

CORPUS CHRISTI SPORTS FACILITY

ANALYSIS



WHAT IS THE SPORTS COMMISSION?

To create a better community by driving the sports tourism economy.

To be the Gulf Coast Capital for Sports.

- Separately branded arm of Visit Corpus Christi
- 501(c)(6)
- Responsible for all Sports Tourism efforts in Corpus Christi
- 5 Core Pillars
 - Sales and Services
 - Marketing
 - Advocacy
 - Community Investment
 - Convener

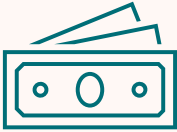


Sports Tourism State of the Industry

2021 Summary Economic Impacts

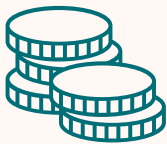
SUMMARY ECONOMIC IMPACTS SPORTS TOURISM SECTOR

The sports tourism sector generated \$39.7 billion in direct spending in 2021, including spending by sports travelers and tournament operators. This spending generated a total economic impact of \$91.8 billion which supported 635,000 total jobs and generated \$12.9 billion in total tax revenues.



\$39.7B

Direct Spending
Impact



\$91.8B

Total Economic
Impact



635,000

Total Jobs
Generated



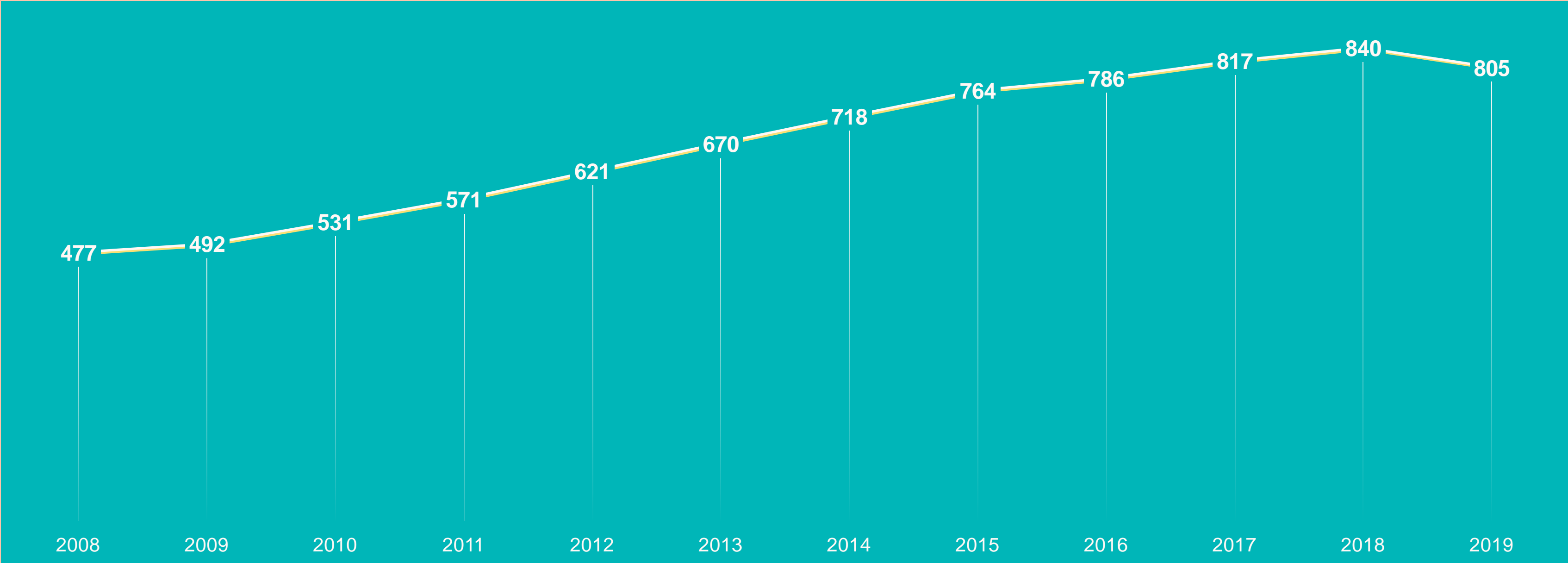
\$12.9B

Total Tax
Revenues

SOURCE: Sports ETA,
Tourism Economics



Growing Trend – Sports Commission Growth



Huddle Up Group

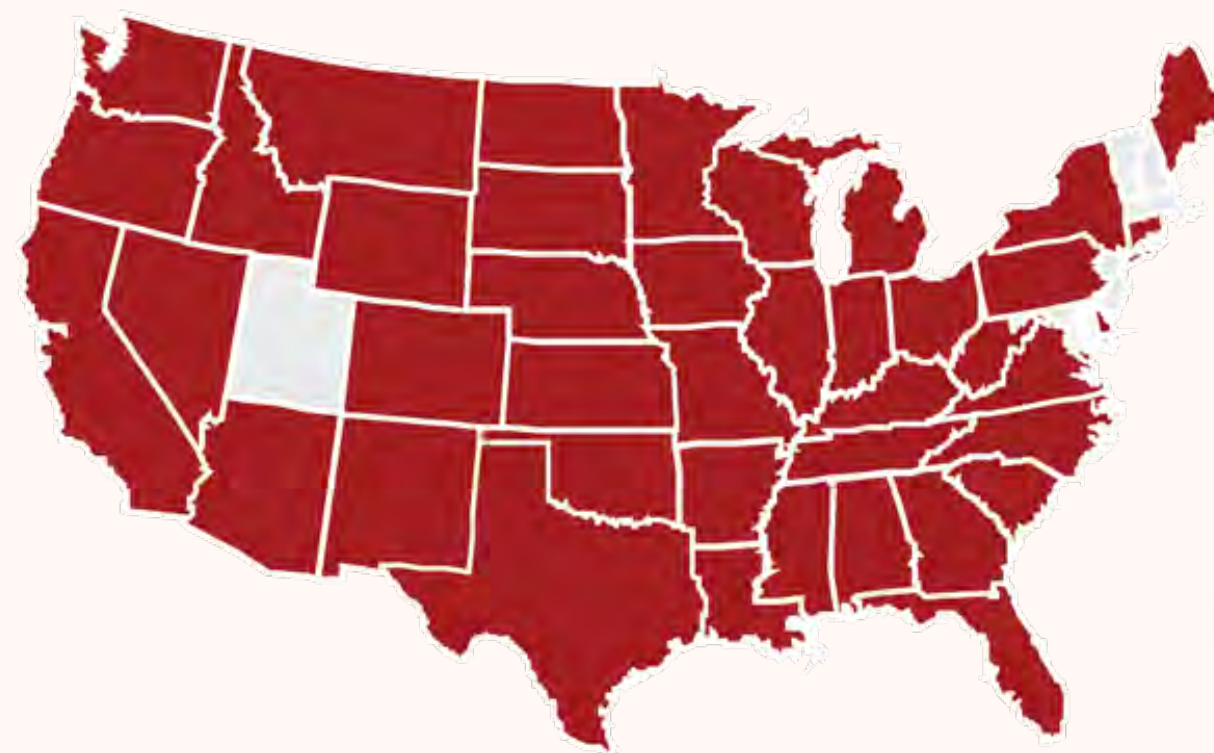
FOUNDED IN 2012

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

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

They 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
- New event creation
- Capital campaigns/fundraising
- College Bowl Games



2017 NASC Superior Service Award Winner

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

PROCESS

This strategic planning and facility audit project was conducted with the input of three members from the Consultant Team and included a 6-step process, including, but not limited to the following:

