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Sports & Properties, Inc. Newsletter | December 2013



Welcome to the Sports & Properties, Inc. Newsletter, an occasional update on SPI's latest activities.

Happy Holidays to our clients, newsletter readers, and fellow sports industry executives!

SPI & The Africa Youth Games

Fall of 2013 has been a particularly exciting period for Sports & Properties, Inc. (SPI). I am currently contributing to this newsletter from Gaborone, the capital city of Botswana, and host of the 2014 Africa Youth Games (AYG), which will be held May 22-31, 2014. As reported in our previous newsletter, SPI has been contracted by the U.S. Olympic Committee to assist the Association of National Olympic Committees of Africa (ANOCA) and the Botswana Africa Youth Games Organizing Committee (BAYGOC) with the organization and management of the 2014 Africa Youth Games.

Currently underway is the first-ever seminar for the Chefs de

Mission for each of the 54 countries of Africa. A Chef de Mission is the leader of, and responsible for, the Youth Games team from their respective nations. They essentially serve as the CEO of their country's team when competing in international events. The seminar is being held on the campus of the University of Botswana, which will also be the site of the Athletics (Track & Field) and Swimming competitions of the Games.

SPI is on site to participate in the seminar, to review the status of Games preparations, and to assist in advancing those preparations where needed. Given the fact that there are only 5 months remaining to the Games, there are many areas of opportunity to help facilitate the success of the 2014 Africa Youth Games.



Hill Carrow wil General Lassana Palenfo, President of ANOCA, in Gaborone, Botswana

Facility Consulting

SPI has now completed a multi-month project assisting Seminole County, Florida, in identifying, and planning for, new tourism-generating sports facilities. The first two phases of the project focused on a major ballfield complex referred to as the Seminole County Sports Complex. This \$20 million venue has been approved unanimously by the Seminole County Board of County Commissioners, with rfp's and contracts now underway for design, construction, and owner representation. The new complex is slated to become potentially the largest all-artificial turf ballfield complex in the country and will begin hosting events and producing significant economic impacts for Seminole County in 2016.



Phase III of our Seminole County work has focused on a potential new fieldhouse facility for the County. Similar to the Seminole County Sports Complex, the fieldhouse facility, targeted for a County-owned parcel close to the Sports Complex, will be designed and positioned first and foremost as a major sports tourism generator. The five-year plan designed by SPI for the facility achieves well over 120 event days and \$20 million in economic impacts on an annual basis.

Seminole County is planning for the new fieldhouse facility to follow the completion of the Seminole County Sports Complex, currently targeting a potential opening date in 2017.

PIER 39

The company travel schedule has been "vigorous" as SPI extends itself from Africa in the east to San

Francisco in the west. PIER 39 in San Francisco is one of the top-ranked tourist destinations in the world, with over 8.5 million visitors per year. Noted for its world-famous sea lions, over 117 shops and restaurants, and its highly-popular annual events, PIER 39 is typically the starting point for everyone's visit to San Francisco and the Bay area. SPI is delighted to be assisting PIER 39 on a new major sponsorship initiative intended to help take PIER 39 and the PIER 39 visitor experience to the next level.



Big Events on the Horizon



March 1, 2014 ♦ Greensboro, NC

— A FIG WORLD CUP EVENT —

SPI continues its role as director of some of the country's most significant sports events. Coming up first is the AT&T American Cup, the top international event of USA Gymnastics. The AT&T American Cup will be held at the Greensboro Coliseum Complex on March 1, 2014. The AT&T American Cup will be preceded the evening prior by the Nastia Liukin Cup, effectively a national championships for USA Gymnastics junior athletes. In addition, the two Cup events will be "wrapped" by the Greensboro Gymnastics Invitational, a large regional competition, making for almost an entire week

of gymnastics. SPI is helping lead the local host committee and has been particularly focused on sponsorships, marketing, advertising, and logistical and operations support.

Meanwhile the 2015 U.S. Figure Skating Championships is approaching the One Year Out mark (January 18, 2013). SPI heads the organizing committee for the U.S. Championships. SPI's successful leadership of the 2011 US Figure Skating Championships resulted in U.S. Figure Skating selecting Greensboro and North Carolina to host again only four years later—a milestone that has not been achieved for 80 years, since New York City in the 1940's.

The 2015 U.S. Figure Skating Championships organizational and promotional activities are in full swing with the Championships' first Sponsor Workshop on November 14, the Greensboro Holiday Parade on December 7, and appearances by Olympic Silver Medalists Nancy Kerrigan and Paul Wylie on December 15. Ticket package and sponsorship sales are ahead of 2011, but a full-court press throughout 2014 is planned to help take the 2015 U.S. Championships to the next level and ensure the event tops the record-breaking crowds and other special achievements of the 2011 event.

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