



Fairfax County Sports Tourism Task Force

Supervisor Pat Herrity
Presentation to the EAC
February 12, 2019

BACKGROUND

- On June 6, 2017, the Fairfax County Board of Supervisors authorized the creation of the Task Force to look at the following:
 - Potential economic impact of the \$10B and growing sports tourism market
 - How Fairfax County can take advantage of this market to diversify its tax base
 - Provide residents high quality sports venues paid for in whole or part by sports tourism revenue
- The Task Force identified its goals and objectives at its inaugural meeting on September 14, 2017
- The Task Force was able to bring together for the first time all the stakeholders to address sports tourism in the County including:
 - The Fairfax County Park Authority, Neighborhood and Community Services, Visit Fairfax, the Athletic Council, Fairfax County Public Schools, NOVA Parks, George Mason University, Northern Virginia Community College, Fairfax County Economic Development Authority, Fairfax County Government, and the private industry

BACKGROUND

November 8, 2018 The First Interim Report of the Sports Tourism Task Force unanimously approved

- The report totals 42 pages plus a supplemental package of subcommittee reports. The report is summarized in the Executive Summary and the Key Recommendations and Solutions sections.

Many of the Task Force recommendations are being acted upon and some have already been implemented.

The Report was sent to the governing bodies of the participating organizations and will be discussed further at the February 12th Board of Supervisors Economic Advisory Committee meeting.

TASK FORCE MEMBERS

Pat Herrity, Chair

Fairfax County Board of Supervisors

Barry Bigger

CEO, Visit Fairfax

Bill Bouie

Fairfax County Park Authority Board

Mark Carrier

President, B.F. Saul Company

Taylor Chess

President, Development, Peterson Companies

Bill Curran

Director, Fairfax County Office of Student Activities

Ron Devine

President, AR Foods / Workhouse Center

Craig Esherick

Associate Professor, GMU Sports Management

Gary Flather

Fairfax County Athletic Council

Kirk W. Kincannon

Executive Director FCPA

Chris Leonard

Director, Fairfax County Neighborhood and Community Services

Megan McLaughlin

Fairfax County School Board

Kathy Smith

Fairfax County Board of Supervisors

Mike Thompson, Jr.

Fairfax County Park Authority Board

TASK FORCE PARTICIPANTS

Cheryl Austin

Admin Aide, Fairfax County Schools

Karen Avvisato

Manager, Athletic Services

Cynthia Bailey

Deputy County Attorney

Sara Baldwin

Deputy Director, Park Authority

Tony Castrilli

Director, Office of Public Affairs

Mike Coyle

Chief of Staff, Supervisor Smith

Eta Davis

Land Development Services

Dave Foreman

Chief of Staff, Supervisor Herrity

Paul Gilbert

Director, Nova Regional Parks

Mark Ingrao

President, Greater Reston Chamber

Mark Keam

Delegate, Virginia 35th District

Eric Kulczycky

Sales Manager, Visit Fairfax

Bill McCabe

Legislative Aide, Supervisor Herrity

Clayton Medford

Chief of Staff, Chairwoman Bulova

Christine Morin

Chief of Staff, Supervisor Storck

Steve Mrowka

Athletic Director, NVCC

Allison Mulligan

Manager, Office of Human Services

Juhi Naithani

Economic Development Authority

Nancy O'Haro

Aide, Office of Ron Devine

Scott Sizer

Policy Coordinator, Fairfax County

Rob Stalzer

Deputy Fairfax County Executive

Chase Suddith

Analyst, Office of County Executive

Beth Teare

Fairfax County Attorney

Aimee Vosper

Deputy Director, Park Authority

SUMMARY

- Sports Tourism is a rapidly growing \$10 billion market nationwide
- “Recession proof” and driving force behind some economic development and revitalization activities across the country
- Chesterfield County, VA - 50 sports tourism events with an economic impact of over \$81.7 million
- Loudoun County & Montgomery County have invested significantly in multi-field complexes
- Sports tourism generates several types of revenue from sports including the direct revenues (admission fees, rental of facilities, etc.) and indirect revenues (hotel and restaurant spending, increased sales tax, etc.)
- Fairfax County, VA has had some successes hosting several large tournaments as well as major sporting events including the World Police and Fire Games in 2015
- While Fairfax has great athletic facilities, they are not clustered as required by sports tourism events

