



Sports Complex Feasibility Study for Grenada County, MS

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Prepared by:

Dr. Chris Croft (Co-PI)

Assistant Professor
Sports Management

Dr. Brandon Allen (Co-PI)

Assistant Teaching Professor
Sports Management

Dr. Sungsoo Kim (PI)

Associate Professor
Economic Development and Hospitality & Tourism

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EXECUTIVE SUMMARY

A Sports Complex Feasibility Study for Grenada County, MS

Executive Summary

To examine the likelihood of success for a proposed new Grenada sports complex, Grenada County Economic Development District (GCEDD) requested assistance from the Department of Economic Development, Hospitality & Tourism, and Sports Management at the University of Southern Mississippi to conduct the feasibility of the project. Especially, the purpose of the study is to project local and regional market demand for the decision makers in Grenada County, Mississippi; in particular, to determine whether or not there is an opportunity to build a new sports complex in Grenada County.

More importantly, the basis for the project is to provide a unique combination asset in Grenada County, with indoor and outdoor sports facilities, to create a competitive sports (tourism) destination in the region. In fact, the Grenada sports complex should serve as a community asset by 1) hosting various sports tournaments, 2) improving residents' quality of life, and 3) generating economic impact in order to benefit the local community.

Based on local market condition analysis, several key strengths and challenges for a new sports complex in Grenada County, MS are identified. The strengths of the local Grenada County market include:

- Although Grenada County's population tends to decline, the retirement communities are projected to increase by about 9.5% to the year 2027.
- Conveniently located in the northwest of the state of Mississippi, connecting the region to most major cities, including Starkville, Oxford, Jackson, Memphis, New Orleans, and Little Rock.
- Grenada Lake provides additional leisure and sports activities (e.g., boating; fishing) for visitors.
- Affordability of destination.

On the other hand, some of the challenges as they relate to supporting a new sports complex in Grenada County include:

- Although Grenada County's population is relatively stable, the population had declined by 3% over the last seven years and is projected to decline by an additional 3% by year 2027.
- The real median household income for Grenada County (\$33,026) was significantly lower than the state (\$40,528) and the national income (\$55,322).

- Distance from major cities in the state of Mississippi and other adjacent states (e.g., more than an hour away, and each city offers their own sports complexes for their own local demand).
- Airport accessibility; lack of commercial (passenger) airlines within 80 mile-radius from Grenada County.
- Lack of quality hotels, except Hampton Inn & Suites, Comfort Inn and Suites, and Holiday Inn Express; most of the area's hotel inventory is comprised of small and limited service properties, and the total room inventory of less than 611 rooms is relatively low.
- Lack of larger hotel properties; the largest hotel property is only 90 rooms, which may not accommodate larger groups in a single hotel property.
- Limitations in local traditional visitor amenities (e.g., nightlife, entertainment, downtown, etc.).
- Lack of Grenada County's image as a sports event destination to sports planners.

Additionally, based on the results from demand analysis, the proposed Grenada sports complex would need to attract considerable potential users from outside of Grenada County to be viable. Since there are no competitive and comparable indoor sports facilities within a 65 mile-radius, it is suggested that GCEDD should consider developing indoor sports facilities along with the proposed Grenada sports complex. As a result, it is recommended to slightly reduce the total number of fields from original research plan for baseball, softball, and soccer. This is suggested due to declining population in Grenada County albeit the proposed suggestions in this report will still serve the population and provide the basic and needed services to Grenada youth. The reduction is very small as one less baseball field and two less soccer fields from original research plan.

While the focus of this feasibility study pertains to development of a sports complex, Grenada County would also consider pursuing the construction of the proposed sports complex in two different phases (Phase I and Phase II). Phase I would focus on the primary and immediate needs of outdoor sports' activities. This would include a total of 12 baseball/softball fields and 5 soccer (multi-use fields that could be used for football plus track and field). Phase II would be later in the process after Phase I is completed and in use to add on to existing sports complexes. It would focus on indoor sports' activities, include an indoor track, bowling, fitness and training area, courts for basketball and volleyball, and a natatorium. This indoor part of the sports complex would allow year-round events to be held as well as allowing residents' access.

Interestingly, if GCEDD is more interested in improving the residents' quality of life, a local use model should be selected for Phase II. Positives of this model are that it serves the local community and start-up costs/operational costs are considerably less than the tournament model. Although this facility would accommodate the local community, it would not be sufficient to host regional tournaments thereby bringing in visitors to the local area. On the other hand, if tournament-based indoor sports facilities are constructed, these facilities normally limit the amount of local community use thus neutralizing the day to day operations being efficient financially. This facility would attract local tournaments due to the scarcity of facilities of this nature in Mississippi; however, there is a significantly larger start-up cost and operational cost.

More importantly, the following studies are recommended prior to making a final decision for the construction of a Grenada sports complex:

- This feasibility study is largely dependent upon findings from secondary data sources, thus, additional primary data collection is recommended to gather supporting information from local business owners, citizens, and organizations to determine the likelihood of use of the proposed Grenada sports complex. For example, focus group, which is a small group discussion guided by a trained leader (i.e., moderators), should be performed to learn more about opinions on the construction of the Grenada sports complex with the stakeholders in Grenada County, including major corporations and the lodging industry.
- It is also critical to examine whether or not the current lodging supply can accommodate the future potential users for various indoor and outdoor tournament programming in relation to the proposed Grenada sports complex.
- A study that would determine the economic impact from construction of the proposed Grenada sports complex should be conducted, and would determine direct, indirect, and induced impacts, including the impact from creation of new jobs.

SECTION I
INTRODUCTION

I. INTRODUCTION

Grenada County is a rural county located in the northwest region of the state of Mississippi, specifically 100 miles north of the state capitol. The county includes the cities of Grenada, Holcomb, Elliott, Leflore, and Hardy. Grenada County is easily accessible for visitors via air, rail and road. For example, Interstate 55 runs through the heart of Grenada County, connecting the region to most major cities including Jackson, MS and Memphis, TN (100-mile radius), Baton Rouge and New Orleans, LA (300 mile radius), Houston, TX and Tallahassee, FL (600 miles). Grenada County Airport is near I-55, offering a 7,000-foot lighted runway service is available to Grenada County.

According to Economic Modeling Specialists International software (EMSI) (2017), the county's median household income was \$33,026, the median housing value was \$81,400, and the number of total housing units was 18,800. Its population reached 21,000 in 2017 (EMSI, 2017). Grenada County has a fairly small corporate presence with only two companies in the region employing more than 500 people, a material making company, Luvata (1,200 employees) and Advanced Distributor Products (1,074 employees). More importantly, Grenada County offers a unique mix of local attractions for residents and visitors, such as a challenging 18-hole golf course at Hugh White State Park called the Dogwoods, Malmaison Wildlife Management Area, Chakchiuma Swamp Natural Area, the Antique Mall of Grenada, and Grenada Lake.

SECTION II
PURPOSE OF STUDY

II. PURPOSE OF STUDY

The purpose of this feasibility study is to project local and regional market demand for the decision makers in Grenada County, Mississippi; in particular, to determine whether or not there is an opportunity to build a new sports complex in Grenada County. In order to complete this feasibility study, we perform the following tasks:

- Analyze economic and demographic characteristics and trends of the area, such as population, employment, and corporate presence, including the lodging industry.
- Gather primary and secondary data on the supply and demand side of a new sports complex in Grenada County.
- Collect and analyze primary and secondary data to identify competitive and comparable sports complexes in and around Grenada County, MS.
- Estimate local market demand for Grenada sports complex.

The specific deliverables of this study include:

- *General Market Overview* – presents the overview of the area’s population growth trends, industrial diversification and growth trends, economic trends, attractions, and other special factors.
- *Trend Analysis* - presents recent regional and national trends related to a sports complex that has potential to impact development of Grenada sports complex.
- *Competitive and Comparable Facilities* – offers comparisons of various characteristics and resources of competitive and comparable facilities and their regions relative to a sports complex.
- *Market Demand Analysis* – provides the results of intercept surveys from potential Grenada sports complex users, including residents and visitors’ perspective and other potential Grenada sports complex users, all of which can be characterized as market demand potential for a Grenada sports complex.
- *Conclusions, including recommendations to Grenada County Economic Development District (GCEDD).*

SECTION III

GENERAL MARKET OVERVIEW

III. GENERAL MARKET OVERVIEW

In order to analyze local market opportunities for a sports complex in Grenada County, MS, a comprehensive review of the local market conditions is conducted, relative to the national and/or state averages. The main objective of this analysis is to examine the level of support that exists for the development of a new sports complex, and to identify the opportunities and challenges that may affect the ongoing competitiveness of the sports complex within the area and beyond.

In general, key indicators of a region's ability to provide ongoing competitiveness and support for the sports complex construction are demographic information, such as population, education attainment, employment/unemployment, and household income. In addition to these measures, the size and characteristics of a marketplace, its proximity to other metropolitan areas, and the location of competing and complimentary sports complexes all directly influence the size and quality of a new sports complex that can be supported within a particular local market.

In this regard, an analysis of these attributes is conducted as they relate to a potential new sports complex in Grenada County, MS. In particular, the analysis of existing local market conditions addresses the following areas:

1. Demographics
2. Location and Accessibility
3. Lodging and Accommodations
4. Corporate and University Presence
5. Local Attractions
6. Climate
7. Local Market Issues and Conclusions

1. Demographics

1.1. Current Population

American Community Survey (2017) indicates that Grenada County had an estimated population of 21,208 in 2017. Between 2010 and 2017, Grenada County's population had declined by 3% (647 residents). As Table 1 illustrates, this rate contradicted the national and state population trends over the same time period. The national and state population grew by 5% and 1%, respectively.

Table 1. 2010 - 2017 National, State and Local Populations

	2010 Population	2017 Population	Change	% Change
<i>Nation</i>	309,348,162	325,401,909	16,053,747	5%
<i>State</i>	2,970,314	2,992,261	21,947	1%
<i>Grenada County</i>	21,855	21,208	-647	-3.1%

Source: EMSI and ACS (2017)

1.2. Projected Population

Over the next ten years, the population in Grenada County is projected to continue its decline. By the year 2027, Grenada County will have lost an additional 649 residents, a rate of roughly 3% over the ten-year forecasted period. However, the national and state populations are projected to increase by 12,282,168 (3.8%) and 10,085 (0.3%), respectively.

Table 2. 2017 – 2027 National, State, and Local Projected Populations

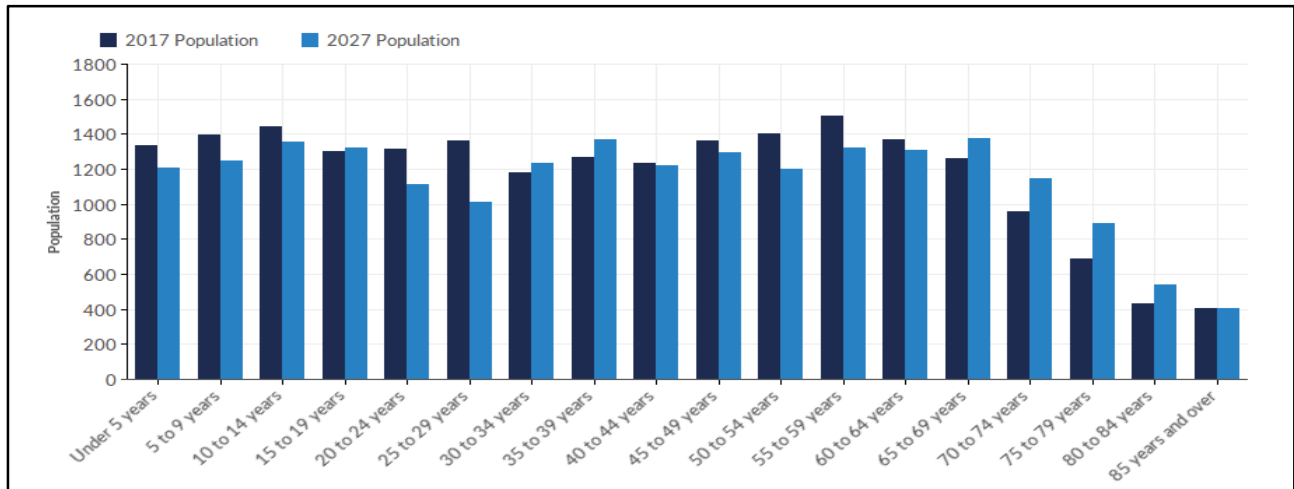
	2017 Population	2027 Population	Change	% Change
<i>Nation</i>	325,401,909	337,684,077	12,282,168	3.8%
<i>State</i>	2,992,261	3,002,346	10,085	0.3%
<i>Grenada County</i>	21,208	20,559	-649	-3.1%

Source: EMSI (2017)

Figure 1 illustrates the forecasted Grenada County population decline in terms of age cohort from 2017 to 2027. Population segments in Grenada County younger than 64 years are projected to decline, with the exception of the age cohorts between '15 to 19' (2% increase), '30 to 34' (5% increase) and '35 to 39' (8% increase). Among these, the largest population decline will be seen in those aged '25 to 29 years' (25%),

followed by those between '50 to 54 years' (14%) and '60 to 64 years' (12%). The age cohorts that are projected to increase might offer an opportunity for a new sports complex that is available for use to be in demand.

Figure 1. 2017 – 2027 Grenada County Projected Population by Age Cohort



Source: EMSI (2017)

As per the forecasted population by race/ethnicity (see Table 3), the highest increase group is 'Black, Hispanic' (35%), followed by 'American Indian or Alaskan native, Hispanic' (31%) and 'American Indian or Alaskan native, non-Hispanic' (28%). The group that projects the most loss is 'White, non-Hispanics' who are expected to decline by 6%, which is equaled to 654 residents in Grenada County, MS.

Table 3. 2017 – 2027 Grenada County Population by Race/Ethnicity

Race/Ethnicity	2017 Population	2027 Population	Change	% Change	2017 % of Cohort
White, Non-Hispanic	11,571	10,917	-654	-6%	54.56%
Black, Non-Hispanic	9,020	8,912	-108	-1%	42.53%
White, Hispanic	190	220	30	16%	0.90%
Two or More Races, Non-Hispanic	175	195	20	11%	0.83%
Asian, Non-Hispanic	102	120	18	18%	0.48%
Black, Hispanic	69	93	24	35%	0.32%
American Indian or Alaskan Native, Non-Hispanic	47	60	13	28%	0.22%
Two or More Races, Hispanic	16	20	4	25%	0.08%

Race/Ethnicity	2017 Population	2027 Population	Change	% Change	2017 % of Cohort
American Indian or Alaskan Native, Hispanic	16	21	5	31%	0.08%
Native Hawaiian or Pacific Islander, Non-Hispanic	1	1	0	0%	0.00%
Native Hawaiian or Pacific Islander, Hispanic	1	0	-1	-100%	0.00%
Asian, Hispanic	0	0	0	0%	0.00%
Total	21,208	20,559	-649	-3%	100.00%

Source: EMSI (2017)

1.3. Education Level

In contrast to the differences with national and state population trends, the percentage of Grenada County residents whom will attain education up to some level of college (23%) is higher than the national (21%) and state (22%) trends. The major differences in educational attainment between Grenada County and the national and state statistics are the percentage of population with High School Diplomas and with Bachelor Degrees. As shown in Table 4, Grenada County's percentage of population in 2017 that received Bachelor Degrees (12%) is lower than the national (18%) and state (13%) percentages. The percentage of population that attained a High School Diploma reflects the same trends with Grenada County residents (27%) falling below both national (28%) and state (30%) averages.

Table 4. 2017 – 2027 Local, State, and National Educational Attainment

Education Level	2017 Local Population	2027 Local Population	2017 % Local Population	2017 % State Population ¹⁾	2017 % National Population ²⁾
Less Than 9th Grade	1,328	1,303	9%	7%	6%
9th Grade to 12th Grade	2,144	2,151	15%	12%	8%
High School Diploma	3,949	3,725	27%	30%	28%
Some College	3,300	3,296	23%	22%	21%
Associate Degree	969	852	7%	8%	8%
Bachelor Degree	1,780	1,939	12%	13%	18%
Graduate Degree and Higher	951	1,052	7%	8%	11%
	14,420	14,318	100%	100%	100%

Notes: 1) The 2017 total state population equals 2,992,261; 2) The 2017 total national population equals 325,401,909

Source: EMSI (2017)

1.4. Industry Earnings

The average earnings of Grenada County working class individuals were \$40,515 in 2017. The national earnings average for the same year was an estimated \$64,161 (EMSI, 2017), which implies that Grenada County earned 41% less than the national earning average.

The industries with the highest average earnings in Grenada County were Management of Companies and Enterprises (\$121,971), Utilities (\$83,345), Finance and Insurance (\$57,765), Manufacturing (\$56,080), and Government (\$52,314). As seen in Table 5, the average earnings from Arts, Entertainment, and Recreation and Accommodation and Food Services were \$15,293 and \$14,488, respectively.

Table 5. 2017 Grenada County Average Earnings by Industry

NAICS	Industry	Average Earnings (2017)
11	Agriculture, Forestry, Fishing and Hunting	\$50,438
21	Mining, Quarrying, and Oil and Gas Extraction	\$0
22	Utilities	\$83,345
23	Construction	\$33,798
31	Manufacturing	\$56,080
42	Wholesale Trade	\$35,417
44	Retail Trade	\$32,064
48	Transportation and Warehousing	\$50,714
51	Information	\$50,574
52	Finance and Insurance	\$57,765
53	Real Estate and Rental and Leasing	\$41,974
54	Professional, Scientific, and Technical Services	\$46,523
55	Management of Companies and Enterprises	\$121,971
56	Administrative and Support and Waste Management and Remediation Services	\$21,674
61	Educational Services	\$24,300
62	Health Care and Social Assistance	\$39,382
71	Arts, Entertainment, and Recreation	\$15,293
72	Accommodation and Food Services	\$14,488
81	Other Services (except Public Administration)	\$25,331
90	Government	\$52,314
99	Unclassified Industry	\$0

Source: EMSI (2017)

1.5. Household Income

As shown in Table 6, the real median household income for Grenada County was \$30,078 in 2010, compared to an estimated \$41,436 for the state of Mississippi, and \$53,507 for the nation. In 2016, Grenada County's estimated real median household income increased to \$33,026 and the national real median income was increased to \$55,322. However, the state of Mississippi's real median household income decreased to an estimated \$40,528.

Table 6. 2010 & 2016 National, State and Local Real Median Household Income

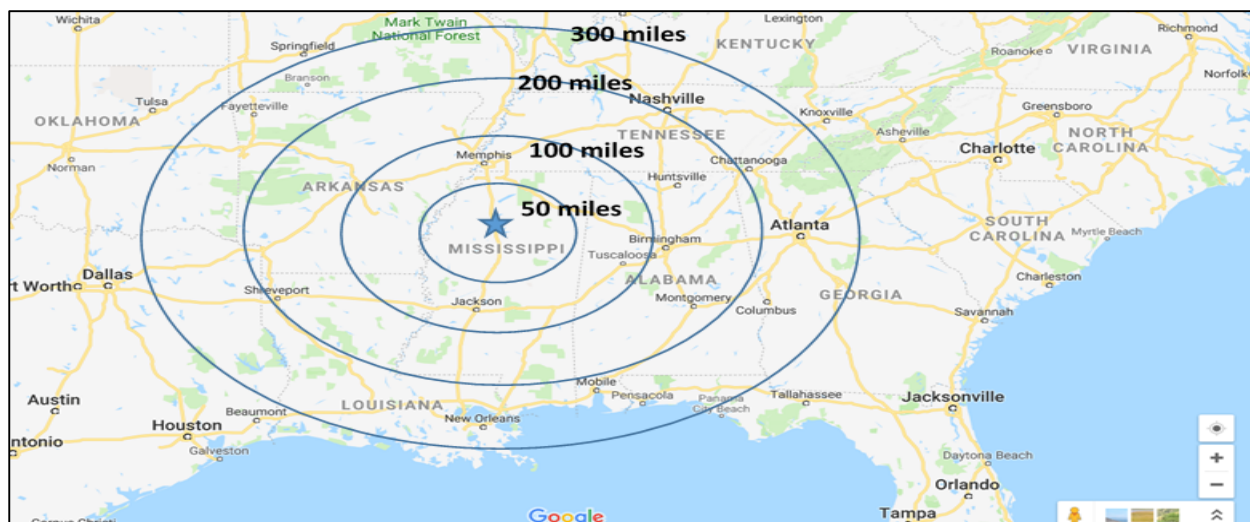
	2010	2016	% Change
<i>Nation</i>	\$53,507	\$55,322	9.7%
<i>State</i>	\$41,436	\$40,528	5.5%
<i>Grenada County</i>	\$30,078	\$33,026	8%

Source: EMSI (2017)

2. Location and Accessibility

Grenada County is a rural Mississippi county located 100 miles north of the State Capitol. The county includes the cities of Grenada (county seat), Holcomb, Elliott, and Hardy. Grenada County is located within 100 miles of Memphis, within 300 miles of both New Orleans and Little Rock, and within 150 miles of Starkville, and Oxford. Interstate 55 runs through the heart of the county, connecting the region to most major cities in the Southeastern and Midwestern United States. Figure 2 shows the location of Grenada County within the State of Mississippi and its proximity to major U.S. cities.

