



FINAL REPORT

INDOOR ICE & INDOOR TRACK FEASIBILITY STUDIES

APRIL 28, 2025



TABLE OF CONTENTS



SECTION	PAGE
Executive Summary	3
1. Introduction	16
2. Local Market Data & Indoor Sports Facility Analysis	21
A. Local Market Data	23
B. Local Indoor Sports Facility Analysis	38
C. Economic Development and Tourism Input	52
3. Indoor Ice Analysis	56
A. Comparable Indoor Ice Centers	58
B. Interview Summaries	73
4. Indoor Sports & Track Analysis	91
A. Comparable Indoor Track Facilities	93
B. Comparable Indoor Sports Court Facilities	116
C. Interview Summaries	137
5. Competitive & Comparable Sports Market Analysis	162
6. Sports Market/Facility SWOT Analysis & Indoor Facilities Opportunity Assessment	176
7. Usage Projections & Operating Pro Forma	185
A. Indoor Ice Center	188
B. Indoor Track & Multi-Use Sports Center	201
8. Economic and Fiscal Impact Analysis	213

Disclaimer: This report relies on a variety of information and assumptions to develop market, financial, and economic projections. Information sources and assumptions include, but may not be limited to, information provided by Howard County, input and opinions provided by the County's relevant stakeholders and partners, Victus Advisors' industry experience and previous studies, and publicly available data from various industry sources. Any information collected by Victus Advisors has not been audited or verified and has been assumed to be correct. There will be differences between actual events and projections contained herein. We express no assurances of any kind related to any projected information, and differences between projections and actual events may be material.



EXECUTIVE SUMMARY



INTRODUCTION



Project Background -

Victus Advisors (or "Victus") was engaged in December 2024 by Howard County Department of Parks and Recreation ("Howard County" or the "County") to conduct two (2) indoor sports venue feasibility studies. Victus' primary study goals include:

Phase 1 - Indoor Ice, Track & Sports Market Demand Analysis

- a) **Market Demand Analysis**
- b) **Indoor Sports Market & Facility Opportunity Analysis -**

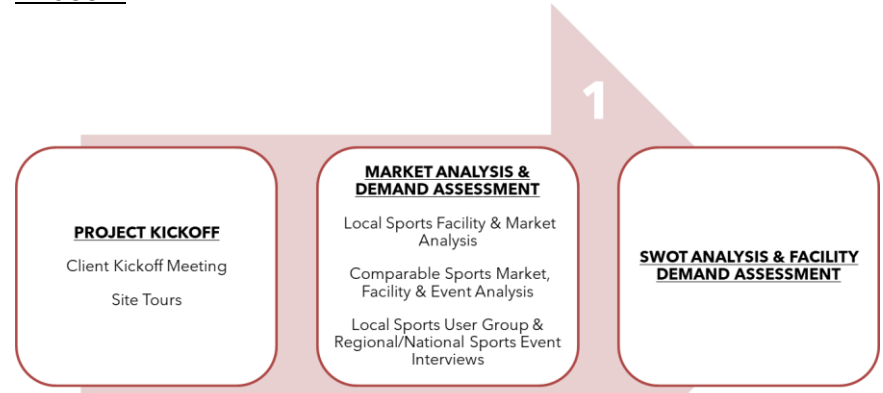
Phase 2 - Financial & Economic Analysis for Both Ice & Track Venues

- c) **Operating & Financial Analysis**
- d) **Economic/Fiscal Impact & Funding Analysis**

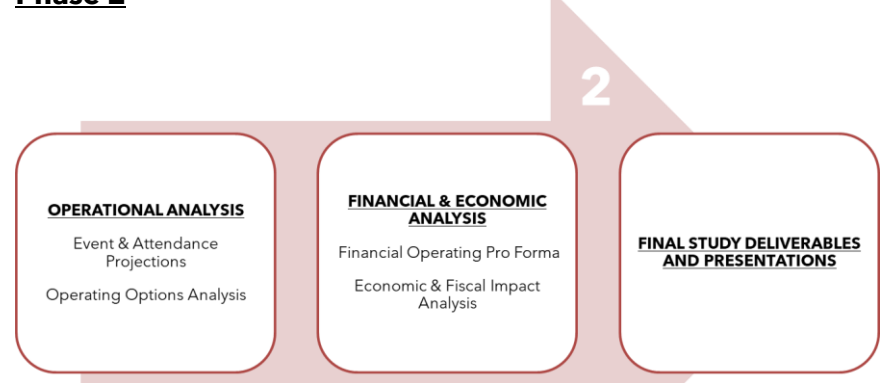
The flow charts on the right show a more detailed visualization of our study methodology.

Study Methodology -

Phase 1



Phase 2





LOCAL MARKET DATA & INDOOR SPORTS FACILITY ANALYSIS



Local Market Data -

- **Howard County:** Howard County has an estimated population of 343,779.
- **Market Profile:** Howard County stands out with a significantly higher adjusted median household income and a larger percentage of family households compared to the broader MSA and the United States. Average spending power for entertainment and recreation in the County is about \$2,000 above the national average. The rate of population growth in Howard County over the past 25 years has been higher than both the Baltimore MSA and the national average, and projected growth in the County over the next five (5) years is also expected to exceed both the MSA and the U.S.
- **Local Drive-Time Zones:** The Troy Park site has a population of 269,018 within a 15-minute drive, expanding to over 1.8 million within 30 minutes and 4.4 million within 60 minutes. The Meadowbrook Athletic Complex site has a population of 247,826 within a 15-minute drive, over 1.7 million within 30 minutes and over 6.6 million within 60 minutes.
- **Weekend Sports Tournament & Multi-State Event Drive-Time Zones:** There is a population of over 19.5 million people within a 2.5-hour drive time of the Howard County Building, and over 37 million people within a 5-hour drive to potentially draw from for multi-day sports tournament activity.

Local Indoor Sports Facility Analysis -

- **Indoor Amateur Sports Program Inventory:** The Howard County area hosts a variety of indoor sports programs catering to different levels of play. Recreational programs are available through city and town initiatives, while private clubs provide opportunities for regional and national competition.
- **Howard County Indoor Sports Events (FY 2024):** Over 90 events/tournaments were hosted in Howard County-owned indoor sports facilities. The North Laurel Community Center was the most frequently used facility, with just over 30 events/tournaments hosted there.
- **Facility Summary:** Howard County has a variety of indoor sports facilities but lacks the indoor ice and indoor track infrastructure needed for tournaments and events. With only one (1) indoor ice rink, opportunities for ice sports are limited, and for indoor track there is no competitive facility available to the public. Additionally, school and college venues prioritize their own athletic programs, restricting community access. Indoor ice and indoor track venues could address these gaps, enhancing programming opportunities and positioning the County as a destination for larger events.



COMPETITIVE & COMPARABLE SPORTS MARKET ANALYSIS



Victus Advisors analyzed select facilities within these counties that could potentially be a competitive facility for existing or future sporting events in Howard County.

These markets are listed in alphabetical order below:

- Anne Arundel County, MD
- Baltimore County, MD
- Loudoun County, VA
- Montgomery County, MD
- Prince George's County, MD
- Prince William County, VA
- Virginia Beach, VA

Key Takeaways -

- **Population:** Howard County has the smallest population out of the comparative counties but is projected to grow at the third highest rate in the next five (5) years.
- **Households:** Nearly 73% of households are family households, suggesting a strong family community. The presence of families with children suggests strong demand for sports facilities.
- **Median Household Income:** Howard County has one of the highest adjusted median household incomes, meaning a larger share of income is available for sports, recreation, and leisure activities.

Conclusions -

Howard County is in a position to support larger sporting events because of multiple indicators, specifically their strong projected growth in the future in addition to their adjusted median household income. While the population is smaller than comparable markets/counties, there is a sizeable corporate base for potential sponsorships and partnerships.



SPORTS MARKET/FACILITY SWOT ANALYSIS & INDOOR FACILITIES OPPORTUNITY ASSESSMENT



Howard County Indoor Sports SWOT Analysis -



Facility Opportunity Assessment -

- **Indoor Ice Center:** Victus identified demand in Howard County for development of an indoor multi-sheet ice facility.
- **Indoor Track & Multi-Use Sports Center:** Victus identified sufficient demand for development of an indoor track/multi-use sports center.



INDOOR ICE MARKET STUDY

INDOOR ICE ANALYSIS



Comparable Indoor Ice Centers -

- Facility Summary:** As shown below, all facilities have a minimum of two (2) ice sheets, and an average of 2.6. Seating capacities for the main rink range vary between 300 and 3,500 (average of 1,136). A pro shop, concession stand/grill, and a multitude of locker rooms are standard for these types of facilities.

Facility	Location	Owner	Operator	Ice Sheets	Locker Rooms	Main Rink Seating Capacity	Pro Shop	Concession Stand/Grill
Cabin John Ice Rink	Rockville, MD	Public	Public	3	x	x	✓	✓
Ice World	Abington, MD	Private	Private	2	9	300	✓	✓
Ion International Training Center	Leesburg, VA	Private	Private	2	8	3,500	✓	✓
Medstar Capitals Iceplex	Arlington, VA	Private	Private	2	8	1,200	✓	✓
Piney Orchard Ice Arena	Odenton, MD	Private	Private	2	x	500	✓	✓
Rockville Ice Arena	Rockville, MD	Private	Private	3	12	500	✓	✓
Skate Frederick	Frederick, MD	Private	Private	2	x	x	✓	✓
The Gardens Ice House	Laurel, MD	Private	Private	5	x	1,500	✓	✓
The St. James	Springfield, VA	Private	Private	2	x	450	✓	✓
HIGH				5	12	3,500		
AVERAGE				2.6	9.3	1,136		
LOW				2	8	300		

- Conclusions:** In order to be competitive with regional ice tournament/event facilities, a new ice venue in Howard County will need at least two (2) full-sized ice sheets, in addition to food/beverage, ample spectator seating, off-ice training space, and plenty of locker rooms for participants and officials.

Interview Summaries -

- Local Ice User Groups:** There is strong demand for a new indoor ice facility in the County, with most groups expressing interest in additional sheets to accommodate current programming and future growth. Six (6) of eight (8) local groups indicated "definite use" of a new facility, while others would consider it depending on cost, scheduling, and location.
- Ice Event Organizers:** Several event organizers expressed strong interest in using a new indoor multi-sheet ice facility in Howard County, with varying needs for ice surfaces. The majority of organizers require at least two (2) sheets of ice, with some mentioning the potential need for a third sheet depending on event size and demand.
- Conclusions:** There is strong demand for a new multi-sheet indoor ice facility in Howard County, as many local groups currently struggle with limited ice availability and must travel elsewhere for additional time. While ice organizers currently hold tournaments at other regional rinks, creating potential competition, the demand for a new indoor multi-sheet ice facility in Howard County with at least two (2) sheets remains strong. Establishing a well-equipped facility in Howard County could create new events in addition to attracting events currently held elsewhere.



INDOOR ICE MARKET STUDY FACILITY OPPORTUNITY ASSESSMENT



Victus identified demand in Howard County for development of an indoor multi-sheet ice facility. Victus recommends that the indoor ice center in Howard County should have the following features and amenities:

- **Ice Sheets:** For typical local/regional programming, at least two (2) ice sheets (NHL-sized) at minimum. From a local standpoint, two sheets would allow more ice time and expansion of local ice programs. From a tournament standpoint, at least two (2) ice sheets allows for the facility to host regional and national tournaments and competitions. It is also recommended that one of the ice sheets should have a seating capacity of at least 500 and potentially up to 1,200 seats.
- **Locker Rooms:** Hockey groups typically recommended that at least four (4) locker rooms per ice sheet for teams playing on the ice. However, recently built facilities will now often include two (2) additional locker rooms as well, one dedicated for girls' teams and another locker room for officials.
- **Other Support Areas & Amenities:** Lobby, restrooms, concessions, meeting/flex rooms for tournament organizer use, administrative offices, HVAC, mechanical/electrical, storage, off-ice training space, etc.



INDOOR ICE MARKET STUDY USAGE PROJECTIONS & OPERATING PRO FORMA



Estimated Annual Ice Utilization -

It is estimated that a new indoor ice center could host approximately 22 annual tournaments/competitions of varying sizes (one to two days). It should be noted that local use (practices/leagues) and in-house programs would primarily be local residents (typically Monday through Thursday), while tournaments would draw athletes and spectators from outside of Howard County (Friday through Sunday).

Estimated Annual Multi-Day Tournaments/Competitions: 22

- Annual Hockey Tournaments: 18
- Annual Figure Skating Competitions: 4

Total Estimated Annual Visits: 258,000**

Notes: *Only includes multi-day tournaments/events. It is likely that additional single-day tournaments could be held on weekends that do not draw from an overnight visitor range.

**Includes estimated athletes, officials, coaches, parents/family, spectators, etc. Represents unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.

Estimated Out-of-Town Visitation to Ice Center -

It is estimated that visitors from outside of Howard County could account for about 52% of annual attendance at the proposed indoor ice center. It is assumed that weekday usage would primarily be regional programming, including youth and adult sports. Whereas weekend use would often be dedicated to youth/amateur sports tournaments.

	<u>Weekday</u>	<u>Weekend</u>	<u>TOTAL</u>
In-Town Visits	108,000	16,000	124,000
Out-of-Town Visits	46,000	88,000	134,000
TOTAL VISITORS	154,000	104,000	258,000

Ice Center Financial Pro Form -

In a stabilized year of operations, it is estimated by Victus Advisors that the operations of the proposed indoor ice center in Howard County could operate at an approximate 19% operating margin prior to debt service or long-term capital maintenance funds.

	Stabilized Year
Operating Revenues:	
In-House Programming (Leagues, Camps, Clinics)	\$1,014,000
Ice Rental (Tournaments, Practices, etc.)	\$630,000
Concessions (Net)	\$140,000
Advertising & Sponsorship	\$76,000
Other (Skate Services, Rentals, etc.)	\$20,000
Total Revenues:	\$1,880,000
Operating Expenses:	
Salaries, Wages, & Benefits	\$563,000
Utilities	\$360,000
Program Expenses	\$355,000
Advertising, Marketing, & Promotion	\$50,000
General, Administrative, & Other	\$75,000
Maintenance/Repair	\$75,000
Materials/Supplies	\$50,000
Total Expenses:	\$1,528,000
NET OPERATING INCOME (LOSS)	\$352,000
ESTIMATED OPERATING MARGIN	19%



INDOOR ICE MARKET STUDY ECONOMIC & FISCAL IMPACT ANALYSIS



Estimated Net Annual Economic & Fiscal Impacts of Ongoing Operations -

It is estimated that the operations of the proposed indoor ice center could generate the following impacts within Howard County on an annual basis:

- \$16.2 million in annual economic output
- 139 in sustainable annual jobs
- \$15.2 million in annual labor income
- 35,000 in annual hotel nights
- \$276,000 in Howard County Room Tax

VISITATION & SPENDING		ANNUAL ECONOMIC IMPACTS			HOTEL IMPACTS	ANNUAL FISCAL IMPACTS
Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending	Total Output	Employment	Labor Income	Estimated Annual Hotel Nights	Room Tax (7.0%)
134,000	\$10,108,000	\$16,157,000	139	\$15,151,000	35,000	\$276,000

Summary of Net Impact Over Time (30 Years) -

Over a 30-year period, it is estimated that the proposed indoor ice center could generate overall long-term impacts within Howard County with a net present value (NPV) of:

- \$375 million in total economic output
- 139 in sustainable annual jobs
- \$352 million in total labor income
- \$6.4 million in Howard County Room Tax

NET PRESENT VALUE (NPV) OF INCREMENTAL IMPACTS OVER 30 YEARS			
ECONOMIC IMPACTS			FISCAL IMPACTS
Total Output	Employment	Labor Income	Room Tax (7.0%)
\$375,345,000	139	\$351,975,000	\$6,412,000



INDOOR SPORTS & TRACK MARKET STUDY

INDOOR SPORTS & TRACK ANALYSIS



Comparable Indoor Track Facilities -

The Track at New Balance and the Virginia Beach Sports Center each have the highest seating capacities at 5,000. Seating capacities of 3,500 or more typically driven by a desire to host NCAA Indoor Track National Championships, however the majority of competitive indoor track events can be accommodated with at least close to 2,000 seats.

Comparable Indoor Sports Court Facilities -

As shown below, all indoor courts facilities profiled (except for The St. James) have at least five (5) basketball courts which are convertible to at least five (5) volleyball courts.

Facility	Location	Owner	Operator	Basketball Courts	Volleyball Courts
Adventist Healthcare Fieldhouse	Boyd's, MD	Private	Private	8	8
All American+ Field House	Monroeville, PA	Private	Private	5	7
Athletic Republic Capitol Region	District Heights, MD	Private	Private	8	8
Greensboro Sportsplex	Greensboro, NC	Public	Public	8	8
Henrico Sports & Events Center	Glen Allen, VA	Public	Private	12	24
Spooky Nook	Manheim, PA	Private	Private	10	10
The Park School	Baltimore, MD	Private	Private	5	5
The St. James	Springfield, VA	Private	Private	4	9
Virginia Beach Sports Center	Virginia Beach, VA	Public	Private	12	32
Wesbanco Fieldhouse	Bridgeport, WV	Public	Private	6	6
HIGH				12	32
AVERAGE				7.8	11.7
LOW				4	5

Conclusions -

Comparable venues illustrate how tournament-caliber indoor sports venues with a significant inventory of multi-use indoor courts can generate significant economic impact. An indoor track would not only meet local demand but also position the County to compete for regional and national events, especially with a banked track and seating capacity of at least 2,500.

Interview Summaries -

- Local Sports Groups:** The demand for multi-use courts in Howard County is strong, with local basketball and volleyball clubs seeking a centralized location for year-round practices and tournaments. There is also strong demand for an indoor track facility in Howard County, with local collegiate, high school, and youth programs expressing a clear need due to the limited availability of indoor venues.
- Indoor Sports Event Organizers:** Multiple track organizers expressed interest in programming but did not specify a number of events. Multi-court organizers expressed very strong interest in a new facility; for courts, and we identified initial interest (at varying levels) for as many as 38 events. That does not include the organizations that said they would definitely use a new facility but could not provide an estimate of events.
- Conclusions:** There is strong demand in Howard County for a new sports center with a hydraulic banked indoor track and multi-use courts, driven by local organizations seeking reliable, year-round facilities to host regional and national events, as well as accommodate growing training and competition needs. Various event organizers expressed interest in using a new indoor sports center in Howard County for tournaments. That said, multi-court demand is stronger than indoor track demand at the regional level.



INDOOR SPORTS & TRACK MARKET STUDY

FACILITY OPPORTUNITY ASSESSMENT



Victus identified sufficient demand for development of an indoor track/multi-use sports center with:

- **Track & Multi-Use Sports Events Area:** Removable banked track allowing for flexible use. The track floor could potentially hold at least eight (8) basketball convertible to eight (8) or more volleyball courts, depending on configuration. In addition, the County may also consider investing in a roll-out artificial turf system (similar to the Track at New Balance), however it should be noted:
 - There is already a significant number of indoor artificial turf surfaces available for use in Howard County (at least 16 according to Victus research).
 - Artificial turf is primarily a local-use amenity, with limited options for multi-day sports tournaments that drive significant economic impact.
 - A roll-out artificial turf system can cost upwards of \$8-10 million dollars in incremental project costs, according to recent Victus project experience.
- **Seating Capacity:** Seating capacity of at least 2,500. Please note that 3,500 is the minimum requirement for NCAA Division 1 Indoor Track Championships, however most other competitive indoor track events can be accommodated with at least 2,500 seats.

- **Usage:** This model could not accommodate as much event activity throughout the year, as the space would be dedicated primarily to indoor track from late November through mid-March.
- **Other Support Areas & Amenities:** Lobby, restrooms, concessions, meeting/flex rooms, administrative offices, HVAC, mechanical/electrical, storage, etc.



INDOOR SPORTS & TRACK MARKET STUDY USAGE PROJECTIONS & OPERATING PRO FORMA



Estimated Annual Indoor Sports Utilization -

It is estimated that a new indoor track and multi-use sports center could host approximately 55 annual meets and tournaments of varying sizes (1 to 2 days). It should be noted that local use (practices/leagues) would primarily be local residents (typically Monday through Thursday), while regional tournaments and meets would draw more athletes and spectators from outside of Howard County (Friday through Sunday).

Estimated Annual Non-Track Tournaments/Competitions: 35 Estimated Large Weekend Track Meets/Championships: 5 Estimated Smaller/Local Meets: 15 Total Estimated Annual Visits: 339,000*
<i>*Notes: (1) Includes estimated athletes, officials, coaches, parents/family, spectators, etc. (2) Represents unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.</i>

Total Estimated Out-of-Town Visitation for Indoor Track & Multi-Use Indoor Sports -

It is estimated that visitors from outside of Howard County could account for about 64% of annual attendance at the new indoor track and multi-use sports center in Howard County. It is assumed that weekday usage would primarily be regional programming, including youth and adult sports. Whereas weekend use would primarily be dedicated to youth/amateur sports tournaments.

	<u>Weekday</u>	<u>Weekend</u>	<u>TOTAL</u>
In-Town Visits	93,000	28,000	121,000
Out-of-Town Visits	62,000	156,000	218,000
TOTAL VISITORS	155,000	184,000	339,000

Indoor Track & Multi-Use Sports Center Financial Pro Form -

In a stabilized year of operations, it is estimated by Victus Advisors that the operations of the proposed indoor track and multi-use sports center in Howard County could operate at an approximate 9% operating margin prior to debt service or long-term capital maintenance funds.

	Stabilized Year
Operating Revenues:	
Court Rental Income (Tournaments, Other Events, etc.)	\$1,128,000
Track Rental Income (Tournaments, Other Events, etc.)	\$867,000
Programming (Leagues, Camps, Clinics)	\$216,000
Concessions & Merchandise (Net)	\$212,000
Advertising & Sponsorship	\$58,000
Other	\$20,000
Total Revenues:	\$2,501,000
Operating Expenses:	
Salaries, Wages, & Benefits	\$1,186,000
Program Expenses	\$86,000
Utilities	\$290,000
Advertising, Marketing, & Promotion	\$275,000
General, Administrative, & Other	\$216,000
Maintenance/Repair	\$128,000
Materials/Supplies	\$88,000
Total Expenses:	\$2,269,000
NET OPERATING INCOME (LOSS)	\$232,000
ESTIMATED OPERATING MARGIN	9%



INDOOR SPORTS & TRACK MARKET STUDY ECONOMIC & FISCAL IMPACT ANALYSIS



Estimated Net Annual Economic & Fiscal Impacts of Ongoing Operations -

It is estimated that the operations of the proposed indoor track and multi-use sports center could generate the following impacts within Howard County on an annual basis:

- \$27.2 million in annual economic output
- 232 in sustainable annual jobs
- \$25.4 million in annual labor income
- 62,000 in annual hotel nights
- \$489,000 in Howard County Room Tax

VISITATION & SPENDING		ANNUAL ECONOMIC IMPACTS			HOTEL IMPACTS	ANNUAL FISCAL IMPACTS
Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending	Total Output	Employment	Labor Income	Estimated Annual Hotel Nights	Room Tax (7.0%)
218,000	\$17,020,000	\$27,158,000	232	\$25,478,000	62,000	\$489,000

Summary of Net Impact Over Time (30 Years) -

Over a 30-year period, it is estimated that the proposed indoor track and multi-use sports center could generate overall long-term impacts within Howard County with a net present value (NPV) of:

- \$631 million in total economic output
- 232 in sustainable annual jobs
- \$592 million in total labor income
- \$11.4 million in Howard County Room Tax

NET PRESENT VALUE (NPV) OF INCREMENTAL IMPACTS OVER 30 YEARS			
ECONOMIC IMPACTS			FISCAL IMPACTS
Total Output	Employment	Labor Income	Room Tax (7.0%)
\$630,910,000	232	\$591,882,000	\$11,360,000



1. INTRODUCTION



PROJECT BACKGROUND



Victus Advisors (or "Victus") was engaged in December 2024 by Howard County Department of Parks and Recreation ("Howard County" or the "County") to conduct two (2) indoor sports venue feasibility studies. Victus' primary study goals include:

Phase 1 - Indoor Ice, Track & Sports Market Demand Analysis

- a) **Market Demand Analysis** - Develop a comprehensive profile of the strengths and weaknesses of Howard County as an indoor sports facility market for indoor ice sports and indoor track/multi-use sports.
- b) **Indoor Sports Market & Facility Opportunity Analysis** - Develop an analysis of the indoor sports market and facility opportunities for Howard County, including benchmarking Howard County against other markets that have been successful in developing indoor sports facilities.

Phase 2 - Financial & Economic Analysis for Both Ice & Track Venues

- c) **Operating & Financial Analysis** - Analyze the current operating structure of each identified venue opportunity and make recommendations regarding the ideal operating approaches. Develop recommended operating model and custom financial pro forma for the proposed venue.
- d) **Economic/Fiscal Impact & Funding Analysis** - Develop estimates of the economic/fiscal impacts that could be generated by new indoor sports facilities.

The flow chart on the next page shows a more detailed visualization of our study methodology.



STUDY METHODOLOGY: PHASE 1 - MARKET ANALYSIS



1

PROJECT KICKOFF

Client Kickoff Meeting
Site Tours

MARKET ANALYSIS & DEMAND ASSESSMENT

Local Sports Facility & Market
Analysis

Comparable Sports Market,
Facility & Event Analysis

Local Sports User Group &
Regional/National Sports Event
Interviews

SWOT ANALYSIS & FACILITY DEMAND ASSESSMENT



STUDY METHODOLOGY: PHASE 2 - FINANCIAL & ECONOMIC ANALYSIS



2

OPERATIONAL ANALYSIS

Event & Attendance
Projections

Operating Options Analysis

FINANCIAL & ECONOMIC ANALYSIS

Financial Operating Pro Forma

Economic & Fiscal Impact
Analysis

FINAL STUDY DELIVERABLES AND PRESENTATIONS



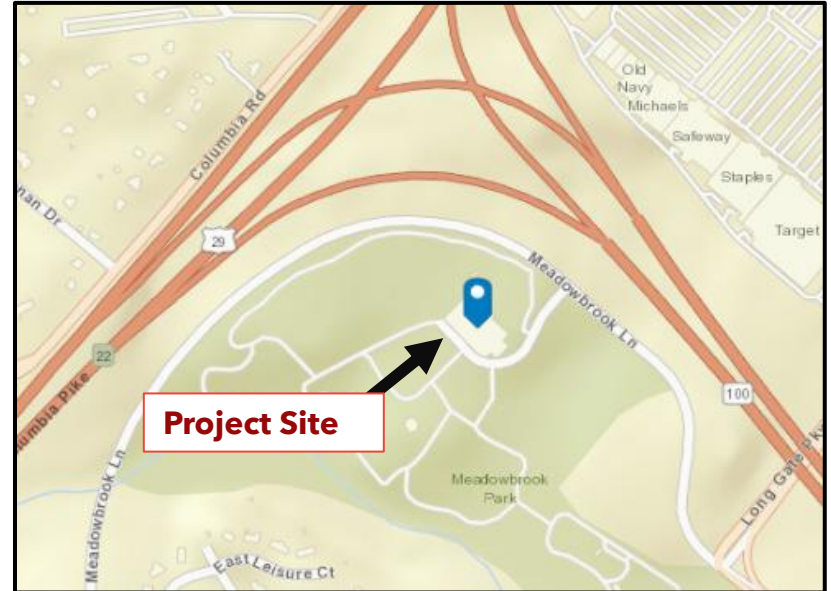
PROPOSED PROJECT SITES



Troy Park at Elkridge Site (Indoor Track)



Meadowbrook Athletic Complex Site (Ice)



Source: Esri

Source: Esri

The County is currently considering two (2) locations for the proposed new facilities. The Troy Park Site is envisioned for the indoor track/multi-use sports center. The Meadowbrook Athletic Complex Site is envisioned for the indoor ice center:

- 1. Troy Park Site** (6500 Mansion Ln, Elkridge)
- 2. Meadowbrook Athletic Complex** (5001 Meadowbrook Ln, Ellicott City)



2. LOCAL MARKET DATA & INDOOR SPORTS FACILITY ANALYSIS



OVERVIEW



This section presents a summary of key local information, including socioeconomic/demographic trends and indoor sports facilities in Howard County. This section is divided as follows:

- Market Data
- Local Sports Facility Analysis
- Initial Feedback from Howard County Economic Development & Tourism

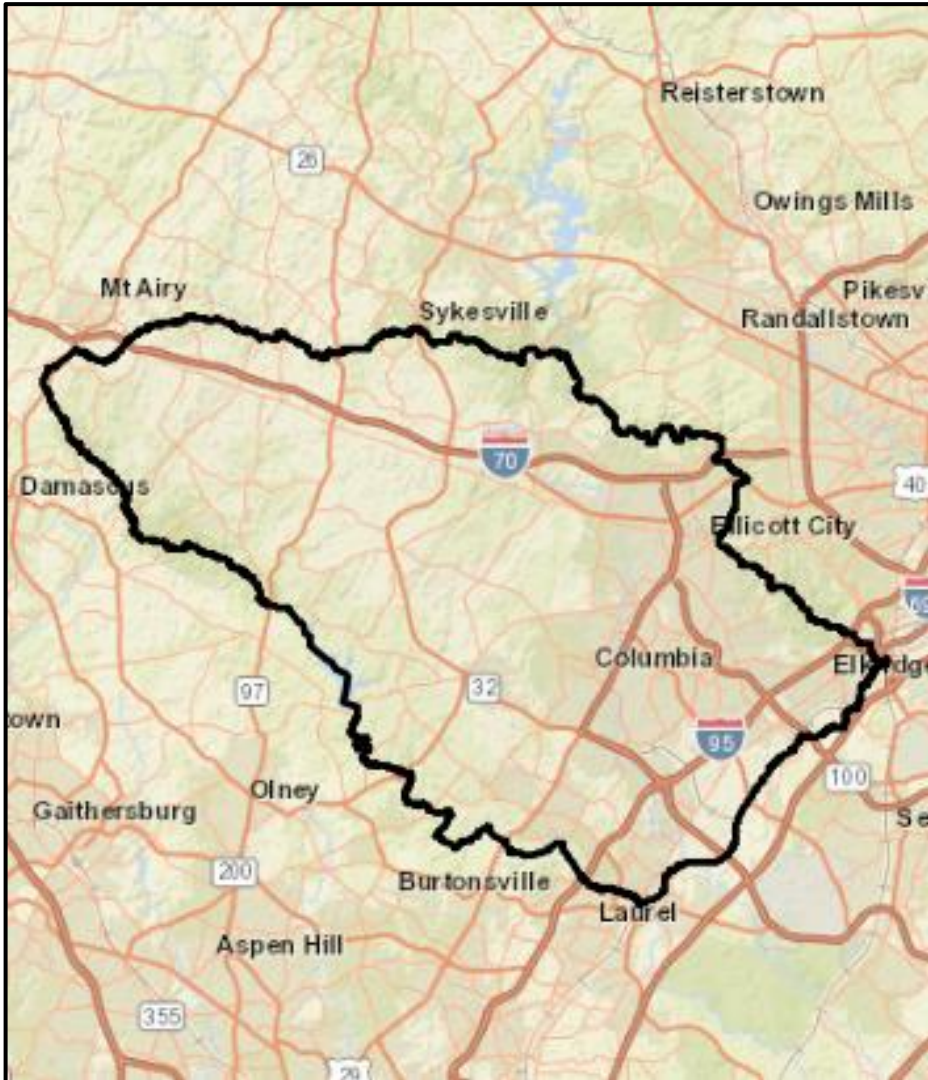


2. LOCAL MARKET DATA & SPORTS FACILITY ANALYSIS

A. LOCAL MARKET DATA



HOWARD COUNTY



Howard County has an estimated population of 343,779.