- In person and phone interviews with Corpus Christi area leaders.
- Electronic survey responses from VCC stakeholders.
- One (1) in-person town hall meeting with local stakeholders.
- Tours of 13 different sites that encapsulate 25 sports and event venues.
- Benchmarking against several high performing venues both regionally and nationally.
- A rating of VCC through the Sports Tourism Index™ (a proprietary benchmarking tool developed by the Huddle Up Group, summarized in Appendix E).



| 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 |

FINDINGS

| Anchor Facility | | | | |
|--|----------------------------|------------------|------------------|-----------|
| Tournament Friendly | | | | |
| Not of Tournament Quality | | | | |
| Facility Name | Facility Type | National Average | Index Score & CQ | PQ |
| Al Kruse Tennis Center | Tennis (Indoor or Outdoor) | 2.40 | 1.8 | |
| Al Kruse Tennis Center - Pickleball | Pickleball Courts | 2.47 | 2.25 | |
| American Bank Center | Arena | 2.86 | 3.65 | |
| American Bank Center - Convention Center | Convention Center | 2.21 | 2.85 | |
| Bill Witt Baseball Fields | Diamonds | 2.29 | 2.05 | |
| Bill Witt Pool | Swimming Pool | 2.76 | 2.8 | DNV |
| Bill Witt Soccer Fields | Flat Fields | 2.34 | 2.6 | |
| Cabaniss Athletic Complex - Flat Fields | Flat Fields | 2.34 | 2.65 | |
| Corpus Christi Country Club | Golf Course | 3.50 | 3.75 | DNV |
| Corpus Christi Natatorium | Swimming Pool | 2.76 | 3.23 | |
| Corpus Christi Sports Complex | Flat Fields | 2.34 | 3.4 | Potential |
| Dr. Jack a Dugan Family Soccer & Track Stadium | Soccer Stadium | 3.34 | 3.35 | |
| HEB Tennis Center | Tennis (Indoor or Outdoor) | 2.40 | 3.15 | |



