



## SPI Third Quarter 2017 Newsletter

Welcome to our Sports & Properties, Inc. newsletter. We are delighted to update you on our various corporate activities.

### Vote for the USA Masters Games for Best New Event

The 2016 USA Masters Games, the National Sports Festival for Adult Athletes, has been named a finalist for the World's Best Sports Events Awards in the category of Best New Events. The World's Best Event Awards are presented annually by SportsTravel Magazine and are considered the Oscars of the Sports Tourism industry.

The inaugural USA Masters Games were developed and produced by Sports & Properties, Inc. and were held in Greensboro, NC. The Games featured 24 sports ranging from Badminton to Weightlifting. Over 2,500 athletes participated.

**You can participate in the voting and help the USAMG in its campaign to be named Best New Event.** To vote for the USA Masters Games [click here](#) or visit <https://www.sportstravelawards.com/> and cast your vote. And, importantly, you can vote for the USAMG twice on the same ballot. Here is how to go about it:

- Once you get to the ballot, scroll down to the Best New Event category and click on the "2016 USA Masters Games, Greensboro, NC"
- Then in the category that follows -- "Best Sports Event of the Year" - click on the box and scroll down to the third listing from the bottom, which is the 2016 USA Masters Games. Click on that and then click on "Continue" at the bottom of the page to finalize your vote.

**The deadline for voting is Friday, September 1 at 11:59pm PDT, so please get your vote in as soon as possible.**



## SPI Oversees 2017 USA Masters Games in San Diego

The second edition of the USA Masters Games took place in San Diego, California, June 23-26 and July 13-16, 2017. Games sports were staged across much of San Diego County, at 23 venues ranging from Vista in the north to Chula Vista in the south. Opening Ceremonies were held at Qualcomm Stadium, while sports competitions took place at such premier venues as the Chula Vista Elite Athlete Center (formerly the U.S. Olympic Training Center), the Salvation Army Kroc Center, Balboa Park, Alga Norte Aquatic Center, and the University of California at San Diego (UCSD). Participants hailed from 10 countries on 5 continents and 38 U.S. states.

SPI provided overall planning and management of the 2017 USA Masters Games, where highlights of the Games included 5 new World Records and 13 new National Records (pending final confirmation by appropriate sport governing bodies) set in the Swimming Competition, a bracket with all 70+ teams in Basketball, almost 100 competitors in a 3-event Omnium in Cycling, and a 93-year-old competitor in Diving who also opened competition by playing the National Anthem on his harmonica!



## Asheville and Buncombe County Plan for Active Sports Future

Asheville and Buncombe County already comprise a significant tourism destination but far-sighted community leaders still see major opportunities to increase tourism through sports events and related activities.

To help develop a plan for Asheville and Buncombe County to increase their share of the Sports Tourism market, the Asheville Buncombe Regional Sports Commission, retained Sports & Properties, Inc. to conduct a countywide assessment of existing sports venues, and to recommend a plan for enhancing or expanding the region's sports infrastructure and sports events activities.

SPI presented its market analysis, including opportunities identified for sports tourism market expansion, at the end of May. Local authorities have taken the recommendations under consideration and are discussing next steps for taking the Asheville-Buncombe sports economy to the next level.

## Raleigh-Durham Market in Running for MLS Expansion Franchise

Thanks to the leadership of Steve Malik, Owner, and the North Carolina Football Club (NCFC) staff, sponsors, fans, and community supporters, NCFC is well into a significant campaign for one of four expansion MLS franchises slated to be awarded during the next two years.

The process for pursuing an MLS team began on Christmas Eve 2016 when Major League Soccer distributed application forms to select cities and set a deadline for submissions of January 31, 2017. NCFC called on SPI to manage the Raleigh-Durham market's application which required an extremely quick turnaround. SPI worked side-by-side with NCFC and its third party consultants and contractors to gather the extensive information requested by MLS and pull it together into an attractive and professional Application Book for MLS review.

As part of its bid NCFC has created the largest youth-soccer-to-pro club in America, and unveiled an exciting Downtown Raleigh Stadium plan. MLS intends to announce two new expansion franchise cities in December and two additional host cities in 2018.



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