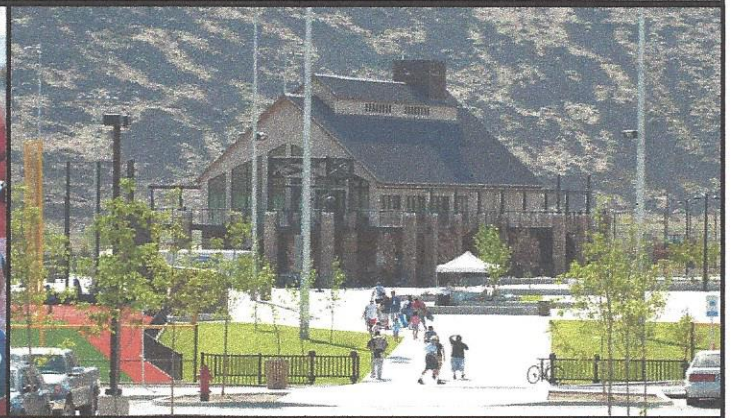
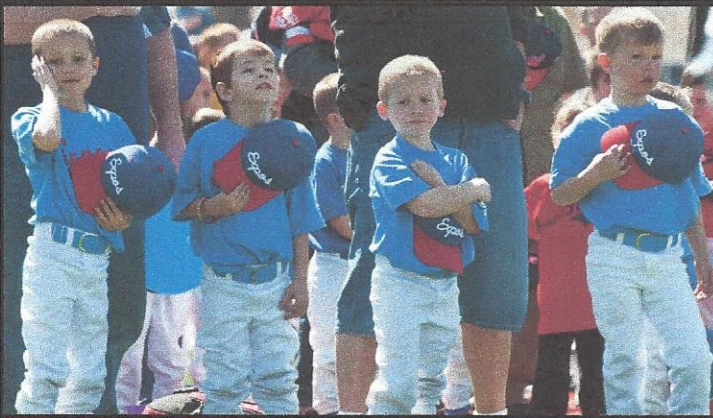


Golden Eagle Regional Park Annual Report

Sparks Parks & Recreation

2013



City of
Sparks

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 120 teams and 5 hours of nationally televised live coverage on CBS Sports Network in 2013.

Park amenities include:

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



More than
4,000,000
Visitors since
opening

Golden Eagle Regional Park Highlights

- Generated an estimated \$20.9 Million in Economic Impact from Tournaments and Events visitors
- Attracted over 1 million participants and spectators for league and tournament games
- Hosted 48 tournaments or rental events in 2013
- Brought 1091 visiting teams to Sparks equating to over 32,000 room nights
- Had approximately 9,000 games played on the 15 synthetic-grass fields, including 2,700 city league softball games and 4,920 tournament games
- Hosted the Triple Crown Sports 18U/Gold National Championship with 5 hours of Nationally televised live coverage on CBS Sports Network as well as 9 tournaments with over 50 teams participating



Estimated Economic Impact

Golden Eagle Regional Park 2013

Data	Room Nights	Estimated Cash Room Nights	Anticipated Pick up	Percent Gaming	Impact of Lodging	Impact of Gaming	Impact of Other	Total Economic Impact
Total Cash Room Nights	32,730	32,730	100%	50%	(1) x (7)	(3) x (8) x (6)	(5) x (9) x (6)	\$20,907,949
Average Room Occupancy (2)	2.5				\$2,372,598	\$6,454,980	\$12,080,371	
Adult Attendance (3)	19,740							
Under-age Attendance (4)	7,280							
Total Event Attendance (5)	27,020							
Average length of stay in days (6)	3.0							
Average Daily Rate (7)	\$72.49							
(1) Total Cash Rooms based on Formula/Staff estimates								
(2) Based on RSCVA estimates of 2 per room for Adult Teams/3 per room for Youth								
(3) Adult attendance based on Event organizer estimates								
(4) Youth attendance based on Event organizer estimates								
(5) Combined Adult/Youth attendance								
(6) Based on RSCVA Sales Department estimate								
(7) Based on 2011-2012 YTD Overall A.D.R.								
(8) 50% Daily per person gaming spending - 2011 EMC Visitor Profile	\$109.00							
(9) Daily per person other spending EMC Visitor Profile decreased to 50% for Adults and 25% for Youth based on event profile	\$149.03							

12 Rooms per team

Adult teams = 14 players, 6 spectators (571 adult teams)
 Youth teams = 14 players, 2 coaches, 14 spectators (520 youth teams)
 Total teams = 1733
 Local teams = 641
 Visiting teams = 1091
 Total events = 48

Another Fantastic Year for GERP

Forty eight Events Produce \$20.9 Million in Economic Impact.

The sixth year of activity at Golden Eagle Regional Park featured a record-setting number of teams and visitors.

In 2013 we added 2 additional youth baseball fields that have ADA accessibility as well as a snack bar and restrooms.

The 15 synthetic-grass fields at the 140 acre park received over 1 million visits for sports related events, and 48 tournaments and events generated an estimated economic impact from visitors in excess of \$20.9 million. In addition over \$98,000.00 was received in direct income from rentals.

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.

We have Red's Golden Eagle Grill a 3,600 sq. foot with an additional 3,600 sq. foot deck.

We have diversified the events in the last couple years to include weddings, a 5k and 10K trail run, men's and women's semi-pro football, High School Lacrosse and filming a movie.

Golden Eagle is home to over 460 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 205 team Tournament ran 9 days May 24-June 2, 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 four 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 2013 we will be 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 2013 room block was approximately 1/3 of our total room nights.

