## TOURISM VENUE NEEDS ASSESSMENT - NEXT STEP

The Assessment Steering Committee that has been working with the consultants from CSL International. The committee comprises representation from the CVB Advisory Board, Joplin Sports Authority, Southwest Missouri Lodging Association, and Joplin Parks and Recreation. Included in this are the athletic directors from MSSU and JHS.

- Jim Cullumber and Josh Shackles, CVB/AB
- Jared Bruggeman, JSA
- Pete Hall, SWMOLA
- Rob Mallory, MSSU
- Matt Hiatt, JHS
- Paul Bloomberg, Parks
- Patrick Tuttle and Kerstin Landwer, CVB

### FROM CSL'S FINDINGS:

- Four options for a multi-use venue are being presented as a path forward.
- In considering a multi-use venue for Joplin, the long-term ability for diverse programming tops the critical factors for venue sustainability.
- The intent would be for a collaborative effort by Joplin Parks & Rec, Joplin Sports Authority, and the Convention and Visitors Bureau to be the primary agencies responsible for booking the venue.
- Additional information is provided by the JSA and CVB listing potential clients who could be attracted to a Joplin multi-use venue.

### VERSATILE MULTI-USE VENUE

- Multi-use venue with hardwood for court sports on one side.
- Turf design on the opposite.
- Both turf and hardwoods would be removable to allow for flat-use space for various uses, including trade shows, events and meetings, and related community activities.
- Snack bar, pro shop, party rooms, team rooms, staff offices, and storage would make up the center portion of the venue.
- The challenge is building a venue that is not merely catching up but one that places Joplin in the lead.

**The Steering Committee seeks permission from City Council to advance this project by developing a funding plan.**

# BUILDING PROGRAM: Overview

CONFIDENTIAL DRAFT
For Discussion Purposes Only

The following pages detail four building program scenarios for a potential Joplin Event Center, which are based on the comprehensive market analysis conducted as part of CSL's Feasibility Study. Preliminary capital cost estimates for each scenario are also presented. We begin with the identified optimal building program below, followed by three less costly scenarios with more limited amenities and square footage needs. It should be noted that more limited programs will result in material decreases in attendance, room night, and economic impact relative to Option A (the optimal program).

## OPTION A:
## MULTIPURPOSE SPORTS AND EVENT CENTER

**$45.5 million**
preliminary capital cost estimate*

- **PRIMARY BUILDING PROGRAM ELEMENTS:**
  - Flexible, tournament-quality indoor court complex.
  - Six (6) hardwood basketball courts (95' x 50' alleys) or 12 full-sized volleyball courts (60' x 30' alleys).
    - Four (4) courts of these courts convertible to approximately 35,800 SF of flat floor event space.
  - One (1) regulation-size indoor, synthetic turf field (200' x 85').
  - Multipurpose conference/event space:
    - 10,000 SF carpeted, upscale ballroom with 25' ceiling.
    - 4,000 SF sub-divisible breakout meeting space.
    - Level of finish (wall treatment, floor covering, lighting, etc.) that is characteristic of three or four-star hotels.
    - Full-service kitchen.
  - 130,000 GSF building footprint.
  - Approximately 750 parking spaces.

- **CHARACTERISTICS/AMENITIES:**
  - Minimum 35-foot ceiling height.
  - Dropdown nets to separate court spaces (including ability to net individual batting/training cages/spaces).
  - Bleachers, athletic equipment, scoreboard, and other such in-house assets.
  - Four (4) Locker/team rooms and party rooms consistent with industry standards.
  - Walking track (second-story).
  - Pro shop with sports equipment and apparel.
  - Fitness/weightlifting area.
  - Health and wellness offices (possibly a health or fitness provider tenant).
  - Play area and/or climbing wall.
  - Food court/café.
  - Performance and esports spaces.

* - includes site and soft costs, as well as 10 percent contingency.

