

2015

# Golden Eagle Regional Park Annual Report



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# City of Sparks

## Golden Eagle Regional Park

The Sports Complex at Golden Eagle Regional Park is a state-of-the-art facility situated on 140 acres in northeast Sparks. The complex features 1.4 million square feet of artificial turf—the largest single installation artificial turf project in North America.

Since opening to the public in 2008, the Sports Complex has been filled with players and spectators of all ages and skill levels. The softball fields are booked solid with tournaments on weekends from February through November, with teams from as far away as Alaska and Florida. The facility hosted the Triple Crown Sports 18U/Gold National Championship with 80 teams and 5 hours of nationally televised live coverage on CBS Sports Network in 2015.

Park amenities include:

- Softball Fields (6)
- Baseball Fields (2)
- Youth Baseball/Softball Fields (4)
- Stadium-size Football/Soccer Field
- Multi-Purpose Fields (2)
- Bocce Ball Courts (2)
- Basketball Courts (2) Coming soon
- Batting Cages (3) Coming soon
- Concessions (3)
- 3,600 sq. ft. Restaurant and Sports Bar



More than  
6,000,000  
Visitors since  
opening

# Golden Eagle Regional Park

## Highlights

- Generated an estimated \$22.27 Million in Economic Impact from Tournaments and Events visitors
- Attracted over 1 million participants and spectators for league and tournament games
- Hosted 50 tournaments or rental events in 2015
- Brought 1172 visiting teams to Sparks equating to over 45,000 room nights
- Had approximately 9,000 games played on the 15 synthetic-grass fields, including 2,700 city league softball games and 5,300 tournament games
- Hosted 11 tournaments with 50-194 teams participating, an increase of 3 tournaments



# Another Fantastic Year for GERP

Fifty Events Produce \$22.27 Million in Economic Impact.

With the 2 additional youth baseball fields we have started to add additional tournaments and expand others for 2015.

The 15 synthetic-grass fields at the 140 acre park received over 1 million visits for sports related events, and 50 tournaments and events generated an estimated economic impact from visitors in excess of \$22 million. In addition over \$150,000.00 was received in direct income from rentals a 25% increase from 2014.

Since opening in 2008 the complex has been host to numerous Regional and National events for organizations like the Amateur Softball Association, Senior Softball USA, and Triple Crown Sports and National televised tournaments.

Golden Eagle is home to over 500 local adult softball and kickball teams participating 11 months of the year.

We are also host to league games and practices for Sparks Babe Ruth, Sparks Centennial Little League, Sparks National Little League, Sparks Centennial Softball, Pop Warner Football, Sierra Youth Football League, AYSO Soccer, Great Basin Youth Soccer, and Northern Nevada Soccer League seven days a week, for 9 months of the year.



# Tournaments

## **Senior Softball USA – Rock N Reno Tournament**

The 194 team Tournament ran 9 days May 23-31, has doubled in size since Golden Eagle was built. This event remains SSUSA's oldest and largest National Qualifier and the largest tournament in Sparks history. Teams come from all over the country including New York and Florida to participate.

## **Triple Crown Sports – Youth Baseball and Youth Softball tournaments**

Triple Crown Sports came to us six years ago with the idea of moving some of their National events to Sparks, away from Utah, Colorado, and New York after visiting Golden Eagle Regional Park. They started with 2 events and 90 teams in 2011 and grew to almost 200 teams in 2012. In 2015 we hosted an additional week-long event in July that moved to Sparks from New York City and we also hosted a 3 day event in October. According to the RSCVA their 2015 room block was approximately 1/3 of our total room nights. In 2015 Triple Crown Sports hosted a total of 274 teams from across the United States and 17 days of tournament play.

## **This and That Softball – Blood n Guts Adult Softball Tournaments**

Doug Foremaster who has worked for the City of Sparks for 24 years as a part time employee and is a volunteer Slow Pitch Softball Coordinator for ASA came up with an idea 13 years ago to develop a triple elimination tournament in Sparks, the first of it's kind. He started with 8 teams the first year of the event, it has now grown to 3 weekends and now has grown to 166 teams, over 450 games and a waiting list. This event has teams registered from as far away as Alaska and 26 teams from the Boise, Idaho area.

## **Liquid Blue Events – Boneyard Blast**

Started by a local slow pitch softball team in our league, Liquid Blue Events has developed into a hugely popular tournament. The event started with a modest number of teams and now has grown into 2 events locally with 180 teams and over 70% of those teams visiting from outside our area.

Year	# Events
2007 *	27
2008	31
2009	32
2010	36
2011	41
2012	51
2013	48
2014	48
2015	50

