/01/nc-state-study-economic-impact-of-chatham-park.html>.
- Pack, Andrew, and Dana Davis. "Sport Venues-New Trends That Maximize Economic Impact." *Woolpert*, 29 Jan. 2018, [opraonline.org/wp-content/uploads/2018/01/2018woolpert.pdf](http://opraonline.org/wp-content/uploads/2018/01/2018woolpert.pdf).
- Riley, C. (2015, October 26). \$1B LakePoint Sporting Destination Comes to Life • LakePoint Sports. Retrieved from <https://www.lakepointsports.com/1b-lakepoint-sporting-destination-comes-to-life/>.

## Picture References

Figure 1.1

"For Lease." *Montgomery*, [www.montgomerydevelopment.com/real-estate-services/for-lease/](http://www.montgomerydevelopment.com/real-estate-services/for-lease/).

Figure 1.2

Pack, Andrew, and Dana Davis. "Sport Venues-New Trends That Maximize Economic Impact." *Woolpert*, 29 Jan. 2018, [opraonline.org/wp-content/uploads/2018/01/2018woolpert.pdf](http://opraonline.org/wp-content/uploads/2018/01/2018woolpert.pdf).

Figure 1.3

Riley, Cindy. "\$1B LakePoint Sporting Destination Comes to Life • LakePoint Sports." *LakePoint Sports*, 26 Oct. 2015, [www.lakepointsports.com/1b-lakepoint-sporting-destination-comes-to-life/](http://www.lakepointsports.com/1b-lakepoint-sporting-destination-comes-to-life/).

Figure 1.4

Pack, Andrew, and Dana Davis. "Sport Venues-New Trends That Maximize Economic Impact." *Woolpert*, 29 Jan. 2018, [opraonline.org/wp-content/uploads/2018/01/2018woolpert.pdf](http://opraonline.org/wp-content/uploads/2018/01/2018woolpert.pdf).

Figure 1.5

Smart Art on Word

Figure 1.6

Smart Art on Word

Figure 1.7

WUNC News. "7,000 Acre Chatham Park Seeks Rezoning." *WUNC*, 24 Nov. 2014, [www.wunc.org/post/7000-acre-chatham-park-seeks-rezoning](http://www.wunc.org/post/7000-acre-chatham-park-seeks-rezoning).

Winfrey, Catherine. "Playing Multiple Sports Develops the Young Athlete." *A Unique Approach*, 25 Aug. 2016, [auniqueapproach.com/multiple-sports-athlete-well-rounded/](http://auniqueapproach.com/multiple-sports-athlete-well-rounded/).