Figure 2. Map of Grenada County with Radius



Source: Rand McNally (2018)

More specifically, Grenada County is easily accessible for passengers via air and road, making it capable of drawing visitors from a large region:

- **Road**

- I-55 to Jackson, Memphis or New Orleans
- Three (3) connecting interstates on I-55 within 100-mile radius: I-20, I-22, and I-59

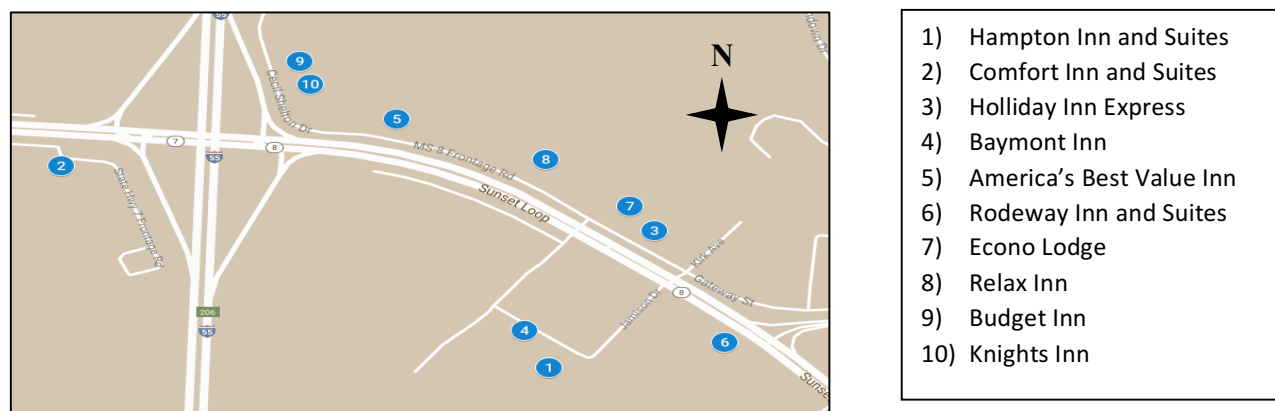
- **Airports**

- Grenada Municipal Airport (GNF) – within 2 miles of I-55
 - A general aviation airport offering four (4) lighted runways
 - Airport Operational Statistics
 - Aircraft based on the field: 17
 - Single engine airplanes: 16
 - Multi engine airplane: 1
 - Aircraft operations: average 38/week (for 12-month period ending January 23, 2018) with 36% local general aviation; 32% transient general aviation; 32% military
- Tupelo Regional Airport (TUP) – within 83 miles northeast
 - 6,500 feet runway with 150-foot-wide groomed pavement
 - Commercial flights to Nashville via Contour Airlines
- Mid Delta Regional Airport (GLH) – within 93 miles southeast
 - Direct daily flights to international airports
- Memphis International Airport (MEM) – within 100 miles north
 - Commercial airfield served by Air Canada, Allegiant, American Airlines, Delta, Frontier, Southwest, and United
- Jackson-Evers International Airport, Jackson (JAN) – within 120 miles south
 - Commercial airfield served by Delta, United and American

3. Lodging and Accommodations

In response to business and leisure demand, Grenada County has developed infrastructure to accommodate visitors, including hotels, necessary services, and retail offerings along the route of Interstate 55. As seen in Figure 3, there are 10 hotels in Grenada County are located near I-55. Surrounding these hotels are 15 restaurants, 8 convenience stores, and 5 pharmacies.

Figure 3. Grenada County Hotel Inventory and Key Asset Map



Source: Google Maps (2018)

There are 10 lodging facilities in Grenada County, MS and the local hotel inventory consists of 611 rooms. For example, there are currently six economy hotels and four middle class hotel in Grenada, MS. Table 7 shows a list of hotel properties, which provide a total of 611 rooms in the area, and the current room supply and pipeline information are provided in Figure 4.

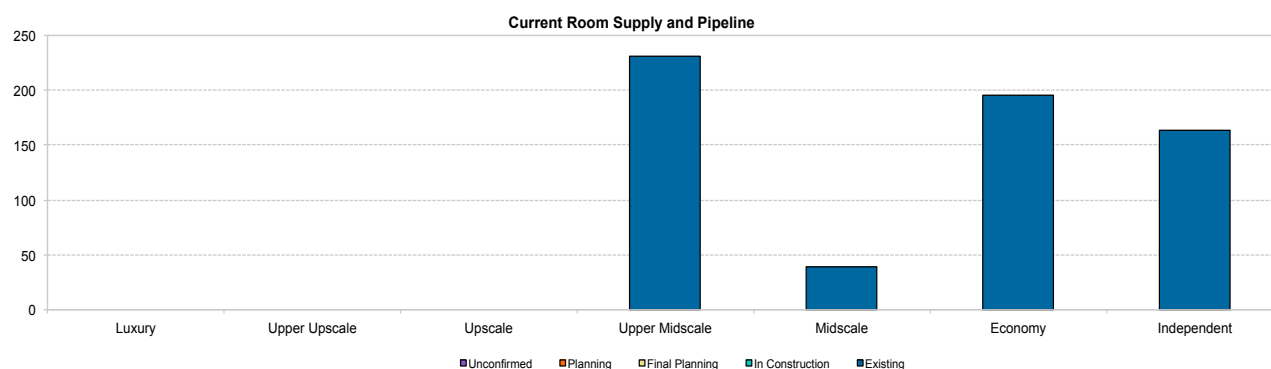
Table 7. Grenada County Hotels

Industry Segment	Hotel Name	Rooms	City
Midscale	Hampton Inn and Suites	82	Grenada
	Comfort Inn and Suites	78	Grenada
	Holiday Inn Express	73	Grenada
	Baymont by Wyndham	65	Grenada
Economy*	America's Best Value Inn	90	Grenada
	Rodeway Inn & Suites	60	Grenada
	Econo Lodge	55	Grenada
	Relax Inn	40	Grenada
	Budget Inn	36	Grenada
	Knights Inn	32	Grenada
Total	10	611	

Note) * Economy hotels include independent hotels in this table.

Source: Pipeline Report, STR, Inc (2018)

Figure 4. Current Room Supply and Pipeline



As shown in Table 8, the average occupancy rate of the hotels in Grenada County, MS was 47.8%, which is significantly lower than the national average (68.1%) (Trend Report, 2018). However, the occupancy rate had gradually increased since 2012. For instance, the occupancy rate in 2012 was 41.1% and 51.0% in 2017. The average ADR of the hotels in Grenada had also increased from \$68.38 in 2012 to \$79.10 in 2017. In addition, the 'Revenue per Available Room' (RevPar) had significantly increased over 5 years from \$28.11 in 2012 to \$40.38 in 2017, which is still about \$43.26 lower than the national RevPar average (\$83.64) in 2017.

Table 8. Data from Hotels in Grenada County, MS

Year	Occupancy Rate	ADR	RevPar	Demand
2012	41.1%	\$68.38	\$28.11	106,048
2013	43.7%	\$71.18	\$31.12	112,820
2014	49.0%	\$71.97	\$35.28	122,020
2015	51.9%	\$73.77	\$38.31	118,957
2016	51.4%	\$75.74	\$38.92	118,351
2017	51.0%	\$79.10	\$40.38	115,346
Average	47.8%	\$73.43	\$35.12	117,257

Source: Trend Report - Smith and Travel Research (2018)

4. Corporate and University Presence

Table 9 indicates that the county's two largest corporations, Luvata and Advanced Distributor Products, anchor the region, each employing over 1000. These corporations may provide a potential market for a sports complex because the workers have families and children that would use the facilities.

Table 9. 2016 Grenada County Top Employers

Business Name	Industry	Estimated Employees
Luvata	Copper Tubing – HVAC Coils	1,200
Advanced Distributor Products	Cooling Coils	1,074
Ice Industries	Metal Stamping / Automotive & Appliance Parts	290
Resolute Forest Products	Wood	163
Hankins Lumber Products	Commercial / Residential Lumber Products	150
Trulite	Glass & Mirror Production	118
Novipax	Foam Plastic Packaging / Shipping Materials	105
Suburban Plastics	Injection Molding Plastics Products	70
Fly Timber Company	Hardwood Sawmill / Rail Ties	54
Perma R Products	Plastic Foam Products Manufacturing	50

Source: Local Business Survey (2016)

In addition, Table 10 shows that the half of the businesses in Grenada County have only 1-4 employees and another 23% have 5-9 employees. Less than 5% of the businesses in Grenada County have more than 50 employees.

Table 10. 2017 Grenada County Business Size

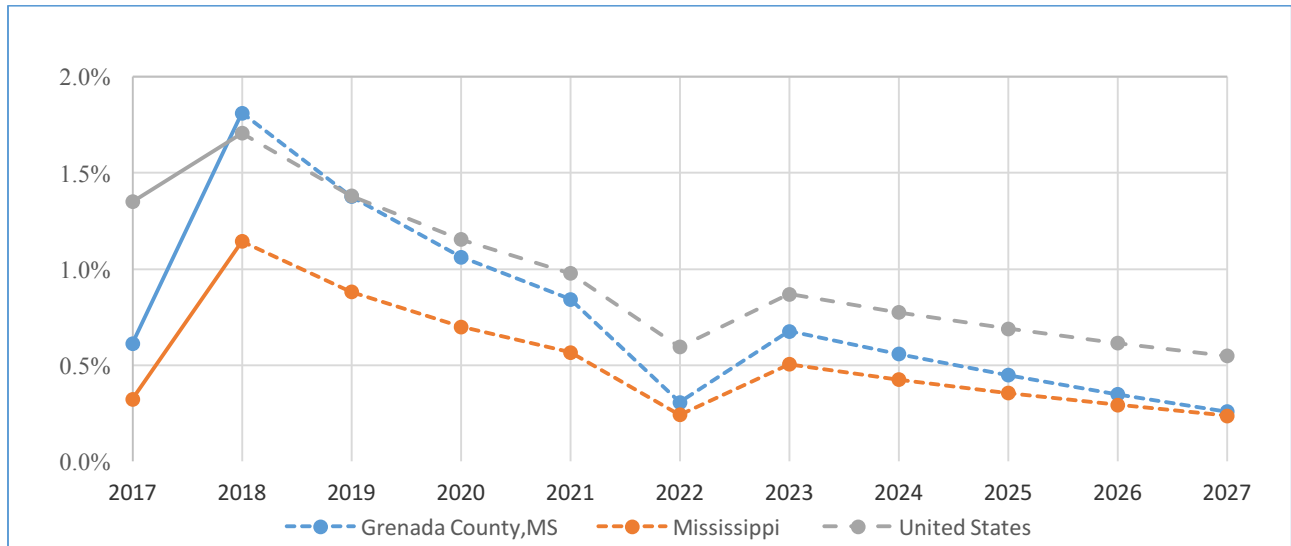
Number of Employees	Percentage	Business Count
1 to 4 employees	50.2%	477
5 to 9 employees	23.0%	219
10 to 19 employees	13.8%	131
20 to 49 employees	8.4%	80
50 to 99 employees	2.7%	26
100 to 249 employees	0.9%	9
250 to 499 employees	0.7%	7
500+ employees	0.2%	2

Source: EMSI (2017)

4.1. Employment

Figure 5 displays the national, state, and Grenada County employment trends. The graph shows that Grenada County is currently experiencing its peak of employment in 2018, rising above both state and national averages. After this year, employment in all three areas is expected to decline until the year 2023, interestingly. The employment average of Grenada County does not fall below the state of Mississippi.

Figure 5. 2017 – 2027 National, State and Local Job Trends



Source: EMSI (2017)

In particular, an increase in employment was identified for temporary help services (314 jobs), hospitals (137 jobs), and state government excluding education and hospitals (103 jobs). Grenada County had a decrease in grocery store jobs (65 jobs), local government excluding education and hospitals (68 jobs), and air conditioning and warm air heating equipment and commercial and industrial refrigeration equipment manufacturing (267 jobs).

Table 11. 2017 – 2027 Grenada County Growing & Declining Industries

Industry	Change in Jobs (2010-2015)
Temporary Help Services	314
Hospitals (State Government)	137
State Government, Excluding Education and Hospitals	103
Supermarkets and Other Grocery (except Convenience) stores	-65
Local Government, Excluding Education and Hospitals	-68
Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	-267

Source: EMSI (2017)

As seen in Table 12, the unemployment rates of Grenada County have continually decreased from 2013 to 2017. The unemployment rate in Grenada County has been lower than the unemployment rate in the state of Mississippi since 2014.

Table 12. 2013 – 2017 National, State and Local Unemployment Rates

Month	Year	Nation	State	Grenada County
April	2013	7.37%	8.54%	8.82%
April	2014	6.17%	7.53%	7.19%
April	2015	5.28%	6.42%	5.94%
April	2016	4.87%	5.82%	5.13%
April	2017	4.36%	5.07%	4.60%

Source: EMSI (2017)

4.2. University and College Presence

Grenada County is home to a satellite branch of Holmes Community College, off the main campus in Goodman. Holmes is a comprehensive community college, with a reputable nursing program located in Grenada, MS. Holmes offers academic transfer, career/technical, evening, online, and workforce training programs, which may offer an opportunity for a new sports complex for recreational use.

In addition, Grenada County is home to satellite campuses for both Mississippi State University and the University of Mississippi. Major universities located within a 150-mile radius of Grenada County include Mississippi State University, the University of Mississippi, the University of Memphis, Millsaps College, Jackson State University, Belhaven University, Wesley Biblical Seminary, Rhodes College, and Memphis College of Art.

5. Local Attractions

Grenada County offers a unique mix of local attractions for residents and visitors alike, including golf courses, country clubs, state parks, and shopping centers.

- **Golf Courses**
 - The Dogwoods Golf Course – Grenada, MS (located in Hugh White State Park)
 - 18-hole par 72 championship public golf course; Stretches out to 7,000 yards in length
 - 3,200 sq. ft. Clubhouse with golf shop, small grill kitchen, restrooms and dining area

- **Grenada Lake**

- 35,000-acre reservoir on Yalobusha River
- Fishing, water skiing, swimming, beach access
- Campgrounds
- Hiking and walking trails
 - Outlet Channel State Campground
 - North Abutment
 - North shore of Grenada Lake
 - 88 RV pads
 - Amphitheater
 - US Army Corps of Engineers Campground and Boat Launch

- **Country Clubs**

- Grenada Golf and Racquet Club – Grenada, MS
 - 18-hole private golf course covering the span of 6,400 yards
 - Tennis courts and country club dining

- **Parks**

- Hugh White State Park – Grenada, MS
 - Located on scenic Grenada Lake
 - The Dogwoods Golf Course, disc golf, boating, award-winning fishing, playground, meeting room, and pavilions and picnic areas
- Malmaison Wildlife Management Area – Grenada, MS
 - 9,843 acres that stretches across three counties
 - A scenic area that is dominated by water tolerant oak species provides access to the Yalobusha River and Mississippi River floodplains
- Chakchiuma Swamp Natural Area – Grenada, MS
 - A naturally formed tupelo-cypress swamp that runs along a meandering channel of the Yalobusha River
 - Natural trails surround the swamp and a boardwalk leads to the edge of the swamp

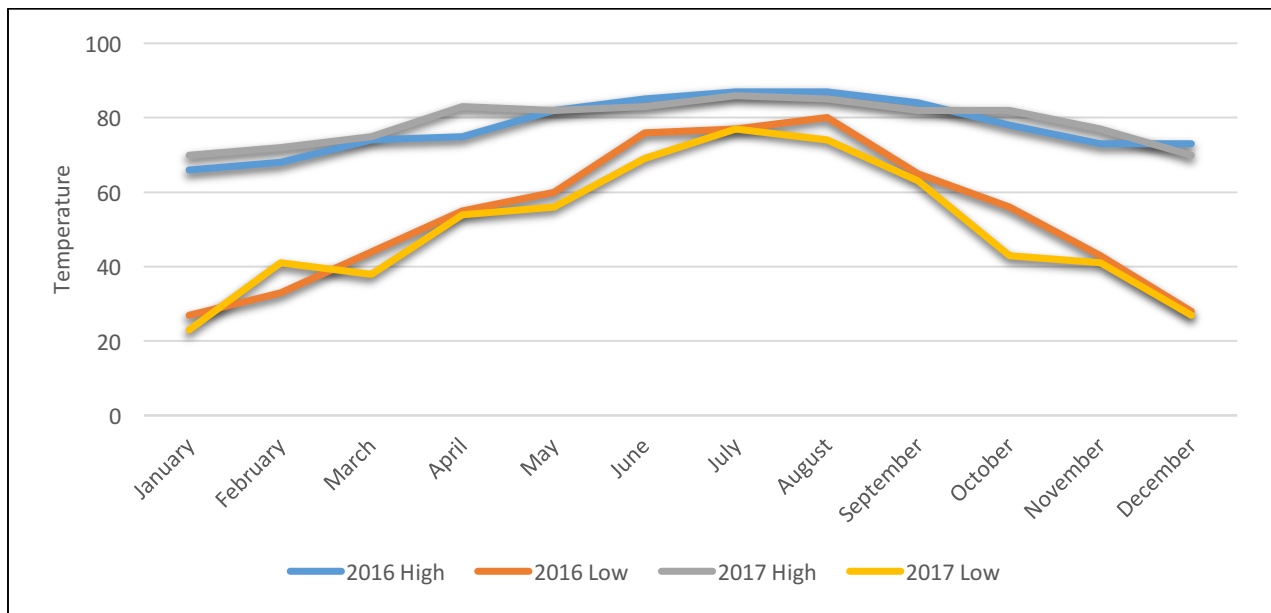
- **Shopping**

- Antique Mall of Grenada – Grenada, MS
 - Over 15,000 square feet of space
 - Offers fine antiques, painted furniture, and custom framing

6. Climate

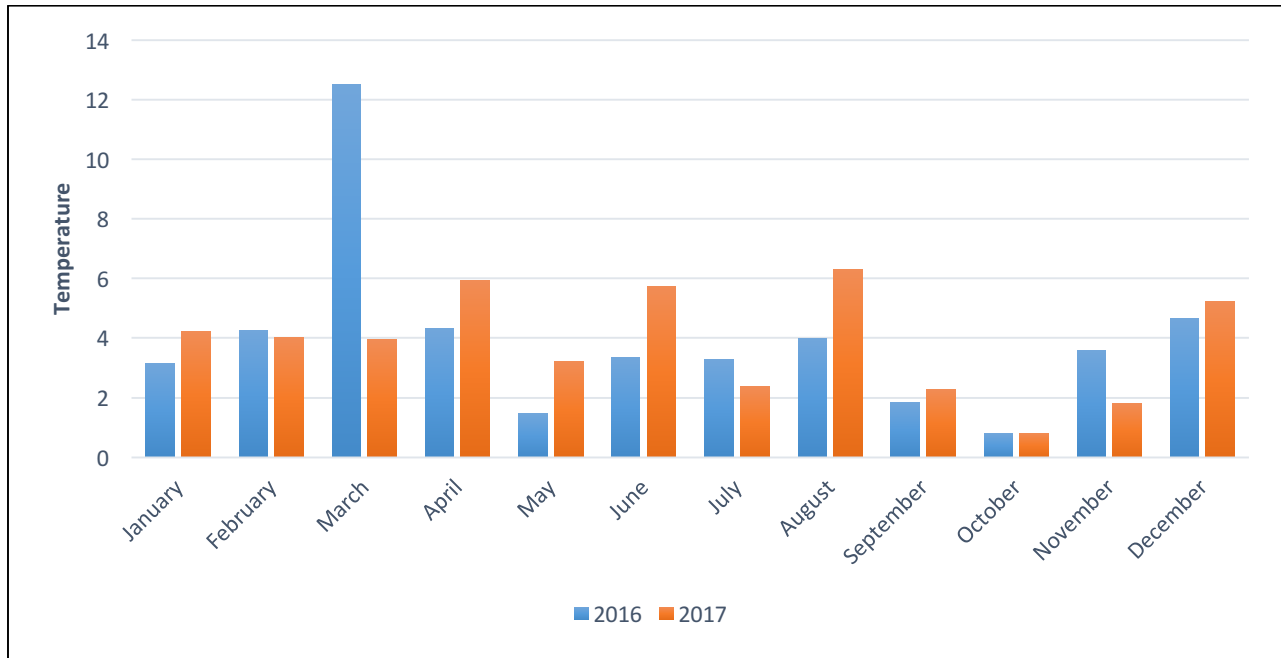
When considering the feasibility of an outdoor sports complex, the climate of the area must be taken into account. As shown in Figure 6 and Figure 7, like much of the south, Grenada County has a mild climate throughout the year.

Figure 6. Average Temperature by Month in 2016 and 2017



Source: Weather Underground (2018)

Figure 7. Average Precipitation by Month in 2016 and 2017



Source: Weather Underground (2018)

7. Local Market Issues and Conclusions

Based on local market condition analysis, several key strengths and challenges for a new sports complex in Grenada County, MS are identified. The strengths of the local Grenada County market include:

- Although Grenada County’s population tends to decline, the retirement communities are projected to increase by about 9.5% to the year 2027.
- Conveniently located in the northwest of the state of Mississippi, connecting the region to most major cities, including Starkville, Oxford, Jackson, Memphis, New Orleans, and Little Rock.
- Grenada Lake provides additional leisure and sports activities (e.g., boating; fishing) for visitors.
- Affordability of destination.

