
LEGACY SPORTS GROUP

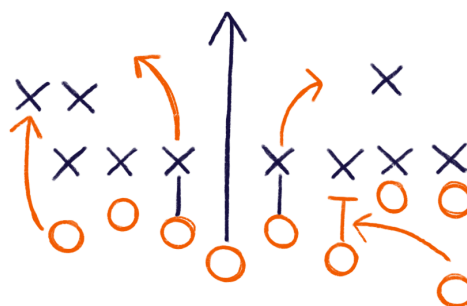
MANAGEMENT • CONSULTING • EVENTS

Sports & Recreation Comprehensive Facilities Audit, Market and Demand Analysis, & Recommendations

For Scott County School District 2
Scottsburg, Indiana
October 2022

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
SECTION 1: INTRODUCTION	5
CONTEXT	5
TYPES OF SPORT TOURISM	5
GOALS & OBJECTIVES	6
PRIMARY STUDY AREA	7
SECONDARY STUDY AREA	7
SCOPE OF WORK	8
LIMITATIONS, ASSUMPTIONS & CONSTRAINTS	9
APPROACH	9
SECTION 2: STUDY AREA DEMOGRAPHICS	10
DEMOGRAPHICS	10
SECTION 3: COMPREHENSIVE FACILITIES AUDIT	12
QUANTITATIVE SURVEY RESULTS	12
COMPREHENSIVE FACILITIES AUDIT RESULTS	13
SECTION 4: IDENTIFIED NEEDS	25
SECTION 5: MARKET & DEMAND ANALYSIS	27
THE MARKET	27
THE DEMAND	36
THE ANALYSIS	40
SUMMARY	40
SECTION 6: RECOMMENDATIONS & NEXT STEPS	41
APPENDICES	43



EXECUTIVE SUMMARY

It is Legacy Sports Group's (further referred to as the project team) understanding that the goals and objective of this study is to understand how to better accommodate existing youth sports programming, develop additional adult sport and recreation offerings, attract outside sports programs, and serve as a sports tourism driver for the county.

The following report provides an analysis of the existing sport facility assets, the identified needs, current market conditions and recommendations on the feasibility of the future development of an indoor sports facility in Scott County, Indiana. This report provides an overview that determines if the existing facilities and the current market warrant the development of an indoor sports facility. The information collected and the results that were unveiled assists in informing what current and future efforts are needed to support the community and drive sports tourism.

The comprehensive facilities audit provides a framework that will allow both Scott County School District 2 (SCSD2) and Scott County stakeholders to determine if the existing facilities, their condition, capacity and capabilities meet the needs of the school's athletic programming and the community's physical health and recreational activity needs. In conducting this audit, the project team reviewed both supply and demand factors to determine whether additional facilities are needed or whether it would duplicate existing offerings.

The results of the market and demand analysis in combination with the facilities audit raised concerns for the project team. Given the research and analysis results the project team suggests a cautious approach to the development of a sports facility if the primary goal of the facility is to drive significant regional and national sports competitions.

The project team has determined that it is feasible to continue the pursuit of the development of a sports facility within the primary study area.

In recognition of this statement, the project team deems a proposed sports facility to be a *"Feasibility: Yes, If" project*. A Feasibility: Yes, If determination, means that there are multiple key steps/factors that must be addressed before moving forward with the project. There are 10 steps/factors that are reflected in the below report.

1. **Yes, if:** A funding plan is created to cover the cost of development for both equity and long-term financing costs
2. **Yes, if:** A site meets the requirements for size, access, and is adjacent to support infrastructure.
3. **Yes, if:** An operating structure is created to ensure that top-tier management, marketing, maintenance, and service initiatives are in place.
4. **Yes, if:** A long-term plan is developed to cover initial operating losses and long-term capital improvement/replacement costs.
5. **Yes, if:** Regional stakeholders are identified and take advantage of regional and state resources for launching new sports
6. **Yes, if:** Further exploration of the economic viability of the proposed facility is undertaken
7. **Yes, if:** Research is conducted on additional federal, State and other funding opportunities
8. **Yes, if:** The building program and recommended site parameters are refined

9. **Yes, if:** A financial pro forma is developed and related assumptions regarding potential usage/event activity are evaluated
10. **Yes, if:** Economic impact estimates in terms of spending, employment, and earnings as well as tax revenues associated with a facility operation is acceptable

The project team made further recommendations in terms of risk mitigation strategies and building recommendations based on potential demand generators and other analysis. The comprehensive listing of recommendations and next steps are reflected below:

Risk mitigation strategies be considered:

1. Distinguish the facility to create a unique experience or offerings
2. Identify an entrepreneurial and well connected General Manager
3. Evaluate outsourced management
4. Develop public private partnership to construct and operate the facility

Building recommendations should be considered:

1. A minimum of 4, preferably 8 tournament-quality basketball/volleyball courts to accommodate competitive sporting events
2. A minimum of 50,000 square feet of turf space to accommodate sport trainings/practices like football, soccer, lacrosse, softball and baseball
3. Strategic phases expansion plans to accommodate potential future expansion, as warranted
4. Well-designed layout to accommodate tournament activity
5. Concessions, restrooms, and Wi-Fi access throughout the facility
6. Designated space designed for a 'tournament HQ area
7. Open common area space for team gathering and warm-up areas prior to play
8. Efficient on-site parking and traffic management plan for ingress/egress to and from the facility
9. Supporting infrastructure including electrical connectivity at each field and in the sponsor activation area, etc.

Because the information presented in the executive summary is merely an extract of the findings within the report, it is advisable for the reader to review the report in its entirety to understand the research, methodology and assumptions used.

SECTION 1: INTRODUCTION

Recreation, leisure, and sports activities play an important role in our lives and in strengthening our communities. Some of the many benefits include improving health and wellbeing, increasing sports tourism, and contributing to the economic development of communities.

CONTEXT

“The sports tourism industry is a \$39.7 billion dollar industry that is proven to be recession proof, and now pandemic proof.”

The thought process behind this statement is that when all other sectors of the tourism industry slow during times of economic downturn, the sports tourism industry stays consistent or only experiences a slight decline. This is due to families being more willing to sacrifice other extracurricular activities before sports. More specifically, youth sports.

As the sports tourism industry continues to prove itself as recession proof, many communities have begun to invest in the “business” of sports tourism. As a result, the sports tourism industry has become very attractive for communities as they develop their growth strategies. The business of sports not only drives tourism but also adds to a community's quality as they look to attract new business and residents.

The economic impact of sport tourism:

\$39.7 Billion

Direct Spending
Impact

\$91.8 Billion

Total Economic
Impact

635,000

Total Jobs
Generated

\$12.9 Billion

Total Tax
Revenues

TYPES OF SPORT TOURISM

Sports tourism can be classified by the target audience attracted or, in other words, the type of visitor. The target audience attracted is driven by the types of events that take place e.g., local, regional, and national events.

Local

Local sporting events or local activity are events or programming that specifically targets the community and surrounding area. Local events traditionally take place Monday - Thursday and are not intended to drive overnight visitors. However, they do generate high numbers of return visitors or high “visits” numbers.

Regional

Regional sporting events are those that draw visitors from across the region. These events often generate overnight visitors and cause an influx in the area's hospitality industry. The definition of regional events can vary, but the general understanding of the regions is West, Midwest, Northeast, Southwest and Southeast.

National

National sporting events tend to be the culmination of an athlete or team's playing season. These events traditionally require destinations to submit RFP or “bid” responses as they drive overnight visitors that generate multiple room nights.

GOALS & OBJECTIVES

The goals and objectives of this analysis will provide verification by a neutral party on whether the continued analysis of adding an indoor sports facility to Scottsburg, Indiana is feasible.

The information that is collected and the results that are unveiled will help inform what current and future efforts are needed to support school athletics, improve recreational activity offerings, and drive sports tourism. This study provides a framework that will allow both SCSD2 and Scottsburg community stakeholders to determine if the existing facilities, and their capacity and capabilities meet the needs of the school's athletic programming and the community's physical health and recreational activity needs.

Following the delivery of this study the school district and stakeholders can work together to determine the best course of action to move forward based on the recommendations provided.

The following goals and objectives have been addressed in the following sections of this report:

Section 2: Scott County Demographic Profile - Overview of the demographics within the primary study area, inclusive of Scottsburg, Indiana and Austin, Indiana.

Section 3: Comprehensive Facilities Audit - The facilities audit looks to understand what facility assets are already in existence, the purpose each venue serves, the capabilities and capacity levels, what repair each facility is in, where they are located and many more components.

Section 4: Identified Needs - This section relays the needs within the primary study area based on the facilities audit. The needs identified include both facility needs and individual sport surface needs.

Section 5: Market & Demand Analysis - This analysis looks at current internal market conditions and national trends. This work includes looking into existing local programming, sports tourism trends, amenities, sport participation, and impending challenges.

Section 6: Recommendations & Next Steps - This section outlines recommendations on what facilities are needed to contribute to an evidence base that can be used to help inform the future development of a sports and recreation facility.

PRIMARY STUDY AREA

Scott County School District 2 has engaged the project team to conduct an examination of the area sports facilities and provide a comprehensive analysis of the sports facilities.

The primary study area identified by Legacy Sports Group to conduct this examination is Scott County, Indiana in its entirety.

Scott County, Indiana

Scottsburg

Scottsburg is a city located in Scott County Indiana. It is also the county seat of Scott County. With a 2020 population of 7,465, it is the 97th largest city in Indiana and the 5,104th largest city in the United States. Scottsburg is currently growing at a rate of 0.81% annually and its population has increased by 1.63% since the most recent census, which recorded a population of 7,345 in 2020. Spanning over six miles, Scottsburg has a population density of 1,610 people per square mile.

Austin

Austin is a city located in the south-east part of Indiana located in the northern part of Scott County. With a 2020 population of 4,018, it is the 147th largest city in Indiana and the 7,525th largest city in the United States. Austin is currently declining at a rate of -0.57% annually and its population has decreased by -1.13% since the most recent census, which recorded a population of 4,064 in 2020. Spanning three, Austin has a population density of 1,484 people per square mile.

SECONDARY STUDY AREA

For the purpose of the market analysis the project team wanted to look beyond Scott County to understand the surrounding sports facilities, what gaps there might be and if Scottsburg could help fill those gaps.

The project team expanded our primary study area out 100-miles to include Indianapolis, Indiana, Cincinnati, Ohio, Louisville, Kentucky and all other communities within the 100-mile radius.

100-Mile Radius

Indianapolis, Indiana

Indianapolis is a city located in Hamilton County and Marion County Indiana. It is also the county seat of Marion County. With a 2020 population of 901,082, it is the largest city in Indiana and the 16th largest city in the United States. Indianapolis is currently growing at a rate of 0.75% annually and has increased by 1.51% since the most recent census, which recorded a population of 887,642 in 2020. Spanning over 368 miles, Indianapolis has a population density of 2,492 people per square mile.

Cincinnati, Ohio

Cincinnati is a city located in Brown County, Clermont County, and Hamilton County Ohio. It is also the county seat of Hamilton County. With a 2020 population of 311,791, it is the third largest city in Ohio and the 66th largest city in the United States. Cincinnati is currently growing at a rate of 0.40% annually and has increased by 0.80% since the most recent census, which recorded a population of 309,317 in 2020. Spanning over 80 miles, Cincinnati has a population density of 4,006 people per square mile.

Louisville, Kentucky

Louisville is a city located in Jefferson County Kentucky. With a 2020 population of 344,794, it is the largest city in Kentucky and the 56th largest city in the United States. Louisville is currently declining at a rate of -5.75% annually and has decreased by -10.88% since the most recent census, which recorded a population of 386,884 in 2020. Spanning over 275 miles, Louisville has a population density of 1,309 people per square mile.

SCOPE OF WORK

The sports programming and recreational activities supported at individual facilities can be broad and far ranging in type and target audience, complicating their assessment of this audit.

Sports and recreation facilities serve a wide array of different sports programming, recreational activities, and users. To assess them to their fullest, the following broad facility categories were developed to allow for a robust assessment:

Community Parks & Recreation Facilities - A community park is defined as a community asset that not only provides the community with a playground, splash pad or recreational green space, but also includes a diamond, multi-purpose field or outdoor basketball court.

School Athletic Facilities - A school athletic facility are those that are dedicated to the use of school athletics. These facilities are traditionally owned, operated, maintained and funded by the school district.

Outdoor Facilities - An outdoor facility is defined as being a venue that has two or more of the same type of fields, courts, or playing surfaces fit for organized tournament or competitive play.

Indoor Facilities - An indoor venue that has two or more indoor sport surface(s) fit for organized tournament or competitive play. Or a facility that is equipped to support multiple sports fit for organized tournament or competitive play.

To further understand the make-up of each facility the following sport surface sub-categories have also been developed by the project team:

**Diamond
Fields**

**Multi-Purpose
Fields**

**Basketball/
Volleyball
Courts**

**Tennis/
Pickleball
Courts**

Other Facilities
e.g., sand volleyball
courts, pools/splash
pads, etc.

LIMITATIONS, ASSUMPTIONS & CONSTRAINTS

Due to the nature of this study the project team included Community Parks & Recreation Facilities as well as School Athletic Facilities in our facility research and the categorical selections made.

It is important to note that parks and recreation facilities are vital to community residents and their overall wellbeing. However, because parks and recreation facilities outside of Scott County are not pertinent to this study, the project team did not look at Community Parks or Recreation Facilities outside of the primary study area in our market research.

Additionally, the importance Scott County School Districts put on school athletics is apparent, however, school athletic facilities outside of Scott County are also not pertinent to this study. The project team did not include school athletic facilities outside the primary study area in our market research.

Primary Study Area

The primary study area is the study area used to conduct the comprehensive facilities audit. The audit is inclusive of community parks & recreation facilities, school athletic facilities, outdoor facilities, and indoor facilities.

Secondary Study Area

The secondary study area is considered in the market and demand analysis. This study area does not factor in community parks & recreation facilities nor school athletic facilities, but does include outdoor facilities, and indoor facilities.

Information on the characteristics of each facility within the primary study area was gathered through research and validated with on-site assessments. This two stage process provides a framework for independently understanding the characteristics of each facility.

Where possible, the project team spoke with employees to ensure transparency and completeness during this data gathering process. However, this was not possible in every case.

The total primary study area demographics do take into consideration the townships that are located within the county; Finley, Jennings, Johnson, Lexington, and Vienna. While not separated out like Scottsburg and Austin, the township demographics are reflected in the totals for the county.

APPROACH

This analysis was conducted in six stages all aimed at gathering and analyzing the current local market conditions, regional conditions, and to assess the opportunity to attract sport tourism:

1. **Research** - Facilities were identified through base research tactics. This information was supplemented by a secondary search of online resources, such as facility websites or group activity webpages. Characteristic information for each facility was collected across several fields, including each facility's name, contact details, ownership, and activity types.
2. **Site Visits** - The project team wanted to have an actual "boots on the ground" lay of the land and put our own eyes on the layout of the community, key assets, accommodations, attractions, existing facilities, etc. The project team took two trips to Scottsburg to accomplish this. Site visits took place on July 8, 2022, and August 13, 2022. Other facilities outside of the primary study area were visited by the project team throughout the months of July, August and September.
3. **Internal & External Data Collection** - The project team reviewed previously completed documents, plans, and presentations to get an understanding of the history, present state, and desired future development for the primary study area.