Source: Esri



BALTIMORE MSA

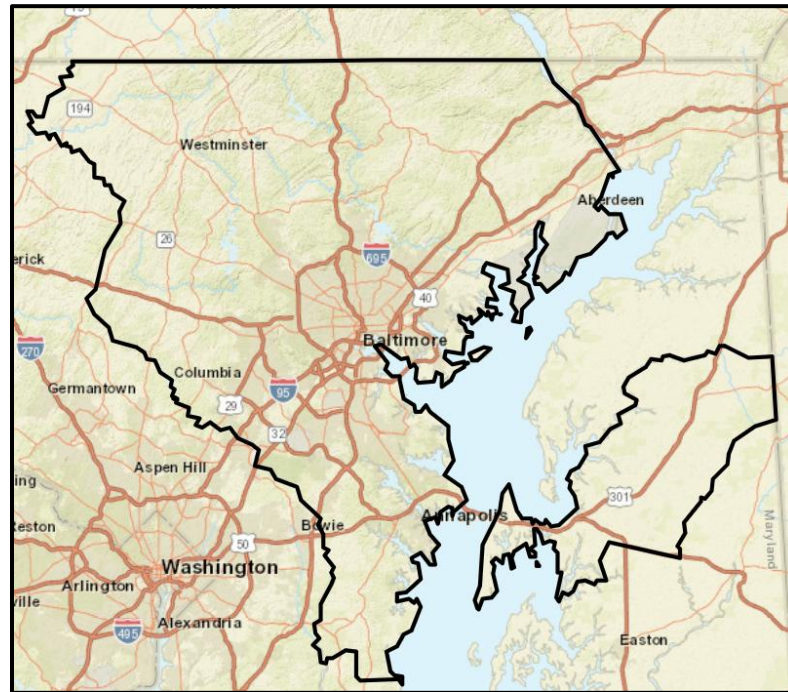


**Metro.
Statistical
Areas**

- MSA's are defined by the U.S. Office of Management & Budget.
- They are defined as adjacent counties with a high degree of social/economic integration and an urban core of 50,000 people or more.

**Baltimore
MSA**

- The Baltimore-Columbia-Towson MSA ("Baltimore MSA" for the remainder of the report) is comprised of seven (7) counties.
- The Baltimore MSA has an estimated population of just over 2.8 million people, approximately 12% of which live in Howard County.



Source: Esri



MARKET PROFILE



	Howard County	Baltimore MSA	United States
Population	343,779	2,867,112	338,440,954
Population Under 18	79,103	599,422	71,233,156
Percentage of Population Under 18	23.0%	20.9%	21.0%
Population Growth:			
Annual Pop. Growth (2000 to 2024)	1.4%	0.5%	0.8%
Annual Pop. Growth (5-year Projection)	0.5%	0.1%	0.4%
Projected Population (2029)	353,313	2,880,575	344,873,411
Median Age	39.7	39.3	39.3
Median Household Income	\$148,382	\$96,253	\$79,068
Adjusted Median Household Income (1)	\$116,014	\$88,849	-
Total Households	123,366	1,118,844	130,716,571
Households With Children Under 18	89,704	707,185	83,629,781
Percentage of Households With Children	72.7%	63.2%	64.0%
Avg. Annual Spend (Entertainment & Recreation)	\$6,966	\$4,832	\$4,091

Source: Esri

(1) Adjusted for cost of living according to Sperling

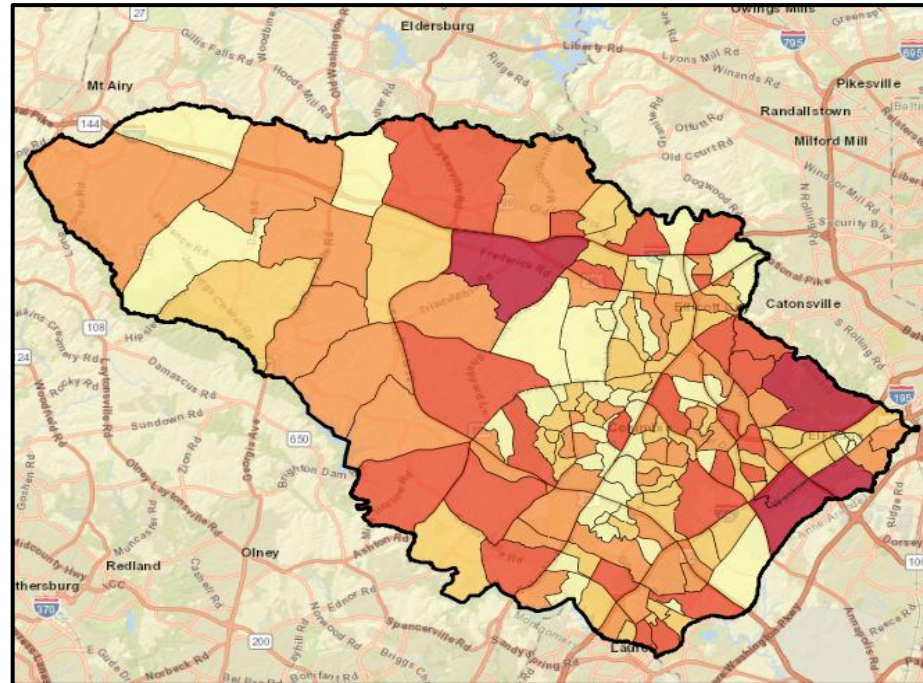
Howard County stands out with a significantly higher adjusted median household income and a larger percentage of family households compared to the broader MSA and the United States. Average spending power for entertainment and recreation in the County is about \$2,000 above the national average. The rate of population growth in Howard County over the past 25 years has been higher than both the Baltimore MSA and the national average, and projected growth in the County over the next five (5) years is also expected to exceed both the MSA and the U.S.



POPULATION DISTRIBUTION



■	3,789	to	5,898
■	2,776	to	3,788
■	2,099	to	2,775
■	1,449	to	2,098
■	715	to	1,448



Source: Esri

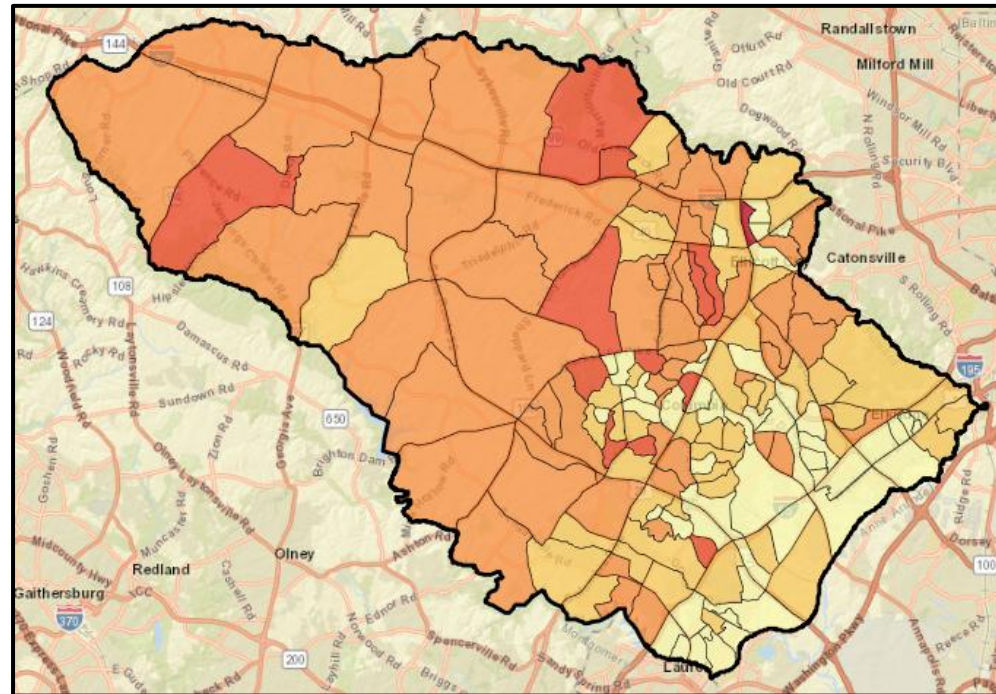
Population density in Howard County is higher in the eastern portion of the County relative to the western half.



AGE DISTRIBUTION

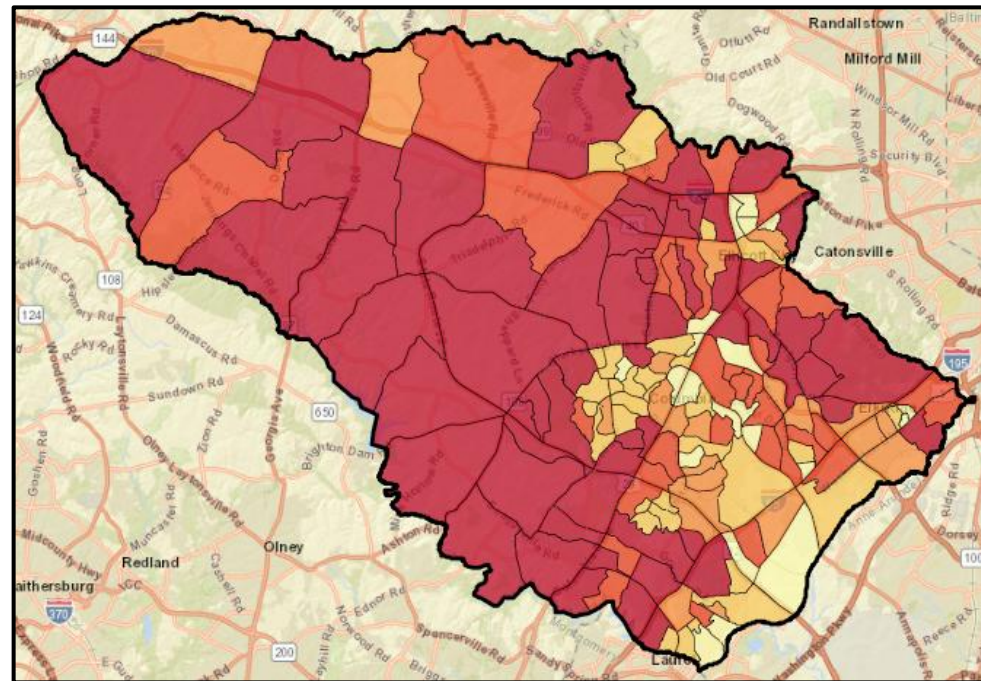
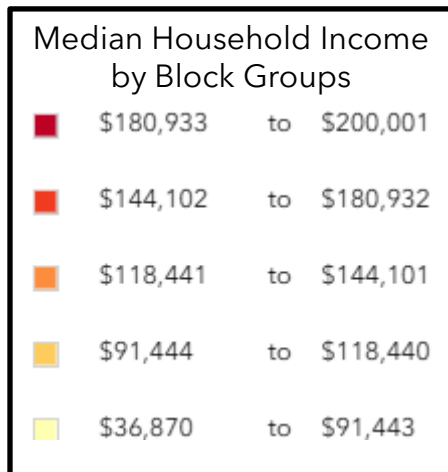


Median Age by Block Groups		
■	61.4	to 66.8
■	48.2	to 61.3
■	42.6	to 48.1
■	37.5	to 42.5
■	31	to 37.4



Source: Esri

The median age is younger in the eastern part of the County, while the west side is predominantly older in comparison.



Source: Esri

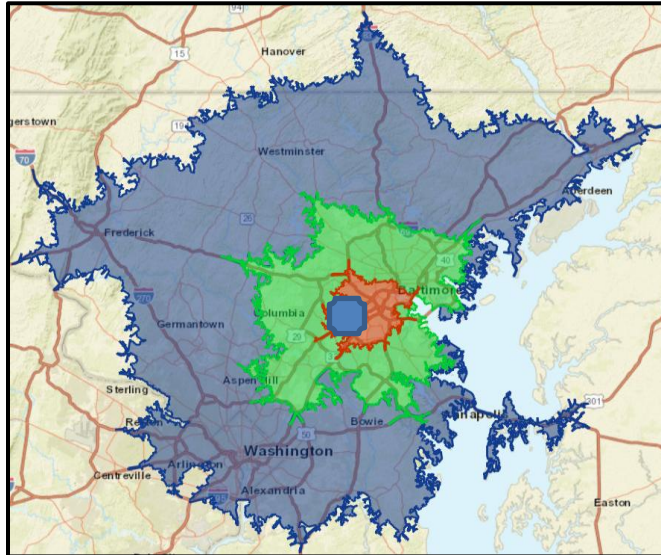
Median Household Income (MHI) is high across most of the County, apart from the southeast area, where it is relatively lower. The vast majority of census block groups in Howard County have a median household income in excess of \$90,000 per year.



LOCAL DRIVE-TIME ZONES

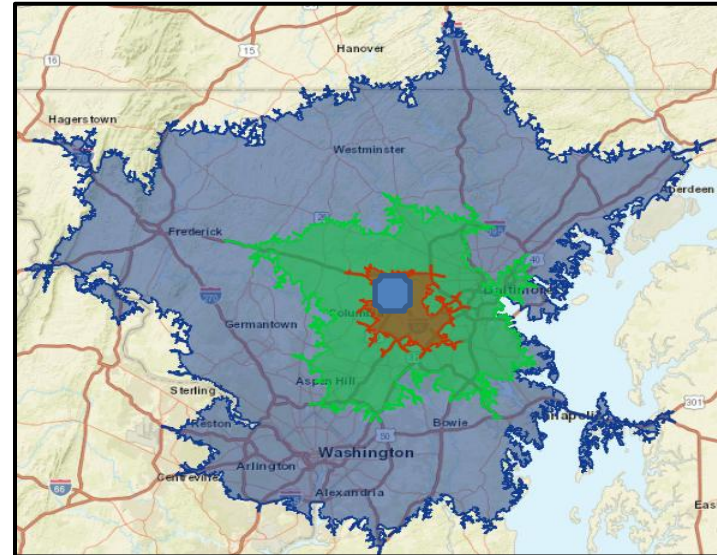


Troy Park at Elkridge Site (Indoor Track)



Source: Esri

Meadowbrook Athletic Complex Site (Ice)



Source: Esri

Victus Advisors' research shows that youth/amateur sports venues typically draw weekday attendees from a 15- to 60-minute drive radius.

The Troy Park site has a population of 269,018 within a 15-minute drive, expanding to over 1.8 million within 30 minutes and 4.4 million within 60 minutes.

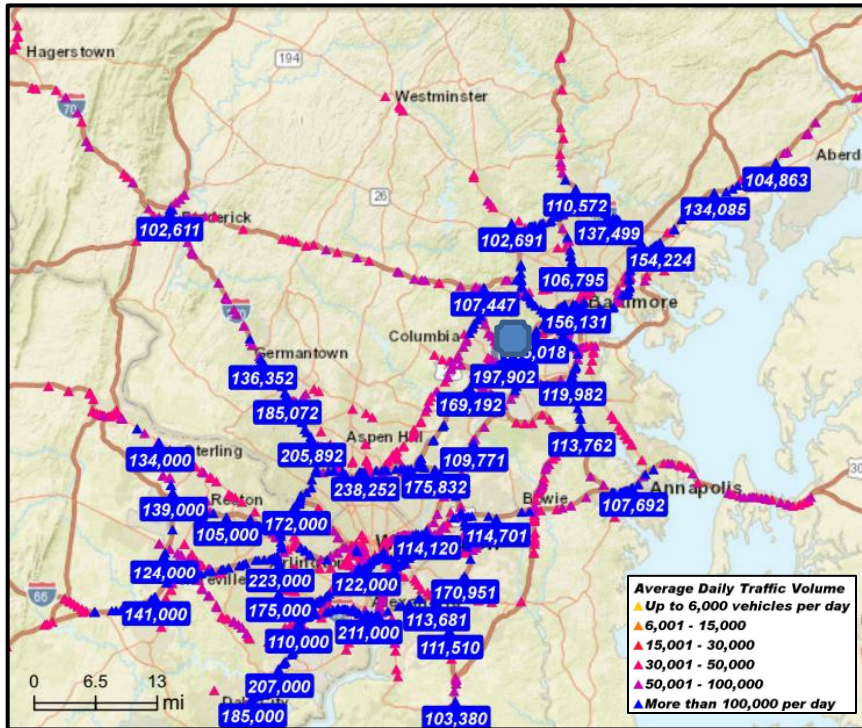
The Meadowbrook Athletic Complex site has a population of 247,826 within a 15-minute drive, over 1.7 million within 30 minutes and over 6.6 million within 60 minutes.



TRAFFIC & HIGHWAY ACCESS

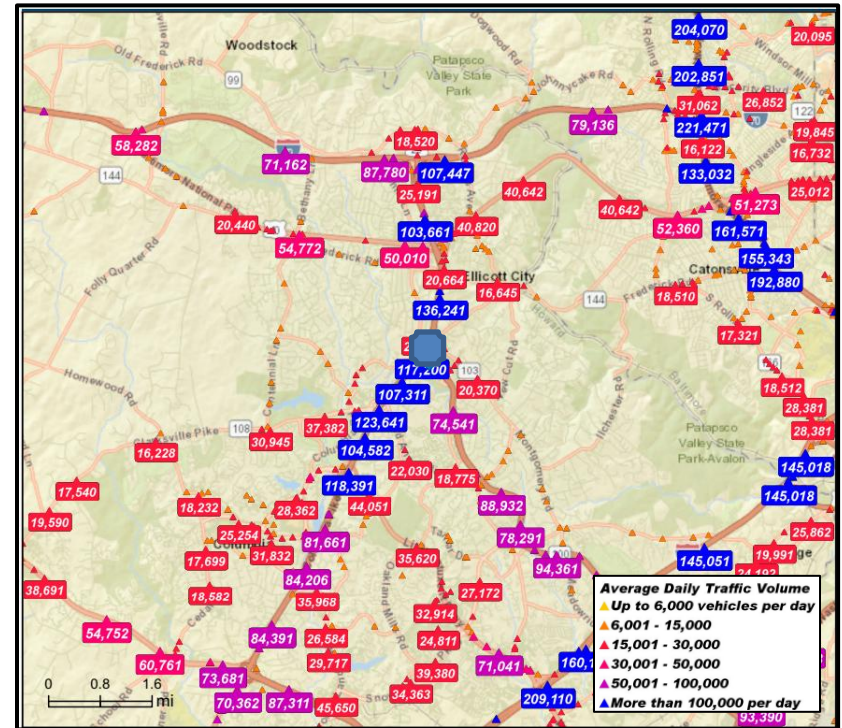


Troy Park at Elkridge Site



Source: Esri

Meadowbrook Athletic Complex Site

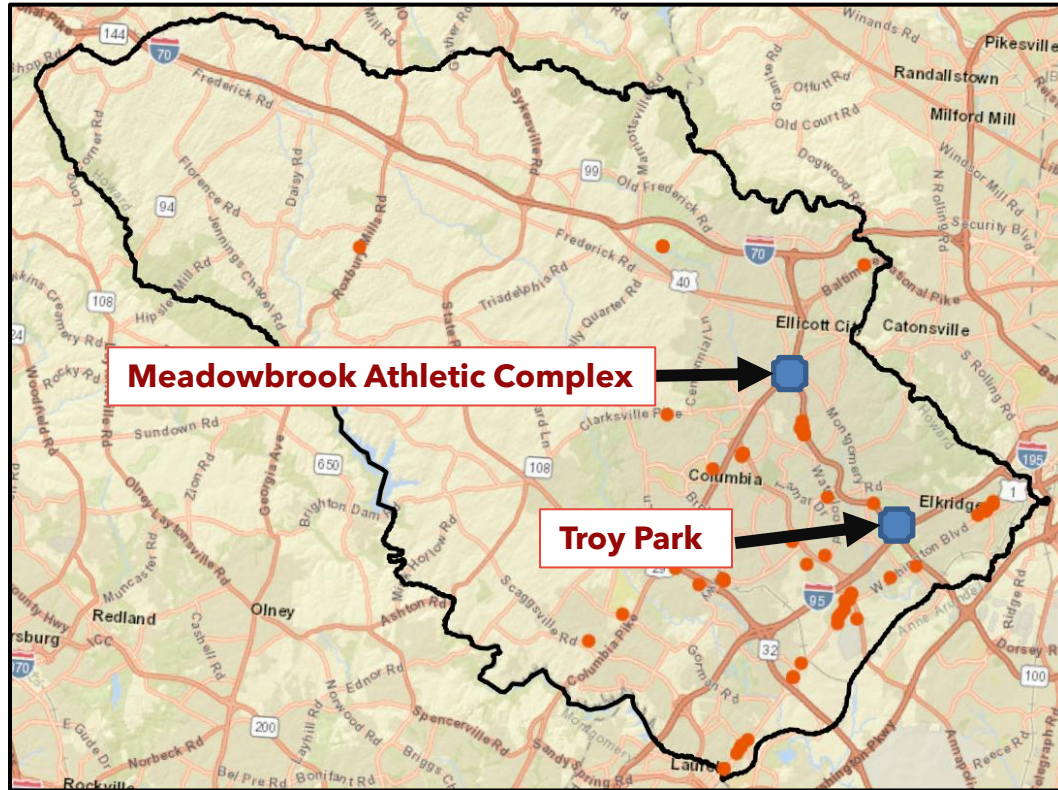


Source: Esri

Columbia Pike (US-29) near the Meadowbrook site sees significantly heavy traffic with 80,000-140,000 vehicles per day. The Troy Park site experiences higher traffic volumes due to its proximity to I-95, Maryland Route 100, and Washington Blvd (US-1), with daily vehicle counts ranging from 102,000 to 200,000.



HOTEL INVENTORY



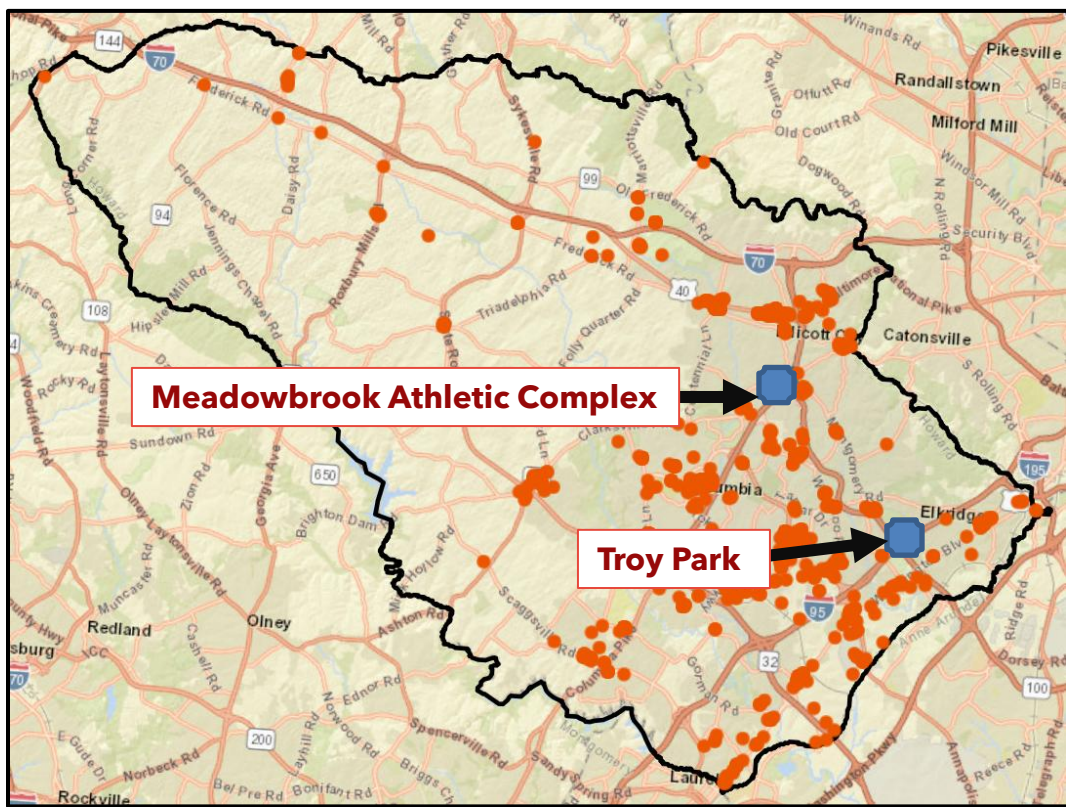
Source: Esri

There are 55 hotels and motels (minimum 2-star) in Howard County, many clustered together.

The Troy Park site has a slightly closer proximity to more hotel accommodations compared to the Meadowbrook site.



RESTAURANT INVENTORY



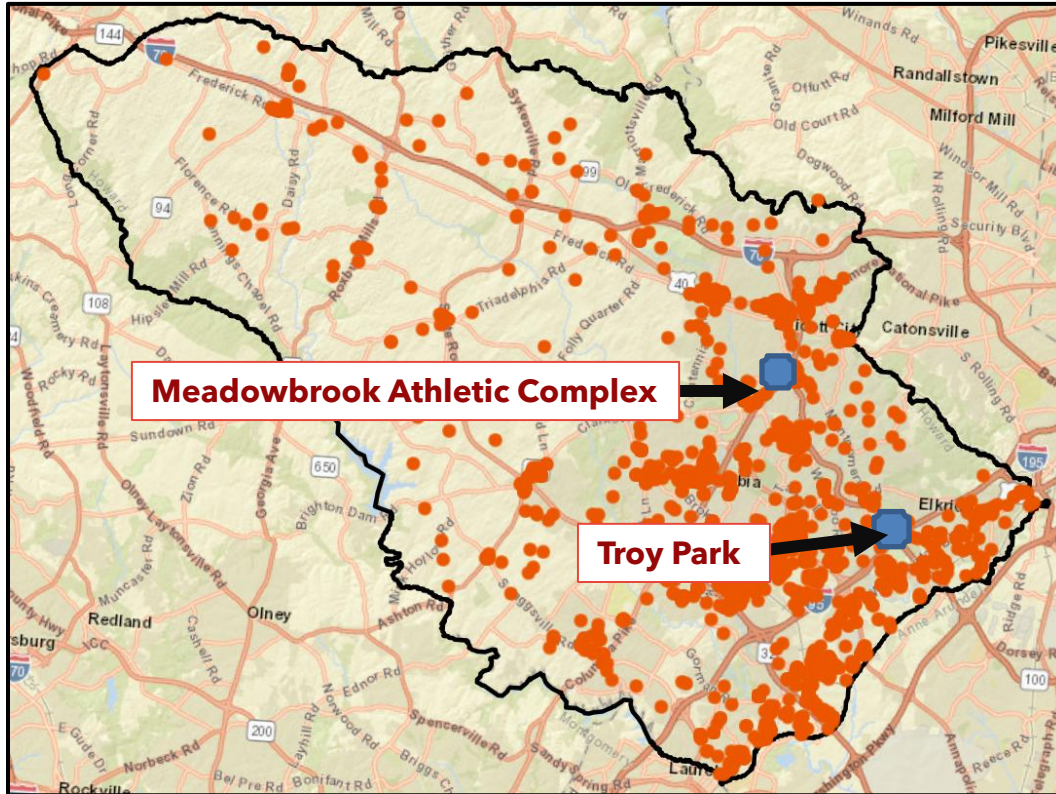
Source: Esri

There are numerous dining options across Howard County.

Both sites have access to a wide selection of restaurants across the county.



RETAIL INVENTORY



Source: Esri

There are many retail options throughout Howard County. Both sites are near the Long Gate Shopping Center, East Columbia Business District, and The Mall in Columbia.

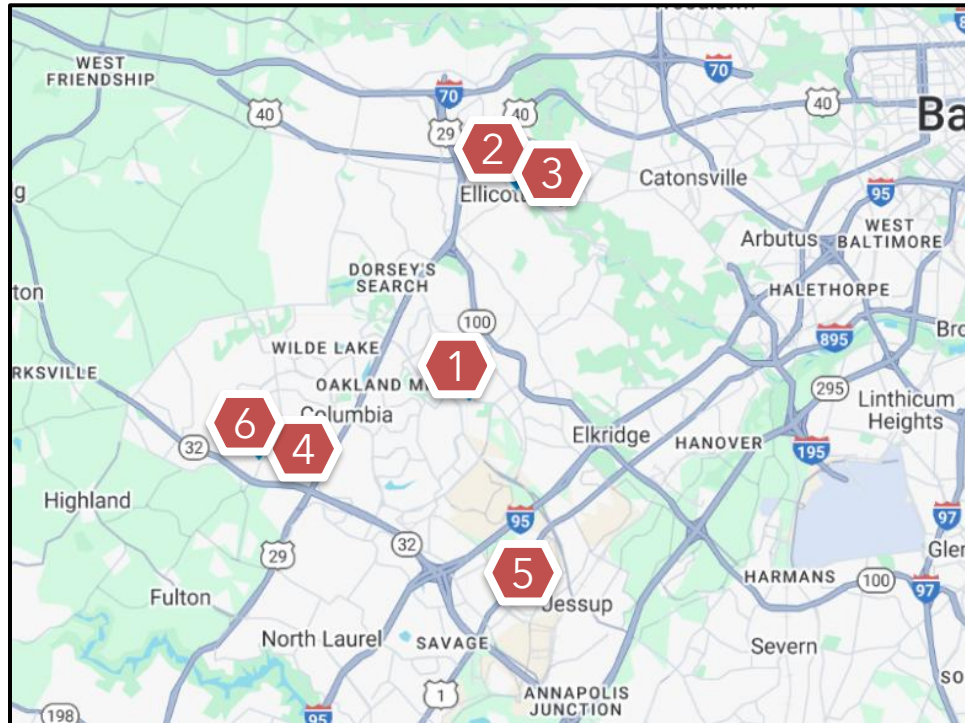


HOWARD COUNTY ATTRACTIONS



Convenient access to additional entertainment amenities such as entertainment, parks, museums, theaters, and trails can enhance a sports tournament destination by providing families with additional activity options during their tournament down time. Howard County features many appealing family attractions, including but not limited to (in alphabetical order)*:

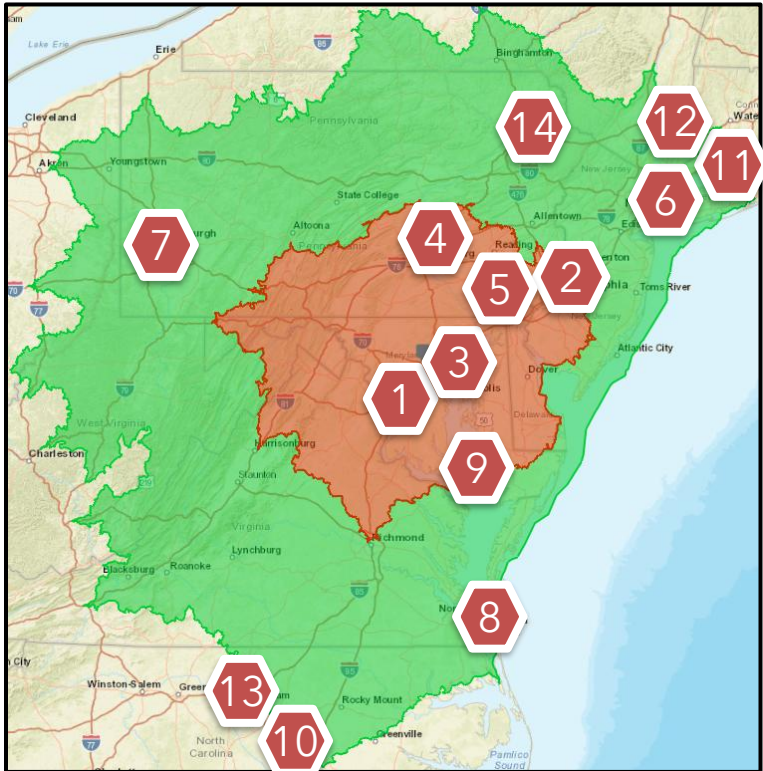
- | | |
|------------------------------------|----------------------------------|
| 1 African Art Museum of Maryland | 4 Harriet Tubman Cultural Center |
| 2 B&O Ellicott City Station Museum | 5 K1 Speed |
| 3 Ellicott Mills Children's Museum | 6 Robinson Nature Center |



Source: Google Maps



WEEKEND SPORTS TOURNAMENT & MULTI-STATE EVENT DRIVE-TIME ZONES



Source: Esri

There is a population of over 19.5 million people within a 2.5-hour drive time of the Howard County Building, and over 37 million people within a 5-hour drive to potentially draw from for multi-day sports tournament activity.