On the other hand, some of the challenges as they relate to supporting a new sports complex in Grenada County include:

- Although Grenada County’s population is relatively stable, the population had declined by 3% over the last seven years and is projected to decline by an additional 3% by year 2027.
- The real median household income for Grenada County (\$33,026) was significantly lower than the state (\$40,528) and the national income (\$55,322).

- Distance from major cities in the state of Mississippi and other adjacent states (e.g., more than an hour away, and each city offers their own sports complexes for their own local demand).
- Airport accessibility; lack of commercial (passenger) airlines within 80 mile-radius from Grenada County.
- Lack of quality hotels, except Hampton Inn & Suites, Comfort Inn and Suites, and Holiday Inn Express; most of the area's hotel inventory is comprised of small and limited service properties, and the total room inventory of less than 611 rooms is relatively low.
- Lack of larger hotel properties; the largest hotel property is only 90 rooms, which may not accommodate larger groups in a single hotel property.
- Limitations in local traditional visitor amenities (e.g., nightlife, entertainment, downtown, etc.).
- Lack of Grenada County's image as a sports event destination to sports planners.

SECTION IV

TRENDS ANALYSIS

IV. Trends Analysis

The market success of a Grenada sports complex will be partially determined by the characteristics of the sports complexes, including the types of indoor and outdoor sports activities. Especially, in order to understand long-term market demand that could utilize a potential sports complex in Grenada County, MS, a national and state trend analysis of indoor and outdoor sports activities is of significance. As the demand for sports complexes has continued to grow nationwide, Grenada County has an opportunity to add to and diversify the composition of demand in the marketplace.

The most common sources of revenue for sports complexes include membership fees, event fees, program fees, fundraising, government grants, sponsorships, and rental of facilities. Fowver and Spengler (2014) identify parents, state and city funds, grants, available subsidies, local corporate sponsorships, and crowd-funding as various sources of youth sports funding. Funding for coaches, referees, scorekeepers, and equipment are paid for through registration fees paid by the parents. The state and/or city typically covers utility costs. Grants and available subsidies may assist with costs of building new fields, purchasing equipment, or even subsidizing scholarships for underserved children. Sponsorships may offset jerseys or cost of attendance per athlete. Crowd-funding is a fundraiser technique in which sporting foundations offer matching funds for money raised by sports teams (Fowver & Spengler, 2014).

Within this section, a trend analysis of the indoor and outdoor sports activity is conducted as it relates to the new Grenada sports complex. In particular, the trend analysis addresses the following areas:

1. Types of Sports Complex and Its Characteristics
2. Types of Indoor and Outdoor Sports Activities
3. Demand Trends of National Sports Activities
4. Demand Trends of State Sports Activities
5. Grenada County Sports Market Potential

1. Types of Sports Complex and Its Characteristics

A classification of “Sport Complexes” is difficult to determine due to the variations of interpretation of the definition of a sports complex. According to the Sports Facilities Advisory (2017), a sport complex is a large area that utilizes several fields or courts dedicated to one or more sports. Each sports complex has its own benefits, depending on the style of sports activities held, the number of sports activities participants involved, the quality of the facility offered, and the vision of the sports complex provided in local communities. Because of the diverse nature of sports complexes, a variety of sports activities are necessary. Therefore, for this study, the main types of sport complexes are characterized in two different ways: 1) criteria based and 2) type of sport venue.

1) Criteria Based:

- a) **Outdoor Single Sport/Similar Sport** includes sport complexes that may have multiple fields but are only dedicated to one sport or similar sport. An example would be a baseball complex or a soccer complex.
- b) **Outdoor Multiple Sports** includes sport complexes that have multiple fields/courts that are dedicated to different types of sports. An example would include a facility with soccer fields, baseball fields, and tennis courts.
- c) **Indoor Single Sport** includes sport complexes that are housed indoor but are only dedicated to one sport or similar sport. An example would be a basketball/volleyball complex.
- d) **Indoor Multiple Sport** includes sport complexes that house multiple sports, such as swimming, basketball, indoor track, and weightlifting.
- e) **Indoor/Outdoor Sports** includes sport complexes that house both indoor and outdoor sports.

2) Type of Sport Venues

- a) **Aquatic Center** is a sport/recreational facility used for water-related activities and may be equipped with other facilities, such as diving boards, slides, spas, Jacuzzis, or saunas. These centers can be operated by a private entity or funded by the local government (Hsiao, 2005).
- b) **Triangle Fields** denote the shape of a playing surface. Common sports played on triangle fields are baseball, softball, and kickball.
- c) **Rectangle Fields** denote the shape of the playing surface. Common sports played on rectangle fields are football, soccer, flag football, competitive cheer, ultimate Frisbee, lacrosse, and field hockey. Sand volleyball is also played on a rectangle field; however, the surface is made up of

sand, which eliminates other sports from utilizing the surface area. Outdoor walking/running tracks placed around rectangle fields may provide opportunities to host track and field events.

- d) **Outdoor Hard Court Facility** denotes playing surfaces made from concrete. Most common outdoor sport court facilities are tennis and basketball.
- e) **Indoor Hard Court Facility** denotes sporting activities held inside on a hard playing surface. Most common indoor sporting activities include basketball, volleyball, racquetball, aerobics, yoga, Pilates, weightlifting, and gymnastics.

2. Types of Sports Activities

Sports complexes provide different types of sports activities for local residents and visitors, which are a part of and encompass many elements in the sports industry. Typical industry segments for the indoor and outdoor sports activities are listed as below:

1) Indoor Activities

- a) **Aerobics**: sustained exercises such as jogging, walking, or swimming which are performed to cause a temporary increase in respiration and heart rate.
- b) **Basketball**: an indoor or outdoor sport that is generally played by two teams of 5 players on a rectangular court that has two raised baskets/goals on each end. Points are scored by tossing a ball through the opponent's basket.
- c) **Bowling**: a game in which a heavy ball is rolled down a wooden alley with the purpose of knocking down wooden pins at the opposite end.
- d) **Gymnastics**: exercises that develop or display physical agility and coordination. Typical exercises include uneven bars, floor, balance beam, vaulting horse, rings, pommel horse, and horizontal bars.
- e) **Ice Skating**: an activity that requires participants to propel themselves across a sheet of ice by wearing ice skates on the feet.
- f) **Martial Arts**: a sport activity that teaches self-defense or combat strategies often without the use of weapons.
- g) **Ping Pong**: a game played by using paddles to hit a plastic ball over a net on a wooden table. Points are scored when an opponent fail to return the ball over the net.
- h) **Rock Climbing**: an activity that requires participants to climb up or down natural rock formations or an artificial rock wall.

- i) **Swimming**: an individual or team sport that requires the use of one's arms and legs to move the body through water.
- j) **Volleyball**: a game that consists of two teams, usually six (6) players per team, where a ball is volleyed over a high net. Points are scored when the ball touches the floor or a team fails to get the ball over the net within the allotted number of hits.
- k) **Weightlifting**: an activity of lifting heavy objects for either exercise or sport.
- l) **Wrestling**: a sport or contest in which two individuals grapple with each other in order to subdue or unbalance their opponent.
- m) **Yoga**: an activity that combines breath control, meditation, and specific body postures in order to achieve health and relaxation.
- n) **Zumba**: an aerobic fitness program that incorporates Latin American dance movements performed primarily to Latin American dance music.

2) Outdoor Activities

- a) **Archery**: a sport of shooting arrows with a bow to hit a specific target.
- b) **Backpacking**: traveling or hiking for long distances or long periods.
- c) **Baseball**: a game played between two teams of nine on a diamond-shaped field with four bases. Object of game is to score more runs than the other team. Players use a baseball bat to hit an overhand pitched baseball and must run to all four bases to score.
- d) **Bicycling**: an aerobic activity that uses bicycles for exercise. Stationary bicycle machines can be used to achieve same results.
- e) **Boating**: an activity of traveling on water in a boat for pleasure.
- f) **Canoeing**: an activity of paddling a light, narrow boat through the water.
- g) **Fishing**: an activity of catching fish for either sport or food.
- h) **Football**: a game with two opposing teams on a rectangle field played with goal lines at each end of the field. The object of the game is to get the ball over the goal line.
- i) **Frisbee Golf**: a game in which a Frisbee is thrown to a series of metal baskets on an outdoor course. Score is kept similar to golf in which you count the number of throws taken to make the basket.
- j) **Hunting**: an activity or sport that involves searching for wild animals or birds with the intention of killing them.

- k) **Soccer:** a game played by two opposing teams of eleven players with the object to kick or hit a soccer ball into the opponent's goal without the use of the arms or hands.
- l) **Softball:** a sport similar to baseball but modified using a larger ball and a smaller field. The softball is pitched underhanded instead of overhanded.
- m) **Target Shooting:** an activity or sport that uses guns to shoot targets.
- n) **Tennis:** a game in which two or four players use a racquet to hit a ball over a stretched net across the court.
- o) **Track & Field:** a sport, which includes athletic contests, established on the skills of running, jumping, and throwing.

3. Demand Trends of National Sports Activities

According to the Sport Market Analytics (2018), sport participation from 2010 to 2017 has been increasing in seven of the top twenty indoor and outdoor sports. For example, gymnastics is experiencing the largest growth (21%) in indoor sports, followed by weightlifting (14%) and exercising with equipment (10%). In terms of total participation, exercising with equipment leads the other sports with a total participation of 55,000. However, table tennis, known as ping-pong, had the largest decline (-20%) from 2010 to 2017, followed by dart throwing (-15%), billiards/pool (-13%) and bowling (-13%). Interestingly, volleyball has stayed relatively consistent during this time frame.

Table 13. National Top Ten Indoor Sports by Total Participation from 2010 to 2017

Participation (Ages 7+) Total U.S. (In 000s)	2010	2017	Change	% Change
Exercising w/ Equipment ¹	150,271	167,424	17,153	10
Swimming	51,943	47,900	-4,043	-8
Weightlifting	31,480	36,516	5,036	14
Bowling	38,980	34,000	-4,980	-13
Basketball	26,875	24,600	-2,275	-8
Billiards/Pool	24,014	21,000	-3,014	-13
Volleyball	10,621	10,500	-121	-1
Table Tennis	12,810	10,200	-2,610	-20
Dart Throwing	10,521	9,000	-1,521	-15
Gymnastics	4,756	6,020	1,264	21

*Note)*¹Exercising w/Equipment includes Aerobic Exercising (44,929), Work out at Club (37,395), Yoga (29,600) and, Pilates (5,700).

Source: Sport Market Analytics (2018)

As per female participation, Table 14 shows exercising with equipment grew from 2010 to 2017 by 11%, but much of this growth can be attributed to the increase in yoga and aerobic exercising. Gymnastics (21%) and weightlifting (15%) has received the highest growth from 2010 to 2017, whereby table tennis (-26%), billiards (-21%), and bowling (-18%) have plummeted nearly twenty percent. However, basketball remained relatively stable despite 1% decline from the total population from 2010 to 2017.

Table 14. National Top Ten Indoor Sports by Female Participation from 2010 to 2017

Participation (Ages 7+) Total U.S. (In 000s)	2010	2017	Change	% Change
Exercising w/ Equipment	91,114	102,151	11,037	11
Swimming	27,302	24,588	-2,714	-10
Bowling	18,340	15,068	-3,272	-18
Weightlifting	10,852	12,809	1,957	15
Billiards/Pool	9,089	7,144	-1,945	-21
Basketball	7,114	6,461	-643	-1
Volleyball	5,855	5,996	141	.2
Ice/Figure Skating	n/a	5,228	n/a	n/a
Gymnastics	3,515	4,444	929	21
Table Tennis	5,426	4,029	-1,397	-26

*Note)*¹Exercising w/Equipment (27,646) includes Aerobic Exercising (28,472), Work out at Club (18,906), and Yoga (22,478).

Source: Sport Market Analytics (2018)

As seen in Table 15, exercising with equipment (15%) and weightlifting (13%) are the top choices of indoor sports for males. Both of these categories had increased over 10% in the last 7 years. However, the remaining top indoor sports for males showed a decline in participation. For example, table tennis (-16%) and dart throwing (-13%) suffered the most, but basketball (-8%), bowling (-8%), and billiards (-7%) also experienced a steep decline.

Table 15. National Top Ten Indoor Sports by Male Participation from 2010 to 2017

Participation (Ages 7+) Total U.S. (In 000s)	2010	2017	Change	% Change
Exercising w/ Equipment ¹	59,158	69,971	10,813	15
Weightlifting	20,628	23,707	3,079	13
Swimming	24,641	23,312	-1,329	-5
Bowling	20,640	18,932	-1,708	-8
Basketball	19,761	18,139	-1,622	-8
Billards/Pool	14,925	13,856	-1,069	-7
Table Tennis	7,383	6,171	-1,212	-16
Dart Throwing	6,490	5,664	-826	-13
Volleyball	4,765	4,504	-261	-5
Martial Arts	n/a	3,945	n/a	n/a

Note) ¹Exercising w/Equipment (27,904) includes Aerobic Exercising (16,456), Work out at Club (18,489), Yoga (7,122) and, Pilates (1,051).

Source: Sport Market Analytics (2018)

More importantly, four out of the top ten outdoor sports nationally that produced an increase in total participation were exercise walking (12%), hiking (9%), soccer (10%), and tennis (5%). The other top six outdoor sports experienced a decline based on participation. For example, boating (-26%), golf (-18%), and bicycle riding (-11%) experienced the largest decline in participation. On the other hand, fresh water fishing (-1%) relatively stayed consistent during the past 7 years.

Table 16. National Top Ten Outdoor Sports by Total Participation from 2010 to 2017

Participation (Ages 7+) Total U.S. (In 000s)	2010	2017	Change	% Change
Exercise Walking ¹	131,327	148,343	17,016	12
Hiking ²	51,238	56,258	5,020	9
Camping (Vacation/Overnight)	44,738	42,141	-2,597	-6
Bicycle Riding	39,789	36,400	-3,389	-11
Fishing-Fresh Water	29,927	29,700	-227	-1
Golf	21,872	17,900	-3,972	-18
Boating, Motor/power	20,081	14,900	-5,181	-26

Participation (Ages 7+) Total U.S. (In 000s)	2010	2017	Change	% Change
Soccer	13,534	14,320	786	5
Tennis	11,136	12,300	1,164	10
Soccer	4,905	4,755	-150	-3

*Note*¹ Includes Exercising Walking (104,531) and Running/Jogging (43,812); ² Includes Hiking (43,858) and Backpack/Wilderness Camp (12,400); ³ Includes Target Shooting w/ Firearm (20,100) and Hunting w/ Firearms (17,700).

Source: Sport Market Analytics (2018)

Although exercise (walking) and hiking lead in participation, Table 17 shows that there has been a huge jump in kayaking/rafting (49%) among female participants. Target shooting with firearms has also increased by 19%. But, boating (motor/power) had the largest decline at 24% with bicycle riding down 15%. Interestingly, fresh-water fishing remains constant securing the top five outdoor sport for female participation.

Table 17. National Top Ten Outdoor Sports by Female Participation from 2010 to 2017

Participation (Ages 7+) Total U.S. (In 000s)	2010	2017	Change	% Change
Exercise Walking ¹	75,576	78,345	2,769	4
Hiking ²	22,409	25,520	3,111	12
Camping (Vacation/Overnight)	21,588	18,549	-3,039	-14
Bicycle Riding	17,677	15,115	-2,562	-15
Fishing-Fresh Water	9,399	9,395	-4	-.001
Boating, Motor/Power	8,420	6,431	-1,989	-24
Target Shooting w/ Firearms ³	7,222	8,903	1,681	19
Tennis	5,872	5,408	-464	-8
Kayaking/Rafting	2,542	4,948	2,406	49
Soccer	4,905	4,755	-150	-3

*Note*¹ Includes Exercising Walking (58,319) and Running/Jogging 20,026); ² Includes Hiking (20,701) and Backpack/Wilderness Camp (4,819);

³ Includes Target Shooting w/ Firearm (5,490) and Hunting w/ Firearms (3,413).

Source: Sport Market Analytics (2018)

Concerning male participants, Table 18 displays that exercise walking (20%), hiking (14%), and soccer (10%) has continued to grow in number of male participants from 2010 to 2017. Camping (2%), fresh-water fishing (-1%), and target shooting with firearms (.001%) have relatively stayed consistent within the last seven years. However, the largest decline of male outdoor sport participation is boating (-27%) and golf (-18%) from 2010 to 2017.

Table 18. National Top Ten Outdoor Sports by Male Participation from 2010 to 2017

Participation (Ages 7+) Total U.S. (In 000s)	2010	2017	Change	% Change
Exercise Walking ¹	55,751	69,996	14,245	20
Camping (Vacation/Overnight)	23,151	23,592	441	2
Hiking ²	26,428	30,738	4,310	14
Bicycle Riding	22,112	21,285	-827	-4
Fishing- Fresh Water	20,528	20,305	-223	-1
Target Shooting w/ firearms ³	28,877	28,897	20	.001
Golf	16,465	13,460	-3,005	-18
Soccer	8,630	9,565	935	10
Baseball	10,028	9,530	-498	-5
Boating, Motor/Power	11,662	8,469	-3193	-27

Note) ¹ Includes Exercising Walking (46,211) and Running/Jogging (23,785); ² Includes Hiking (23,157) and Backpack/Wilderness Camp (7,581);

³ Includes Target Shooting w/ Firearm (14,610) and Hunting w/ Firearms (14,287).

Source: Sport Market Analytics (2018)

More importantly, the top twelve sports based on participation in the 7-17 age category have declined in participation as noted in Table 19. Out of the twenty sports listed in Table 19, only touch football (12%), ice/figure skating (15%), gymnastics (14%), archery (9%), and softball (5%) sustained growth for the age category 7-17. Swimming (12,516,000) continues to lead the nation in participants ages 7-17; however, there has been 29 % drop since 2010. The largest drop in participation rates include skateboarding (46%), bowling (32%), fresh-water fishing (32%), bicycle riding (31%), exercising with equipment (31%), basketball (26%), and tennis (21%).

Table 19. National Top Sports by Participants ages 7-17 from 2010 to 2017

Participation (Ages 7-17) Total U.S. (In 000s)	2010	2017	Change	% Change
Swimming	17,666	12,516	-5,150	-29
Bicycle Riding	14,587	10,138	-4,449	-31
Basketball	11,957	8,901	-3,056	-26
Camping	9,596	8,616	-980	-10
Running/Jogging	8,436	7,503	-933	-11
Soccer	7,801	7,464	-337	-4
Bowling	10,193	6,958	-3,235	-32
Exercise Walking	8,172	6,764	-1,408	-17
Baseball	6,265	5,605	-660	-11
Hiking	6,180	5,583	-597	-10
Fishing (Fresh Water)	6,860	4,697	-2,163	-32
Volleyball	4,486	4,161	-325	-7
Football (Tackle)	4,792	4,022	-770	-16
Football (Touch)	3,453	3,939	486	12
Softball	3,637	3,821	184	5
Aerobic Exercising	4,437	3,726	-711	-16
Ice/Figure Skating	4,863	3,571	524	15
Gymnastics	2,961	3,454	493	14
Exercising with Equipment	4,863	3,349	-1,514	-31
Football-Flag	3,292	3,139	-153	-5
Archery	2,520	2,759	239	9
Skateboarding	4,989	2,708	-2,281	-46
Tennis	3,333	2,628	-705	-21

Source: Sport Market Analytics (2018)

4. State Sports Activities - Demand Trends

As shown in Table 20, the top sports in Mississippi are compared with three surrounding states (i.e., Alabama, Louisiana, and Arkansas). Mississippi leads the surrounding states in High School participants in basketball, weightlifting, tennis, competitive spirit squads, swimming and diving, golf, and archery. This is significant when comparing these four states by total population. World Population Review (2018) lists Mississippi with the lowest population (2.98 million) followed by Arkansas (3.02 million), Louisiana (4.68 million), and Alabama (4.89 million). In particular, one activity that did not make the top ten list in Mississippi is wrestling. Nationally, wrestling (259,391) ranks 5th in top indoor sports for high school athletics, but it has been dropping in number (273,732) since 2010. Similarly, in surrounding states such as Louisiana (1,680) Alabama (2,551) and Arkansas (857), wrestling is declining in terms of the number of participants.

Table 20. Top Mississippi High School Sport by Total Participation from 2016 to 2017

	MS	AL	LA	AR
Football (11-Player)	22,530	30,404	19,861	10,754
Basketball	16,930	9,973	13,563	9,611
Track & Field (Outdoor)	13,700	13,511	16,126	8,336
Baseball	7,575	15,602	8,563	5,667
Soccer	6,650	11,007	8,954	5,263
Weightlifting	5,575	0	2,103	1,044
Softball (fast pitch)	4,920	9,516	6,197	4,479
Tennis	4,140	3,366	3,234	2,117
Competitive Spirit Squads	4,025	0	0	1,497
Swimming and Diving	3,440	1,486	2,480	1,036
Cross Country	3,174	6,182	5,507	2,969
Golf	2,722	2,424	1,369	2,015
Archery	2,700	0	0	1,138
Volleyball	2,300	9,878	4,600	2,899

Source: National Federation of State High School Associations (2018)

As per the indoor sports (see Table 21), the top indoor high school's sport in Mississippi is basketball (16,930), followed by weightlifting (5,575), competitive spirit squads (4,025), and swimming/diving (3,440). However, if the same amount of high schools offering basketball (483) included weightlifting (309), competitive spirit squads (185), swimming/diving (128), volleyball (98), dance (100), bowling (120), indoor track & field (30), dance/jazz (25), and wrestling (2), there would be a significant increase in participation at the high school level. For instance, competitive spirit squads could potentially add 6,500 participants if offered at 483 schools.

