



# SPORTS TOURISM TASK FORCE UPDATE

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SLIDES COURTESY OF THE FAIRFAX COUNTY PARK AUTHORITY PLANNING AND DEVELOPMENT



# AGENDA – SPORTS TOURISM STUDY UPDATE

## CONSULTING TEAM

Conventions, Sports & Leisure International (CSL) and CHA Consulting, Inc. (CHA) were retained to conduct a two-phased study of potential new and/or enhanced sports complexes in Fairfax County.

**The full report can be accessed [here](#).**

## STUDY SCOPE

### OBJECTIVES

- MARKET OPPORTUNITIES
- NEW AND/OR ENHANCED FACILITIES
- STRATEGIES

## FUNDING MODEL & NEXT STEPS

## PHASE 1: Market Analysis

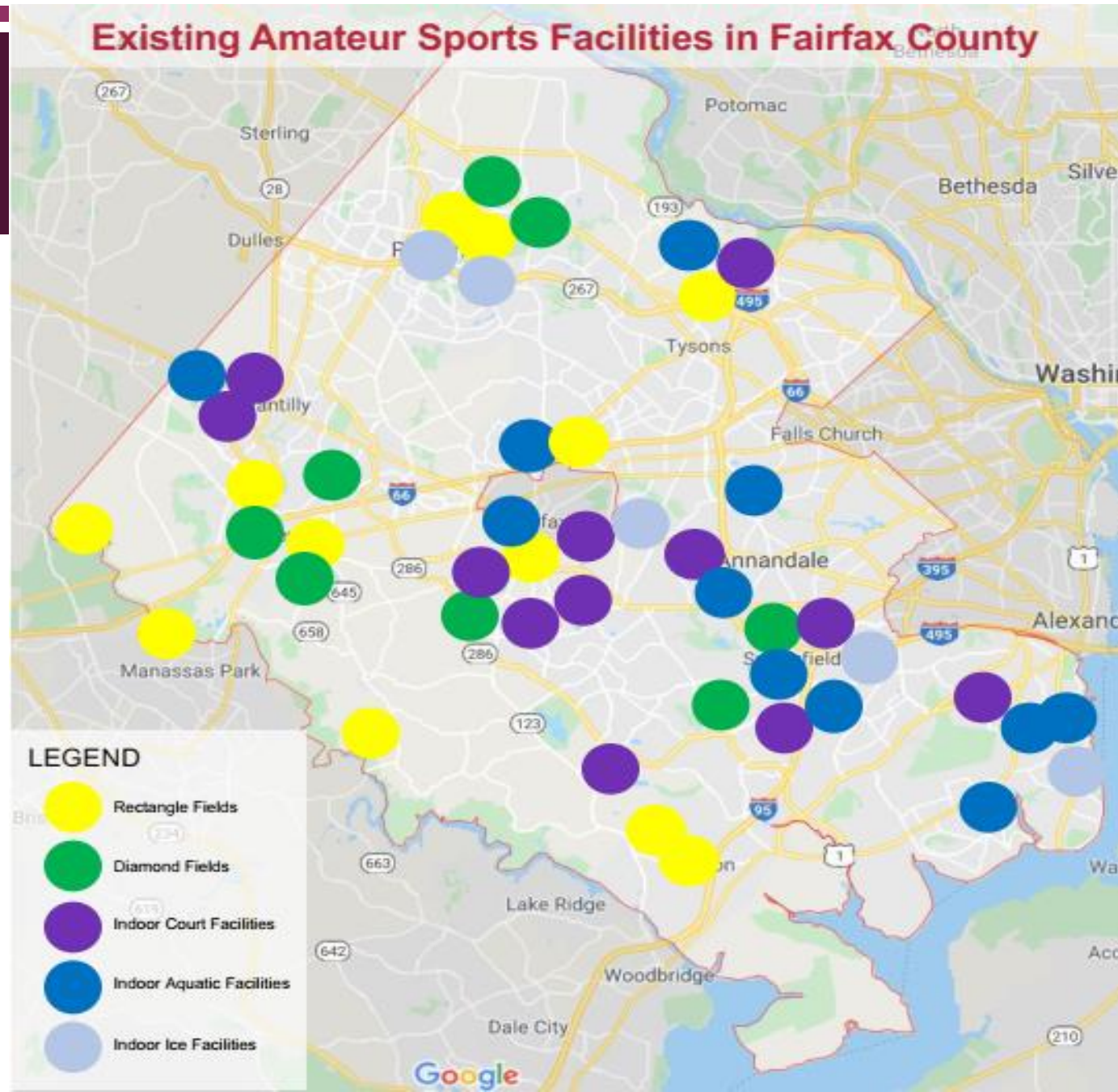
1. Kickoff, Tours and Interviews
2. Demographic & Destination Analysis
3. County Sports Facility Supply and Demand Analysis
4. State and Regional Sports Facilities and Key Events Analysis
5. Sports Tournament Opportunity Analysis
6. Potential Partnerships
7. Preliminary Facility Recommendations