FINDINGS

| | | | | |
|---|----------------------------|------|------|-----|
| Henry Tennis Center | Tennis (Indoor or Outdoor) | 2.40 | 2.25 | |
| Islander Beach Volleyball Courts | Other | 2.83 | 2.2 | |
| McGee Beach | Other | 2.83 | 2.4 | |
| Momentum Rec Fields | Flat Fields | 2.34 | 1.3 | |
| Portland Municipal Park | Diamonds | 2.29 | 2.4 | DNV |
| Portland Soccer Complex | Flat Fields | 2.34 | 1.7 | |
| Portland Sports Complex - Diamonds | Diamonds | 2.29 | 1.95 | |
| Portland Sports Complex - Flat Field | Flat Fields | 2.34 | 2.15 | |
| Richard M. Borchard Fairgrounds | Convention Center | 2.21 | 2.5 | |
| Richard M. Borchard Regional Fairgrounds - Equestrian | Equestrian | 2.99 | 2.96 | |
| South Texas Race Ranch | Motor Sports Racing Track | 2.24 | 2.13 | DNV |
| Sparkling City | Diamonds | 2.29 | 2.3 | DNV |
| Universal Little League | Diamonds | 2.29 | 2.3 | DNV |
| Westside Pony | Diamonds | 2.29 | 2.6 | DNV |
| Whataburger Field | Baseball Stadium | 2.50 | 3.45 | |

SUMMARY

- No anchor facilities
- No Tournament Quality Indoor Facility
- Diamond facilities are below average quality
- Tournament Quality Facilities:
 - Cabaniss Natatorium
 - HEB Tennis Center
 - Al Kruse – Pickleball
 - American Bank Center
 - Bill Witt Soccer Fields
 - Henry Tennis Center
 - McGee Beach
 - Richard M. Borchard Fairgrounds
 - Whataburger Field



OPPORTUNITIES

- American Bank Center
- McGee Beach
- Baseball/Softball Complex
- Indoor Fieldhouse
- Bill Witt Park



AMERICAN BANK CENTER

- Feasibility study already completed
- Increase square footage of conference space
- Drawbacks
 - Price point
 - Community access



McGee Beach

- Lighting
- Infrastructure and amenities
 - Restrooms
 - Electrical hookups for P/A Systems and portable scoreboards
 - WiFi
 - Shade structures
- Sand quality



Baseball/Softball Complex

- Baseball field assessment conducted by the city in 2017 recommends Greenwood Park or Bill Witt Park
 - Propose Bill Witt Park
- Greenwood Park Bond
- At least 8 full-sized, turf baseball/softball diamonds with lights
- Industry best practices recommend turfing an entire field. This will allow each full-size field (300' + fences) to be turned into two youth fields.



Indoor Fieldhouse

- 8-12 courts for basketball that could then convert to 16-24 volleyball courts
- Proposed site – Bill Witt Park
- Reasonable economic activity generated in a given calendar year:
 - \$10 million in Direct Visitor Spending
 - Hotel Occupancy Tax of \$225,000
 - Sales Tax over \$172,000
 - TPID Fees roughly \$50,000



Bill Witt Park

- "Serves...essential recreation needs of City residents and serves as a community showcase for visitors." Pg. 135 Parks and Recreation 10-Year Master Plan
- Anchor-level Indoor Recreation Facility
- Anchor-level Baseball/Softball Complex
- 50m Pool
- Soccer field improvements
 - Field lights
 - On-site storage capability
 - WiFi
 - Concession stand
 - Park HQ



Overview & questions?

- Average to below-average sports facilities
- Community usage AND tourism usage
- Sports facilities as a cost reduction & revenue generation tool
- Opportunities and recommendations are in alignment with Parks and Recreation 10-Year Master Plan





VISIT CORPUS CHRISTI

MEET 
CORPUS
CHRISTI


CORPUS CHRISTI
SPORTS
COMMISSION


CORPUS CHRISTI
FILM & MUSIC
COMMISSION



VISIT 
CORPUS
CHRISTI
Foundation


BECC


GULF COAST
CAPITAL
Store


CC
ME


VISIT CORPUS CHRISTI
TOURISM ACADEMY

 **DATA
SCIENCE**
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