Table 21. Mississippi Top Indoor High School Sports by Total Participation from 2016 to 2017

	Schools	Participation
Basketball	483	16,930
Weightlifting	309	5,575
Competitive Spirit Squads	185	4,025
Swimming and Diving	128	3,440
Volleyball	98	2,300
Dance	100	1,400
Bowling	120	1,240
Track & Field (indoor)	30	485
Dance Team/Jazz	25	240
Wrestling	2	25

Source: National Federation of State High School Associations (2018)

As shown in Table 22, football leads outdoor sports by total participation (22,530) with only half of the schools (242) participating as compared to the number of schools participating in outdoor track & field (495). Other sports leading in outdoor high school sports are outdoor track & field (13,700), baseball (7,575) soccer (6,650), and fast-pitch softball (4,920).

Table 22. Mississippi Top Outdoor High School Sports by Total Participation from 2016 to 2017

	Schools	Participation
Football (11-Player)	242	22,530
Track & Field (outdoor)	495	13,700
Baseball	241	7,575
Soccer	266	6,650
Softball (Fast Pitch)	232	4,920
Tennis	378	4,140
Team Tennis	374	4,110
Cross Country	328	3,174
Golf	295	2,722
Archery	262	2,700
Softball (Slow Pitch)	135	2,075
Dance/Drill	50	498
Football (8-Player)	2	43

Source: National Federation of State High School Associations (2018)

Concerning female participation, Table 23 shows basketball (8,410) leads in female participation in indoor high school sports. In general, there has been an increase in participants in competitive spirit squads, volleyball, weightlifting, bowling, and swimming. However, basketball and indoor track and field has seen a decrease in participation since 2010 (NFHS 2018).

Table 23. Mississippi Top Indoor High School Sports by Female Participation from 2016 to 2017

	Schools	Participation
Basketball	242	8,410
Competitive Spirit Squads	165	3,900
Volleyball	98	2,300
Swimming & Diving	64	1,715
Dance	100	1,400
Weightlifting	108	1,075
Bowling	60	550
Dance Team/Jazz	25	240
Track & Field (Indoor)	15	200

Source: National Federation of State High School Associations (2018)

As shown in Table 24, in Mississippi, female participation in track & field (5,400) and fast-pitch softball (4,920) lead concerning the top outdoor sports. Slow-pitch softball (2,075) has nearly the same number of participants as soccer (2,660); however, according to data from the National Federation of State High School Associations (2018), slow pitch softball has rapidly declined in Mississippi from 6,167 participants in 2010 to 2,000 participants in 2017. Nationally, within this same period, slow pitch softball has dropped by nearly half from 13,565 to 7,150. In fact, the only other states that offer slow-pitch softball are California, Georgia, Ohio, and Oklahoma (NFHS, 2018).

Archery has seen a tremendous amount of growth both nationally and at the state level. In 2010, the total archery participation at high schools across the nation was 736 participants at 76 schools. In just seven years, archery has grown over 9,767 participants at 772 schools (NFHS, 2018). In 2010, however, archery was not a sport in Mississippi High Schools, whereby there are currently 1,300 participants. Interestingly, expect archery to continue to grow in Mississippi as high schools add it to their sport programs.

Table 24. Mississippi Top Outdoor High School Sports by Female Participation from 2016 to 2017

	Schools	Participation
Track & Field (outdoor)	250	5,400
Softball (Fast Pitch)	232	4,920
Soccer	132	2,660
Softball (Slow Pitch)	135	2,075
Tennis	189	1,891
Team Tennis	187	1,865
Cross Country	164	1,425
Archery	127	1,300
Dance/Drill	50	498
Golf	119	442
Dance Team/High Kick	50	498

Source: National Federation of State High School Associations (2018)

Table 25 shows that the top male indoor sport for high school participation is basketball (8,520), followed by weightlifting (4,500) and swimming and diving (1,725). Interestingly, swimming and diving male

participants (1,725) are very similar in number to swimming and diving female participants (1,715). This may be due to the need to have a regulation swimming facility in the surrounding area. High schools that offer bowling (60), track & field (15), competitive spirit squad (20), and wrestling (2) are relatively low thereby causing low participation.

Table 25. Mississippi Top Indoor High School Sports by Male Participation from 2016 to 2017

	Schools	Participation
Basketball	241	8,520
Weightlifting	201	4,500
Swimming & Diving	64	1,725
Bowling	60	690
Track & Field (Indoor)	15	285
Competitive Spirit Squad	20	125
Wrestling	2	25

Source: National Federation of State High School Associations (2018)

As shown in Table 26, football (22,530) has more male participants than any other indoor or outdoor sport combined with male and females. The only other sport that comes to close to generating this number is basketball (16,930). Basketball (8,520), track & field (8,300), and baseball (7,575) are the next preferred male sports at the high school level.

Table 26. Mississippi Top Outdoor High School Sports by Male Participation from 2016 to 17

	Schools	Participation
Football (11- Player)	242	22,530
Track & Field (Outdoor)	245	8,300
Baseball	241	7,575
Soccer	134	3,990
Golf	176	2,280
Tennis	189	2,249
Team Tennis	187	2,245
Cross Country	164	1,749
Archery	135	1,400
Football (8-Player)	2	43

Source: National Federation of State High School Associations (2018)

5. Grenada County Sports Activities - Demand Trends

The sport and leisure demand trends for Grenada County are listed in Table 27 where the MPI (Market Potential Index) measures the relative likelihood of an adult or household in Grenada County to exhibit a certain sports and leisure behavior; an MPI of 100 represents the U.S. average. For example, hunting with a rifle (149) and shotgun (142) lead Grenada County in MPI. Other activities that are higher than the national average include fresh-water fishing (127), attending sporting events (114), motorcycling (109), archery (108), roller-skating (107), football (106), target shooting (106), boating (104), and horseback riding (104). However, sport activities such as canoeing (63), soccer (63), tennis (63), weightlifting (63) hiking (58), jogging (56) and yoga (49) are near the bottom in MPI.

Table 27. Grenada County 2018 Sports and Leisure Market Potential Index

	Expected Number of People	2017 Percent	MPI
Participated in hunting with rifle in last 12 months	1,140	6.6%	149
Participated in hunting with shotgun in last 12 months	902	5.2%	142
Participated in fishing (fresh water) in last 12 months	2,632	15.3%	127
Attend sports events: high school sports	876	5.1%	114
Participated in motorcycling in last 12 months	569	3.3%	109
Participated in archery in last 12 months	526	3.0%	108
Participated in roller skating in last 12 months	357	2.1%	107
Participated in football in last 12 months	928	5.4%	106
Participated in target shooting in last 12 months	846	4.9%	106
Participated in boating (power) in last 12 months	907	5.3%	104
Participated in horseback riding in last 12 months	417	2.4%	104
Participated in basketball in last 12 months	1,448	8.4%	99
Participated in fishing (salt water) in last 12 months	683	4.0%	96
Spent on sports/rec equip in last 12 months: \$250+	1,272	7.4%	95
Participated in baseball in last 12 months	743	4.3%	94
Spent on sports/rec equip in last 12 months: \$1-99	1,024	5.9%	94

Spent on sports/rec equip in last 12 months: \$100-\$249	971	5.6%	89
Participated in volleyball in last 12 months	506	2.9%	88
Attend sports events: basketball game (college)	336	1.9%	86
Participated in softball in last 12 months	471	2.7%	84
Participated in walking for exercise in last 12 months	3,846	22.3%	83
Attend sports events: football game (college)	642	3.7%	83
Participated in swimming in last 12 months	2,178	12.6%	81
Participated in bowling in last 12 months	1,319	7.6%	80
Attend sports events	2,716	15.7%	79
Participated in Zumba in last 12 months	567	3.3%	77
Participated in ping pong in last 12 months	529	3.1%	72
Participated in aerobics in last 12 months	968	5.6%	68
Participated in bicycling (road) in last 12 months	1,207	7.0%	68
Participated in backpacking in last 12 months	371	2.1%	67
Participated in golf in last 12 months	1,011	5.9%	67
Attend sports events: football game-NFL Mon/Thurs	226	1.3%	67
Participated in Frisbee in last 12 months	501	2.9%	64
Participated in canoeing/kayaking in last 12 months	634	3.7%	63
Participated in rock climbing in last 12 months	211	1.2%	63
Participated in soccer in last 12 months	471	2.7%	63
Participated in tennis in last 12 months	412	2.4%	63
Participated in weight lifting in last 12 months	1,109	6.4%	63
Participated in Pilates in last 12 months	277	1.6%	60
Participated in hiking in last 12 months	1,029	6.0%	58
Participated in ice skating in last 12 months	276	1.6%	58
Attend sports events: football game - NFL weekend	336	1.9%	57

Participated in jogging/running in last 12 months	1,304	7.6%	56
Attend sports events: basketball game-NBA regular season	193	1.1%	54
Participated in bicycling (mountain) in last 12 months	374	2.2%	53
Participated in skiing (downhill) in last 12 months	247	1.4%	53
Attend sports events: baseball game - MLB regular season	645	3.7%	51
Participated in yoga in last 12 months	642	3.7%	49

Source: *Ya'llBusiness* (2018)

SECTION V

COMPETITIVE AND COMPARABLE FACILITIES

V. Competitive and Comparable Facilities

This section provides a summary and analysis of competitive and comparable sports complexes. The summary and analysis will be beneficial to understanding how similar markets are performing within current industry conditions and sports facilities, including indoor and outdoor sports activities offered by competitors, and other characteristics that affect the potential demand for the Grenada sports complex development. The data gathered from this analysis will also help determine the ability of Grenada County to attract potential visitors in the future if the proposed sports complex is built.

In this regard, within this section, competitive and comparable analysis is conducted as they relate to construction of a Grenada sports complex. The analysis of competitive and comparable facilities addresses the following areas:

1. Supply and demand in Grenada County, including competitive sports complexes
2. Comparable sports complexes in Mississippi and neighboring states

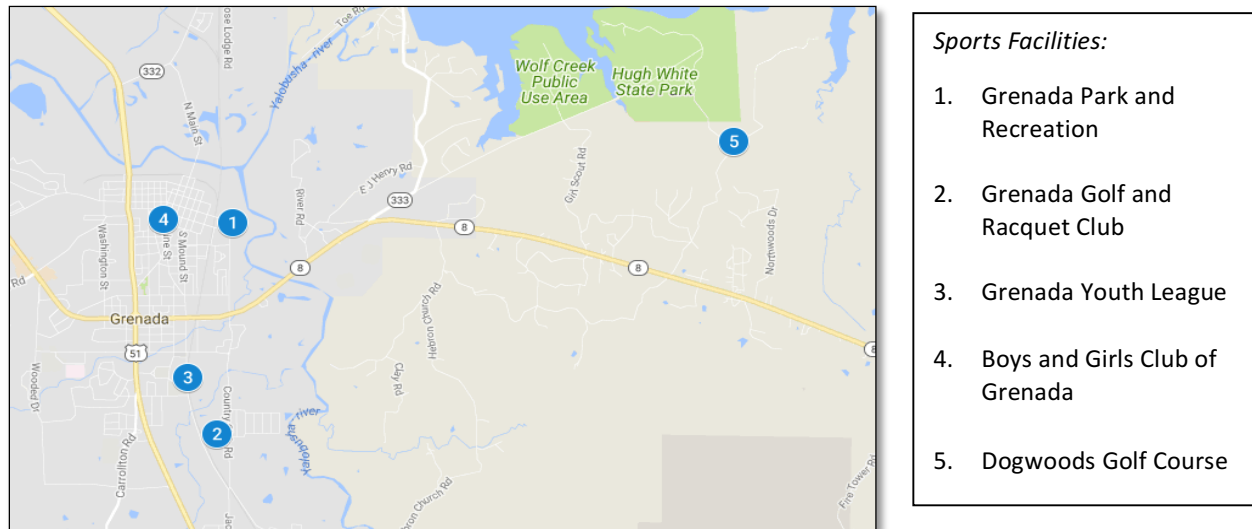
1. Supply and demand in Grenada County, including competitive sports complexes

This section provides information regarding the supply and demand of existing sports complexes in Grenada County, MS. The local and regional competitive facilities include Grenada Park and Recreation, Grenada Golf and Racquet Club, Grenada Youth League, Boys and Girls Club of Grenada, Eddie C. Smith Sportsplex, Starkville Sportsplex, FNC Park, and Delta Sportsplex.

According to Kotler, Bowen, and Makens (2010), there are two different types of competitors in marketplaces: direct and indirect competitors. The direct competitors serve the same target market with similar products and services, whereas indirect competitors serve the same target market with different products and services or a different target market with similar products and services. Given this definition potential direct competitors for a new Grenada sports complex is not yet in existence in Grenada County. Indirect competitors may include Grenada Park and Recreation, Grenada Golf and Racquet Club, Grenada Youth League, Boys and Girls Club of Grenada.

Each of these sports facilities offers unique infrastructure and characteristics. However, some information on categories, such as the specific number of sports events, annual attendance, and percentage of groups by sports activities were not obtainable due to the confidential nature of the data. Figure 8 shows a map of local potential indirect competitive sports facilities to the new Grenada sports complexes.

Figure 8. Map of Grenada County Competitive Facilities



Source: Google Maps (2018)

In addition, detailed information about each indirect competitor to the new Grenada sports complex is provided in Table 28.

Table 28. Competitive Sports Complexes

	Grenada Park and Recreation	Grenada Golf and Racquet Club	Grenada Youth League	Boys and Girls Club of Grenada	Dogwoods Golf Course
Location	370 Jasper Neely Drive	2213 Country Club Rd	2217 Jackson Ave	357 S Line St	2424 Hugh White State Park Road
Total # of Members	975	100+	900	30	80
Type of Sports Activities	Baseball, softball, football practice, swimming	Golf, tennis, swimming	Baseball, softball, soccer	Recreation	Golf
- Type of Indoor Sports Activities	-	-	-	-	-
- Type of outdoor Sports Activities	Baseball, softball, football practice, swimming	Golf, tennis, swimming	Baseball, softball, soccer	-	Golf

Size of the Facility	20 acres	-	25 acres	2 acres	200+ acres
Sports Events	Dizzy Dean Baseball Series, USAA Tournament	Fourth of July Tournament, Invitational Tournament	Grenada Soccer League, Dizzy Dean State Tournament, Frankie Bailey Tournament	-	Delta Area Seniors, Salute to Industry, ITPA, and USCGE
# Local Sports Events	10	2-4	4	-	15
# National/State Sports Events	2	0	1	-	0

1.1. Competitive Sports Complexes

1) Grenada Park and Recreation



Location: 370 Jasper Neely Drive, Grenada, MS 38901

Grenada Park and Recreation is public facility that includes 7 baseball/softball fields, swimming pool, playground, pavilion area, 3 concessions areas, restrooms, office area, and maintenance building. Limited parking due to a very small lot. For tournaments, the adjoining street is closed down to allow parking on both sides of the street. Historically, the park have held 80 baseball team tournaments; adult softball league and tournaments; and normally used for tournaments Monday thru Thursday.

Field Breakdown:

- 3 fields at 300 feet (for ages 11 & up)
- 1 field at 275 feet (primarily used for girls' softball)
- 1 field at 250 feet (for ages 9 & 10)
- 2 fields at 180 feet (for ages 8 & under)

This facility can also play softball on all fields, normally play with current fences. For tournaments with specific regulations, temporary fences are utilized. Approximately 975 annual total members: 400 baseball/youth softball members, 250 basketball members (practice/play at school sites), 250 adult softball members, and 75-100 swimming members (includes swimming lessons & open pool).

Facility is also used for football practice (no games) for beginning youth recreation leagues for three age groups: 7/8 year-olds, 9/10 year-olds, and 11/12 year-olds. Also used for cheerleader practice. Does not host national annual events but does host annual two state events include the Dizzy Dean Baseball (guaranteed one event, ages vary, held three events in summer of 2018) and USSA Baseball Tournament. Annual host to 10-local events with six annual baseball events plus Dizzy Dean baseball events. (J. Body, personal communication, August 14, 2018).

2) Grenada Youth League (Baseball Club)



Location: 2217 Jackson Ave, Grenada, MS 38901

Initial location on Fairground Road. Added additional property with the Moss property on Jackson Avenue Extended, and later added adjoining Whately property.

Grenada Youth League (GYL) is a privately owned and operated (non-profit) league, which provides the ultimate recreation experience in baseball and softball for children ages five to sixteen years. Includes approximately 900 total members including 650 baseball participants and 250 soccer participants. GYL receives its operating capital from registration, sponsors, donations and post season tournaments. GYL currently offers softball and baseball to approximately eight hundred children divided into sixty teams on ten total fields, eight for baseball and softball, and two for t-ball. The League has one full-time paid employee, (Ray Smith, commissioner), a twenty-member board, and depends heavily on volunteers. Have

been host in the past to the State World Series, and on the local level serve as annual hosts to Frankie Bailey Tournament (an annual fundraiser for former local child with cancer), the regular baseball season, the All-Star State Tournament, and the Grenada Soccer League (J. Allbritton, personal communication, August 16, 2018). The Grenada Soccer League, both boys and girls, play there annually each fall and includes Youth 6 Boys, Youth 6 Girls, U8 Boys, U8 Girls, U10/12 Combined teams for boys & girls' teams, and U14 Coed levels. Grenada Soccer League moved to this location in 2016 after previously playing at Grenada Parks and Recreation, (D. Trost, personal communication, August 15, 2018).

Field Breakdown:

- Field #1 9-10 Girls
- Field #2 9-10 Boys
- Field #3 11-12 Girls
- Field #4 13-16 Girls
- Field #5 11-12 Boys
- Additional Field 3-4 T-Ball
- Additional Field 5-6 T-Ball
- Additional Field 7-8 Boys
- Additional Field 7-8 Girls
- Additional Field 13-16 Boys
- Facility Size: 25 acres.

3) Boys and Girls Club of Grenada



Location: 357 S Line St, Grenada, MS 38901

The Boys and Girls Club of Grenada provides services for area boys and girls from ages 6-18 and has approximately 30 current members, four part-time staffs, and rely heavily on volunteers. Primarily focus

events on weekdays in late afternoon and evenings and included summer hours and host some weekend events. Main services is recreation with outdoor area and playground; focused on personal development and life skills' programs; and meal services and a Teen Center are provided. Does not offer formal sports activities or leagues. Funded by three total grants with one government grant, and two private grants. Minimal fundraising at this time due to competition from schools and churches. Hosts annual gala as fundraiser, (F. Miller, personal communication, August 10, 2018).

4) Grenada Golf and Racquet Club



Location: 2213 Country Club Rd, Grenada, MS 38901

Facility: Grenada Golf and Racquet Club is a private membership facility that offers golf, tennis, and swimming activities. The facility was built in 1923 and includes Bermuda grass on both greens and fairways, driving range, pro shop, two tennis courts, and a swimming pool. Annually host 2-4 local golf tournaments including Fourth of July Tournament and also the Invitation Tournament.

The Club currently has 100+ members. It provides 2 membership options: Social Membership includes tennis, pool, and restaurant access for \$300 initiation fee, and \$100 monthly fee; and Golf Membership includes golf, tennis, pool, and restaurant access for \$500 initiation fee, and \$271 monthly fee. Both memberships require one-year contract. (J. Webb, personal communication, August 14, 2018).

Size of the facility: Includes 18 holes, 71 par, 6,375 yards length, and 116 slope.

5) Dogwoods Golf Course



Location: 2424 Hugh White State Park Road, Grenada, MS 38901

The Dogwoods Golf Course at Hugh White State Park surrounding Grenada Lake is an 18-hole par 72 championship public golf course that stretches out to 7,000 yards in length. A nature lover's course, the Dogwoods was carved out of the forest with only necessary clearing. The facility is owned by the state but managed by the city. Also includes driving range, 3,200 square feet clubhouse with golf shop, small grill kitchen, restrooms and dining area. It has approximately 80 members. Annually hosts approximately 15 local events including Delta Area Seniors, Salute to Industry, ITPA, and USCGE. Recognized by Golf Digest as "America's Best New Bargain", "Ranked #5 in America's Best New Public Golf Courses Under \$75", and "Ranked #8 Overall in Mississippi." (J. Sanford, personal communication, August 14, 2018).

