

The background of the slide is a collage of images related to the Durham Sports Complex. On the left, there is a photograph of the indoor athletic facility, showing a running track, a yellow high jump pit, and spectators in the stands. The top and right portions of the background are a dark blue gradient with a pattern of white dots. At the bottom, there is a photograph of the city of Durham, North Carolina, showing a mix of urban buildings and green spaces under a blue sky.

# Durham Sports Complex

Breaking ground on a transformational path forward for youth participation and community development





# THE BENEFITS OF PLAY



# Why Sports?

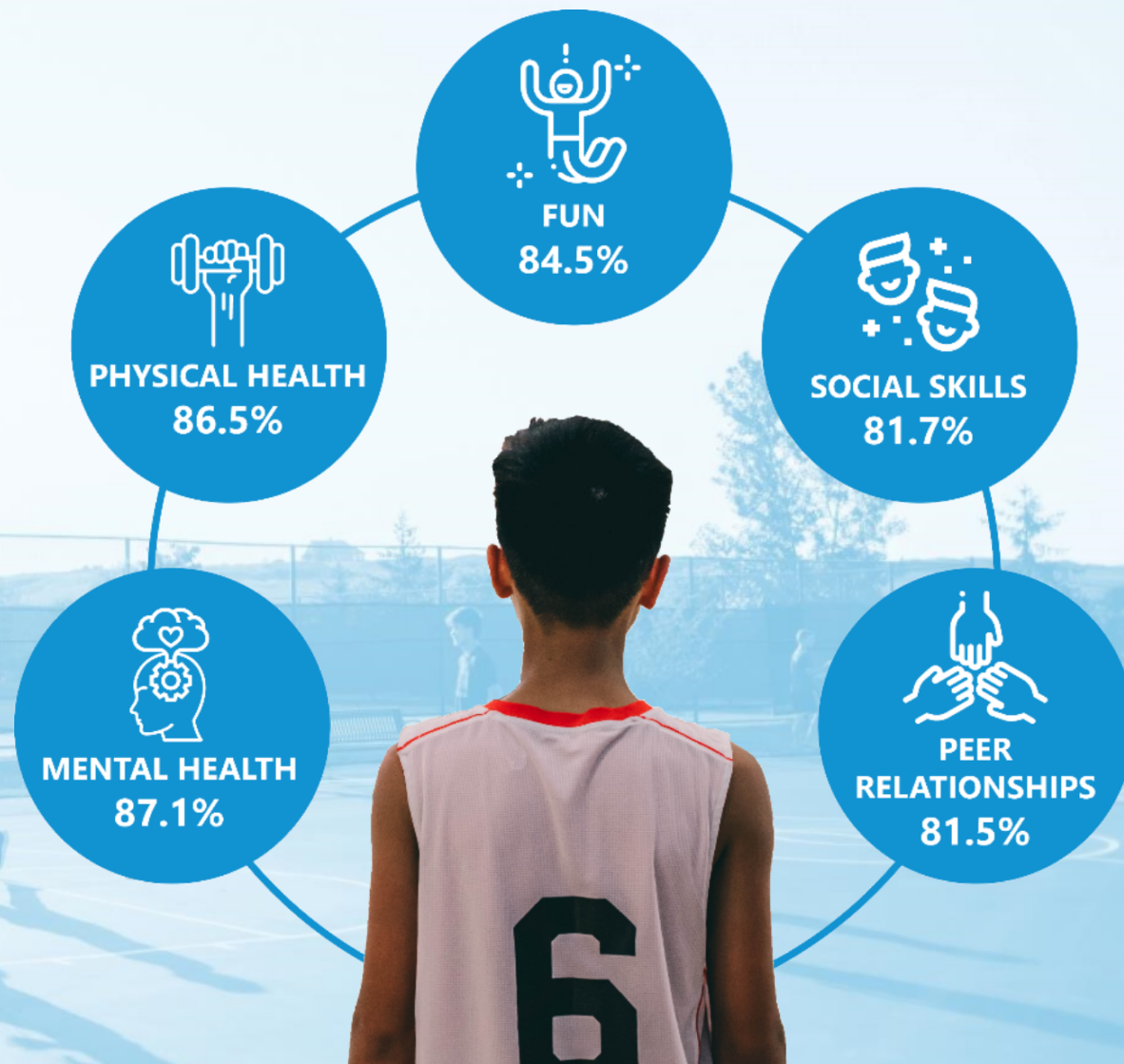
PROJECT  
PLAY  
GOES  
LOCAL



Source: Aspen Institute Project Play Summit 2023



# Parents' desired outcomes for their child playing sports



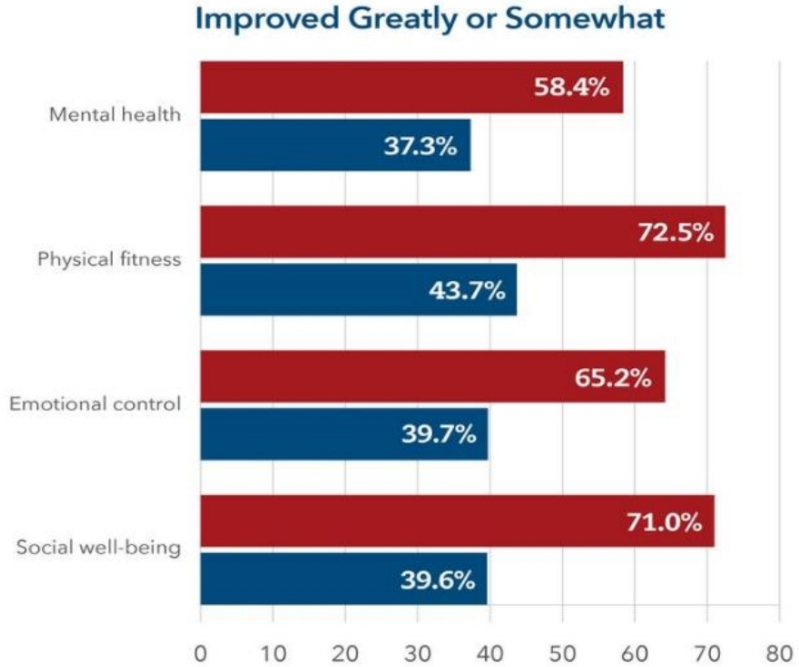
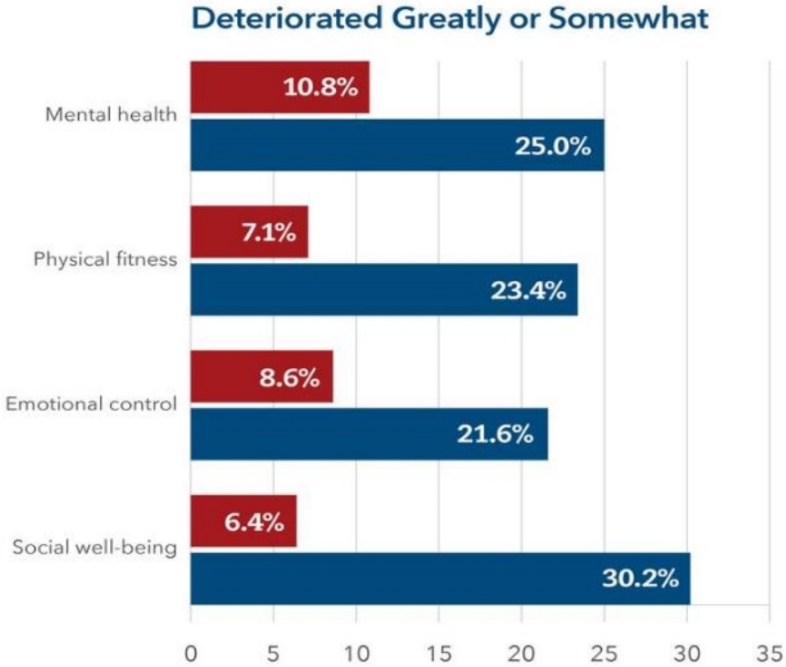
Source: Aspen Institute State of Play 2020 Pandemic Trends Report