KEY CONCLUSIONS AND RECOMMENDATIONS

- There is a significant unmet community demand for sports facilities. Fairfax County should pursue using sports tourism dollars to fund additional sports facilities for both community and sports tourism use
- Although residents should have priority on tax payer funded fields, some policy tweaks in conjunction with the athletic community could lead to additional sports tourism opportunities and funding for additional facilities
- Fairfax County should engage a consultant to evaluate the feasibility, financial and governance models for these facilities
- The County needs a permanent entity that will bring stakeholders together on a regular basis to focus on the sports tourism market. It is recommended that the Sports Tourism Task Force continue to work on the recommendations identified in this report until another governance model is adopted.
- Several public private partnership (P3) opportunities for sports tourism were brought to the Task Force. The Task Force recommends that P3 opportunities be thoroughly investigated--especially the Indoor Ski and Snow Sports and Tennis opportunities
- Fairfax is late to enter the Sports Tourism facilities market. The task force recommends that the County look to develop facilities that are unique and/or meet a specific or developable demand in the market, focusing on a specific niche while simultaneously meeting community needs

Facility Oriented Conclusions and Recommendations

The following factors should be considered when planning future sports facilities:

- Clustering of future facilities where possible
- Meet current or projected community needs
- Amenities for the non-participants and event organizers
- Focus on locations that leverage indirect tourism dollars-hotels, restaurants, etc.
- Designate times for sports tourism use up front when the facility is developed
- Flexibility in the design of markings on fields and gyms

Fiscal Model Conclusions and Recommendation

The Task Force recommends the Destinations International calculator when evaluating the fiscal impact of sports tourism events. It is customized for each destination, with minimal user inputs and is the tourism industry standard

Governance and Policy Conclusions and Recommendations

The ability to host state, national, regional, and international sports events is limited primarily by specific factors associated with its inventory of facilities. However, there are other governance, policy and fiscal issues that impact the County's ability to attract these events.

The recommendations of the Task Force in these areas include:

- Revisit the field and gym allocation policy with the Athletic Council to see if additional sports tourism opportunities can be made available without impacting community use—especially on holidays and times when the facilities are not typically used or underutilized
- Revisit the fiscal model for the allocation of revenues and expenses for sports tourism activities and other athletic activities so that all agencies see the positive impact of athletics and sports tourism events. Look to provide maintenance during tournaments funded with tourism revenue
- Adopt a policy that allows responsible alcohol consumption at some adult sports tourism events
- Revisit the policies covering the fees to non-profit sports groups to ensure an even playing field and that fees are competitive. Flexibility in pricing for tournaments with a large fiscal impact should be considered
- Review the policies on the land use requirements for athletic facilities—specifically minor floodplains