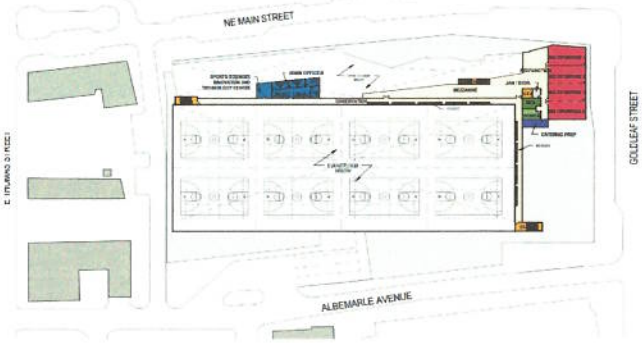
## A Rocky Mount Event Center

Rocky Mount, NC

**165,000 square feet**
**(8 basketball courts + 15,000 sf family entertainment center)**





# BUILDING PROGRAM: Overview

CONFIDENTIAL DRAFT
For Discussion Purposes Only

## OPTION B:
INDOOR SPORTS CENTER

$40.3 million
preliminary capital cost estimate*

- **PRIMARY BUILDING PROGRAM ELEMENTS:**
  - Flexible, tournament-quality indoor court complex.
  - Six (6) hardwood basketball courts (95' x 50' alleys) or 12 full-sized volleyball courts (60' x 30' alleys).
  - One (1) regulation-size indoor, synthetic turf field (200' x 85').
  - 130,000 GSF building footprint.
  - Approximately 750 parking spaces.

- **CHARACTERISTICS/AMENITIES:**
  - Minimum 35-foot ceiling height.
  - Dropdown nets to separate court spaces (including ability to net individual batting/training cages/spaces).
  - Bleachers, athletic equipment, scoreboard, and other such in-house assets.
  - Four (4) Locker/team rooms and party rooms consistent with industry standards.
  - Walking track (second-story).
  - Pro shop with sports equipment and apparel.
  - Fitness/weightlifting area.
  - Health and wellness offices (possibly a health or fitness provider tenant).
  - Play area and/or climbing wall.
  - Food court/café.
  - Performance and esports spaces.

* - includes site and soft costs, as well as 10 percent contingency.

## B Cape Girardeau SportsPlex

Cape Girardeau, MO

**121,000 square feet**
**(6 full-sized basketball courts and 2 full-sized indoor soccer fields)**





# BUILDING PROGRAM: Overview

CONFIDENTIAL DRAFT
For Discussion Purposes Only

## OPTION C:
INDOOR SPORTS CENTER (NO INDOOR TURF FIELD, LESS AMENITIES)

$28.3 million
preliminary capital cost estimate*

- **PRIMARY BUILDING PROGRAM ELEMENTS:**
  - Flexible, tournament-quality indoor court complex.
  - Six (6) hardwood basketball courts (95' x 50' alleys) or 12 full-sized volleyball courts (60' x 30' alleys).
  - 100,000 GSF building footprint.
  - Approximately 500 parking spaces.

- **CHARACTERISTICS/AMENITIES:**
  - Minimum 35-foot ceiling height.
  - Dropdown nets to separate court spaces (including ability to net individual batting/training cages/spaces).
  - Bleachers, athletic equipment, scoreboard, and other such in-house assets.
  - Four (4) Locker/team rooms and party rooms consistent with industry standards.
  - Pro shop with sports equipment and apparel.
  - Food court/café.

* - includes site and soft costs, as well as 10 percent contingency.

C

## SportONE/Parkview Fieldhouse

Fort Wayne, Indiana

**80,000 square feet**
**(6 full-sized basketball courts and small indoor turf training area)**








# BUILDING PROGRAM: Overview

CONFIDENTIAL DRAFT
For Discussion Purposes Only

## OPTION D:
INDOOR SPORTS CENTER (ONLY 4 COURTS, LESS AMENITIES)

$19.8 million
preliminary capital cost estimate*

- **PRIMARY BUILDING PROGRAM ELEMENTS:**
  - Flexible, tournament-quality indoor court complex.
  - Four (4) hardwood basketball courts (95' x 50' alleys) or 12 full-sized volleyball courts (60' x 30' alleys).
  - 70,000 GSF building footprint.
  - Approximately 300 parking spaces.

- **CHARACTERISTICS/AMENITIES:**
  - Minimum 35-foot ceiling height.
  - Dropdown nets to separate court spaces (including ability to net individual batting/training cages/spaces).
  - Bleachers, athletic equipment, scoreboard, and other such in-house assets.
  - Four (4) Locker/team rooms and party rooms consistent with industry standards.
  - Pro shop with sports equipment and apparel.
  - Food court/café.