# Sports improves Mental Health

## Children's Health Outcomes During COVID-19

Fall 2022 (Red)    Fall 2021 (Blue)



Source: Aspen Institute, Utah State University, Louisiana Tech University, TeamSnap youth sports parent surveys, 2021 and 2022

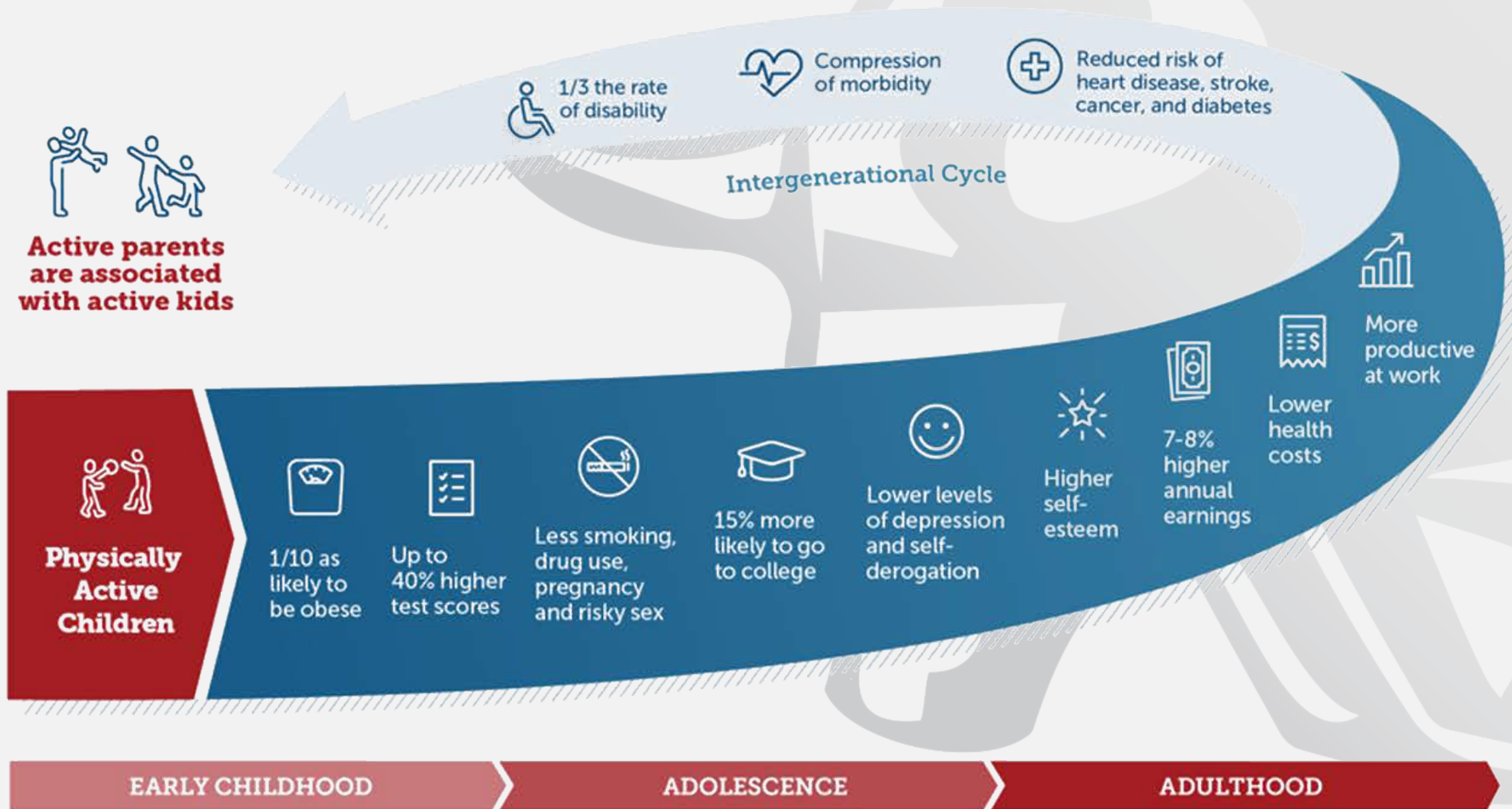


Source: Aspen Institute's State of Play Report 2022



# Impacts Health, Social, & Other

  
**Active parents  
are associated  
with active kids**



Source: Aspen Institute's Sport for All, Play for Life: A Playbook to Get Every Kid in the Game



