

Joplin Sports Authority

JOPLIN CITY COUNCIL 4TH QUARTER REVIEW

DECEMBER1, 2025

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Joplin Sports Authority- What are we and what do we do?

We are a 501 (C) (3); not for profit sports commission funded predominately by the city lodging tax.

Mission Statement:

The purpose of this corporation is to attract, promote, provide and support local, state, regional, national and international sporting events to the Joplin area, which will provide economic impact and enhance the quality of life for the residents of the Joplin area.

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JSA Board and Officers

- Currently has 11 Board members in four categories (excluding Ex-Officio):
  - Appointed- MSSU AD, Joplin Schools AD, Director of Joplin CVB, Director of Joplin Parks and Recreation
  - Citizen Directors- four resident of the city selected by Joplin City Council
  - At-Large Directors- 3 area residents selected by the Joplin City Council
  - Ex-officio Board members- Mayor of Joplin or the designee & the Executive Director JSA (both Non-voting)*

Current BOD:

Officers: Chair-Jhan Hurn; Vice Chair-Patty Vavra, Treasurer- Dave Compton, Secretary- Darieus Adams, Executive Director- Jared Bruggeman*

Directors: Matt Hiatt, Rob Mallory, Patrick Tuttle, Paul Bloomberg, JT Weber, Hunter Perry, Darieus Adams, Mike Clark, Dave Compton, Chuck Copple*,

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Agenda:

1. Final numbers for JSA FY25
2. Updates on Events
3. Updates on Recruitment of Events
4. Some ”Shout outs”!

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FY 25 Year in Review: Current Economic Impact Summary

- Fiscal Year 2025 which is November 2024 – Oct 2025 (Previous Year)
- Number of Events – **24** **(27)**
- Room Nights Generated – **14,507*** **(15,635)**
- Market Average Daily Rate (ADR) - **$141.64** **($108.04)**
- Total Market Room Revenues - **$2,054,472** **($1,689,283)**
- Avg. Incidental spending per guest - **$119.75** **($116.49)** (Missouri Division of Tourism)
- Total Incidental spending by lodging guests - **$5,854,578** **($5,103,660)**
- Total Tax Revenues derived from Lodging Operations - **$263,691** **($216,819)**
- Total Tax Revenues derived from incidental spending - **$496,175** **($432,535)**
- Total Tax Revenues - **$759,867** **($649,355)**

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FY 25 Year in Review: Current Economic Impact Summary

- Total Economic Impact - **$ 10,047,082*** **($8,927,622)**
- FTE Jobs Created (state formula of 5 labor hours per room night) – **34.9** **(37.6)**
- Total JSA event expenses - **$439,735.76** **($411,033.60)**
- Avg. JSA event expenses per room guest – **$8.99 ($9.38)**
- Total Net ROI - **$9,607,346 ($8,516,589) An increase of over $1M from last year and $3M from 2 years ago!**
- **ROI Ratio – 21.8:1 (20.7:1)** **Goal set initially for organization is 10:1**
- **Notes- 1. Participants Only! 2. ADR is up as in incidental spending; 3. New record for Economic Impact; 4. We don't have STR's numbers**

