



# City of Morgan Hill

## Legislation Details (With Text)

**File #:** 17-101      **Version:** 1      **Name:**  
**Type:** Staff Report      **Status:** Other Business  
**File created:** 2/13/2017      **In control:** City Council  
**On agenda:** 2/22/2017      **Final action:**  
**Title:** SPORTS MARKET BUSINESS STRATEGY REPORT  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. Sports Tourism Business Strategy, 2. 06 Presentation

Date	Ver.	Action By	Action	Result
2/22/2017	1	City Council		

## CITY COUNCIL STAFF REPORT

### MEETING DATE: FEBRUARY 22, 2017

PREPARED BY: Chris Ghione, Community Services Director  
APPROVED BY: City Manager

## SPORTS MARKET BUSINESS STRATEGY REPORT

### RECOMMENDATION(S)

Receive the Sports Market Business Strategy report.

### COUNCIL PRIORITIES, GOALS & STRATEGIES:

#### Ongoing Priorities

Maintaining fiscal responsibility  
Supporting youth

#### 2017 Strategic Priorities

Infrastructure

### REPORT NARRATIVE:

The City is currently in the process of updating its Bikeways, Trails, Parks and Recreation (BTPR) Master Plan (Master Plan). In support of this update, a specific study on the City’s sports tourism market was requested by the City Council. The City’s Master Plan consultant, MIG, partnered with Johnson Consulting to prepare the attached Sports Marketing Business Strategy report.

This study serves two primary purposes. The first purpose is to estimate the economic impact of the City’s two primary regional sports facilities, the Morgan Hill Outdoor Sports Center and the Morgan

Hill Aquatics Center. The study provides details on the estimated economic impact of the facilities. The report highlights that visitors to the facilities spend an estimated \$18.9 million annually in Morgan Hill.

The second purpose is to provide recommendations to support the City's sports tourism efforts. This study was utilized in the development of recommendations within the draft Master Plan update, and is included as an appendix to the plan. The report highlights three key areas of recommendations:

- Create a tourism/destination management organization
- Update existing facilities (primarily improvements at the Outdoor Sports Center)
- New facility development
  - o Sand volleyball facility
  - o Multipurpose indoor facility
  - o Construction of baseball/softball complex

### **COMMUNITY ENGAGEMENT: Inform**

Extensive engagement with the Community occurred during the BTPR Master Plan update process. In the development of this report, the consultant met with multiple local organizations and private individuals to gather data for this specific study.

### **ALTERNATIVE ACTIONS:**

There are no applicable alternative actions.

### **PRIOR CITY COUNCIL AND COMMISSION ACTIONS:**

During a workshop for the Master Plan update on June 22, 2016, the Council indicated it was interested in receiving a report relating to the economic impact of the City's regional sports facilities. On September 7, 2016, the City Council increased the scope of the Master Plan project to include the sports tourism economic impact study.

### **FISCAL AND RESOURCE IMPACT:**

There is no fiscal impact associated with receiving the report.

### **CEQA (California Environmental Quality Act):**

Not a Project

Since receiving the study is an administrative program that does not result in a change to the physical environment, this action is not a project under the California Environmental Quality Act.

### **LINKS/ATTACHMENTS:**

Sports Tourism Business Strategy report