# Groups at risk of exclusion from society have a lower health status and more health-related problems.

Community sports **immediately** increase:

- A sense of safety within the environment
- A sense of safety interpersonally
- Self-awareness about one's own behavior
- Self-awareness about exercise and health-related behavior
- Acceptance of oneself and one's situation

Community sports **intermediately** increase:

- Motivation to perform and maintain healthy behavior
- Sense of belonging to a community
- Positive self-esteem
- Perceived self-efficacy



Source: How community sport programs may improve the health of vulnerable population groups: a program theory, *International Journal for Equity in Health*, 2020.





# YOUTH SPORT PARTICIPATION








# 1 in 3

parents from households making  
< \$50K/year stated  
***sports cost too much***  
and make it difficult for their child  
to continue to participate



Travel team  
parents spend  
an average of  
**\$2,266**





“ For many low-income families who struggle to balance their budgets every month, ***recreation is often the first thing cut.*** This leaves children and young people *without enriching and necessary ways to play, learn, and grow* in their communities. ”

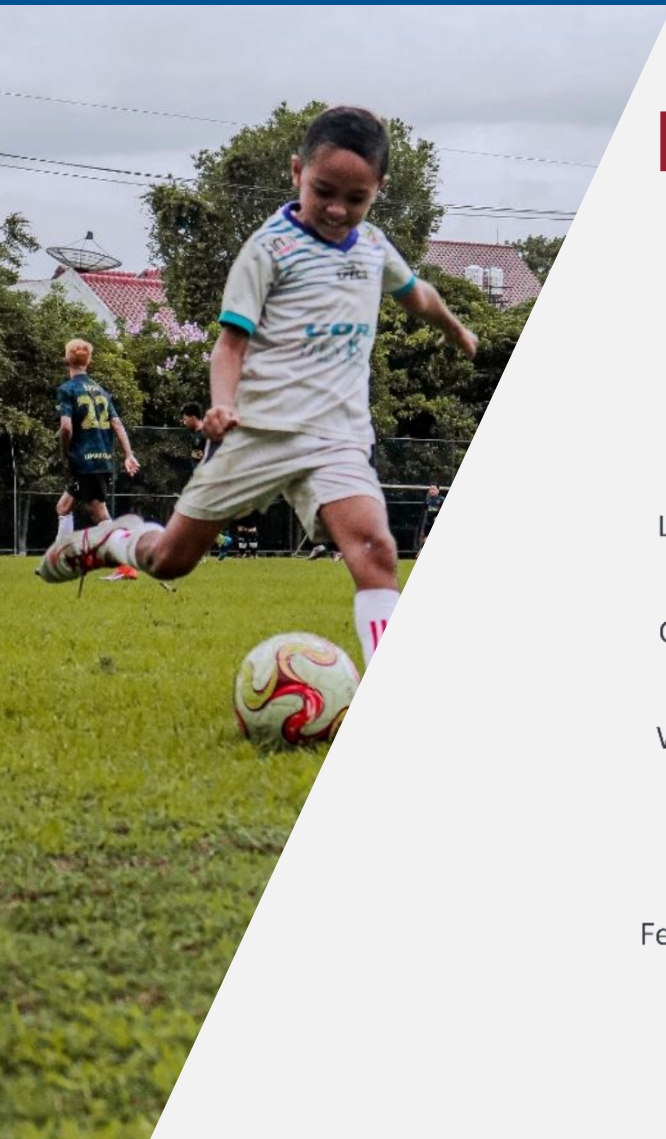