* - includes site and soft costs, as well as 10 percent contingency.

**D**

## GameOn Sports Center

Cedar Rapids, Iowa

**40,000 square feet**
**(4 full-sized basketball courts, limited onsite amenities)**





| | A | | B | | C | | D | |
|---|---|---|---|---|---|---|---|---|
| **Footprint** | **130,000** | | **130,000** | | **100,000** | | **70,000** | |
| | **$ 45,500,000** | | **$ 40,300,000** | | **$ 28,300,000** | | **$ 19,800,000** | |
| Courts | 45,000 | 34.6% | 45,000 | 34.6% | 45,000 | 45.0% | 30,000 | 42.9% |
| Turf Field | 20,000 | 15.4% | 20,000 | 15.4% | | 0.0% | | 0.0% |
| Ballroom | 10,000 | 7.7% | | 0.0% | | 0.0% | | 0.0% |
| Breakout Mtg Rooms | 4,000 | 3.1% | | 0.0% | | 0.0% | | 0.0% |
| Kitchen | 1,500 | 1.2% | | 0.0% | | 0.0% | | 0.0% |
| Locker Rooms | 4,000 | 3.1% | 4,000 | 3.1% | 3,000 | 3.0% | 2,000 | 2.9% |
| Team/Party Rooms | 3,000 | 2.3% | 6,400 | 4.9% | 4,800 | 4.8% | 3,200 | 4.6% |
| Pro Shop | 1,000 | 0.8% | 1,000 | 0.8% | 1,000 | 1.0% | 1,000 | 1.4% |
| Fitness Area | 4,000 | 3.1% | 4,000 | 3.1% | | 0.0% | | 0.0% |
| Health/Wellness Offices | 1,000 | 0.8% | 1,000 | 0.8% | | 0.0% | | 0.0% |
| Play Area | 2,500 | 1.9% | 2,500 | 1.9% | | 0.0% | | 0.0% |
| Food Court/Café | 5,000 | 3.8% | 5,000 | 3.8% | 5,000 | 5.0% | 4,000 | 5.7% |
| Performance/Esports Space | 1,500 | 1.2% | 1,500 | 1.2% | | 0.0% | | 0.0% |
| Storage/Back of House | 15,000 | 11.5% | 12,000 | 9.2% | 10,000 | 10.0% | 7,500 | 10.7% |
| Mechanical | 1,500 | 1.2% | 1,500 | 1.2% | 1,500 | 1.5% | 1,500 | 2.1% |
| Public (Restrooms, Lobby, Hallways, etc...) | 11,000 | | 26,100 | | 29,700 | | 20,800 | |
| | | | | | | | | |
| Parking | 750 | | 750 | | 500 | | 300 | |
| **Cost Per Sq Ft-Footprint** | **$ 350.00** | | **$ 310.00** | | **$ 283.00** | | **$ 282.86** | |

## PARKS AND RECREATION

Additional INDOOR programming Parks and Recreation could consider adding to the annual calendar.

- Flag Football, Dodgeball, Wiffleball, Kickball, Winter Camp & Clinics, Boxing, Kickboxing, and Zumba.
- Room Rentals for birthday parties, public meetings, team meetings and clinics, and private events.

## SPORTS AND RECREATION

From programming Amateur Sports, Joplin Sports Authority could target the following organizations to bring their indoor events to Joplin. Several already bring in summer events.

- Great American Conference
- Great Lakes Valley Conference
- MidAmerica Intercollegiate Athletics Association
- National Junior College Athletics Association
- National Christian College Athletics Association
- Missouri State High School Athletics Association
- Missouri Christian Schools Athletics Association
- National Association of Intercollegiate Athletics
- Kansas Collegiate Athletic Conference
- Amateur Athletic Union
- Junior Olympics
- Heart of America Athletic Conference
- American Midwest Conference
- Conference Commissioners Association
- Kaymax Sports
- TJ Britton Group

Sporting Events in a multi-use venue should first be geared to the traditional indoor events of Basketball, Volleyball, Soccer, and Wrestling.

