

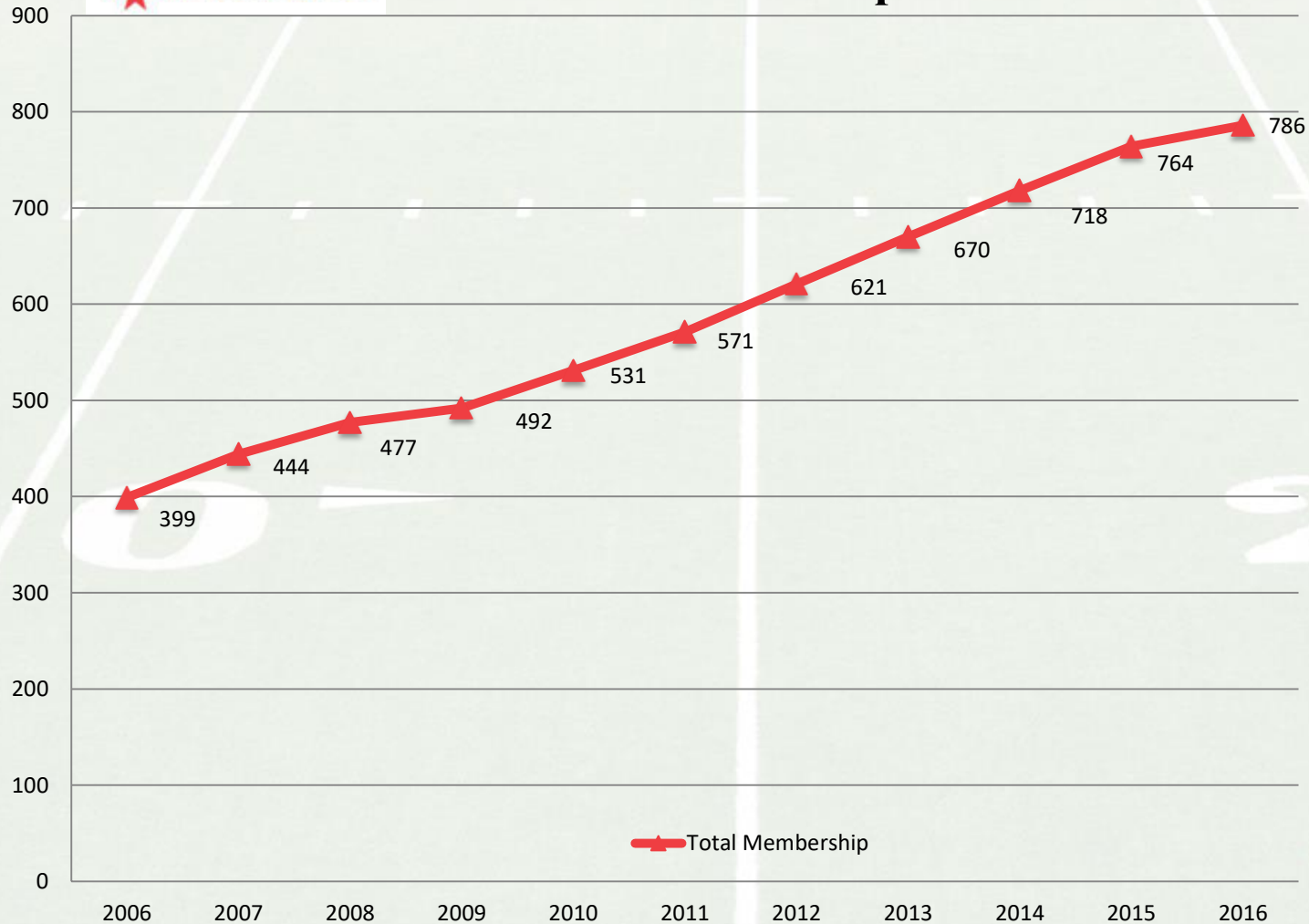
**Columbia County
Sports Tourism Strategic Planning Project
Final Presentations
May 18, 2017**



NASC Membership (YE 2016)



