



Application

**52822 - DOC - Big Sky Economic Development Trust Fund (BSTF) - Planning Projects - FY17-04 - Final Application**

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53701 - Yellowstone County Sports Facilities Feasibility Study  
DOC MTBD BSTF Planning Projects

Status: Submitted

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**Applicant Information**

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Title:

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**Organization Information**

Name:\* Beartooth Resource Conservation and Development Area, Inc.

Organization Type: Non-Profit Organization

Organization Website: www.beartooth.org

Address:\* PO Box 180  
110 S Main Street

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**Applicant Information -- Eligible Applicant Information**

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**Eligible Applicant**

Eligible applicants are CRDC, Tribal Governments and approved EDO, which are located in a county that is not part of a CRDC region and meet program eligibility requirements.

The organization that is preparing the application must match the organization that is selected below.

If the organizations do not match, please withdraw the application and contact the BSTF Program.

From the dropdown list, please identify the CRDC, Tribe or EDO.<sup>\*</sup> Beartooth RC&D  
If your name does not appear on the list and you believe that you meet the program eligibility requirements, please contact the BSTF Program.

#### Authorized Contract Signatory

Enter full name <sup>\*</sup> Sue Taylor  
First Name Last Name  
Economic Development Director  
Title  
Email Address of Contract Signatory<sup>\*</sup> staylor@beartooth.org

### Applicant Information -- Project Summary Information

Proposed Use of BSTF Funds:<sup>\*</sup> Feasibility Studies  
Eligible Activities Listed in Section D.2 of the Application Guidelines.  
Physical address of the project<sup>\*</sup> 815 S 27th Ave, Billings, MT 59107  
County<sup>\*</sup> Yellowstone  
Type of Assistance Requested<sup>\*</sup> Grant  
Grant or Loan  
Total Project Cost \$57,000.00  
Leave Blank - this amount will be automatically updated from your submitted budget.  
Amount of BSTF Funds Requested \$27,000.00  
Leave Blank. This amount will be automatically updated based on your submitted budget.  
Total Cash Match \$30,000.00  
Leave blank - as this will automatically update from the submitted budget

### Applicant Information -- Assisted Business/Entity

Assisted Entity's Name<sup>\*</sup> Visit Billings and Laurel Aquatic Recreation Complex  
Who is the work being done for?  
What is the mailing address for the Assisted Business/Entity.  
Mailing Address PO Box 31177 and PO Box 1086  
Billings and Laurel Montana  
City State  
59107-1177  
Zip (Use xxxxx-xxxx format) To look up your 4 digit extension, click here USPS Zip Code Look Up  
Contact Person for the Assisted Entity Alex Tyson  
First Name Last Name  
Title Executive Director, Visit Billings  
Phone Number 406-245-4111  
Use xxx-xxx-xxxx format  
E-Mail Address alex@visitbillings.com  
North American Industrial Classification System (NAICS) Code 813910  
Enter the most appropriate NAICS Code that matches the Assisted Business/Entity. To look-up your NAICS code, click on: NAICS Look Up  
Total Number of New Jobs to be Created  
Enter a number only. If not applicable, leave blank.

### Applicant Information - Partner Organizations

Organization Name Big Sky Economic Development  
If not applicable, mark the field N/A  
Contact Person within the Organization Dianne Lehm  
First Name Last Name  
Organization Address 222 N. 32nd St., Suite 200  
Billings Montana  
City State

59101-1948

Zip (Use xxxxx-xxxx format) To look up your 4 digit extension, click here USPS Zip Code Look Up

Phone Number

406-869-8409

Email Address

dianne@bigskyeda.org

**What are the partner organization's responsibilities relative to the proposed project?**

Big Sky EDA staff will serve on the Steering Committee; review draft documents; assist in administrative duties as needed; assist consultant(s) in planning and arranging locations for focus/user groups; assist with group session facilitation; build consensus among groups to help ensure all Yellowstone County stakeholders are represented and have a voice in the process to achieve a successful project outcome.

## ***Project Information - Overview***

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**Please describe, in detail, the proposed project. \***

The proposed project involves hiring a qualified consulting firm to conduct a feasibility study which would allow us to gain a better understanding of what types of amateur sports facilities are needed in the Billings-Laurel area to serve the existing and future needs of residents while providing high quality venues to host regional and state sporting events. The completed study will also serve as an economic development tool for Beartooth RC&D and Big Sky Economic Development agencies in terms of leveraging regional assets to increase exposure to the area for potential business attraction and business expansion as a result of increased traffic. An it will serve as an event attraction tool for Visit Billings to increase motel occupancy and spending in the area.

