



Golden Eagle Regional Park 2017 Annual Report

By Tony Pehle, Recreation Supervisor City of Sparks



City of Sparks

Golden Eagle Regional Park

The Sports Complex at Golden Eagle Regional Park is a state-of-the-art facility situated on 140 acres in northeast Sparks. The complex features 1.4 million square feet of artificial turf—the largest single installation artificial turf project in North America.

Since opening to the public in 2008, the Sports Complex has been filled with players and spectators of all ages and skill levels. The softball fields are booked solid with tournaments on weekends from February through November, with teams from as far away as Alaska, Hawaii, and Florida. In 2017 we continued to fill our fields and increase the number of out of town teams, increasing our Economic Impact on Northern Nevada. Live streamed games on the internet, social media, and our reputation for a great complex and weather has made Golden Eagle Regional park one of the premier complexes in the country.

Park amenities include:

- Softball Fields (6)
- Baseball Fields (2)
- Youth Baseball/Softball Fields (4)
- Stadium-size Football/Soccer Field
- Multi-Purpose Fields (2)
- Bocce Ball Courts (2)
- Basketball Courts (2)
- Batting Cages (3) Coming soon
- Concessions (3)
- 3,600 sq. ft. Restaurant and Sports Bar



More than
8,000,000
visitors since
opening

Golden Eagle Regional Park

2017 Highlights

- Generated an estimated \$27.74 Million in Economic Impact from Tournaments and Events visitors
- Attracted over 1 million participants and spectators visits for league and tournament games
- Hosted 52 tournaments or rental events in 2017
- Brought 1,215 visiting teams to Sparks equating to over 45,000 room nights
- Had over 9,000 games played on the 15 synthetic-grass fields, including 3,700 city league softball games and 5,600 tournament games
- Hosted 11 tournaments with 50-200 teams participating



Another Fantastic Year for GERP

A total of 52 events produced \$27.74 Million annually to our regional economy in 2017.

The 15 synthetic-grass fields at the 140 acre park received over 1 million visits for sports related events, and 52 tournaments and events generated an estimated economic impact from visitors in excess of \$27 million. Additionally, over \$177,000.00 was received in direct income from rentals a 15% increase from 2016.

Since opening in 2008 the complex has been host to numerous Regional and National events for organizations like the Amateur Softball Association, Senior Softball USA, and Triple Crown Sports and National televised tournaments.

Golden Eagle is home to over 500 local adult softball and kickball teams participating 11 months of the year.

We are also host to league games and practices for Sparks Babe Ruth, Sparks Centennial Little League, Sparks National Little League, Sparks Centennial Softball, Pop Warner Football, Sierra Youth Football League, AYSO Soccer, Great Basin Youth Soccer, and Northern Nevada Soccer League seven days a week, for 9 months of the year.



Tournaments

Athletx – Youth Baseball and Youth Softball Tournaments

Athletx from Louisville, KY first came to us in 2016 and were hugely successful in their first year at GERP and had over 80 teams from across the country including 6 teams from Hawaii. Since that time they now rent storage space in Sparks to hold their supplies so they don't have to truck them from Kentucky and have gone from 6 days of tournaments in Sparks to 16 days in 2018.

Senior Softball USA – Rock N Reno Tournament

The 196 team Tournament ran 9 days May 26-June 4, has doubled in size since Golden Eagle was built. This event remains SSUSA's oldest and largest National Qualifier and the largest tournament in Sparks' history. Teams come from all over the country including New York and Florida to participate.

Triple Crown Sports – Youth Baseball and Youth Softball tournaments

Triple Crown Sports came to us six years ago with the idea of moving some of their National events to Sparks, away from Utah, Colorado, and New York after visiting Golden Eagle Regional Park. They hosted 104 teams from across the country in 2017.

This and That Softball – Blood n Guts Adult Softball Tournaments

Doug Foremaster who has worked for the City of Sparks for 24 years as a part time employee and is a volunteer Slow Pitch Softball Coordinator for ASA came up with an idea 15 years ago to develop a triple elimination tournament in Sparks, the first of its kind. He started with 8 teams the first year of the event, it has now grown to 3 weekends and now has grown to 173 teams, over 450 games and a waiting list. This event has teams registered from as far away as Alaska and 22 teams from the Boise, Idaho area.

