

SPI Summer Recap

Iconic Naming Rights: The New St. Pete Pier

St. Petersburg, Florida, has had an iconic pier in one form or another on Tampa Bay in its downtown for almost 130 years. Now the City of St. Petersburg is in the midst of a \$70 million project to build a completely new pier as a major destination attraction in the center of downtown. To help attract private investment to the project, the City has retained Sports & Properties, Inc. (SPI) to perform a naming rights valuation analysis, including identification of attractive pier features for naming rights sponsorships and appropriate value ranges for each. SPI was also asked to identify naming rights prospects and conduct preparations for naming rights sales, including design of sales materials and presentations.



In addition, SPI has been tapped for Phase II of the project, which consists of conducting naming rights sales. Phase II is expected to get underway this fall. The Grand Opening of the new St. Pete Pier is planned for Labor Day Weekend 2019.

2018 USA Gymnastics Championships Adds Indoor Fireworks to July Fourth Week

For residents who could not make it to the beach or mountains over the July Fourth Holiday Week, there was no place better to be than the 2018 USA Gymnastics Championships, held at the Greensboro Coliseum Complex. The USAG Championships are actually the combined national championships of three different Gymnastics disciplines: Acrobatics, Rhythmic Gymnastics, and Trampoline and Tumbling. Over 1,800 athletes from across the country converged on Greensboro, NC, competing for medals and national champion status, and, importantly, a position on the USA Gymnastics National Team.



This was the second time the Championships were held in Greensboro (first edition was 2015) and SPI helped land both the 2015 and 2018 events. In addition, SPI served as a lead member of the organizing committee (including the Greensboro Coliseum Complex, Greensboro CVB, and Greensboro Sports Commission), focusing on awards, event management and administration, hospitality, information services, medical coverage, sponsorships and sponsor services, and transportation. The event was so successful that USA Gymnastics has already designated Greensboro as a host for other top national and international gymnastics events in 2019.

Big Events On The Way!

USA Water Polo recently announced that Greensboro will host the 2019 USA Water Polo Olympic Development Tournament at the Greensboro Aquatic Center (GAC) from January 11 through Sunday, January 13. SPI has landed three major events for North Carolina, two of which (water polo and table tennis) are making their debuts in the state. SPI will direct the host committee for each event which, in addition to event management and support services, includes sponsorships and fundraising.

- **2019 USA Water Polo Olympic Development Tournament**, to be held Friday, January 11 through Sunday, January 13, 2019, at the Greensboro Aquatic Center. The 32-team event (16 men's and 16 women's) is said to constitute the largest water polo tournament ever for NC. The event will be a key part of the selection process for the U.S. Men's and Women's Olympic Water Polo Teams for the 2020 Olympic Games in Tokyo, Japan.
- **2019 National Collegiate Table Tennis Championships**, scheduled for Thursday, April 11 to Sunday, April 14 at the Greensboro Coliseum Complex features approximately 300 of the nation's top college table tennis athletes vying for the national championship trophy.
- **2020 USA Track & Field Masters National Outdoor Championships** will be held Thursday, July 9 to Sunday, July 12, 2020 at Ike Belk Track at Aggie Stadium on the campus of North Carolina A&T State University. The NC A&T venue is widely known as probably the best overall venue in North Carolina for major track & field events (including the 2016 USA Masters Games Track & Field competition hosted by SPI), but the 2020 event will be the first time the top adult track & field competition in the country has been held at the track.



USA Water Polo
Olympic Development Program



What's New in NC? - Some of SPI's Recent In-State Projects

SPI continues to help build and expand upon the sports economy in the state, including these projects:

- Secured a long-term home at Southeast Raleigh High School for an exciting new minor league professional basketball team, the **Raleigh Firebirds**. The Firebirds will be much more than an addition to Raleigh's sports & entertainment lineup, as team management is dedicated to being active in, and working hard to bolster, the greater Southeast Raleigh community.
- Developed an extensive marketing plan for Buncombe County Recreation Services (BCRS) in Asheville promoting the long-awaited major additions and improvements to the **Buncombe County Sports Park**. While the park is already approaching 1 million visitors per year, the improvements and additions are specifically designed to increase the capacity of the park significantly. Those improvements will be phased in over the next several years with the projected formal "Grand Re-opening" slated for second quarter 2022.
- Submitted a proposal to one of the leading ice-sport national governing bodies to host the first-ever **national-level event at the presently-under-construction Wake Competition Center** (WCC) in Morrisville, NC. The WCC is a 30-acre multi-sport campus including ice sports, court sports, and performance training. Jeff Ammons of the Ammons Building Company is the WCC developer, and he has already purchased 15 additional acres adjacent to the WCC for the first wave of expansion.



The WCC Volleyball Facility as of August 14, 2018

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SPI is a sports and entertainment development and marketing firm specializing in sports tourism, facility analysis and planning, naming rights and major sponsorships, and major event management.

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