— **ENGAGEDurham Comprehensive Plan**





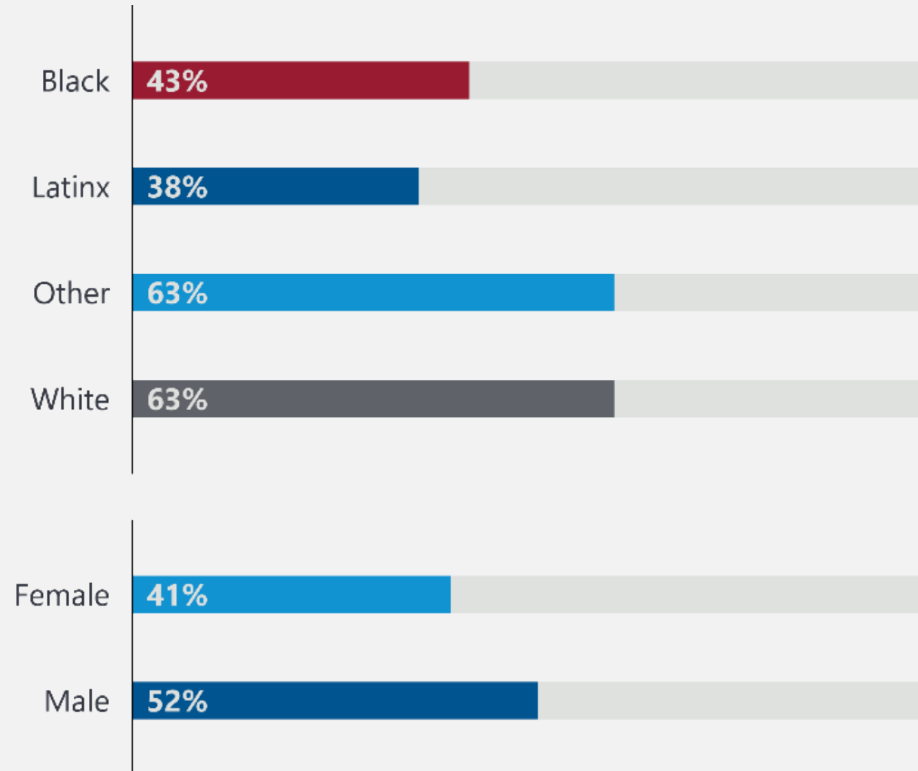
*Lower income youth spend  
**2 hours less** time on sports  
each week than upper class youth.*





# Durham County Youth Risk Behavior


Middle School Students Who Were Physically Active  
(≥60 Minutes ≥5 days a week)



*"Lower quality parks in neighborhoods where youth of color live may contribute to lower levels of physical activity."\**

*\*2017 Durham County Youth Risk Behavior Survey*





When high schools have **strong** interscholastic sports participation rates, they *report lower levels of major crime and fewer suspensions.\**

*\*According to a study conducted by the University of Michigan published by the Official Journal of the Mid-South Sociological Association*

The magnitudes of estimates suggest that the full implementation of Title IX generated approximately **\$9 billion** in social benefits from crime reduction.\*

*\*According to San Diego State University's Center for Health Economics and Policy Studies*





# A BULL CITY TRANSFORMATION



# Durham's Population

1960: 78,302

2016: 295,373

2021: 326,126



*Durham has been growing at a rate of **11 new residents** and **5 new households** every day for the last **10 years**.*