Additional Information

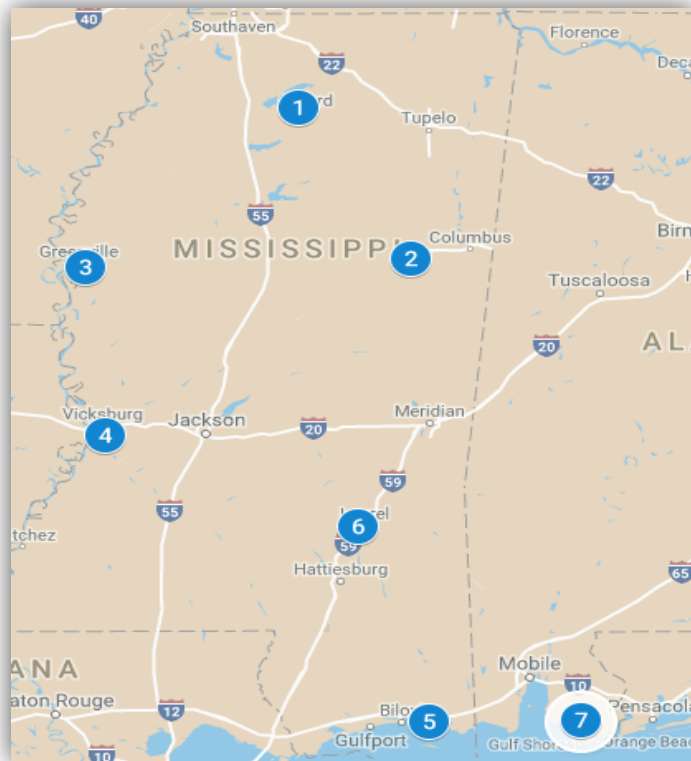
- Award winning golf architect – Gary Roger Baird, Global Golf Design
- Construction by Wadsworth Golf Course Construction Company
- Operated by the City of Grenada
- Grenada is located equal distance between Jackson, MS and Memphis, TN on I-55
- Golf Course is carved out of 200+ acres at Hugh White State Park
- Opened for play July 11, 2006
- 18 hole par 72 championship public golf course; Stretches out to 7,000 yards in length
- Pro Shop stock includes balls, gloves, hats, shirts & souvenirs
- Driving range, putting green, practice bunker
- Snack Bar

- Tif-Eagle Bermuda Grass greens averaging 7,000 sq. ft.
- Course Rating/Slope: Blue – 72.3/131; White – 70.0/129; Gold – 67.2/11 and Red – 68.1/110
- 3,200 sq. ft. Clubhouse with golf shop, small grill kitchen, restrooms and dining area
- Pro Shop hours every day – 7:30 AM – 6:00 PM. (Seasonal hours vary)

2. Comparable Sports Complexes proximate to Grenada County

Comparable sports complexes in the state of Mississippi are FNC Park, Starkville Sportsplex, Delta Sportsplex, Sports Force Park on the Mississippi, Ocean Springs Sports Complex, Laurel City Sportsplex & Laurel Natatorium, and Foley Sports Complex. Each comparable facility was selected because it possessed one or more similar characteristics (regional demographics, type of sports activities offered) to the proposed sports complex in Grenada County. Table 29 lists more detailed information about each comparable sports complex. In addition, a list of all comparable sports complexes by a distance is provided in Appendix A.

Figure 9. Map of Grenada County Comparable Sports Complexes



Sports Facilities:

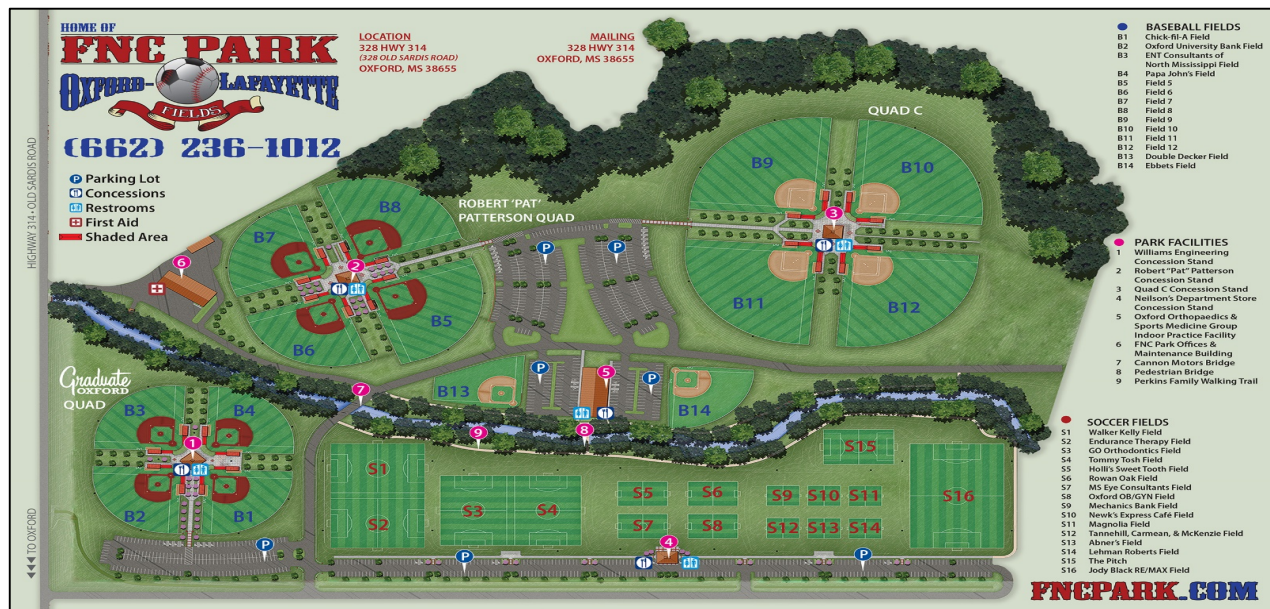
- 1) FNC Park
- 2) Starkville Sportsplex
- 3) Delta Sportsplex
- 4) Sports Force Park on the Mississippi
- 5) Ocean Springs Sports Complex
- 6) Laurel City Sportsplex
- 7) Foley Sports Complex

Source: Google Maps (2018)

Table 29. Comparable Sports Complexes

	FNC Park	Starkville Sportsplex	Delta Sportsplex	Sports Force Park in the MS	Ocean Springs Sports Complex	Laurel City Sportsplex	Foley Sports Complex
Total Population	22,314	25,336	32,156	23,131	17,636	18,837	17,218
Total # of Members	50,000	None	1,500	Opening 2019	2,000	1,370	-
Type of Sports Activities	Soccer, baseball, softball	Basketball, baseball, softball, soccer, flag football, kickball,	Baseball, softball, soccer	Baseball, softball, soccer	Football, baseball, softball, soccer	Baseball, softball, soccer, tennis, swimming	Baseball, softball, soccer
- Type of Indoor Sports Activities	-	Basketball, kickball	-	-	-	-	-
- Type of outdoor Sports Activities	Soccer, baseball, softball	Baseball, softball, soccer, flag football	Baseball, softball, soccer	Baseball, softball, soccer	Football, baseball, softball, soccer	Baseball, softball, soccer, tennis, swimming	Baseball, softball, soccer
Size of the Facility	75+ acres	20 acres	40+ acres	270+ acres	40 acres	145 acres	100 acres
Sports Events	USSSA Tournaments, Global World Series, April Ambush, Mississippi Soccer Association Tournaments, MSA Soccer Tournament	Battle for the Mini Bats, Splashvegas Shootout, Fall Frenzy	3V3 Soccer Tournament, Reggie Smith Baseball Camp, Delta Sportsplex Baseball Camp	Opening 2019	Youth Baseball Nationals by Athletx, 2D Youth World Series, USSSA and GSSA Tournaments and Showcases	Dixie Youth Baseball, Laurel Swim Association, Hispanic Soccer League, USSA Baseball Tournament	USSSA Baseball World Series, Alabama Soccer Festival, NSA-Halloween Tournament
Local Sports Events	30	20	20-30	Opening 2019	9	120	-
National/State Sports Events	4	1	3-4	Opening 2019	18	7	-

1) FNC Park



Location: 328 Hwy 314 (328 Old Sardis Road), Oxford, MS 38655

FNC Park is located in the city of Oxford and Lafayette County where Oxford is the home of the University of Mississippi. The facility is accessible from Memphis via both Interstate 55 South and Highway 78, from Jackson via Interstate 55 North, and from Tupelo via Highway MS-6 and Highway 78.

Main Sports Activities:

FNC Park, which opened in February 2009 and is one of the premier soccer, baseball, and softball facilities in Mississippi. FNC Park features state-of-the-art fields to handle city, county, and tournament participants. It includes 10 baseball fields and 16 soccer fields. That are stripped for four youth size flag football fields for the Oxford Park Commission program with playing ages 7-12 years old. OPC also offers Adult Flag Football played in the fall season. The facility hosts more than 25 baseball and soccer tournaments a year plus being home to the Oxford Park Commission youth and adult outdoor sports. FNC Park keeps a busy schedule, while it takes pride in keeping their Tifway 419 Bermuda grass at professional standards, offering the youth of Oxford and those who visit and play in tournaments the "best fields in the State of Mississippi."

FNC Park received its name from a local company, FNC, Inc. buying the naming rights to the facility therefore dubbing the park, FNC Park. FNC Park staffs eight fulltime members and one part-time office

manager. FNC Park is a standalone department under the City of Oxford and works hand-in-hand with the Oxford Park Commission.

FNC Park has four conveniently located concession stands at the soccer fields, Graduate Oxford Quad, Robert “Pat” Patterson Quad and at Quad C. There is also a small concession stand with an abbreviated menu located inside the Oxford Orthopedics Indoor Practice Facility. Concession stands generally open 1-1.5 hours before the first game of each day and will not close until 15 minutes after the last game of each day. Concession staffs are considered seasonal employees, and are hiring through online submission via website. The Park also has 38 sponsors ranging from local businesses to private contributions for memorials of family members.

AED’s are located at each concession stand and the FNC Park office/shop. FNC Park is equipped with the Thor Guard Integrated Lightning Prediction and Warning system. Thor Guard is a highly sophisticated sensor and computer that measures and analyzes the electrostatic field in the atmosphere. Lightning originated within these field allows Thor Guard to make calculations predicting its occurrence. Thor Guard is being used by the United States Golf Association, LPGA, PGA tour, Nike Tour, ABC TV sports and was used in the Atlanta Summer Olympics. It is also used by several recreational facilities throughout the USA. Thor Guard predicts the probability of lightning hazard in an area up to 25 square miles. It provides a specific reading of the risk in your immediate area. The facility’s website has the ability for members to schedule a practice via a link.

FNC Park is over 75 acres, and includes the following:

- Six (6) parking lots for over 1,000 cars with handicap parking; some select handicap spaces are van accessible. Parking lots offer special parking for RV’s, fifth wheels and campers.
- Five (5) international regulation size soccer fields (240’ x 360’). All fields have lights.
- Ten (10) baseball fields ranging in size from 200’-280’ eight (8) of which are synthetic turf in the Graduate Oxford Quad (4 baseball fields for ages 7U-10U) and Robert Pat Patterson Quad (4 baseball fields for ages 11U-14U), (C. Brownlee, personal communication, July 30, 2018).
- Two (2) Practice Fields in Double Decker and Ebbets Fields, the baseball practice fields are at the same standards as game fields but were solely built to facilitate travel baseball practices, dubbing them the practice fields.

- Four (4) 315' softball fields (Quad C), all fully equipped with lights, sub-surface drainage, and sprinkler systems.
- Twenty four (24) shade structures covering each fan bleachers on every baseball and softball field
- Four (4) concession buildings conveniently located for easy access.
- 7500 sq. ft. Oxford Ortho Indoor Practice Facility comprised of 6 retractable batting cages (available for rental). Has an observation deck for parents and siblings to watch from above and a concession stand. Batting cages can be raised to the ceiling allowing for an open field type play for indoor soccer. Facility is also available for birthday party rentals.
- Family walking trail
- Restrooms; First aid station; Pedestrian bridge; Office/maintenance building

2) Starkville Sportsplex



Location: 405 Lynn Lane, Starkville, MS 39759.

The Starkville Sportsplex located in Starkville, and Oktibbeha County, and is the home of Mississippi State University. Starkville named Playful City USA for 2011 & 2012 by KaBoom organization. The facility is accessible via Spruill Industrial Parkway Boulevard and Lynn Lane.

Total park acreage for all seven parks is 200 acres with the sportsplex approximately 20 acres. It is a multipurpose facility that includes four lighted youth softball fields (Cadence, KFK, M&F and Moreland) with 250 feet fences, four lighted adult softball fields (Spruill Field, Southwire Field, Bulldog Deli Field, and

Och Field-all are 300+feet except Och which is 280 feet), seven lighted soccer fields (Oby's Field, Triangle Field, William Wells Field, Bops Field, Rackley Field, Regions Field, and Feig Field). The facility also includes three concession stands. The Sportsplex annually host one national/state and 20 local events including Battle for the Mini Bats, Splashvegas Shootout, Fall Frenzy (G. Logan, personal communication, August 15, 2018).

The Sportsplex is also home to the Travis Outlaw Center, which houses two indoor basketball courts (\$3/\$5 a person), two racquetball courts (\$3/\$5 a person), a three-lane walking track (free to the public), two Meeting Rooms (\$25/hour), an Aerobics Room (\$25/hour), an Activities Room (adjacent to main building, \$50/hour), and a Banquet Room (basketball courts are converted to a banquet area, \$200/hour). The complex offers sports' opportunities for both adults (basketball, flag football, kickball, and softball, and youth (baseball, basketball, flag football, girls' softball, kickball, and soccer).

3) Delta Sportsplex



Location: Unnamed Road 38703, Greenville, MS 38703.

Delta Sportsplex is located in Greenville, Mississippi, and Washington County, near the Mississippi River. It includes 90 acres just south of Washington County Convention Center (near Legion Field) and is accessible via both Highway 1 and also Highway 278.

Facilities: The entire complex is approximately 40+ acres and includes 13 total baseball/softball fields with three 4-plexes and Legion Field. All fields include full lighting and irrigation systems. The facility also includes central concession pavilions, restroom facilities, seating area, and viewing/tent areas. Additionally, the facility has a soccer/football complex located between the baseball 4-plexes that is approximately 15 total acres. The breakdown of fields is eight U6 fields, eight U8 fields, nine U10 fields, five U12 fields, four U14 fields, and two U16 or adult fields. Additionally, the field can be used for football practice only and no games due to no goalposts. The area also has separate concession and restroom facility plus parking, viewing/tent areas, and bleacher seating. The sports complex currently have approximately 1,500 members. The facility annually hosts 3 to 4 state events, and 20-30 local events depending on the weather. Examples of selected specific events include 3V3 Soccer Tournament, Reggie Smith Baseball Camp, and Delta Sportsplex Baseball Camp, (J. Crespino, personal communication, August 15, 2018).

Field Breakdown:

- Original 4-plex:
Two 210-feet fields; one 290-feet field; one 270 -feet field
- Two newer 4-plexes:
 - First complex:
Two 250-feet fields; one 275-feet field; one 320-feet field
 - Second complex:
Three 180-feet fields; one 220-feet field

Legion Field: 320-feet, 390-feet, & 330-feet) for high school & college baseball games

Main Sports Activities:

The Sportsplex mission is to stimulate economic growth for Washington County, while creating an atmosphere of community harmony and standing strong in the fight against childhood obesity. The development, construction and operation of a multi-use youth sports complex located in Greenville, MS to serve the youth of the Greater Mississippi Delta. In the past, Legion Field has been the home to an independent minor league team.

4) Sports Force Park on the Mississippi



Location: 255 Fisher Ferry Road, Vicksburg, MS 39180.

Sports Force Park on The Mississippi, currently in progress, will be located on Fisher Ferry Road south of St. Michael Catholic Church. The facility will be accessible via both Fisher Ferry Road and also Forest Hills Road. The location is in close proximity to Highway U.S. 61, and less than two miles off of I-20 in close proximity to Vicksburg's vibrant downtown area and multiple hotels and restaurant options.

The total size of the facility will include approximately over 270+ acres and will feature up to 10 baseball and softball fields and 7 full-size soccer fields, most constructed with professional quality synthetic turf.

Includes:

- Field 1 Multiuse Field
Two baseball & softball: 60 & 70 feet bases
Soccer: 215 feet x 350 feet
- Field 2 Multiuse field
Two baseball & softball: 60 & 70 feet bases
Soccer: 215 feet x 350 feet
- Field 3 Multiuse field
Two baseball & softball: 60 & 70 feet bases
Soccer: 215 feet x 350 feet
- Field 4 Natural Grass Field
Soccer: 215 feet x 350 feet
- Field 5 Multiuse Field

Baseball: 90 feet bases

Soccer: 215 feet x 330 feet

- Field 6 Multi-use Field

Baseball: 90 feet bases

Soccer: 215 feet x 330 feet

- Field 7 Multi-use Field

Baseball: 90 feet bases

Soccer: 215 feet x 330 feet

- Field 8 Baseball Field

Adaptive Infield: 50 feet bases

Youth baseball: 60 feet bases

The new facility will also include a main pavilion entrance building, administrative offices, first aid, restrooms, ticket sales, concessions & retail, comfort station, playground, batting cages, shade structure, food truck, entertainment/amenities, parking (870 spaces), maintenance faculty, future field, arrival/drop/off, entry drive, main ID sign, and 15 feet wide service drive. The facility will also have a splash pad, ropes course, walking track and miniature golf course.

The new sports complex for Vicksburg is currently under construction with scheduled opening in spring of 2019. The local government has recently reached an agreement with Sports Fields Inc. of Canton, Georgia, the parent company of The Sports Force. Sports Force Parks is one of the fastest growing operators of youth sports complexes in the country. Under the terms of the agreement, Sports Force will begin designing the complex once the agreement is signed by Mayor George Flags Jr. The recent agreement allows the design firm to enter the property to conduct topographic surveys on the site of the new facility on Fisher Ferry Road south of St. Michael Catholic Church. Sports Force will lease the site for the complex from the city of Vicksburg, build it, and lease it back to the city, which will pay rent to the developer to recover its design and construction costs. Additional funding for the facility will come from a local 2% hotel-motel tax on visitors.

The park will also include high quality concessions, retail, and entertainment attractions. There will be a wide variety of events hosted at Sports Force Parks including baseball, softball, soccer, flag football, lacrosse, and others. The location will have many food and beverage options on site including a full service

convenience store, Hunt Bro Pizza, a full grill, and will have alcoholic beverages including beer and wine. Sports Force Parks will operate all of the programming at the park. However, there will be regular partnerships with tournament operators and other organizations. The facility is currently in the process of working with organizations to identify local use opportunities including opportunities for local sports leagues as well as non-sports playing residents. Public will be welcome to visit the park and use the amenities during any active programming. The facility will provide programming for kids with disabilities and are currently working with local non-profit organizations to develop events and activities for kids to use the facility. The facility currently has website already going including construction cam, and newsletter signup availability.

5) Ocean Springs Sports Complex



Location: 4515 MS-57, Ocean Springs, MS 39564.

The Ocean Springs Sports Complex is located in Ocean Springs, on the eastern part of Mississippi Gulf Coast, and in Jackson County. The facility is accessible via Highway 57 and also Brown Road and is within close proximity to Interstate 10 and Highway 90 along the Mississippi Gulf Coast beaches.

The Ocean Springs Sports Complex (40 acres) offers lighted fields, concessions, field house, batting cages, meeting room and restroom. Includes:

- Four softball fields - 300 feet
- Five baseball fields - Three are 225 feet & two are 275 feet
- Four soccer fields - regulation size- close access to main pavilion
- Two football fields - close access to main pavilion, concessions & restrooms

The complex will hosts over 2,000 participants annually and approximately 18 national and state events in addition to nine local events (leagues). Specific events at the location include Youth Baseball Nationals by Athletx, 2D Youth World Series, and numerous USSSA and GSSA Tournaments and Showcases.

6) Laurel City Sportsplex & Laurel Natatorium



Location: 4978 US-84, Laurel, MS 39443.

The Laurel City Sportsplex & Laurel Natatorium is accessible via Highway 84, and is close proximity to Highway 29.

Facilities:

- Six lighted soccer fields (350 feet long x 220 feet wide)
- Four lighted baseball fields (220 feet)
- Eight tennis courts (regulation-size courts)
- Two softball fields (300 feet)

The facility includes 145 acres for all facilities including 40,000 square feet natatorium part including 50 meter x 25 yard Olympic sized pool. The size of the pool is 50 meters by 25 yards across with a water depth of 4.5 feet to 9 feet. (K. Robinson, personal communication, August 16, 2018).

The facility has a total of 1,370 members. Additional features of the facility includes restrooms, concession areas, and tennis pro shop. The complex also includes Laurel Natatorium and has connected with the Laurel Swim Association. The natatorium is a heated, aquatic center with an Olympic sized pool, restrooms, locker rooms, showers, and a multi-purpose room. The facility for swimming events can incorporate for short course competition, can run two 8 lane courses (16 lanes), and four long courses that can run eight lanes of competition. The sports complex hosts seven national/state events annually, and 120 local events annually including Dixie Youth Baseball, Laurel Swim Association, Hispanic Soccer League, and USSS Baseball Tournament.