Key stakeholder and user groups in Billings and Laurel, the population centers of Yellowstone County, Montana have identified a growing need for sporting event facilities in order to better serve their residents; provide high quality venues to host regional and state sporting events, drawing outside dollars into the local and regional economy; and identify sporting event facilities that are found to be lacking in the larger trade area, thus increasing the financial viability of recommended facilities. The study area includes the City of Billings, the City of Laurel and the connecting I-90 corridor.

The facilities of highest priority include, at a minimum: aquatic center(s); ice arena; track and field facility (Billings area); fields; tennis court(s); courts/gym; and multi-use venues that could be used as event rental space and a community center(s).

These needs are likely to be addressed through a combination of new buildings and improvements to existing facilities and will likely require a phased approach and strategies to leverage public-private partnerships in order to secure initial funding for building and renovations as well as long-term operations and maintenance of the facilities.

We are working with a diverse group of stakeholder and user groups throughout the process in order to develop a comprehensive analysis of the region's needs. We will use the information presented in the feasibility study to create a realistic action plan and the study will be used to assist in securing the funding to build, operate and maintain venues that would be financially viable in the Billings and Laurel areas.

The team involved in the development and preparation of this application understands the importance of investing in the proper planning to build facilities and venues that are financially viable, and in the importance of gaining a better understanding based on fact and not just public opinion as to what would work long-term for the region. The team also understands that building the facilities without planning for ongoing operations and maintenance would be of no value to the community and region. The days of digging a hole and building an outdoor pool are no longer a reasonable option and the group is well aware that a comprehensive and viable plan is necessary in order to move forward and provide for the needs of the region.

The proposed project is a direct response to an economic development opportunity by creating the ability to quantify the need for additional and improved sports facilities to fully take advantage of the dollars generated for communities by participants and spectators through a robust sports tourism program. The implementation of recommendations presented to the Assisted Businesses will also generate jobs, both through new facility operation and through existing tourism-related companies being able to expand their workforce.

The economic impact of sports tourism is well documented in this application and multiple online resources and is very favorable to the project and region. Local participation in the form of matching funds and letters of support has been proven and we anticipate an expansion in this area over the next 30-45 days. We have also provided information as to the regional economic need and project readiness upon award notification. We appreciate the opportunity to present this project for your consideration.

**Describe the assisted entity or business.**

There are two Assisted Businesses represented in this project - Visit Billings and Laurel Aquatic Recreation Complex (LARC)

**Visit Billings**

The mission of Visit Billings is to generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination.

The Visit Billings team is committed to growing visitation at Montana's Trailhead. The staff is an extension of its stakeholders (hoteliers) working to provide sales, services and marketing support to the local hospitality industry. Visit Billings is a leading brand comprised of the Billings Tourism Business Improvement District and the Billings Convention and Visitors Bureau and is managed by the Billings Chamber of Commerce.

Travel promotion is a wise, strategic investment for Billings. It kicks off the Virtuous Cycle (U.S. Travel Association). This cycle begins with travel marketing and leads to increased visitation, **greater traveler spending in local businesses and faster job creation**; all of which far surpass the initial marketing investment from a Destination Management Organization or DMO, like Visit Billings.

### Laurel Aquatic Recreation Complex (LARC)

LARC is an active citizen-based group whose mission is to provide a state-of-the-art recreation and aquatic facility that enhances the health, fitness, safety, recreation & quality of life for the Laurel area.

They are a small but dedicated group of residents who are attempting to build a recreational complex that will meet the current and future needs of Laurel. The 3 areas of focus are: indoor swimming pool, including competitive swimming with spectator seating; community center; and community gym.

Their current goal is to secure a feasibility study to validate the viability of this project. They will work towards the implementation of study findings that prove to be feasible in Laurel.

LARC Progress to date:

- May 2015, started grass roots group to keep current pool open and consider building new complex.
- June 2015, defined needs of the community as swimming pool, community center, and basketball multi-use gym.
- July 2015, entered float into July 4th parade to start name recognition.
- August 2015, first major fund raising concert.
- Remainder 2015, more small fund raiser and awareness projects.
- February 2016, concert to raise funds.
- Parade and other name awareness functions.
- Several major fundraising opportunities came our way due to name recognition and having news articles published in the local newspaper.
- Attended USA Swim Build a Pool conference in Missoula.
- Incorporated in MT as a nonprofit Corp.
- Prepared and approved nonprofit bylaws.
- Prepared and approved Conflict of interest policy.
- Prepared and submitted IRS 501(c)3 application after review by CPA.
- Prepared Enterprise Plan to assist with background information for a feasibility study.
- Have 10 acres of and set aside for our project with 2 other sites possible.
- Briefed Laurel City Council and Park Board as to our intentions and progress to date and requested their support.
- Received IRS 501(c)3 designation.