Large MSAs (500K+ Pop) Within a 2-3 Hour Drive

- 1 Washington MSA
6,304,975
- 2 Philadelphia MSA
6,246,160
- 3 Baltimore MSA
2,834,316
- 4 Harrisburg MSA
606,055
- 5 Lancaster MSA
558,589

Large MSAs (500K+ Pop) Within a 5-6 Hour Drive

- 6 New York MSA
19,498,249
- 7 Pittsburg MSA
2,422,725
- 8 Virginia Beach MSA
1,781,671
- 9 Richmond MSA
1,350,123
- 10 Raleigh MSA
1,509,231
- 11 Bridgeport MSA
951,558
- 12 Kiryas Joel MSA
704,620
- 13 Durham MSA
608,879
- 14 Scranton MSA
569,413



KEY TAKEAWAYS & CONCLUSIONS: LOCAL MARKET DATA



- **Local Market Profile:** Howard County's high household income and strong family demographics contribute to above-average spending power for entertainment and recreation. Population growth has been very strong, and it is projected to remain moderately strong in the coming years.
- **Sports Tournament Drive-Time Zones:** Howard County has access to a potential audience of over 19.5 million people within a 2.5-hour drive and more than 37 million within a 5-hour drive for sports and event activity.

CONCLUSIONS

Howard County's strong income levels and accessibility to a large regional audience make it a promising location for new indoor sports complexes. With over 19.5 million people within a 2.5-hour drive, not to mention more than 37 million within 5 hours, the proposed facilities could attract significant interest and benefit from the area's above-average spending power and convenient access to I-95 and the northeast corridor.



2. LOCAL MARKET DATA & SPORTS FACILITY ANALYSIS

B. LOCAL INDOOR SPORTS FACILITY ANALYSIS



INDOOR AMATEUR SPORTS PROGRAM INVENTORY



Organization	Sport	Type	Facilities Used	Season
Baltimore Youth Hockey Club	Hockey	Both	Columbia Ice Rink, Chevy Chase Country Club, Mt. Pleasant Ice Arena, Reisterstown Sportsplex	Fall to Spring
Columbia Figure Skating Club	Figure Skating	Both	Columbia Ice Rink, The Barn, Piney Orchard Ice Arena	Year round
Columbia Volleyball Academy	Volleyball	Both	Columbia Volleyball Club, Meadowbrook Athletic Complex, Roger Carter Community Center, Gary J. Arthur Community Center, North Laurel Community Center, Baltimore County Southwest Regional Rec Center, SportsWorld	Year round
Dill Dinkers Pickleball	Pickleball	Recreation	Dill Dinkers Columbia	Year round
Headhunters WC	Wrestling	Recreation	Headhunters WC	Winter
Howard County Futsal Tournament	Futsal	Recreation	Meadowbrook Athletic Complex	Winter
Howard County Recreation & Parks Sports	Multiple	Recreation	Gary J. Arthur Community Center, Meadowbrook Athletic Complex, North Laurel Community Center, Roger Carter Community Center	Year round
Howard County Youth Hockey Program (HCYHC)	Hockey	Both	Columbia Ice Rink, Rockville Ice Arena, The Gardens Ice House, Reisterstown Regional Park	Year round
Howard County Youth Program (HCYP)	Basketball	Both	Kiwanis Wallas Park, Schools from Howard County Public School System, Meadowbrook Park & Athletic Complex, Blandair Park	Winter
Howard Youth Basketball Alliance (HYBA)	Basketball	Both	Available schools in Howard County	Spring/Fall
i9 Sports	Multiple	Recreation	Sports World - Columbia, Patuxent Valley MS, Homewood Center School	Year round
Thunder Soccer Club	Soccer	Both	Sports World - Columbia, Schools in Howard County, Blandair Park	Year round
YMCA of Columbia	Multiple	Recreation	Multiple YMCA facilities	Year round

Sources: Victus research

Notes: (1) Sorted by Organization in alphabetical order

(2) This is a representative sample of local users within Howard County

As shown above, the Howard County area hosts a variety of indoor sports programs catering to different levels of play. Recreational programs are available through city and town initiatives, while private clubs provide opportunities for regional and national competition.

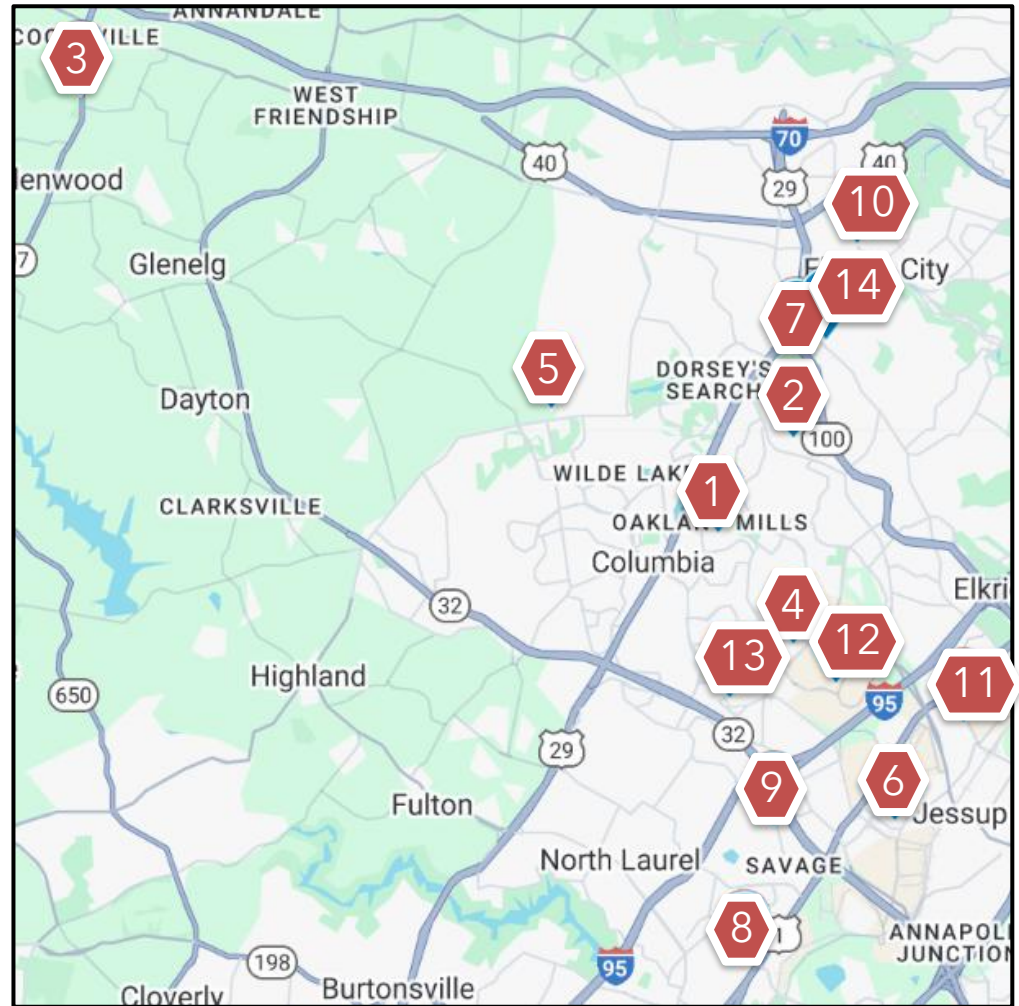


HOWARD COUNTY INDOOR SPORTS FACILITIES



Facility

- 1 Columbia Ice Rink
- 2 Dill Dinkers Columbia
- 3 Gary J. Arthur Community Center
- 4 Headhunters Wrestling Club
- 5 Homewood Center School
- 6 Maryland Juniors Sports Center
- 7 Meadowbrook Athletic Complex
- 8 North Laurel Community Center
- 9 Patuxent Valley Middle School
- 10 Roger Carter Community Center
- 11 Soccer Dome
- 12 SoFive Soccer Centers Columbia
- 13 Sports World
- 14 The Y Ellicott City



Source: Google Maps

Note: Sorted by Facility in alphabetical order.

Victus compiled the list above of indoor sports facilities in Howard County that are most frequently used by local sports groups.

Please note that this list is not comprehensive, but it highlights the facilities most often cited by local sports organizations.



HOWARD INDOOR COUNTY SPORTS FACILITIES



Columbia Ice Rink

- Location: Columbia
- Owner/Operator: Columbia Association
- Features:
 - 1 ice rink
- Sample Local Users:
 - Baltimore Youth Hockey Club
 - Columbia Figure Skating Club



Dill Dinkers Columbia

- Location: Columbia
- Owner/Operator: Will & Denise Richards
- Features:
 - 12 regulation-sized indoor courts





HOWARD INDOOR SPORTS FACILITIES (CONT.)



Gary J. Arthur Community Center

- Location: Cooksville
- Owner/Operator: Howard County
- Features:
 - 2 full-size courts for basketball/volleyball
- Sample Local Users:
 - Columbia Volleyball Academy
 - Howard County Recreation & Parks Sports



Headhunters Wrestling Club

- Location: Columbia
- Owner/Operator: Private
- Features:
 - 6+ wrestling mats





HOWARD COUNTY INDOOR SPORTS FACILITIES (CONT.)



Homewood Center School

- Location: Ellicott City
- Owner/Operator: Howard County Public School System
- Features:
 - 1 volleyball court
- Sample Local Users:
 - i9 Sports



Maryland Juniors Sports Center

- Location: Jessup
- Owner/Operator: Private
- Features:
 - 11 regulation volleyball courts convertible to 8 basketball courts



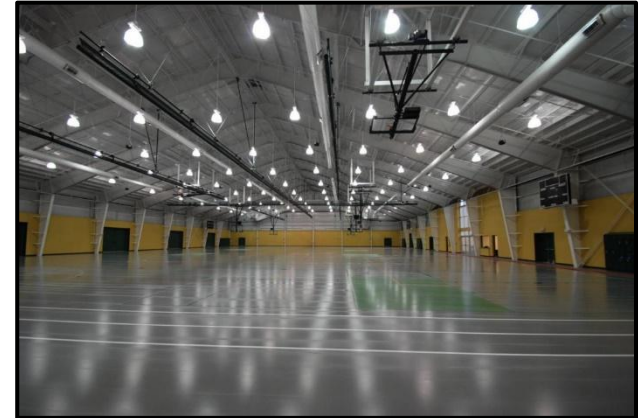


HOWARD COUNTY INDOOR SPORTS FACILITIES (CONT.)



Meadowbrook Athletic Complex

- Location: Ellicott City
- Owner/Operator: Howard County
- Features:
 - 2 basketball courts
- Sample Local Users:
 - Columbia Volleyball Academy
 - Howard County Futsal Tournament
 - Howard County Youth Program (HCYP)
 - Howard County Recreation & Parks



North Laurel Community Center

- Location: North Laurel
- Owner/Operator: Howard County
- Features:
 - 2 basketball/volleyball courts
- Sample Local Users:
 - Columbia Volleyball Academy
 - Howard County Recreation & Parks





HOWARD COUNTY INDOOR SPORTS FACILITIES (CONT.)



Patuxent Valley Middle School

- Location: Jessup
- Owner/Operator: Howard County Public School System
- Features:
 - 1 basketball/volleyball court
- Sample Local Users:
 - i9 Sports



Roger Carter Community Center

- Location: Ellicott City
- Owner/Operator: Howard County
- Features:
 - 1 basketball/volleyball court
- Sample Local Users:
 - Columbia Volleyball Academy
 - Howard County Youth Programs (HCYP)





HOWARD COUNTY INDOOR SPORTS FACILITIES (CONT.)



Soccer Dome

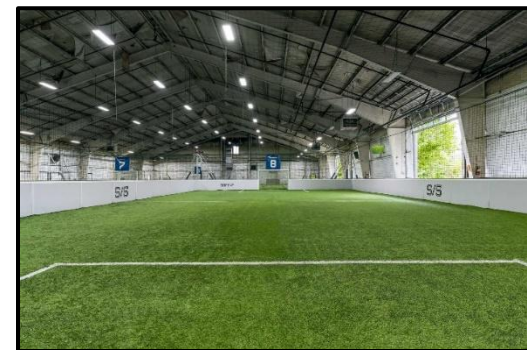
- Location: Jessup
- Owner/Operator: Private
- Features:
 - 4 large soccer fields
 - 2 small soccer fields



SoFive Soccer Centers Columbia

- Location: Columbia
- Owner/Operator: City Football Group (CFG)
- Features:
 - 8 indoor '5-a-side' soccer fields

SO FIVE





HOWARD COUNTY INDOOR SPORTS FACILITIES (CONT.)



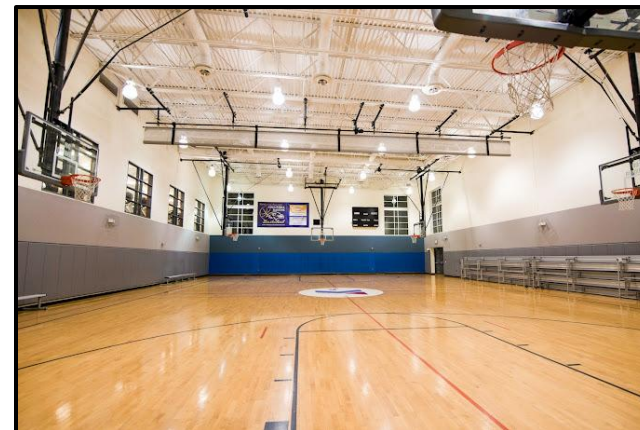
Sports World

- Location: Columbia
- Owner/Operator: Private
- Features:
 - 2 indoor turf fields (convertible for other sports; some will transition to hard floor in April)
- Sample Local Users:
 - Columbia Volleyball Academy
 - 19 Sports
 - Thunder Soccer Club



The Y Ellicott City

- Location: Ellicott City
- Owner/Operator: YMCA
- Features:
 - 2 basketball courts





HOWARD COUNTY INDOOR SPORTS EVENTS

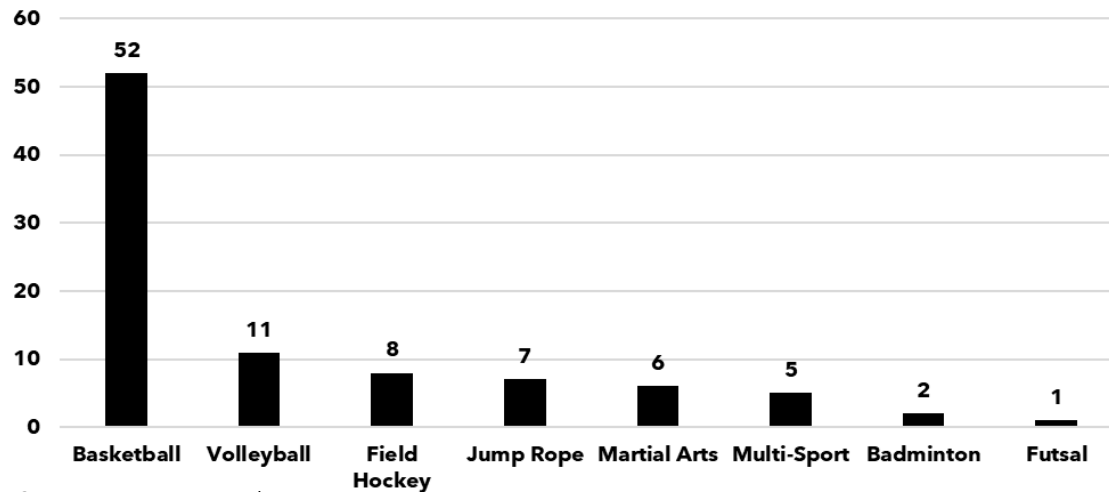


FY 2023 Sporting Events Economic Impact

- 111 events
- Over 300,000 total attendees (participants & spectators)
- 67,488 total room nights
- \$60.8 million in direct spending

FY 2024 Data

- Over 90 events/tournaments were hosted in Howard County-owned indoor sports facilities.
- The North Laurel Community Center was the most frequently used facility, with just over 30 events/tournaments hosted there.
- As shown below, basketball was the sport with the most tournaments/events at just over 50:



Source: Victus research

Note: Sorted by events in descending order



LOCAL INDOOR SPORTS FACILITY ANALYSIS: FACILITY SUMMARY



Facility	Owner	Operator	Multi-Use Courts	Indoor Fields	Indoor Ice	Pickleball Court	Wrestling Mat
1 Columbia Ice Rink	Columbia Association	Columbia Association	-	-	1	-	-
2 Dill Dinkers Columbia	Will & Denise Richards	Will & Denise Richards	-	-	-	12	-
3 Gary J. Arthur Community Center	Howard County	Howard County	2	-	-	-	-
4 Headhunters Wrestling Club	Private	Private	-	-	-	-	x
5 Homewood Center School	Howard County Public School System	Howard County Public School System	1	-	-	-	-
6 Maryland Juniors Sports Center	Private	Private	11	-	-	-	-
7 Meadowbrook Athletic Complex	Howard County	Howard County	2	-	-	-	-
8 North Laurel Community Center	Howard County	Howard County	2	-	-	-	-
9 Patuxent Valley Middle School	Howard County Public School System	Howard County Public School System	1	-	-	-	-
10 Roger Carter Community Center	Howard County	Howard County	1	-	-	-	-
11 Soccer Dome	Private	Private	-	6	-	-	-
12 SoFive Soccer Centers Columbia	Private	Private	-	8	-	-	-
13 Sports World	Private	Private	-	2	-	-	-
14 The Y Ellicott City	YMCA	YMCA	2	-	-	-	-
TOTAL			22	16	1	12	-

Source: Victus research

Note: Sorted by Facility in alphabetical order

As shown above, Howard County has a variety of indoor sports facilities but lacks the indoor ice and indoor track infrastructure needed for tournaments and events. With only one (1) indoor ice rink, opportunities for ice sports are limited, and for indoor track there is no competitive facility available to the public. Additionally, school and college venues prioritize their own athletic programs, restricting community access. Indoor ice and indoor track venues could address these gaps, enhancing programming opportunities and positioning the County as a destination for larger events.



LOCAL INDOOR SPORTS FACILITY ANALYSIS: RENTAL RATES



Facility	HOURLY RENTAL RATES			Pickleball Court
	Multi-Use Court	Indoor Fields	Indoor Ice	
Columbia Ice Rink	-	-	\$420	-
Dill Dinkers Columbia	-	-	-	\$63
Gary J. Arthur Community Center	\$80-\$100	-	-	-
Headhunters Wrestling Club	-	-	-	-
Homewood Center School	-	-	-	-
Maryland Juniors Sports Center	\$65	-	-	-
Meadowbrook Athletic Complex	\$80-\$100	-	-	-
North Laurel Community Center	\$80-\$100	-	-	-
Patuxent Valley Middle School	-	-	-	-
Roger Carter Community Center	\$80-\$100	-	-	-
Soccer Dome	-	\$55-\$375	-	-
SoFive Soccer Centers Columbia	-	\$132	-	-
Sports World	\$150-\$260	-	-	-
The Y Ellicott City	-	-	-	-

Source: Victus research

Note: Sorted by Facility in alphabetical order

As shown above, indoor sports facilities in Howard County offer a wide range of rental rates:

- Multi-use courts can range between \$65 and \$260 per hour depending on the facility and type of use/days of use, however the majority of courts are rented for \$80 to \$100 per hour.
- Indoor fields range between \$55 and \$375 per hour, however it should be noted that the size of turf space available for rental varies widely, with larger playing fields renting at a premium relative to smaller training spaces.



KEY TAKEAWAYS & CONCLUSIONS: LOCAL INDOOR SPORTS FACILITY ANALYSIS



- **Howard County Indoor Sports Tournaments/Events:** Over 90 events/tournaments were hosted in Howard County-owned indoor sports facilities. The North Laurel Community Center was the most frequently used facility, with just over 30 events/tournaments hosted there.
- **Indoor Courts:** Out of all local indoor court facilities profiled, the highest amount of multi-use courts is 11, however no other facility has more than two (2). Most of the facilities are publicly owned, and eight (8) of the facilities are operated by Howard County.
- **Indoor Fields:** There are three (3) facilities in Howard County that have indoor field programming. A significant number of indoor fields (16) is available between all of them.
- **Indoor Ice:** Columbia Ice Rink is the only indoor ice rink in Howard County and has one (1) sheet.
- **Indoor Track:** There is no competitive indoor track in Howard County.

CONCLUSIONS

There is no competitive indoor track in Howard County. One (1) sheet of ice in the entire county is not enough for local programming or any regional event programming. Maryland Juniors Sports Center is the only facility in Howard County that would be capable of hosting large, multi-state, indoor court tournaments without combining multiple courts in various locations across the County.



**2. LOCAL MARKET DATA &
SPORTS FACILITY ANALYSIS**

C. ECONOMIC DEVELOPMENT & TOURISM INPUT



HOWARD COUNTY ECONOMIC DEVELOPMENT AUTHORITY

- The interviewee mentioned the pivotal role that the Howard County EDA plays in improving businesses and supporting their success, as well as boosting the tourism industry. They described the organization as functioning similarly to a public-private partnership, with a mission to help both the public and private sectors.
- Howard County is known for being a sports-centric area with a strong outdoor park system and ample fields. However, there is high demand for field space, and obtaining permits can be challenging. Additionally, the County faces a lack of indoor facilities, particularly for ice hockey and indoor track. As a result, residents often need to travel to neighboring counties for certain sports training.
- They suggested positioning the facilities in the western part of the County, but still near major highways (I-70), hotels, and restaurants, to minimize economic leakage to neighboring areas. The I-70 corridor was suggested as a potential location due to the availability of land.



INTERVIEW SUMMARY - TOURISM



HOWARD COUNTY TOURISM

- A representative from Howard County Tourism explained that the primary funding source is room tax, generating approximately \$1.2 million annually. Of this, 70-80% is allocated to the Howard County government general fund.
- They suggested that Howard County is a great location because they are near BWI Airport, I-95, and I-70, strategically located between Baltimore and Washington, DC. Current top facilities include Troy Park, Blandair Park, and Meadowbrook Athletic Facility. They noted that 90% of current sporting events are focused on outdoor activities. In addition to ice and track facilities, they emphasized the need for basketball courts, with potential for multi-use spaces.
- Howard County Tourism suggested placing an ice facility next or attached to the Meadowbrook Athletic Complex, while considering the Elkridge Community Center as a potential location for the indoor track. Both locations were viewed positively for their sporting event potential. However, they also highlighted that a “hybrid” usage model (where the facilities are dedicated to both local use and regional tournament activity) would be very important, in order to feature local use Monday through Thursday and economic impact-driving tournaments on weekends.



KEY TAKEAWAYS & CONCLUSIONS: ECONOMIC DEVELOPMENT & TOURISM INPUT



- **Howard County Economic Development Authority (EDA):** The EDA supports local businesses and tourism, highlighting the demand for indoor sports facilities like ice rinks and tracks, with a facility near major highways offering economic benefits.
- **Howard County Tourism:** Howard County, strategically located for sporting events, requires more indoor sports facilities, particularly ice rinks and basketball courts, with a suggested location near Meadowbrook Athletic Complex or Elkridge Community Center to maximize potential. A hybrid operating model is important, i.e. a model that accommodates both weekday local use and weekend multi-state tournament activity that drives new hotel nights and visitor spending.

CONCLUSIONS

Both groups emphasized the need for additional indoor sports facilities, particularly ice rinks and an indoor track, to both meet local demand and drive new tourism. The strategic location of such facilities in Howard County adjacent to highways, hospitality, restaurant, and retail would help serve both local residents and attract regional visitors, benefiting the economy and local sports programs.



3. INDOOR ICE ANALYSIS



INDOOR ICE ANALYSIS OVERVIEW



This section presents a summary of the comparable indoor ice facilities in addition to local user group/regional organizer interviews. This section is divided as follows:

- Comparable Indoor Ice Centers
- Interview Summaries



3. INDOOR ICE ANALYSIS

A. COMPARABLE INDOOR ICE CENTERS



OVERVIEW



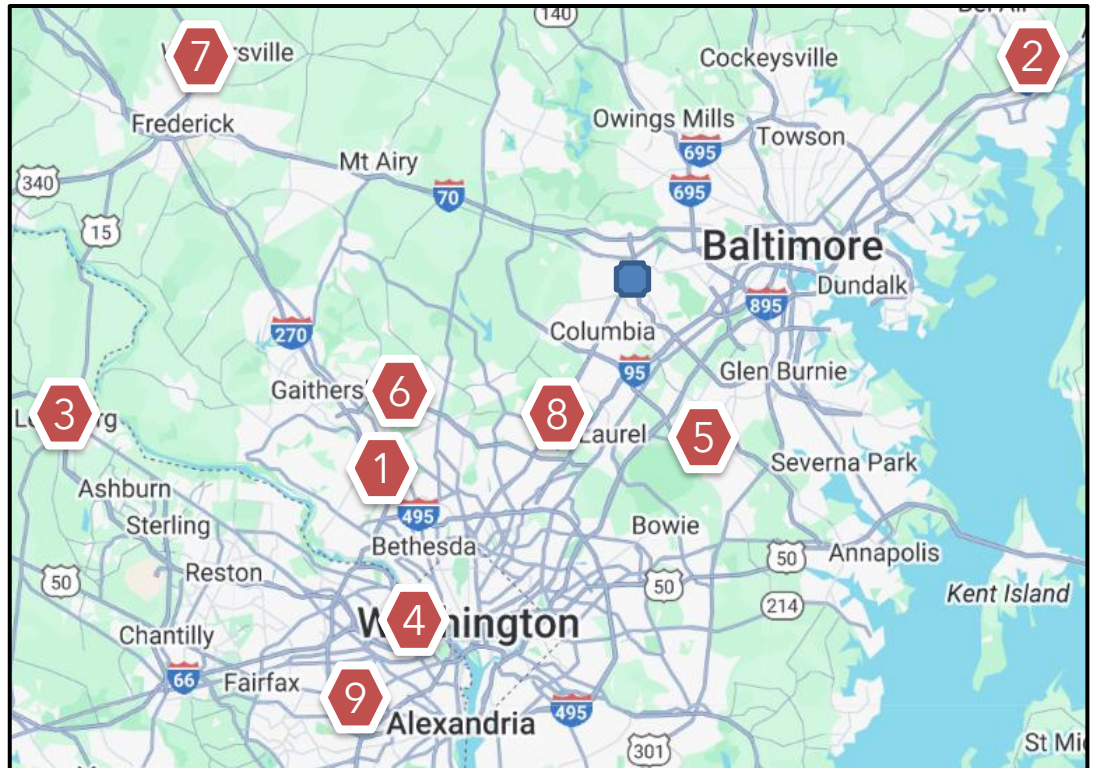
Victus Advisors analyzed indoor ice centers within the Atlantic Coast and Northeastern regions that could potentially be a competitive facility with a new indoor multi-sheet ice facility in Howard County.

These venues have a minimum of at least two (2) ice sheets and have been built in the last 25 years. Some older facilities have been included because multiple event organizers and local users listed them as facilities they have used before within the Baltimore-Washington area.

Facility

- 1 Cabin John Ice Rink
- 2 Ice World
- 3 Ion International Training Center
- 4 Medstar Capitals Iceplex
- 5 Piney Orchard Ice Arena
- 6 Rockville Ice Arena
- 7 Skate Frederick
- 8 The Gardens Ice House
- 9 The St. James

Notes: Sorted by Facility in alphabetical order



Source: Google Maps



CABIN JOHN ICE RINK



Rockville, MD

- Opened: 1999
- Construction Cost: \$18.9M in Q4 2024 dollars*
- Owner/Operator: Montgomery County
- Footprint: 85,000 sq. ft.
- Features:
 - 1 NHL rink, 1 Olympic rink, and 1 Studio rink
 - Studio rink is 1/3 the size of a full-size rink
 - Dance studio, 4 party rooms
 - Pro shop skating equipment, skate sharpening
 - Café, apparel
- Programming:
 - Public skating, figure skating, hockey, lessons, clinics, camps, events
 - Cabin John Ice Rink Spring Show
 - Mariah Bell and Max Aaron Clinic



RENTAL RATES

- NHL/Olympic Rink: \$375 / Hour
- Studio Rink: \$215 / Hour

* Estimated according to the Turner Building Cost Index Q4 2024



ICE WORLD



Abington, MD

- Opened: 1996
- Owner/Operator: Black Bear Sports Group
- Footprint: 65,000 sq. ft.
- Features:
 - 2 NHL-sized ice rinks
 - Seating for up to 300 patrons
 - 9 locker rooms
 - Full-service snack bar
 - Skate sharpening
- Programming:
 - Group and private skating lessons, instructional, recreational and travel hockey
 - Birthday parties, private group rentals
 - Tomorrow's Ice, North Stars Hockey Club, Chesapeake Figure Skating Club, Maryland Ice Theatre, and other youth/adult clubs





ION INTERNATIONAL TRAINING CENTER



Leesburg, VA

- Opened: 2019
- Construction Cost: \$30.5M in Q3 2024 dollars*
- Owner/Operator: Private
- Footprint: 100,000 sq. ft.
- Features:
 - 3,500-seat arena
 - 2 NHL-sized ice rinks
 - Olympic-sized curling rink
 - Full-service gym, pro shop, café
 - Medical room, hockey training room
 - Close to 1,000 parking spaces
- Programming:
 - Several professional and amateur teams including the Loudoun Knights hockey team and the Ion Figure Skating Club
 - Tournaments, clinics, camps



* Estimated according to the Turner Building Cost Index Q4 2024



MEDSTAR CAPITALS ICEPLEX



Arlington, VA



MedStar Capitals Iceplex

- Opened: 2006
- Construction Cost: \$86.1M in 2024 Q4 dollars*
- Owner/Operator: Monumental Sports & Entertainment
- Footprint: 137,000 sq. ft.
- Features:
 - 20,000 sq. ft. training center for the Washington Capitals
 - 2 indoor NHL-sized ice rinks with seating for 1,200
 - Office space, 8 locker rooms
 - Full-service pro shop, Capitals team store
 - Snack bar, space for special events
- Programming:
 - Public skating, figure skating, hockey clinics, summer camps, adult/women hockey leagues
 - Capitals Hockey Academy Youth Travel Teams



RENTAL RATES

- NHL Rink: \$660 / Hour
- Mezzanine: \$500 / Hour
- Party Room Rental: \$300 / Hour

* Estimated according to the Turner Building Cost Index Q4 2024



PINEY ORCHARD ICE ARENA



Odenton, MD

- Opened: 1991
- Owner/Operator: Black Bear Sports Group
- Footprint: 42,375 sq. ft.
- Features:
 - 2 NHL-sized ice rinks
 - Each rink has a 500-seat capacity
 - Locker rooms
 - Meeting/video room
 - Concession area
- Programming:
 - Tier II and III Junior ice hockey, figure skating, men's league hockey, and more
 - On-site businesses include The Great Butcher and East Coast Hockey & Skating Supply
 - Home to the Maryland Black Bears, members of the North American Hockey League



RENTAL RATES

- Full ice sheet: \$280-\$400 / Hour



ROCKVILLE ICE ARENA



Rockville, MD

- Opened: 2004
- Owner: Private
- Operator: Montgomery Youth Hockey Association
- Footprint: 103,000 sq. ft.
- Features:
 - 3 full-size rinks
 - Two of the three offer bleacher seating
 - 12 locker rooms
 - The Village Grille
 - East Coast Hockey and Skating Supply for purchase/maintenance of hockey equipment
- Programming:
 - Variety of high caliber youth hockey programs
 - United Capital Blades Speedskating Club
 - Silver Sticks, Super Series
 - Junior Women's Hockey League Challenge Cup





SKATE FREDERICK



Frederick, MD

- Opened: 1999
- Owner/Operator: Private
- Features:
 - Currently under maintenance
 - 2 full-size NHL rinks
 - Full-service pro shop
 - Video games, skate rentals, snack bar
 - Seating for spectators
- Programming:
 - Recreational and competitive hockey
 - Victor Stars Select Team
 - Victory Hockey Recreational League Program
 - Public skating, lessons, camps
 - Figure skating programs





THE GARDENS ICE HOUSE



Laurel, MD

- Opened: 1996
- Owner/Operator: Private
- Footprint: 150,000 sq. ft.
- Features:
 - 1 Olympic size rink, 2 NHL size rinks
 - Patrick Rink and Exhibition Center has up to 1,500 capacity including standing areas
 - Whitney's Pond is an outdoor seasonal rink
 - The Ice Den is a year-round training rink
 - Private rooms, independent full gym
 - Prop shop, cafe
- Programming:
 - Home to five youth hockey programs
 - Maryland Scholastic High School Championship
 - The National Capitol Curling Center

The Gardens ICE HOUSE



RENTAL RATES

- Full ice sheet: \$475 / Hour



THE ST. JAMES



Springfield, VA

- Opened: 2018
- Owner/Operator: Private
- Footprint: 450,000 sq. ft.
- Features:
 - 900 mezzanine seats, 450 per rink
 - Two NHL regulation-size rinks
 - Warm-up lounge
 - Vim and Victor Restaurant
 - Strivers Retail Store
- Programming:
 - Youth hockey programs, professionally coached academy teams, leagues and tournaments
 - Thanksgiving Hockey clinics, Strivers Hockey Academy, private lessons
 - The St. James Hockey Travel Academy

THE ST·JAMES

HOCKEY ACADEMY



RENTAL RATES

- Full ice sheet: \$425 / Hour



COMPARABLE INDOOR ICE CENTERS: FACILITY SUMMARY



Facility	Location	Owner	Operator	Ice Sheets	Locker Rooms	Main Rink		
						Seating Capacity	Pro Shop	Concession Stand/Grill
Cabin John Ice Rink	Rockville, MD	Public	Public	3	x	x	✓	✓
Ice World	Abington, MD	Private	Private	2	9	300	✓	✓
Ion International Training Center	Leesburg, VA	Private	Private	2	8	3,500	✓	✓
Medstar Capitals Iceplex	Arlington, VA	Private	Private	2	8	1,200	✓	✓
Piney Orchard Ice Arena	Odenton, MD	Private	Private	2	x	500	✓	✓
Rockville Ice Arena	Rockville, MD	Private	Private	3	12	500	✓	✓
Skate Frederick	Frederick, MD	Private	Private	2	x	x	✓	✓
The Gardens Ice House	Laurel, MD	Private	Private	5	x	1,500	✓	✓
The St. James	Springfield, VA	Private	Private	2	x	450	✓	✓
HIGH				5	12	3,500		
AVERAGE				2.6	9.3	1,136		
LOW				2	8	300		

Source: Victus research

Notes: (1) Sorted by Facility in alphabetical order (2) "x" represents an unknown amount

As shown above, all facilities have a minimum of two (2) ice sheets, and an average of 2.6. Seating capacities for the main rink range vary between 300 and 3,500 (average of 1,136). A pro shop, concession stand/grill, and a multitude of locker rooms are standard for these types of facilities.