The project team believes that no more robust learning can come than from talking to the people in the local market. The project team completed qualitative interviews with community stakeholders throughout August and September. Once these steps were completed, the project team widened our search to include Scott County resident feedback, sports programmers, the hospitality industry, and attractions.

4. **Comprehensive Facility Audit Review** - The project team conducted a review of the existing facilities in terms of the quantity, quality and availability. Once complete, needs were assessed and included in section 4.

- 5. Market & Demand Analysis** - The project team wanted to go beyond a “basic” market analysis to truly understand and analyze the current and future opportunities for the primary study area given the current – and potential future – developments. The market and demand analysis consisted of several steps in and of itself, all aimed at analyzing current internal market conditions and regional demands.

This work included looking into existing local programming, sports tourism trends, amenities, attractions, sport participation, and impending challenges SCSD2 may face.

- 6. Final Review & Analysis** - The culmination of this research brought forth many findings that significantly informed the project team’s recommendations, next steps and the feasibility of developing a sports facility.

SECTION 2: STUDY AREA DEMOGRAPHICS

The primary study area exhibited unique characteristics in terms of demographic composition and patterns.

DEMOGRAPHICS

Each of the cities within the study area exhibit unique characteristics in regards to population growth. The following section analyzes the overall demographic profile for each individual city within the study area. The demographic profile has been used to determine the use of existing facilities and need for future facilities.

Scottsburg			Austin		
2010	2020	% Change	2010	2020	% Change
6,747	7,465	10.6%	4,295	4,018	-6.4%

The Primary Study Area

A review of census data shows that the population in the primary study area, Scott County, increased between 2010 and 2020 from 24,195 to 24,355 (5% growth). The projected population in the study area by 2030 is 25,785.

The growth within the county is driven by the population increase in Scottsburg that was seen from 2010 to 2020. While the population of Austin, Indiana dropped from 2010 to 2020, Scottsburg, Indiana saw a 10.6% increase.

The 2020 census data indicates that the median age in the study area is 40.8 which is slightly higher than the national average of 37.9. Within the primary study area, Scottsburg has a younger population with a median age of 34.7 years while the median age in Austin is 44.5 years. In the overall study area, a significant portion of the population is between 25-64 years of age (approximately 52.8%). Further, 22.5% of the population in the study area is under the age of 18.

While the overall age profile of the primary study area is a bit higher than the national average, the median age in Scottsburg exhibits that there is a younger population within Scottsburg compared to the overall study area and the national average.

The socio-economic profile in the study area is low in comparison to the national average. The labor force participation in the study area is 52.8% which is lower than the national average of 62.4%. While the unemployment rate of the study area is 4.4% which is higher than the national average of 3.7%. Educational attainment is quite low compared to the national average. 80.8% of the population (over the age of 25) have a high school diploma or the equivalent, 13.2% have a bachelor's degree or higher degree. The median household income in the study area is \$59,286 which is significantly lower than the national average of \$67,521.

There is little diversity within the study area. The study area is predominantly white, with 96.8% of the population identifying as such. The next largest group within the population, 1.2%, identify with two or more races. The disability rate (17.9%) of the population under 65 years of age is higher than the national average 8.7%.

Profile within the Primary Study Area:

Scottsburg				
Scottsburg is the most populated city within the study area, with a total population of 7,465 according to the 2020 US Census.	0-5 year olds make up 5.8% of the total population of Scottsburg.	School age students, ages 6-18 years, make up 14.1% of the total population of Scottsburg.	There are 2,686 students enrolled in SCSD2 (grades pre-K- 12).	The proportion over 65 years accounts for 21.5% of the total population.
Austin				
Austin is the second most populated city within the study area, with a total population of 4,018.	0-5 year olds make up 6.8% of the total population of Austin.	School age students, ages 6-18 years, make up 13.6% of the total population of Austin.	There are 1,197 students enrolled in SCSD1 (grades pre-K- 12).	The proportion over 65 years accounts for 10.9% of the total population.

SECTION 3: COMPREHENSIVE FACILITIES AUDIT

The results of the facility audit were telling. Many constraints for existing programming due to availability, demands, and scheduling challenges were unveiled and the lack of certain facilities overall were identified. The results of our analysis on the primary study area were naturally separated into three apparent "buckets" in terms of the facility audit - Quantity, Quality, and Availability.

The quantity of facilities are hard facts - These quantifiable results are a result of physical evidence that is currently in existence today.

The quality of the facilities identified is open to interpretation - Individuals, depending on their experiences, will have differing opinions of the current state of repair of a facility.

The availability of facilities takes into account both aforementioned “buckets” - While availability is also a quantitative number that can be factored, the quality of the available facilities dictates which type of programming can take place, thus limiting the availability to a second level of complexity. The availability of facilities is constrained not only due to the number of facilities, but also due to the facility limitations due to their repair.

QUANTITATIVE SURVEY RESULTS

The survey, *Scott County Resident Survey*, was released to the primary study area on September 10th and closed on September 30th. A total of 588 responses were recorded and reviewed. Of the total responses, 354 responses were incomplete in their entirety and were excluded from the project team’s analysis.

Of the remaining 234 responses, 72.8% claimed to be residents of Scottsburg, Indiana (47170), 13.5% claimed to be residents of Austin, Indiana (47102) and 13.5% claimed to be residents of other Indiana cities.

Excluding the 13.5% of responses that were generated from respondents that lived outside of the primary study area, 100% claimed to be current or former participants within the Scott County School Districts athletic programming, and 72.8% responded that they are a current parent or guardian of a school district athlete.

Additionally, 59.3% of respondents indicated that they are a parent or guardian of an athlete that participates in travel sports and 58.5% are current/former participants of travel sports. A copy of the survey and the results can be found in appendix #1 and #2.

COMPREHENSIVE FACILITIES AUDIT RESULTS

A total of 14 facilities were identified within the primary study area as part of this audit. These 14 facilities include three community parks and recreation facilities, nine school athletic facilities and two outdoor facilities. The definition used to categorize these facilities is reflected below within each respective category’s section.

The research and on-site research validation identified facilities within three of the four facility categories. In order to conduct a comprehensive analysis for the primary study area the categorized facilities were further sub-categorized by the sport surfaces each facility is made-up of.

The breakdown of the number of sport facilities within the primary study area is reflected below in Table 1 and the breakdown of sport surfaces is reflected in Table 2.

Table 1: List of Sport Facility Categories and the number within each primary study area

Facility Categories	Scottsburg	Austin	Scott County
Community Parks & Recreation Facilities	3	0	3
School Athletics facilities	7	2	9
Outdoor Facilities	1	1	2
Indoor Facilities	0	0	0
Total	11	3	14

Table 2: List of Sport Surface Categories and the number within each primary study area

Sport Surface Categories	Scottsburg	Austin	Scott County
Diamond Fields	7	5	12
Multi-Purpose Fields	3	1	4
Basketball/Volleyball Courts	14	4	18
Tennis/Pickleball Courts	12	5	17
Other Facilities	1	-	1
Total	37	15	52

Quantity: Community Parks & Recreation Facilities

A community park is defined as a community asset that not only provides the community with a playground, splash pad or recreational green space, but also includes a diamond, multi-purpose field, basketball court or another single sport surface.

Recreation facilities are those that provide space for physical fitness, indoor or outdoor recreational play, active leisure, or community-based centers that are also inclusive of diamonds, multi-purpose fields, basketball courts or another single sport surface.

Beechwood Park, Scottsburg, IN - Beechwood Park is a small park that offers the community two outdoor basketball courts, a single tennis court and a softball diamond. (This park was categorized into community park and recreation facilities versus an outdoor facility due to the basketball courts being outside courts and not intended for organized programming.)

Nichols-Wilson Park, Scottsburg, IN - Nichols-Wilson Park has one diamond and one multi-purpose field. Nichols-Wilson Park is managed by the YMCA.

YMCA, Scottsburg, IN - The YMCA opened in 1993 and operates under a membership model and has just under 1,700 active memberships. The membership numbers have fluctuated over the years dropping down so low that just a few years ago there was a campaign to raise money in order to keep the Y open.

The YMCA provides the community with two (2) basketball/volleyball courts and has recently retrofitted the gymnasium to accommodate pickleball courts as well. It is important to note that the Y is no longer fully operational due to disrepair of certain facilities i.e. the pool.

It is important to note that there were additional fitness centers found within the primary study area, however, they were excluded from our findings due to them not possessing any or the project team not being able to identify any sport surface(s) within their business operation.

Quantity: School Athletic Facilities

School athletic facilities are defined as facilities owned and operated by a school district. School athletic facilities may consist of indoor assets such as gymnasiums, pools, or indoor tracks or outdoor assets such as multi-purpose fields, baseball/softball diamonds, tracks, and tennis courts.

Johnson Elementary School - Johnson Elementary School is home to one gymnasium. The gymnasium has vinyl flooring lined and equipped for one basketball court or one volleyball court with appropriate basketball goals and volleyball nets.

Scottsburg Elementary School - Scottsburg Elementary School is home to one gymnasium. The gymnasium has vinyl flooring lined and equipped for one basketball court or one volleyball court with appropriate basketball hoops and volleyball nets.

Lexington Elementary School - Lexington Elementary School is home to one gymnasium. The gymnasium has vinyl flooring lined and equipped for one basketball court or one volleyball court with appropriate basketball hoops and volleyball nets.

Vienna-Finley Elementary School - Vienna-Finley Elementary School is home to one gymnasium. The gymnasium has vinyl flooring lined and equipped for one basketball court or one volleyball court with appropriate basketball hoops and volleyball nets.

Austin Elementary School - The Austin Elementary School has one gymnasium lined for one basketball court or one volleyball court. Additionally, there is one outdoor diamond.

Scottsburg "Old" Middle School - The Scottsburg "Old" Middle School is home to Meyer Gymnasium, a historical monument for the city, and an auxiliary gym that provides additional practice space for school athletics and other recreational activities.

Scottsburg "New" Middle School - The Scottsburg "New" Middle School has two gymnasiums, and the primary multi-purpose field for the school district. This field has stadium seating and is used by the high school for home games. The middle school also has five tennis courts.

Austin Middle/High School - The Austin Middle and High School share the same sports facilities. The school has one gymnasium equipped with three basketball courts or three volleyball courts. Additionally, there is one diamond, one multi-purpose field, and five tennis courts.

Scottsburg High School - The Scottsburg High School has a gymnasium that is equipped with three basketball courts and six goals, post holes for three volleyball courts running sideways or one volleyball court centered in the gym. The gym has curtains that separate courts and wooden telescope bleachers. The space also contains a stage that can be used for various productions. Additionally, the highschool has a diamond, six tennis courts, and one multipurpose field with additional green space adjacent.

Quantity: Outdoor Facilities

An outdoor facility is defined as being a venue that has two or more of the same type of fields, courts, or playing surfaces fit for organized tournament or competitive play.

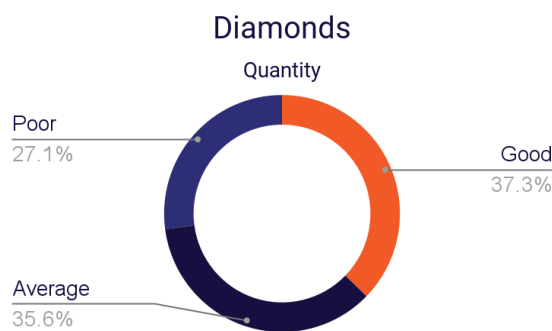
Linza Graham Park, Scottsburg, IN - Linza Graham Park has four diamonds that support the SCSD2 diamond sports programming. This park also has a splash pad for community use.

Austin Community Park, Austin, IN - Austin Community Park has three diamonds that were recently upgraded via an MLB grant awarded to the City of Austin in 2018.

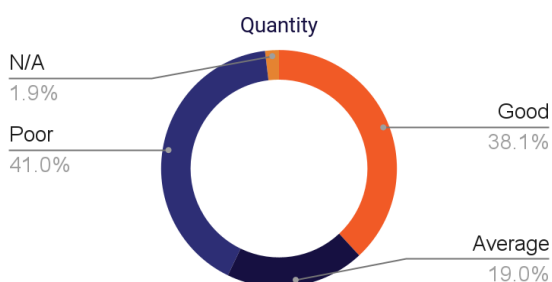
Quantity by Surface Type

Looking more in depth at the quantity of individual sport surfaces, the project team analyzed the survey data generated to determine that the overall consensus (62.4%) from survey respondents was that there are a sufficient total number of sport surfaces within the primary study area.

12 diamonds of varying playing dimensions were identified within Scott County. Considering these diamonds, residents feel that the total number is relatively sufficient with only 27.1% of survey respondents feeling as if the quantity is poor.



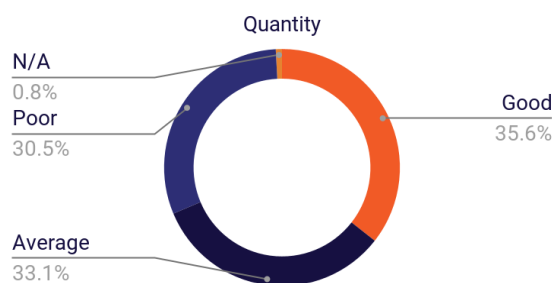
Multi-Purpose Fields



Four multi-purpose fields (with one having additional green space adjacent to the field for some activity) were identified and 41% of residents believe that this is not a sufficient number of fields for the primary study area.

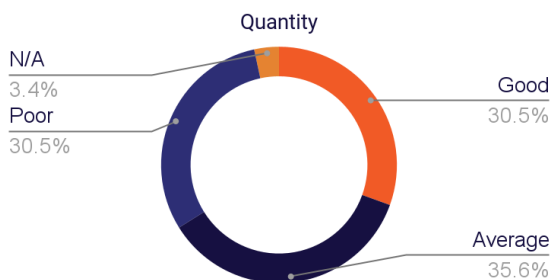
18 indoor and outdoor basketball courts were identified with 16 of those courts being “convertable” to volleyball courts. Residents were asked to share their opinion on basketball and volleyball courts separately - In looking at the data separately, additional volleyball courts were deemed to be in a higher need than basketball courts. The chart to the right combines the results.

Basketball/Volleyball Courts



“...It’s amazing we’re always running out of space. There is never enough.”

Tennis/Pickleball Courts

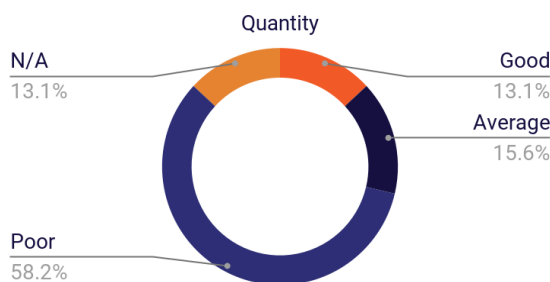


17 tennis courts were located within the primary study area. Of these courts none are dedicated to pickleball. It was found that gymnasium space was retrofitted to accommodate pickleball courts, but there are no dedicated courts within the county.