**Please describe what activities the BSTF funds will be used for.\***

The requested grant funds from Big Sky Economic Development Trust Fund will be used to hire a qualified firm to execute the Scope of Work and deliver a completed feasibility study that examines the market need and financial analysis of the growing demand for amateur sporting event facilities in the Billings-Laurel area.

Activities that will take place during the preparation of the study will include, at a minimum: an economic and demographic overview; research of sports participation trends; comparative analysis of the sports tourism market and a market segment opportunity profile; evaluation of community needs and gaps through user group interviews and surveys; compiling an inventory, site location and current condition of existing public, private, and nonprofit sports facilities; analysis and recommendation of program and operational approach; management alternatives for ongoing operation; analysis of community capacity and willingness to support recommendations presented in the study; identification of opportunities for public-private participation; realistic projections for job creation as a result of recommendations; detailed estimates for annual operating costs, including staffing; community input and participation through meetings, surveys and a workshop to present findings.

Please refer to Supporting Documentation for the complete Scope of Work.

**Identify the entities involved in completing the proposed project, including management of the project/staffing plan.\***

The selected consulting firm will be responsible for the completion of all work outlined in the attached Scope of Work.

Beartooth RC&D will draft and negotiate the contract with the consultant on behalf of the Assisted Entities.

Beartooth RC&D in partnership with Big Sky Economic Development will manage the project and provide regular communication with all stakeholders as well as solicit public participation and input during the study period.

The Steering Committee, consisting of 5-7 key stakeholders, and the Assisted Entities will facilitate and manage the feasibility study process and this group will be involved throughout the process in order to develop a comprehensive view of the region's needs and opportunities.

**Provide an implementation plan or timeline for the project activities from start-up through closeout.\***

We anticipate that the project timeline will encompass a maximum of 12 months:

- Start-up: 60-90 days after award notification - RFP solicitation and contract negotiation.
- Implementation: Six months for feasibility study gathering of information and preparation of draft document, immediately following contract execution.
- Review: 30 days to review draft document and provide input for final study.
- Closeout: 30-60 days for closeout including final deliverable approval and financial reconciliation.

**Specify if outside professional services will be procured.\***

Yes, we will solicit a qualified firm to complete the Scope of Work through a competitive bid process. The solicitation of bids will include publishing of the notice in the Billings Gazette as well as a solicitation notice emailed to qualified firms known to the Steering Committee, since this is a rather specialized field.

**Provide any relevant historical information on this project or the region it could support.\***

Billings is a leader in state and regional sporting events. As a sports event hub, Billings offers a wide range of venues accommodating several sports categories. The current venues, coupled with strong air service options and trailhead access to Big Sky Country help position Billings well in this tourism segment. Team-friendly restaurants, local attractions, affordability and competitive room rates, also help make Billings an ideal sports hub for youth, high school, collegiate and amateur athletic events.

Sports tourism is a highly competitive arena in the destination marketing and management world. The industry, for Billings, represents varying forms of individual and team travel at all levels of competition. From soccer and wrestling to road races and softball, Billings plays a major role in high school and travel competition. Sports visitation includes not only the athletes, coaches, officials and trainers but also parents and family members. This supportive group comes to play a loyal role, but seeks experiences outside of a tournament bracket. At the same time, there are athletes, professional and amateur, whom make Montana part of their itineraries to hike, raft and climb as well as experience fishing, hunting and birding. However, there are opportunities for Billings to expand and grow in the sports tourism segment.

Billings has proven it knows sports and helps execute sporting events quite well as the home to major annual events like the Big Sky State Games, Montana Women's Run, Montana Marathon, All Class State High School Wrestling Tournament, Heart and Sole Run, Stockman Bank Magic City Classic and Big Sky VolleyFest, to name a few. A major strength in this segment, is an emerging community presence as a strong road race destination. This success is due in part to a forward-thinking group of community runners and volunteers as well as supportive college coaches and athletic directors. Visit Billings looks forward to continuing to foster relationships with such local and regional sports organizers in order to grow existing and encourage new events at Montana's Trailhead.

