

SPORTS TOURISM PROJECT FINDINGS + RECOMMENDATIONS

Destination Panama City
2.8.22



DESTINATION
PANAMA CITY
FLORIDA

WHERE LIFE SETS SAIL



FOUNDED IN 2012

As a sports tourism industry consulting company, we continually strive for strategic growth and increased community collaboration for our partners.

From starting as athletes and coaches to becoming industry professionals, a major differentiator for the Huddle Up Group is our team's experience in the sports tourism trenches.

We have personally led or worked on/with:

- Award winning sports commissions
- Multiple Olympic Games
- Youth tournaments
- Facility development
- National championship management
- Final Fours

All Star Games



160

PROJECTS

200+

DESTINATIONS
+ PARTNERS

50+

SPEAKING
ENGAGEMENTS



2017 NASC Superior Service Award Winner

The highest honor a consulting firm can earn
from the National Association of Sports
Commissions

DPC PROJECT SCOPE

Strategic Plan for Facilities + Sports Tourism (6 steps):

1. Sports Tourism Index™
2. Stakeholder Interviews & Survey
3. DPC Venue & SweetBay Site Audit
4. Proposed Facility & Impact Analysis
5. Playbook Delivery, Presentation of Findings
6. Post-Process Follow-Up

RESEARCH ACTION ITEMS

- Four (4) in person interviews w/area stakeholders.
- Eleven (11) phone interviews w/area stakeholders.
- Twenty (20) electronic survey responses from area stakeholders.
- 13 Site tours encapsulating 20+ sports and event venues.
- Primary research insights from USA Pickleball, USA BMX, USA Volleyball.
- Benchmarking w/best-in-class venues regionally & nationally.
- A rating of DPC through the Sports Tourism Index™.

UNIVERSAL “TRUTHS”

1. Desire to enhance sports opportunities in Panama City.
2. Many existing facilities are aging or damaged and in need of investment in order to drive sports tourism.
3. The organizational structure for supporting and driving sports tourism to Panama City is not sustainable.
4. Local/Regional competition is strong (new facility development).
5. Panama City is well aligned geographically.

SWOT ANALYSIS

S – Location, Staff & Community Leadership, Partnership Presence.

W – Facilities, Dedicated Sports Staff, Identity and Goals of DPC.

O – Existing Facilities, Community Engagement, Partnerships, Local Programming.

T – Local/Regional Competition, Investment, Funding, Masterplan.

PANAMA CITY INDEX TAKEAWAYS

- Total Index Score of 29.48 (Southeast average = 40.35)
 - Facilities = Under indexed / 5.91 vs. 9.40
 - Destination Strength = Slightly under indexed / 10.30 vs. 11.15
 - Organization Structure = Under indexed / 3.87 vs. 12.18
 - Events = Slightly under indexed / 9.40 vs. 7.62
- DPC Budget & Staff development is a significant opportunity.
- Facility development & enhancement is likely a growth opportunity.