"Obviously a pool is needed for the swim team. More "season" dedicated multipurpose space is needed, especially for the middle school. For example, having to put down and put up wrestling mats every practice takes a lot of time, as well as extra money and supplies to assure it is done securely."

The project team only identified one "other" facility based on the definition set - A splash pad at Linza Graham Park. Because no pool was identified within the primary study area, feedback on the quantity of available sport facilities was incorporated into the respondent feedback for Other Sports Facilities. 58% of respondents indicated that the number of facilities that fall into this category is poor.

Other Sports Facilities



"I feel that most sports are given the support, availability, and quality needed other than the cheer team and the miscellaneous sports. The cheer team needs a practice area where they can practice more."

Facility Quality

The project team was able to form our own opinion of the quality of facilities within the primary study area based on institutional knowledge and benchmarking comparable facilities post the project team's on-site visits. However, our team was not able to form an opinion on the quality based on actual utilization of each facility.

In order to get a better sense of the quality based on actual utilization, the project team combined insights gleaned from stakeholder interviews and survey responses in combination with our opinion, to inform the overall quality of the facilities within the primary study area. The generalized opinion from these data sets is that the school athletic facilities are sufficient, but the quality of facilities available to the general public are sub par and lacking all together.

“School Facilities have improved over the last few years because the school board and administrators have prioritized improving them. Public facilities still are poor both in quality and quantity.”

As indicated the quality of a facility or sport surface is a matter of opinion, however diversification of a facility or surface as well as the operational functioning is not.

“School facilities are above average in most sorts for the community size. Youth and community facilities are poor at best in most cases.”

The limitations of some venues in the primary study area should be factored into the overall quality of facilities. Limitations include, but are not limited to; ceiling height, outdated HVAC systems, inclement weather or unforeseen circumstances, field maintenance programs, general layout and flexibility of fixed infrastructure.

Facility Availability

The variety of sports, as well as other recreational activities, made available to the youth is expansive. This wide range of offerings exhibits the dedication of the primary study area to meeting the needs and interests of the youth.

As a result of the vast number of sporting activities that take place, the scheduling process for the facilities and sport surfaces is laborious and delicate as the number of spaces only have so much capacity and capability. Due to the number of facilities, sports programs suffer in terms of having the flexibility to practice and train according to how a coach or administrator would like. Some teams are only able to practice once a week due to availability and if a sport is prone to inclement weather, there is always the chance of losing their practice time altogether.

“There are not enough sports facilities to allow all of the youth to play/practice effectively. More fields and courts are needed”

The availability of facilities and the ability to schedule activity is limited due to work and school schedules. A facility, whether officially classified or not, has “prime” and “off-prime” hours due to the interdependencies and complexities that are required to accommodate different sports and age groups. For example - it is not ideal to schedule a team practice or adult league at 10:00 AM on a Tuesday morning in the month of September as very limited participants would be available during that time.

Prime hours vary based on the classification of a facility as well as the type of sports programming facilitated at each facility. An example of prime versus non-prime hours is reflected below.

Table 3: Prime vs nNon-Prime Hours

Facility Classification	Sports Programming	Prime	Non-Prime
Community Park & Recreation Facilities	Pick-up basketball games	April - October	November - March
School Athletic Facilities	Basketball Practice	6:00 - 7:30 AM & 3:00 PM - 6:00 PM	8:00 AM - 2:30 PM & 6:00 PM - 6:00 AM
Outdoor Facilities	Club Soccer Practice	April - October 5:00 PM - 8:00 PM	November - March
Indoor Facilities	Adult Basketball League	November - March 6:00 PM - 10:00 PM	April - October

Table 3 is only an example of how availability can fluctuate depending on the availability of a facility and there are countless interdependencies that need to be considered.

As stated, the availability of a facility ties directly to the quantity and quality of facilities. The primary study area has four multi-purpose fields, but if only one out of the four fields has sports lights, three of those fields have limited availability depending on the time of year due to sunset.

Quality & Availability: Community Parks & Recreation Facilities

- Beechwood Park, Scottsburg, IN** - Beechwood Park is a clean, well maintained park. Local families frequent this park to enjoy the outdoors or gather for events at one of the four shelters at the park. The shelters are available on a first come first serve basis while the sport surfaces and the shelter house are available for rent to residents.
- Nichols-Wilson Park, Scottsburg, IN** - Nichols-Wilson Park, located right by the Scott County Family YMCA, is a park that is enjoyed by the outdoor adventure enthusiast. This park has walking and biking trails, but is lacking infrastructure for families that are looking for an updated, clean place to play. The park has three shelters that are available on a first come first serve basis. The softball diamond is available for rent and the soccer field must be booked by contacting the local YMCA.

"I've lived here my whole life and when I was younger the parks were great! I'd play basketball with my friends all the time. Now, they're rundown and not very nice at all"

- YMCA, Scottsburg, IN** - The general aesthetic and repair of the YMCA is dated. The cardio and exercise equipment is fairly new, but the pool has been closed due to disrepair since 2018.

The YMCA operates under a membership model restricting access to those that do not have a membership. Memberships range from \$25.00-\$55.00/month depending on the membership type. Currently, there are just under 1,700 active memberships.

The weekly operating hours for the YMCA are just under 90-hours/week that are available for members.

YMCA Operating Hours:

Monday	5:00 AM - 9:00 PM
Tuesday	5:00 AM - 9:00 PM
Wednesday	5:00 AM - 9:00 PM
Thursday	5:00 AM - 9:00 PM
Friday	6:00 AM - 6:00 PM
Saturday	11:00 AM - 5:00 PM
Sunday	11:00 AM - 5:00 PM

Quality & Availability: School Athletic Facilities

1. **Scottsburg Elementary Schools** - The Elementary Schools within SCSD2 are all similar in quality and condition. Each of the four school gymnasiums are fully operational and support the level of play required.

The elementary level school athletic programming surpasses the quality and availability of the existing infrastructure. The basketball goals are not able to be lowered to accommodate younger age groups and the overall number of teams cannot be accommodated in the before and after school hours available for students to practice.

"There is so much more I want to do with the (youth basketball) program, but in order to do so we need more space, more gyms, and more practice time to expand it"

2. **Austin Elementary School** - Austin Elementary School stays busy with school programs throughout most of the year. The facilities are well maintained for the amount of use they receive. When the school is not using the facilities for events, the facilities are open to the community to schedule usage.
3. **Scottsburg "Old" Middle School** - The Scottsburg "Old" Middle School, now utilized as an administration building for SCSD2 is still home to the Charles E. Meyer Gymnasium which opened in 1956. This gym acts as the home gym for the Scottsburg High School basketball teams. This gymnasium does not have central air conditioning, limiting the desire to utilize the gym in the height of summer and overall diminishing the quality. Additionally, the height of the ceiling and insufficient support facilities such as locker rooms, limits the ability to play certain sports as well as the magnitude of sporting events.
4. **Scottsburg "New" Middle School** - The Scottsburg "New" Middle School, is not actually a newly constructed school, it is only referenced this way due to it being "newer" than the formerly operational middle school. This middle school does have two gymnasiums that are in perfect working condition. These gyms are equipped with adjustable basketball goals, which is a primary reason why the younger elementary school teams prefer to utilize this gym versus their "home" gym.

"In the winter... There is a strain on things - The building and the courts are being used non-stop!"

In addition to school athletic programming, the facility is utilized by the community when available. Courts have been retrofitted to accommodate pickleball tournaments, leagues, and other non-school athletic programming activity.

The “New” Middle School also houses the football stadium for the district. The high school football teams and soccer teams use this field for game play causing them to travel from the high school over to the middle school. The stadium also does not have locker room accommodations which impacts not only the Warriors, but visiting teams as well. The field itself is in good condition and well maintained.

Based on research, on-site visits and interviews with community stakeholders, there are also 5 tennis courts at the middle school. The project team’s opinion is that these courts are in suitable playing condition, but very little feedback was received on the quality or availability of the tennis courts from the interview process.

5. **Austin Middle/High School** - Austin Middle/High School offers the basic needs for school sports. The gymnasium is equipped with three basketball courts or three volleyball courts. There is one diamond, one multi-purpose field, and five tennis courts. The facilities are in good shape considering how often they are used. Depending on the season the school's sports teams utilize the facilities a majority of the time. When the school teams are not using the facility they are available to the community for scheduled use.
6. **Scottsburg High School** - The Scottsburg High School is home to McClain Hall, which has seen capital improvements to the gymnasium. It is a great gym for multiple practices to take place due to it having three basketball courts or three volleyball courts and curtains to separate courts. If the same sports or sports of similar nature are taking place simultaneously, there are limited challenges. If sports and other extracurricular activities are taking place simultaneously, there are relatively significant challenges.

“At one point we were sharing the gym with the drama club who were practicing for a Disney production and my whole team started singing the Little Mermaid along with them...Talk about a huge distraction when we’re trying to learn new plays and strategize!”

The high school possesses a multi-purpose field, but it is not in good enough condition to be used as a game field. The amount of activity that this field sees is extensive and limits the opportunity to maintain this field to a high level. During the fall season when football and band, as well as soccer are in season, the field is used non-stop and in some instances used by different teams simultaneously.

“Having a space (McClain Hall) that big is great! But how it is laid out is not the best for multiple activities to happen at once”

The baseball diamond at the high school has been renovated and the quality, in the project teams’ opinion, is very high. It meets the needs of high school baseball.

Of all the school athletic facilities, one of the most prominent issues is with outdoor sports teams having nowhere to go during inclement weather. Without an alternative facility they are unable to continue practicing. When inclement weather occurs, teams are moved inside for safety thus impeding on any practices or activities taking place indoors.

Quality & Availability: Outdoor Facilities

1. **Linza Graham Park, Scottsburg, IN** - Linza Graham Park is used by some of the SCSD2 softball teams. The four diamonds are various sizes and cannot accommodate high school baseball, but are sized appropriately for softball and little league.

The quality of the fields are in average playing condition based on the project teams on-site visits, but other research left the quality and availability of these diamond fields unclear.

2. **Austin Community Park, Austin, IN** - Austin Community Park is used by community members and the Austin Little League program. It has three diamonds that are used by the little league program. While the fields are in good condition they are not equipped to host tournaments. This park is managed by the Volunteer Park Board in Austin.

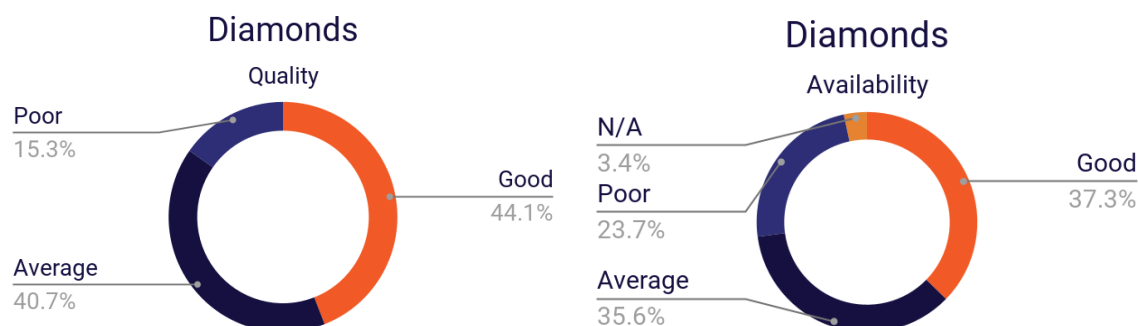
Quality & Availability By Surface Type

Looking more in depth at the quality and availability of individual sport surfaces within the primary study area, the project team analyzed the survey data generated to determine that the overall consensus (53.5%) from survey respondents was that the condition of the sport surfaces are in average or better condition.

Diamonds - Of the 10 diamonds that were identified the project team received little feedback from interviewees regarding their condition. Additionally, 84.8% of survey respondents are of the opinion that the repair of the diamonds is average or above.

This feedback aligns with the recent capital improvements that have been made to four of the 11 total diamonds and with another four of the diamonds being actively maintained for SCSD2 athletics.

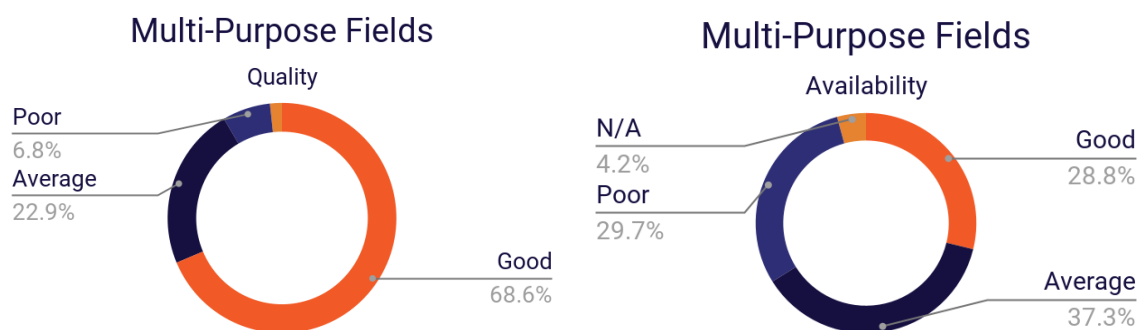
Additionally, 72.9% of respondents believed that the diamond fields are suitable in terms of availability.



Multi-Purpose Fields - Of the four multi-purpose fields 68.6% believe that the multi-purpose fields are in good condition.

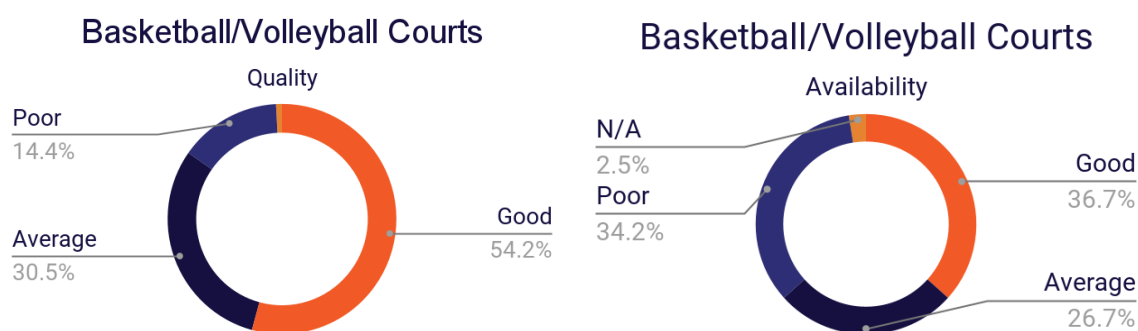
This statement specifically contradicts the feedback received from the SCSD2 athletic department and coaches in relation to the multi-purpose field at Scottsburg High School. This multi-purpose field is in poor condition primarily as a result of overuse.

Multiple sport teams that fall into the same sport seasons rely on the high school's multi-purpose field. In the same way, the circumstances are the same for the multi-purpose field at the middle school.



Basketball/Volleyball Courts - Basketball/volleyball courts have the highest sport surface count (18) within the primary study area and 54.2% of survey respondents consider them to be in good condition.