The future of sports in Billings is a simultaneous growth process which focuses on expanding Billings' sports products, an essential part in the future of the segment, and strengthening the commitment to positioning the destination as a sports event hub. In FY17, Visit Billings, together with community and regional leaders, will execute a sports facility feasibility study in order to hone in on the sports that are under served and have major recruitment potential such as aquatics. This research will be a crucial piece of the future of sports at Montana's Trailhead.

FY16 witnessed many successes in Visit Billings' sports segment efforts, including new events like the 406 Duathlon Challenge, curling, as well as multiple key state and expanded regional softball tournaments. Support for the First Interstate Border War, Montana Marathon, Yellowstone Kelly Triathlon, Warrior Run, and American Legion events also continued to grow. FY17 will witness NCAA bid efforts as well as the 2016 NCAA DII Cross Country West Region Championships. The years ahead are strong for the destination in sports, but planning for the next decade and beyond are a necessity to continue the growth of this lucrative segment and maximize its benefit for the community as a whole.

In conclusion, expanding relationships with current event organizers, cultivating new relationships with sports planners and marketing in key publications to position this area as a sports destination, will help nurture this crucial tourism segment. Arming the community and DMO with appropriate research while focusing on servicing/ supporting sports events to meet the high expectations of the athlete, fan and organizer are also essential. These coordinated efforts will further support our ultimate goal of becoming a regional sports hub.

*From the Visit Billings Marketing Plan and Budget document:*

2016-17 STRATEGIC GOALS GROW VISITATION AT MONTANA'S TRAILHEAD

The Marketing Plan supports goals laid out in the Montana Office of Tourism and Business Development's Strategic Plan 2013-17.

GOAL #1 FOSTER VISITOR GROWTH AT MONTANA'S TRAILHEAD

GOAL #2 SUPPORT AIRPORT PROGRESSION

GOAL #3 INCREASE LEISURE VISITATION WITH A VALUE SEASON EMPHASIS

**GOAL #4 POSITION BILLINGS AS A SPORTS EVENTS DESTINATION**

Billings is the trailhead to trophy celebrations for youth, high school, collegiate and amateur sporting events. Strong facility offerings combined with more than 5,000 sleeping rooms, hundreds of restaurants and plenty to do outside of a tournament bracket, helps make Billings a competitive sports destination.

As the sports travel segment continues to grow in Billings, it's necessary for the community and Visit Billings as a DMO, to have a better understanding of the opportunities that would be available to recruit new, and expand existing, sporting events, **if proper facilities were available**. Visit Billings will work with community partners and sports industry experts to look at executing a sports facility feasibility study to better position Billings as a sports event hub.

Visit Billings staff will continue to work with local organizers for travel and youth events and also athletic directors on the high school and collegiate levels to mine future opportunities. Simultaneously, Billings is evolving into a highly attractive road race destination. Established races like the Montana Women's Run, Heart and Sole Race and Montana Marathon together with new events like the 406 Duathlon Challenge, Warrior Run and Tuff Stuff, help get visitors excited about the opportunities that await them at Montana's Trailhead where you can compete and celebrate!

GOAL #5 THE VISITOR EXPERIENCE

GOAL #6 THE INTERNATIONAL MARKETPLACE

GOAL #7 MEETING AND CONVENTION RECRUITMENT

**It should also be noted that in this same document, under Challenges is this statement: "Billings is a strong sports destination with the potential to recruit significantly more youth, collegiate and amateur events if sport facility offerings were expanded."**

*The full Visit Billings Marketing Plan and Budget document can be found under Supporting Documentation.*

Historical information to support the need for this project in the Laurel area can be summarized in the following four areas:

Laurel Resource Team Assessment - July 2007 (full report can be found in Supporting Documentation)

- **Main Topic: Amenities**Community Center/Recreation Opportunities - Swimming
- In nearly every listening session an indoor pool was identified as a desired project for the community and a community center was identified in connection with the pool in most cases.

Earmarked Funding

The City of Laurel holds a fund with approximately \$117,000 from citizen Billie Riddle 10 years ago to be used solely towards a new pool for Laurel.

Existing Track Facility

The track and field facility in Laurel is well utilized and envied by schools in and around the area. Teams and events are booked well in advance and the economic impact to local lodging, food establishments and retailers is much appreciated.

Laurel Gateway Plan - January 2015

Yellowstone County is experiencing unprecedented growth and business development. A mix of a resurgence in energy development, an attractive quality of life, access to transportation systems, and a quality workforce, have led to growth in all energy support, health care and regional headquarters industries. Much of this growth is focused in Billings and due to the proximity of Billings and Laurel, there has been limited business growth and development within Laurel. There are many advantages that the Laurel TIF District has to offer. Identifying and capitalizing on them is the primary goal of this Plan.