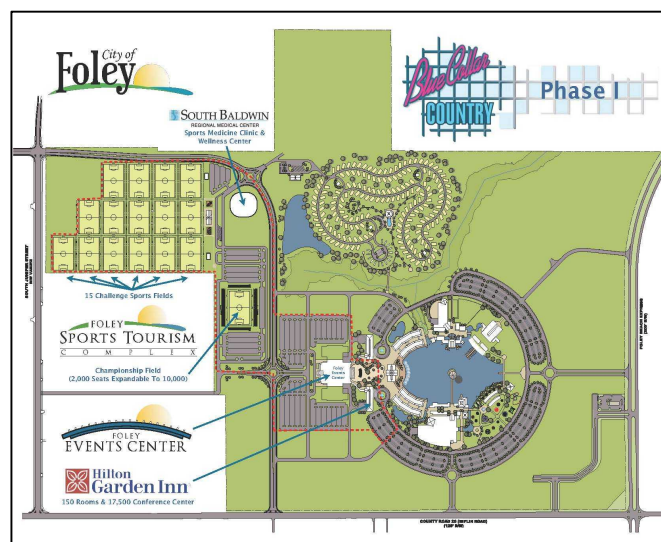
Fees include:

Per visit walk in	\$ 4.00
3 month pass individual	\$ 75.00
Family Plan Quarterly	\$ 125.00
Annual individual Pass	\$ 200.00
Annual Family Pass	\$ 300.00
Pool rental 2 hour min 1-50 patrons	\$250.00(plus guard wages)
Pool rental 2 hour min 51-100 patrons ..	.\$300.00 (plus guard wages)
County Schools season rate	\$500.00
Laurel Swim Assoc. Annual	\$ 10,000.00
Table and Chair rental	\$ 40.00

Tennis court pricing:

1 1/2 hour rental for singles	\$4.00
1 1/2 hour rental for doubles	\$3.00
All day court rental	\$50.00
Annual Membership Single	\$200.00
Annual Membership Family	\$275.00

7) Foley Sports Complex



The Foley Sports Complex includes Raymond C. Christensen, Jr. Memorial 5-plex located at 210 Cater Lee Way, Foley, AL 36535 and Ralph Schumacher Soccer Complex located at 18507 U.S. Highway 98, Foley, AL 36535.

Foley, Alabama is a premier destination for sports families, and is less than 10 miles from the Gulf Coast beaches. The facility is accessible from Highway 98 and Highway 59.

The facilities are located at two separate locations and includes over 100 acres site. The Raymond C. Christensen Sportsplex features 10 baseball and softball fields as well as a public-access playground. This facility is used for city league baseball and softball and serves as a host site for many tournaments including USSSA Global World Series. Ralph Shumacher Soccer Park is located about 1.5 miles west of downtown Foley. This park, which includes five lighted soccer fields and a concession building, is used by both city league and high school sports teams.

All fields at the Foley Sports Complex are lighted and offer ample spectator seating. The sports complex also includes parking with two overflow parking lots, batting cages, two concession pavilions, children's playground and scenic reflection pond. The facility's event center is approximately 90,000 square feet.

Baseball Fields		Soccer Fields (3 lighted fields)	
Field #	Size	Field #	Size
1	200 feet	1	140x240 feet
2	200 feet	2	150x290 feet
3	200 feet	3	210x330 feet
4	275 feet	4	200x330 feet
5	225 feet	5	240x330 feet
6, 7, 8	200 feet		
9	225 feet		
10	250 feet		

* Can accommodate multiple pitching or base distances.

Concessions are available at both the soccer and baseball facilities. The FSC provides a covered registration pavilion, which serves as a designated area for tournament staff to register teams and to get fans through the gates quickly and efficiently. The FSC provides a private hospitality area for tournament hosts and officials to work or retreat between games.

In addition to a beautiful coastal environment, Foley is home to the "Alabama Turfgrass Association 2011 Sports Complex of the Year." The sports complex opened in 2009, and hosts local recreation teams and has become a hub for regional competitive tournaments, like the USSSA Baseball World Series and the Alabama Soccer Festival.

SECTION VI

DEMAND ANALYSIS AND RECOMMENDATIONS

VI. Demand Analysis and Recommendations

Based on our research and analysis of market demand, this section examines the level of local and/or regional demand to support a new Grenada Sports Complex. In particular, market demand analysis and recommendations address the following areas:

1. Evaluation Criteria of a Proposed New Sports Complex
2. Summary of Intercept Surveys
3. Demand Characteristics
4. Potential Demand Generators
5. Facility Recommendations
6. Conclusions

1. Evaluation Criteria of a Proposed New Sports Complex

In recent years, several sports complexes have been developed with use of loan funds or public funds due, in part, to the ability of these venues to attract new visitor traffics and further enhance market opportunities by targeting a diverse group of demand generators to the sports complex. It is of significant to evaluate whether or not construction of a proposed new sports complex in Grenada County warrants the following questions:

- Is there enough market demand in local and regional communities?
- Are new support elements required from stakeholders in Grenada County?
- What is the potential usage or event activity in relation to the proposed new sports complex?
- What are the appropriate program elements?
- Does the County have a plan to extend the lengths of stay for the visitors?
- What are the economic and fiscal benefits of constructing the proposed new sports complex?
- How can the proposed new sports complex be financed?
- What are the estimated construction and annual operating costs?

2. Summary of Intercept Surveys

2.1. Data collection

The samples were randomly collected from two grocery stores in Grenada County to include a variety of visitors and residents who are more likely to represent the general population. The survey was run for two days over the weekend. Prior to the data collection, four research assistants were trained regarding the main purpose of the study. The research assistants were separately assigned to two different grocery stores, and they selected a random number from the random table on each day of collecting the data. If a random number was five, for example, a participant who walked into an entrance in the grocery store at the five time was asked to complete a self-administered questionnaire. The survey took an average of eight minutes to complete and the refusal rate was 45%, which included both those who refused to complete the survey. A total of 187 samples were collected with 24 incomplete questionnaires being discarded, resulting in 163 completed surveys being obtained. A copy of the intercept survey is provided in Appendix B.

2.2. The Results of the Intercept Survey

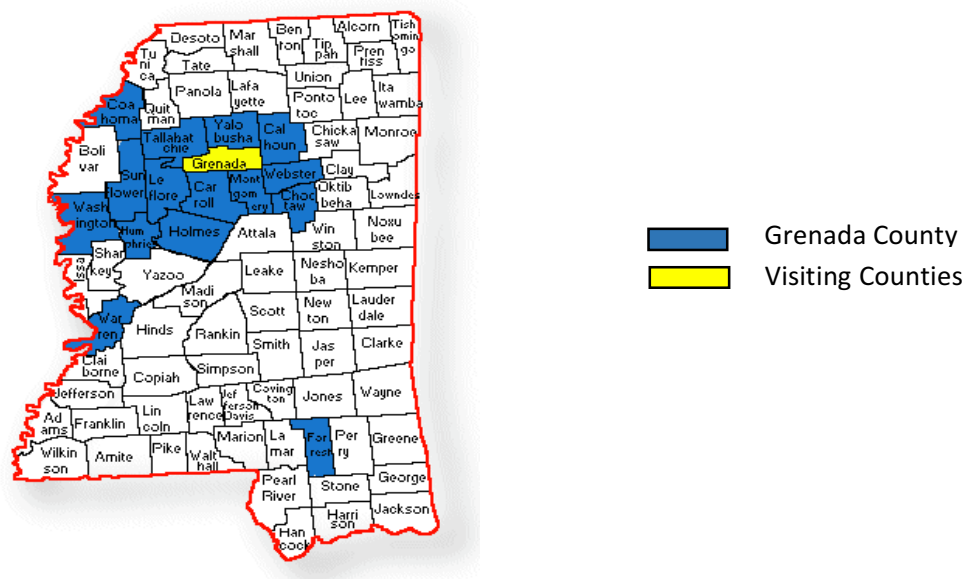
The 163 respondents were composed of 117 residents (73.1%) and 95 female (58.6%) with an average age of about 41.2 years. As shown in Table 30, the majority of the respondents were African-American (60.6%), followed by White (31.9%). About forty-one percent ($N=66$) of the respondents indicated that they held a high school degree and 32.1% a two-year college degree ($N=52$) and most respondents reported that their annual income as less than \$20,000, while the average income of the respondents was \$42,665.

Table 30. Profile of Respondents

	Total (N = 194)	
	N	Percentage (%)
Residency		
Resident	117	73.1
Visitors	43	26.9
Gender		
Male	67	41.4
Female	95	58.6
Ethnicity		
African-American	97	60.6
White	51	31.9

White, non-Hispanic	5	3.1
Hispanic	1	0.6
American Indian/Alaska Native	6	3.8
Age		
19 years old and below	13	8.1
20 – 29 years old	32	20.0
30 – 39 years old	37	23.1
40 – 49 years old	26	16.3
50 – 59 years old	29	18.1
60 years old and above	23	14.4
Education		
Less than high school	8	4.9
High school	66	40.7
2-year college degree	52	32.1
4-year college degree	24	14.8
Graduate degree	12	7.3
Income		
Less than \$20,000	42	30.4
\$20,100 – \$30,000	19	13.8
\$30,100 – \$40,000	16	11.6
\$40,100 – \$50,000	12	8.7
\$50,100 – \$60,000	12	8.7
Over \$60,100	37	26.8

Figure 10. Visitors by Zip Codes



Source: diymaps.net (2018)

Concerning indoor sports activities, Table 31 shows that participants indicated that their most preferred indoor sports activities are basketball (5.34), followed by swimming (5.12), bowling (4.94), volleyball (4.29) and weightlifting (4.14). Interestingly, although weightlifting is one of their favorite indoor sports activities, female respondents (3.70) are less interested in than male participants (4.78) in participating in this indoor activity.

Table 31. Means of Indoor Sports Activities by All Participants

	All Participants	Female	Male
Basketball	5.34	5.27	5.5
Swimming	5.12	5.16	5.05
Bowling	4.94	4.86	5.07
Volleyball	4.29	4.39	4.13
Weightlifting	4.14	3.7	4.78
Martial Arts	3.94	3.96	3.91
Gymnastics	3.92	4.35	3.24
Aerobics	3.78	4.08	3.26
Rock Climbing	3.77	3.66	3.93
Yoga	3.77	4.02	3.31
Ping Pong	3.62	3.46	3.93
Zumba	3.54	3.91	2.89
Wrestling	3.33	3.17	3.61
Skateboard	3.28	3.16	3.46
Ice Skating	2.97	3.3	2.42

As seen in Table 32, all visitors note that their most preferable indoor sports activities include basketball (5.23), swimming (5.15), volleyball (4.69), bowling (4.68), and weight lifting (4.15). Similarly, Table 33 shows that all residents' most favorite indoor sports activity is basketball (5.45), followed by swimming (5.17), bowling (5.1), and weightlifting (4.15). In this regard, the result of the survey confirms that there is no difference between visitors and residents in terms of their favorite indoor sports activities, except martial arts and gymnastics. For example, residents in Grenada County are more interested in participating in martial arts (4.06) and gymnastics (4.02) than visitors in Grenada County (e.g., martial arts: 3.88; gymnastics: 3.75). Interestingly, about 25% participants mentioned that they are willing to participate in bowling if a relevant facility exists in Grenada County.

Table 32. Means of Indoor Sports Activities by Visitors

	All Visitors	Female	Male
Basketball	5.23	5.27	5.1
Swimming	5.15	4.83	6.1
Volleyball	4.69	4.38	5.6
Bowling	4.68	4.17	6.2
Weightlifting	4.15	3.72	5.4
Martial Arts	3.88	3.73	4.3
Gymnastics	3.75	4.13	2.6
Ping Pong	3.74	3.17	5.4
Yoga	3.64	3.28	4.7
Zumba	3.59	3.24	4.6
Rock Climbing	3.46	3.17	4.3
Skateboard	3.42	3.04	4.5
Aerobics	3.32	3.22	3.6
Wrestling	3.23	2.86	4.3
Ice Skating	2.92	2.81	3.2

Table 33. Means of Indoor Sports Activities by Residents

	All Residents	Female	Male
Basketball	5.45	5.29	5.71
Swimming	5.17	5.26	5.04
Bowling	5.1	5.19	5
Volleyball	4.2	4.36	3.98
Weightlifting	4.16	3.68	4.77
Martial Arts	4.06	4.12	3.95
Gymnastics	4.02	4.43	3.45
Aerobics	3.92	4.41	3.15
Rock Climbing	3.88	3.81	3.98
Yoga	3.86	4.33	3.12
Ping Pong	3.6	3.56	3.71
Zumba	3.5	4.15	2.48
Wrestling	3.37	3.32	3.5
Skateboard	3.21	3.25	3.18
Ice Skating	2.98	3.44	2.28

Regarding outdoor sports activities, Table 34 shows that all participants indicate that their most preferable outdoor sports activity is fishing (5.16), followed by softball (5.07), baseball (5.06), football (5.06), bicycling (4.8), target shooting (4.52), tennis (4.42), hunting (4.36), track and field (4.34), and soccer (4.12).

Interestingly, although soccer is one of their favorite outdoor sports activities, female respondents (4.31) are more interested in participating in this outdoor activity than male participants (3.83).

Table 34. Means of Outdoor Sports Activities by Participants

	All Participants	Female	Male
Fishing	5.16	5.09	5.23
Softball	5.07	4.8	5.43
Baseball	5.06	4.86	5.33
Football	5.06	4.64	5.66
Bicycling	4.8	4.76	4.84
Target Shooting	4.52	4.05	5.21
Tennis	4.42	4.57	4.18
Hunting	4.36	3.8	5.21
Track & Field	4.34	4.45	4.16
Boating	4.29	4.19	4.41
Soccer	4.12	4.31	3.83
Canoeing	3.88	3.71	4.11
Sand Volleyball	3.88	3.9	3.8
Frisbee Golf	3.79	3.7	3.91
Archery	3.75	3.23	4.53
Motorcycling	3.63	3.38	4
Backpacking	3.36	3.22	3.54
Skateboarding	3.35	3.35	3.34

As shown in Table 35, visitors note that their most preferable outdoor sports activities include fishing (5.34), baseball (5.13), bicycling (4.92), softball (4.67), hunting (4.58), football (4.49), target shooting (4.45), track and field (4.38), tennis (4.18), and soccer (4.12). However, the result of the survey shows that there is a big difference between visitors and residents concerning their favorite outdoor sports activities. For example, Table 36 shows that residents' most favorite outdoor sports activity is football (5.28), followed by softball (5.2), fishing (5.13), baseball (5.08), tennis (4.58), target shooting (4.56), track and field (4.39), and soccer (4.25).

Table 35. Means of Outdoor Sports Activities by Visitors

	All Visitors	Female	Male
Fishing	5.34	5.18	5.8
Baseball	5.13	4.66	6.5
Bicycling	4.92	4.86	5.1
Softball	4.67	4.24	5.9
Hunting	4.58	3.86	6.6
Football	4.49	4.45	4.6
Target Shooting	4.45	3.86	6.33
Boating	4.43	4	5.78
Track & Field	4.38	4.5	4
Tennis	4.18	3.77	5.4
Soccer	3.97	4.07	3.7
Motorcycling	3.94	3.65	4.78
Sand Volleyball	3.9	3.53	5
Canoeing	3.49	3.32	4
Archery	3.46	2.52	6.2
Skateboarding	3.41	3.34	3.6
Frisbee Golf	3.03	2.71	3.9
Backpacking	2.74	2.45	3.6

Table 36. Means of Outdoor Sports Activities by Residents

	All Visitors	Female	Male
Football	5.28	4.7	5.98
Softball	5.2	5.09	5.31
Fishing	5.13	5.02	5.26
Baseball	5.08	4.98	5.17
Bicycling	4.79	4.66	4.93
Tennis	4.58	4.93	4.12
Target Shooting	4.56	4.09	5.13
Track & Field	4.39	4.47	4.25
Boating	4.27	4.23	4.28
Soccer	4.25	4.42	4.02
Hunting	4.24	3.73	4.91
Frisbee Golf	4.07	4.05	4.05
Canoeing	3.99	3.79	4.22
Sand Volleyball	3.92	4.03	3.72
Archery	3.81	3.46	4.23

Backpacking	3.58	3.48	3.65
Motorcycling	3.55	3.29	3.88
Skateboarding	3.31	3.32	3.28

More importantly, those who participated in the intercept survey also indicated that they are willing to travel from their home about 53.44 miles in order to attend their most preferable indoor sports activities from their home. However, concerning their most preferable outdoor sports activities, they are more likely to travel about 62.65 miles. More details of the survey participants' willingness travel from their home are provided in Table 37.

Table 37. Participants' Willingness to Travel for Indoor vs. Outdoor Activities

	All Participants	Residents	Visitors
Indoor Sports	53.44	48.34	49.92
Outdoor Sports	62.65	60.51	52.83

Unit: Miles

Table 38 shows the average of respondents' feel (e.g., appropriateness) about the annual membership fee of the proposed new sports complex in Grenada County. As shown in Table 37, they indicated that the pricing for the family membership (\$105.37) and individual membership (\$66.23) are considered appropriate, while the annual membership for senior membership (\$37.84) is somewhat appropriate. Interestingly, residents (\$112.70) are willing to pay more for the family membership than visitors (\$92.81). However, visitors are willing to pay more for individual membership (\$96.54) and senior membership (\$49.38), respectively.

Table 38. The Most Appropriate Annual Membership Price

	All Participants	Residents	Visitors
Family Membership	\$105.37	\$112.7	\$92.81
Individual Membership	\$66.23	\$57.54	\$96.54
Senior Membership	\$37.84	\$34.66	\$49.38

However, the highest annual membership fee the respondents would be willing to pay for the family membership is \$129.48, while the highest annual membership fee for the individual membership and

senior membership is \$85.21 and \$43.06, respectively. Please refer to Table 39 concerning the variation of the highest membership price for residents and visitors.

Table 39. The Highest Annual Membership Price

	All Participants	Residents	Visitors
Family Membership	\$129.48	\$139.56	\$99.38
Individual Membership	\$85.21	\$73.64	\$123.13
Senior Membership	\$43.06	\$38.57	\$58.75

Unit: U.S. Dollars

3. Demand Characteristics

Based on our research from Section III, IV, and V, as well as the results of the intercept surveys, demand characteristics for a new Grenada sports complex are identified. Given the residents and visitors’ preference to indoor and outdoor sports activities, the following sports activities should be considered in constructing a proposed new sports complex in Grenada County:

- Indoor Sports Activities
 - Basketball
 - Swimming
 - Bowling
 - Volleyball
 - Weightlifting
- Outdoor Sports Activities
 - Football
 - Softball
 - Baseball
 - Tennis
 - Track and field
 - Soccer

In addition, organized sporting events, including youth, scholastic, and amateur level play, and collegiate level tournaments are important demand characteristics, which can draw out-of-town attendees to Grenada County. Collegiate level tournaments require a particular local school to sponsor the event and ability to use local students to serve as a volunteer pool. In this regard, current tournaments and events in Grenada County are identified along with youth groups, scholastic and amateur level:

- Current Tournaments and Events in Grenada County
 - 1) Dizzy Dean 10-12-year-old Boys Tournament, annual baseball tournament normally in March, Grenada Park & Recreation, 40 teams with 600 total spectators, 2,000 spectators.
 - 2) USSSA Tournament, sponsored by United States Specialty Sports Association, regional baseball tournament composed of players from Mississippi, Louisiana, and Texas, Grenada Park & Recreation, tournaments have varied from 20 to 45 to 85 teams, normally 13-15 participants per team with 5 fans per participant. Participants vary from 300 to 1,275. Spectators vary from 1,500 to 6,375.
 - 3) Club Championship Tournament, annual Fourth of July Tournament for members only held on the weekend before July 4th, Grenada Golf and Racquet Club, 25 participants
 - 4) 60th Invitational Tournament, annual golf tournament during first week of August hosted by club and owner Robert Willis, Grenada Golf and Racquet Club, name adjusts each year to the according year of tournament, 121 participants.
 - 5) Dizzy Dean State Tournament, annual baseball tournament that varies by age group, Grenada Youth League, normally 10-12 total teams, 180 participants, and 540 spectators.
 - 6) Frankie Bailey Ball Tournament, annual memorial fundraiser in honor of Frankie Bailey to start the baseball season that includes all league teams, Grenada Youth League. 8-10 year-old boys, 12 Teams, 600 Spectators, after expenses the remaining monies are donated to St. Jude Children's Research Hospital.
 - 7) Delta Area Seniors Golf Tournament, annual October event by the Delta Seniors, regional private group of older male golfers that participate in area tournaments every two weeks, members pay a fee to join organization and then can participate in golf tournaments, The Dogwoods Golf Course, 200 members, 100-120 participants annually.
 - 8) Salute to Industry Golf Tournament, annual October golf tournament sponsored by the Grenada Chamber of Commerce, The Dogwoods Golf Course, 80 participants.
 - 9) ITPA Golf Tournament, annual tournament sponsored by the International Telecommunication Pioneer Association, composed of members from Bruce, Mississippi and area communities,

fundraiser for scholarship, continually growing event, The Dogwoods Golf Course, have held event at this location the last three years, 60 participants.

- 10) USCGA Golf Tournament, annual year end of event as September golf tournament, sponsored by the United States Christian Golf Association, limited access as Ryder Cup format, The Dogwoods Golf Course, 40-50 participants.