COMPARABLE INDOOR ICE CENTERS: CONSTRUCTION COSTS



<u>Facility</u>	<u>Location</u>	<u>Year Opened</u>	<u>Square Feet</u>	<u>Est. 2024 Construction Cost</u>	<u>Est. Q4 2024 Construction Cost Per Sq. Ft.</u>
Medstar Capitals Iceplex	Arlington, VA	2006	137,000	\$86,077,545	\$628
Ion International Training Center	Leesburg, VA	2019	100,000	\$30,491,630	\$305
Cabin John Ice Rink	Rockville, MD	1999	85,000	\$18,911,475	\$222
HIGH			137,000	\$86,077,545	\$628
AVERAGE			107,333	\$45,160,217	\$385
LOW			85,000	\$18,911,475	\$222

Source: Victus research

Notes:

(1) Sorted by Est. Q4 2024 Construction Cost Per Sq. Ft. in descending order

(2) Estimated according to the Turner Building Cost Index Q4 2024

Square Footage: Among the profiled facilities above (with publicly available construction costs), the average square footage is approximately 107,300 sf.

Construction Cost: The average construction cost is \$45.2M in Q4 2024 construction dollars, or approximately \$385 per square foot.



COMPARABLE INDOOR ICE CENTERS: RENTAL RATES



HOURLY RENTAL RATES

Facility	Rate
Cabin John Ice Rink	\$375
Ice World	-
Ion International Training Center	-
Medstar Capitals Iceplex	\$660
Piney Orchard Ice Arena	\$280-\$400
Rockville Ice Arena	-
Skate Frederick	-
The Gardens Ice House	\$475
The St. James	\$425
AVERAGE	\$455

Source: Victus research
 Note: Sorted by Facility in alphabetical order

As shown above, rental rates for ice sheets average approximately \$455 per hour.



KEY TAKEAWAYS & CONCLUSIONS: COMPARABLE INDOOR ICE CENTERS



- **Facility Summary:** All of the ice centers profiled have at least two (2) full sized ice sheets. Three (3) of the facilities have more than two (2) ice sheets, while not all of them are full sized. These particular venues can provide valuable ice for local use, in addition to offering some regional/national tournament and event programming. However, there are also larger venues that provide more amenities such as other indoor sports, fitness centers, and retail stores/restaurants.
- **Seating Capacity:** Ranges from 300 all the way up to 3,500. Larger facilities that host collegiate or professional hockey teams tend to have higher seating capacities.
- **Rental Rates:** Hourly rates range from just over \$375 to \$660; the average is a little over \$450.

CONCLUSIONS

In order to be competitive with regional ice tournament/event facilities, a new ice venue in Howard County will need at least two (2) full-sized ice sheets, in addition to food/beverage, ample spectator seating, off-ice training space, and plenty of locker rooms for participants and officials.



3. INDOOR ICE ANALYSIS

B. INTERVIEW SUMMARIES



INTERVIEW SUMMARIES OVERVIEW



This section presents a summary of the interviews held by Victus with potential local ice user groups and event organizers about their interest and recommendations regarding a new indoor multi-sheet ice facility in Howard County. The interviews are presented as follows:

- Local Ice User Groups
- Ice Event Organizers



LOCAL ICE USER GROUPS



In February 2025, Victus Advisors conducted telephone interviews with a representative sample of local ice user groups. The goals of these interviews were to gather feedback regarding the market potential for a new indoor multi-sheet ice facility. The set of topics and questions included perceptions of current ice complex offerings and interest in using a new ice complex in Howard County.

INTERVIEWS - Victus Advisors conducted virtual and telephone interviews with representatives from the following nine (9) groups (in alphabetical order):

- Atholton-Howard Raiders High School Hockey Club
- Chesapeake Skating School
- Columbia Association - Ice
- Columbia Figure Skating Club (CFSC)
- East Coast Hockey & Skating Supply
- Foundations Hockey
- Howard Conference Scholastic Hockey Association
- Howard Huskies
- Howard County Wolves High School Hockey Club



ICE FACILITIES USED

INDOOR ICE CENTERS IN HOWARD

- Columbia Ice Rink

OTHER ICE CENTERS

- Bowie Ice Arena
- Cabin John Ice Rink
- Ice World
- Piney Orchard Ice Arena
- Reisterstown Sportsplex
- Rockville Ice Arena
- Skate Frederick
- The Gardens Ice House

GENERAL FEEDBACK

- In general, interviewees expressed strong support for an indoor ice facility in Howard County. They highlighted the limited ice time at local rinks like Columbia Ice Rink and The Gardens Ice House, which are often overcrowded due to high demand. As a result, many teams and clubs are forced to use venues outside the county, such as those in Laurel, Frederick, and Montgomery County. A new facility would help alleviate these issues by providing additional ice sheets to meet the growing demand and support the expansion of local programs and events.



ATHOLTON-HOWARD RAIDERS HIGH SCHOOL HOCKEY CLUB

- The interviewee said they would “definitely use” a new indoor ice facility. They currently organize 6 or 7 teams in the Howard County High School League, with about 10 games plus playoffs each season. The teams include varsity, JV, and girls' teams, and they primarily use Columbia Ice Rink, which is expensive and crowded. Due to local limitations, they also use venues in Laurel, Frederick, and Piney Orchard. An ideal facility would feature 4 ice sheets (at least two), bleachers, multiple locker rooms, a full-service pro shop, and a restaurant to serve high school games and tournaments, potentially making it a destination for events.
- **INTEREST LEVEL: HIGH**

CHESAPEAKE SKATING SCHOOL

- The interviewee expressed that they would "definitely use" the new ice facility. With 30 years of experience and approximately 700 participants per week, they primarily rely on Columbia Ice Rink, which is not open year-round. Their Theatre on Ice program includes 5-6 teams with around 80 members, but existing facilities like Gardens Ice Haus and Laurel cater more to hockey. An ideal facility would feature two (2) ice sheets, increased seating capacity for performances, Olympic-sized rinks to accommodate more skaters, specialized lighting for shows, and essential amenities such as a medical office, gym, and ballet room.
- **INTEREST LEVEL: HIGH**



COLUMBIA ASSOCIATION - ICE

- The interviewee expressed that they would "definitely use" additional ice facilities in Howard County, citing high demand and limited availability at Columbia Ice Rink, which is over 50 years old. As part of the Columbia Association, the rink operates on a membership-based financial model and offers one of the largest learn-to-skate programs in the state. They are at full capacity, turning away rental requests weekly and filling nearly all prime-time hours with youth hockey and figure skating. They believe an additional sheet of ice would be at least 80% utilized from 6 AM to 11 PM, accommodating youth hockey, figure skating, homeschool programs, field trips, and public sessions. Their ideal facility would feature a second sheet of ice, expanded programming opportunities, and amenities to support growing demand without cannibalizing existing rinks.
- **INTEREST LEVEL: HIGH**

COLUMBIA FIGURE SKATING CLUB (CFSC)

- The interviewee expressed that they would "possibly use" the new ice facility. While Columbia is their home rink, they are open to new facilities due to limited ice time and annual closures. They also face high costs at Garden Ice House, which charges \$600 for 50 minutes of ice. Their ideal facility would feature multiple sheets of ice, with a preference for an Olympic-size rink, locker rooms, a snack bar, a coaches' room, a gym for off-ice conditioning, and a welcoming, community-focused design.
- **INTEREST LEVEL: LOW**



EAST COAST HOCKEY & SKATING SUPPLY

- This company has pro shops at Laurel, Rockville, and Odenton rinks. The interviewee highlighted a long-standing need for more ice sheets, as the shortage has hurt youth hockey enrollment. A new rink in western Howard County would support both hockey and figure skating. They emphasized the need for at least two sheets of ice for profitability and preferred NHL-sized rinks. They also noted the importance of well-designed locker rooms, but cautioned against placing them at the front of the building. A new facility would attract users from both Howard and Carroll counties, helping boost youth hockey participation.
- **INTEREST LEVEL: MEDIUM**

FOUNDATIONS HOCKEY

- The interviewee expressed that they would “possibly use” new indoor ice facility in Howard County. Their organization is focused on skill development, running clinics, camps, training sessions, and private lessons. They are on the ice between 2 and 6 days a week, with participants of all ages. Their club team, Baltimore County Crash, operates only in the spring and summer, practicing 5 nights a week from March to August. They run two events annually: a 3-on-3 tournament on New Year’s and a jamboree for 6-8 U teams in August, with around 10-12 teams participating. They currently do not use any facilities in Howard County but regularly use Reisterstown Sportsplex, a venue with 1 sheet of ice, where they occasionally need 2 sheets for larger events. They have a strong relationship with Reisterstown, which offers favorable ice rates, and they would consider a similar arrangement in Howard County.
- **INTEREST LEVEL: MEDIUM**



HOWARD CONFERENCE SCHOLASTIC HOCKEY ASSOCIATION

- The interviewee said they would “definitely use” a new indoor ice facility in Howard County. The HCSHA operates 7 teams, with at least 12 games each plus tournaments, using over 100 sheets of ice annually. Their ice time is mainly split between Laurel and Columbia, both of which are often overcrowded due to high demand from women's figure skating. They also use venues outside Howard County, such as Bowie, Piney Orchard, and Montgomery County. The ideal facility would have 3 sheets of ice, a pro shop, and at least 4 locker rooms per sheet of ice. A new facility could increase their ice availability by 50%, supporting more leagues, tournaments, and events.

INTEREST LEVEL: HIGH

HOWARD HUSKIES

- The interviewee expressed that they would “definitely use” the new ice facility, noting that Howard County is one of the wealthiest counties in the nation yet has only one ice sheet. Interest in ice sports has grown significantly, with high school hockey and club programs expanding. They currently use Columbia and Laurel ice rinks but emphasized the high demand for ice time, with clubs spending half of their ice budget outside of Columbia. They believe that two additional ice sheets would be fully utilized. Potential users would include youth hockey, high school and college teams, and adult leagues. Their ideal facility would feature two sheets of ice, multiple locker rooms, a snack bar or food service area, a pro shop for skate and equipment sales, a gym and shooting room with synthetic ice, and seating capacity of approximately 800-1,200 for the primary sheet and 350 for the secondary sheet.

• **INTEREST LEVEL: HIGH**



HOWARD COUNTY WOLVES HIGH SCHOOL HOCKEY CLUB

- The interviewee expressed they would “definitely use” a new indoor ice facility in Howard County. The co-op team plays at least 12 games each season, plus tournaments, and practices 6 times a year since many players also play for club hockey teams. They primarily use Columbia and Laurel, along with venues outside Howard County like Bowie, Piney Orchard, and Montgomery County. The ideal facility would include 3 sheets of ice, a pro shop, and at least 4 locker rooms per sheet. A new facility would increase ice availability, supporting more games and events.
- **INTEREST LEVEL: HIGH**



LOCAL ICE USER GROUP DEMAND SUMMARY



Group/Organization	Sport	Likelihood of Usage	Surfaces
Atholton-Howard Raiders High School Hockey Club	Hockey	Definitely Use	4
Chesapeake Skating School	Figure Skating	Definitely Use	2
Columbia Association - Ice	Multiple	Definitely Use	2
Columbia Figure Skating Club (CFSC)	Figure Skating	Possibly Use	-
East Coast Hockey & Skating Supply	Hockey	N/A	2
Foundations Hockey	Hockey	Possibly Use	2
Howard Conference Scholastic Hockey Association	Hockey	Definitely Use	3
Howard Huskies	Hockey	Definitely Use	2
Howard County Wolves High School Hockey Club	Hockey	Definitely Use	3

AVERAGE **2.5**

Source: Victus research Notes: (1) Sorted by Group in alphabetical order. (2) The data above is based solely on interviewees contacted by Victus Advisors

Victus Advisors interviewed groups located in Howard County that could be potential users of a new indoor multi-sheet ice facility:

- Out of the nine (9) local users surveyed, six (6) organizations said they would “definitely use” a new indoor multi-sheet ice facility.
 - The majority of groups expressed a preference for at least two (2) sheets of ice.
- With an average request of approximately 2.5 ice surfaces, it is likely that a new 2-sheet ice facility in Howard County could co-exist with the current Columbia Ice Rink.



KEY TAKEAWAYS & CONCLUSIONS: LOCAL ICE USER GROUPS



- **Support for a New Indoor Multi-Sheet Ice Facility:** There is strong demand for a new indoor ice facility in the County, with most groups expressing interest in additional sheets to accommodate current programming and future growth. Six (6) of eight (8) local groups indicated "definite use" of a new facility, while others would consider it depending on cost, scheduling, and location.
- **Number of Ice Sheets:** The majority of groups emphasized the need for at least two (2) sheets of ice, with several advocating for three (3) or more to accommodate both local programming and regional tournaments. Organizations currently rely on limited ice time at Columbia Ice Rink and frequently travel outside the county to secure additional availability. A facility with multiple sheets would help reduce overflow to other counties and increase Howard County's ability to host events, while co-existing with the current programming at Columbia Ice Rink.
- **Ideal Amenities:** A new facility should have at least two (2) ice sheets, seating for up to 1,200 in the primary rink, and at least four (4) locker rooms per ice sheet. Key amenities include a pro shop, snack bar, and training facilities.

CONCLUSIONS

There is strong demand for a new multi-sheet indoor ice facility in Howard County, as many local groups currently struggle with limited ice availability and must travel elsewhere for additional time. With an average request of approximately 2.5 ice surfaces, it is likely that a new 2-sheet ice facility in Howard County could co-exist with the current Columbia Ice Rink. Investing in such a venue would not only reduce the need for teams to seek ice time outside the County, but also enhance Howard County's ability to host events and support growth in ice sports.



ICE EVENT ORGANIZERS



In February 2025, Victus Advisors conducted telephone interviews with a representative sample of regional ice event organizers. The goals of these interviews were to gather feedback regarding the market opportunity for regional events to be held at a new indoor multi-sheet ice facility in Howard County. Interviewees shared views of Howard County as an event destination, comparable out-of-market venues, minimum amenities required in order to attract events, and other feedback concerning the proposed venue.

INTERVIEWS - Victus Advisors conducted virtual and telephone interviews with representatives from the following five (5) groups (in alphabetical order):

- Black Bear Sports Group
- Maryland Student Hockey League
- Mid Atlantic Prep Hockey League
- OneHockey
- Travel Champs



COMPARABLE REGIONAL VENUES

- Bowie Ice Arena
- Ice World
- MedStar Iceplex
- Rockville Ice Arena
- The Gardens Ice House



BLACK BEAR SPORTS GROUP

- The interviewee expressed they would “definitely use” a new indoor ice facility in Howard County. Black Bear Sports Group operates 42 to 44 ice rinks along the eastern seaboard, with four (4) rinks in the local area, and owns the Ice World facility. They run their own leagues and tournaments, including SuperSeries Hockey and Defender Hockey Tournaments. They also lease two (2) rinks through triple net agreements. They estimate that a two-sheet facility could generate \$1 million in revenue for Howard County. Their typical ice requirements are two (2) to three (3) sheets of NHL or Olympic-sized rinks. Events generally have modest attendance, primarily consisting of family members, with no major attendance beyond that.
- **INTEREST LEVEL: HIGH**

MARYLAND SCHOLASTIC HOCKEY LEAGUE

- The interviewee commented they would “definitely use” a new indoor ice facility in Howard County. MSHL governs public school hockey in Maryland, overseeing teams in five (5) conferences, with six (6) to 12 teams per conference. Teams play 10 to 12 games per season, followed by county and state tournaments, using multiple rinks across Maryland, particularly in Fall and Winter. The minimum ice requirement is two (2) sheets, preferably NHL-sized. Events typically have around 200 attendees, with the potential for more during state and county tournaments. The ideal venue would have at least 500 seats, locker rooms for players and referees, and skate sharpening facilities. The interviewee estimated that with weekly games and practices, they would require 146 total time slots, equating to 225 billable hours annually.
- **INTEREST LEVEL: HIGH**



MID ATLANTIC PREP HOCKEY LEAGUE

- The interviewee expressed they would “likely use” a new indoor ice facility in Howard County. MAPHL, formed 15 years ago as a spin-off of the Maryland Scholastic Hockey League, consists of 13 private schools with a boys’ and girls’ team at both Double A and Single A levels. The league primarily uses Maryland and Virginia facilities, including The Gardens Ice House, Rockville Ice Rink, MedStar Iceplex, and Ice World in Baltimore, with occasional use of Bowie Ice Arena. Ideal facilities would have at least two (2) sheets of ice, with a third sheet possible if demand is high. The average attendance is 700-800, with up to 1,000 for state championships. The preferred venue would have good dressing rooms, meeting rooms, food service, and a gathering place for attendees. Rental fees for prime-time ice are typically \$470-\$475 per hour.
- **INTEREST LEVEL: MEDIUM TO HIGH**

ONEHOCKEY

- This organization expressed interest in hosting events at a new ice facility in Howard County, stating they would “likely use” it. They typically organize over 40 events annually, requiring at least two NHL-sized rinks, with rental fees around \$400 per hour and team fees of \$2,000. Their ideal venue would include two (2) rinks and a 150-room hotel to create a “sports village,” similar to a model in Lake Placid, where teams could stay and compete on-site. This setup would allow for weekly tournaments, potentially generating \$30 million in annual revenue. While they would prefer to operate the facility themselves, they are open to hosting events there even if they are not the primary operator.
- **INTEREST LEVEL: MEDIUM TO HIGH**



TRAVEL CHAMPS

- This organization would definitely use a new ice arena in Howard County for their events. They organize large tournaments across locations like Hershey, Allentown, and Raleigh-Durham, with some events featuring up to 130 teams. They would ideally need two (2) NHL-sized rinks, with the capacity to accommodate up to nine sheets for larger events. Their preferred seating capacity for events is at least 500, and while there's no gate fee, registration fees range from \$1,000 to \$2,000. Although they haven't used venues in Howard County, they are very interested in hosting events there if a new ice arena is built to meet their needs. Key facility requirements include ample lobby space for tournaments and four (4) to five (5) locker rooms per sheet of ice, including separate rooms for girls. Depending on event size, they expect to host 50-60 teams with two (2) ice sheets.
- **INTEREST LEVEL: HIGH**



ICE EVENT ORGANIZERS DEMAND SUMMARY



<u>Group/Organization</u>	<u>Sport</u>	<u>Likelihood of Usage</u>	<u>Surfaces</u>
Black Bear Sports Group	Hockey	Definitely Use	3
Maryland Student Hockey League	Hockey	Definitely Use	2
Mid Atlantic Prep Hockey League	Hockey	Likely Use	2
OneHockey	Hockey	Likely Use	2
Travel Champs	Hockey	Definitely Use	2
AVERAGE			2.2

Source: Victus research

Notes: (1) Sorted by Group/Organization in alphabetical order. (2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

Victus Advisors conducted interviews with a representative sample of potential user groups for a new indoor multi-sheet ice facility:

- Out of the five (5) groups interviewed, two (2) expressed a strong interest in “definitely using” the facility.
- Several groups highlighted the potential for hosting large-scale events, with some envisioning substantial revenue generation through weekly tournaments and practices.



KEY TAKEAWAYS & CONCLUSIONS: ICE EVENT ORGANIZERS



- **Demand:** Several event organizers expressed strong interest in using a new indoor multi-sheet ice facility in Howard County, with varying needs for ice surfaces. The majority of organizers require at least two (2) sheets of ice, with some mentioning the potential need for a third sheet depending on event size and demand.
- **Facility Requirements:** Key requirements for ice events include NHL-sized rinks, with additional requests for amenities such as locker rooms, seating for 500+ attendees, skate sharpening services, and ample space for tournaments. Some groups also expressed the need for specific event-related facilities like meeting rooms and gathering spaces for participants and attendees.

CONCLUSIONS

While ice organizers currently hold tournaments at other regional rinks, creating potential competition, the demand for a new indoor multi-sheet ice facility in Howard County with at least two (2) sheets remains strong. Establishing a well-equipped facility in Howard County could create new events in addition to attracting events currently held elsewhere.



4. INDOOR SPORTS & TRACK ANALYSIS



INDOOR SPORTS & TRACK ANALYSIS OVERVIEW



This section presents a summary of the comparable indoor track plus sports court centers in addition to local user group/regional organizer interviews. This section is divided as follows:

- Comparable Indoor Track Facilities
- Comparable Indoor Sports Court Facilities
- Interview Summaries



4. INDOOR SPORTS & TRACK ANALYSIS

A. COMPARABLE INDOOR TRACK FACILITIES



OVERVIEW



Victus Advisors analyzed comparable indoor track facilities that could serve as examples or compete with a new indoor track facility in Howard County.

It should also be noted that the competitive Indoor Track season generally runs approximately four (4) months, from late November to mid-March, and therefore many of these facilities also include indoor courts or fields to maintain year-round venue usage.

Facility

- 1 Alachua County Sports & Events Center
- 2 Birmingham Crossplex
- 3 Dr. Conrad Worrill Track & Field Center
- 4 JDL Fast Track
- 5 Liberty Indoor Track Complex
- 6 Norton Healthcare Sports & Learning Center
- 7 Ocean Breeze Track & Field Complex
- 8 Prince George's Sports and Learning Complex
- 9 The Nike Track & Field Center at The Armory
- 10 The Podium
- 11 The Track at New Balance
- 12 Virginia Beach Sports Center
- 13 VMI Corps Physical Training Facility



Note: Sorted by Facility in alphabetical order

Source: Google Maps



ALACHUA COUNTY SPORTS & EVENTS CENTER



Gainesville, FL

- Opened: 2023
- Construction Cost: \$39.28M in Q4 2024 dollars*
- Owner: Alachua County
- Operator: Radd Sports
- Footprint: 130,000 sq. ft.
- Features:
 - 200-meter removable banked track
 - 3,500-seat capacity
 - 13 basketball courts convertible to 18 volleyball courts (when track is down)
 - 21 pickleball courts (when track is down)
 - Dedicated cheer space, strength & conditioning and multipurpose flooring
- Programming:
 - The facility is expected to generate \$77 million in economic impact per year and create over 1,100 jobs. It is also expected to generate \$12 million in hotel spending.



* Estimated according to the Turner Building Cost Index Q4 2024

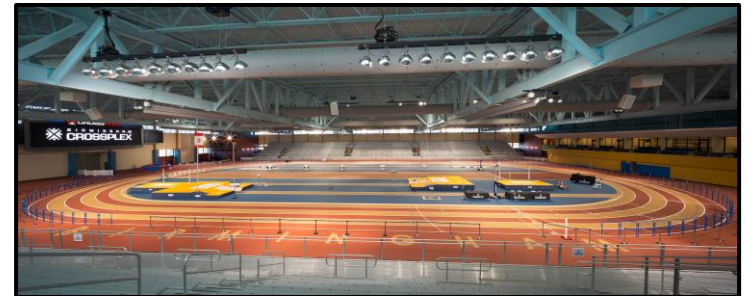


BIRMINGHAM CROSSPLEX



Birmingham, AL

- Opened: 2011
- Construction Cost: \$30.19M in Q4 2024 dollars*
- Owner/Operator: City of Birmingham
- Footprint: 75,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track
 - 4,000 seating capacity
 - 9 full-sized volleyball courts (when track is lowered)
 - Fully equipped media center with broadcast box
 - 7 hospitality suites
- Programming:
 - The facility hosts about 40 events each year.



RENTAL RATES

- \$4,500-\$10,000 per day for track meets depending on the user group (College, High School, Junior/Club, etc.)

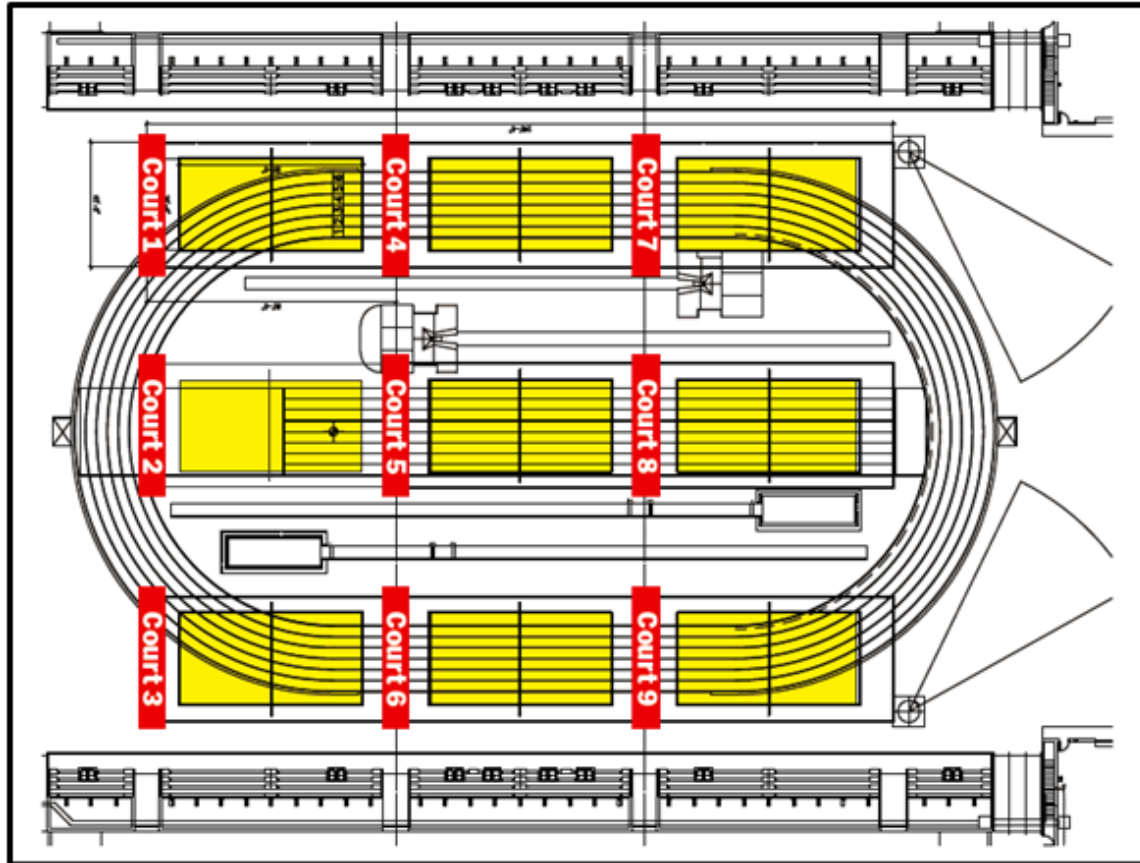
* Estimated according to the Turner Building Cost Index Q4 2024



BIRMINGHAM CROSSPLEX (CONT.)



Floor Plan





DR. CONRAD WORRILL TRACK & FIELD CENTER



Chicago, IL

- Opened: 2021
- Construction Cost: \$65.65M in Q4 2024 dollars*
- Owner: Chicago Park District; Operator: ASM Global
- Footprint: 139,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track with 3,500-seat capacity
 - Multi-purpose and locker rooms
 - 70,000 sq. ft. of usable space for basketball (4 courts), volleyball (6 courts) and other events.
 - 22,000 sq. ft. of after-school program space including labs, studios, and a kitchen.
- Programming:
 - The facility hosts youth, amateur, and collegiate track and field events.
- Additional Notes:
 - The facility is operated as a public venue and community resource and is not expected to be profitable.



RENTAL RATES

- Track Events: \$350 per hour
- Basketball/Volleyball: \$50 per hour per court

* Estimated according to the Turner Building Cost Index Q4 2024



JDL FAST TRACK



Winston-Salem, NC

- Opened: 2012
- Construction Cost: \$6.52M in Q4 2024 dollars (including purchase and renovation)*
- Owner/Operator: Private
- Footprint: 105,000 sq. ft.
- Features:
 - 200-meter oval track with Mondotrack FTX surface. The current track is flat, but a new banked track will be installed for the 2025-26 season
 - Bleacher seating for approximately 1,700
 - 2 pole vault runways, 2 long/triple jump runways, circle and high jump area
 - 100m warm-up straightaway area
 - FinishLynx timing system
 - Audio/video system with five projector screens
 - Training room, hospitality areas, and concessions
- Programming:
 - 2014 NCAA Division II, 2015 NCAA Division III and 2015 USATF Masters Indoor National Championships



* Estimated according to the Turner Building Cost Index Q4 2024



LIBERTY INDOOR TRACK



Lynchburg, VA

- Opened: 2017
- Construction Cost: \$37.29M in Q4 2024 dollars*
- Owner/Operator: Liberty University
- Footprint: 170,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track (Beynon surface)
 - Training & weight room
 - Coaches' hospitality room
 - Concessions area
 - Press box
 - Office space
 - 1,500 seating capacity and expandable to more than 3,000 with bleachers
 - Inside of the track is a Beynon sport surface and has space for long/triple jump events
- Programming:
 - The facility hosts university athletic events, conference championships, AAU, high school, and professional meets.