Liquid Blue Events – Boneyard Blast

Started by a local slow pitch softball team in our league, Liquid Blue Events has developed into a hugely popular tournament. The event started with a modest number of teams and now has grown into 2 events locally with 220 teams and over 85% of those teams visiting from outside our area.

Year	# Events
2007 *	27
2008	31
2009	32
2010	36
2011	41
2012	51
2013	48
2014	48
2015	50
2016	51
2017	52

*Prior to Golden Eagle Regional Park

Golden Eagle Regional Park Estimated Economic Impact Report 2017						
Data	Room Nights	Impact of Lodging (1) X (7)	Impact of Gaming (3) X (8) X (6)	Impact of Other (5) X (9) X (6)	Total Economic Impact	
Total Cash Room Nights (1)	45,000	\$3,465,000	\$8,819,712	\$15,456,698	\$27,741,410	
Average Room Occupancy (2)	2.5					
Adult Attendance (3)	25,344					
Under-age Attendance (4)	7,154					
Total Event Attendance (5)	32,498					
Average Length of Stay (6)	3					
Average Daily Rate (7)	77					
(1) Total Cash Rooms based on Formula/Staff Estimates						
(2) Based on RSCVA estimates of 2 per room for Adult Teams/3 per room Youth						
(3) Adult attendance based on Event Organizer Estimates						
(4) Youth attendance based on Event Organizer Estimates						
(5) Combined Adult/Youth attendance						
(6) Based on RSCVA Sales Department Estimate						
(7) Based on 2016-2017 YTD						
(8) 50% Daily per person gaming spending EMC Visitor Profile	\$116.00					
(9) Daily per person other spending EMC Visitor Profile decreased to 50% for Adults and 25% for Youth based on event profile	\$158.54					
12 Rooms per team						
Adult teams = 14 players, 6 spectators (704 adult teams)						
Youth teams= 14 players, 2 coaches, 14 spectators (511 youth teams)						
Total teams = 1943						
Local teams = 728						
Visiting teams = 1215						
Total events = 52						

Methodology and Data Collection

This annual report closely follows the economic impact data-collection study. Calculations are a combination of data received from the RSCVA, Athletic Business magazine, Triple Crown Sports, Senior Softball USA, ASA/USA Softball and the National Association of Sports Commissions.

This report is only using spending by visitors to Sparks for this economic impact report. Expenditures by tournament participants who reside in or near Sparks are not included in the calculations because of the likelihood their money would have been spent in the community on other forms of entertainment or food. The economic impact report also does not calculate the impact of participants in City-sponsored sports leagues that utilize GERP.

Significance of the Economic Impact Report

In most communities, parks and recreation agencies are the engines of tourism and economic development. Recreational facilities like GERP attract tourists, businesses and retirees, and enhance real estate values. A common mistake for parks and agencies is to merely provide decision- makers with financial reports on the revenue and expenses of these facilities instead of illustrating economic impact and the broader value of the community’s investment.

According to a 2012 report from the National Association of Sports Commissions, visitors spent more than \$7.6 billion on sports travel in 2011, a 6.5 percent increase over the previous year. Most of that is spent locally on food, lodging and retail, providing a significant economic boost that’s good for everyone in the community. Once seen as an intrusion into resources intended to serve the local community, sports tournaments are now embraced by many communities.