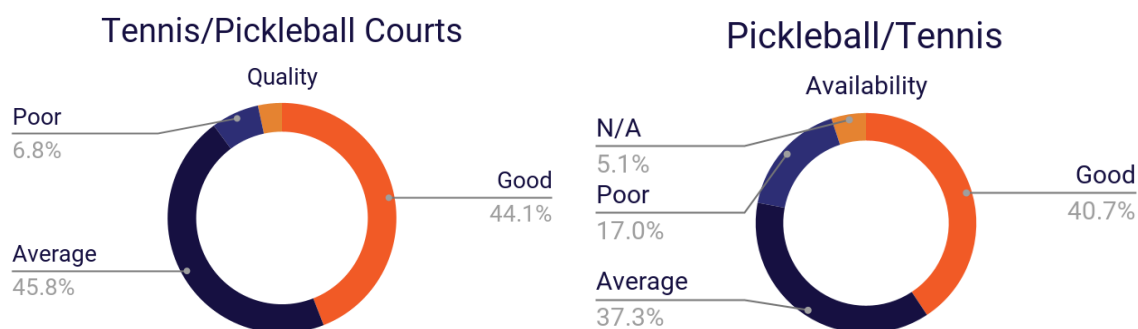
The feedback received from survey respondents does not paint a clear picture in comparison to the data collected via stakeholder interviews. The overall availability of indoor courts is in question.



Tennis/Pickleball Courts - Tennis/pickleball courts had the second highest sport surface count (17) however, of these courts 45.8% of respondents believe the courts to only be in average condition.

"Tennis court needs redone"

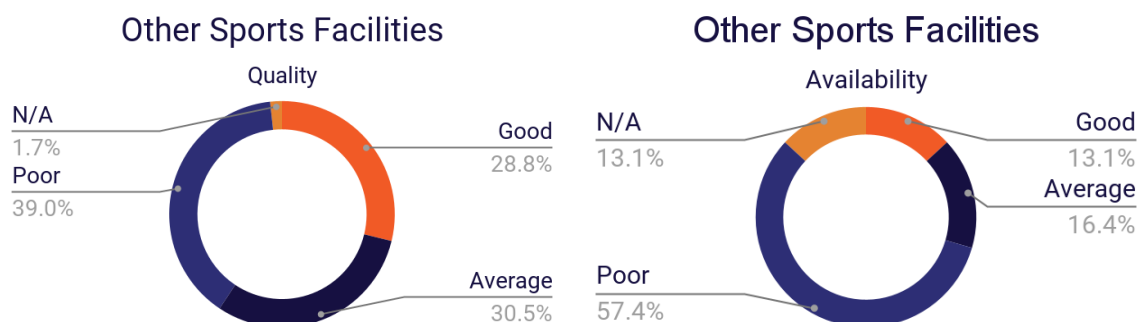
16 of the 17 courts identified fall within the school athletic facilities making the availability to the rest of the community scarce.



Other Facilities - Only one facility was identified that is classified as “Other” facilities. This being a splash pad in Linza Graham Park. This community recreational facility is simple and its surrounding amenities are lacking.

Not knowing which unique facilities the survey respondents were reflecting on when responding, there does seem to be an overall opinion that the “other” facilities that are currently available to the community are minimal and the ones that are available are not in good repair.

**The below quantity data included the feedback received by the project team in regards to a pool. The quality and availability pie charts exclude any data regarding a pool.*



Resident Feedback & Opinions

The project team was interested in which sports residents perceived to have the highest need in terms of additional facilities or additional space to practice/play. Some residents had very strong opinions on the pursuit of developing a sports facility, while others feel as if no other actions need to be taken.

“I believe that a sports facility would be HUGE for the growth and development of Scott County. As someone who is very familiar with athletics and travel sports, there is a big need for more facilities in our area...”

Survey respondents were asked to rank 12 sports; basketball, volleyball, soccer, baseball, softball, pickleball, football, swimming and diving, track and field, tennis wrestling and “other”, on a scale of 1 - 12 based on their opinion of which sport they believe has the highest needs. The sports were reflected in a randomized order to each survey respondent and all were forced to rank each sport before moving on.

From the responses received, “Other” sports rose to the top with a median ranking of 9.32. Respondents that selected “Other” were asked to further elaborate on their response and sports such as cheer, archery, and wrestling were primarily indicated as the respondents “other” sport(s) that were in need of additional facilities. This correlates with what respondents shared on the quality and availability of “other” sports facilities as well.

Pickleball was the second most popular selection, which again, correlates with the current nationwide trends in the U.S. As noted previously, no dedicated pickleball courts were found within the primary study area. Hard surface courts are retrofitted to accommodate the sport and time is specifically dedicated to the local league by the YMCA, but still no dedicated facility.

Table 4: Scott County Resident Ranking of Importance

Sport	Min	Mean	Max
Other	1	9.32	12
Pickleball	2	7.86	12
Football	1	7.63	12
Baseball	1	6.63	12
Basketball	1	6.98	12
Softball	1	6.88	12
Track & Field	2	6.88	12
Tennis	1	6.37	11
Wrestling	1	6.27	11
Volleyball	1	5.71	12
Soccer	1	5.22	12
Swimming & Diving	1	2.24	12

“While our community needs facilities for youth and to get more adults with active lifestyles, we also need to be strategic and target facilities or “sports” that can generate outside income for our local economy”

Residents were asked to share which facility category, outdoor facility or an indoor facility, they felt needed to have a high priority within the community. Of the respondents 64.41 believe that an indoor facility should be prioritized over an outdoor facility.

“I think Scott County could benefit from a sports facility (...) we need to invest so we can have a nice place to have more events for our own sports and host larger events.”

SECTION 4: IDENTIFIED NEEDS

The previous sections have outlined the key categories and deficiencies across the primary study area. This section builds on these by clearly identifying the current needs within Scott County in relation to the following:

Facility Categories			
Community Parks & Recreation Facilities	School Athletic Facilities	Outdoor Facilities	Indoor Facilities

The most predominant need uncovered is the lack of any indoor sports facility not classified as a community park and recreation facility or a school athletic facility. The project team was unable to find any indoor synthetic turf nor any more than three basketball/volleyball courts not defined as a school athletic facility.

Community Parks & Recreation Facilities - The number of benefits community parks and recreation facilities provide are countless. Not only do these facilities promote community wellness and wellbeing, they provide safe spaces for both youth and adults to gather.

Two community parks were identified by the project team. Other parks were found but excluded due to the defined perimeters, however, all left more to be desired. Community parks were not determined by the project team to be an immediate need, but should be considered in long-term capital improvement and replacement planning.

The YMCA was the only recreational facility within the primary study area. While the YMCA has taken steps to accommodate the incredibly popular sport of pickleball no steps have been taken towards the renovation of the pool since its closure in 2018.

The research conducted by the project team unveiled that a pool is something that residents feel passionately about and would add significant value to the community. The renovation or new development of a pool and/or aquatic facility is an immediate need and plans should be developed to fulfill this need.

School Athletic Facilities - As indicated previously, it is clear that school athletics play a significant role within the primary study area and it is without doubt that the existing infrastructure allocated to the schools is beyond capacity and action steps need to be taken to remedy this. Based on feedback from school administrators and coaches, many have big dreams that are just not attainable given the current conditions.

The immediate need identified by the project team in relation to school athletic facilities is twofold:

1. Better accommodations need to be given to outdoor sports and extra-curricular activities who play/practice on a multi-purpose field e.g., football, soccer, and band, so that the field conditions can be remedied and so that there is a safe indoor space for teams to utilize during inclement weather.
2. Additional space needs to be allocated for indoor court sports that are able to accommodate the type of play in both quality and availability.

The strongest need, for both multi-purpose field sports and court sports, within the school athletic programs is for additional and unimpeded practice space.

Outdoor Facilities - The project team identified two outdoor sports facilities consisting of two or more of the same type of fields, courts, or playing surfaces fit for organized tournament or competitive play. These two facilities were both diamond facilities and based on data analysis, diamond sports have been determined to not be a current major need for Scott County.

Given the level of internal sports programming and the lack of multi-purpose fields within the primary study area, the project team concludes that the strongest need in terms of outdoor facilities is in the addition of multi-purpose fields. Specifically, synthetic turf multi-purpose fields.

Indoor Facilities - There are currently no indoor facilities within the primary study area that fall under the project team's definition of an indoor facility that are not better defined as school athletic facilities.

The project team defined an indoor facility as an indoor venue that has two or more indoor sport surface(s) fit for organized tournament or competitive play. Or a facility that is equipped to support multiple sports fit for organized tournament or competitive play.

An indoor facility is a quique offering that can set a destination apart depending on the make-up and design of the facility. The project team concludes that the need in terms of indoor facilities is a versatile, multi-purpose facility that can accommodate both turf and court sports.

Additionally, as youth sports continue to evolve, the level of competition rises every year, the facilities made available to support these sports need to accommodate this growth in the market. Having dedicated space(s) for sports, more specifically transient sports, gives relief to court and field space and gives sports such as archery, winter guard, and wrestling a dedicated space to train.

SECTION 5: MARKET & DEMAND ANALYSIS

The Market & Demand Analysis consisted of several steps all aimed at analyzing current internal market conditions. This work included looking into existing local sports programming, sports tourism trends, amenities, attractions, sport participation, and impending challenges SCSD2 may face in the continuation of this pursuit.

THE MARKET

This analysis looks at current internal market conditions such as; local programming, external programming, destination access, hospitality capacity and availability, amenities, and impending challenges as it relates to the sports tourism industry.

The project team conducted this analysis on the primary study area laid out in Section 1 of this report.

Internal & External Sports Programming	Destination Access	Hospitality Capacity & Availability	Impending Challenges
Internal sports programming are organized sports that take place within the primary study area. External sports programming are organized sports that take place within the surrounding 50-mile radius of Scott County	Destination access is how accessible the destination is in terms of travel - both air travel and ground travel.	The hospitality capacity and availability within a destination and its surrounding area is an important component in order to ensure a destination can support the visitors generated from a sports tourism facility.	The impending market challenges a destination will face vary, but include; event organizer relationships, ability to offer event incentives, and other facilities located in the surrounding area that may or may not be direct competition are some of the challenges that have been included in this analysis.

Internal Sports Programming

The primary study area's athletic programming is unlike any other LSG has seen - The City of Scottsburg absorbing the city's recreational youth programming into the school district's athletic programming is not the "norm". But in doing so, there is an equal opportunity for all youth to participate in sports, regardless of barriers. The City of Austin has a Little League program as well as some additional youth sports programs but the lack of a true Parks & Recreation Department in the City makes it difficult to maintain any city run youth sports programs.

The sports programming within the primary study area not facilitated, operated and controlled by the schools is lacking. The adult sports programming is sub-par at best with the community YMCA having some adult programming, but those programs are not always successfully executed due to lack of interest, available play dates, and constraints on facility availability.

The primary study area's internal sports programming that targets adults could significantly benefit from an increase in facility offerings, only if programming is developed to fit any new facility development.

External Sports Programming

The existing external sports programming found by the project team is robust and could benefit from the development of a sports facility within the primary study area. These external programs could also potentially provide value by helping fill the potential facilities schedule by renting space. Proper and mutually beneficial relationships will need to be formed in order for the operating or management team to benefit.

The project team evaluated the sports programming within a 50-mile radius of Scott County to understand the potential to draw clubs and individual families to the primary study area for both weekday activities e.g., league play, practices, season games, etc. and weekend activities e.g., tournament play, showcases, other sporting events and non-sporting events. A full listing of

external sports programming that could potentially benefit from a sports facility within the primary study area is reflected below in appendix #7.

Many of the sports programs in the 50-mile radius are well established organizations and already travel beyond the radius examined. With over 30 volleyball organizations and 18 basketball clubs, any newly developed facility, consisting of hard surface courts, could be fully booked/reserved the majority of weekends within a year, especially late fall through early spring weekends, with regional events based on demand.

Destination Access

The ease of access to a destination contributes to a desire to visit that destination.

The geographic location of the primary study area within the Midwest region is ideal to travel to by ground transportation. Scott County sits in the middle of the Midwest, where all but North Dakota, South Dakota and Nebraska visitors could reach within a one day or eight hour drive. Additionally, Scott County has the ability to draw from the Southeast region as the bulk of the Southeast region can also reach the county within a one day or eight hour drive.

Table 5: U.S. States by Region

West	Midwest	Northeast	Southwest	Southeast
Washington Oregon California Idaho Nevada Montana Wyoming Utah Colorado Alaska Hawaii	North Dakota South Dakota Nebraska Kansas Minnesota Wisconsin Iowa Missouri Illinois Michigan Indiana Ohio	Maine Vermont New York Pennsylvania New Hampshire Massachusetts Connecticut Rhode Island New Jersey Delaware Maryland	Arizona New Mexico Oklahoma Texas	Arkansas Louisiana Tennessee Mississippi Alabama Georgia Florida South Carolina North Carolina Virginia West Virginia Kentucky

Scott County, more specifically, Scottsburg, is located immediately off of an i65 on/off ramp making the drivability from Louisville, Kentucky (32 miles) north bound and Indianapolis, Indiana (83 miles) south bound desirable when determining the feasibility behind the ability to drive regional based sports tourism.

Traveling from Cincinnati, Ohio to Scott County is just under 100 miles (95.8 miles). This distance is still within a travel distance to be included in the regional event category, but is right on the cusp of the distance teams are willing to travel for regional events.

There are no international airports within the primary study area, however, there are three international airports located within the secondary study area.

Louisville Muhammad Ali International Airport (SDF) in Louisville, Kentucky is the closest airport to the primary study area (38-51 travel miles depending on route). Ground travel to and from this airport via the fastest route does require tolls that visitors would incur

marginally adding to their total travel costs. There are two other routes that do not require tolls.

Cincinnati/Northern Kentucky International Airport (CVG), in Hebron, Kentucky (89-94 travel miles depending on route) and Indianapolis International Airport (IND) in Indianapolis, Indiana (92 travel miles via i65) are equidistant from the primary study area.

The proximity of Louisville Muhammad Ali International Airport (SDF), while not within the primary study area, does provide the ability for Scott County to host national level events, in terms of destination access, if a sports facility is developed that warrants national level events.

Hospitality Capacity & Availability

The project team was interested in discovering the overall quantity and availability of accommodation options and quantity and variety of food and beverage options available within the primary study area to determine whether or not there is an ability to successfully facilitate events and activities that drive additional patrons to these establishments.

The results of our research into the hospitality industry in relation to hotel accommodations within Scott County were concerning. Only 6 hotels and 414 hotel rooms were found within the primary study area. Of these rooms, 194 or just under half (46.8%) were identified as double/double rooms and 111 king rooms.

There are other hotels within a 30-minute driving distance from the primary study area, which all could assist in supporting events and activities if a sports tourism facility was developed, but the county would not realize any hotel tax from those out of market hotels.

Double/double rooms are the most soughtout room type in the sports tourism industry as many individual players travel with their parent(s) or guardian(s) or teams arrange for multiple players to stay in a room. King rooms are traditionally only booked by referees or event staff in need of closer accommodations to the event facility.