* Estimated according to the Turner Building Cost Index Q4 2024



NORTON HEALTHCARE SPORTS & LEARNING CENTER



Louisville, KY

- Opened: 2021
- Construction Cost: \$62.13M in Q4 2024 dollars*
- Owner: Louisville Urban League; Operator: ASM Global
- Footprint: 135,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track
 - 4,100-seat capacity
 - Media and operations area
 - 7,500 square feet of flexible team and support areas above warm-up lanes
- Programming:
 - The facility hosts local, regional, and national indoor track meets.
- Additional Notes:
 - The facility's focus is on jobs, community development, and economic impact and is not expected to be profitable.
 - ASM Global (large national venue operator who also operates the City's downtown basketball arena) is paid to manage the facility on behalf of the Louisville Urban League (non-profit). Operations expected to be subsidized by the Urban League via fundraising efforts.



RENTAL RATES

- \$10,000 per day

* Estimated according to the Turner Building Cost Index Q4 2024



OCEAN BREEZE ATHLETIC COMPLEX



Staten Island, NY

- Opened: 2015
- Construction Cost: \$142.21M in Q4 2024 dollars*
- Owner/Operator: City of New York
- Footprint: 135,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track with 2,500-seat capacity
 - Cardio, fitness, and multi-purpose rooms
- Programming:
 - The facility hosts around 100 track and field events per year.
- Additional Notes:
 - The facility has a \$1.5 million operating budget and is subsidized by the City via general funds.
 - According to representatives of NYC Parks and the Staten Island borough, the focus of the complex isn't to generate revenue, but rather to provide a community asset.



RENTAL RATES

- Session Fee (2-hour Session) \$1,350
- Timing Fee (2-hour Session) \$200
 - Hy-Tek Fee (Day Rate) \$250

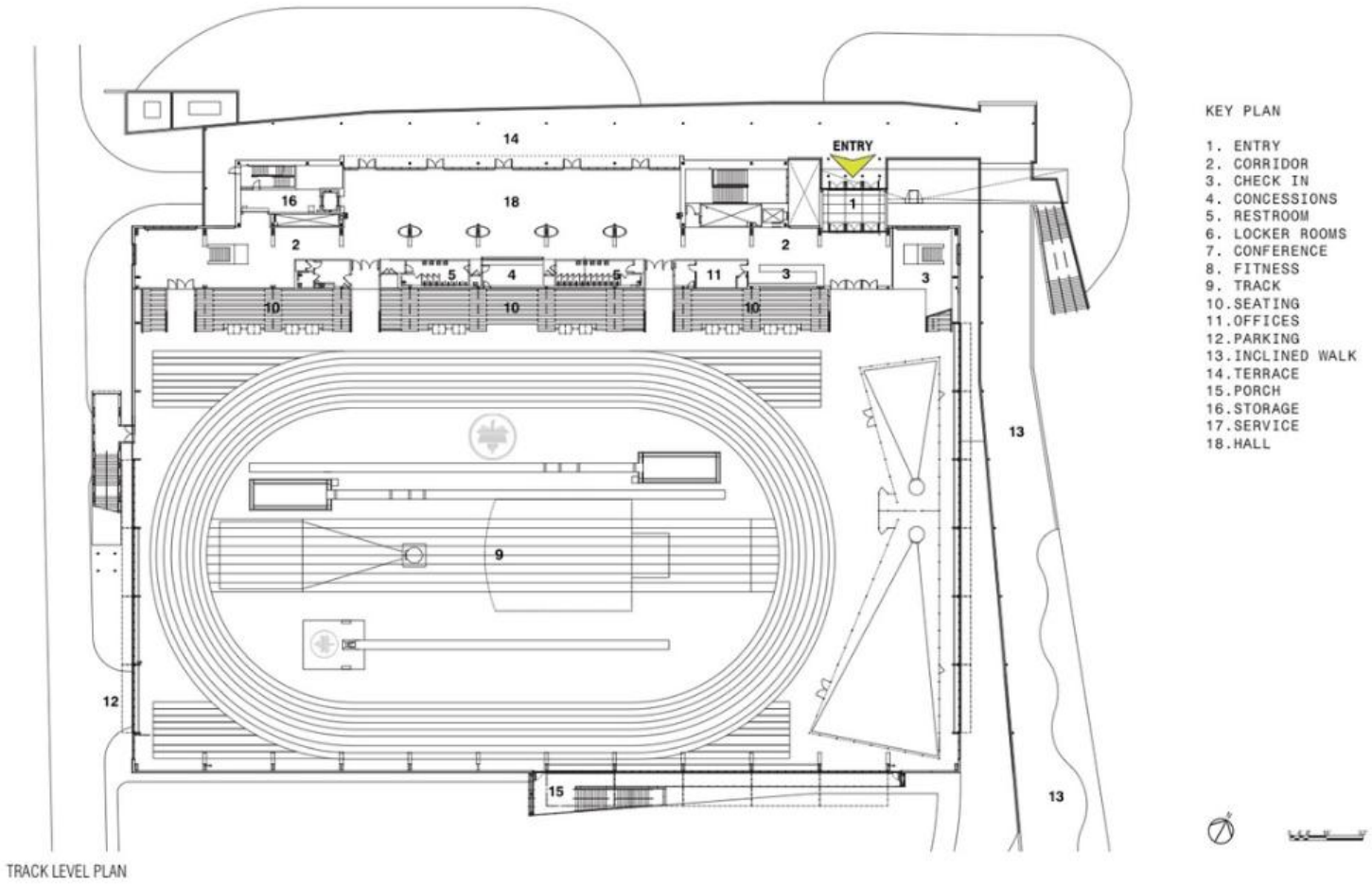
* Estimated according to the Turner Building Cost Index Q4 2024



OCEAN BREEZE ATHLETIC COMPLEX (CONT.)



Floor Plan





PRINCE GEORGE'S SPORTS AND LEARNING COMPLEX



Landover, MD

- Opened: 2000
- Construction Cost: \$95M in Q4 2024 dollars*
- Owner/Operator: Prince George's County
- Footprint: 80 acres
- Features:
 - 75,000 sq. ft. Field House with a 200-meter 6-lane indoor flat track
 - 3,000 spectator seating
 - Sprint lanes on both sides of the track
 - Full-service scoreboard
 - Indoor throwing cage, multiple areas for high jump, long jump, and pole vault
 - Overhead netting is available to drop down to partition off the infield from the track
- Programming:
 - Local County Track Meets
 - Prince George's County Invitational
 - MIAA/IAAM Track Meet
 - Howard County Invitational



* Estimated according to the Turner Building Cost Index Q4 2024



THE NIKE TRACK & FIELD CENTER AT THE ARMORY



New York City, NY

- Opened: 1909
- Renovated: 1993
- Renovation Cost: \$80.47M in Q4 2024 dollars*
- Owner/Operator: Private
- Footprint: 66,000 sq. ft.
- Features:
 - 200-meter permanent banked track
 - 4,000 seating capacity
 - Fully-equipped media center
 - Inside of the track is a Mondo sport surface with throwing cage and long/triple jump surface
- Programming:
 - The facility hosts over 100 track and field events between November and March (about 10 college events, and a few professional events), hosts special events such as banquets, fashion shows, etc.



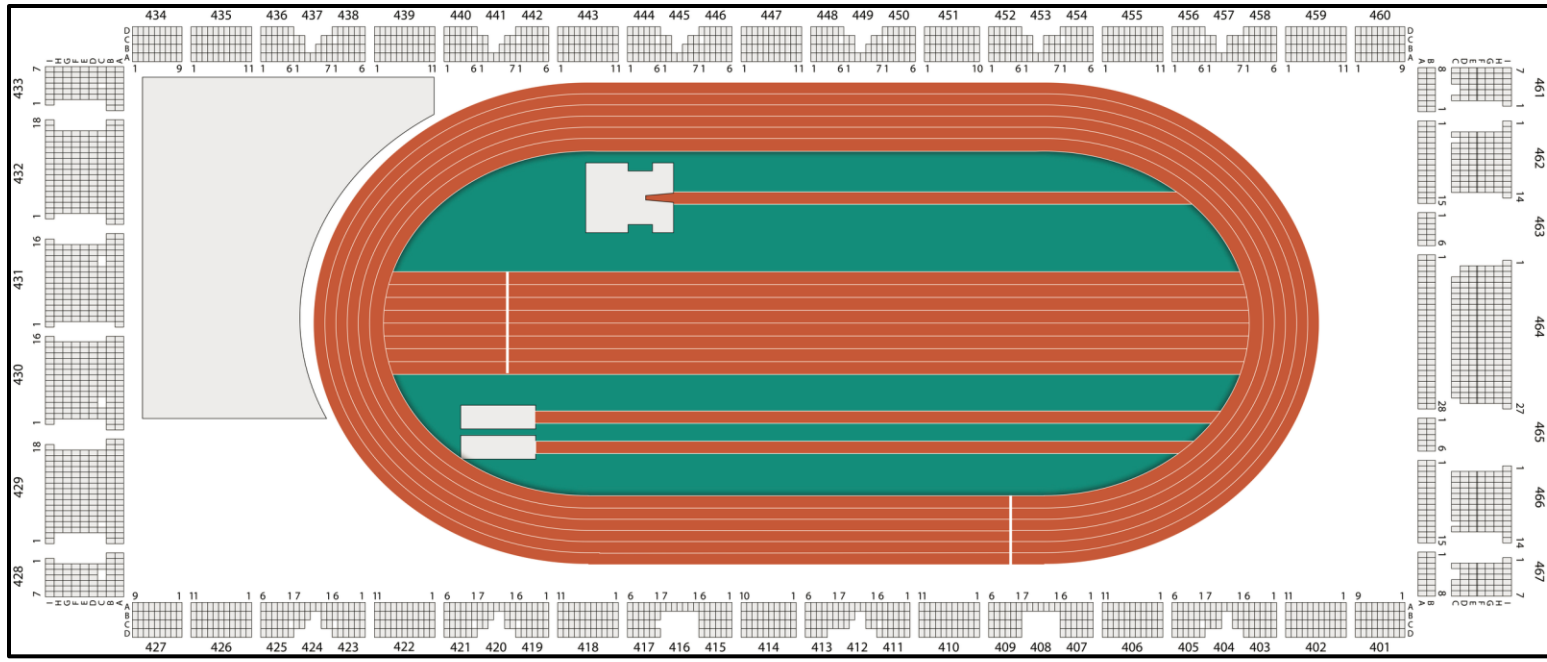
* Estimated according to the Turner Building Cost Index Q4 2024



THE NIKE TRACK & FIELD CENTER AT THE ARMORY (CONT.)



Floor Plan





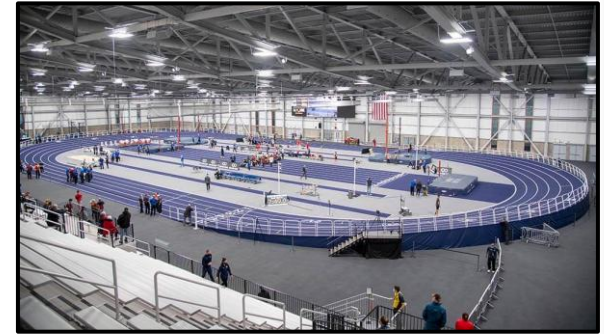
THE PODIUM



Spokane, WA

- Opened: 2021
- Construction Cost: \$62.13M in Q3 2024 dollars*
- Owner/Operator: Spokane Public Facilities District (SPFD)
- Naming Rights: STCU (\$100,000 per year for 10 years)
- Footprint: 135,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track with 4,237-seat capacity
 - 9 basketball courts convertible to 16 basketball courts
- Programming:
 - The facility hosts youth, amateur, and collegiate track and field events in addition to basketball, volleyball, and other sports tournaments.
- Additional Notes:
 - The facility generates up to \$20.5 million annually in economic impact and up to 33,000 hotel room nights per year.
 - In an effort to maximize usage of the facility, the SPFD recently invested in wall treatments and curtains to decrease the bounce rate of reverberated sound to graduation ceremonies and music concerts.

THE PODIUM™ POWERED BY stcu



RENTAL RATES

- Track Meets: \$12,500 per day
- Track Practice: \$250 per hour

* Estimated according to the Turner Building Cost Index Q4 2024



THE TRACK AT NEW BALANCE



Boston, MA

- Opened: 2022
- Construction Cost: \$216.52M in Q4 2024 dollars*
- Owner/Operator: NB Development
- Footprint: 250,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track with 5,000-seat capacity
 - 2 full-sized basketball/volleyball courts
 - 1 full-sized indoor turf field for soccer, lacrosse, other sports
 - Premium seating (suites), press boxes, and hospitality area
 - Separate live music entertainment venue for up to 3,500 people
- Programming:
 - The facility projects to host over 80 track meets and 250 practice sessions annually.
 - The facility will also host corporate and other special events.
- Additional Notes:
 - Part of the larger mixed-use development around New Balance's Boston Landing headquarters. The purpose/mission of the facility is: a) marketing/branding and product development for the New Balance brand, and b) helping to drive real estate development opportunities surrounding New Balance's headquarters, and c) meet high running demand.

the TRACK at new balance



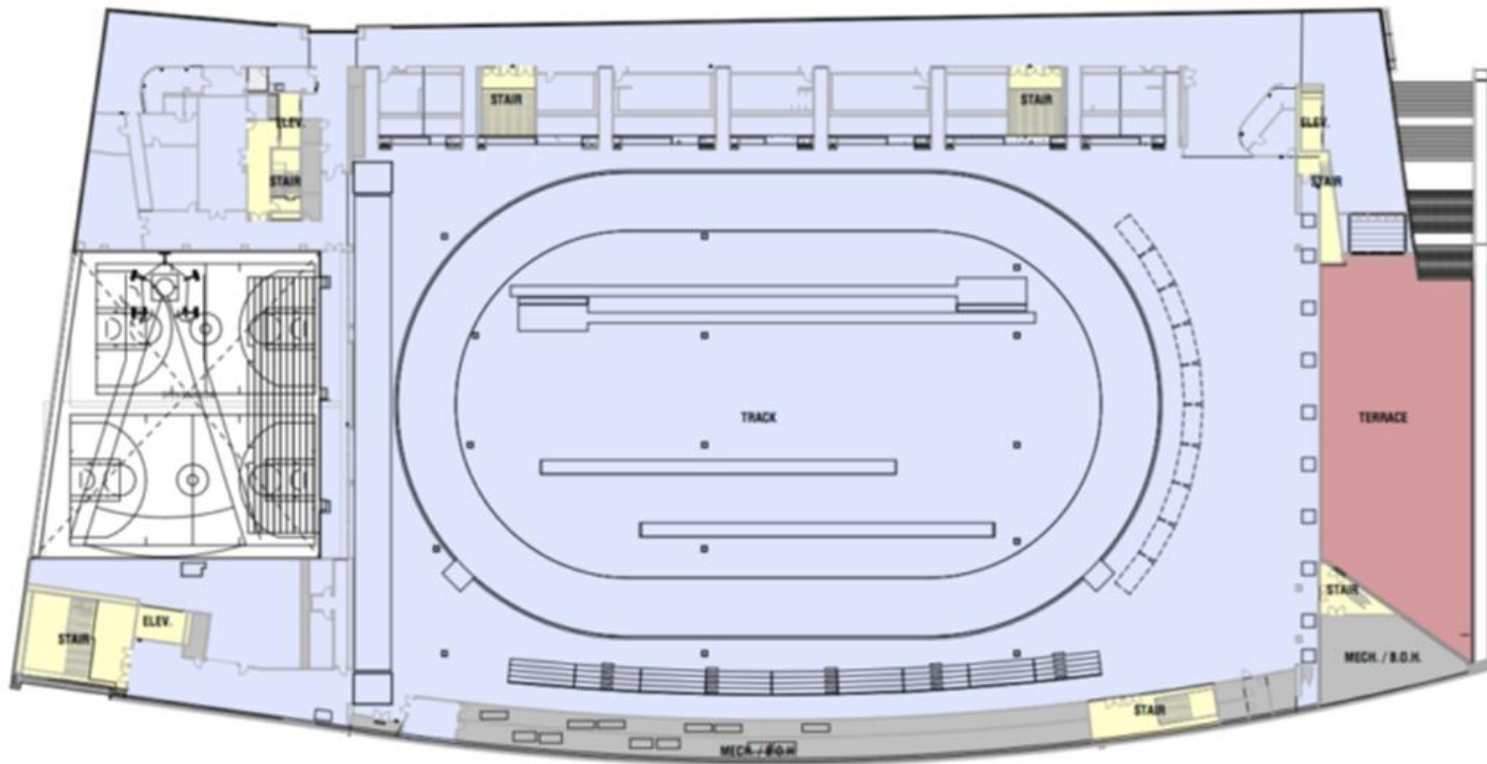
* Estimated according to the Turner Building Cost Index Q4 2024



THE TRACK AT NEW BALANCE (CONT.)



Floor Plan





VIRGINIA BEACH SPORTS CENTER



Virginia Beach, VA

- Opened: 2020
- Construction Cost: \$83.31M in Q4 2024 dollars*
- Owner: City of Virginia Beach
- Operator: Eastern Sports Management
- Footprint: 285,000 sq. ft.
- Features:
 - **Event Space 1:** 5,000-seat capacity arena, with a 200-meter hydraulic banked track that can be overlaid with eight (8) synthetic volleyball/sport courts
 - **Event Space 2:** Permanent hardwood flooring for 12 basketball courts convertible to 24 volleyball courts. With temporary flooring surfaces, this space has also been utilized for wrestling
- Programming:
 - The facility hosted 26 track and field events for the 22-23 fiscal year.



RENTAL RATES

- Entire Track Side: \$10,000 per day

* Estimated according to the Turner Building Cost Index Q4 2024



VMI CORPS PHYSICAL TRAINING FACILITY



Lexington, Virginia

- Opened: 2016
- Construction Cost: \$116.64M in Q4 2024 dollars*
- Owner/Operator: Virginia Military Institute (VMI)
- Footprint: 205,000 sq. ft.
- Features:
 - 200-meter hydraulic banked track
 - Warm-up track on mezzanine level
 - Seating capacity for 1,400 spectators (expandable to 2,500)
- Programming:
 - The facility hosts VMI athletic events, Southern Conference Indoor Track Championships, and high school meets.



* Estimated according to the Turner Building Cost Index Q4 2024



COMPARABLE INDOOR TRACK FACILITIES: SEATING CAPACITIES



<u>Facility</u>	<u>Track Type</u>	<u>Youth/Amateur Events</u>	<u>Professional or USATF Events</u>	<u>NCAA National Championships</u>	<u>Max Seating Capacity</u>
The Track at New Balance	Banked	✓	✓	✓	5,000
Virginia Beach Sports Center	Banked	✓	✓	✓	5,000
The Podium	Banked	✓	✓	✓	4,237
Norton Healthcare Sports & Learning Center	Banked	✓	✓		4,100
Birmingham Crossplex	Banked	✓	✓	✓	4,000
The Nike Track & Field Center at The Armory	Banked	✓	✓		4,000
Alachua County Sports & Events Center	Banked	✓	✓		3,500
Dr. Conrad Worrill Track & Field Center	Banked	✓	✓		3,500
Liberty Indoor Track Complex	Banked	✓			3,000
Prince George's Sports and Learning Complex	Flat	✓	✓		3,000
Ocean Breeze Track & Field Complex	Banked	✓	✓		2,500
VMI Corps Physical Training Facility	Banked	✓			2,500
JDL Fast Track	Flat	✓	✓		1,700
HIGH					5,000
AVERAGE					3,541
LOW					1,700

Source: Victus research

Note: (1) Sorted by Max Seating Capacity in descending order

(2) JDL Fast Track hosted an NCAA National Championship in 2014 but is no longer eligible by current NCAA venue standards.

As shown above, The Track at New Balance and the Virginia Beach Sports Center each have the highest seating capacities at 5,000. Seating capacities of 3,500 or more typically are driven by a desire to host NCAA Indoor Track National Championships, however the majority of competitive indoor track events can be accommodated with at least 2,500 seats.



COMPARABLE INDOOR TRACK FACILITIES: CONSTRUCTION COSTS



Facility	Location	Year Opened	Square Feet	Est. 2024 Construction Cost	Est. Q4 2024 Construction Cost Per Sq. Ft.
The Nike Track & Field Center at The Armory	New York City, NY	1993	66,000	\$80,468,750	\$1,219
Ocean Breeze Track & Field Complex	Staten Island, NY	2015	135,000	\$142,212,089	\$1,053
The Track at New Balance	Boston, MA	2022	250,000	\$216,516,517	\$866
Norton Healthcare Sports & Learning Center	Louisville, KY	2021	90,000	\$62,134,959	\$690
VMI Corps Physical Training Facility	Lexington, VA	2016	205,000	\$116,643,074	\$569
Dr. Conrad Worrill Track & Field Center	Chicago, IL	2021	139,000	\$65,652,033	\$472
The Podium	Spokane, WA	2021	135,000	\$62,134,959	\$460
Birmingham Crossplex	Birmingham, AL	2011	75,000	\$30,189,655	\$403
Alachua County Sports & Events Center	Gainesville, FL	2023	130,000	\$39,280,287	\$302
Virginia Beach Sports Center	Virginia Beach, VA	2020	285,000	\$83,310,110	\$292
Liberty Indoor Track Complex	Lynchburg, VA	2017	170,000	\$37,293,103	\$219
HIGH			285,000	\$216,516,517	\$1,219
AVERAGE			152,727	\$85,075,958	\$595
LOW			66,000	\$30,189,655	\$219

Source: Victus research

Notes:

- (1) Sorted by Est. Q4 2024 Construction Cost Per Sq. Ft. in descending order
- (2) Estimated according to the Turner Building Cost Index Q4 2024

Square Footage: Among the profiled facilities above, the average square footage is 152,727.

Construction Cost: The average construction cost is \$85.1 million in Q4 2024 construction dollars, or \$595 per square foot.



COMPARABLE INDOOR TRACK FACILITIES: RENTAL RATES



Facility	HOURLY RENTAL RATES				DAILY TOURNAMENT RATE
	Track Practice	Track Session	Timing Session	Track Events	
Birmingham Crossplex	-	-	-	-	\$4,500-\$10,000
Dr. Conrad Worrill Track & Field Center	-	-	-	\$350	-
Norton Healthcare Sports & Learning Center	-	-	-	-	\$10,000
Ocean Breeze Track & Field Complex	-	\$675	\$100	-	-
The Podium	\$250	-	-	-	\$12,500
Virginia Beach Sports Center	-	-	-	-	\$10,000

Source: Victus research

Notes:

(1) Sorted by Facility in alphabetical order

(2) Daily tournament rates include the entire facility

As shown above, daily tournament/meet rates vary between \$4,500 and \$12,500 per day.



KEY TAKEAWAYS & CONCLUSIONS: COMPARABLE INDOOR TRACK FACILITIES



- **Facility Summary:** All indoor track facilities profiled have at least a 200-meter, 8-lane track.
- **Construction Costs:** The average construction cost per square foot of the indoor track centers is approximately \$595 in Q4 2024 construction dollars. The average square footage of the buildings is just over 152,000 square feet.
- **Rental Rates:** Hourly rates for track activities range from \$250-\$675. Daily tournament rates range from \$4,500 and \$12,500 per day.
- **Seasonality of Usage:** The competitive Indoor Track season (which is a separately sanctioned sport from Outdoor Track & Field) generally runs approximately four (4) months, from late November to mid-March, and therefore many indoor banked track facilities feature hydraulic or removable banked tracks so that they can transition to indoor courts/fields for the other 8 months.

CONCLUSIONS

Howard County would benefit from an indoor banked track facility, as there is currently no such facility within the County to serve local users. An indoor track would not only meet local demand but also position the County to compete for regional and national events, especially with a banked track and seating capacity of at least 2,500. A banked, 200-meter, indoor track would help generate significant economic impact and attract both recreational and competitive athletes to the area.



4. INDOOR SPORTS & TRACK ANALYSIS

B. COMPARABLE INDOOR SPORTS COURT FACILITIES



COMPARABLE INDOOR SPORTS COURT FACILITIES



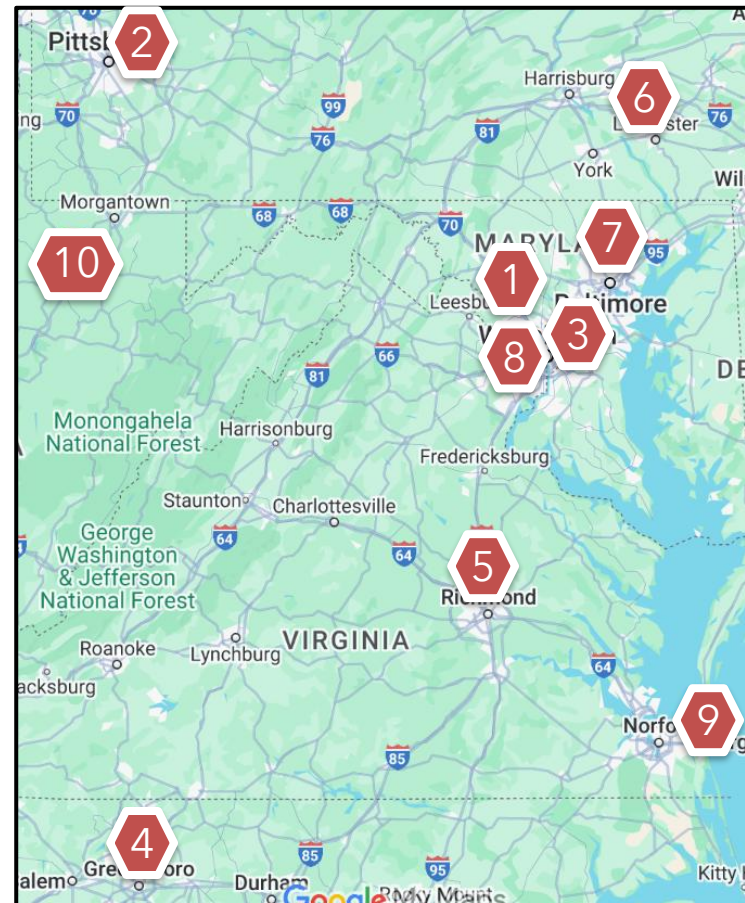
Victus Advisors analyzed indoor sports centers within the Atlantic Coast and Northeast regions that could potentially be competitive with a new indoor track and multi-use sports center in Howard County. The majority of these venues have at least five (5) basketball courts convertible to at least five (5) or more volleyball courts.

Facility

- 1 Adventist Healthcare Fieldhouse
- 2 All American+ Field House
- 3 Athletic Republic Capitol Region
- 4 Greensboro Sportsplex
- 5 Henrico Sports & Events Center
- 6 Spooky Nook
- 7 The Park School
- 8 The St. James
- 9 Virginia Beach Sports Center
- 10 Wesbanco Fieldhouse

Notes: (1) Sorted by Facility in alphabetical order

(*) Although the St. James does not meet the criteria of having at least five basketball courts, it was included in this analysis because local user groups and tournament organizers cited the facility as one that they frequently travel to for tournaments.



Source: Google Maps



ADVENTIST HEALTHCARE FIELDHOUSE



Boyd's, MD

- Opened: 2000
- Owner/Operator: Maryland Soccer Foundation
- Footprint: 66,000 sq. ft.
- Features:
 - 8 basketball/volleyball courts (March to November)
 - 2 indoor turf fields (November to March)
 - Café
- Programming:
 - Adult and youth leagues for indoor soccer, basketball, and volleyball
- Economic Impact:
 - In 2023, the Maryland Soccerplex plus Adventist Healthcare Fieldhouse had total revenues of just over \$5.7 million and expenses just over \$5.6 million. They employ 159 people and their total assets total over \$15.4 million.



RENTAL RATES

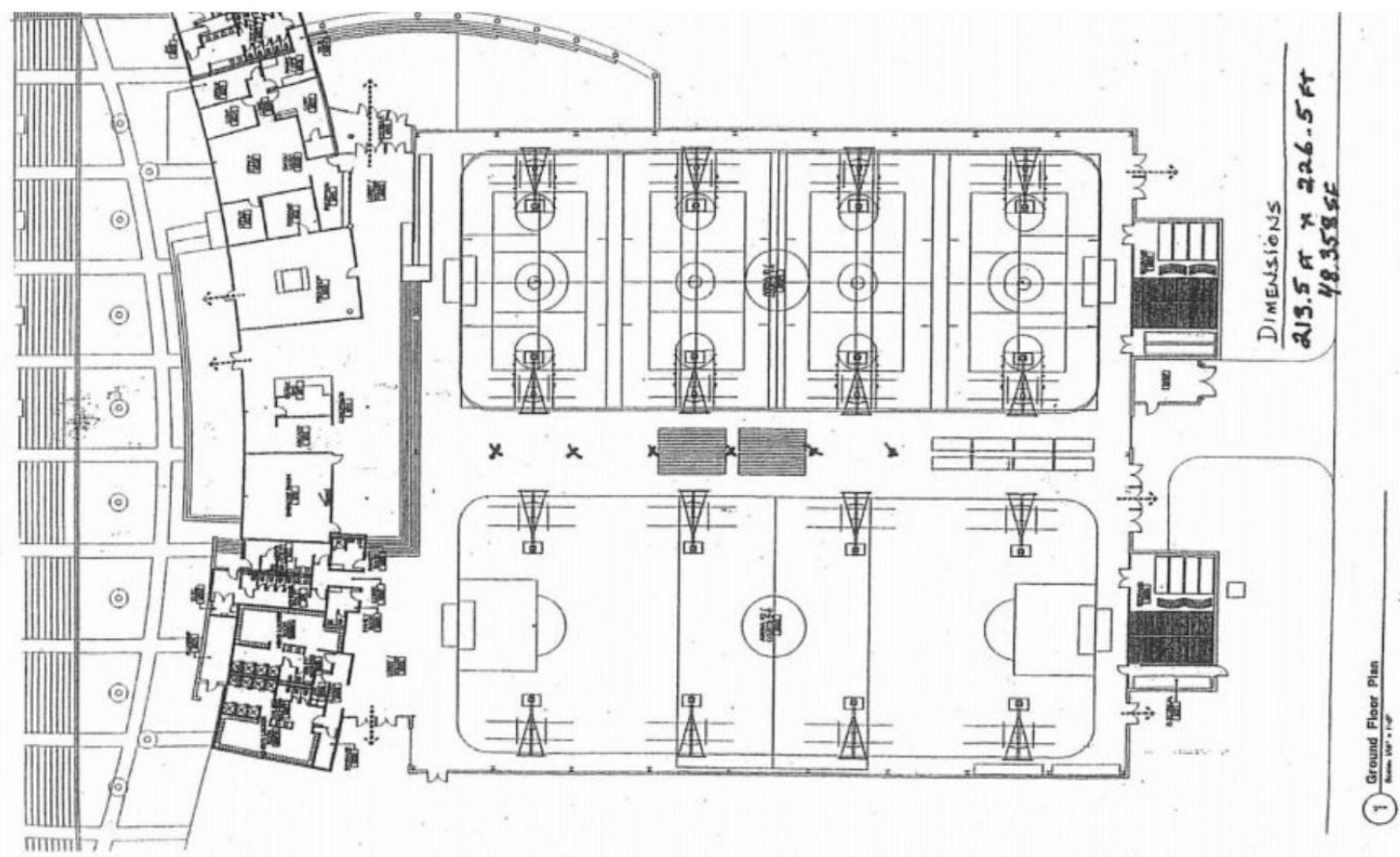
- Basketball/Volleyball: \$62 per court per hour
- Indoor Turf (Full Field): \$205 to \$250 per field per hour depending on day and time of day
- Indoor Turf (Half Field): \$105 to \$130 per field per hour depending on day and time of day



ADVENTIST HEALTHCARE FIELDHOUSE (CONT.)



