



**HT Sports**  
*Initiative to Increase Sports Tourism*

June 12, 2018

A great economic opportunity exists for Terrebonne Parish in the Sports Tourism industry.

- Sports Tourism is a \$15B per year industry (*Time Magazine*)
- Youth sports alone has grown by 55% since 2010
- Houma offers several advantages to attract these events:
  - Mid-size market
  - Near hotel options
  - Emerging infrastructure
  - Plethora of amenities
  - Competitive cost structure

Sports  
+ Tourism  

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\$15 Billion



## MISSION

HT Sports is dedicated to enhancing the economy and quality of life in Terrebonne Parish through the leveraging and development of community sporting facilities and venues for the attraction of sporting, entertainment, business and tourism events.

## Concept

- Aggressively recruit various sports-related events
- Utilize facilities throughout Terrebonne Parish
- Partner with existing event sponsors to enhance events
- Develop other events that would be “owned” by HT Sports

## Structure

- HT Sports would be a brand of TEDA
- Maintain the activities within a public entity
- Subject to all laws of other public entities
- Allows reduction of administration costs



# Example of Success in Sports Tourism

Wahoo Softball recently hosted a fast-pitch softball tournament.

- Girls ages 8 through 18
- 25 teams participated (400 kids)
  - 9 local teams
  - 16 out of town teams
- 200 associated hotel rooms
- \$20,000 in direct revenue



**\$26,400**

**New Taxes**

# Civic Center Opportunity

The Civic Center offers the best opportunity to recruit events in the short-term. Due to the large, flexible space a wide array of events can be hosted at the Civic Center.

- Basketball
- Volleyball
- Rodeo
- Indoor track
- Gymnastics
- Indoor soccer
- Martial Arts

*Note: HT Sports will work only on sports-related events, freeing up Civic Center staff to continue marketing for other uses. A formal agreement will be sought with new Civic Center leadership.*





The Municipal Auditorium serves as a nice alternative for events requiring smaller event space. Additionally, it could easily serve as a satellite location for larger events.

- Dance competitions
- Gymnastics (for younger children)
- Martial Arts demonstrations
- Tournament Award Ceremonies
- Tournament Registration Location



Municipal Auditorium



Bayou Country Sports Park is a critical asset within the sports tourism ecosystem. As such, HT Sports will work to ensure that the facility construction will support large event recruitment. BCSP should be able to host almost any outdoor event, including:

- Soccer
- Baseball
- Softball
- Tennis
- Triathlons (parts of the event)
- Running
- Archery
- Other outdoor events





# Bayou Country Sports Park (BCSP)

Given its critical importance to the ecosystem and the sports tourism economy, HT Sports has offered a optional plan to control the park for a period of time to ensure efficient construction and operations during the Rec 2,3 Board restructuring process.

- Park controlled by HT Sports (via TEDA)
- Maintain public oversight
- Removes burden from Rec 2,3 Board during the restructuring process
- Lower administrative costs by sharing resources with TEDA
- Utilize existing TEDA processes for management of public resources

*Note: If Rec 2,3 does not want to pursue this plan, HT Sports will work closely with them to ensure the park can fulfill its intended purpose.*



There should be a 3-Party Agreement consisting of:

- **TPCG**

- Financial assistance
- Financial management and planning assistance
- Inclusion of BCSP into General Liability policy
- Annual Risk Management assessment

- **Rec 2,3**

- Transfer of asset
- Transfer funds dedicated to BCSP

- **HT Sports**

- Hire Director of HT Sports
- Manage construction, management, maintenance and operations
- Create a permanent Sports Tourism Subcommittee
- Arrange and coordinate administrative demands



## One-time Funding Sources

- **\$3.0MM - \$3.5MM.** Rec 2,3 funding committed to BCSP
- **\$750K.** 50% of proceeds from sale of MLK property
- **\$150K.** Additional funding from TPCG Economic Development Fund
- **\$200K.** Funding from Parish Recreation Budget

## On-Going Funding Sources

- **\$600K\*.** Annual funds transfer from Rec 2,3
- **\$150K.** Annual funds transfer from Parish Recreation Budget
- Sponsorships
- Events
- Concessions

*\*This leaves Rec 2,3's existing operating budget in place (\$387K) along with an additional \$250K for additional operating expenses and capital improvements beyond BCSP*