- Youth Groups

- 1) Grenada Soccer League, annual fall league at Grenada Youth League on Tuesday and Thursday nights, potential to expand to spring league also if field access, 216 participants (includes boys and girls).
- 2) The Grenada Park and Recreation offers baseball for boys for ages 5 through 16 and softball for girls ages 5 through 16. The Grenada Youth League offers baseball for boys for ages 3 through 18 and softball for girls ages 3 through 16. The Grenada Youth Soccer league offers soccer for youth of all ages and are associated with the Mississippi Soccer Association.

- Scholastic (e.g., junior high and high school)

- 1) Grenada Junior High School, public junior high school with grades 6-8, includes junior varsity sports in football, boys' basketball, girls' basketball, soccer, softball, baseball, track, and cheer. The school has approximately 1,035 students and 235 student-athletes.
- 2) Kirk Academy High School, private school with K-3 thru 12th grade that offers a Christian-based, college preparatory education. Includes varsity sports in football, boys' basketball, girls' basketball, fast-pitch softball, soccer, baseball, track, cross country, tennis, golf, varsity cheer. Includes junior varsity sports in football, baseball and cheer. AAA classification athletic department with approximately 180 students and 125 student-athletes.

- Collegiate and/or amateur level

- 1) Holmes Community College Athletics, Bulldogs' athletics' department located on Goodman campus. Includes 10 intercollegiate sports including football, men's basketball, women's basketball, baseball, softball, soccer, tennis, and cheerleaders. Approximately 200 student-athletes.

- Other Association
 - 1) The Grenada Bowhunters Association is a member of the Archery Shooters Association (ASA). The ASA allows all ages to become a member of the club. Competition is based on different categories.

4. Potential Demand Generators

The proposed Grenada sports complex in Grenada County will draw primarily from three markets, such as the local market, the primary regional market, and other regional markets. Although the majority of the participants will come from the primary regional market within a 65-mile radius from Grenada County, residents in the local market will be the most important users of the Grenada sports complex. The rationale is that when tournament programming does not occupy the Grenada sports complex, the local market can use the sports complex for various reasons, including practices, local league play, and special events.

As shown in Table 40, the total populations of the primary regional market consist of 197,671 people, which include 53,795 people under the age of 18, accounting for 27.2% of the population. The average household income of the primary regional market is \$35,540. Therefore, the population in the local area and the primary regional market presents a solid base of potential users from which the proposed Grenada sports complex can draw for tournament participants, practices, league play, and special events.

Table 40. Potential Markets by Populations vs. Household Incomes

	Total Populations	Population under 18 years	Household Income
Oxford	54,689	14,287	\$43,162
Greenwood	41,134	11,235	\$28,562
Cleveland	32,508	9,053	\$27,457
Indianola	25,985	6,753	\$27,126
Batesville	15,589	4,640	\$42,061
Kosciusko	13,295	3,833	\$38,108
Houston	8,312	2,402	\$42,329
Winona	6,159	1,592	\$35,518
	197,671 ^a	53,795 ^a	\$35,540 ^b

Note) ^athe total populations; ^bthe average of household income
Source: EMSI (2017)

In addition, organized current sporting tournaments/events, including youth, scholastic, and amateur level play, and collegiate level tournaments in the primary regional market within the 65-mile radius from Grenada County are also identified:

- Youth Groups
 - 1) The J.P. Hudson league in Batesville offers baseball for boys for ages T-ball through 12 and softball for girls ages 6U-12U.
 - 2) The Belzoni BallStars in Belzoni, MS is an active team associated with U.S. amateur basketball.
 - 3) The Carroll County Recreation League in Carrollton offers soccer for youth of all ages and are associated with the Mississippi Soccer Association.
 - 4) The Clarksdale Youth Inc. offers baseball at North Delta Compress Fields for boys ages T-ball through 10 and girls ages T-ball through 10. Clarksdale Dizzy Dean 11-12 offers only baseball at Ed Ligon Field for boys ages 11 through 12.
 - 5) The Eupora City League offers baseball for boys for ages 3 through 15 and softball for girls ages 3-15.
 - 6) The Greenville Dizzy Dean Baseball offers baseball for boys for ages 5 through 15 and softball for girls ages 7 through 12. The Greenville Youth Soccer Association offers soccer for youth of all ages and are associated with the Mississippi Soccer Association.
 - 7) The Greenwood Exchange Club offers baseball for boys for ages 6 through 12 and softball for girls ages 6 through 10. Greenwood Youth Soccer Organization offers soccer for youth of all ages and are associated with the Mississippi Soccer Association. B & B Elite South and Greenwood Mustangs are two active basketball teams for 6th grade associated with U.S. amateur basketball.
 - 8) The Houston Park and Recreation baseball for boys for ages 3 through 16 and softball for girls ages 3 through 16.
 - 9) The East Central Soccer Club offers soccer for youth of all ages and are associated with the Mississippi Soccer Association.

- 10) The Indianola Baseball and Softball Association offers baseball for boys for ages 6 through 12 and softball for girls ages 6 through 12. The Indianola Youth Soccer Association offers soccer for youth of all ages and are associated with the Mississippi Soccer Association. The Indianola Magic is a youth basketball team associated with U.S. amateur basketball.
- 11) The Oxford Park Commission offers baseball for boys for ages 5 through 15. The Oxford Park Soccer Association offers soccer for youth of all ages and are associated with the Mississippi Soccer Association. The Shockwave Aquatics Swim Team is a swimming club associated with USA Swimming that consists of swimmers from Tupelo, Starkville, and Oxford.
- 12) The Delta Heat from Pickens, MS is a youth basketball team associated with U.S. Amateur Basketball.
- 13) The Pontotoc Park and Recreation offers softball for girls ages 6 through 14.
- 14) The Senatobia Youth Baseball offers baseball for boys for ages 5 through 14. The Senatobia Soccer Organization offers soccer for youth of all ages and are associated with the Mississippi Soccer Association.
- 15) The Starkville Baseball Association offers baseball for boys ages T-ball through 12. The Starkville Soccer Association offers soccer for youth of all ages and are associated with the Mississippi Soccer Association. The Shockwave Aquatics Swim Team is a swimming club associated with USA Swimming that consists of swimmers from Tupelo, Starkville, and Oxford.
- 16) The Vardaman Park and Recreation offers baseball for boys for ages 3 through 14 and softball for girls ages 6 through 14.
- 17) The Magnolia Youth League in Water Valley offers baseball for boys for ages 3 through 12 and softball for girls ages 3 through 15.
- 18) The Winona Park and Recreation offers baseball for boys for ages T-ball through 12 and softball for girls ages T-ball through 12. The Winona Youth Soccer offers soccer for youth of all ages and are associated with the Mississippi Soccer Association.

- Scholastic (e.g., junior high and high school)
 - 1) Winona Christian School in Winona, MS offers sports for boys and girls. Boy sports include Jr. High Football, High School Football, Basketball, Jr. High Baseball, and High school baseball. Girl sports include basketball, softball, and track & field.
 - 2) Winona High School offers sports for boys and girls. Boy teams include baseball, basketball, football, soccer, tennis, and track & field. Girl teams include basketball, slow-pitch softball, soccer, softball, and tennis.
 - 3) Water Valley High schools offers archery, Jr. High Baseball, High school baseball, basketball, cheerleading, JV football, Varsity football, golf, powerlifting, softball, track & field, and volleyball.
 - 4) George J Z Consolidated High School in Carrollton, MS offers sports for boys and girls. Boy sports include JV and Varsity teams in baseball, basketball, and football. Girl sports include basketball and softball. They also have a co-ed cheerleading team.
 - 5) Montgomery County High School in Kilmichael, MS offers a varsity team in basketball for both girls and boys and a varsity team in football.
 - 6) South Panola High Schools offers baseball, basketball, football, golf, soccer, softball, track & field, and volleyball.
 - 7) Indianola Academy offers sports for boys and girls. Boy sports include baseball, basketball, football, and soccer. Girl sports include basketball, soccer, and softball.
 - 8) Restoration Ministries Christian Academy in Indianola offers a varsity basketball team for boys.
 - 9) Gentry High School in Indianola offers sports for boys and girls. Boy sports include baseball, basketball, football, tennis and track & field. Girl sports include basketball, softball, tennis, and track & field.
 - 10) Humphreys High School in Belzoni offers sports for boys and girls. Boy sports include baseball, basketball, football, and track & field. Girl sports include basketball, softball, and track & field.
 - 11) Humphreys Academy in Belzoni offers sports for boys and girls. Boy sports include baseball, basketball, and football. Girl sports include basketball, softball, and volleyball.
 - 12) Kosciusko High School offers sports for boys and girls. Boy sports include baseball, basketball, football, golf, soccer, and track & field. Girl sports include basketball, soccer, and softball.

- 13) Eupora High School offers sports for boys and girls. Boy sports include baseball, basketball, and football. Girl sports include basketball, slow pitch softball, and softball.
- 14) Starkville High School offers sports for boy and girls. Boy sports include baseball, basketball, football, golf, soccer, and tennis. Girl sports include basketball, slow-pitch softball, soccer, softball, and volleyball.
- 15) Starkville Christian offers sports for boys and girls. Boy sports include basketball. Girl sports include basketball and softball.
- 16) Starkville Academy offers sports for boys and girls. Boy sports include baseball, basketball, football, and soccer. Girl sports include basketball, soccer, softball, and volleyball.
- 17) Oxford High School offers sports for both boys and girls. Boy sports include baseball, basketball, cross country, football, golf, soccer, swimming, tennis, and track & field. Girl sports include basketball, cross country, golf, soccer, softball, swimming, tennis, volleyball, and track & field.
- 18) Greenwood High School offers sports for boys and girls. Boy sports include baseball, basketball, football, tennis, and track & field. Girl sports include basketball, softball, tennis, and volleyball.
- 19) Cleveland Central High School offers sports for boys and girls. Boy sports include baseball, basketball, football, soccer, and tennis. Girl sports include basketball, slow-pitch softball, soccer, softball, tennis, volleyball, and track & field.
- 20) Coffeetown High School offers sports for boys and girls. Boy teams include baseball, basketball, football, and track & field. Girl sports include basketball, softball, and track & field.
- 21) Charleston High School offers sports for boys and girls. Boy teams include baseball, basketball, and football. Girl teams include basketball, slow-pitch softball, and softball.
- 22) Carroll Academy in Carrollton offers sports for boys and girls. Boy teams include baseball, basketball, and football. Girl teams include basketball and softball.
- 23) Clarksdale High School offers sports for boys and girls. Boy teams include baseball, basketball, football, soccer, and tennis. Girl teams include basketball, soccer, softball, tennis, and volleyball.
- 24) Lee Academy in Clarksdale offers sports for boys and girls. Boy teams include baseball, basketball, football, and soccer. Girl teams include basketball, soccer, softball, and track & field.

25) Greenville High School offers sports for boys and girls. Boy teams include baseball, basketball, football, soccer, tennis, and track & field. Girl teams include basketball, slow-pitch softball, soccer, softball, tennis, and volleyball.

- Collegiate and/or amateur level

- 1) The MUS Bass club is associated with Mississippi B.A.S.S. Nation and is only open to enrolled college students at Mississippi State.

- Other Associations

- 1) The Southern Traditional Archery Association in Enid is a member of the Archery Shooters Association (ASA). The ASA allows all ages to become a member of the club. Competition is based on different categories.
- 2) The Riverbottom Bowhunters in Greenville is a member of the Archery Shooters Association (ASA). The ASA allows all ages to become a member of the club. Competition is based on different categories.
- 3) The Liberty Hill/Sardis Lake Archery Association in Sardis is a member of the Archery Shooters Association (ASA). The ASA allows all ages to become a member of the club. Competition is based on different categories.
- 4) The Dixie Archery in Van Vleet is a member of the Archery Shooters Association (ASA). The ASA allows all ages to become a member of the club. Competition is based on different categories.
- 5) The North Mississippi BASS Association in Oxford is associated with Mississippi B.A.S.S. Nation. The Bass Club is open to anglers of all ages.

Table 41 highlights potential markets by about 1-hour drive time, which will make up a large portion of potential users for the Grenada sports complex. This is not to indicate that the Grenada sports complex will not be able to attract potential users from beyond this time frame, but as indicated in the results of the intercept survey, the majority of the sports complex users will come from within the primary regional markets identified.

Table 41. Potential Markets and Comparable Sports Complex by Drive Hours (i.e., 0 to 1 Hour)

Name	Location	Total Populations	Population under 18 years	% of Population under 18 years	Household Income
FNC Park	Oxford	54,689	14,287	26.1%	\$43,162
Hugh Ellard Park	Kosciusko	13,295	3,833	28.8%	\$38,108
Winona Recreation Park	Winona	6,159	1,592	25.9%	\$35,518
Vardaman Sportsplex	Vardaman	2,967	877	29.5%	\$30,094

Source: EMSI (2017)

In addition, a strong median household income is another important measure, indicating that the market has the financial ability to support various tournament programming at the proposed Grenada sports complex. As shown in Table 41, the household income (\$33,026) of Grenada County is relatively lower than the potential markets. The local market in Grenada County has also the lowest percentage (25.2%) of the population under the age of 18. These results may infer that it is of significance that the Grenada sports complex should draw potential users from the primary market regional to support its annual operation.

5. Facility Recommendation

The goal of this section is to provide a baseline expectation of the size, scope, and potential cost of a proposed sports complex. This would include public management of the Grenada sports complex. A public facility would be responsible for generating possible economic impact, while the additional revenue being generated by out-of-market spending can assist in offset operational expenses. This type of facility would be focused on the total capacity and number of teams the Grenada sports complex can generate. After researching secondary data in Grenada County, it would be extremely important for facility managers to cater to the current needs of the Grenada Parks and Recreation, the Grenada Youth League, and the Grenada Soccer League. These are the three current organizations that are utilizing local facilities, while each need ample space to grow and accommodate other time frames for playing seasons. It is suggested that the sports complex administration cater first to these three groups to satisfy their needs with primary focus for baseball, softball, and soccer events with local Grenada residents Monday through Thursday. The sports complex administration would be then encouraged to actively seek and solicit outside groups with partnerships to bring in tournaments and events Friday through Sunday. Targeted groups would be baseball, softball, and soccer organizations that offer regional travel opportunities for it's' teams and

participants. It is suggested that the Grenada sports complex administration include a director, grounds crew, and marketing person.

Based on primary data, it is recommended to Grenada County to employ the following for sports complex design. This would include an initial Phase I and a later Phase II. Phase I would focus on the primary and immediate needs of outdoor sports' activities. This would include a total of 12 baseball/softball fields and 5 soccer (multi-use fields that could be used for football plus track and field). This would allow the complex to host regional high school track and field events on the multi-use fields with surrounding track.

5.1. Phase I (Outdoor Sports Activities)

Phase I Breakdown:

- Baseball/Softball Fields:
 - Four 225-feet softball fields
 - Four 200-feet baseball fields
 - Four 250- feet baseball fields
 - One complex building
 - Three quad concession buildings with restrooms
 - Nine hundred and sixty (960) parking spaces with handicap parking; some select handicap spaces are van accessible
- Soccer Part:
 - Five (210 feet x 330 feet) fields; The fields would also serve as multi-use field for football that would include a perimeter track around the confines for track and field access
 - One complex building
 - Two concessions buildings with restrooms
 - Four hundred (400) parking spaces with handicap parking; some select handicap spaces are van accessible

There are many factors that contribute to creating a successful tournament sports complex including operational administration and family-friendly attractions, but the playing fields will be the core of the Grenada sports complex while also providing a local identity on that specific city and community and distinguish the sports complex from other existing facilities in the region. Quality and professional playing fields with unique features and layouts will establish a first-class tournament atmosphere for the area.

A publically managed facility does not need to spend additional capital costs associated with synthetic turf while building additional natural grass fields. Due to focus on more fields and less emphasis on ancillary amenities, the team capacity for a given tournament is increased. Since the Grenada sports complex will probably not be occupants to tournament programming each week, this will allow the fields ample time for rest and recovery.

Baseball/Softball Fields:

The research team recommends three 4-plexes that would provide quality fields for baseball and softball. This would include one 4-plex for softball with 225 feet fields. Additionally, would include two 4-plexes for baseball with one quad hosting 200 feet baseball fields with the second quad hosting 250 feet baseball fields. These fields could also be used as multi-use fields for soccer when needed. This would allow the Grenada sports complex to adequately meet the needs of local Grenada teams, while also being an attraction point for regional baseball and softball tournaments. All fields would be fully equipped with lights, sub-surface drainage, and sprinkler systems for grass surface. Larger baseball fields should include bullpen area for pitchers to warm up. Additionally, the Grenada sports complex would include one complex building, three quad concession buildings with restrooms, and 960 parking spaces with handicap parking including van accessible spaces.

There is a great need for Grenada for these facilities to offset current locations of Grenada Parks and Recreation and Grenada Youth Leagues to allow ample playing field opportunities for local Grenada youth. This would allow a centralized location to operate current baseball and softball summer league programs for youth. Additionally, due to the popularity of these sports and favorable weather, there could exist the potential to create both spring and fall leagues for both sports to increase playing opportunities for youth. Also, this setup of fields would allow Grenada to be more competitive in host bids for both Dizzy Dean and USSSA Tournaments in baseball as well as additional softball tournaments. Additional tournaments and events that could be actively pursued are the Global World Series, Reggie Smith Baseball Camp, Athletx

Youth Baseball National Tournaments, and GSSA Tournaments and Showcases. Due to Grenada's location and proximity to area smaller towns, the sports complex could become an ideal place to host regional and area tournaments including with the Mississippi High School Activities Association, the Mississippi Association of Independent Schools, and other non-scholastic organization's events. Furthermore, with Grenada's middle distance from major cities of Memphis and Jackson, would suggest for marketing director to actively pursue both interscholastic teams and non-scholastic organizations as an ideal host site to compete against interstate teams.

The busiest time frame for both these sports is currently the summer. However, there is a great opportunity to increase playing time status with both spring and fall leagues to provide playing opportunities from normally March to October.

Soccer Fields:

The research team recommends 5 quality fields with 210 feet by 330 feet dimensions for soccer. These fields could also be used as multi-use fields for football when needed. Additionally, there would be track surrounding the fields to allow for track and field events. This would allow the sports complex to adequately meet the needs of local Grenada teams while also being an attraction point for regional soccer and track and field tournaments in addition to practice access for football specifically youth leagues. All fields would be fully equipped with lights, sub-surface drainage, and sprinkler systems for grass surface. Additionally would include one complex building, 2 concession buildings with restrooms, and 400 parking spaces with handicap parking including van accessible spaces.

There is a great need for additional soccer fields' space to provide services for Grenada Soccer League. After conducting research with their organization, they are currently only able to operate a fall league due to playing field access. With this sports complex, their organization would be able to conduct a spring league in addition to hosting tournaments due to facility access. Additional tournaments and events that could be actively pursued are Mississippi Soccer Association, MSA Soccer Tournaments, 3V3 Soccer Tournament, and Hispanic Soccer League. Due to Grenada's location and proximity to area smaller towns, the Grenada sports complex could become an ideal place to host regional and area tournaments including with the Mississippi High School Activities Association, the Mississippi Association of Independent Schools, and other non-scholastic organization's events. Furthermore, with Grenada's middle distance from major cities of Memphis and Jackson, would suggest for marketing director to actively pursue both interscholastic

teams and non-scholastic organizations as an ideal host site to compete against interstate teams. The busiest time frame for both this sport is currently the fall. However, there is a great opportunity to increase playing time status with spring leagues to provide playing opportunities from February to May.

Seating

Permanent seating should be included in some form on all fields. The fields should be designed to feature natural berms for seating areas if possible. The research team recommends installing bleacher seating for spectators and with canopies if possible. Additionally, all seating areas must meet ADA regulations as well as local, state, and federal guidelines.

Scoreboards

It is recommended that each field has an electronic scoreboard. Scoreboards should display the score, inning, balls and strikes for baseball and softball, and the score, period, and time for soccer.

Scorer's Box/Press Box

It is recommended for each designated championship field for each sport to construct a small scorer's or press area, with room for a small staff of personnel to include an announcer, scorekeeper, and scoreboard operation in addition to public address system equipment. This setup is recommended for all fields due to the requirements of some regional and national tournaments.

Foul Poles, Goals, and Corner Flags

All baseball and softball fields should include two (2) foul poles. All soccer fields should be equipped with two (2) goals and four (4) corner flags.

Warm Up Area

It is recommended that warm-up areas be included in the sports complex design to provide a space for teams to stretch, run, and stay active before, during, and in between games. This will create crowded situations where teams of upcoming games are too close to the on-going game and distracting spectators.

Parking

The location will need to have sufficient parking to support the maximum capacity of the facility. The site should have approximately 72 to 90 parking spaces per field. Depending on the spot, the average roster

per team will be approximately 12 to 15 players each. This will accommodate vehicles for both teams playing, the two teams that played the previous game, and the two teams waiting to play the next game. The parking surface should meet local code and handicap accessible parking must be provided in the areas closest to the facility entrance including van accessible vehicles. When conducting site locations of both Grenada Parks and Recreation and Grenada Youth League, there was great evidence of ample parking places for fans. Also, appropriate lighting for parking area should be provided for safety reasons.