Table 6: Listing of Hotel & Lodging Accommodations within the Primary Study Area

Primary Study Area Hotels	Double/Double Rooms	King Rooms	Handicap Rooms	Total
Holiday Inn Express & Suites Scottsburg	43	34	11	88
Hampton Inn & Suites Scottsburg	46	36	4	86
Red Roof Inn	36	5	1	42
Campbell's Motel (Extended Stay)	-	14	-	14
Mariann Travel Inn	Undetermined	Undetermined	Undetermined	92
i65 Studio Suites	69	22	1	92
Total	194	111	17	414

The project team was unsuccessful in attaining the room type breakdown from Mariann Travel Inn.

Hotel room quantity within a market is one of the most telling components in determining the feasibility behind the development of a sports tourism facility. An example of the quantity of rooms needed is reflected below using only the hotels found within the primary study area.

Using a regional club volleyball tournament as the example event - The average number of teams

that participate is 16. Of these 16 teams 75% are traditionally traveling/visiting teams and 25% are local. The average number of players per volleyball team is 11 players. It is more common than not for club volleyball players to travel individually with their parent(s) or guardian(s).

$$16 \text{ teams} \times 11 \text{ players} = 178 \text{ total players} \times 75\% = 134 \text{ rooms needed}$$

A club volleyball tournament traditionally has scheduled play on Saturday and Sunday which generates Friday and Saturday room nights. If the primary study area hosts a club volleyball tournament of this nature, 69% of the double/double room availability within the area hotels is needed. This calculation does not include any additional spectators, referees or event staff.

When trying to gain an understanding of the current occupancy rates of the existing hotels to better determine the availability and feasibility of being able to accommodate visitors generated by regional events, it was discovered that hotel occupancy rates are not being tracked due to the inability to attain the necessary information from the hoteliers. Hoteliers are not currently willing to share this information publicly. Additional research would need to be conducted in order to gain a better understanding of the current occupancy levels to determine if the hotels have the capacity to support additional overnight traffic. The project team did not delve into this research as it was not included in the outlined scope of work. Additionally, the project team did not conduct an audit of the quality of available accommodations.

Another common accommodation resource used within the sport tourism industry are short term rental homes. Teams prefer to rent a home versus staying in a hotel especially if an event spans across multiple days or if the hotel brands within the area are not to a team's liking. The project team was unable to locate any short term rental homes within the primary study area. There were homes available through Airbnb and VRBO that would fit the needs of a group stay in Underwood, Indiana (6 miles), Henryville, Indiana (12 miles), or Marysville, Indiana (12 miles). These were the only 3 short-term rental homes within a 30-minute driving distance.

Another component of the hospitality industry that plays a significant role in whether or not the market area can successfully accommodate sports tourism is the availability of dining options. The primary study area has a total of 31 restaurants (16 sit-down restaurants and 15 fast-food restaurants). These all are within a 10-mile radius of the Scottsburg High School which was used as the starting point to determine distance. A full listing of restaurants found is listed below in appendix #5.

It is very common that teams go out together for "team dinners" which results in large parties and a significant influx in restaurant patrons all at once. Seasoned teams tend to have these team dinners at pre-planned restaurants with reservations made ahead of time. Reservations not only guarantee that this large party will not have to wait to be seated, but it also gives the restaurant adequate planning time to better accommodate the dinner party.

Using the regional club volleyball tournament again as an example - The dinner party size would be anywhere from 22 - 40 people depending on how many spectators are accompanying the athletes. The industry standard spectator multiplier is 2.6 spectators per athlete.

$$11 \text{ players} (11 \text{ players} \times 2.6 \text{ spectators}) = 40 \text{ people}$$

Of the restaurants found within the primary study area by the project team, 16 were sit-down restaurants and of these 16 restaurants, none were found to take call ahead reservations.

It is the project team's opinion that the hospitality capacity and availability within the primary study area is not capable of supporting a sports tourism facility that is geared towards facilitating large scaled regional events or national level events.

Impending Challenges

As with all projects, there are items that need to be considered as possible challenges if SCSD2 decides to move forward with the development of a sports facility. There are several impending challenges the project team foresees related to the development of a sports facility. These challenges are reliant on the end make-up and design of the facility and what its capabilities are.

Relationships with Event Organizers - Successful sports tourism destinations traditionally have a sports marketing agency and/or a sports tourism arm to their visitors bureau. The facilities targeted to host sporting events that generate sports tourism usually managed by individuals who have an established network within the sports tourism industry or relevant sports industries - These include local, state, regional and national organizations that are event rights holders, event operators, national governing bodies, event support providers e.g., housing services, etc. Having these connections and fostering these relationships by attending industry conferences, attending and/or volunteering at major tournaments and sporting events throughout the country help set a destination apart.

Communities with these types of relationships have increased chances of securing multi-year agreements to host annual events or attain dedicated clientele that utilize a facility for multiple events annually.

An example of the type of networking and relationship building that improves event procurement would be - A local elite league that participates annually in a national tournament or a college athletic department with connections to a NCAA showcase or tournament.

Event Incentification & Procurement - One way to incentivise the events that generate higher than normal economic impact is done by paying bid fees to targeted events. The visitors bureau and facilities often work in conjunction with one another to attract events to the destination, therefore these organizations both are working towards the same goal. Event bid fees can be paid by either of these parties or in part by all. Unfortunately, as more communities have realized the value of the business of sport and have started investing in facilities to accommodate events, event bid fees have increased. In response to this increase, organizations try to negotiate the bid fee by offsetting other events costs e.g., venue rental or equipment rental.

Another common response to the rise in bid fees is the internal creation of events either by the event operator, management organization or the city. Owning and operating an event(s) provides benefits beyond no longer needing to pay a bid fee, other benefits include, building a personal clientele base, controlling event dates, attracting local elite level teams and in turn other regional/national level competitions and the avoidance of competition between other host cities

The trade-off to owning and operating events is the need for labor resources and materials to successfully execute an event(s). It requires a robust organizing committee, an active volunteer

base, and good working relationships with hoteliers, public safety, the hospitality industry, and, potentially, other venues and their management teams.

The business of sports is highly competitive and, as discussed above, many factors can positively or negatively impact the success of a sports facility from a funding, management, and overall community approach to its operation.

Over Saturation of Facilities in the Midwest - One area to be mindful of is the location of Scott County in relation to other similar facilities within a 100-mile radius. As you see from the chart below, there are 96 sports facilities within the secondary study area. While this does not have any bearing on local sports programming, a detailed and fully vetted plan of action to attain and incentivise events to come to the primary study area should be in place prior to the execution of the development of a facility.

Table 7: List of Sport Facility Categories and the number within each secondary study area

Facility Categories	25-Miles	50-Miles	75-Miles	100-Miles	Total
Outdoor Facilities	13	34	9	14	70
Indoor Facilities	1	9	3	9	22
Indoor/Outdoor Facilities	0	3	0	1	4
Total	14	46	12	24	96

Table 8: List of Sport Surface Categories and the number within each secondary study area

Sport Surface Categories	25-Miles	50-Miles	75-Miles	100-Miles	Total
Diamond/ Infields	20	43	32	64	159
Multi-Purpose Fields	14	33	19	55	121
Basketball/Volleyball Courts	6	16	5	12	39
Tennis/Pickleball Courts	1	29	10	64	104
Volleyball Courts	1	19	5	25	50
Other Facilities	6	12	8	9	35
Total	48	152	79	229	508

Outdoor Facilities - An outdoor facility was defined by the project team as being a venue that has two or more types of fields, courts, or playing surfaces fit for organized tournament or competitive play.

The number of outdoor facilities found within 100-miles was numerous. A full listing of the secondary study area outdoor facilities can be found in appendix #6.

Below is a listing of outdoor sports facilities and a brief description of each along with the distance from the primary study area:

1. **Henryville Youth Sports Complex** - Henryville Youth Sports Complex is 20-min. south of Scottsburg. This facility has five baseball/softball diamonds but is only suited for recreational games and does not offer many added amenities for players and spectators. The facility is owned and operated by the City of Henryville.
2. **Freeman Field Recreation Complex** - Freeman Field Recreation Complex is 30-min. away in Seymour, IN . Freeman Field Recreation Complex is a 67-acre site that has three

baseball/softball diamonds and nine soccer fields. The City of Seymour owns and operates this facility.

3. **Warren R. Tucker Sports Complex** - Warren R. Tucker Sports Complex is 30-min. northeast in Madison, IN. The facility has six baseball/ softball diamonds, nine soccer fields, and a football field and is capable of hosting local and regional tournaments. The facility is owned and operated by the City of Madison.
4. **Woehrle Athletic Complex** - Woehrle Athletic Complex is 35-min. south and just north of Louisville, KY. Woehrle Athletic Complex has one premier turf field for soccer and football. The facility is not ideal for hosting tournaments; it is capable of hosting larger, one-off games and events in the community. The facility is owned and operated by the City of Jeffersonville Parks Department.
5. **Versailles Sports Complex** - Woehrle Athletic Complex is 1-hour northeast in Versailles, IN. This complex has four baseball/softball diamonds and 6 soccer fields. The facility is capable of hosting local and smaller regional tournaments and is owned and operated by the Town of Versailles and is well maintained.
6. **Otis Park Soccer Complex** - Woehrle Athletic Complex is one hour northwest of Scottsburg. The complex is home to Orbit Futbol Club. The facility includes a Tots field, three full size soccer fields, and four small-sided soccer fields. The complex is home to Orbit Futbol Club and is capable of hosting recreational events as well as smaller tournaments.
7. **Edinburgh Sports Complex** - Edinburgh Sports Complex is 50-min. north in Edinburgh, IN. The facility has six baseball/softball diamonds and one basketball court, playground, and concession stand. The fields are well maintained and are ideal for recreational games and tournaments. It is owned and operated by the Town of Edinburgh.
8. **Warsaw Sports Complex** - Warsaw Sports Complex is 60-miles east in Warsaw, KY. The facility consists of three baseball/ softball diamonds, two full size soccer fields, and two small-sided soccer fields. It is owned and operated by the City of Warsaw.
9. **Elizabethtown Sports Park** - Elizabethtown Sports Park is 80-miles south in Elizabethtown, KY. The facility has 12 multipurpose fields, 12 diamonds and three large pavilions for ceremonies/events. Elizabethtown Sports Park is privately owned and operated.
10. **Bloomfield Sports Complex** - Bloomfield Sports Complex is 80-miles northwest of Scottsburg. The facility consists of a multipurpose field, a track, and six tennis courts. The Town of Bloomfield owns and operates the complex. The complex is ideal for school sporting events or local recreational games.

Indoor Facilities - An indoor facility is defined as an indoor venue that has two or more indoor sport surface(s) fit for organized tournament or competitive play. Or a facility that is equipped to support multiple sports fit for organized tournament or competitive play.

The number of indoor facilities found within 100-miles was numerous. A full listing of the secondary study area indoor facilities can be found in appendix #6.

Below is a listing of indoor sports facilities and a brief description of each along with the distance from the primary study area:

1. **Southern Indiana Sports Center (SISC)** is 30-min. south in New Albany, IN. The facility has four basketball/volleyball courts used for tournaments, leagues, practices, recreational play, and special events. Ancillary offerings include a weight and conditioning room. The Floyd County Parks and Recreation Department owns and operates this facility.
2. **Nachand Fieldhouse** is 30-min. away in Jefferson, Indiana. The Fieldhouse is a 14,000 sq. ft. building with one basketball/volleyball court, fitness room, and walking track. The fieldhouse has hosted concerts, community events, and small-scale sporting events. The facility is currently owned and operated by the City of Jeffersonville Parks Department.
3. **MidAmerica Sports Center** is 45-min. southeast just on the outskirts of Louisville, KY. MidAmerica Sports Center has nine volleyball courts or five basketball courts. MidAmerica Volleyball Association calls this facility home and manages the operation.
4. **Legends Sports Academy** is 45-min. southeast in Louisville, KY. Legends is a 12,500 sq. ft. facility that can accommodate a multitude of sports such as baseball, softball, lacrosse, soccer, volleyball, and flag football. Legends Sports Academy is a privately owned and operated facility.
5. **King Louie's Sports Complex** is 45-min. southeast in Louisville, KY. This facility is a 46,000 sq. ft. state of the art facility with two indoor turf fields, a turf training area, and three outdoor sand volleyball courts. Recently the facility added two outdoor synthetic multi-purpose fields. King Louie's is privately owned and operated.
6. **Bluegrass Sportsplex** is 80-miles south in Elizabethtown, KY. It is a 103,000 sq. ft. venue with a multi-purpose synthetic turf field, three basketball courts, five volleyball courts, six batting cages, and multiple ancillary rooms. It is designed to host youth and adult sports leagues, clinics, tournaments, large events, meetings, and birthday parties. Bluegrass Sportsplex is privately owned and operated.
7. **Capitol Sports Center** is an hour and 30 minutes. north in Plainfield, IN. The facility has three sport-court volleyball courts and four wood volleyball courts. Additionally, there are two basketball courts and a pro shop. The facility is privately owned and operated and is home to Circle City Volleyball Club.
8. **Infinite Indoor Sports Arena** is an hour and 45 minutes. west in Washington, IN. The facility is a 9,000 sq. ft. arena with 94' x 54' synthetic turf. The arena hosts soccer, baseball, softball, t-ball, dodgeball, and more. It hosts leagues, tournaments, camps, classes, clinics, and more. This facility is privately owned and operated.
9. **Griffin Elite Sports & Wellness** is 100-miles away, right outside of Cincinnati, OH. This 52,000 sq. ft. facility has a 70 x 30 yd turf field, three basketball courts, and five volleyball

courts. The facility's focus is on training but able to host small, recreational events. Griffin Elite is privately owned and operated.

- 10. GameOn! Sports Complex** is 100-miles away just north of Cincinnati, OH. This facility has one basketball court, three volleyball courts, and an indoor turf field. It can host basketball, volleyball, and soccer events. The facility is privately owned and operated.

Additionally, it was discovered that there are developing plans for additional hard surface courts in Louisville, Kentucky (48 miles away), and another facility with the primary make-up of hard surface courts in Columbus, Indiana (43 miles away). Additionally, Finch Creek Fieldhouse in Noblesville, Indiana (108 miles away) is currently evaluating an expansion of their existing facility that will further increase the supply of hard surface courts in the Midwest region.

THE DEMAND

This analysis looks at current participation trends throughout the U.S., resident's current and future demands, school athletics demands and regional demands as it relates to the sport tourism industry.

The project team conducted this analysis on both the primary study area and the secondary study area laid out in Section 1 of this report.

Sport Participation Trends

Sport participation trends are the ebb and flow of sports based on the number of people that play each sport. Trends are heavily influenced by generations i.e., Baby Boomers, Millennials, and Generation Z.

The financial cost behind participation in certain sports dictates a person's ability to participate and their ability to sustain their participation.

Regional Demands

Regional demands are those that stem from the secondary study area e.g., sports programs, clubs, leagues, tournaments and events all within a 100-mile radius of Scott County.

The number of available facilities within the secondary study area directly correlates with the demands of the end user as well.

Sport Participation Trends

Looking at national sports participation trends gives a better understanding of how the sports tourism industry trickles down to local communities. While the trends that we are seeing on a national level may not ring true at the local level, they give us an indication of what to consider in the development of a sports facility both in the make-up, design and programmability.

The report, *Sport Participation Trends in the United States, 2021 Edition*, published by the National Sporting Goods Association (NSGA) gives insights into the trends seen within each region based on their research and quantitative data collected. The report is a research study designed to measure the number of individuals (7+ years old) who participated in a number of different sports/recreational activities within the previous year.