Laurel has been home to two significant employers for most of its history. The railroad companies, Burlington Northern Santa Fe and Montana Rail Link and the refinery, CHS, provide a larger sector of jobs for the local workforce. Having two large employers provides stability to the local economy that is unique among small communities.

The District's location is a strength relative to other parts of Yellowstone County. It has direct access to and high visibility from Interstate 90, making it a preferred location for traveler services and businesses with easy access to the interstate highway system.

Overall Advantages: High visibility and access from Interstate 90 • Small town feel • Broad base of local employers • Large tracts of undeveloped property within the southeast area

Approaches to economic revitalization are specific to locations and desired outcomes, but there are general strategies and practices of revitalization that urban theorists and practitioners follow and connect with local practices to ensure success.

1. Multiple Approaches - Successful communities use a variety of tools to build economic development. These tools range from small projects to significant infrastructure improvements, and work toward building economic success.

2. Private Investments - The public and private sectors must work together to create economic activity. Private investment, through business expansion, real estate development or building façade improvements, is essential for the economic success of a community.

**3. Community Programs - Programs that strengthen the community increase economic development. Including residents in projects creates a sense of community pride and fosters economic developments. Successful communities build community while building economic growth.**

4. Identifying key Assets - Every community has strengths on which economic development can be enhanced. Finding that asset and using it to the community's advantage builds long term economic growth.

5. Short Term Projects - Short term or temporary projects that yield quick results help build support for long-term commitments. Identifying and completing short term projects early in a redevelopment process is valuable in any economic development process.

6. Evaluate - No process or plan is perfect. Communities that are able to adapt and respond to changing economic conditions, developing technologies, or failed attempts become stronger and more likely to withstand economic downturns.

These six strategies are the basis for the approaches and recommendations to address the strategic needs of the district. Understanding how these strategies address the strengths and weaknesses identified in the previous section will provide the necessary framework for understanding the latter recommendations.

## ***Project Information - Economic Impact Statement***

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### **Impact Statement\***

The stakeholder groups have identified areas of need for sports facilities, and have taken into account existing facilities and their limitations for attracting sporting events. The entities involved in this project seek to enhance sporting event attraction and provide better solutions for sports participation.

The availability of pools for competition, learning to swim, and water therapy are especially lacking in the area. There are 4 currently open and operating pools in the Billings community.

Rose Park which is only open from mid-June to mid-August. The pool is 3 1/2 feet deep and shallow on both ends of the pool, and deep in the middle which cancels out the option of hosting a competition there and bringing in teams to Billings.

Rocky Mountain College has the only 6 lane competition facility in Billings. That facility is closed and under construction for an undisclosed and undetermined amount of time due to severe black mold issues as well as structural deterioration. This facility hosts all of the high school as well as club swim team competitions for the Billings community.

Montana State University Billings has a 6 lane pool which is only open and operational from September until mid-May. This pool does not have a competition setup as there are no starting blocks or score boards. The pool is run by the State.

The last option in Billings is the YMCA pool. This pool is privately owned and operated. It is a 5 lane pool that is 4 1/2 feet deep at the deepest end. This pool does not have a competition setup since there are no starting blocks and the lanes are too narrow for touch pads.

Laurel currently has one unheated outdoor pool which is used primarily by residents. Three years ago, the pool was in danger of closing due to needed repairs and replacement of equipment. This situation was the spark that ignited the citizen-based LARC group to organize and start looking for a long-term solution to a pool for both resident use and the possible attraction of competitive swim events.

Economic Impacts from sporting facilities and events are well-documented and very encouraging. There are several references below as well as a Traverse City Area Chamber of Commerce file and a CNBC article that can be accessed in Supporting Documents.

TB&P (Talk Business & Politics) news website dated January 9, 2014:

"Families across the country and local region may not go for out for dinner, but research shows they will plunk down an average of almost \$300 per weekend when they travel with their children's youth sports teams."

Economic Impact of Minnesota Amateur Sports Commission (MASC) Facilities:

MASC tracks the annual economic impact of spending by out-of-state visitors at its eleven facilities. Annual direct spending includes tournament fees, lodging and meals purchased during a visit to a MASC facility. Direct spending is increased by an economic multiplier of 1.6 for a conservative estimate of economic impact. In 2015, the economic impact of spending from out-of-state visitors to MASC facilities was almost \$70 million dollars.