Floor Plan





ALL AMERICAN+ FIELD HOUSE



Monroeville, PA

- Opened: 2020; Owner/Operator: Private
- Footprint: 180,000 sq. ft.
- Features:
 - 5 basketball courts convertible to 7 volleyball courts, including a Championship Court
 - 2 full sized basketball shooting galleries
 - 15 pickleball courts
 - 2 full sized baseball infields
 - 3 batting cages
 - 110-yard turf field with restaurant viewing
 - 100-yard outdoor turf field
- Programming:
 - Multiple sports, club/group events
 - Plum Borough Basketball, Complete Moves

ALL AMERICAN+ 
Field House



RENTAL RATES

- Indoor Courts: \$50-\$70 per hour per court depending on the day and time of year
 - 1/3 Indoor Turf: \$70-\$150 per hour depending on the day and time of year
 - Full Indoor Turf: \$200-\$450 per hour depending on the day and time of year

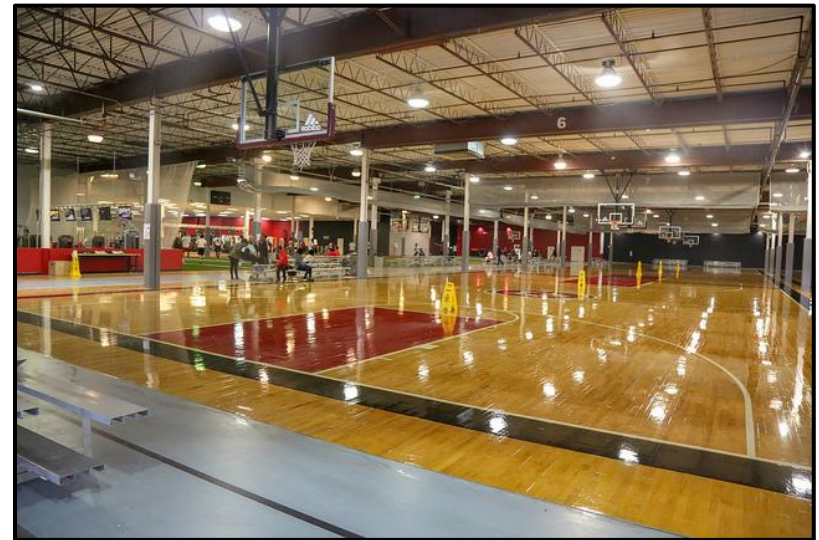


ATHLETIC REPUBLIC CAPITOL REGION



District Heights, MD

- Opened: 2018
- Owner/Operator: Private
- Footprint: 100,000 sq. ft.
- Features:
 - 8 basketball courts convertible to volleyball
 - Sports performance training center
 - 700-meter running track
 - 2 turf fields
 - MMA ring
 - Three studio rooms, hot yoga studio
 - 200-seat cafeteria, tutoring center
- Programming:
 - Local athletes/teams
 - DCPG Sports
 - Regional basketball/volleyball tournaments



RENTAL RATES

- Indoor Courts: \$100-\$120 per hour per court
 - Indoor Turf: \$275 per hour per field



GREENSBORO SPORTSPLEX



Greensboro, NC

- Owner/Operator: City of Greensboro
- Footprint: 106,000 sq. ft.
- Features:
 - Suspended hardwood floors
 - 8 basketball courts convertible to 8 volleyball courts
 - 4 state of the art indoor soccer fields
 - Inline roller hockey rink
 - Locker rooms, concession stand
- Programming:
 - Ultimate Showdown Basketball
 - Regional/national tournaments, events, clinics
 - Basketball, volleyball, soccer, hockey
 - Open play



RENTAL RATES

- Basketball/Volleyball Courts/Rink (single use): \$60 per hour per court
- Basketball/Volleyball Courts/Rink (tournament use): \$40 per hour per court
 - Activity Room: \$60 per hour
 - Meeting Room: \$60 per hour



HENRICO SPORTS & EVENTS CENTER



Glen Allen, VA

- Opened: 2023
- Construction Cost: \$51.7M in Q4 2024 dollars*
- Owner: Henrico Sports & Entertainment Authority (public)
- Operator: ASM Global (private)
- Footprint: 185,000 sq. ft.
- Features:
 - 12 basketball courts convertible to 24 volleyball courts
 - 4 meeting rooms
 - 6 locker rooms
 - 39,000-square-foot flat floor event space with portable seating large enough to accommodate 3,500 spectators or staging and seating for up to 4,500 for meetings and events.
- Programming:
 - The facility hosts basketball, volleyball, pickleball, wrestling, gymnastics, dance, robotics, e-sports, and other sports and non-sports events.
 - The facility is capable of hosting multiple events at a time.



* Estimated according to the Turner Building Cost Index Q4 2024

SPORTS CONFIGURATION



GRADUATION CONFIGURATION



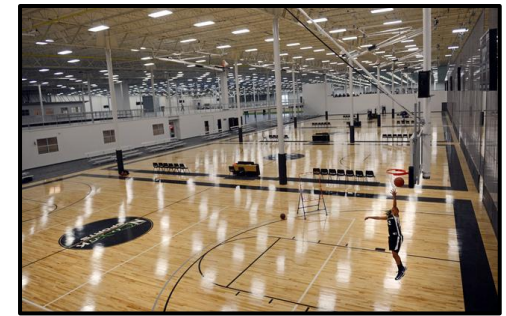


SPOOKY NOOK



Manheim, PA

- Opened: 2013
- Construction Cost: \$97.45M in Q4 2024 dollars*
- Owner/Operator: Private
- Footprint: 700,000 sq. ft.
- Features:
 - Largest sports complex in North America (700,000 sq. ft. indoor) plus outdoor field hockey/climate-controlled fieldhouse dome
 - 10 full-sized basketball and volleyball courts
 - Rock Gym
 - Clip N' Climb Area
 - 3 60' x 120' enclosed turf fields, plus two 120' x 200' turf fields in the field house
 - Baseball & Softball Training Center
 - Sports Performance
 - Fitness Center
- Programming:
 - Tournaments for basketball, volleyball, soccer, lacrosse, field hockey, etc.



RENTAL RATES

- Multi-Use Courts: \$100 to \$110 per hour per court
- Indoor Turf (Larger Fields): \$150 to \$185 per hour per field depending on day and time of day
- Indoor Turf (Smaller Fields): \$100 to \$110 per hour per field depending on day and time of day

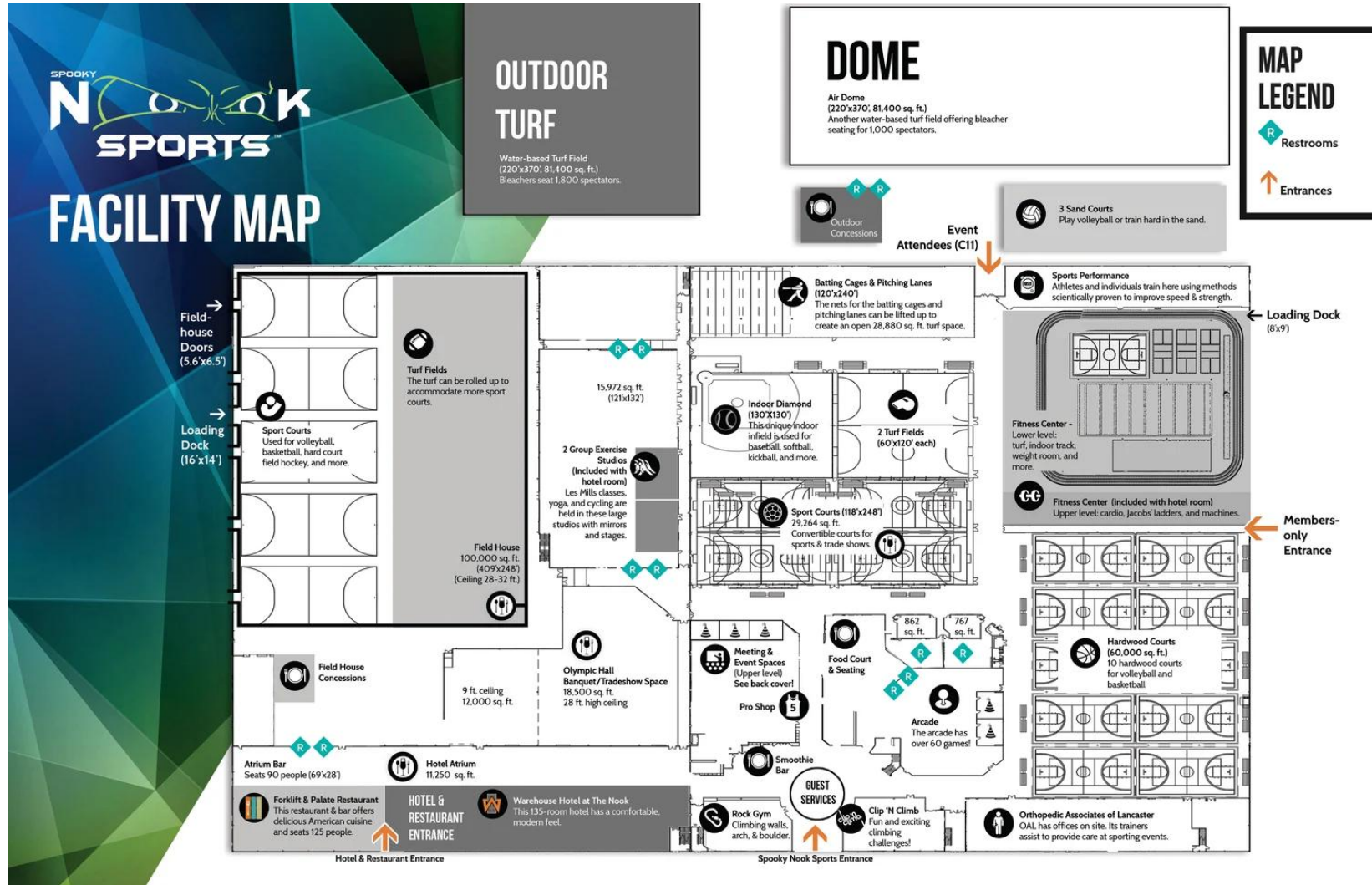
* Estimated according to the Turner Building Cost Index Q4 2024



SPOOKY NOOK (CONT.)



Floor Plan





THE PARK SCHOOL



Baltimore, MD

- Opened: 2000
- Owner/Operator: Private
- Features:
 - 5 total courts -- Athletic Center is 42,000 sq. ft. and has 3 competition-length basketball courts, plus 2 additional competition-length courts in the separate Blaustein Gyms
 - 2,300 sq. ft. fitness center
 - Athletic trainer's room
 - 8-lane swimming pool and training pool
- Programming:
 - Bruins athletics
 - Local and regional events
 - Premier 1 Events





THE ST. JAMES



Springfield, VA

- Opened: 2018
- Construction Cost: \$112.01M in Q4 2024 dollars*
- Owner/Operator: Private
- Footprint: 450,000 sq. ft.
- Features:
 - 4 full-sized basketball courts convertible to 9 volleyball courts
 - 1 full-sized indoor turf field divisible into 4 smaller fields, 2 NHL-sized hockey rinks
 - 1 Olympic-sized pool, 8 Squash courts
 - Batting cages, gymnastics center
 - Adventure parks (climbing walls, zip lines, trampoline zones)
 - Fitness center, wellness center and spa, and health clinic
 - Indoor water park, restaurant plus cafe
- Programming:
 - The facility runs its own local programs and organizes and hosts its own tournaments for basketball, volleyball, futsal, hockey, etc.

THE ST·JAMES



RENTAL RATES

- Multi-Use Courts: \$275 per court per hour; \$1,100 per hour for all courts
- Indoor Turf: \$425 per small field per hour; \$1,700 per hour for full-sized field

* Estimated according to the Turner Building Cost Index Q4 2024



VIRGINIA BEACH SPORTS CENTER



Virginia Beach, VA

- Opened: 2020
- Construction Cost: \$83.31 in Q4 2024 dollars*
- Owner: City of Virginia Beach
- Operator: In procurement process for new private operator
- Footprint: 285,000 sq. ft.
- Features:
 - **Event Space 1:** 5,000-seat capacity arena, with a 200-meter hydraulic banked track that can be overlaid with eight (8) synthetic volleyball/sport courts
 - **Event Space 2:** Permanent hardwood flooring for 12 basketball courts convertible to 24 volleyball courts. With temporary flooring surfaces, this space has also been utilized for wrestling
- Events & Attendance:
 - The facility hosted 58 multi-day sports tournaments/events in FY22 and 59 in FY23
- Economic Impact:
 - FY22 -- 58 events attracted over 180,000 attendees and 53,000 contracted City room nights
 - FY23 -- 59 events attracted over 200,000 visitors and over 60,750 contracted City room nights



* Estimated according to the Turner Building Cost Index Q4 2024



VIRGINIA BEACH SPORTS CENTER (CONT.)



- Comparison of Victus' feasibility study projections from 2016-17 to actual results:
 - In our 2016-17 studies, Victus took the existing 28 indoor events and 33,081 room nights from FY16 (which were primarily taking place in the convention center), and we estimated how many incremental indoor sports event room nights would be generated by the addition of the VBSC. We projected 21,279 incremental nights associated with the hardwood court side and another 12,586 associated with the banked track, for a total of 66,946 estimated indoor sports event room nights (throughout Virginia Beach, not just in the VBSC).
 - According to the FY22 contracted hotel night figures provided by the CVB, a total of 73,474 indoor sports room nights were generated (VBSC 52,869; Convention Center 18,048; Field House 2,557). Therefore, indoor sports room nights generated in FY22 exceeded our projections by almost 10%.
 - It should also be noted that Victus estimated 36 sports tournaments and 14 banked track events for the VBSC specifically (50 total events). Whereas 58 such events occurred in FY22, which exceeded our event utilization projections by 16%.

RENTAL RATES

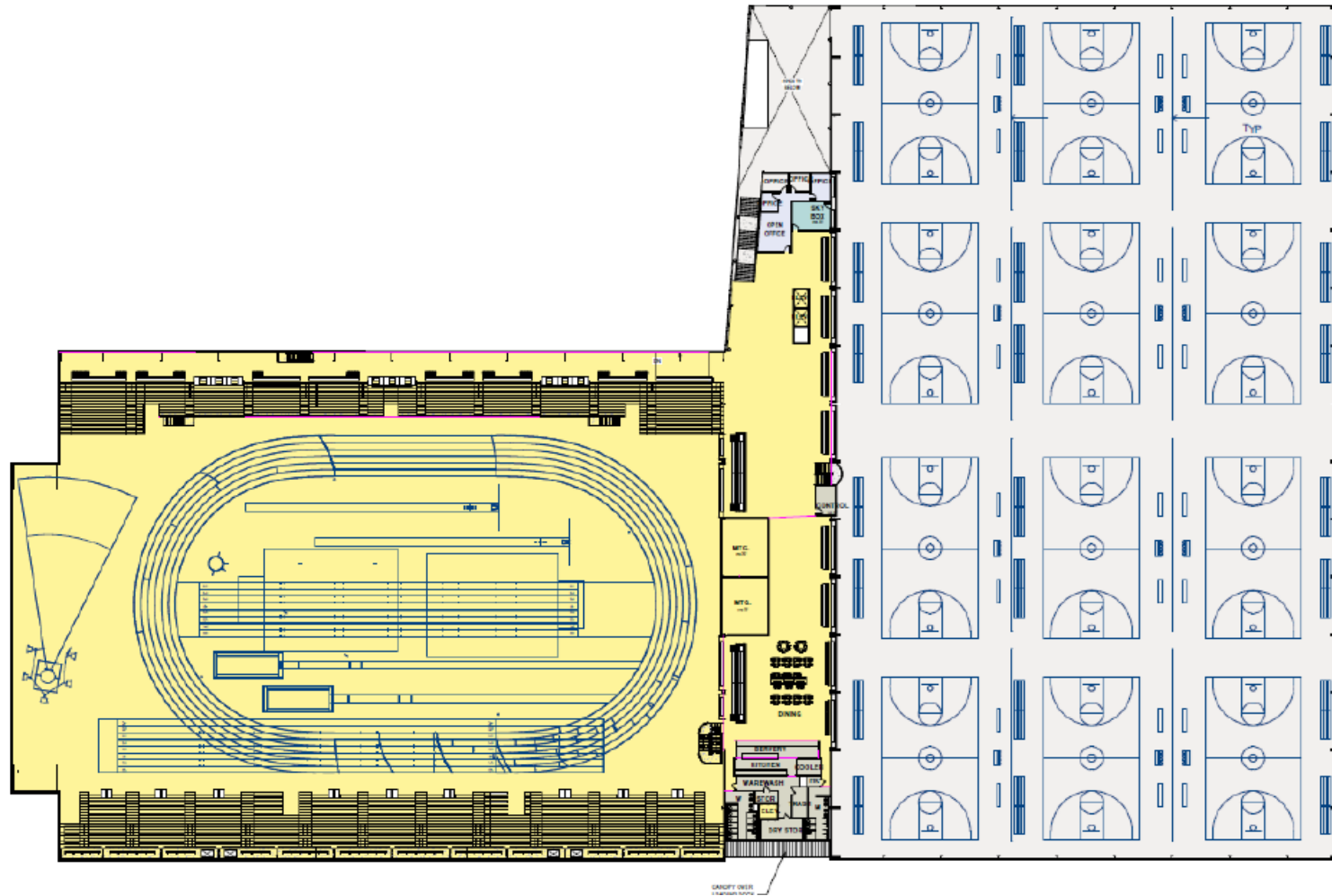
- Basketball Court (Hardcourt or Track Side): \$100 per hour per court
- Volleyball Court (Hardcourt or Track Side): \$50 per hour per court
 - Entire Hardcourt Side: \$10,000 per day
 - Entire Track Side: \$10,000 per day
 - Track Practice: \$500 per hour



VIRGINIA BEACH SPORTS CENTER (CONT.)



FLOOR PLAN





WESBANCO FIELDHOUSE



Bridgeport, WV

- Opened: 2021
- Owner: City of Bridgeport
- Operator: Sports Facilities Management
- Footprint: 54,000 sq. ft.
- Features:
 - 6 hardwood multi-use courts for basketball, volleyball, and pickleball
 - Scoreboards, seating for spectators
 - Curtains to divide each court
- Programming:
 - Tournaments, practices, leagues, pickup games
 - Events for local North Central West Virginia residents and out-of-town guests



RENTAL RATES

- Multi-Use Courts: \$35-\$50 / Hour



COMPARABLE INDOOR SPORTS CENTERS: FACILITY SUMMARY



Facility	Location	Owner	Operator	Basketball Courts	Volleyball Courts
Adventist Healthcare Fieldhouse	Boys, MD	Private	Private	8	8
All American+ Field House	Monroeville, PA	Private	Private	5	7
Athletic Republic Capitol Region	District Heights, MD	Private	Private	8	8
Greensboro Sportsplex	Greensboro, NC	Public	Public	8	8
Henrico Sports & Events Center	Glen Allen, VA	Public	Private	12	24
Spooky Nook	Manheim, PA	Private	Private	10	10
The Park School	Baltimore, MD	Private	Private	5	5
The St. James	Springfield, VA	Private	Private	4	9
Virginia Beach Sports Center	Virginia Beach, VA	Public	Private	12	32
Wesbanco Fieldhouse	Bridgeport, WV	Public	Private	6	6
HIGH				12	32
AVERAGE				7.8	11.7
LOW				4	5

Sources: Facility operators; Victus Advisors research

Note: Sorted by Facility in alphabetical order

As shown above, all indoor courts facilities profiled (except for The St. James) have at least five (5) basketball courts which are convertible to at least five (5) volleyball courts. Four (4) of the 10 facilities are publicly owned, and all but one (1) of the facilities is privately operated.



COMPARABLE INDOOR SPORTS CENTERS: CONSTRUCTION COSTS



<u>Facility</u>	<u>Location</u>	<u>Year Opened</u>	<u>Square Feet</u>	<u>Est. 2024 Construction Cost</u>	<u>Est. Q4 2024 Construction Cost Per Sq. Ft.</u>
Virginia Beach Sports Center	Virginia Beach, VA	2020	285,000	\$83,310,110	\$292
Henrico Sports & Events Center	Glen Allen, VA	2023	185,000	\$51,684,588	\$279
The St. James	Springfield, VA	2018	450,000	\$112,012,500	\$249
Spooky Nook	Manheim, PA	2013	700,000	\$97,451,829	\$139
HIGH			700,000	\$112,012,500	\$292
AVERAGE			405,000	\$86,114,757	\$240
LOW			185,000	\$51,684,588	\$139

Source: Victus research

Notes:

(1) Sorted by Est. Q4 2024 Construction Cost Per Sq. Ft. in descending order

(2) Estimated according to the Turner Building Cost Index Q4 2024

Square Footage: Among the profiled facilities above, the average square footage is 405,000.

Construction Cost: The average construction cost is \$86.11 million in Q4 2024 construction dollars, or \$240 per square foot.



COMPARABLE INDOOR SPORTS CENTERS: RENTAL RATES



Facility	Hourly Rental Rates	
	Multi-Use Court	Artificial Turf
Adventist Healthcare Fieldhouse	\$62	\$105-\$250
All American+ Field House	\$50-\$70	\$70-\$450
Athletic Republic Capitol Region	\$100-\$120	\$275
Greensboro Sportsplex	\$40-\$60	-
Spooky Nook	\$100-\$110	\$100-\$185
The St. James	\$275	\$425
Virginia Beach Sports Center	\$50-\$100	-
Wesbanco Fieldhouse	\$35-\$50	-
AVERAGE	\$97	\$256

Source: Victus research

Notes:

(1) Sorted by Facility in alphabetical order

(2) Artificial Turf rates include half field and full field rentals

As shown above, rental rates for comparable indoor sports centers vary widely:

- Multi-use courts range between \$35 and \$275 per hour, with an average rate of \$97.
- Artificial turf fields range between \$70 and \$450 per hour, with an average rate of \$256.



KEY TAKEAWAYS & CONCLUSIONS: COMPARABLE INDOOR SPORTS CENTERS



- **Regional Indoor Sports Centers Summary:** All but one of the indoor court facilities profiled have at least five (5) basketball courts and five (5) volleyball courts.
- **Construction Costs Summary:** The average construction cost per square foot of the indoor sports centers is approximately \$240 in Q4 2024 construction dollars. The average square footage of the buildings is 405,000 square feet.
- **Rental Rates:** For single hard-court rentals, there is a range of \$35-\$275 per hour, with an average of \$97. For indoor turf, the range is from \$70 to \$450 per hour depending on the amount of space rented and the day/time of day, with an average of \$256.
- **Economic Impact:** Many of the facilities profiled generate millions of dollars in economic impact and direct spending per fiscal year mainly through large regional events in addition to in-house programming.

CONCLUSIONS

Comparable venues illustrate how tournament-caliber indoor sports venues with a significant inventory of multi-use indoor courts can generate significant economic impact. A Howard County venue would face competition from existing regional facilities, but based on feedback from major tournament organizers it could carve out significant economic impact-generating sports tournament programming during the spring, summer, and fall outside of indoor track season.



4. INDOOR SPORTS & TRACK ANALYSIS

C. INTERVIEW SUMMARIES



INTERVIEW SUMMARIES OVERVIEW



This section presents a summary of the interviews held by Victus with potential local user groups and event organizers about their interest and recommendations regarding an indoor track and multi-use sports center in Howard County. The review of the interviews is as follows:

- Local Sports Groups
- Indoor Sports Event Organizers



LOCAL SPORTS GROUPS



In February 2025, Victus Advisors conducted telephone interviews with a representative sample of local user groups. The goals of these interviews were to gather feedback regarding the market potential for a new indoor track center with multi-use courts. The set of topics and questions included perceptions of current sports complex offerings and interest in using a new facility in Howard County.

INTERVIEWS - Victus Advisors conducted virtual and telephone interviews with representatives from the following eight (8) groups (in alphabetical order):

Track User Groups

- Howard Community College
- Howard County Public Schools Track
- Howard County Striders
- Little & Juniors Track Stars
- USATF Youth & Masters

Multi-Use Court User Groups:

- Hoopstarz Academy
- Stars Volleyball Academy
- Strive Volleyball Club



TRACK USER GROUPS

TRACK FACILITIES USED IN HOWARD COUNTY

- Laurel Armory Community Center
- Meadowbrook Athletic Complex
- North Laurel Community Center
- Howard Community College

OTHER TRACK FACILITIES

- Prince George's Sports & Learning Complex

GENERAL FEEDBACK

- In general, the organizations showed strong interest in a new indoor track facility in Howard County. Key needs include a hydraulic banked track, adequate seating, and space for athletes and warm-ups. The Howard Community College and Howard County Public Schools Track teams emphasized the lack of local indoor tracks, while the Howard County Striders and Little & Junior Trackstars highlighted the challenges of winter training and the need for real track surfaces. USATF Youth & Masters showed more cautious interest but acknowledged the facility's potential for regional events.



HOWARD COMMUNITY COLLEGE

- The interviewee stated that they would "definitely use" the new indoor track facility. Their men's team has approximately 25 members, while the women's team has about 15. Due to a lack of local facilities, there is currently no available indoor track. Their ideal facility would include a 300-meter, 8-lane indoor track with designated areas for athletes and spectators. A banked track is preferred, and they noted that other colleges would likely utilize the facility as well. Howard Community College hosts meets every weekend—collegiate, high school, and invitational—along with daily team training sessions lasting around two (2) hours. They also emphasized the importance of nearby hotels for visiting teams and spectators.
- **INTEREST LEVEL: HIGH**

HOWARD COUNTY PUBLIC SCHOOLS TRACK

- The interviewee stated that they would "definitely use" the new indoor track facility, calling it their home base due to strong regional demand and the lack of options in Howard County or Maryland. They currently rely on Prince George's Sports & Learning Complex, which operates on a draft system due to high demand, limiting Howard County's access to just five (5) to six (6) days per season. The high costs and limited availability make this unsustainable. An ideal facility would include a hydraulic banked track, two (2) sand pits, a large warm-up area, seating for 3,000-3,500, a video-capable scoreboard, pre-wiring for timing systems and cameras, and a concessions/food court area.
- **INTEREST LEVEL: HIGH**



HOWARD COUNTY STRIDERS

- The interviewee expressed that they would "definitely use" the new indoor track facility, provided it is financially viable for their not-for-profit organization. They currently have around 400 participants in their spring track program and 275 in their fall cross-country program. During the winter, finding suitable training space is a challenge, with about 120 athletes running despite the lack of dedicated facilities. They currently use the Meadowbrook facility for training. Their ideal venue would feature a 200-meter banked track, staging space for athletes, and a clear separation between athletes and spectators.
- **INTEREST LEVEL: HIGH**

LITTLE & JUNIOR TRACKSTARS

- The interviewee expressed that they would "definitely use" the new indoor track facility. Their participants range from ages three (3) to 15, and they train year-round. In 2024, they had 982 participants, and they expect that number to double in 2025. Currently, they use the Laurel Armory, North Laurel Community Center, and Meadowbrook Complex in the summer. Their ideal facility would provide year-round access and offer the space needed to grow the program, from youth to high school levels. They would be interested in hosting track meets four (4) or more times a year, along with a couple of practices per week. A key requirement is having actual track surfaces, as they currently use gym floors for training.
- **INTEREST LEVEL: HIGH**



USATF YOUTH & MASTERS

- The interviewee expressed that they would "possibly use" the new indoor track facility. They noted that most of their events are held at Prince George's Sports & Learning Complex, but it has limitations such as a flat track, limited seating, and capacity issues. Additionally, there is a lack of adequate warm-up areas in most indoor facilities, and they mentioned the need for separating throwing areas and improving spectator management. In an ideal facility, they would want a hydraulic banked track, throwing and jumping events located outside the oval, eight sprint lanes with ample run-up space, and seating for 4,000-5,000 for large meets. The throwing area should have netting that reaches the ceiling, and two throwing circles are necessary. They also mentioned that the youth side might use the facility, masters athletes would definitely be interested in local and regional events, and high schools in the state would be very keen. It could also serve as a potential host for regional championships or other events.
- **INTEREST LEVEL: LOW**



MULTI-USE COURT USER GROUPS

MULTI-USE INDOOR FACILITIES USED IN HOWARD

- Elementary/Private/High Schools

OTHER MULTI-USE INDOOR FACILITIES

- Elementary/Private/High Schools
- St. James

GENERAL FEEDBACK

- In general, the three (3) organizations expressed a strong interest in a potential new indoor multi-use facility in Howard County. They all agreed that the current limitations in local facilities have impacted their ability to grow and run programs effectively. A new venue would provide the necessary space for practices, tournaments, and events, allowing for better training opportunities and improved local access. The organizations believe that such a facility would not only support their existing programs but also help attract new events, benefiting the community and potentially boosting the local economy.



HOOPSTARZ ACADEMY

- The interviewee expressed that they would definitely use the new indoor sports center in Howard County. They are a year-round club program focusing on development and team play for athletes aged 10-17. During peak season, they have over 100 families participating, with additional involvement in skills training and day camps. They primarily use local school gyms and facilities in Montgomery and Laurel County for practices and events. Their ideal venue would have six (6) to nine (9) courts, with a preference for nine (9) courts, and seating for 200-300 spectators, preferably with bleacher-style seating for 15-20 people per court. They would rent the facility for weekly practices and host larger regional tournaments, potentially bringing new events to the area.
- **INTEREST LEVEL: HIGH**

STARS VOLLEYBALL ACADEMY

- The organizer stated that they would likely use a new indoor sports center in Howard County, as they currently struggle with limited facility availability. They mostly rely on elementary schools, which don't have the right setup for volleyball, especially the necessary poles. They organize around 10 tournaments per season but have to travel outside of Howard County for practices. For tournaments, they need at least two (2) courts, with three (3) or more being ideal. They don't have specific seating requirements, but a new facility would help them overcome their current challenges and allow them to host more events locally.
- **INTEREST LEVEL: MEDIUM TO HIGH**



STRIVE VOLLEYBALL CLUB

- The organizer stated that they would most likely use a new indoor sports center in Howard County. They currently have over 80 players in their club but have had to keep the program small due to limited space for practices. They primarily use high schools in the area, but only those equipped with volleyball-specific equipment, and also travel to private schools in Montgomery County and western Howard County for practices. They also attend tournaments at St. James in Maryland. If a new facility were available, they would need a minimum of four (4) courts for tournaments, though six (6) or eight (8) courts would be ideal. They could run tournaments on weekends and offer adult programming throughout the week. They are confident that having access to a local facility would allow them to grow their club, hold regular practices, and host multiple events throughout the year. With rental rights, they would expect to run 12-14 teams practicing Monday through Thursday, and weekend tournaments during the season from November to May/June.
- **INTEREST LEVEL: HIGH**



LOCAL SPORTS GROUP DEMAND SUMMARY



Group/Organization	Sport	Likelihood of Usage	Multi-Use Courts	Type of Track
<i>Indoor Track:</i>				
Howard Community College	Track	Definitely Use	-	Hydraulic banked
Howard County Public Schools Track	Track	Definitely Use	-	Hydraulic banked
Howard County Striders	Track	Definitely Use	-	Banked
Little & Juniors Track Stars	Track	Definitely Use	-	No preference
USATF Youth & Masters	Track	Possibly Use	-	Hydraulic banked
<i>Basketball/Volleyball:</i>				
Hoopstarz Academy	Basketball	Definitely Use	9	-
Stars Volleyball Academy	Volleyball	Likely Use	3	-
Strive Volleyball Club	Volleyball	Likely Use	6	-
AVERAGE			6	

Source: Victus research

Notes:

(1) Sorted by Group/Organization in alphabetical order.