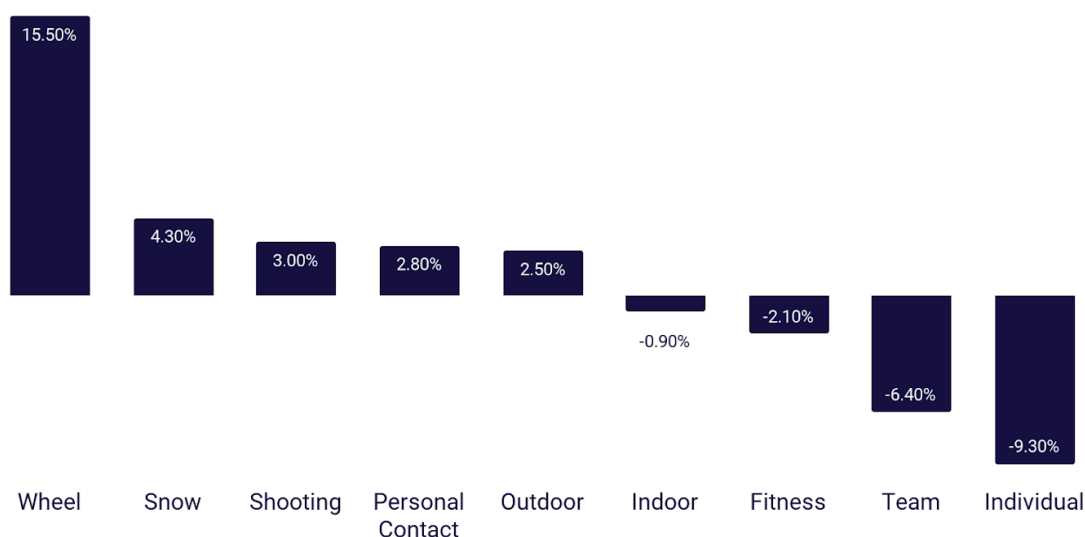
Sports Participation in the United States measures the annual number of participants in each sport/activity, the frequency of participation (number of days of participation in 2020), total days of participation, and the mean (average) and median (mid-point) number of days of participation.

National Sporting Goods Association segmented the sports reported on into 10 “buckets”; wheel, snow, shooting, personal contact, outdoor, indoor, fitness, team and individual. Chart 1 depicts the year over year change in overall participation of these segmented sports. According to NSGA individual sports e.g., bowling, golf, fishing, etc. are seeing a downturn while wheeled sports e.g., cycling, skateboarding, and rollerskating are on an upward trend.

While the two segments that reflect major changes are not sports that are relevant in this research study. It is important to understand that participation trends are ever changing.

Chart 1: Year Over Year Participation Change by Segment

2019 - 2020



For the purposes of their report, the NSGA broke the United States into regions by state. Indiana is included in the East North Central Region according to NSGA. Accompanied by our surrounding states, The East North Central region accounts for 90% of the overall sports tourism market. Often this is generally the case given that Indiana is in the heart of the U.S. and the Midwest is more heavily populated given its position.

Geographic Regions								
New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
CT	NJ	IL	IA	DE	AL	AR	AZ	CA
ME	NY	IN	KS	FL	KY	LA	CO	OR
MA	PA	MI	MN	GA	MS	OK	ID	WA
NH		OH	MO	MD	TN	TX	MT	AK
RI		WI	NE	NC			NV	HI
VT			ND	SC			NM	
			SD	VA			UT	
				WV			WY	
				DC				

Chart 2 depicts the sport participation by the geographic regions set by the NSGA. The East North Central region is clearly marked in orange to showcase how the primary study area falls in comparison to other regions.

The East North Central region is shown to be “middle of the road” in comparison to other regions. While cheerleading, football, lacrosse and pickleball have lower participation numbers as a whole, the primary study area's region is well populated with participants of these sports. Archery, basketball and softball are shown to be three of the most popular sports played, the East North Central region ranking second in archery and basketball and exactly aligned with the South Atlantic region for softball.

Chart 2: Sport Participation Trends by Region

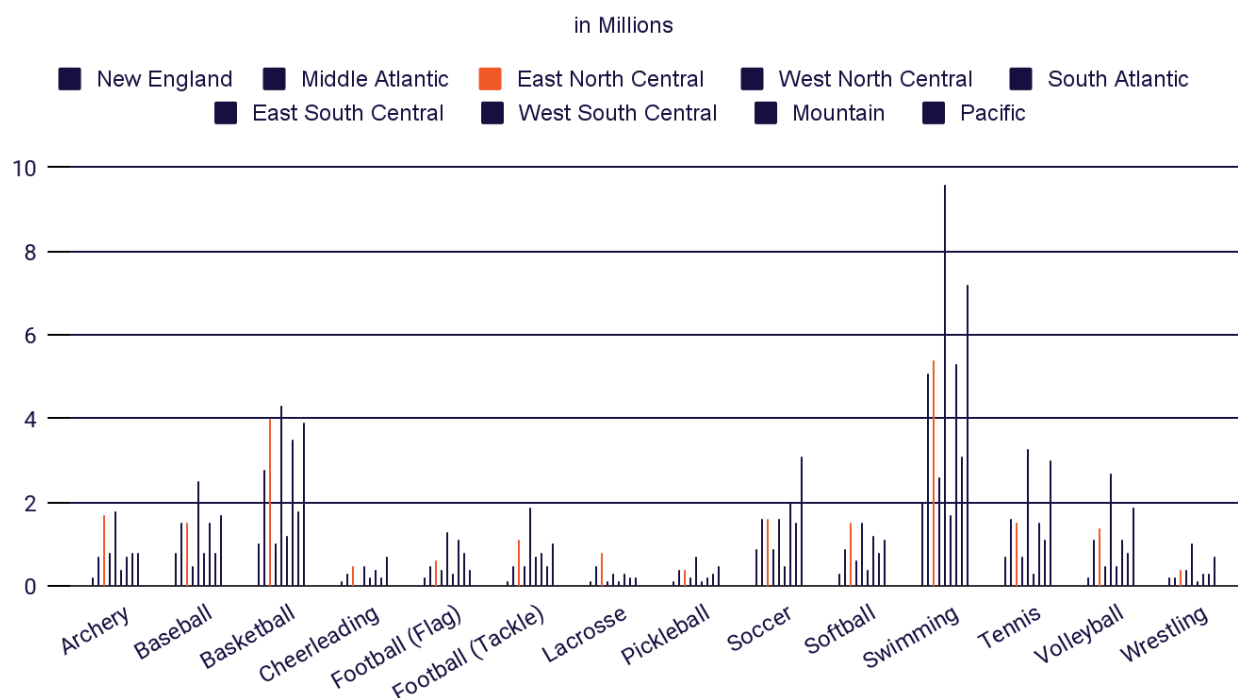


Table 9: Participation Numbers by Age Group & Household Income

Basketball		Volleyball	
By Age Group	By Household Income	By Age Group	By Household Income
7-11 3.2 M	< \$15,000 1.3 M	7-11 1.2 M	< \$15,000 0.6 M
12-17 4.5 M	\$15k-\$24k 1.7 M	12-17 2.3 M	\$15k-\$24k 0.9 M
18-24 4.3 M	\$25k-\$34k 1.9 M	18-24 1.7 M	\$25k-\$34k 0.5 M
25-34 5.6 M	\$35k-\$49k 2.6 M	25-34 2.0 M	\$35k-\$49k 1.0 M
35-44 3.3 M	\$50k-\$74k 3.4 M	35-44 1.2 M	\$50k-\$74k 1.3 M
45-54 1.9 M	\$75k-\$99k 3.8 M	45-54 1.0 M	\$75k-\$99k 1.0 M
55-64 0.9 M	\$100k-\$149k 4.3 M	55-64 0.5 M	\$100k-\$149k 2.4 M
65-74 0.3 M	\$150k+ 4.9 M	65-74 0.2 M	\$150k+ 2.4 M
75+ 0.0 M		75+ 0.0 M	

The above table takes into consideration participation by age group and by household income in relation to each of the identified sports. The age groups and household incomes do not correlate in any way. For example, basketball has 3.2 million participants between the ages of 7-11 and 1.3 million participants with a household income of < \$15,000.00. There is no relation between the two outputs.

The table showcases where Scott County falls in terms of participation rankings by the median age as well as by the median household income within the county.

As identified in Section 2: Study Area Demographics, the median age for Scott County is 40.8 years of age and the media household income is \$59,286.00. Using Basketball again as the example, according to the median age and household income that the primary study area falls into, 3.3 million participants are between the ages of 35-44 and 3.4 million participants have an average household income of \$35,000.00-\$49,000.00. A full listing of sports and their participation by age group and by household income is listed below in appendix #8.

The participation trends shown as well as the industry's total value, clearly shows that the sports tourism industry is going to continue to experience growth and maintain its sustainability.

Regional Demands

The project team conducted round table discussions with industry professionals who specialize in hosting regional and national events during our initial research collection to better determine a baseline level of interest for regional based sports tourism events. All round table participants were individuals who are actively executing sport tourism events throughout Indiana and the Midwest region. The nature of the event sport type varied, but was inclusive of soccer, lacrosse, basketball, and volleyball event producers. These round table discussions took place virtually in July, August and September.

The questions presented to these industry professionals were intended to attain their initial thoughts on the general geographic region of the primary study area, what their desired make-up and design of a facility is to best accommodate their individual events, and their ideal needed support infrastructure based on their knowledge of each sports target audience. Once presented with the general concept, these industry professionals were able to share their perspective of the regional market in relation to their varied sports. While the conversation did not trend in the direction that the project team had originally intended, the insights shared were a valuable contribution to a deeper understanding of regional demands.

The immediate reaction from these industry professionals was to express their concern regarding the existing number of events within the Midwest region and Indiana market. The total number of regional events that now take place in the Midwest is posing issues for event rights holders in terms of attracting team registrations. An example was given by a basketball tournament event producer -

"Say there are two [basketball] tournaments scheduled on back-to-back tournament weekends, one at the proposed south/east Indiana destination and the other in Louisville. Those two events pull from the same pool of regional teams and those teams aren't going to register for back-to-back events so they'll pick one. My registration numbers are already low, and now there is the potential for another site to pull more teams away and another event producer to offer another tournament."

This feedback in combination with the previously noted saturation of sports facilities within Indiana and the Midwest Region is something of concern. Given this information the project team suggests a cautious approach to the development of a sports facility if the primary goal of the facility is to produce significant regional and national sports competitions.

THE ANALYSIS

Using the research conducted on both the primary study area and the secondary study area in culmination with the demographic profile, and venue audit, the following summarizes the strengths/opportunities and challenges/threats associated with the proposed development of a sports facility.

Strengths & Opportunities

1. Flexibility on location of the development site - Two pre-identified land parcels
2. Opportunity to develop new programming for youth and adults e.g., winter leagues, adult leagues or pick-up games
3. Ability to grow and expand existing school athletic programming and adult recreational programming
4. Generation of overall economic growth and development
5. Generation of incremental new economic and fiscal impacts - Both county and state wide
6. Established local and state entities to assist with marketing the facility
7. Support of facility concept from state sports agency as an asset in attracting/expanding sports tourism in Indiana
8. Ability to enhance the area as a sports tournament destination
9. Geographic location within the Midwest provides a large pool of potential participants
10. Close Proximity to multiple international airports that could support spectator and team-related travel

Challenges & Threats

1. Supply of existing and planned sports facilities in the region that would compete for similar programming
2. Direct competition with area facilities
3. Relatively undeveloped sports tourism market at all levels resulting in the need to create a new user base
4. Industry dynamics have created a highly competitive environment for attracting sports tourism events
5. Limited corporate base to support advertising/sponsorship opportunities which are typically major revenue generators for facilities
6. Limited initial interest from regional tournament organizers
7. Lack of local hotel inventory

SUMMARY

The market and demand analysis established that there are a variety of pros and cons in terms of the primary study area's market offerings and the secondary study area's demands. However, there are also insufficiencies in relation to the market that could prohibit the successful operation of a facility geared towards driving sports tourism and potentially create duplicative efforts in terms of events within the region.

Based on factors such as the market size, the limited corporate base, the lack of strong interest by regional event operators, and direct competition with the proposed facility within a 100-mile radius, the proposed new facility would face multiple market challenges in attracting regional sports events. Although a cost benefit analysis has not yet been conducted, market research suggests a cautious approach to pursuing a proposed new facility in Scott County at this time.

This conclusion is reflective of several challenges/threats that exist which negatively influence the proposed facility's ability to attract significant regional and national market opportunities which would directly impact financial profitability and self-sustainability.

SECTION 6: RECOMMENDATIONS & NEXT STEPS

The objective of this study was to perform a comprehensive venue audit, identify what is needed to better support the community and conduct a market and demand analysis. As a result of those outcomes the project would provide recommendations on the feasibility behind the development of a sports facility. Sections two - section five of this report dove into the demographic characteristics, including; median age, household income level, education levels, and more; existing sports facilities and their quantity, quality and availability, the identified needs, market conditions and the market's ability to sustain sport tourism, and the regional demands of the secondary study area.

Based on sound research and data analysis the project team has determined that it is feasible to continue the pursuit of the development of a sports facility within the primary study area if multiple key steps/factors are evaluated and positive results are realized.

In recognition of the information above, the project team deems a proposed sports facility to be a *"Feasibility: Yes, If" project*. A Feasibility: Yes, If determination, means that there are multiple key steps/factors that must be addressed before moving forward with the project. The top steps/factors are (not in any particular order):

1. **Yes, if:** A funding plan is created to cover the cost of development for both equity and long-term financing costs
2. **Yes, if:** A site meets the requirements for size, access, and is adjacent to support infrastructure.
3. **Yes, if:** An operating structure is created to ensure that top-tier management, marketing, maintenance, and service initiatives are in place.
4. **Yes, if:** A long-term plan is developed to cover initial operating losses and long-term capital improvement/replacement costs.
5. **Yes, if:** Regional stakeholders are identified and take advantage of regional and state resources for launching new sports
6. **Yes, if:** Further exploration of the economic viability of the proposed facility is undertaken

7. **Yes, if:** Research is conducted on additional federal, State and other funding opportunities
8. **Yes, if:** The building program and recommended site parameters are refined
9. **Yes, if:** A financial pro forma is developed and related assumptions regarding potential usage/event activity are evaluated
10. **Yes, if:** Economic impact estimates in terms of spending, employment, and earnings as well as tax revenues associated with a facility operation is acceptable

Recommendations & Next Steps

The project team recommends the following risk mitigation strategies be considered:

5. Distinguish the facility to create a unique experience or offerings
6. Identify an entrepreneurial and well connected General Manager
7. Evaluate outsourced management
8. Develop public private partnership to construct and operate the facility

Based on market research, including input from potential demand generators and interviews with management at comparable complexes, the following building recommendations should be considered:

10. A minimum of 4, preferably 8 tournament-quality basketball/volleyball courts to accommodate competitive sporting events
11. A minimum of 50,000 square feet of turf space to accommodate sport trainings/practices like football, soccer, lacrosse, softball and baseball
12. Strategic phases expansion plans to accommodate potential future expansion, as warranted
13. Well-designed layout to accommodate tournament activity
14. Concessions, restrooms, and Wi-Fi access throughout the facility
15. Designated space designed for a 'tournament HQ area
16. Open common area space for team gathering and warm-up areas prior to play
17. Efficient on-site parking and traffic management plan for ingress/egress to and from the facility
18. Supporting infrastructure including electrical connectivity at each field and in the sponsor activation area, etc.