## PHASE 2: Cost/Benefit, Site & Governance Analysis

1. Refined Facility and Site Recommendations
2. Development Costs
3. Operations and Maintenance
4. Projection of Demand and Financials
5. Economic Impact Analysis
6. Benefit to the Community
7. Governance Structure
8. Presentation of Final Report

# EXISTING CHALLENGES

- Fragmented Facility Support
- Lack of Prioritization of Sports Tourism
- Need for Coordinated Market Efforts



# Market Analysis Results

## Strengths:

- Socioeconomic Profile
- Existing Sports Facility Infrastructure
- Potential Development and/or Operational Partners
- Transportation Nexus
- Favorable Climate
- Diversity of Sports & Rec Interests
- Visitor Industry Infrastructure

## Weaknesses:

- Existing Infrastructure Needs
- Field & Facility Reservation System
- Field & Facility Maintenance
- Lack of Critical Mass of Field & Gym Spaces
- Transportation & Traffic
- Limited Access to Large Development Parcels
- Limited Sports Tourism Brand Identity

# MARKET ANALYSIS OPPORTUNITIES

- New Facility Development
- Renovation and/or Expansion of Existing Facilities
- Development/Operational Partnerships
- Leverage Existing & Planned Private Investment

# DEVELOPMENT PRIORITIES

## PRIORITY 1

### Outdoor Field Complexes

- New Complexes:
  - **(Priority 1A)** Rectangle Field Complex with 16 fields
  - **(Priority 1B)** Diamond Field Complex with 10 fields
- Expanded/Improved Complexes:
  - Convert all Baron Cameron rectangle fields to synthetic turf
  - Build-out Patriot Park North diamond fields (4 full-sized, 2 youth)
  - Improve Wakefield Park (improvements & turf all diamond fields)
  - Improve Braddock Park (improvements & turf all diamond fields)

## PRIORITY 2

### Indoor Hardcourt Complex

- New facility offering 12 full-sized courts

## PRIORITY 3

### Indoor Track Facility

- New 200-meter, 6-lane banked track

## PRIORITY 4

### Ice Complex

- Mount Vernon RECenter 2<sup>nd</sup> sheet expansion & improvements

## PRIORITY 5

### Natatorium

- New 50M competition pool + diving complex

# DEVELOPMENT PRIORITIES - UPDATE

## PRIORITY 1

### Outdoor Field Complexes

- New Complexes:
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- Expanded/Improved Complexes:
  - Convert all Baron Cameron rectangle fields to synthetic turf
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  - Improve Braddock Park (improvements & turf all diamond fields)

Currently under Construction.  
August 2022: Phase 1 scheduled completion (Fields 5 & 6 - 60' diamonds)  
December 2022: Phase 2 scheduled completion (Fields 1-4)  
April 2023: Scheduled Opening Day

## PRIORITY 2

### Indoor Hardcourt Complex

- New facility offering 12 full-sized courts

Master Plan approval **November 2021**

## PRIORITY 3

### Indoor Track Facility

- New 200-meter, 6-lane banked track

## PRIORITY 4

### Ice Complex

- Mount Vernon RECenter 2<sup>nd</sup> sheet expansion & improvements

Construction bidding on hold due to COVID impact.

## PRIORITY 5

### Natatorium

- New 50M competition pool + diving complex



# SITE RANKING

Concept Priority	PRIORITY 1A	PRIORITY 1B	PRIORITY 2	PRIORITY 3	PRIORITY 4	PRIORITY 5
<b>PROJECT</b>	New Rectangle Field Complex with 16 fields	New Diamond Field Complex with 10 fields	New Indoor Court Facility with 12 courts	New Indoor Track Facility	Ice Complex	Natorium
<b>Average Target</b>	96	60	15	12	5	10
<b>Preferred Location</b>	North or Northwest	North or Northwest	North, Northwest, Central	North, Northwest, Central	2nd Sheet Expansion	North, Northwest, Central
<b>Alternative Location</b>	South or Central	South or Central	South	South	None	South
<b>Preferred Sites (in order of rank)</b>	4. Rock Hill District Park 9. Mountain Rd. Dist. Park 6. Vazquez Property*	4. Rock Hill District Park 9. Mountain Rd. Dist. Park 3. Patriot Park North	16. Baron Cameron Park 15. Oak Marr RECenter 12. GMU Property*	16. Baron Cameron Park 15. Oak Marr RECenter 12. GMU Property*	Mount Vernon RECenter	15. Oak Marr RECenter 17. Wakefield Park 16. Baron Cameron Park

\* = Site is privately-owned or held.