(2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

- Of the five (5) track groups surveyed, four (4) stated they would 'definitely use' a new indoor track facility in Howard County.
- Of the three (3) basketball/volleyball groups interviewed, one (1) stated they would "definitely use" a new indoor multi-use sports facility in Howard County. The other two (2) groups said they would "likely use" a new development.



KEY TAKEAWAYS & CONCLUSIONS: LOCAL SPORTS GROUPS



- **Support for a New Indoor Multi-Use Sports Complex:** The demand for multi-use courts in Howard County is strong, with local basketball and volleyball clubs seeking a centralized location for year-round practices and tournaments. A new facility would address this high demand, providing the space needed for training, regional events, and supporting the growth of local sports programs.
- **Demand for a New Indoor Track Facility:** There is strong demand for an indoor track facility in Howard County, with local collegiate, high school, and youth programs expressing a clear need due to the limited availability of indoor venues. A hydraulic banked track with ample warm-up areas and seating for 1,000+ spectators would help meet this demand, supporting training, local competitions, and regional events.
- **Ideal Amenities:** The indoor track facility should include a hydraulic banked track with six (6) lanes for the oval and eight (8) lanes for sprints, and ample warm-up areas. The multi-use courts should feature at least four (4) courts, with bleacher-style seating for 200-300 spectators per court.

CONCLUSIONS

There is strong demand in Howard County for a new sports center with a hydraulic banked indoor track and multi-use courts, driven by local organizations seeking reliable, year-round facilities to host regional and national events, as well as accommodate growing training and competition needs.



INDOOR SPORTS EVENT ORGANIZERS



In February 2025, Victus Advisors conducted telephone interviews with a representative sample of regional indoor track and multi-use court organizers. The goals of these interviews were to gather feedback regarding the market opportunity for regional events to be held at an indoor sports center in Howard County. Interviewees shared views of Howard County as an event destination, comparable out-of-market venues, minimum amenities required in order to attract events, and other feedback concerning the proposed venue(s).

INTERVIEWS - Victus Advisors conducted virtual and telephone interviews with representatives from the following 16 groups (in alphabetical order):

Indoor Track Event Organizers:

- Interscholastic Athletic Association of Maryland
- Maryland AAU Track
- Maryland Interscholastic Athletic Association
- NCAA Division I Track and Field
- Track Nationals Inc.
- USTFCCCA

Indoor Court Sports Event Organizers:

- 3Step Sports Basketball
- Big Time Hoops
- Charm City Basketball
- Crossover Hoops Inc.
- DCPG Sports
- Hoop Connect
- JVA Volleyball
- Premier 1 Events
- Teammate Basketball
- Ultimate Showdown



INDOOR TRACK ORGANIZERS

COMPARABLE INDOOR TRACK VENUES

- JDL Fast Track
- Liberty Indoor Track Complex
- Ocean Breeze Track & Field Complex
- Prince George's Sports & Learning Complex
- The Nike Track & Field Center at The Armory
- The TRACK at New Balance
- Virginia Beach Sports Center
- VMI Corps Physical Training Facility



INTERSCHOLASTIC ATHLETIC ASSOCIATION OF MARYLAND

- The organization stated they would possibly use a new indoor sports center in Howard County for their events. They organize around 15 events per year, a mix of track and other activities, and currently use venues like the Prince George's Sports & Learning Complex. For track events, they prefer a flat track similar to what Prince George's offers. They require seating for at least 1,000 spectators. Location is a key factor in their decision-making, as their league covers seven counties, and accessibility is important. Howard County could be an appealing destination if it's within 30 minutes of Baltimore and offers affordable rental rates. They are unsure of how many events they would host at a new facility.
- **INTEREST LEVEL: LOW TO MEDIUM**

MARYLAND AAU TRACK

- The interviewee stated they would possibly use a new indoor track in Howard County for their events. They organize five (5) to (6) events per season, primarily for youth, but their focus is more on outdoor events rather than indoor facilities. They currently use the Prince George's Learning Complex for their indoor needs and sometimes travel to Virginia Beach. Their ideal venue would include a flat 8-lane track and seating for 2,000-3,000 spectators. While they appreciate the quality of facilities as a primary factor in event location, they feel Howard County may not be a top choice for indoor events due to their preference for outdoor venues. They are unsure how many events they would host at a new facility if any at all.
- **INTEREST LEVEL: LOW**



MARYLAND INTERSCHOLASTIC ATHLETIC ASSOCIATION (MIAA)

- The interviewee expressed that they would "definitely use" the new indoor track facility. They represent 30 private and Catholic schools in the greater Maryland area and noted the challenges of finding venues to host championship events. For indoor track specifically, MIAA mentioned that their ideal facility would have seating for 500+ spectators, an 8-lane track, and designated field event areas. Key features for the venue would include restrooms, timing devices, a scoreboard, sound system, concessions, and streaming capabilities. Proximity and reasonable pricing are also essential factors when selecting the right venue. For the MIAA, any indoor track event hosted in Howard County would be a new opportunity for the area.
- **INTEREST LEVEL: HIGH**

NCAA DI TRACK AND FIELD

- The interviewee said the NCAA will possibly use a new indoor sports center in Howard County for their events. They organize three (3) indoor track championships annually: DI, DII, and DIII. While they have not held DI events in Howard County, they have used a variety of other venues, including the Virginia Beach Indoor Track Facility, New Balance facility in Boston, and others across the country. Their ideal venue for track events requires a 200-meter banked track, six (6) lanes for the oval, eight (8) lanes for sprints, and a minimum of six (6) warm-up lanes, with seating for at least 3,500-5,000 spectators. Howard County is considered a potentially desirable destination for future events due to its proximity to Baltimore and DC, which makes it accessible. They could potentially host one (1) or more events across DI, DII, or DIII levels, depending on the suitability of the facility.
- **INTEREST LEVEL: MEDIUM**



TRACK NATIONALS INC.

- The interviewee expressed that they would "possibly use" the new indoor track facility, noting that they currently use excellent venues and would only consider moving if the new facility were more affordable. They mentioned owning and operating 10 events, both indoor and outdoor, which also include middle schools. In total, these events attract 30,000 athletes annually from across the nation.
- **INTEREST LEVEL: MEDIUM**

USTFCCCA (U.S TRACK & FIELD AND CROSS COUNTY COACHES ASSOCIATION)

- This organization does not run events themselves but services the needs of their membership, which includes overseeing NCAA championships and qualifying meets for DI, DII, DIII, NAIA, and junior colleges. While they haven't held events in Howard County, they have used venues across the country, including locations like Virginia Beach and Indianapolis for different divisions. Their ideal venue for track events requires a 200-meter banked track and seating for 4,000-5,000 spectators for national meets, with smaller seating capacity of around 1,000 for conference meets. Howard County is seen as a desirable location for events due to the current shortage of available venues. If a new indoor facility were built in Howard County that suits their needs, USTFCCCA believes it could be programmed for future events.
- **INTEREST LEVEL: MEDIUM**



INDOOR SPORTS COURT EVENT ORGANIZERS

COMPARABLE MULTI-USE INDOOR FACILITIES

- Adventist Healthcare Fieldhouse
- Greensboro Sportsplex
- Meadowbrook Athletic Complex
- Spooky Nook Sports
- St. James
- The Park School



3STEP SPORTS BASKETBALL

- The interviewee indicated that they would definitely use a new indoor sports center in Howard County. They organize around 700 events annually through their basketball division, with many clubs under 3Step Sports hosting events in the Baltimore/DC area. They currently use venues like Park School, Athletic Republic in Capitol Heights, St. James, and Spooky Nook for practices and tournaments. For larger national events, they prefer venues with 12 courts, while regional or local events require at least 8 courts, with anything fewer being mostly local. The primary reasons for selecting a venue are proximity to a large population within a six (6) to eight (8) hour driving distance, the quality of the facility, and hotel availability. Howard County is seen as a great location that profiles well for their events. If a new indoor sports center were built in Howard County, they would be interested in hosting 15-20 events annually, ranging from smaller events with 65-100 teams to larger spring events that could accommodate up to 150 teams with 12 courts.
- **INTEREST LEVEL: HIGH**

BIG TIME HOOPS

- This organization would definitely use a new indoor sports center in Howard County. They host 6-7 events annually in Maryland, with three (3) to four (4) in Howard County, and over 50 nationally. They currently use venues like Meadowbrook Athletic Complex and local recreational centers. For events, they need at least eight (8) courts, which can be converted to 16 volleyball courts, and 50 seats per court for spectators. Proximity to major cities and venue collaboration are key factors in choosing a location. They would likely host events in Howard County for five (5) out of 12 months, from March to August, with one (1) event per month.
- **INTEREST LEVEL: HIGH**



CHARM CITY BASKETBALL

- This group would definitely use a new indoor sports center in Howard County granted they had exclusive rights. They host 38 to 42 events annually, with 50-100 teams per event, and also run camps including top 100 ranking camps. They seek exclusive rights to a venue with five (5) to eight (8) courts and believe they can keep it busy year-round. Adequate spectator seating is another need. Proximity to major cities and venue support are key factors in choosing a location. They would likely host events in Howard County year-round.
- **INTEREST LEVEL: HIGH**

CROSSOVER HOOPS INC.

- This organization would definitely use a new indoor sports center in Howard County. They host about 60 tournaments annually, with many in the Maryland/DC area. They typically use four (4) courts for up to 60 teams, with 15 games per court per day. The majority of tournaments require six (6) courts, but they occasionally use up to 12 courts. They currently use facilities like Meadowbrook Athletic Complex and Adventist Healthcare. They need sufficient bathrooms, quality food, and spectator seating for families (estimated 1.5 times the number of teams). They would likely host at least six events per year in Howard County, with the potential for more.
- **INTEREST LEVEL: HIGH**



DCPG SPORTS

- The interviewee stated that they would 'definitely use' the new sports complex, citing a shortage of venues in Prince George's County. They emphasized the need for facilities with 12-16 volleyball courts and ample spectator seating. Currently, they host at least four tournaments during the major season, with their most recent event featuring 16 teams and approximately 500 attendees. They estimate hosting two (2) events per month, totaling eight (8) from January to May.
- **INTEREST LEVEL: HIGH**

HOOP CONNECT

- This tournament group would definitely use a new indoor sports center in Howard County. They host 20 events annually, with plans to host their first event in Maryland in Catonsville. They typically need six (6) to eight (8) courts for 80-100 teams. Their primary facility needs include internet access, cleanliness, and nearby eateries. Spectator seating doesn't have to be fixed, but comfortable seating around the gym is preferred. They are currently using Catonsville Community College for their upcoming event and prefer sports complexes and recreational facilities for other tournaments. They are interested in hosting around three (3) events a year in Howard County—one (1) each in winter, spring, and summer.
- **INTEREST LEVEL: HIGH**



JVA VOLLEYBALL ASSOCIATION

- This association has little interest in a new indoor sports center in Howard County for their events, as they require facilities with space for 50+ courts. They currently host one (1) event in Baltimore annually and typically need exhibit hall space capable of accommodating large volleyball tournaments. Their events require seating for 60 spectators per court, along with team benches and score tables. They would need significant local support, including subsidies from local CVBs or Sport Commissions, to cover rental costs. The JVA doubts that a facility in Howard County would be large enough to host one of their events.
- **INTEREST LEVEL: LOW**

PREMIER 1 EVENTS

- The interviewee expressed that they would "definitely use" the new sports complex, highlighting its strategic location near Baltimore and D.C. They currently host around basketball 30 events annually, primarily in the spring, summer, and fall, with no events in the winter. For an ideal setup, they emphasized the need for eight (8) to 10 courts, each with seating for 40 to 60 spectators. Additionally, key factors such as ample parking, nearby hotels, dining options, and entertainment would enhance the facility's appeal. They projected that utilizing eight (8) courts would accommodate approximately 100 teams and draw around 2,000 spectators.
- **INTEREST LEVEL: HIGH**



TEAMMATE BASKETBALL

- The interviewee expressed that they would "likely use" the new sports complex. They currently host approximately 50 events annually across the Southeast and East Coast, spanning 15-16 states. For an ideal facility, they emphasized the need for at least six courts. While larger venues with 10-14 courts are well-suited for spring and summer events, smaller facilities with six (6) to eight (8) courts are more practical for year-round use. The primary factor in selecting a venue is the quality of the facility, with location and geography also playing a significant role. They noted the potential to host one (1) to two (2) annual events in Howard County if the right facility were available.
- **INTEREST LEVEL: MEDIUM TO HIGH**

ULTIMATE SHOWDOWN

- This group would definitely use a new indoor sports center in Howard County. They host six (6) to eight (8) events annually, including a national tournament at the end of the basketball season. They typically use venues like Maryland Sportsplex, local high schools, and Greensboro Sportsplex. For their events, they need three (3) to six (6) courts and seating for at least 300 spectators. The quality of the facility and staff, along with ease of booking, are key factors in choosing a location. They feel Howard County is a great area and would host there. If a suitable facility were built, they could host bi-weekly events if he was partnering with the city and they accommodated his needs.
- **INTEREST LEVEL: HIGH**



INDOOR SPORTS EVENT ORGANIZERS DEMAND SUMMARY

<u>Group/Organization</u>	<u>Sport</u>	<u>Likelihood of Usage</u>	<u>Track Length</u>	<u>Type of Track</u>	<u>Multi-Use Courts</u>	<u>Potential Events</u>
3Step Sports Basketball	Basketball	Definitely Use	-	-	12	15
Big Time Hoops	Basketball	Definitely Use	-	-	8	5
Charm City Basketball	Basketball	Definitely Use	-	-	5	x
Crossover Hoops Inc.	Basketball	Definitely Use	-	-	6	6
DCPG Sports	Volleyball	Definitely Use	-	-	12	8
Hoop Connect	Basketball	Definitely Use	-	-	6	3
Interscholastic Athletic Association of Maryland	Track	Possibly Use	-	-	-	-
JVA Volleyball	Volleyball	Would Not Use	-	-	50	-
Maryland AAU Track	Track	Possibly Use	-	-	-	-
Maryland Interscholastic Athletic Association	Track	Definitely Use	-	-	-	-
NCAA Division I Track and Field	Track	Possibly Use	200m	Banked	-	-
Premier 1 Events	Basketball	Definitely Use	-	-	8	x
Teammate Basketball	Basketball	Likely Use	-	-	6	1
Track Nationals Inc.	Track	Possibly Use	-	-	-	-
Ultimate Showdown	Basketball	Definitely Use	-	-	3	x
USTFCCCA	Track	-	200m	Banked	-	-
AVERAGE					11.6	
TOTAL						38

Source: Victus research

Notes:

(1) Sorted by Group/Organization in alphabetical order.

(2) This is a representative sample of potential users, and the potential usage shown above is based solely on the interviewees contacted by Victus Advisors.

(3) "x" represents an unknown amount

- Of the six (6) track groups surveyed, one (1) stated they would 'definitely use' a new indoor track facility in Howard County, with four (4) stating they would "possibly use" it.
- Of the 10 basketball/volleyball groups interviewed, eight (8) stated they would "definitely use" a new indoor multi-use sports facility in Howard County.



KEY TAKEAWAYS & CONCLUSIONS: INDOOR SPORTS EVENT ORGANIZERS



- **Number of Surfaces:** For basketball and volleyball, eight (8) basketball courts convertible to 12-16 volleyball courts would meet baseline demand; there is usage possibility up to 12 basketball courts.
- **Type of Track:** Regional organizers specified that an 8-lane, 200-meter, banked track is necessary to host most college level events.
- **Potential Programming:** Multiple track organizers expressed interest in programming but did not specify a number of events. Multi-court organizers expressed very strong interest in a new facility; for courts, and we identified initial interest (at varying levels) for as many as 38 events. That does not include the organizations that said they would definitely use a new facility but could not provide an estimate of events.

CONCLUSIONS

Various event organizers expressed interest in using a new indoor sports center in Howard County for tournaments. That said, multi-court demand is stronger than indoor track demand at the regional level.



5. COMPETITIVE & COMPARABLE SPORTS MARKET ANALYSIS



OVERVIEW



Based upon our public engagement, community feedback process, and Victus' research, the following counties/cities were identified as sports event destinations in the Atlantic Coast region that could provide case studies and a benchmark for evaluating the sports event potential of Howard County. Earlier in this report, Victus Advisors analyzed select facilities within these counties that could potentially be a competitive facility for existing or future sporting events in Howard County.

These markets are listed in alphabetical order below:

- Anne Arundel County, MD
- Baltimore County, MD
- Loudoun County, VA
- Montgomery County, MD
- Prince George's County, MD
- Prince William County, VA
- Virginia Beach, VA



COMPARATIVE MARKETS: POPULATION



County	Population
Montgomery County, MD	1,072,300
Prince George's County, MD	970,874
Baltimore County, MD	855,604
Anne Arundel County, MD	603,565
Prince William County, VA	501,430
Virginia Beach City, VA	459,540
Loudoun County, VA	453,562
Howard County, MD	343,779
Average	657,582
Median	552,498

Source: Esri

Note: Sorted by Population in descending order

Howard County's population of nearly 344,000 ranks last among the competitive counties selected for comparative analysis.



COMPARATIVE MARKETS: POPULATION GROWTH



<u>County</u>	<u>Annualized Pop. Growth (2000-2024)</u>	<u>Proj. Annual Pop. Growth (2024-2029)</u>
Loudoun County, VA	4.2%	1.3%
Prince William County, VA	2.4%	0.6%
Howard County, MD	1.4%	0.5%
Anne Arundel County, MD	0.9%	0.4%
Montgomery County, MD	0.9%	0.3%
Prince George's County, MD	0.8%	0.1%
Baltimore County, MD	0.5%	0.0%
Virginia Beach City, VA	0.3%	-0.2%
Average		0.4%
Median		0.3%

Source: Esri

Note: Sorted by Proj. Annual Pop. Growth in descending order

The projected growth rate of Howard County ranks third among the competitive counties selected for comparative analysis.



COMPARATIVE MARKETS: MEDIAN AGE



County	Median Age
Prince William County, VA	36.6
Prince George's County, MD	37.7
Loudoun County, VA	38.0
Virginia Beach City, VA	38.0
Anne Arundel County, MD	39.4
Howard County, MD	39.7
Baltimore County, MD	39.8
Montgomery County, MD	40.2
Average	38.7
Median	38.7

Source: Esri

Note: Sorted by Median Age in ascending order

Howard County's median age of 39.7 ranks third to last among the comparative counties. A younger median age can indicate that a market could be more likely to support and participate in amateur sports events due to the presence of a working-age population and young families.



COMPARATIVE MARKETS: FAMILY HOUSEHOLDS



<u>County</u>	<u>Total Households</u>	<u>Family Households</u>	<u>% of Family Households</u>
Loudoun County, VA	148,633	115,238	77.5%
Prince William County, VA	160,527	122,216	76.1%
Howard County, MD	123,366	89,704	72.7%
Montgomery County, MD	390,413	264,587	67.8%
Anne Arundel County, MD	227,416	153,468	67.5%
Virginia Beach City, VA	180,606	118,301	65.5%
Prince George's County, MD	347,353	221,579	63.8%
Baltimore County, MD	332,185	210,580	63.4%
Average	238,812	161,959	69.3%
Median	204,011	137,842	67.6%

Source: Esri

Note: Sorted by % of Households w/ Children in descending order

Nearly 73% of households in Howard County have children, which ranks third amongst comparative counties. This metric tends to improve over time in areas that are experiencing rapid population increases and economic growth.



COMPARATIVE MARKETS: MEDIAN HOUSEHOLD INCOME



County	Median Household Income	Adj. Median Household Income
Loudoun County, VA	\$173,613	\$117,385
Howard County, MD	\$148,382	\$116,014
Anne Arundel County, MD	\$115,866	\$101,017
Prince William County, VA	\$125,164	\$99,494
Montgomery County, MD	\$130,510	\$94,231
Baltimore County, MD	\$89,215	\$85,373
Virginia Beach City, VA	\$86,910	\$82,929
Prince George's County, MD	\$98,760	\$81,755
Average		\$97,275
Median		\$96,863

Sources: Esri, Sperling

Note: Sorted by Adj. Median Household Income in descending order

Howard County ranks second among the comparative counties in terms of cost-of-living-adjusted median household income, which can be a potential indicator of household income available for spending on sports, recreation, and leisure.



COMPARATIVE MARKETS: CORPORATE BASE



County	Corporate Base
Montgomery County, MD	3,478
Baltimore County, MD	2,577
Prince George's County, MD	1,838
Anne Arundel County, MD	1,686
Howard County, MD	1,485
Loudoun County, VA	1,337
Virginia Beach City, VA	1,278
Prince William County, VA	785
Average	1,808
Median	1,586

Source: Dun & Bradstreet

Note: (1) Sorted by MSA Corporate Base in alphabetical order (2) Corporate base is defined as businesses with at least five employees and \$1M+ annual sales.

Among comparative counties, Howard County has the fifth largest corporate base, which can be a sign of higher potential private/corporate support for sponsorship and naming rights of sports facilities and tournaments/events.



Most municipalities across the country that own and operate sports facilities will typically rely on local/regional promotion agencies such as a sports commission or sports authority to handle the bulk of their external youth/amateur sports marketing efforts. These efforts may typically include regionally-branded efforts such as:

- Dedicated staff who can obtain, sell, and sometimes help produce events
- Website detailing the available sports facilities and opportunities
- Sports-focused collateral materials (brochures, magazines, etc.)
- Social media marketing (Facebook, Instagram, Twitter, YouTube, etc.)
- Personal contact and relationship marketing (trade shows, phone calls, etc.)

If a publicly-owned facility is operated by a private entity, the balance of sports event marketing for each individual facility is then conducted by the local venue operator. But it should be noted that the most successful models tend to include a mix of regional agency marketing efforts and facility-specific marketing efforts. Therefore, it will be imperative for Howard County to maintain strong working relationships and clear lines of communication with key local sports facility owners and operators.

The following pages highlight sports marketing campaigns from some of the competitive and comparable sporting event markets profiled earlier in this section.



SAMPLE MARKETING CAMPAIGNS



FAMILY ENTERTAINMENT & ATTRACTIONS

Virginia Beach, Virginia
"Unlimited Water Breaks"

**unlimited
WATER
BREAKS**

VIRGINIA BEACH
SPORTS CENTER

Virginia Beach Sports Center boasts a sprawling 285,000 square feet with 12 basketball courts, 24 volleyball courts, 200 meter hydraulically banked track, and seating for 5,000 screaming fans. Awaken to a sunrise over the ocean and walk or bike to a tournament at the Sports Center. Take in any number of outdoor adventures and unique dining experiences just blocks away – now this is what we call a sportscaction.

DANI TIMM, CSEE
Sports Marketing National Sales Manager
dtimm@visitvirginiabeach.com
757-373-6804

VBSPORTS.COM



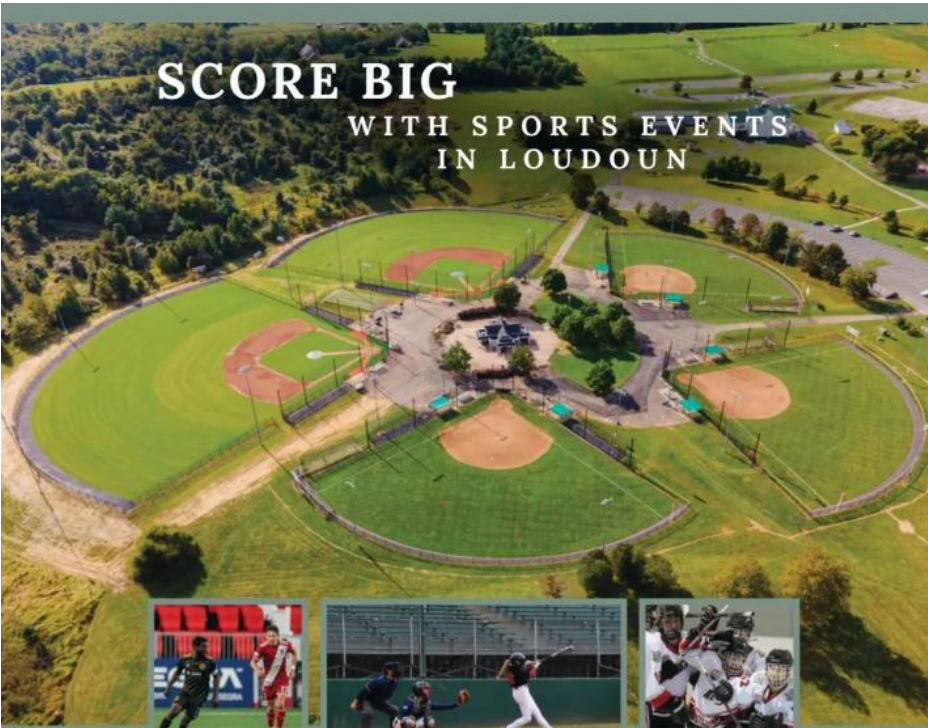
SAMPLE MARKETING CAMPAIGNS (CONT.)




SPORTS-FOCUSED BRAND:

Loudoun County, Virginia

"Score Big with sports events in Loudoun"



SCORE BIG
WITH SPORTS EVENTS
IN LOUDOUN






Far enough north for winter sports, yet far enough south for outdoor tournaments, Loudoun is an ideal location for any sports tournament. It's nestled between the Blue Ridge Mountains and the Potomac River, which provides spectacular views and many options for outdoor adventure. And it's all conveniently close to the nation's capital.

SPORTS TEAMS ENJOY:

- Top-notch, multi-purpose sports facilities
- A wide range of activities, dining and entertainment
- Safe, affordable accommodations options
- Convenient access by air, rail or car
- Grant programs or financial assistance

CONTACT:
Torye Hurst
Director of Sales, Sports & Services
hurst@visitloudoun.org
(703) 669-2005

VisitLoudoun.org/sports



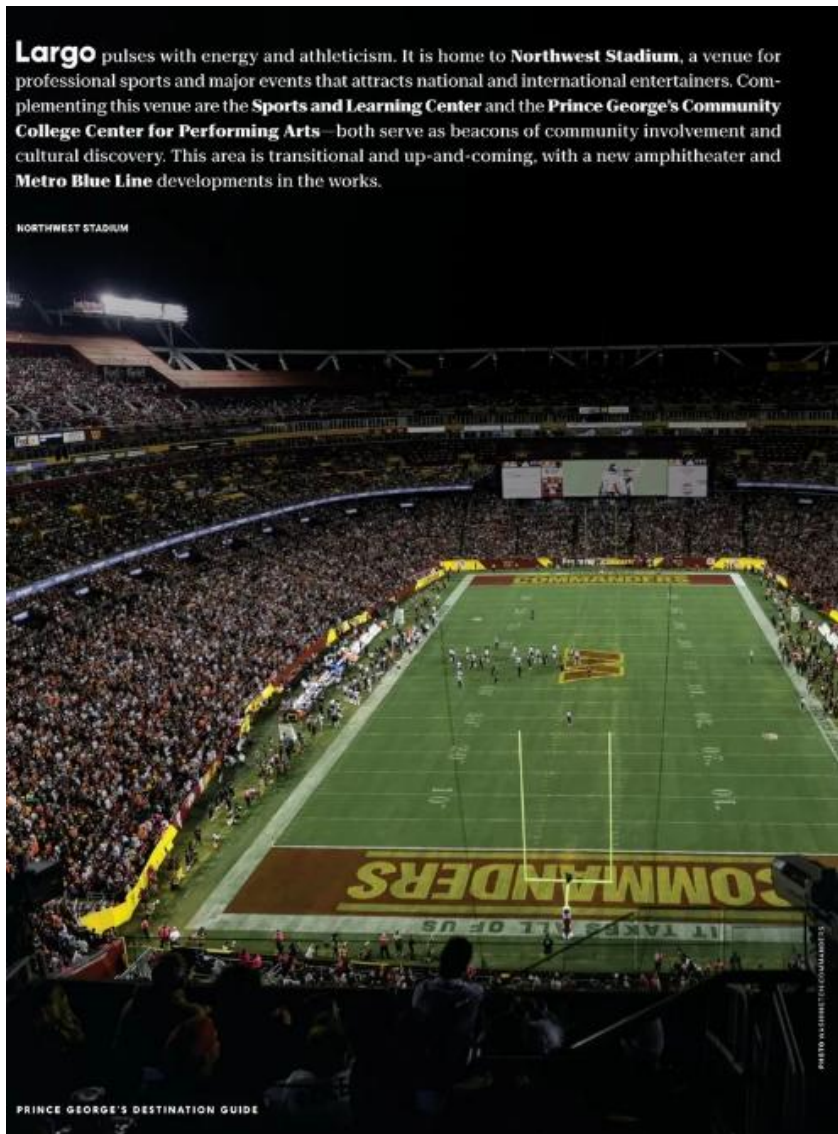
SAMPLE MARKETING CAMPAIGNS (CONT.)



SPECIFIC AREA OFFERINGS: Prince George's County, Maryland *"Energy and Athleticism"*

Largo pulses with energy and athleticism. It is home to **Northwest Stadium**, a venue for professional sports and major events that attracts national and international entertainers. Complementing this venue are the **Sports and Learning Center** and the **Prince George's Community College Center for Performing Arts** – both serve as beacons of community involvement and cultural discovery. This area is transitional and up-and-coming, with a new amphitheater and **Metro Blue Line** developments in the works.

NORTHWEST STADIUM





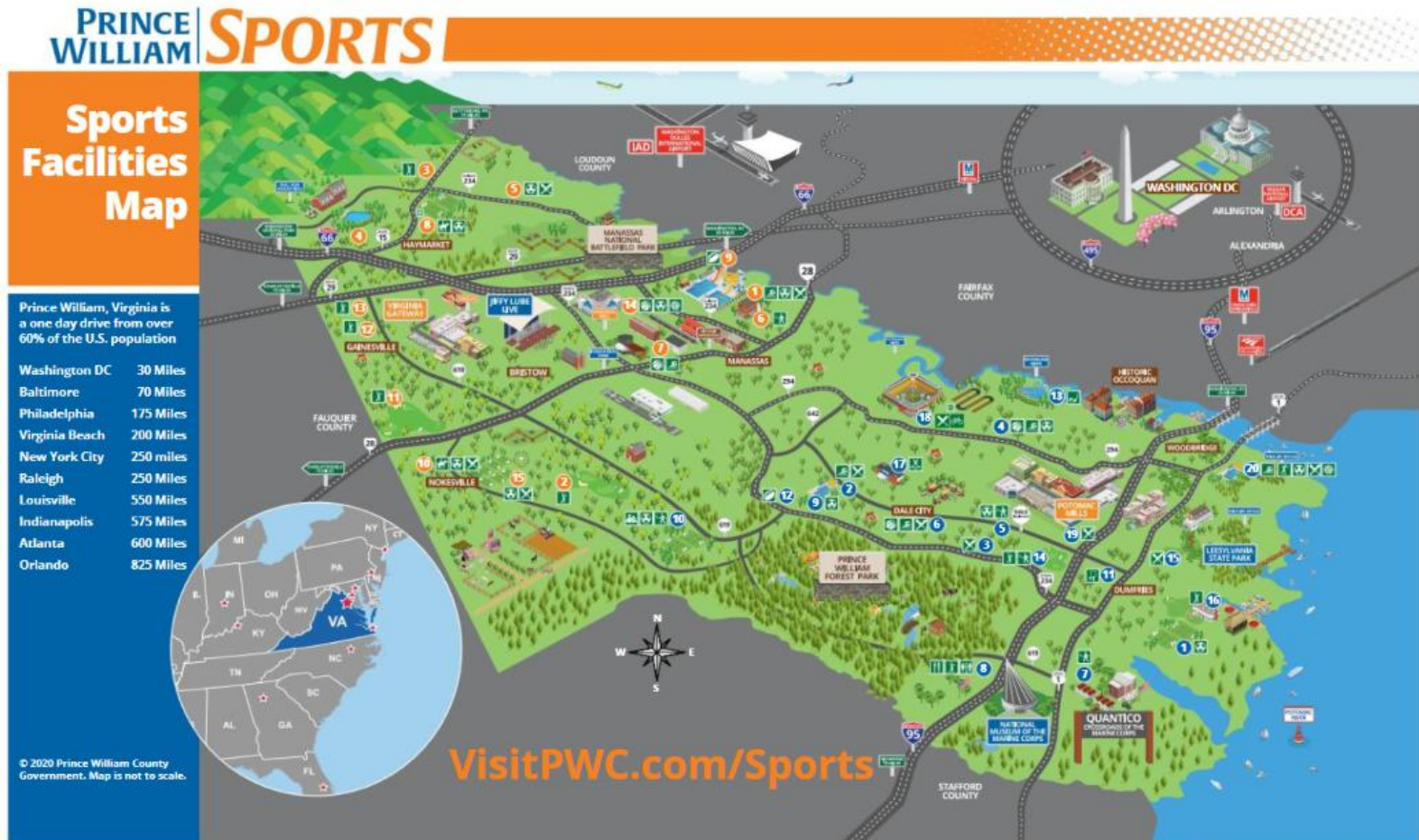
SAMPLE MARKETING CAMPAIGNS (CONT.)