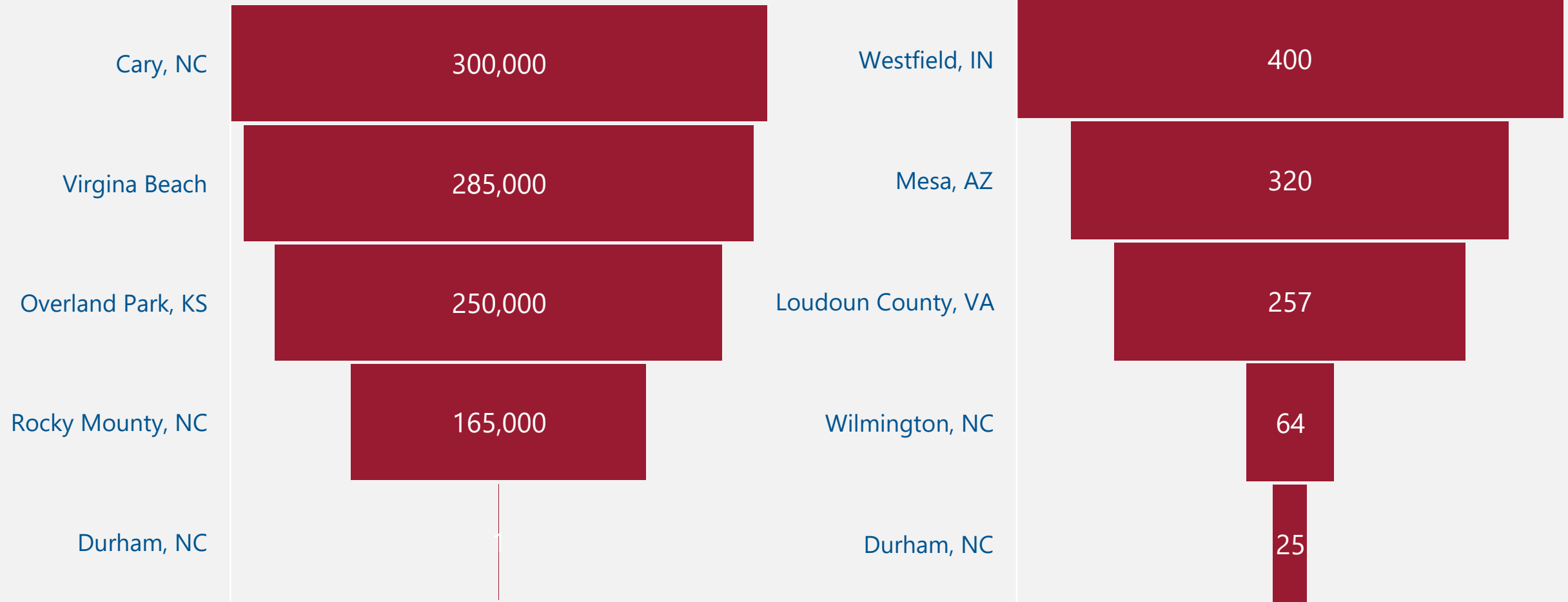
Source: U.S. Census Bureau, Durham, North Carolina



# Destinations Investing in New Sports Facilities

Indoor Facilities-Square Feet

Outdoor Facilities-Acres



*DPR-Merrick-Moore Park: 50 acres 4 Multi-Purpose Fields*







# WHY BREAK GROUND NOW?





# A TRANSFORMATIONAL PATH FORWARD





The Durham Sports Commission is a 501(c)(3) with a mission to create **economic** and **social impact**.



**The revenue and economic impact generated by sports tourism can fund the operation of a facility that also offers our residents and youth opportunities to participate**

# **THE OPPORTUNITY**



# Definitions of Success and Transformational Impact

1. **Community Asset**
2. **Expanded Opportunities for Participation**
3. **Significant Driver of Economic Impact**
4. **Operationally Sustainable Business**