10-Year Membership Growth Year End 2016



—▲— Total Membership



Study Process

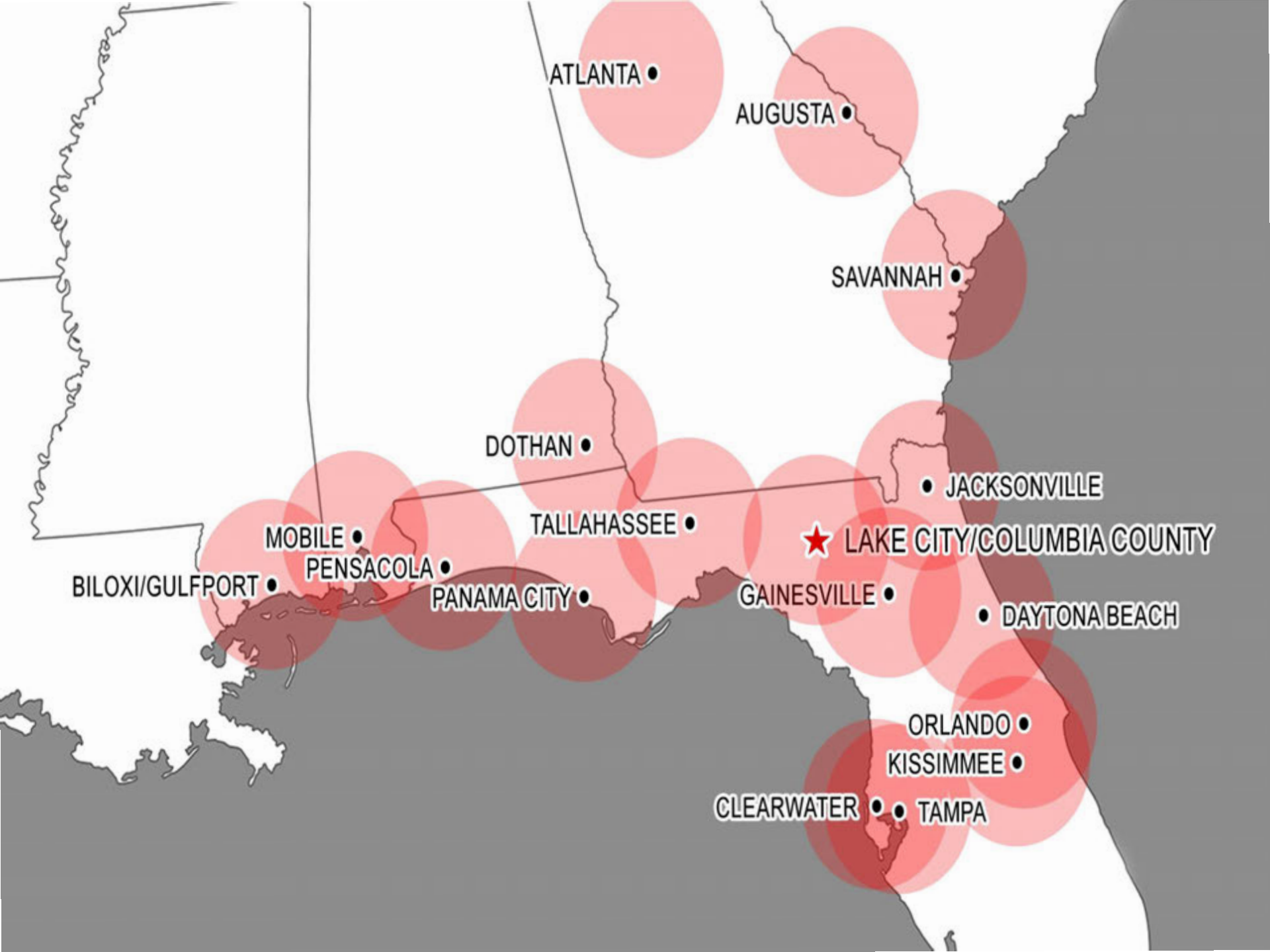
- Sports tourism audit/evaluation (Jan)
- Stakeholder interviews (Jan/Feb)
- In-person venue/hotel tours (Feb)
- Competitive analysis (Mar)
- National best practices (Mar)
- **Recommendations report (May)**



Initial Themes

1. Strong in baseball/softball
2. Facility mix/use beyond diamonds?
3. Messaging
4. Potential infrastructure challenges
5. Competition





ATLANTA •

AUGUSTA •

SAVANNAH •

DOTHAN •

JACKSONVILLE •

★ LAKE CITY/COLUMBIA COUNTY

MOBILE •

TALLAHASSEE •

BILOXI/GULFPORT •

PENSACOLA •

PANAMA CITY •

GAINESVILLE •

DAYTONA BEACH •

ORLANDO •

KISSIMMEE •

CLEARWATER •

TAMPA •

The Big Idea.....

“Development” Mindset



Primary Recommendation Areas

1. Organizational Structure
2. Messaging and Marketing Platforms
3. Event Solicitation Concepts



Primary #1: Organizational Structure

1. Staffing Vacancy
2. Advisory Board



Primary #2: Messaging and Marketing

1. Local Communications
2. Targeted (National) Outreach
3. Strategic Partnerships
4. Trumpet Successes



Primary #3: Event Solicitation/Service

1. Venue Booking Policies
2. Empower Local Promoters



Secondary Recommendations

1. Venue Development/Enrichment/Usage
2. Funding Model



Columbia County Sports Commission

5-Year Strategic Mission Pillars

Pillar	<p>Events Bid/Created/Owned</p>	<p>Venue Enhancement</p>	<p>Community Engagement</p>
Audience	<p>Tourism Economic Development Rights Holders/NGBs Local Promoters</p>	<p>Hospitality Leaders Elected Officials Economic Development</p>	<p>C-Level Community Leaders Local Media Non-Profit Civic Groups Hospitality Community</p>
Tactics	<p>RFPs & Event Bids Grants/Incubator Program Grow existing events 10%/Yr. Create one new event/Yr.</p>	<p>Retained Earnings Venue Development Fund Feasibility Studies New Multi-Sport Venue(s)</p>	<p>“6&6” Lunches Economic Impact Releases Corporate Support/Recognition National Outreach</p>

“King For a Day”

1. Hire an experienced Sports Director
2. Roll out the “Development” concept
3. Budget by priority (Services Manager)
4. Gather facility enhancement info
5. Execute the enclosed recommendations



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