Specific Recommendations

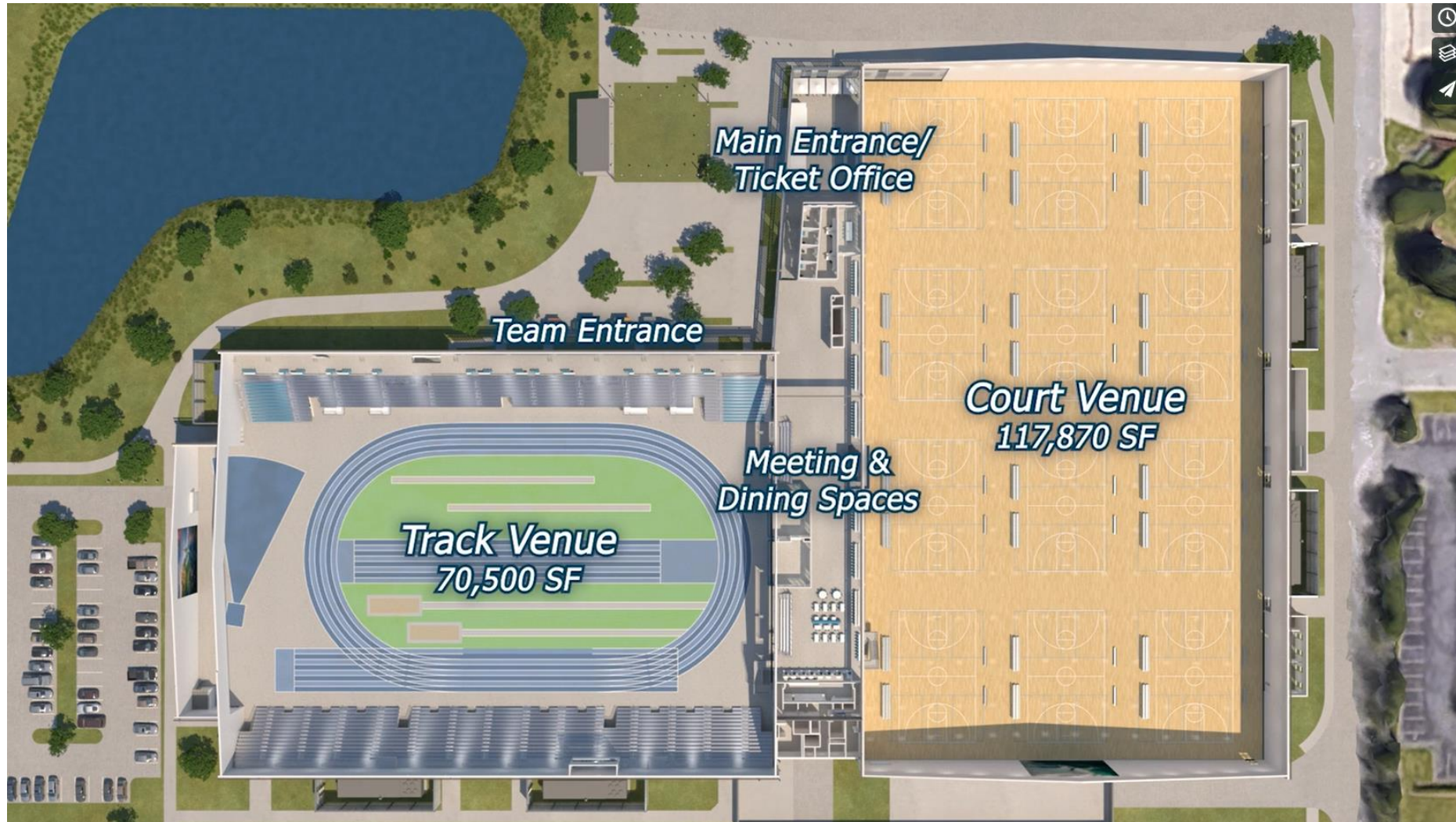
The Task Force formed a number of subcommittees to review specific sports tourism opportunities. The Task Force made the following recommendations based on the work of these subcommittees as further described in the subcommittees reports and the section titled “Potential Sports Tourism Opportunities”:

- **Indoor Ski & Snow Facilities** - The Task Force recommends that the County continue to work towards a negotiated P3 agreement and investigate ways to run the P3 negotiation concurrently with the zoning process
- **Mountain Biking** - The Task Force recommends evaluation of the opportunities at our nationally recognized trails and draft an application to the Economic Opportunity Reserve for a mountain biked themed festival
- **Rectangle Field Complex** - Baron Cameron Park-The Task Force recommends the Park Authority develop this complex with a sports tourism component
- **Diamond Field Complex** - Patriot Park North-The Task Force recommends the Park Authority and County work to fund the final \$5m to develop this complex with a sports tourism component

Specific Recommendations (continued)

- **Aquatic Competition Facility** - The Task Force recommends the Park Authority investigate the feasibility and economics of developing one of the Olympic pools into a state of the art aquatic center for large swim meets
- **Field House/Hard Court/Indoor Track** -The Task Force recommends that the County expeditiously engage a consultant to investigate the economic feasibility of a large Field House/Hard Court/Indoor Track facility as a facility funded by sports tourism dollars
- **Esports** - The Task Force recommends that County stakeholders consider in-kind and financial sponsorships to help the local Esports community to establish a successful track record of quality events that will further grow the sport in the County. Examine policy changes that could encourage the growth and tourism opportunities in Esports. FCPS should consider making bandwidth or even computer systems available to help grow Esports in our high schools
- **Tennis Complex** – The Task Force recommends the County seek the development of additional indoor and outdoor tennis facilities to meet the current demand with a capacity of hosting large tennis events, provided it is economically feasible

Virginia Beach New Sports Center



<https://vimeo.com/303522100> minute 1:00 - 4:00

Questions and Discussion