Source: Sports Facility Advisory' Project 2023





# PROPOSED CONCEPT





## INDOOR COMPLEX

**250,500 SQ FT**

PRIMARY SPORTS & EVENTS AREA



**200-METER**  
HYDRAULICALLY BANKED TRACK

**12**  
BASKETBALL/  
VOLLEYBALL  
COURTS



**5,000 SEATS**

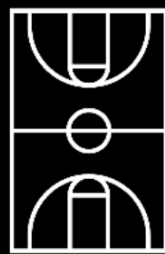


# AUXILLARY GYM & FLEX SPACE

**38,500 SQ FT  
FLEX SPACE**

SPACE FOR COMMUNITY  
PROGRAMMING & LEARNING

**4**  
BASKETBALL/  
VOLLEYBALL  
COURTS



10,000 SQ FT FAMILY ENTERTAINMENT AREA







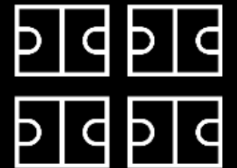
## OUTDOOR COMPLEX

37.5 ACRES



8  
BASEBALL/SOFTBALL  
FIELDS

4  
FULL-SIZE  
MULTIPURPOSE FIELDS



SYNTHETIC  
TURF

LIGHTS



## INDOOR COMPLEX

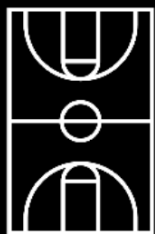
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SYNTHETIC  
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# Balancing Local Programming and Sports Tourism

- **Serve as a year-round sports and recreation hub for Durham**
- **Ability to host a multitude of activities and serve a wide range of community pursuits.**
- **The capability of attracting weekend (Friday-Sunday) events, tournaments, and other out-of-town sporting activities that have the intent of being a significant driver of new direct spending.**



Source: Sports Facility Advisory' Project 2023



# Potential Programmatic Opportunities

- **Acrobatics & Tumbling**
- **Baseball**
- **Basketball**
- **Combat Sports**
- **Competitive Cheer & Dance**
- **Cross Country**
- **Esports**
- **Fencing**
- **Flag Football**
- **Football**
- **Gymnastics**
- **Lacrosse**
- **Pickleball**
- **Quidditch**
- **Softball**
- **Soccer**
- **STUNT**
- **Track & Field**
- **Ultimate Frisbee**
- **Volleyball**
- **Wrestling**





**Sports tourism funds local community growth.**





# ECONOMIC IMPACT





# The US Sports Tourism Industry Generates

**\$91.8B** total economic impact

**\$39.7B** direct visitor spending

**\$12.9B** total tax revenue

**175M** sports travelers

**635K** total jobs generated

## Event Types

# Percentage of Sports Destinations Hosting

**Youth: 97%**

**Adult/Amateur: 94%**

**Collegiate: 83%**



Source: Sports Events and Tourism State of the Industry Report, completed in 2022

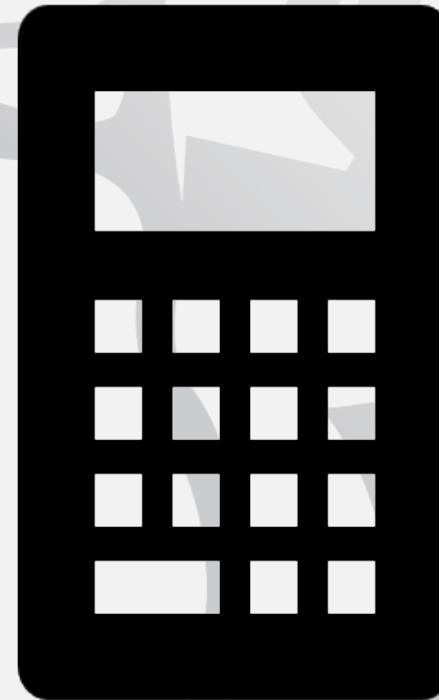


# Projected Performance

Profitable operations by  
**Year 3**

Over 100 events hosted by  
**Year 5**

\$35M in economic impact by  
**Year 5**



*Source: Sports Facility Advisory's Feasibility Report for Durham, completed in 2021*





# NEXT STEPS



# Next Steps

- **Updated Market Analysis and Capital Cost Projections**
- **Stakeholder and User Group Meetings**
- **Updated Detailed Financial Forecast**
- **Updated Economic Impact Analysis**
- **Recommendations on moving to execution phase: project scope definition, physical location, renderings, financial planning approach**



Source: Sports Facility Advisory' Project 2023



## Next Steps Cont'd

- **Leadership Site Visits to evaluate similar models**
- **Synthesize input and feedback to prepare recommendations**
- **Prepare for in-depth discussions and Q&A**



Source: Sports Facility Advisory' Project 2023



# Definitions of Success and Transformational Impact

1. **Community Asset**
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Source: Sports Facility Advisory' Project 2023





# QUESTIONS