RECOMMENDATIONS

Primary – Sports Tourism Marketing

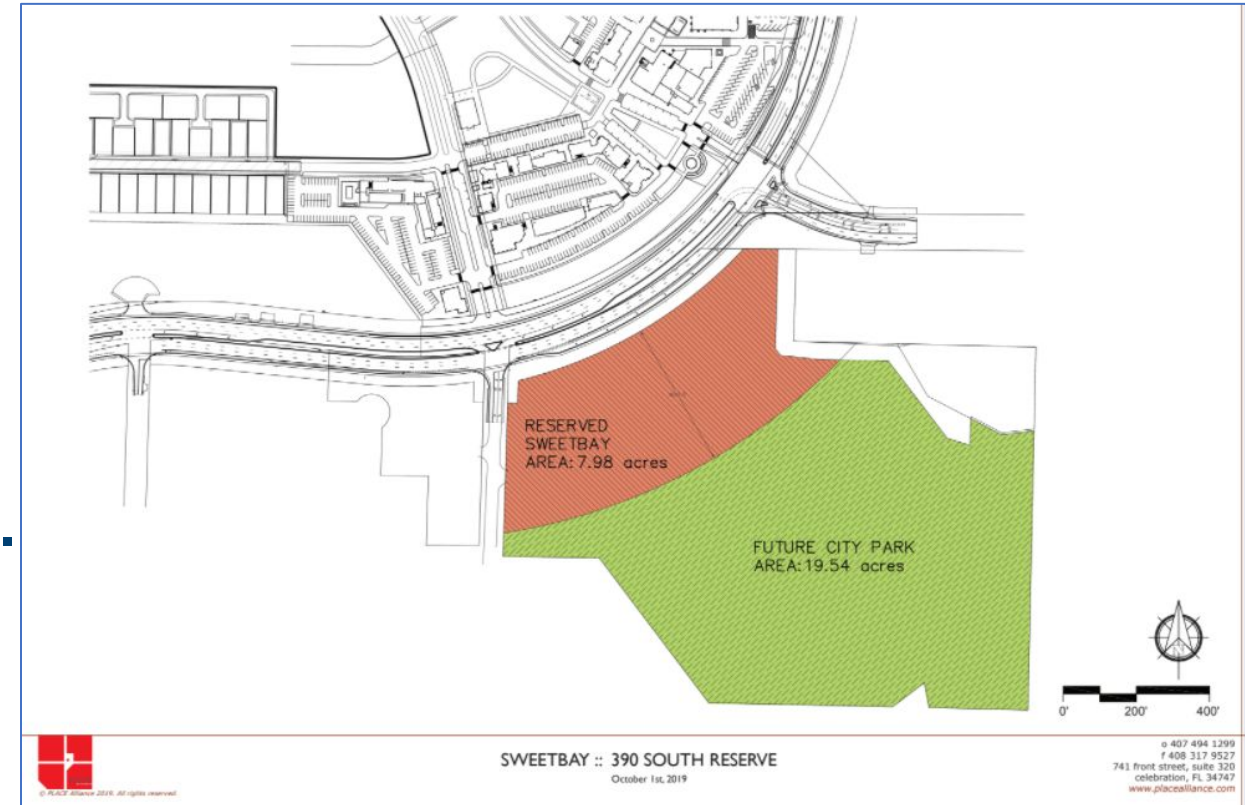
1. Dedicated Sports Staff
2. Technology Use
3. External Focus

Secondary – Facility Development Opportunities

1. Indoor Hardwood Court Venue (New)
2. Indoor Pickleball Venue (New)
3. Venue Enhancement (Existing)
4. Community-Wide Sports Tourism Facility Master Plan

SWEETBAY TAKEAWAYS

- 19.54-acre proposed site.
 - Reduced to 16-acres
 - Added Fire Station & Retention pond
- 30-acre minimum consideration.
- DPC/PC should identify larger parcel of land.



SPORTS FACILITY BENCHMARKS

Facility Type	Anchor	Tournament Friendly
Flat Fields	Minimum 16 fields	8-15 fields
Pool	50m/8-10 lanes with diving well	25m with diving well
Diamonds	Minimum 12 fields	8-11 fields
Hardwood Courts	Minimum 8 Basketball/ 16 Volleyball	4 Basketball/8 Volleyball
Ice	3+ Sheets Hockey/ 6+ Sheets Curling	2 Sheets Hockey/ 4 Sheets Curling
Tennis	Minimum 12 courts	Minimum 6 courts
Pickleball	40-60 Courts (National)	8-16 Courts (Local) 24-32 Courts (Regional)
Indoor Track	200 meter/6 lanes/banked	200 meter/6 lanes

Best in Class:

- ESPN Wide World of Sports (FL)
- Elizabethtown Sports Complex (KY)
- Grand Park (IN)
- LakePoint Sports Complex (GA)
- Myrtle Beach Sports Center (SC)
- Hoover MetPlex (AL)
- Rocky Mount Events Center (NC)
- Rock Hill Sports Complex (NC)
- Champions Center (WI)