This and That Softball – Blood n Guts Adult Softball Tournaments

Doug Foremaster who has worked for the City of Sparks for 22 years as a part time employee and is a volunteer Slow Pitch Softball Coordinator for ASA came up with an idea 11 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 almost 150 teams, over 425 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 60% of those teams visiting from outside our area.

Number of Events/Tournaments by year

YEAR	EVENTS
2007*	27
2008	31
2009	32
2010	36
2011	41
2012	51
2013	48

*Prior to Golden Eagle Regional Park

2013 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
Feb. 9-10	Adult Softball	This and That Softball Valentine's Massacre	23	51	2	19	4
Feb. 16-18	Youth Baseball	All World Sports baseball	35	72	3	25	10
Feb. 23-24	Adult Softball	Sick Softball Winter Warm Up	22	50	2	17	5
Mar – Sept.	Adult Soccer	Northern Nevada Adult Soccer League	80	720	50	65	15
March 3-4	Youth Soccer	Goalkeeper Camp	4	0	2	4	0
March 4	Adult Softball	This and That Softball 16 inch tournament	4	10	1	2	2
March 9-10	Senior Softball	This and That Softball Senior	10	20	2	4	6
March 16-17	Adult Softball	Dublin Dirty Softball Tournament	56	129	2	16	40
March 16-17	Youth Soccer	Sagebrush Soccer Tournament	26	52	2	13	13
March 23-24	Adult Softball	Nevada ASA/City of Sparks Helping Hands	21	47	2	17	4
March 30-31	Youth Baseball	AWS – Youth baseball Tournament	14	25	2	10	4
April 6	Adult Softball	5 on 5 on 5 Softball Tournament	10	19	1	10	0
April 13-14	Adult Softball	Down N Dirty Softball Tournament	26	79	2	18	8
April – May	Youth Lacrosse	High School Lacrosse	20	40	20	16	4
April 27-28	Youth Softball	Sparks Fast Pitch Mimi Ruff Memorial	14	32	2	14	0
May 4-5	Youth Baseball	AWS – Youth baseball Tournament	45	132	2	27	18
May 18-19	Adult Softball	No Crying in Softball Tournament	21	47	2	19	2
May 25- June 2	Senior Softball	Sr.Softball USA Rock n Reno Tournament	205	645	9	5	199
June 8-9	Youth Softball	NSA youth Fast pitch	24	68	2	10	14
June 17-21	Youth Soccer	Brazilian Soccer Camp	5	0	5	5	0
June 22-23	Adult Softball	Nevada ASA State Championships	26	57	2	21	5
June 24-25	Youth Soccer	British Soccer Camp	10	0	5	10	0
June 27-30	Youth Baseball	Muckdogs Summer tournament	12	38	4	6	6
June 29-30	Adult Softball	Nevada ASA Adult softball	6	14	1	3	3
June 29-30	Youth Fastpitch	Capital Sports Association	31	67	2	14	17
July 4-7	Youth Baseball	Triple Crown Sports Youth baseball	63	142	4	2	61
July 13-14	Adult Softball	Boneyard Blast	120	231	2	33	87
July 15-19	Youth Softball	Triple Crown 18U National Championships	120	310	5	5	115
July 20-21	Youth Baseball	AWS – Youth Baseball Tournament	36	124	2	4	32
July 22-27	Youth Softball	Triple Crown Sports Youth Fast pitch Tourney	129	350	6	6	123
Aug. 3	Adult Softball	This and That Softball Summer Blast	12	32	1	7	5
Aug. 17-18	Adult Softball	This and That Softball Summer Slammer	18	42	1	11	7
Aug. 26	Adult Softball	Dssbats	6	15	1	3	3
Aug.31-Sept. 2	Youth Baseball	AWS – Youth Baseball Tournament	74	130	3	35	39
Sept. 7-8	Adult Softball	Balloon Race Tournament	37	83	2	13	24
Sept. 14-15	Adult Softball	Smoke Tournament	38	85	2	7	31
Sept.21-22	Youth Softball	Capital Sports Association	18	38	2	11	7
Sept. 28-29	Adult Softball	Nevada ASA/City of SparksToys for Tots Softball	18	42	1	12	6
Oct. 5-6	Adult Softball	Nevada ASA/City of Sparks Breast Cancer	17	48	1	12	5
Oct. 11-13	Youth Softball	Triple Crown Sports	35	30	3	9	26
Oct. 19-20	Adult Softball	Blood n Guts I softball Tournament	96	288	2	18	78
Oct. 26-27	Adult Softball	Blood n Guts II Softball Tournament	38	120	2	17	21
Nov. 2-3	Adult Softball	Blood n Guts III Women's Tournament	9	27	2	5	4
Nov. 2	Adult Softball	Wood Bat Tournament	6	15	1	6	0
Nov. 9	Adult Softball	16 inch Tournament	5	10	1	4	1
Nov. 23-24	Youth Baseball	All World Youth Baseball	40	120	2	15	25
TOTALS			1733	4920	229	641	1091

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.

Conclusions

GERP hosted 48 tournaments/events that attracted 1,733 teams, which equals approximately 33,000 room nights and \$20.9 million in economic impact. We also had a total of 568 rentals/reservations at GERP for over \$98,000 in rental revenue.

For us to be able to maintain these levels of events we need to be able to maintain a high level of asset preservation and staffing to keep GERP in beautiful playing condition to continue to attract new events as well as return those already enjoying it.

We are currently planning for the future maintenance and repair of GERP. Artificial turf has a life of 8-12 years and with our success and the amount of play occurring on the fields we need to continue to plan for replacement.

We need to continue to recognize the economic impact of sports on our facilities, look to continually upgrade our facilities, and look for additional events at these facilities.