5.2. Phase II (Indoor Sports Activities)

As part of this study, the research group analyzed and studied additional recommendations for full operation of a sustainable sports complex that also attracts potential users from the primary regional market, including revenues to Grenada County. The results of the intercept survey have shown that indoor sports facilities can be valuable assets for a local community, but normally do not have the size capacity to consistently host regional tournaments. Also, if tournament-based indoor sports facilities are constructed, these facilities normally limit the amount of local community use thus neutralizing the day to day operations being efficient financially. Phase II would be later in the process after Phase I is completed and in use to add on to existing sports complexes. It would focus on indoor sports' activities, include an indoor track, bowling, fitness and training area, courts for basketball and volleyball, and a natatorium.

Phase II Breakdown:

- Four Basketball/volleyball courts
- One swimming pool
- Eight bowling lanes
- One weightlifting area
- One indoor track
- Four multi-purpose rooms for aerobics, yoga, dancing, etc.
- One male locker room/shower area with personal lockers
- One female locker room/shower area with personal lockers
- One Equipment issue area

A minimum of 4 full-length courts are recommended to host sporting events such as AAU basketball tournaments or volleyball tournaments. An indoor track on the second floor would be ideal to reserve space. Other essential areas include locker rooms with restrooms and showers, equipment issue, laundry area, reception area, and administrative offices. This indoor part of the sports complex would allow year-round events to be held as well as allowing residents' access.

Local Use Model

The local use model focuses on an indoor sports facility used primarily by residents. The facility would be smaller in size and would feature the essential elements of a gymnasium. These elements would include 1-2 courts used for volleyball or basketball, a fitness and training area, a natatorium, an indoor track, and available spaces for activities such as Yoga, Zumba, or Pilates. Other essential areas include locker rooms with restrooms and showers, equipment issue, laundry area, reception area, and administrative offices. Positives of this model are that it serves the local community and start-up costs/operational costs are considerably less than the tournament model. Although this facility would accommodate the local community, it would not be sufficient to host regional tournaments thereby bringing in visitors to the local area.

Tournament Model

In the tournament model, the indoor sports facility would be larger and would include the same elements in the local use model. However, a minimum of 4 courts would be required to host regional volleyball and basketball tournaments. Space allocations for concessions, team locker rooms, equipment repair, and athletic trainer's room would be areas for consideration. This facility would attract local tournaments due to the scarcity of facilities of this nature in Mississippi; however, there is a significantly larger start-up cost and operational cost.

6. Conclusion and Professional Recommendation

To examine the likelihood of success for a proposed new Grenada sports complex, Grenada County Economic Development District (GCEDD) requested assistance from the Department of Economic Development, Hospitality & Tourism, and Sport Management at the University of Southern Mississippi to conduct the feasibility of the project. The basis for the project is to provide a unique combination asset in Grenada County, with indoor and outdoor sports facilities, to create a competitive sports (tourism) destination in the region. In fact, the Grenada sports complex should serve as a community asset by 1) hosting various sports tournaments, 2) improving residents' quality of life, and 3) generating economic impact in order to benefit the local community.

Based on the results from demand analysis, the proposed Grenada sports complex would need to attract considerable potential users from outside of Grenada County to be viable. Since there are no competitive and comparable indoor sports facilities within a 65 mile-radius, it is suggested that GCEDD should consider developing indoor sports facilities along with the proposed Grenada sports complex. As a result, it is recommended to slightly reduce the total number of fields from original research plan for baseball, softball, and soccer. This is suggested due to declining population in Grenada County albeit the proposed suggestions in this report will still serve the population and provide the basic and needed services to Grenada youth. The reduction is very small as one less baseball field and two less soccer fields from original research plan.

While the focus of this feasibility study pertains to development of a sports complex, Grenada County would also consider pursuing the construction of the proposed sports complex in two different phases (Phase I and Phase II). Phase I would focus on the primary and immediate needs of outdoor sports' activities. This would include a total of 12 baseball/softball fields and 5 soccer (multi-use fields that could be used for football plus track and field). Phase II would be later in the process after Phase I is completed and in use to add on to existing sports complexes. It would focus on indoor sports' activities, include an indoor track, bowling, fitness and training area, courts for basketball and volleyball, and a natatorium. This indoor part of the sports complex would allow year-round events to be held as well as allowing residents' access.

Interestingly, if GCEDD is more interested in improving the residents' quality of life, a local use model should be selected for Phase II. Positives of this model are that it serves the local community and start-up costs/operational costs are considerably less than the tournament model. Although this facility would accommodate the local community, it would not be sufficient to host regional tournaments thereby bringing in visitors to the local area. On the other hand, if tournament-based indoor sports facilities are constructed, these facilities normally limit the amount of local community use thus neutralizing the day to day operations being efficient financially. This facility would attract local tournaments due to the scarcity of facilities of this nature in Mississippi; however, there is a significantly larger start-up cost and operational cost.

More importantly, the following studies are recommended prior to making a final decision for the construction of a Grenada sports complex:

- This feasibility study is largely dependent upon findings from secondary data sources, thus, additional primary data collection is recommended to gather supporting information from local business owners, citizens, and organizations to determine the likelihood of use of the proposed Grenada sports complex. For example, focus group, which is a small group discussion guided by a trained leader (i.e., moderators), should be performed to learn more about opinions on the construction of the Grenada sports complex with the stakeholders in Grenada County, including major corporations and the lodging industry.
- It is also critical to examine whether or not the current lodging supply can accommodate the future potential users for various indoor and outdoor tournament programming in relation to the proposed Grenada sports complex.
- A study that would determine the economic impact from construction of the proposed Grenada sports complex should be conducted, and would determine direct, indirect, and induced impacts, including the impact from creation of new jobs.

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Appendix A. A Tables of Comparable Sports Complexes

Table A.1. Comparable Sports Complex within 50 Miles

Name	Location	Populations	Household Income	Type of Facility
Hugh Ellard Park	Kosciusko, MS	7,187	\$33,018	Baseball and Soccer Fields
Vardaman Sportsplex	Vardaman, MS	1,297	\$31,141	Baseball and softball fields
Winona Recreation Park	Winona, MS	4,439	\$31,207	Baseball and softball fields, tennis courts

Sources: Census Bureau, Rand McNally, Facility websites (2018)

Table A.2. Comparable Sports Complex within 100 Miles

Name	Location	Total Populations	Household Income	Type of Facility
Columbus Soccer Complex	Columbus, MS	23,168	\$41,219	Soccer fields, walking trails
Jackson Futbol Club	Jackson, MS	170,674	\$38,773	Soccer fields
BNA Sportsplex	New Albany, MS	8,830	\$37,898	Baseball, softball and soccer fields
Lyle Hansberger Sportsplex	Pontotoc, MS	29,957	\$39,869	Baseball, softball and soccer fields
W.K. Webb Sportsplex	Saltillo, MS	5,004	\$43,224	Football and soccer fields, sand volleyball courts, disk golf course, outdoor exercise equipment
Ballard Park	Tupelo, MS	35,680	\$43,224	Walking trails, skate park
Baseball fields at Sportsplex	Tupelo, MS	35,680	\$43,224	Baseball fields, walking trail
Robe Leake City Park Tennis Court	Tupelo, MS	35,680	\$43,224	Tennis courts, pro shop, splash pad
Snowden Grove Baseball Complex	Southaven, MS	52,589	\$60,111	Baseball fields
Greenbrook Softball Complex	Southaven, MS	52,589	\$60,111	Softball fields
Mike Rose Soccer Complex	Memphis, TN	655,770	\$46,854	Soccer fields

Sources: Census Bureau, Rand McNally, Facility websites (2017, 2018)

Table A.3. Comparable Sports Complex within 200 Miles

Name	Location	Total Populations	Household Income	Type of Facility
Gaye Roden Carr Aquatic Center	Booneville, MS	8,816	\$33,509	Aquatic center, baseball and softball fields, football soccer fields, tennis courts
Shiloh Park	Brandon, MS	23,529	\$59,370	Walking trail, splash pad
Lincoln County Baseball Complex	Brookhaven, MS	12,414	\$36,205	Baseball fields
Flowood Liberty Park	Flowood, MS	8,705	\$59,370	Baseball, softball and soccer fields
Tatum Park	Hattiesburg, MS	46,805	\$37,017	Walking trail, disk golf course, baseball, softball and soccer fields, outdoor exercise equipment
Jimmy Clyde Sportsplex	Magee, MS	4,368	\$37,285	Walking trail, splash pad
Jaycee Soccer Complex	Meridian, MS	39,661	\$38,399	Soccer fields
Northeast Park Soccer Complex	Meridian, MS	39,661	\$38,399	Soccer fields, tennis courts, walking track
Sammie Davidson Sports Complex	Meridian, MS	39,661	\$38,399	Walking track, baseball and softball fields
Taylorsville Sportsplex	Taylorsville, MS	1,302	\$33,696	Baseball fields, softball fields, walking track

Sources: Census Bureau, Rand McNally, Facility websites (2017, 2018)

Table A.4. Comparable Sports Complex over 200 Miles

Name of Facility	Location	Population	Household Income	Type of Facility
A.J. Holloway Sports Complex	Biloxi, MS	45,637	\$43,095	football, softball, and baseball fields
Bowman Tennis Complex	Biloxi, MS	45,637	\$43,095	tennis facility with pro shop and clubhouse
D'Iberville Sportsplex	D'Iberville, MS	11,400	\$43,095	Baseball and softball fields, football/soccer fields
Jackson County Soccer Complex	Gautier, MS	18,570	\$49,158	soccer fields
Gulfport Sportsplex	Gulfport, MS	71,856	\$43,095	baseball, softball and soccer fields
County Farm Soccer Complex	Gulfport, MS	71,856	\$43,095	soccer fields
Bayou View Sports Complex	Gulfport, MS	71,856	\$43,095	baseball and softball fields
Jack and Florence Goldin Sportsplex	Gulfport, MS	71,856	\$43,095	baseball and softball fields
Hancock County Equine & Livestock	Kiln, MS	2,238	\$46,542	covered multi-purpose arena tennis and racquetball courts, workout facility, gymnasium and jogging track
Turner Center Blackburn-McMurray Outdoor Sports Complex	Oxford, MS	22,314	\$43,162	sand volleyball courts, disc golf course, outdoor exercise equipment
The Ole Miss Golf Course	Oxford, MS	22,314	\$43,162	golf course, pro shop and clubhouse
Anniston Sports Complex	Anniston, AL	22,347	\$41,954	baseball, softball, football, and soccer fields, outdoor basketball courts and indoor aquatic/fitness center
Liberty Park Sports Complex	Birmingham, AL	212,461	\$47,220	softball, soccer, and football fields
Al Trione Sports Complex	Daphne, AL	24,896	\$51,365	baseball, softball, soccer, and football fields
Dothan Sports Venues	Dothan, AL	68,567	\$41,945	baseball, softball, soccer, and football fields, walking trails, outdoor exercise equipment and golf course
Gadsden Sports Complex	Gadsden, AL	36,084	\$40,478	baseball, softball, soccer, and football fields, tennis courts
Gulf Shores Sportsplex	Gulf Shores, AL	11,131	\$51,368	baseball, softball, soccer, and football fields, track and field
Spain Park Sports Complex	Hoover, AL	84,848	\$47,220	baseball and softball fields

Huntsville Sports Complexes	Huntsville, AL	190,582	\$60,150	baseball, softball, soccer, and football fields
Lagoon Park Softball Complex	Montgomery, AL	200,602	\$45,358	softball fields
Choccolocco Park	Oxford, AL	21,249	\$41,954	baseball, softball, soccer fields, track and field, walking trails
Vestavia Hills Sports Complexes	Vestavia Hills, AL	34,174	\$47,220	softball, soccer, and football fields
Alma Baseball Complex	Alma, AR	5,575	\$41,792	baseball fields
Lewis Soccer Complex	Fayetteville, AR	82,830	\$45,442	soccer fields
White River Baseball Complex	Fayetteville, AR	82,830	\$45,442	baseball fields
Kelley Park	Ft. Smith, AR	88,194	\$40,023	baseball fields
Goldtrap Boys Club	Ft. Smith, AR	88,194	\$40,023	baseball fields
Hunt's Park	Ft. Smith, AR	88,194	\$40,023	baseball fields
Greenwood Sports Complex	Greenwood, AR	9,322	\$40,023	baseball and softball fields
Equity Sports Bank Complex	Harrison, AR	13,138	\$38,664	baseball and softball fields
Brandon Burlsworth Youth Center	Harrison, AR	13,138	\$38,664	indoor basketball and volleyball courts, aquatic and fitness center
Harrison Tennis Complex	Harrison, AR	13,138	\$38,664	tennis courts
Anstaff Soccer Complex	Harrison, AR	13,138	\$38,664	soccer fields
Maumelle Sports Complex	Maumelle, AR	17,931	\$47,101	Baseball and soccer fields
Fidelity Communication s Sports Complex	Maumelle, AR	17,931	\$47,101	baseball and soccer fields
Maumelle Diamond Center	Little Rock, AR	17,931	\$47,101	softball fields
Bill Harmon Recreation Center	Sherwood, AR	30,517	\$47,101	indoor aquatic and fitness center, basketball and volleyball courts, walking track
Tyson Sports Complex	Springdale, AR	77,859	\$45,442	baseball and softball fields
Field of Dreams	Van Buren, AR	17,295	\$41,792	baseball and softball fields

Team Automotive Group Sportsplex	Baton Rouge, LA	228,590	\$49,942	indoor basketball and volleyball courts
Carencro Sports Complex	Carencro, LA	8,575	\$52,435	indoor soccer/football/lacrosse fields
Coquille Recreation Complex	Covington, LA	37,765	\$63,686	baseball and football fields, outdoor basketball courts, walking trails
Enos Derbonne Sports Complex	Lake Charles, LA	76,070	\$46,457	Baseball and soccer fields
Mandeville Sports Complex	Mandeville, LA	12,345	\$63,686	indoor fitness and aquatic center, gymnastics facility, outdoor basketball and sand volleyball courts
Big Easy Sportsplex	New Orleans, LA	389,617	\$37,488	indoor gymnastics facility and track, outdoor football/soccer fields
Cargill CABOSA Soccer Fields	Shreveport, LA	197,204	\$40,815	soccer fields
Youngsville Sports Complex	Youngsville, LA	11,961	\$52,435	baseball, softball, football and soccer fields, tennis courts
Sports Doctor Athletic Development Facility	Clarksville, TN	149,176	\$51,528	indoor batting cages, football/soccer/lacrosse fields
East Tennessee Sports Complex	Elizabethton, TN	66,027	\$33,177	indoor basketball/volleyball courts, batting cages
Rocky Top Sports World	Gatlinburg, TN	4,184	\$42,586	outdoor football/soccer/lacrosse fields, indoor basketball/ volleyball courts
TNT Sportsplex	Kingsport, TN	53,014	\$40,983	indoor basketball/volleyball courts, and soccer field
Badgett Sports Complex & Gourmet Grill	Knoxville, TN	185,291	\$50,366	indoor soccer fields and volleyball courts
McKnight Park	Murfreesboro, TN	126,118	\$58,032	indoor aquatic and fitness center, basketball and volleyball courts, walking track, outdoor football/soccer/lacrosse fields, and disc golf course
Centennial Sportsplex	Nashville, TN	530,852	\$50,484	indoor aquatic and fitness center, ice skating rink and tennis courts
Action Indoor Sports Complex	Tullahoma, TN	19,128	\$45,456	indoor soccer fields

Sources: Census Bureau, Rand McNally, Facility websites (2017, 2018)

Appendix B. A Copy of Intercept Survey

Survey # _____

If you agree to complete the survey, please take a few minutes to complete the following questions. Your participation is voluntary. All information that you provide will be anonymous, confidential, and reported only in the aggregate. If you have any questions or concerns regarding your inputs for this survey, please contact Dr. Sungsoo Kim, Associate Professor (sungsoo.kim@usm.edu) or Dr. Brandon Allen, Assistant Teaching Professor (Brandon.L.Allen@usm.edu) at University of Southern Mississippi.

1. Are you a resident or visitor of Grenada County?

☐ Resident ☐ Visitor ☐ Other; please specify: _____

2. What is your zip code? _____

3. Among the list below, please rate your likelihood of participating in the indoor sports activity.

	Not at all			Neutral			Very Much
Aerobics	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Basketball	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Bowling	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Ice Skating	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Gymnastics	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Martial Arts	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Ping Pong	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Rock Climbing	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Skateboard	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Swimming	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Volleyball	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Weight Lifting	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Wrestling	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Yoga	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Zumba	[1]	[2]	[3]	[4]	[5]	[6]	[7]

4. Among the list below, please rate your likelihood of participating in the outdoor sports activity.

	Not at all			Neutral			Very Much
Archery	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Backpacking	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Baseball	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Bicycling	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Boating	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Canoeing	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Fishing	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Football	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Frisbee Golf	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Hunting	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Motorcycling	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Sand Volleyball	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Skateboarding	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Soccer	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Softball	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Target Shooting	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Tennis	[1]	[2]	[3]	[4]	[5]	[6]	[7]
Track & Field	[1]	[2]	[3]	[4]	[5]	[6]	[7]

5. Is there any indoor or outdoor sports activity, which are not available in Grenada County at this present time, but you are willing to participate in if exist in Grenada County?

Indoor Activity: _____

Outdoor Activity: _____

Survey # _____

6. Please indicate your most preferable indoor sport activity?

7. Please indicate your most preferable outdoor sport activity?

8. How far would you be willing to travel to participate in your most preferable indoor sports activity from your home? _____ miles

9. How far would you be willing to travel to participate in your most preferable outdoor sports activity from your home? _____ miles

The following questions regard a potential Sports Complex in Grenada County, MS.

10. Please indicate what would be the most appropriate price you would be willing to pay for an annual membership of a potential Sports Complex in Grenada County, MS?

_____ Individual Membership _____ Family Membership
_____ Senior Citizen Membership

11. Please indicate what would be the highest price you would be willing to pay for an annual membership of a potential Sports Complex in Grenada County, MS?

_____ Individual Membership _____ Family Membership
_____ Senior Citizen Membership

12. Let's assume that you plan to travel to other places (e.g., another county) in relation to sports activities in the Potential Grenada Sports Complex. What would be your estimated spending during one year on the following items:

<i>Type of Expenditure</i>	<i>(\$ Dollar Amount(s))</i>
a. Lodging Expenses (hotel, motel, condos, etc.)	\$ _____
b. Food & Beverages consumed at restaurants.	\$ _____
c. Carry-out Food including groceries, coffee, or water	\$ _____
d. Rental Car Expenses	\$ _____
e. Tour & Transportation	\$ _____
f. Parking	\$ _____
g. Retail Shopping (equipment, etc.)	\$ _____
h. Other Recreation (night clubs, museums, etc.)	\$ _____
i. All other spending	\$ _____

13. What is your gender? ☐ Male ☐ Female

14. What is your age? (_____)

15. What is the highest level of education you have completed?

☐ Less than high school ☐ 4-year College Degree
☐ High school ☐ Higher than College Degree or Graduate Degree
☐ 2-year College Degree ☐ Other; please specify: _____

16. What is your ethnic origin? (Please check one that applies the most)

☐ African-American ☐ Asian-pacific Islander
☐ White ☐ American Indian / Alaska Native
☐ White, non-Hispanic ☐ Other; please specify: _____
☐ Hispanic

17. What is your current marital status? (Please check one that applies the most)

☐ Single ☐ Divorced
☐ Married ☐ Widowed
☐ Separated ☐ Other; please specify: _____

18. What is your estimated total annual household income? _____

19. If you would like at this time to make any specific recommendations to help develop a potential Sports Complex, please identify:

Thank you for your participation!

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Services Offered by The University of Southern Mississippi Trent Lott National Center for Economic Development and Entrepreneurship

In addition to providing graduate education in economic development through the Master of Science in Economic Development (MSED) program and the Graduate Certificate in Economic Development, the Trent Lott National Center partners with the MSED program to further the students experience by working with economic developers, communities, companies, and non-profit organizations through five main approaches:

1. University Economic Development researchers provide technical assistance in defining problems or opportunities; evaluating the effects of change; and providing recommendations for improvements.
2. Graduate students work on class projects involving research for an actual community or organization (e.g., retail pull factor analysis).
3. Each student is required to complete a thesis or capstone project. The capstone project involves completing an economic development research study (e.g., feasibility study).
4. Each student is required to complete an internship in an economic development organization.
5. Communities may have sponsored research projects and tap into the faculty expertise and university data sources (e.g., EMSI and REMI).

Examples of class projects involving research for Mississippi communities:

- Retail Analysis for the City of Greenwood
- Feasibility of a Livability Court for the City of Hattiesburg
- Economic Impacts of a Native American Casino in Jones County
- Ecotourism Development for Noxubee County
- Strategic Plans for Stone County, Sunflower County, Bolivar County, and the Hattiesburg Historic Downtown Development Association
- Community Study for the Hattiesburg Mid-Town District
- Entrepreneurial Development Plan for the Area Development Partnership
- Multimodal transportation research for Mississippi Port Directors
- Workforce Analyses for Mississippi Association of Local Workforce Areas

The University of Southern Mississippi also offers economic development training for working professionals and graduate students through its annual True South Basic Economic Development Course - an International Economic Development Council accredited introductory course. This course fulfills one of the prerequisites for those who wish to take the Certified Economic Developer (CEcD) exam.