The project team has thoroughly enjoyed performing this scope of work for Scott County School District 2 and is happy to answer any questions that might arise as a result of reading this report. Please do not hesitate to reach out.

APPENDICES

APPENDIX #1: Scott County Resident Survey

Legacy Sports Group has been asked by Scott County School District 2 to assist in an evaluation of the sports facilities in Scott County. This includes; school gymnasiums, football stadiums, community park baseball fields, and any other sport facility within the community.

We value your input and want to know your thoughts and opinions. We are looking into; availability, quality, quantity, market needs, and many other areas to identify how to better serve the youth, adults and seniors of Scott County.

Please take 3-5 minutes to help us by answering the following questions.

Question 1: Take a minute to think about the existing sports facilities within Scott County...Please share your thoughts on the below items related to the quality, quantity, and availability

	Quantity				Quality				Availability			
	Poor	Avg.	Good	N/A	Poor	Avg.	Good	N/A	Poor	Avg.	Good	N/A
Baseball/Softball Diamonds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Football Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis/Pickleball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basketball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-Purpose Space e.g., Practice space for wrestling, band, cheer, or drama	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 2: Please share any additional thoughts you may have on your ranking of the quality, quantity and availability of the facilities listed

Question 3: Which sports do you believe to have the highest needs in terms of additional facilities or additional space to practice/play games?

Please rank the below, 1 = Top Priority and 12 = Low Priority

Basketball
 Volleyball
 Soccer
 Baseball
 Softball
 Pickleball

Football
 Swimming & Diving
 Track & Field
 Tennis
 Wrestling
 Other

Question 4: Please share any additional thoughts you may have on your ranking of the above sports

Question 5: You ranked another sport higher than the other sports listed. Please share which other sport you believe should be included in the consideration for additional space to practice/play

Question 6: In your opinion, do you believe there should be a higher priority for additional indoor facilities or outdoor facilities?

Outdoor ☐

Indoor ☐

Question 7: Please select 'Yes' or 'No' from the following statements

	Response	
	Yes	No
I am the parent or guardian of an athlete that participates in Scott County School District athletic programming	<input type="radio"/>	<input type="radio"/>
I am a current/former participant of Scott County School District athletic programming, myself	<input type="radio"/>	<input type="radio"/>
I am the parent or guardian of an athletes that participates in travel sports	<input type="radio"/>	<input type="radio"/>
I am a current/former participant of travel sports	<input type="radio"/>	<input type="radio"/>

Question 8: Please select which Scott County zip code you reside in

47102

47138

47170

47177

Question 9: Thank you for taking the time to share this information with us! If you have anything else you'd like to share, please use the below text box.

APPENDIX #2: Scott County Resident Survey Results

Question 1: Take a minute to think about the existing sports facilities within Scott County...Please share your thoughts on the below items related to the quality, quantity, and availability

Quality	Minimum	Maximum	Mean	Std Deviation
Baseball/Softball Diamonds	1	3	2.29	0.71
Soccer Fields	1	4	2.31	0.74
Football Fields	3	3	3	0.00
Tennis/Pickleball Courts	1	4	2.44	0.67
Swimming Pool	1	4	2.08	1.39
Basketball Courts	1	3	2.49	0.70
Volleyball Courts	1	4	2.34	0.77

Multi-Purpose Space e.g., Practice space for wrestling, band, cheer, or drama	1	4	1.93	0.86
---	---	---	------	------

Quantity	Minimum	Maximum	Mean	Std Deviation
Baseball/Softball Diamonds	1	3	2.10	0.80
Soccer Fields	1	4	1.92	0.85
Football Fields	1	4	2.10	0.90
Tennis/Pickleball Courts	1	4	2.07	0.86
Swimming Pool	1	4	1.92	1.32
Basketball Courts	1	3	2.10	0.80
Volleyball Courts	1	4	3.03	0.86
Multi-Purpose Space e.g., Practice space for wrestling, band, cheer, or drama	1	4	1.63	0.78

Availability	Minimum	Maximum	Mean	Std Deviation
Baseball/Softball Diamonds	1	4	2.20	0.84
Soccer Fields	1	4	2.00	0.82
Football Fields	1	4	2.15	0.90
Tennis/Pickleball Courts	1	4	2.34	0.82
Swimming Pool	1	4	1.85	1.29
Basketball Courts	1	4	2.08	0.87
Volleyball Courts	1	4	2.03	0.92
Multi-Purpose Space e.g., Practice space for wrestling, band, cheer, or drama	1	4	1.71	0.84

Question 2: Please share any additional thoughts you may have on your ranking of the quality, quantity and availability of the facilities listed

1. Need a pool, need a wrestling gym, need better facilities at the high school
2. I think Scott county could benefit from a facility for sports within our community. Little league fields need improvement, we need to invest so we can have a nice place to have more events for our own sports and host events for larger events.
3. Baseball fields could use a little more attention before and during the season.
4. Give us a pool.
5. There's not enough sports areas to allow all students to play/ practice effectively as needed for the number of students there are
6. We spend way too much on sports in schools
7. I feel like most sports provide the support, availability, and quality other than the cheer team and miscellaneous sports. The cheer team needs a practice area that they can practice at more.
8. Scott county is in desperate need of more community spaces for athletics
9. I'd like to see more resources put into a community pool
10. In comparison to other regional facilities, we do an excellent job maintaining what we do have. However, additional practice facilities would benefit all student athletes.

11. School Facilities have improved over the last few years because the school board and administrators have prioritized improving them. Public facilities still are poor both in quality and quantity.
12. Obviously a pool is needed for the swim team. More season dedicated multipurpose space is needed, especially for the middle school. For example, having to put down and put up wrestling mats every practice takes a lot of time, as well as extra money and supplies to assure it is done securely.
13. School facilities are above average in most sorts for the community size. Youth and community facilities are poor at best in most cases.
14. Most of what is here is within the local school districts control. The quality and quantity of other facilities is limited (i.e. requires membership, or just doesn't exist, etc...)
15. The school has no pool for the swim team, they would have to practice at the local YMCA. Which they can't do now, so they are now going elsewhere to practice. Would be great to have at the school for the students

Question 3: Which sports do you believe to have the highest needs in terms of additional facilities or additional space to practice/play games?

Please rank the below, 1 = Top Priority and 12 = Low Priority

Sport	Min	Max	Mean	Std Deviation
Basketball	1	12	6.98	3.83
Volleyball	1	12	5.71	2.74
Soccer	1	12	5.22	2.50
Baseball	1	12	6.63	2.77
Softball	1	12	6.88	2.55
Pickleball	2	12	7.86	3.55
Football	1	12	7.63	3.37
Swimming & Diving	1	12	2.24	2.61
Track & Field	2	12	6.88	2.96
Tennis	1	11	6.37	2.43
Wrestling	1	11	6.27	2.82
Other	1	12	9.32	3.85

Question 5: You ranked another sport higher than the other sports listed. Please share which other sport you believe should be included in the consideration for additional space to practice/play

1. The archery teams could also use some extra space too.
2. You need a pool.
3. There is a difference between "needs" for our youth to participate in these sports, and having facilities where our community can host sporting events to draw others into our community. To say we "need" additional facilities strictly for practice may not be the best question.
4. We spend too much money on school sports
5. Swimming and diving have lacked community support for years. I am a former area lifeguard, and swimming is not a priority here.
6. As a community we are missing out of baseball softball and soccer tournaments by not having a good facility to host

7. While our community needs facilities for youth and to get more adults with active lifestyles, we also need to be strategic and target facilities or "sports" that can generate outside income for our local economy

Question 5: You ranked another sport higher than the other sports listed. Please share which other sport you believe should be included in the consideration for additional space to practice/play

1. N/a
2. Cheer
3. Archery
4. Because others are more important than the rest. You'll throw money away on a trash football team but won't get a pool at one point y'all had the money for. But no, let's build more parking for trash football games.
5. Cheer
6. Cheer, Archery, Fishing, and other sports in development stage
7. Cheer
8. Yoga
9. Cheer
10. Cheer
11. Cheer
12. Any
13. Skate Park
14. Golf
15. That was a mistake
16. Na
17. Options for children with disabilities
18. None
19. Not sure
20. archery/shooting ranges
21. Sports like bowling, archery, fishing, etc.
22. NA
23. Archery
24. Gymnastics
25. Cross Country
26. Wrestling, middle school and elementary more so than high school
27. I really didn't have another sport in mind but there are three tracks in our community through our local school districts so I didn't see a need for an additional track per say...unless one was indoors as part of an indoor sports facility
28. Any other sports that are not the top priority of the school district... the top favorites are basketball, football and cheer
29. Cheerleading, drama,
30. Tennis court needs redone

Question 6: In your opinion, do you believe there should be a higher priority for additional indoor facilities or outdoor facilities?

	Min	Max	Mean	Std Deviation
In your opinion, do you believe there should be a higher	1	2	1.36	0.48

priority for additional indoor facilities or outdoor facilities?

Question 7: Please select 'Yes' or 'No' from the following statements

	Min	Max	Mean	Std Deviation
I am the parent or guardian of an athlete that participates in Scott County School District athletic programming	1	2	1.27	0.44
I am a current/former participant of Scott County School District athletic programming, myself	1	1	1.00	0.00
I am the parent or guardian of an athletes that participates in travel sports	1	2	1.41	0.49
I am a current/former participant of travel sports	1	2	1.49	0.50

Question 8: Please select which Scott County zip code you reside in

47102 - 13.56%

47138 - 8.47%

47170 - 72.88%

47177 - 5.08%

Question 9: Thank you for taking the time to share this information with us! If you have anything else you'd like to share, please use the below text box.

1. I believe that a sports facility would be HUGE for the growth and revenue for Scott County. As someone who is very familiar with athletics and travel sports, there is a big need for more facilities in our area. Buchanan Park in Bowling Green, KY would be a wonderful facility to visit and model a complex after. There are a variety of indoor and outdoor facilities.
2. Please for the love of god. Get a pool.
3. We need a pool for our county, not just for the swim team but for the safety of our kids as there will be generations that will not learn to swim without having the availability of a pool.
4. We spend too much money on school sports.
5. Traveling to nearby pools for swim teams to practice is absurd
6. Scott 2 student athletes deserve high quality facilities that will also allow us to host invitationals and events with pride.
7. Kudos to SCSD 2 Board and Administration for continued interest in improving indoor and outdoor facilities in our school district

APPENDIX #3: Scott County Stakeholder Interview Questions

Qualifying Questions

1. Are you from Scott County?
2. How long have you been in the area?
3. What brought you to the area?
4. What keeps you in the area?
5. How long have you been the (position/title/employer)?
6. Do you have a child/children or family members with a child or children in the school system?

Study Related Questions

1. In your opinion, how does the Scottsburg athletic facilities compare to other schools in the Mid-Southern Conference?
2. What do you think sets the Scottsburg athletic program apart from other area athletic programs?
3. In your opinion, what sport or sports needs to be better supported in terms of facility quality or availability?
4. Could you tell us what you believe to be the greatest challenge for the school athletics program?
 - a. What about the youth/rec programs?
5. Where do you sit capacity wise? Is there an ability to grow?
6. What do you consider the biggest pain points for the athletic programs?
7. If a facility was built in the community, what type of facility do you think would be best? i.e. Indoor or outdoor
8. Two locations have been identified as locations to further evaluate - The east side of the high school and a parcel of land 1.25 miles west of i65, adjacent to State Rd. 56 and County Rd 200 W. Which do you think would be the better location?

APPENDIX #4: Interviewees

1. Scott County School District 2, Assistant Superintendent & Chief Financial Officer
2. Scott County School District 2, High School Athletic Director
3. Scott County School District 2, Middle School Athletic Director
4. Scott County Community Foundations Director
5. Scott County School District 2, Girls High School Basketball Coach
6. Scott County School District 2, High School Varsity Coach
7. Scott County School District 2, Boys Varsity Basketball Coach
8. Scott County Visitors Commission, Executive Director
9. City of Austin, Mayor's Office Administrative Assistant
10. YMCA, Front Desk Associate
11. i65 Studio Suites, Hotel Manager
12. Holiday Inn Express & Suites Scottsburg, Front Desk Associate
13. Event Rights Holders - Individuals preferred to remain anonymous
14. Tournament Promoters/Producers - Individuals preferred to remain anonymous

APPENDIX #5: Scott County Dining Facilities

Scott County Restaurants				
Name	Class	Address	City	Distance
First Wok	Sit-Down	725 W McClain Ave	Scottsburg	0.18
Time Zone Pizza Arcade	Sit-Down	4 S Main Street	Scottsburg	0.22
Santa Fe Mexican American	Sit-Down	189 S Gardner Street	Scottsburg	0.33
Burger King	Fast Food	983 W McClain Ave	Scottsburg	0.43
China Wind	Sit-Down	1096 W McClain Ave	Scottsburg	0.46
Sonic Drive-In	Fast Food	1089 W McClain Ave	Scottsburg	0.49
Subway	Fast Food	1110 W McClain Ave	Scottsburg	0.49
Taco Bell	Fast Food	1153 W McClain Ave	Scottsburg	0.51

Popeyes Louisiana Kitchen	Fast Food	1083 W McClain Ave	Scottsburg	0.51
Hardee's	Fast Food	1128 W McClain Ave	Scottsburg	0.51
Ponderosa	Sit-Down	1211 W McClain Ave	Scottsburg	0.56
Domino's Pizza	Fast Food	1220 W McClain Ave Ste 100	Scottsburg	0.60
Denny's	Sit-Down	175 S Honeyrun Pkwy	Scottsburg	0.79
KFC	Fast Food	1280 W, 1280 Allen Street	Scottsburg	0.81
Cracker Barrel	Sit-Down	1265 Allen Street	Scottsburg	0.82
Wendy's	Fast Food	1502 W McClain Ave	Scottsburg	0.99
Willie D's Deli	Sit-Down	841 S Gardner Street	Scottsburg	1.00
McDonald's	Fast Food	1512 W McClain Ave	Scottsburg	1.01
Chillers	Fast Food	1515 W McClain Ave	Scottsburg	1.11
Waffle House	Sit-Down	1515 W McClain Ave	Scottsburg	1.11
Arby's	Fast Food	1613 W McClain Ave	Scottsburg	1.19
Long Johns Silvers	Fast Food	1613 W McClain Ave	Scottsburg	1.19
Pizza Hut	Sit-Down	1613 W McClain Ave	Scottsburg	1.19
Puerto Vallarta Mexican	Sit-Down	1613 W McClain Ave	Scottsburg	1.19
Casey's	Fast Food	705 W Lake Road West	Scottsburg	1.27
Godfather's Pizza	Sit-Down	11 W Main Street	Austin	4.71
MarkO's Pizza	Sit-Down	30 W Main Street	Austin	4.83
Dairy Queen Store	Fast Food	305 US-31	Austin	5.05
Smokin J's BBQ	Sit-Down	10050 E Mill Road	Scottsburg	9.39