Information from Sports Destination Management:

### **2015 Champions of Economic Impact in Sports Tourism**

6 Nov, 2015

By: **Mary Helen Sprecher, Peter Francesconi**

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On some levels, it would seem relatively easy for individual cities and towns to calculate the overall economic impact for specific sports events that come into their communities. However, our industry has yet to develop a definitive, overall and comprehensive *national* survey to determine the "total sports travel market economy"—one that takes into account, and breaks down, sports tourism from all sources—youth and amateur events, regular season college and professional events, and other special tournaments. But, based on data that is available, including anecdotal evidence from CVBs and sports commissions around the country, along with industry experts, we have reason to be positive about continued growth in the sports travel industry at all levels.

A big reason for our optimism is that the sports event industry continues to show its resilience despite overall U.S. economic downturns in recent years. Because of this, our industry has often been described as "recession-resistant," if not "recession-proof," and with good reason.

Consider the nature of the sports travel industry itself: Many events—whether for youth or adult, amateur, college or professional—must take place every year, so the demand for venues stays high. In fact, that demand appears to be continually increasing, as we constantly hear about CVBs and sports commissions looking to expand, improve or build more facilities. (In addition, according to a recent white paper by the National Association of Sports Commissions (NASC) on the economic impact of sports events, many host organizations continue to develop their own yearly events designed to attract out-of-town teams.)

Often cited is that families will travel to attend tournaments and events to support their young athletes, frequently turning the trip into a mini-vacation. Finding quality "family time" continues to be more and more important in American life, and we should expect this factor to increase in the future.

To some extent, we also can say this is a self-perpetuating industry: As locations build and improve their sports facilities to attract tournaments and out-of-town visitors, those quality facilities become available to the local population, too—thereby increasing the number of overall athletes in the U.S., which we hope will bode well in the future for more sports events. (In fact, for many localities, to be most cost- and use-effective, new sports facility development should first meet local needs, so they will be assured of covering their operating costs.)

#### **Total 'Value' of the Sports Travel Market?**

So, what is the "value" of the sports travel market? Well, an overall number for both amateur and professional events is hard to come by. But for the amateur sports travel market, a research team from The George Washington University Sports Management program surveyed NASC members, which included CVBs and sports commissions in markets of under 100,000 population to more than a million, and calculated that nationally in 2014, "visitor spending" for the sports travel industry was \$8.96 billion, up three percent from 2013.

In the GWU study, attracting visitors and their dollars to the community was, of course, the top priority for respondents, followed by: marketing their region, supporting their local sports venues and franchises, representing the sports industry in the community, creating community activities, sports advocacy, sports philanthropy and health & fitness.

Another study by the University of Florida indicated that overall spending on travel expenses (food, accommodations, fuel, airline tickets, etc.) for just youth sports, which includes families traveling with their child, totaled \$7 billion a year. The U of Florida study also found that nearly 60% of parents wind up returning to the city for a vacation, and 74% recommend the location to others. The same study looked at spending at a recent Traverse City, Michigan, event and concluded that each non-local family spent \$985 on accommodations, restaurants, concessions, etc.

A study by Sports Marketing Surveys USA (SMS) shows that in 2014, there were 34.9 million people who traveled with an overnight stay to participate in or watch an amateur sports event, a figure that has remained fairly consistent going back to 2008. While 18 percent of these sports travelers were ages six to 17, about 51 percent were ages 25 to 54, more evidence that families are accompanying their young players to events. On average, according to the SMS study, sports travelers in 2014 spent \$256 per person per year—which might seem low on the face of it, but that number is consistent with the GWU study for visitor spending, when you consider spending a night or two at an event, sharing rooms, etc.

#### **Benefits Beyond Big Revenues**

For many cities, sports tourism has gained serious momentum over the past decade and has even become an economic engine. Major college and professional seasons and events rake in millions for their host locations while providing spectators with one-of-a-kind entertainment. On the amateur/recreational side, hundreds of communities around the country are providing athletes and their families with solid, high-quality tournament experiences that have the ability to change and influence young lives.

Take, for instance, the National Sports Center in Blaine, Minnesota, billed as the largest amateur sports and meeting facility in the world, and a model when it comes to youth sports facilities. In 2000, the annual economic impact from out-of-state visitors was \$30.2 million; in 2011, that figure topped \$50 million. For the same time period, attendance at the National Sports Center went from 2.5 million to 4 million.