\*Prior to Golden Eagle Regional Park

# 2015 Golden Eagle Regional Park

Date	Description	Event Name	Teams	Games	Days	# Local	# Visiting
Jan. – Feb.	Youth	Soccer Practice Rentals	36	200	42	30	6
Jan. – Feb.	Adult	Adult Football Rentals	12	24	12	6	6
Jan. 10	Adult Softball	16 inch softball	12	30	1	10	2
Feb. 7-8	Adult Softball	This and That Softball Valentine's Massacre	31	70	2	14	17
Feb. 14-16	Youth Baseball	All World Sports baseball	30	92	3	23	7
Feb. 21	Adult Softball	Nevada ASA	7	17	1	5	2
Mar – Sept.	Adult Soccer	Northern Nevada Adult Soccer League	80	720	50	65	15
Feb. 28-Mar 1	Youth Soccer	Goalkeeper Camp	6	0	2	5	1
Feb. 28	Adult Softball	This and That Softball tournament	14	31	1	11	3
March 7-8	Senior Softball	This and That Softball Senior	6	18	2	3	3
March 14-15	Adult Softball	Dublin Dirty Softball Tournament	66	142	2	13	53
March 21-22	Adult Softball	Nevada ASA/City of Sparks Helping Hands	20	48	2	13	7
March 27-29	Youth Soccer	Sagebrush Soccer Tournament	34	52	3	18	16
March 28-29	Youth Baseball	AWS – Youth baseball Tournament	35	78	2	21	14
April 11-12	Adult Softball	Down N Dirty Softball Tournament	45	117	2	21	24
April – May	Youth Lacrosse	High School Lacrosse	24	40	20	16	8
April 4	Adult Softball	ASA 5-5-5	12	36	1	12	0
April 18	Youth Softball	NSA youth Fast Pitch	12	35	1	12	0
May 2-3	Youth Baseball	AWS – Youth baseball Tournament	45	135	2	23	22
May 9	Adult Softball	Mother's Day Tournament	6	18	1	6	0
May 16-17	Adult Softball	No Crying in Softball Tournament	25	60	2	17	8
May 23- 31	Senior Softball	Sr.Softball USA Rock n Reno Tournament	194	647	9	5	189
June 6-7	Youth Softball	NSA youth Fast pitch	23	69	2	10	13
June 15-19	Youth Soccer	Brazilian Soccer Camp	5	0	5	5	0
June 20-21	Adult Softball	Nevada ASA State Championships	17	41	2	12	5
June 22-26	Youth Soccer	British Soccer Camp	10	0	5	10	0
June 25-28	Youth Baseball	Muckdogs Summer tournament	22	48	4	6	16
June 27-28	Youth Fastpitch	Capital Sports Association	20	58	2	5	15
July 3-5	Youth Baseball	Triple Crown Sports Youth baseball	40	122	3	4	36
July 11-12	Adult Softball	Boneyard Blast	135	280	2	20	115
July 13-17	Youth Softball	Triple Crown Sports World Series	80	175	5	2	78
July 18-19	Youth Baseball	AWS – Youth Baseball Tournament	64	174	2	9	55
July 20-25	Youth Softball	Triple Crown Sports Youth Fast pitch Tourney	104	351	6	12	92
Aug. 1-2	Adult Softball	This and That Softball Summer Blast	24	58	2	12	12
Aug. 15-16	Adult Softball	This and That Softball Summer Slammer	19	44	2	11	8
Aug. 29	Adult Softball	NSA	19	44	2	15	4
Sept. 5-7	Youth Baseball	AWS – Youth Baseball Tournament	44	103	3	16	28
Sept. 12-13	Adult Softball	Balloon Race Tournament	37	91	2	16	21
Sept. 19-20	Adult Softball	Smoke Tournament	31	68	2	14	17
Sept. 26-27	Youth Softball	Capital Sports Association	12	32	2	4	8
Sept. 26	Adult Softball	Nevada ASA/City of SparksToys for Tots Softball	14	38	1	6	8
Oct. 3	Adult Softball	Nevada ASA/City of Sparks Breast Cancer	22	47	1	16	6
Oct. 3-4	Youth Softball	ASA Youth softball	14	36	2	8	6
Oct. 9-11	Youth Softball	Triple Crown Sports	50	99	3	6	44
Oct. 17-18	Adult Softball	Blood n Guts I softball Tournament	90	278	2	14	76
Oct. 24-25	Adult Softball	Blood n Guts II Softball Tournament	58	161	2	17	41
Oct. 31-Nov 1	Adult Softball	Blood n Guts III Women's Tournament	18	39	2	7	11
Nov. 7	Adult Softball	16 inch Tournament	7	17	1	2	5
Nov. 14-15	Adult Softball	WSL	31	76	2	7	24
Nov. 21-22	Youth Baseball	All World Youth Baseball	56	132	2	31	25
<b>TOTALS</b>			<b>1818</b>	<b>5291</b>	<b>234</b>	<b>646</b>	<b>1172</b>

## **Methodology and Data Collection**

This annual report closely follows the economic impact data-collection study and calculations are a combination of data received from the RSCVA, Athletic Business magazine, Triple Crown Sports, Senior Softball USA, ASA/USA Softball and the National Association of Sports Commissions.

*This report is only using spending by visitors to Sparks for this economic impact report. Expenditures by tournament participants who reside in or near Sparks are not included in the calculations because of the likelihood their money would have been spent in the community on other forms of entertainment or food. The economic impact report also does not calculate the impact of participants in City-sponsored sports leagues that utilize GERP.*

## **Significance of the Economic Impact Report**

In most communities, parks and recreation agencies are the engines of tourism and economic development. Recreational facilities like GERP attract tourists, businesses and retirees, and enhance real estate values. A common mistake for parks and agencies is to merely provide decision-makers with financial reports on the revenue and expenses of these facilities instead of illustrating economic impact and the broader value of the community's investment.

According to a 2012 report from the National Association of Sports Commissions, visitors spent more than \$7.6 billion on sports travel in 2011, a 6.5 percent increase over the previous year. Most of that is spent locally on food, lodging and retail, providing a significant economic boost that's good for everyone in the community, in the parks and recreation department. Once seen as an intrusion into resources intended to serve the local community, sports tournaments are now embraced by many communities.