# ESTIMATED CONSTRUCTION COST

	DEVELOPMENT PRIORITY								
	1A	1B	1	1	2	3	2+3	4	5
	Rectangle Field Complex Mountain Rd. District Park	Diamond Field Complex Rock Hill District Park	Diamond Renovation Braddock Park	Diamond Expansion Patriot Park North	Indoor Courts Baron Cameron	Indoor Track (1) Baron Cameron	Track + Courts (1) Baron Cameron	Ice Complex (2) Mt. Vernon RECenter	Natatorium Oak Marr RECenter
General Conditions	\$5,233,280	\$2,192,000	--	--	\$608,900	\$608,900	\$763,400	\$12,012,687	\$368,313
Site Utilities	\$1,754,950	\$1,255,950	\$192,000	\$3,451,641	\$742,000	\$742,000	\$742,000	--	\$383,000
Site Work	\$5,187,960	\$3,036,032	\$3,270,450	\$3,474,500	\$1,663,000	\$1,663,000	\$1,494,200	--	\$420,600
Playing Fields	\$11,823,725	\$8,358,335	--	\$4,161,452	--	--	--	--	--
Sports Lighting	\$2,800,000	\$3,400,000	--	\$3,329,400	--	--	--	--	--
Buildings	\$4,645,000	\$2,428,000	--	\$600,077	\$21,070,000	\$28,185,000	\$45,950,000	--	\$20,420,000
Site Amenities	\$953,200	\$953,200	--	\$149,697	--	--	--	--	--
GC/Contingency	\$10,043,416	\$6,703,290	\$1,669,527	--	\$7,466,009	\$7,379,159	\$12,881,876	\$0	\$6,693,493
<b>Construction Costs</b>	<b>\$42,441,530</b>	<b>\$28,326,807</b>	<b>\$5,131,977</b>	<b>\$15,166,767</b>	<b>\$31,549,909</b>	<b>\$38,578,059</b>	<b>\$61,831,476</b>	<b>\$12,012,687</b>	<b>\$28,285,405</b>
Soft Costs	\$8,488,306	\$5,665,361	\$1,026,395	\$3,878,921	\$6,309,982	\$9,465,612	\$14,116,295	\$2,402,537	\$5,657,081
<b>Total Project Costs</b>	<b>\$50,929,836</b>	<b>\$33,992,169</b>	<b>\$6,158,373</b>	<b>\$19,045,688</b>	<b>\$37,859,891</b>	<b>\$48,043,671</b>	<b>\$75,947,771</b>	<b>\$14,415,225</b>	<b>\$33,942,486</b>

## Key New Sports Complex Development Priorities in Fairfax County - Summary of Key Cost / Benefit Estimates

	PRIORITY 1A	PRIORITY 1B	PRIORITY 2+3
	Rectangle Field Complex	Diamond Field Complex	Indoor Court & Track Complex
Location/Site	Mountain Rd.	Rock Hill	Baron Cameron
Est. Construction Costs (Hard + Soft)	\$50,929,836	\$33,992,169	\$75,947,771
Assumed Annual Debt Service <sup>(1)</sup>	\$3,373,000	\$2,251,000	\$5,030,000
Annual Financial Operating Profit/(Loss)	\$338,392	\$237,697	\$495,648
Number of Tournaments/Meets	38	27	130
Total Attendance (Athletes + Spectators)	692,544	410,304	812,100
Non-Local Visitor Days	263,117	145,139	319,398
Hotel Room Nights	56,382	31,101	68,442
Direct Spending	\$36,724,399	\$20,592,553	\$43,161,751
Economic Output	\$61,753,448	\$34,628,253	\$72,577,488
Employment (Full & Part-time Jobs)	790	444	928
Tax Revenue (Fairfax County Taxes)	\$4,476,445	\$2,495,352	\$5,266,376

**COST  
BENEFIT**

# NON-QUANTIFIABLE BENEFITS

- Enhanced sports and recreation opportunities for local youth and adults.
- Reduction in the need for residents to leave Fairfax County for sports activities.
- Improved wellness and other health outcomes for community members.
- Synergy with the other sports, recreation, entertainment and leisure facilities leading to increased tourism activity.
- Enhanced community pride, self-image, exposure and reputation.
- Enhanced regional/national exposure.

# GOALS

1. Diversify the County's tax revenue base by taking advantage of sports tourism
2. Provide great recreational facilities for the community

# PROPOSED FUNDING MODEL – SOLICITING PROPOSALS

- Public Private Partnerships
  - County/FCPA Bonds Insufficient
  - Unsolicited proposals received
  - Propose solicited PPP proposal as a way forward
- Examples:
  - Alpine-X at the I-95 landfill
  - Jeff Rouse Swim and Sports Center, Stafford
  - Virginia Beach Sports Center



- QUESTIONS?
- THOUGHTS ON RECOMMENDATION TO PROCEED WITH PPP?