

Outdoor Sports Center (OSC)



Historic Demand - OSC

Morgan Hill Outdoor Sports Center Outdoor Tournament Events (FYE 2016)				
	Events	Event Days	Total Attendance*	Average Attendance
Soccer Tournaments	22	na	106,049	4,820
Non-Soccer Tournaments	11	na	33,800	3,073
Total	33	62	139,849	4,238

**Estimated attendance.*
Sources: Morgan Hill Youth Sports Alliance

- 33 Total Tournaments in 2016
- 62 total event days in 2016
- Total attendees = 139,849

Survey Results - OSC

Morgan Hill Outdoor Sports Center Regional Soccer Tournament (November 12-13, 2016) Event Statistics

Attendee Origin	%	
From within Morgan Hill City	25%	
Out-of-City but within Santa Clara County	31%	
Out-of-County but within San Jose-Sunnyvale-Santa Clara, CA MSA	1%	
Out-of-MSA but within the State of California	43%	
Out-of-State	1%	
Total	100%	
Average Length of Stay	# of Days	
All Attendees (on average)	1.6	
Daily Spending per Person	At Center	Outside Center
Lodging	na	\$62.81
Food and Beverage	\$2.42	10.10
Shopping/ Merchandise	0.49	8.26
Entertainment	na	5.71
Parking	na	3.41
Other	0.19	3.89
Total	\$3.10	\$94.18

Source: Outdoor Sports Center Event Survey

- Survey conducted at regional soccer tournament
- Attendees
 - 25% Morgan Hill residents
 - 44% from outside County
 - 1% from out of state
- Spending at OSC = \$3.10
- Spending outside OSC = \$94.18

Regional Soccer Impacts - OSC

- 22 Regional Soccer Tournaments
- Total Direct Spending = \$5.6 million
 - Resident Spending = \$914k
 - Non-resident spending = \$4.7 million
- Total Economic Impacts = \$10.2 million
- Total Fiscal Impacts = \$492k

Total Economic Impacts Summary - OSC



- Soccer and non-soccer events
- Total Economic Impact = \$11.9 million
- Total Fiscal Impact = \$567k

Morgan Hill Aquatics Center (AC)



Historic Demand - AC

Morgan Hill Aquatics Center Swim Meets Held				
	Events	Event Days	Total Attendance*	Attendance/Day

2015	10	20	16,870	844
2016	11	21	19,994	952

**Estimated attendance.*

Sources: Morgan Hill Aquatics Center

- Total swim meets in 2015 and 2016
- 2016 = 11 total events
- 2016 = 21 event days
- 19,994 attendees in 2016

Survey Results Summary - AC

Morgan Hill Aquatics Center Regional Swim Meet (October 2016) Event Statistics

Attendee Origin	%			
From within Morgan Hill City	37%			
Out-of-City but within Santa Clara County	51%			
Out-of-County but within San Jose-Sunnyvale-Santa Clara, CA MSA	1%			
Out-of-MSA but within the State of California	9%			
Out-of-State	2%			
Total	100%			
Average Length of Stay				
Residents	1.0			
Visitors	1.6			
Daily Spending per Person	Residents		Visitors	
	At Center	Outside Center	At Center	Outside Center
Lodging	na	na	na	\$73.33
Food and Beverage	\$3.33*	\$16.67	\$12.39	20.84
Shopping/ Merchandise	na	na	24.08	26.11
Admission/ Entertainment	1.22**	na	15.66	22.19
Transportation	na	na	na	5.31
Parking	na	na	na	6.25
Other	na	na	4.25	5.00
Total	\$4.56	\$16.67	\$56.38	\$159.04

- Conducted at Regional Swim Meet
- Attendees:
 - 37% Morgan Hill residents
 - 10% outside County
 - 2% out of state
- Average Spending Non-Residents:
 - At AC = \$56.38
 - Outside AC = \$159.04

Source: Aquatics Center Event Survey

Regional Swim Meet Economic Impacts



- Impact of Regional Swim Meet
- Total Direct Spending = \$3.1 million
 - Resident Spending = \$156k
 - Non-resident spending = \$2.9 million
- Total Economic Impacts = \$5.6 million
- Total Fiscal Impacts = \$284k

Strategic Recommendations

- **Step 1: Create Regional Sports Commission**
 - Coordinate tourism resources
 - Establish unified marketing message
 - Secure state and national grants for funding

- **Step 2: Update Existing Facilities**
 - Aquatic Center is at optimal design and operation
 - No updates recommended at this time
 - Outdoor Sports Center
 - Replace existing turf surfaces & install new turf fields
 - Install lights for all fields
 - Specific operational recommendations to be outlined and provided
 - Update parking
 - Invest in existing baseball/softball fields to accommodate local teams

- **Step 3: New Facility Development**
 - Sand Volleyball Complex
 - 20 courts
 - Multipurpose Indoor Facility
 - Mixture of indoor turf and hardcourt surfaces