And smaller markets are also seeing big gains, too. According to the University of Florida study, Greenville, South Carolina, is earning up to \$10 million a year in sports-related tourism revenue. The sports facilities that communities like Greenville build and maintain for hosting events continue to have incalculable benefit for local residents of all ages.

- See more at: <http://www.sportsdestinations.com/management/economics/2015-champions-economic-impact-sports-tourism-10249#sthash.T3OacuBa.dpuf>

From USA Swim from an Invitational type USA Swim meet:

Swimmers	600
Spectators with swimmers	900 (figured at 1.5 persons per swimmer)
Total input per day	1500
Days for meet	3
Total input for meet	4500
 \$ spent by families	
Restaurants	\$202,500 (figured at \$45 per day per person)
Motels	\$88,000 (\$110 per day for 2 days per family)
Misc.	\$15,000 (fuel, snacks, rentals, shopping)

**Total predicted \$305,500 per meet**

### **Project Objectives & Deliverables**

**Objectives**

**What are the objectives?**

Please describe, in detail, the objectives of the project\*

The objectives of the proposed project are:

- To deliver a feasibility study to the Assisted Businesses which will be conducted by a neutral third-party consulting firm with experience in the area of amateur sports facility planning to help them determine a realistic and documented need to build new facilities and/or improve existing facilities in order to meet the growing demand for sports venues in the Billings-Laurel area. This will be accomplished through a Market Needs Assessment, Financial Analysis, Community Input and Participation.
- To identify the potential for economic benefit in the form of a sports tourism opportunity profile and sports tourism market assessment.
- To identify the opportunity for job creation, including the identification of the types of jobs and realistic wage ranges for projected jobs.
- To recommend sustainable funding models, including examples currently in operation.
- To identify opportunities for public-private participation.

**Deliverables**

**What will be the deliverable(s)?**

Provide a bullet list detailing what will be delivered to the Department that demonstrates that the objectives were met at the end of the project. \*

The final deliverable will be a Yellowstone County Sports Feasibility Study containing the following items:

- Market Needs Assessment, including: an economic and demographic overview; sports participation trends; comparative market analysis and market demand; and regional and statewide facility audit.
- Financial analysis, including: recommended program and operational approach; demand/economic impact, financial projections, and job creation; funding strategies; and public-private partnership structures.
- Community Input and Participation, including: summary of interviews with stakeholders and used groups; summary of public workshop input and participation.

The final Report will be provided in both hard copy and digital formats.

**End Use**

**What is the intend use of the document to be created with BSTF assistance? \***

Examples,

- The PAR document will be used towards an application to the MT Community Development Block Grant Program.
- The conceptual design drawing will be the basis for an building permit from the City for the construction of the facility.

We highly encourage you to check with the end funders for their specific requirements.

The Assisted Businesses and key stakeholders will use the information presented in the feasibility study to create a realistic action plan and the study will be used to assist in securing the funding to build, operate and maintain venues that would be financially viable in the Billings and Laurel areas.

Information prepared and presented in the feasibility study will be used as a tool to educate the public and elected officials; leverage funding opportunities; launch a capital campaign(s); secure additional funding partners from a variety of sources; and provide the ability to create more public-private participation.

Additionally, the information will be used by Visit Billings to expand their sports tourism marketing efforts and help stimulate a stronger regional economy based on the generation of visitor revenue as a result of additional and improved sports facility offerings.

**Overall Project Budget**

Deliverable	Activity	BSTF Request	Other Funding Source	Total Project Cost
Administration	Administration	\$2,000.00	\$0.00	\$2,000.00
Feasibility Study	Professional Services	\$25,000.00	\$30,000.00	\$55,000.00
		\$27,000.00	\$30,000.00	\$57,000.00

**Budget Narrative - Other Funding Sources**

Other Funding	Source	Amount	Status
Funding Source	Visit Billings Cash Match	\$15,000.00	Committed
Funding Source	LARC Cash Match	\$10,000.00	Committed
Funding Source	South Billings Urban Renewal Association	\$5,000.00	Committed
Funding Source		\$0.00	
Funding Source		\$0.00	
Funding Source		\$0.00	

Funding Source		\$0.00	
Funding Source		\$0.00	
Totals		\$30,000.00	

### Budget Narrative - Checkpoint

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#### Total Other Funding

From budget form	\$30,000.00	This is the total other funding source as reported on the Budget form.
From above	\$30,000.00	This is the total other funding source amount as shown above.
Difference	\$0.00	If this amount is <u>NOT</u> \$0.00, then please recheck your numbers.