*Note: If successful, this could serve as a model for the proposed Airbase Park.*

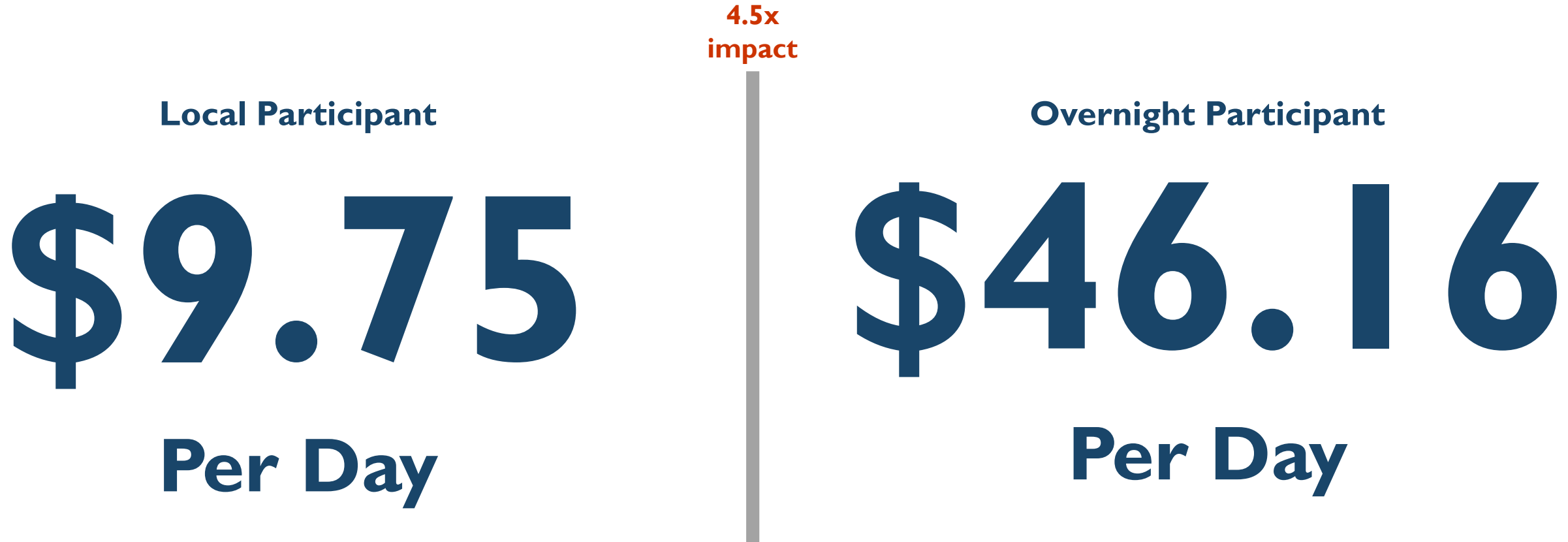
## Short-term

- Hire Director of HT Sports
- Work with Joseph Furr Design Studios and All South Consulting to create a construction, funding, and operations plan
- Prepare sponsorship packages
- Conduct two community meetings about Sports Tourism and the status of BCSP
- Begin recruitment of events with a goal to secure 3-5 events at existing facilities by 2019

## Long-Term

- Develop funding strategies and operational plans
- Establish a process to recruit 10 – 12 events per year
- Explore partnerships with other recreation districts and other assets in the ecosystem (e.g. Civic Center, Municipal Auditorium)
- Identify opportunities to partner with existing events (e.g. TFAE's Run for Excellence)
- Create a signature event hosted by HT Sports (e.g. Levee Marathon)





- New local taxes generated according to participant location
- Based on TEDA analysis
- BCSP must ensure that it can attract participants from outside of Terrebonne Parish to maximize its economic impact





- Based on 15 three-day events per year at BCSP
- Local residents will still have access to much of the park during most events at BCSP

# Summary

**Sports Tourism represents a major opportunity for Terrebonne Parish**

**TEDA, through HT Sports, is well-suited to lead these efforts with partner support**

**Bayou Country Sports Park is a critical asset and a strategy must be agreed upon to maximize its bifurcated goals**

**HT Sports will become the single entity responsible for sports tourism activities in Terrebonne Parish**



# Thank You

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