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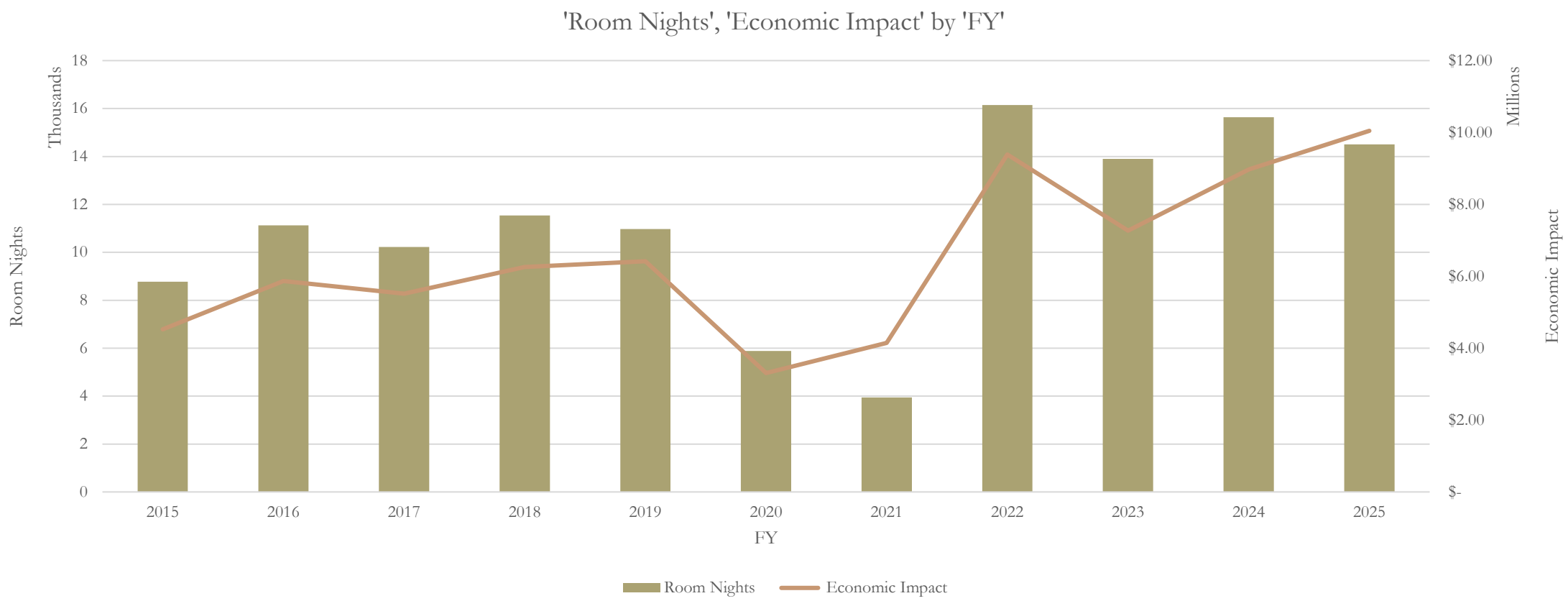
Last decade of data on Room Nights and Economic Impact



Some of the great events scheduled so far for this FY2026!

- There are over 25 events scheduled as of right now; we anticipate that number growing marginally
- Low end of the estimate on participants in these events is over 11,500 (not including coaches, officials, support staff, parents and fans)
- Some of the larger and significant events include:
  - Freeman Health Lady Eagle Basketball Tournament (December)
  - 71st Annual Neosho Holiday Classic (December)*14 of the 17 teams are staying in Joplin
  - JHS Kaminsky Classic (January)
  - The MCSAA Winter, Spring and Fall State Championships (February)
  - SAC Baseball Championship (May)*
  - NJCAA Region 16 Baseball Championship (May)
  - MCSAA Spring Festival (May)
  - Summer Baseball Tournaments including HOAT and one Premier Baseball Tournament
  - Ragnorak Swim Meet (July)
  - The AJGA Roper Honda Joplin Junior Championship (August)
  - The Southern Stampede (September)
  - MCSAA Fall Festival (October)
  - NCCAA D1 & D2 M&W XC National Championship (November)*year 2 4 year deal

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Event Recruiting updates

- Additional Disc Golf Tournaments- local and Pro Disc Golf Assoc. (PDGA)
- Bowling- Meeting this month; more to come later
- Collegiate Baseball Post Season (MIAA/NCAA/KCAC/NJCAA Region 16)
  - **Was awarded the Sooner Athletic Conference (1st Time)**
  - **Region 16 in process; new host!**
- NCAA Regional and National XC Championship go out in January (could be later depending on NCAA meetings in January
- Elks State Golf Championship bid due this spring (two year bid)
- Additional recruiting events (archery, soccer, softball, swimming, pickleball, cornhole)

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Special Shout Outs!

- Coach Chris Lahm and OCC for assisting with NCCAA Events and Bid process!
- Matt Hiatt, AD for Joplin Schools- great assistance with all these events!
- Coaches Jamie Burnham and Brian Schiding, MSSU AD Rob Mallory, MSSU Assc. AD Cori Reid and the MSSU XC Program for the NCCAA XC Bid process and NCAA Division 2 XC Regional in November!



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Any questions?

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