Below is a list of events that should be factored in as a venue is being designed:

- Archery
- Gymnastics
- Cheer and Dance
- Weightlifting
- ESports
- Crossfit
- Inline Hockey
- Roller Derby
- Badminton
- Ax and Knife Throwing
- Golf Simulator
- Indoor Cricket
- Futsal
- Table Tennis
- Air Hockey
- Billiards
- Darts
- Game Board Tournaments
- BMX

## EVENT AND CONVENTION VENUE

First and foremost, the barometer of what would be an ideal meeting space should consider a footprint adequate to bring the Joplin Chamber of Commerce Business Expo back to Joplin (Missouri).

From a meeting planner's aspect, having removable turf and/or hardwood floors would provide open floor space, making the venue attractive to trade shows and conventions where exhibition space is required.

The following list is of organizations that once frequented Joplin for their meetings and events but can no longer be housed here, or more recently, they have turned Joplin down due to inadequate venue space could be considered again.

2016 National League of Cities Board and Policy Summer Meeting

2020-2024 MSHSAA Speech, Debate, and Theater State Competition

2021 ICBDA Competition

2017 Missouri Recycling Association

Missouri Republican Party 2016 GOP State Convention

Missouri Parks & Recreation

2016 Regional Soroptimist Meeting

2016 Missouri Association of Community Action

2016 Regional NAI Workshop

Heart of American Single Square Dancers Association

Missouri Association of CVBs

Missouri Governors Conference on Tourism

MO Bank Travel

Missouri Chamber of Commerce

Missouri Trucking Association – MO Truck Driving Champions

National Fireworks Association

Missouri Baptist Convention

National Association of Healthcare Assistance

Missouri Association of Osteopathic Physicians & Surgeons

Missouri Society of Professional Surveyors

Association of Missouri Electric Cooperatives Conference

Missouri Alliance for Arts Education

Shell Rotella Truck Show

2019 International Juggler's Association 2024 International Conference

Missouri National Guard Post-Deployment-Yellow Ribbon Event

Summerfest annual Christian weeklong camp

Cat Fancier show

Tri-State Kennel Club annual show

Hot Tub and pool show 2023

Rhea Lana resale event

HBA Annual Home Show

Nexstar dance competition

2018 – 2020 State Indoor Games

Most Worshipful Prince Hall Grand Lodge of Missouri

Council of Administrators of Special Education, Inc.

Missouri Creative Adventures Affiliate Finals

National League of Cities 2016 Board and Policy Summer Meeting

MO Association for Community Action

Tanglefooters Round Dance Club

Wedding Expos

Missouri Realtors

## A COMPARISON

### Cape Girardeau SportsPlex History

The Cape SportsPlex was established after a venue review committee recommended the venue as their top choice for economic development using the Restaurant Tax collected to help support growth in recreation, sports, and tourism-related activities in the region.

The venue, proposed by Midamerica Corp. and their partners, went through a competitive RFP process which received endorsement by the Cape Girardeau City Council in September of 2015. The Design/Build aspect of the building was led by Penzel Construction out of Jackson, Missouri. The 10+ acres for the building and surrounding parking donated by Midamerica Corp. is located at the juncture of Interstate 55 and State Highway 61 between the City of Cape Girardeau and the County Seat of Jackson, Missouri.

The community celebrated the venue opening on May 6, 2017. The Cape Girardeau SportsPlex draws sporting and tournament business from a five-state region; Missouri, Arkansas, Illinois, Kentucky, and Tennessee – all within a 200+ mile radius of southeast Missouri. This area is considered a regional hub for business, medical, education, and recreational opportunities.

### Venue Amenities

- Two regulation indoor turf fields (regulation indoor soccer)
- Turf fields are full enclosed by netting for a multipurpose space for baseball, football, soccer, and softball
- Drop-down batting cages
- Six high school regulation hardwood basketball courts
- 12 regulation hardwood volleyball courts
- Spectator seating areas available on turf and court sides of the venue
- Great for a multitude of events and activities such as cheer and dance competitions, martial arts, marching band events, gymnastics, and more!
- Full-service food and beverage capabilities
- Multi-use space for team meetings, coach's clinics, team parties and more!