### Budget Narrative - All Funds

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#### Professional Services

Provide a description with documentation that details how all project costs were verified, specifying how and by whom they are determined (i.e. who prepared the cost estimates, equipment lists, etc.) and describe that the cost estimates are reasonable and complete.\*

*Please provide a detailed narrative describing how you derived at the Professional Services budget. Cost proposals should be attached below.*

The budget for this project was established after requesting cost estimates from two qualified firms, whose email responses are included below.

The team assembled to develop the project, along with the Assisted Businesses would prefer to raise additional local funds and be able to bring the total budget to \$60,000, but as you can see by the attached estimates, the Scope of Work can be completed with a \$50,000 budget. That being said, we will be working over the next 30-45 days to secure the additional funds and will update BSTF staff as new information and funding becomes available.

We do not yet have a formal letter of commitment, but as of April 11, additional funds have been allocated in an email by the South Billings Urban Renewal Association in an amount up to \$5,000. These funds are included in the above project budget but we do not yet have a commitment letter. We also have pending requests from two other sources, which are not dependent on other grant funds being secured, so those funds will not delay the proposed project. We do anticipate firm commitments on the remaining funds to be in place on or before May 9th.

Also, please note that Michael Svetz with PROS Consulting suggested that we add a task to the Scope that would involve a space allocation task to be accomplished by an architect, which we did not add to the Scope since we feel that this task would potentially be a value-added service PROS could include in their RFP response.

We believe that these cost estimates are reasonable and complete and have been provided by two qualified firms that conduct work in this specialized field on a regular basis.

#### Other

*If you included "Other" in your budget, please provide a detailed narrative describing how you derived at the "Other" budget. Cost proposals should be attached below.*

#### In-kind Contributions

*Although in-kind contributions are not considered match, applicants may elect to provide a narrative of their proposed in-kind contributions to the project.*

### Budget Narrative - Attachments

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#### Cost Estimates or Quotes

*Please attach the cost estimates and/or quotes for any professional services or vendors to be utilized.*

Cost Estimates            CSL Estimate.pdf

Cost Estimates            PROS Estimate.pdf

**Letters of Commitment**

Please attach any letters of commitment for the other funding sources.

Letters Visit Billings - Big Sky Trust - Match Funds Letter.pdf  
 Letters LARCcommit.pdf

**Supporting Documentation**

File Name	Description	File Size
Beartooth RC&D - Laurel - LOS 03-23-17.pdf (373 KB)	Letters of support received by MDOC through 3-23-17 (uploaded by AR)	373 KB
Big Sky State Games LOS.pdf (621 KB)	Letter of Support - Big Sky State Games	621 KB
Billings Chamber - Letter of Support - Sports - Grant.pdf (304 KB)	Letter of Support - Billings Chamber	304 KB
CNBC article.docx (42 KB)	CNBC Article	42 KB
Feasibility Study Letter of Support_Laurel Schools.pdf (355 KB)	Letter of Support - Laurel Schools	355 KB
Letter of Support_BAC.docx (149 KB)	Letter of Support - Billings Aquatics	149 KB
Letter of Support_Veterans Groups.pdf (22 KB)	Letter of Support - Veterans Groups	22 KB
Letters of Support.pdf (1.9 MB)	Letters of Support received by MDOC received through 3-7-17 - uploaded by AR	1.9 MB
Poepping LOS 04-07-17.pdf (50 KB)	LOS - Peopping (uploaded by AR)	50 KB
ResoureTeam-LaurelReport.pdf (705 KB)	Resource Team Report	705 KB
SOW Yellowstone County Sports Facilities Feasibility Study.docx (21 KB)	Scope of Work	21 KB
Sports Facilities Feasibility Study LOS BSED.pdf (594 KB)	Letter of Support - BSED	594 KB
Visit Billings - Letter of Support - Sports Study.pdf (419 KB)	Letter of Support - Visit Billings	419 KB
Visit Billings Marketing Plan and Budget.pdf (8.3 MB)	Visit Billings Marketing Plan and Budget	8.3 MB
Wood's Powr-Grip LOS.pdf (48 KB)	LOS Wood's Powr-Grip (uploaded by AR)	48 KB
YouthSportsReport_Impact on a regional economy.pdf (307 KB)	Traverse City Area Chamber of Commerce Impact Anaylsis	307 KB

**Certification**

Attachment	Description	File Name	Type	File Size
Certification Form	Application Certification Form	Application Certification_Sports Facility.pdf	pdf	326 KB
Tribal Government Applications				
Tribal Resolution				