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Sports & Properties, Inc. Newsletter | May 2014



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

It has been a busy spring for the SPI Team with a variety of projects ranging from events to facility studies, from close to home to several states away, but always with a goal by SPI management to deliver strong value and positive results for every client.

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## Landing a Perfect 10 for USA Gymnastics

Indianapolis-based USA Gymnastics (USAG) is seen as one of the top sport governing bodies among the U.S. Olympic Sport Family, and the top-drawer management and staff of the organization brought their A game to town with the Nastia Liukin Cup and the AT&T American Cup, held at the Greensboro Coliseum Complex, Friday, Feb. 28 and Saturday, March 1, 2014. The Nastia Liukin Cup is essentially USAG's junior national championships, while the AT&T American Cup is an annual international competition that is part of the International Gymnastics

Federation's World Cup Tour. In addition, a regional competition, the Greensboro Gymnastics Invitational (GGI), was moved from its original dates to coincide with the two top-tier events and form a Gymnastics Week extending a full five days from February 26 through March 2.

SPI led the bid for USAG's major events and managed the event's sponsorship and marketing, catering, hospitality, and logistics in a partnership with the Greensboro Coliseum Complex, Greensboro Convention & Visitors Bureau, and Greensboro Sports Commission. The result was a record-breaking performance all the way around, with the GGI more than doubling its prior participation, attendance at the Liukin Cup setting a new all-time record for the event, and attendance at the American Cup topping all non-Olympic years for that event!

USAG was extremely laudatory of the event management and recognized SPI and the local host team for the record-setting effort in front of the AT&T American Cup crowd.



Hill Carrow is flanked by USAG Chairman Peter Vidmar and CEO Steve Penny in recognition ceremony at AT&T American Cup

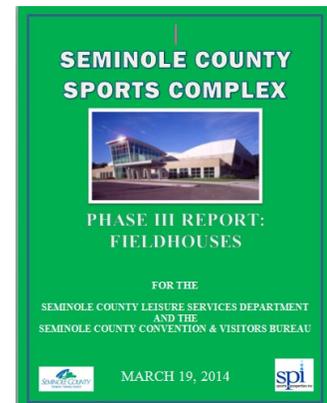
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## Seminole County Sports Tourism Taking it to the Next Level

Seminole County Florida has a strong vision for the future of major tourism to the County, which is located northeast of Orlando, and it is not "all about the mouse." Instead, the emphasis is on sports-and in a big way.

Already, as reported in a previous SPI Newsletter, Seminole County is well along the way on Phase I of this vision which features a 16-field ballfield complex, for which SPI did the initial benchmarking research, concepting, and financial plans. The ballfield project would include artificial turf and field configurations that would cater to a variety of outdoor sports including baseball, softball, soccer, lacrosse, and field hockey, among others. Now the County wants to continue that momentum with a major fieldhouse project, and they again called on Sports & Properties to provide the necessary analysis and financial pro-formas.

"It is critical that we continue to build our sports infrastructure in Central Florida if we want to be successful long term in the ever expanding but highly competitive sports tourism market," said John Bisignano, President & CEO of the Central Florida Sports Commission. "Sports & Properties, Inc. did a bang up job on the concept and plans for outdoor sports at the Seminole County Sports Complex, so naturally we wanted more of the same with regards to indoor sports at a major fieldhouse facility, which is Phase II of our Seminole County expansion plans."



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## Grand Slam on ACC Baseball Championships Bid

The Atlantic Coast Conference recently announced that it would award all four years up for bid for its

baseball championships to Durham Bulls Athletic Park, and SPI assisted in scoring that big home run for Durham and North Carolina's Triangle Region. SPI was involved in bid planning, bid writing, bid presentation, and relationship building for the Durham 2015-2018 Bid Committee.



Finalists included Charlotte, Winston-Salem, Greensboro, and Durham, and all but Winston-Salem have been prior tournament hosts. Greensboro is also home to the ACC headquarters and Charlotte boasted a brand new, state-of-the-art stadium, so competition was fierce. Durham's goal as espoused by bid leaders Jim Goodmon of Capitol Broadcasting and Casey Steinbacher of the Durham Chamber, was to position Durham as the long-term home of the ACC Tournament, similar to the way the NCAA College World Series has found a home in Omaha.

Towards that end, in making the announcement, Conference Commissioner John Swofford had this to say, "Our membership had a desire for the Championship to find a home, and through its bid, Durham displayed its abilities to be that home." Regional and local leaders were thrilled with the selection and began work almost immediately thereafter on preparations that would deliver on bid team promises and live up to the ACC's lofty goals for the championships. Jim Goodmon was not fazed by the Conference's high expectations as he said, "I would like to think this is just the beginning, that Durham and the Triangle will prove over the next four years that our community can be the permanent home of the Championships."

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## SPI Leader Recognized for Volunteer Contributions



From the time of its founding, SPI has always made giving back to the community a strong part of the company's philosophy and approach to business. SPI's staff and interns, for example, have collectively served for over 12 years as the volunteer staff for the Triangle Sports Commission, a local 501(c)(3) charity, that is focused on sports tourism in the Triangle. Of course individual staff members also have their own charitable groups and projects to which they give their time and funds.

One of those is the long-time volunteer work that Hill Carrow, CEO of SPI, has done for US Masters Swimming, the national sport governing body of Masters or adult swimming in the US. Hill has been involved with Masters Swimming for almost 34 years and during that time has run three of USMS' national championship meets, has served as committee member and chair on national committees, founded two Masters swim teams including Raleigh Area Masters where he was also the

head coach, served as Chair of the state Masters Swimming organization, and has been state champion and nationally-ranked as a competitor. Currently Hill is serving on the USMS Board of Directors Compensation & Benefits Committee and runs the USMS High Performance Camp (which he re-started for USMS in 2011).

For all these activities and many more, US Masters Swimming recently recognized Hill with its highest honor, the Ransom Arthur Award, named for the USMS founder and given annually to the

volunteer who has done the most to benefit the development of US Masters swimming. "To receive this type of recognition from USMS is a tremendous honor," said Carrow, and one that simply grew out of my love of, and passion for, Masters swimming and sports in general. For me, this is certainly not a 'retirement award,' and I will do my best to continue to serve the leaders of, and participants in, US Masters Swimming."

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