2017 Golden Eagle Regional Park

Date	Description	Event Name	Teams	Games	Days	# Local	# Visiting
Jan. – Feb.	Youth	Soccer Practice Rentals	36	200	42	36	0
Jan. – Feb.	Adult	Adult Football Rentals	12	24	12	6	6
Jan. 28	Adult Softball	16 inch softball	23	59	1	20	3
Feb. 11-12	Adult Softball	This and That Softball Valentine’s Massacre	38	89	2	16	22
Feb. 18-20	Youth Baseball	All World Sports baseball	36	92	3	30	6
Mar – Sept.	Adult Soccer	Northern Nevada Adult Soccer League	80	720	50	75	5
Feb. 25-26	Youth Soccer	Goalkeeper Camp	6	0	2	5	1
Feb. 25	Adult Softball	This and That Softball tournament	14	31	1	6	8
March 3	Adult Softball	USA Softball 5 x 5 x 5	9	18	1	9	0
March 11-12	Adult Softball	Nevada ASA/City of Sparks Helping Hands	23	51	2	12	11
March 15	Youth Kickball	SSHS Kickball Tournament	34	68	1	34	0
March 18-19	Adult Softball	Dublin Dirty Softball Tournament	65	142	2	12	53
March 25-26	Youth Baseball	AWS – Youth baseball Tournament	33	78	2	26	7
April 1-2	Youth Soccer	Sagebrush Soccer Tournament	40	62	2	24	16
April 8-9	Adult Softball	Down N Dirty Softball Tournament	43	117	2	19	24
April – May	Youth Lacrosse	High School Lacrosse	12	40	10	6	6
April 22	Adult Softball	ASA 5-5-5	11	36	1	11	0
April 29-30	Youth Baseball	AWS – Youth baseball Tournament	55	155	2	40	15
May 6-7	Adult Softball	All-American	25	62	2	4	21
May 13-14	Adult Softball	USA Softball of Nevada	9	23	1	6	3
May 13-14	Adult Softball	West Coast United Police Tournament	16	35	2	0	16
May 20-21	Adult Softball	No Crying in Softball Tournament	15	50	2	10	5
May 26-June 4	Senior Softball	Sr.Softball USA Rock n Reno Tournament	196	650	9	6	190
June 10-11	Youth Softball	NSA youth Fast pitch	5	12	2	4	1
June 17-22	Youth Baseball	Athletx	85	213	6	2	83
June 17	Adult Softball	Nevada ASA State Championships	10	32	1	10	0
June 19-23	Youth Soccer	British Soccer Camp	5	0	5	5	0
June 23-25	Youth Baseball	Muckdogs	28	75	3	6	22
June 24-25	Youth Fastpitch	Capital Sports Association	11	37	2	1	10
June 30-July 2	Youth Baseball	Muckdogs Summer tournament	28	62	3	6	22
July 1	Adult Softball	16 inch tournament	16	40	1	16	0
July 8-9	Adult Softball	Boneyard Blast	155	320	2	22	133
July 12-16	Youth Baseball	AWS – Youth Baseball Tournament	110	254	5	30	80
July 17-22	Youth Softball	Triple Crown Sports World Series	104	244	5	7	97
July 24-27	Youth Soccer	British Soccer Camp	10	0	5	10	0
July 27-30	Youth Softball	NSA Western Worlds	89	213	4	6	83
Aug. 5-6	Adult Softball	This and That Softball Summer Blast	27	63	2	17	10
Aug. 12	Kickball	Kickball Tournament	14	32	1	14	0
Aug. 19-20	Adult Softball	This and That Softball Summer Slammer	11	44	1	5	6
Sept. 2-4	Youth Baseball	AWS – Youth Baseball Tournament	40	103	3	25	15
Sept. 9-10	Adult Softball	Balloon Race Tournament	29	71	2	11	18
Sept. 16-17	Adult Softball	Smoke Tournament	16	48	2	2	14
Sept. 16-17	Youth Softball	Capital Sports Association	4	14	2	4	0
Sept. 23	Adult Softball	Nevada ASA/City of SparksToys for Tots Softball	11	28	1	7	4
Sept. 30	Adult Softball	Nevada ASA/City of Sparks Breast Cancer	18	42	1	14	4
Oct. 7-8	Youth Softball	ASA Youth softball	18	46	2	12	6
Oct. 14-15	Adult Softball	Blood n Guts I softball Tournament	77	268	2	16	61
Oct. 21-22	Adult Softball	Blood n Guts II Softball Tournament	69	223	2	20	49
Oct. 28-29	Adult Softball	Blood n Guts III Women’s Tournament	27	72	2	10	17
Nov. 4	Adult Softball	16 inch Tournament	9	22	1	3	6
Nov. 11-12	Adult Softball	WSL	26	76	2	2	24
Nov. 18-19	Youth Baseball	All World Youth Baseball	60	132	2	28	32
TOTALS			1943	5588	226	728	1215