HARDWOOD FACILITY FEATURES (INDEX)

	AVERAGES		Difference
	Top 10	Overall	
# Bball Courts	12.3	3.4	8.9
# Vball Courts	21.1	4.7	16.4
Court Surface (Hardwood)	80%	75%	5%
Scoreboard	100%	82%	18%
Scorers Table	100%	90%	10%
Team Benches	60%	36%	24%
PA System	60%	60%	0%
Locker Rooms	70%	69%	1%
Permanent concession stand(s)	100%	77%	23%
Permanent restrooms	100%	100%	0%
Permanent Wi-Fi	100%	89%	11%
Parking	100%	98%	2%
ADA Compliant	100%	99%	1%
Auxiliary meeting rooms	5.1	2.9	2.2
Ability to book (Definitely yes)	90%	51%	39%
Score	3.95	2.80	1.15

Best in Class:

- Champions Center (WI)
- Virginia Beach Sports Center (VA)
- Omaha Sports Academy (NE)
- Grand Park (IN)
- Myrtle Beach Sports Center (SC)
- Hoover Rec Plex (AL)
- Rocky Mount Events Center (NC)
- Rock Hill Sports Complex (NC)

NEW FACILITY PROPOSED FEATURES

- 4-8 Courts for basketball (converts to 8-16 volleyball courts).
- Championship court to accommodate at 1,000 spectators.
- Scoreboards, shot clocks, benches, PA, locker rooms.
- A press table dedicated to each court.
- Ancillary meeting space for tournament staff & officials.
- Permanent restrooms, concession stands, and Wi-Fi.
- Parking with min. 3.5 permanent spaces per 1,000 sq. ft.
- A common area to accommodate athletes and spectators.
- ADA compliant.
- DPC to have “Favored Nation Status”.

NEW FACILITY IMPACT PROJECTIONS (25%)*

- 11 new state, regional, and national tournaments.
- Nearly 23,000 total attendees relating to competitions.
- Over \$6 million in direct visitor spending.
- More than 11,500 hotel room nights.
- Hotel Occupancy Taxes of nearly \$47,000.
- Sales Tax collections of nearly \$70,000.
- Total sports tourism related taxes over \$116,000.
- Example: Off-peak (Dec-Feb) projected nearly \$3 million in direct spending.

* - NEW business related to a new indoor venue (Southeast).



FUNDING MODELS

National Examples

- Hotel/bed taxes.
- Prepared food (restaurant) taxes.
- Sales taxes.
- Tourism Improvement Districts (TIDs).

DPC Applicable

- Incremental hotel/bed tax collections via growth of hotel inventory.
- Local Merchant Tax – 1% applied to qualified short-term lodging.

Visit DPC

Sports Tourism Market

5-Year Strategic Mission Pillars

Pillar	Enhanced Structure Events: Bid/Created/Owned (Short-Term)	Venue Enhancement (Long-Term)	Community Engagement (Ongoing)
Audience	Tourism Economic Development Rights Holders/NGBs Local Promoters High Schools/Colleges	Venue Managers Hospitality Leaders Elected Officials Economic Development Parks and Rec/Colleges Cities/Counties	Elected Officials C-Level Community Leaders Local Media Non-Profit Civic Groups Hospitality Community
Tactics	Strengthen Organization Grow Existing Events Create/Incubate New Events Pursue Bid-In Events	Venue Needs Master Plan Venue Development Fund Funding Source(s) Defined Develop Indoor Space(s) Field Trip	Staff = Outwardly Focused “6&6” Lunches “4 Touch” Program Engage Board to Electeds Economic Impact Releases

NEXT STEPS

“KING FOR A DAY”

Marketing

- Grow budget & staff to activate sports tourism marketing.
- Leverage technology to attract new events.
- Build out an outreach program (externally facing).

Facilities

- Build support for TID enabling legislation (state).
- Identify partners for facility development (land & sport orgs.).
- Develop a regional masterplan for sports venues.

THANK YOU FOR YOUR TIME!

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