APPENDIX #6: Outdoor & Indoor Sports Facilities Within a 100-Mile Radius

Henryville Youth Sports Complex	Outdoor Facility	Memphis	Indiana	505.64
Rainbow Park	Community Park	Hanover	Indiana	
Hanover Park	Community Park	Hanover	Indiana	
Charlestown Little League	Outdoor Facility	Charlestown	Indiana	21.98
The Lab Sports & Wellness, LLC	Indoor Facility	Sellersburg	Indiana	74.26
Freeman Field Recreation Area	Outdoor Facility	Seymour	Indiana	785.78
Warren R. Rucker Sports Complex	Outdoor Facility	Madison	Indiana	
Madison Consolidated Football Field	Outdoor Facility	Madison	Indiana	24.63
Woehrle Athletic Complex	Outdoor Facility	Jeffersonville	Indiana	26.32
Southern Indiana Sports Center	Indoor Facility	New Albany	Indiana	28.78
Ellis Baseball Academy	Outdoor Facility	Jeffersonville	Indiana	.
Colgate Park	Outdoor Facility	Clarksville	Indiana	29.86
Nachand Fieldhouse	Indoor Facility	Jeffersonville	Indiana	557.15
Campbellsburg Ballpark	Outdoor Facility	Campbellsburg	Indiana	899.78
Samuel G. Shannon Memorial Park	Outdoor Facility	Jeffersonville	Indiana	882.60
Mockingbird Valley Soccer Club	Outdoor Facility	Louisville	Kentucky	33.85

Cannon Acres Soccer Fields	Outdoor Facility	New Albany	Indiana	34.59
Norton Healthcare Sports & Learning Center	Indoor Facility	Louisville	Kentucky	34.65
Sand Creek Soccer Complex	Outdoor Facility	North Vernon	Indiana	23.09
Louisville Sports Academy	Indoor Facility	Louisville	Kentucky	36.28
Ceraland	Indoor Facility	Columbus	Indiana	37.02
Paal Football Fields	Outdoor Facility	Columbus	Indiana	37.77
Mike Eimers Training Facility	Indoor Facility	Louisville	Kentucky	38.47
Pickleball Euphoria	Outdoor Facility	Louisville	Kentucky	38.68
Hamilton Community Center & Ice Arena	Indoor Facility	Columbus	Indiana	41.08
NexusPark	Indoor Facility	Columbus	Indiana	41.35
MidAmerica Sports Center	Indoor Facility	Louisville	Kentucky	42.88
Legends Sports Academy	Indoor Facility	Louisville	Kentucky	43.02
King Louie's Sports Complex	Indoor Facility	Louisville	Kentucky	43.25
Donner Park	Outdoor Facility	Columbus	Indiana	43.30
Columbus Gymnastics Center	Indoor Facility	Columbus	Indiana	43.41
Carroll County Park	Outdoor Facility	Carrollton	Kentucky	45.24
BCSC Soccer Complex	Outdoor Facility	Columbus	Indiana	46.04
Versailles Sports Complex	Outdoor Facility	Versailles	Indiana	46.21
Orbit FC Soccer Fields	Outdoor Facility	Bedford	Indiana	49.88
Edinburgh Sports Complex	Outdoor Facility	Edinburg	Indiana	50.48
Edinburgh Aquatic Center	Outdoor Facility	Edinburg	Indiana	52.59
Kentucky Sports Academy	Indoor Facility	Mt.Washington	Kentucky	56.65
Warsaw Sports Complex	Outdoor Facility	Warsaw	Kentucky	57.56
Decatur County Youth Sports Complex	Outdoor Facility	Greensburg	Indiana	59.17
Milan Youth Baseball Fields	Outdoor Facility	Milan	Indiana	60.44
Indiana Elite Baseball	Outdoor Facility	Bargersville	Indiana	67.74
Winslow Sports Complex	Indoor Facility	Bloomington	Indiana	68.84
Center Grove Bantam Football	Outdoor Facility	Bargersville	Indiana	70.51
Twin Lakes Recreation Center	Indoor Facility	Bloomington	Indiana	70.70
Sembower Recreational Sports Complex	Outdoor Facility	Bloomington	Indiana	74.48
Walton-Verona Athletic Complex	Outdoor Facility	Verona	Kentucky	74.78
National Athletic Sports Arena	Indoor Facility	Indianapolis	Indiana	78.67
Elizabethtown Sports Park	Outdoor Facility	Elizabethtown	Kentucky	80.00
Bluegrass Sportsplex	Indoor Facility	Elizabethtown	Kentucky	80.00
Indy Sports Park	Indoor Facility	Indianapolis	Indiana	80.17
Bloomfield Soccer Sports Complex	Outdoor Facility	Bloomfield	Indiana	81.40
Mooresville Sports Complex	Outdoor Facility	Mooresville	Indiana	81.53
Infinite Indoor Sports Center	Indoor Facility	Washington	Indiana	85.21

Indianapolis Healthplex	Indoor Facility	Indianapolis	Indiana	90.59
Griffin Elite Sports & Wellness	Indoor Facility	Erlanger	Kentucky	91.51
Western Hills Live Sports Mall & Events	Outdoor Facility	Cincinnati	Ohio	91.74
MSD Wayne Sports Park	Outdoor Facility	Indianapolis	Indiana	94.38
Capitol Sports Center	Indoor Facility	Plainfield	Indiana	94.72
Linton Youth League Sports Complex	Outdoor Facility	Linton	Indiana	95.62
Ryan Sports Complex	Outdoor Facility	Cincinnati	Ohio	96.37
Game On! Sports Complex	Indoor Facility	Cincinnati	Ohio	96.37
Mount Healthy Sports Complex	Outdoor Facility	Cincinnati	Ohio	96.88
Bill Cappel Sports Complex	Outdoor Facility	Covington	Kentucky	97.61
Al and Jan Barker Sports Complex	Outdoor Facility	Plainfield	Indiana	97.62
Mary & John Geisse Soccer Complex	Outdoor Facility	Indianapolis	Indiana	97.78
South Knox Youth Baseball Field	Outdoor Facility	Monroe	Indiana	98.82
Sawyer Point Pickleball & Tennis Courts	Outdoor Facility	Cincinnati		99.03
The Sport Zone	Indoor Facility	Indianapolis	Indiana	100.61
PEC - MV Indoor Sports Facility	Indoor Facility	Fortville	Indiana	100.86

APPENDIX #7: External Sport Programming

Union Volleyball Club	Grand Stands Volleyball
Prodigy Volleyball	Cincinnati Sand Volleyball Club
Crush Volleyball Club	Cincy East Volleyball Club
Vipers Volleyball Club	Hamilton Joes Baseball Club
NIKYVC Volleyball	Fairfield Youth Baseball Association
White Oak Athletic Club	Canes Baseball
BlueGrass Lax	Champions Baseball Academy
Settlers Beach Volleyball	Hunter Youth Recreation Association
CYVBC Surge	Midland baseball
Wolves baseball Organization	Pisgah Youth Organization
CYVBC Surge	Cincinnati Reds Youth Academy
Greater Cincinnati	Venom Braves
Western Buckeye Volleyball	Southern Indiana Redbirds
Arsenal Volleyball Academy	Seymour Youth League
Ohio Premier Volleyball Club	Seymour Soccer
Elevation Volleyball Club	Seymour Area Youth Football League
Cincy Classic Volleyball Club	Southern Indiana Shock
Lineshot Volleyball club	Razorbacks Baseball Club
Next Level Beach Volleyball Club	Southeastern Indiana Volleyball
Indiana Breakers	Charlestown Little League
Indiana Intensity Softball	Floyd County Little League

Indiana Sliders Baseball Club	Salem MSC Youth Football League
Rawlings Tigers	Salem Parks & Recreation
Powerhouse Athletics	Silver Creek Little League
Crothersville Youth League	New Albany Little League
Enter His Courts	Clarksville Little League
Brownstown Baseball Association	East Washington Baseball Softball Association
Brownstown Youth Soccer League	Borden Youth League
Henryville Youth Sports	Jeffersonville Little League
Sullivan County Youth Sports Complex	Silver Creek Youth Football League
New Washington Youth League	Charlestown Little Pirate Football
Southern Indiana Blaze	Clark County Soccer Association
Southern Indiana United	

APPENDIX #8: National Sport Participation Trends

Archery		Baseball	
By Age Group	By Household Income	By Age Group	By Household Income
7-11 1.1 M	< \$15,000 1.6 M	7-11 2.3 M	< \$15,000 0.5 M
12-17 2.0 M	\$15k-\$24k 2.2 M	12-17 2.7 M	\$15k-\$24k 0.7 M
18-24 2.9 M	\$25k-\$34k 3.4 M	18-24 0.9 M	\$25k-\$34k 0.5 M
25-34 7.6 M	\$35k-\$49k 4.5 M	25-34 2.6 M	\$35k-\$49k 0.7 M
35-44 7.2 M	\$50k-\$74k 7.5 M	35-44 1.7 M	\$50k-\$74k 1.6 M
45-54 8.4 M	\$75k-\$99k 7.0 M	45-54 0.8 M	\$75k-\$99k 1.8 M
55-64 8.7 M	\$100k-\$149k 10.4 M	55-64 0.5 M	\$100k-\$149k 2.8 M
65-74 7.1 M	\$150k+ 10.6 M	65-74 0.2 M	\$150k+ 3.2 M
75+ 2.3 M		75+ 0.0 M	

Cheerleading		Football (Flag)	
By Age Group	By Household Income	By Age Group	By Household Income
7-11 0.7 M	< \$15,000 0.1 M	7-11 1.5 M	< \$15,000 0.2 M
12-17 1.1 M	\$15k-\$24k 0.2 M	12-17 1.2 M	\$15k-\$24k 0.6 M
18-24 0.6 M	\$25k-\$34k 0.3 M	18-24 1.0 M	\$25k-\$34k 0.5 M
25-34 0.3 M	\$35k-\$49k 0.4 M	25-34 1.0 M	\$35k-\$49k 0.3 M
35-44 0.2 M	\$50k-\$74k 0.5 M	35-44 0.8 M	\$50k-\$74k 0.4 M
45-54 0.0 M	\$75k-\$99k 0.4 M	45-54 0.1 M	\$75k-\$99k 0.9 M
55-64 0.0 M	\$100k-\$149k 0.4 M	55-64 0.0 M	\$100k-\$149k 1.3 M
65-74 0.0 M	\$150k+ 0.6 M	65-74 0.0 M	\$150k+ 1.4 M
75+ 0.0 M		75+ 0.0 M	

Football (Tackle)		Lacrosse	
By Age Group	By Household Income	By Age Group	By Household Income
7-11 0.5 M	< \$15,000 0.5 M	7-11 0.5 M	< \$15,000 0.0 M
12-17 0.8 M	\$15k-\$24k 0.4 M	12-17 0.8 M	\$15k-\$24k 0.3 M
18-24 0.5 M	\$25k-\$34k 0.6 M	18-24 0.5 M	\$25k-\$34k 0.4 M
25-34 0.4 M	\$35k-\$49k 0.8 M	25-34 0.4 M	\$35k-\$49k 0.2 M
35-44 0.1 M	\$50k-\$74k 1.0 M	35-44 0.1 M	\$50k-\$74k 0.1 M

45-54 0.2 M	\$75k-\$99k 0.9 M	45-54 0.2 M	\$75k-\$99k 0.3 M
55-64 0.1 M	\$100k-\$149k 1.4 M	55-64 0.1 M	\$100k-\$149k 0.5 M
65-74 0.0 M	\$150k+ 1.6 M	65-74 0.0 M	\$150k+ 0.8 M
75+ 0.0 M		75+ 0.0 M	

Pickleball		Soccer	
By Age Group	By Household Income	By Age Group	By Household Income
7-11 0.2 M	< \$15,000 0.0 M	7-11 3.4 M	< \$15,000 0.6 M
12-17 0.4 M	\$15k-\$24k 0.1 M	12-17 3.2 M	\$15k-\$24k 0.9 M
18-24 0.3 M	\$25k-\$34k 0.1 M	18-24 2.5 M	\$25k-\$34k 0.7 M
25-34 0.4 M	\$35k-\$49k 0.3 M	25-34 2.9 M	\$35k-\$49k 1.3 M
35-44 0.3 M	\$50k-\$74k 0.6 M	35-44 1.5 M	\$50k-\$74k 2.4 M
45-54 0.2 M	\$75k-\$99k 0.4 M	45-54 0.8 M	\$75k-\$99k 2.0 M
55-64 0.5 M	\$100k-\$149k 0.6 M	55-64 0.3 M	\$100k-\$149k 2.8 M
65-74 0.5 M	\$150k+ 0.7 M	65-74 0.1 M	\$150k+ 3.9 M
75+ 0.2 M		75+ 0.0 M	

Softball		Swimming	
By Age Group	By Household Income	By Age Group	By Household Income
7-11 1.4 M	< \$15,000 0.5 M	7-11 4.6 M	< \$15,000 1.7 M
12-17 2.0 M	\$15k-\$24k 0.7 M	12-17 4.8 M	\$15k-\$24k 2.9 M
18-24 0.8 M	\$25k-\$34k 0.5 M	18-24 3.7 M	\$25k-\$34k 3.1 M
25-34 1.2 M	\$35k-\$49k 0.6 M	25-34 5.3 M	\$35k-\$49k 4.2 M
35-44 1.0 M	\$50k-\$74k 1.0 M	35-44 5.3 M	\$50k-\$74k 6.5 M
45-54 1.0 M	\$75k-\$99k 1.3 M	45-54 5.1 M	\$75k-\$99k 5.8 M
55-64 0.7 M	\$100k-\$149k 1.8 M	55-64 6.4 M	\$100k-\$149k 7.8 M
65-74 0.3 M	\$150k+ 2.0 M	65-74 5.1 M	\$150k+ 9.8 M
75+ 0.0 M		75+ 1.5 M	

Tennis		Wrestling	
By Age Group	By Household Income	By Age Group	By Household Income
7-11 1.0 M	< \$15,000 0.4 M	7-11 0.6 M	< \$15,000 0.2 M
12-17 1.6 M	\$15k-\$24k 0.6 M	12-17 0.9 M	\$15k-\$24k 0.2 M
18-24 2.2 M	\$25k-\$34k 0.4 M	18-24 0.7 M	\$25k-\$34k 0.3 M
25-34 2.8 M	\$35k-\$49k 1.1 M	25-34 0.8 M	\$35k-\$49k 0.5 M
35-44 1.6 M	\$50k-\$74k 2.0 M	35-44 0.4 M	\$50k-\$74k 0.5 M
45-54 1.9 M	\$75k-\$99k 2.0 M	45-54 0.2 M	\$75k-\$99k 0.5 M
55-64 1.5 M	\$100k-\$149k 3.4 M	55-64 0.0 M	\$100k-\$149k 0.6 M
65-74 0.8 M	\$150k+ 3.8 M	65-74 0.0 M	\$150k+ 0.8 M
75+ 0.2 M		75+ 0.0 M	



Sports & Recreation Comprehensive Facilities Audit, Market and Demand Analysis, & Recommendations

For Scott County School District 2
Scottsburg, Indiana
October 2022