PROXIMITY:

Prince William County, Virginia

"Prince William Sports"





KEY TAKEAWAYS & CONCLUSIONS: COMPETITIVE & COMPARABLE SPORTS MARKET ANALYSIS



- **Population:** Howard County has the smallest population out of the comparative counties but is projected to grow at the third highest rate in the next five (5) years.
- **Households:** Nearly 73% of households are family households, suggesting a strong family community. The presence of families with children suggests strong demand for sports facilities.
- **Median Household Income:** Howard County has one of the highest adjusted median household incomes, meaning a larger share of income is available for sports, recreation, and leisure activities.

CONCLUSIONS

Howard County is in a position to support larger sporting events because of multiple indicators, specifically their strong projected growth in the future in addition to their adjusted median household income. While the population is smaller than comparable markets/counties, there is a sizeable corporate base for potential sponsorships and partnerships.



6. SPORTS MARKET/FACILITY SWOT ANALYSIS & INDOOR FACILITIES OPPORTUNITY ASSESSMENT

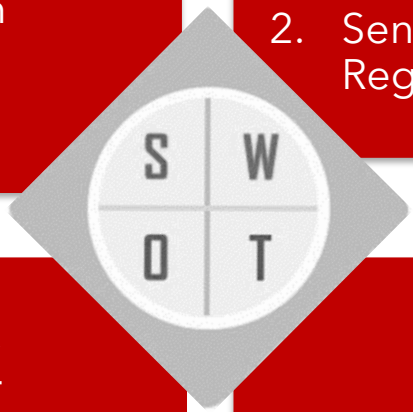


Strengths

- 1. Location & Access
- 2. Restaurant, Retail & Lodging
- 3. Sports Culture & Reputation
- 4. Financial Resources

Weaknesses

- 1. Lack of Publicly-Accessible, Large Indoor Sports Facilities for Ice, Track, and other Multi-Use Indoor Sports
- 2. Sensitivity from Community Groups Regarding Rent/Participation Costs



Opportunities

- 1. Meet Local Need for Howard County Residents Currently Leaving the County for Ice and Track Usage
- 2. Drive Economic Impact via Sporting Events From 5-Hour Drive Markets (37.1 million)

Threats

- 1. Regional Facility Competition Will Be a Primary Threat from a Sporting Event Perspective



SWOT ANALYSIS: STRENGTHS



KEY STRENGTHS OF HOWARD COUNTY AS A SPORTS MARKET:

LOCATION & ACCESS

- There is a population of around 250,000 people within a 15-minute drive time of both proposed sites and over 1.7 million people within a 30-minute drive time. Within an hour, there are over 6.4 million people from both locations.
- Stakeholders in addition to local users/regional organizers noted that Howard County is right in the middle of Washington D.C. and Baltimore, accessible through the I-95.

LODGING & OTHER AMENITIES

- Victus found numerous lodging options (minimum 2-star hotel class) near both project sites in Howard County. There are also numerous family-friendly dining and retail options conveniently located near the project sites. Furthermore, Howard County is located nearby multiple professional franchises across the big four (4) leagues (NHL, NBA, NFL, and MLB).

REPUTATION

- Stakeholders cited how popular basketball is in the region, which helps ease concern of lack of programming for a potential indoor track and multi-court facility.

FINANCIAL RESOURCES

- Howard County has a very strong average annual spend on entertainment and recreation, meaning families are willing to pay for their kids to participate in sports.



SWOT ANALYSIS: WEAKNESSES



KEY WEAKNESSES OF HOWARD COUNTY AS A SPORTS MARKET:

LACK OF LARGE INDOOR SPORTS FACILITIES ACROSS MOST SPORTS

- There is only one large indoor sports facility in Howard County. However, there are several existing and under-construction indoor multi-use sports facilities, as well as indoor ice sports facilities, in the Washington-Baltimore area.

SPORTS PARTICIPATION COSTS

- Several groups noted that a partnership or local support would be necessary for covering/reducing rental fees to run events. High rates necessary to have significant economic impact may deter organizers from choosing facilities in Howard County.



SWOT ANALYSIS: OPPORTUNITIES



KEY OPPORTUNITIES FOR HOWARD AS A SPORTS MARKET:

MEET LOCAL NEED FOR HOWARD COUNTY RESIDENTS

- Currently, Howard County residents are travelling outside the county for ice and track usage. These two developments would help to meet Howard's demand and allow them to program within their own county.

ATTRACT VISITORS FROM REGIONAL DRIVE MARKETS

- There is a population of over 19.5 million people within a 2.5-hour drive time of Howard County, and over 37.1 million people within a 5-hour drive to potentially draw from for sports and event activity.



SWOT ANALYSIS: THREATS



KEY THREATS FOR HOWARD COUNTY AS A SPORTS MARKET:

REGIONAL FACILITY COMPETITION

- Other similarly-sized facilities, in particular ice facilities and indoor sports centers (with courts) within the Washington-Baltimore market and the State of Maryland could compete with new indoor sports facilities in Howard County for events.



FACILITY OPPORTUNITY ASSESSMENT OVERVIEW



Our facility opportunity assessment is based primarily upon the following primary and secondary research conducted by Victus Advisors over the course of this study:

- Analysis of Howard County's unique market characteristics.
- Review of comparative and competitive facilities (both local and regional).
- Interviews conducted with stakeholders, local sports groups, and regional/national event organizers.
- Victus' comparable experience conducting feasibility studies for large sports facilities across the country.



FACILITY OPPORTUNITY ASSESSMENT: INDOOR ICE CENTER



Victus identified demand in Howard County for development of an indoor multi-sheet ice facility. Victus recommends that the indoor ice center in Howard County should have the following features and amenities:

- **Ice Sheets:** For typical local/regional programming, at least two (2) ice sheets (NHL-sized) at minimum. From a local standpoint, two sheets would allow more ice time and expansion of local ice programs. From a tournament standpoint, at least two (2) ice sheets allows for the facility to host regional and national tournaments and competitions. It is also recommended that one of the ice sheets should have a seating capacity of at least 500 and potentially up to 1,200 seats.
- **Locker Rooms:** Hockey groups typically recommended that at least four (4) locker rooms per ice sheet for teams playing on the ice. However, recently built facilities will now often include two (2) additional locker rooms as well, one dedicated for girls' teams and another locker room for officials.
- **Other Support Areas & Amenities:** Lobby, restrooms, concessions, meeting/flex rooms for tournament organizer use, administrative offices, HVAC, mechanical/electrical, storage, off-ice training space, etc.



FACILITY OPPORTUNITY ASSESSMENT: INDOOR TRACK & MULTI-USE SPORTS CENTER



Victus identified sufficient demand for development of an indoor track/multi-use sports center with:

- **Track & Multi-Use Sports Events Area:** Removable banked track allowing for flexible use. The track floor could potentially hold at least eight (8) basketball convertible to eight (8) or more volleyball courts, depending on configuration. In addition, the County may also consider investing in a roll-out artificial turf system (similar to the Track at New Balance), however it should be noted:
 - There is already a significant number of indoor artificial turf surfaces available for use in Howard County (at least 16 according to Victus research).
 - Artificial turf is primarily a local-use amenity, with limited options for multi-day sports tournaments that drive significant economic impact.
 - A roll-out artificial turf system can cost upwards of \$8-10 million dollars in incremental project costs, according to recent Victus project experience.
- **Seating Capacity:** Seating capacity of at least 2,500. Please note that 3,500 is the minimum requirement for NCAA Division 1 Indoor Track Championships, however most other competitive indoor track events can be accommodated with at least 2,500 seats.
- **Usage:** This model could not accommodate as much event activity throughout the year, as the space would be dedicated primarily to indoor track from late November through mid-March.
- **Other Support Areas & Amenities:** Lobby, restrooms, concessions, meeting/flex rooms, administrative offices, HVAC, mechanical/electrical, storage, etc.



7. USAGE PROJECTIONS & OPERATING PRO FORMA



OVERVIEW



In this section, Victus projects both sustainable daily usage (local groups) and the number of special events and attendance (regional events) at potential new sports facilities in Howard County. Based on input from the County, we created the following two (2) models for analysis:

1. Indoor Ice Center:

- **Features:** Two (2) NHL-sized ice sheets in addition to at least four (4) locker rooms per ice sheet for teams playing. Seating capacity in the primary rink will be within a range of 500-1,200.
- **Usage:** Local and tournament usage for ice sports such as hockey and figure skating in addition to other recreational programming.

2. Indoor Track & Multi-Use Sports Center:

- a) **Features:** Removable banked track allowing for flexible use. The track floor could potentially hold at least eight (8) basketball convertible to eight (8) or more volleyball courts, depending on configuration. Seating capacity of at least 2,500.
- **Usage:** Local and tournament usage for indoor sports such as basketball, volleyball, pickleball and other sports programming.



KEY ASSUMPTIONS



The following key assumptions were utilized by Victus Advisors in developing usage, operating, and financial projections for the indoor ice center and indoor track/sports center:

- It is assumed the facilities will be owned by Howard County and thus exempt from property taxes.
- The facility will be operated under a “hybrid” usage model, where weekends are dedicated to local use programming and rentals, and weekdays are marketed for sports tournaments/events that can generate significant economic impacts within Howard County.
- We have assumed that the facilities would be operated by Howard County Parks & Recreation.
- Revenues and expenses are based upon the recommended building programs and estimated annual utilizations presented for each option later in this section.
- The facilities will offer affordable rental rates (while still within market-rate ranges) and market to both local teams and regional tournaments. Additionally, the facilities will be designed to compete against other regional complexes in attracting sports tournament usage.
- These projections are based on current market circumstances and therefore assume that there will be no major changes to the Howard County/Baltimore market sports event market or available regional facilities.
- Our utilization estimates and revenue model estimates are primarily based on metrics related to square footage, seating capacity, and annual event activity.
- The financial projections displayed on the following page utilize a variety of additional assumptions, including data gathered from third-party sources, information provided by Howard County, and Victus Advisors’ industry experience. There will be differences between these projections and actual events, and these differences may be material.



7. USAGE PROJECTIONS & OPERATING PRO FORMA A. INDOOR ICE CENTER

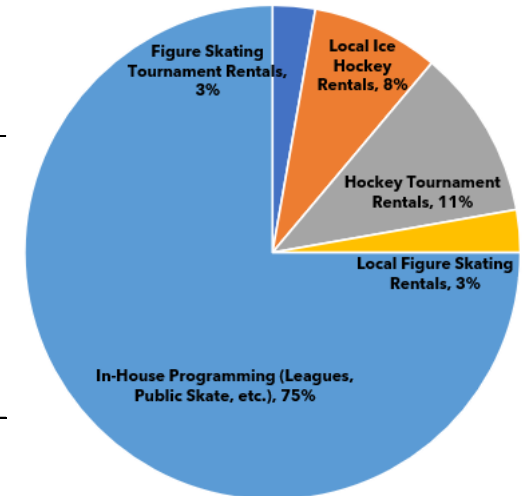


ESTIMATED ANNUAL ICE UTILIZATION



It is estimated that a new indoor ice center could host approximately 22 annual tournaments/competitions of varying sizes (one to two days). It should be noted that local use (practices/leagues) and in-house programs would primarily be local residents (typically Monday through Thursday), while tournaments would draw athletes and spectators from outside of Howard County (Friday through Sunday).

Event	Facility Hours
In-House Programming (Leagues, Public Skate, etc.)	5,400
Hockey Tournament Rentals	800
Local Ice Hockey Rentals	600
Figure Skating Tournament Rentals	200
Local Figure Skating Rentals	200
TOTAL	7,200



Note: Sorted by Facility Hours in descending order

Estimated Annual Multi-Day Tournaments/Competitions: 22

- **Annual Hockey Tournaments: 18**
- **Annual Figure Skating Competitions: 4**

Total Estimated Annual Visits: 258,000**

Notes: *Only includes multi-day tournaments/events. It is likely that additional single-day tournaments could be held on weekends that do not draw from an overnight visitor range.

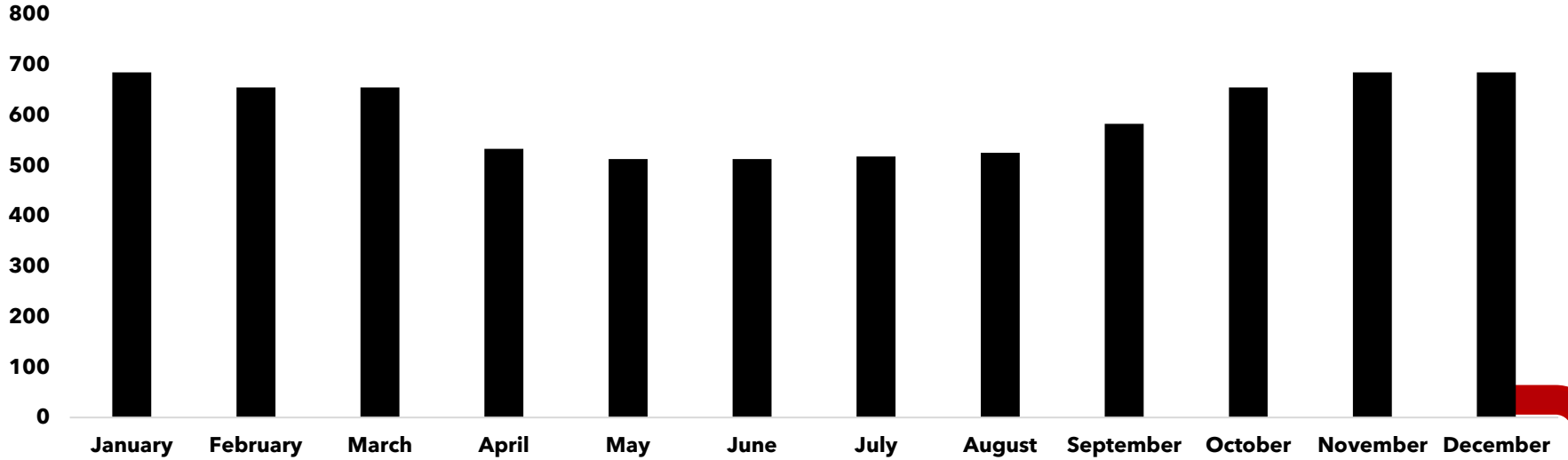
**Includes estimated athletes, officials, coaches, parents/family, spectators, etc. Represents unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.



ESTIMATED ANNUAL ICE UTILIZATION BY MONTH



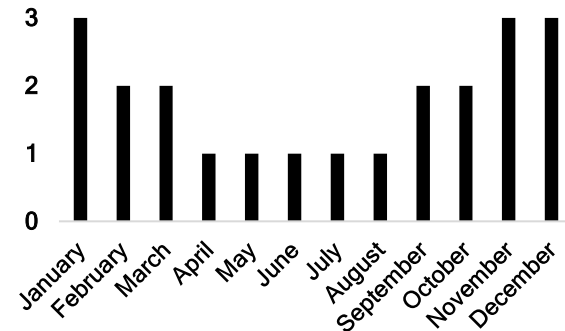
Sheet Hours:



Victus Advisors estimates that usage of the proposed indoor ice center in Howard County would remain fairly consistent year-round, with a dip in activity in spring/summer.

Based on Victus' conversations with potential user groups and event organizers, tournaments and competitions would primarily be hosted between September and March.

Tournament Seasonality





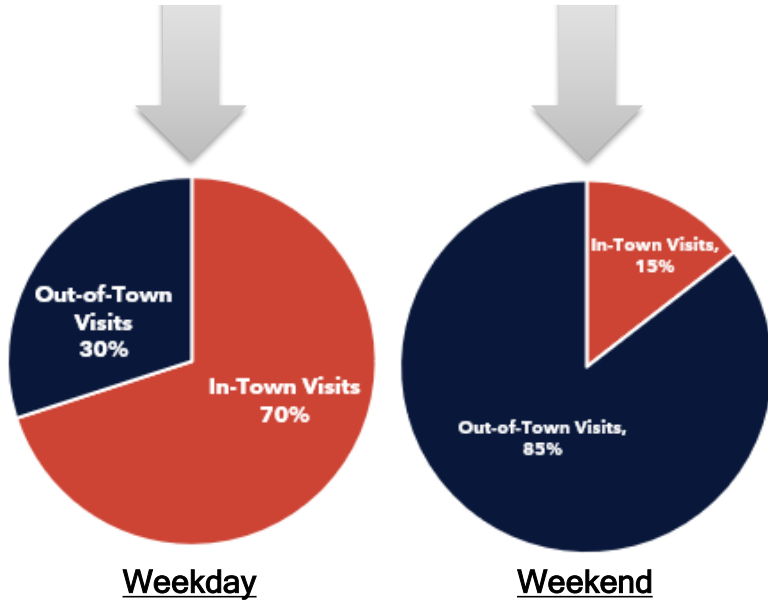
ESTIMATED OUT-OF-TOWN VISITATION TO ICE CENTER



It is estimated that visitors from outside of Howard County could account for about 52% of annual attendance at the proposed indoor ice center.

It is assumed that weekday usage would primarily be regional programming, including youth and adult sports. Whereas weekend use would often be dedicated to youth/amateur sports tournaments.

	<u>Weekday</u>	<u>Weekend</u>	TOTAL
In-Town Visits	108,000	16,000	124,000
Out-of-Town Visits	46,000	88,000	134,000
TOTAL VISITORS	154,000	104,000	258,000



**Notes: (1) "Out-of-town" refers to visitors from outside Howard County limits. (2) Visitors include estimated athletes, officials, coaches, parents/family, spectators, etc. Visitors also represent unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.*



ICE CENTER FINANCIAL PRO FORMA



In a stabilized year of operations, it is estimated by Victus Advisors that the operations of the proposed indoor ice center in Howard County could operate at an approximate 19% operating margin prior to debt service or long-term capital maintenance funds.

	Stabilized Year
Operating Revenues:	
In-House Programming (Leagues, Camps, Clinics)	\$1,014,000
Ice Rental (Tournaments, Practices, etc.)	\$630,000
Concessions (Net)	\$140,000
Advertising & Sponsorship	\$76,000
Other (Skate Services, Rentals, etc.)	\$20,000
Total Revenues:	\$1,880,000
Operating Expenses:	
Salaries, Wages, & Benefits	\$563,000
Utilities	\$360,000
Program Expenses	\$355,000
Advertising, Marketing, & Promotion	\$50,000
General, Administrative, & Other	\$75,000
Maintenance/Repair	\$75,000
Materials/Supplies	\$50,000
Total Expenses:	\$1,528,000
NET OPERATING INCOME (LOSS)	\$352,000
ESTIMATED OPERATING MARGIN	19%

Notes:

Presented in 2025 dollars. Stabilized year of operations typically occurs by Year 3.



ICE CENTER FINANCIAL PRO FORMA (CONT.)



As mentioned on the previous slide, by Year 3 (assumed to be the first stabilized year of operations), it is estimated that the operations of the new indoor ice center would operate at an approximately \$352,000 annual operating margin, adjusted annually for inflation going forward, as shown below.

Operating Revenues:	Year:									
	1	2	3	4	5	10	15	20	25	
Ice Rental Income (Tournaments, Other Events, etc.)	\$441,000	\$535,500	\$630,000	\$648,900	\$668,367	\$774,821	\$898,229	\$1,041,294	\$1,207,145	
Programming (Leagues, Camps, Clinics)	\$709,800	\$861,900	\$1,014,000	\$1,044,420	\$1,075,753	\$1,247,092	\$1,445,722	\$1,675,987	\$1,942,929	
Concessions & Merchandise (Net)	\$98,000	\$119,000	\$140,000	\$144,200	\$148,526	\$172,182	\$199,607	\$231,399	\$268,254	
Advertising & Sponsorship	\$53,200	\$64,600	\$76,000	\$78,280	\$80,628	\$93,470	\$108,358	\$125,616	\$145,624	
Other	\$14,000	\$17,000	\$20,000	\$20,600	\$21,218	\$24,597	\$28,515	\$33,057	\$38,322	
Total Revenues	\$1,316,000	\$1,598,000	\$1,880,000	\$1,936,400	\$1,994,492	\$2,312,163	\$2,680,430	\$3,107,354	\$3,602,274	
Operating Expenses:										
Salaries, Wages, & Benefits	\$563,000	\$563,000	\$563,000	\$579,890	\$597,287	\$692,419	\$802,703	\$930,553	\$1,078,766	
Program Expenses	\$355,000	\$355,000	\$355,000	\$365,650	\$376,620	\$436,605	\$506,145	\$586,761	\$680,217	
Utilities	\$360,000	\$360,000	\$360,000	\$370,800	\$381,924	\$442,755	\$513,274	\$595,025	\$689,797	
Advertising, Marketing, & Promotion	\$50,000	\$50,000	\$50,000	\$51,500	\$53,045	\$61,494	\$71,288	\$82,642	\$95,805	
General, Administrative, & Other	\$75,000	\$75,000	\$75,000	\$77,250	\$79,568	\$92,241	\$106,932	\$123,964	\$143,708	
Maintenance/Repair	\$75,000	\$75,000	\$75,000	\$77,250	\$79,568	\$92,241	\$106,932	\$123,964	\$143,708	
Materials/Supplies	\$50,000	\$50,000	\$50,000	\$51,500	\$53,045	\$61,494	\$71,288	\$82,642	\$95,805	
Total Expenses	\$1,528,000	\$1,528,000	\$1,528,000	\$1,573,840	\$1,621,055	\$1,879,247	\$2,178,563	\$2,525,551	\$2,927,806	
Net Operating Income (Loss)	(\$212,000)	\$70,000	\$352,000	\$362,560	\$373,437	\$432,916	\$501,868	\$581,802	\$674,468	
Estimated Operating Margin	-16%	4%	19%	19%	19%	19%	19%	19%	19%	



ICE CENTER OPERATING REVENUES



Revenue generated by the proposed indoor ice center is expected to consist primarily of rental income, programming revenues, concessions, and advertising/sponsorship. A brief description of each potential revenue source is provided below.

In-House Programming (Leagues, Camps, Public Skate, Learn to Skate etc.)

Programming consist of leagues, camps, and clinics organized and marketed by the facility operator (rather than outside rental groups), with revenues primarily consisting of registration fees and admission fees for public skate, drop-in hockey, etc.

Ice Rental Income

Ice sheet rentals typically account for the largest revenue source for an ice events center. Rentals typically occur for outside practices, leagues, and tournaments. We have conservatively assumed, based on competitive rental rates within the market, that average rental rates would be approximately \$450 per hour. It is assumed that the actual rate would vary by user group based on the day of the week, time of day, user type, and annual volume of ice time rented by groups and clubs.

Concessions

Concessions revenue consists of sales of various food and beverage items at the facility. Revenue assumptions are based on estimated usage and attendance, and comparable per capita spending from ice facilities across the country (approximately \$1 to \$3 per visitor per day, depending on user type). Concessions revenue is shown as net of cost of goods sold.



OPERATING REVENUES (CONT.)



Advertising & Sponsorship

Advertising and sponsorship revenues are assumed to be derived from the sale of wall banners (\$400 per banner), permanent signage (\$400 per sign), scoreboard signage (\$1,000 per scoreboard), and presenting/founding level partnerships (\$8,000 per founding partner). Overall, we have conservatively assumed that approximately 70% of the available inventory would be sold.

Other (Skate Services, Rentals, Etc.)

We have also assumed that the small on-site pro shop would offer skate rental and repair services. Revenue assumptions are based on estimated usage and attendance, as well as comparable per capita spending figures from similar ice facilities.



ADDITIONAL REVENUE OPPORTUNITY ANALYSIS: INDOOR ICE CENTER NAMING RIGHTS



<u>Facility</u>	<u>Location</u>	<u>Naming Rights Buyer</u>	<u>Total Price</u>	<u>Term</u>	<u>Annual Average</u>
Brightspeed Ice Park	Springfield, MO	Brightspeed	\$1,500,000	10	\$150,000
TCO Sports Garden	Vadnais Heights, MN	Twin Cities Orthopedics	\$1,950,000	15	\$130,000
Health East Sports Center	Woodbury, MN	Health East	\$1,764,000	14	\$126,000
Mercyhealth Rink (part of Woodman's Sports & Convention Center)	Janesville, WI	Mercyhealth	\$1,250,000	Life	\$62,500
Iron Trail Motors Event Center	Virginia, MN	Iron Trail Motors	\$1,100,000	20	\$55,000
Bremer Bank Arena (Runestone Community Center)	Alexandria, MN	Bremer Bank	\$325,000	10	\$32,500
Hilltop Lumber Arena (Runestone Community Center)	Alexandria, MN	Hilltop Lumber	\$300,000	10	\$30,000
St. Luke's Proctor Sports & Events Center	Duluth, MN	St. Luke's Health System	\$300,000	10	\$30,000
Aagard Arena (Runestone Community Center)	Alexandria, MN	Aagard	\$250,000	10	\$25,000
Average			\$971,000	13	\$71,000
Median			\$1,100,000	10	\$55,000

Source: Victus Research

Notes: (1) Sorted by Annual Average in descending order. (2) For naming rights agreements with a lifetime term, we have assumed 20 years is the primary period over which most of the naming rights benefits will be earned.

To be conservative, we have not included a facility naming rights sponsor in our revenue model. That said, naming rights partnerships are becoming more common in youth/amateur sports venues. Deals for indoor ice centers are primarily in the range of \$30,000 to \$150,000 per year, for 10 to 20 years, as shown above.



ADDITIONAL REVENUE OPPORTUNITY ANALYSIS: PARKING FEES (OR PER-TICKET FEE*)



BASE MODEL - STABILIZED YEAR	
Estimated Facility Operating Revenue	\$1,880,000
Less: Estimated Facility Operating Expenses	(\$1,528,000)
Net Operating Income:	\$352,000
Projected Operating Margin:	19%

Scenario 1: \$5 Parking Fee (Per Day)	
Annual Tournament/Special Event Attendance (Non-County)	88,000
Total Parked Cars (3.5 people per car)	25,143
Event Days	1.5
Parking Fee	\$5
Profit Margin	70%
Parking Revenue (Net)	\$132,000
Estimated NEW Facility Operating Revenue	\$2,012,000
Less: Estimated Facility Operating Expenses	(\$1,528,000)
Net Operating Income:	\$484,000
Projected Operating Margin with Parking Fees:	24%

Scenario 2: \$10 Parking Fee (Per Day)	
Annual Tournament/Special Event Attendance (Non-County)	88,000
Total Parked Cars (3.5 people per car)	25,143
Event Days	1.5
Parking Fee	\$10
Profit Margin	70%
Parking Revenue (Net)	\$264,000
Estimated NEW Facility Operating Revenue	\$2,144,000
Less: Estimated Facility Operating Expenses	(\$1,528,000)
Net Operating Income:	\$616,000
Projected Operating Margin with Parking Fees:	29%

Notes:

(1) Presented in 2025 dollars.

(2) Stabilized year of operations typically occurs by Year 3.

Sports facilities can typically charge upwards of \$5 to \$10 per car for parking on-site during weekend tournaments. These revenues can represent a significant percentage of the overall operating revenue of a facility.

As shown to the left, it is estimated that if a parking fee is assessed at the proposed indoor ice center in Howard County, annual operating margins could significantly increase.

It is assumed that parking fees would not be assessed to Howard County residents.

**Please note that some youth/amateur sports venues choose to administer these parking fees via a ticketing fee that is assessed on every tournament/event ticket purchased at the venue, rather than having to staff the venue for on-site parking fee collections.*



OPERATING EXPENSES



Operating expenses expected to be generated by the proposed indoor ice center include salaries, wages, and benefits, utilities, and other expenses. A brief description of each potential major source of expense is provided below.

Salaries, Wages & Benefits

Based upon comparable venues, we have assumed that the ice events center would have approximately eight (8) full-time equivalent employees. Key full-time positions include a general manager, program coordinator, accounting/HR staff, and maintenance/custodial staff. In addition, we have assumed approximately \$50,000 a year in part-time/seasonal labor.

Program Expenses

Programming expense estimates are estimated from Victus' past experiences. This expense includes all costs associated with running community recreation programs and is estimated at 35% of total programming revenue.

Utilities

Utilities often represent one of the largest expenses incurred by facility operators. Cost estimates for utilities include use of electricity (especially for field lights), gas, water, and steam, and are based upon comparable utility costs at similar facilities.



OPERATING EXPENSES (CONT.)



Other Expenses

Other general and administrative expenses expected to be incurred by the proposed indoor ice center include repairs and maintenance, materials and supplies, marketing/advertising costs, insurance, professional fees, and other such expenses, as described below:

- Private insurance costs
- Professional fees for attorneys, accountants, consultants, etc.
- Maintenance and repairs for structures, equipment, grounds, etc.
- Materials and supplies for administration and operations of the facility
- Marketing and advertising costs
- Other office and administrative expenses, including but not limited to telecommunications, travel costs, permits, service fees, and other such operating expenses

These expenses have been estimated based upon expenses at comparable venues.



ANNUAL OPERATING & CAPITAL COSTS



	Year:						
	1	5	10	15	20	25	30
Estimated Annual Operating Deficit	(\$212,000)	\$373,437	\$432,916	\$501,868	\$581,802	\$674,468	\$781,894
Recommended Annual Capital Reserve*	(\$386,500)	(\$435,009)	(\$504,295)	(\$584,616)	(\$677,730)	(\$785,675)	(\$910,813)
Estimated Annual Debt Service	(\$4,470,267)	(\$4,470,267)	(\$4,470,267)	(\$4,470,267)	(\$4,470,267)	(\$4,470,267)	(\$4,470,267)
Total Estimated Annual Operating & Capital Costs	(\$5,068,767)	(\$4,531,839)	(\$4,541,646)	(\$4,553,015)	(\$4,566,194)	(\$4,581,473)	(\$4,599,186)

Notes:

*In addition to the annual operations of the proposed indoor ice center, current industry best practices recommend budgeting for long-term capital improvement needs. We typically recommend that an amount equal to at least 0.5% of facility construction (preliminarily assumed to be approximately \$77.3 million for a 95,000 sq. ft. facility), adjusted annually for inflation, should be contributed annually to a capital reserve fund. This capital reserve fund can be drawn upon by the project owner to pay for necessary capital maintenance and improvements as the facilities age.

(1) Annual debt service assumes 30-year term with 4% interest rate.

As shown above, it is not expected that annual operating income could reliably be depended as the primary source for funding annual debt service.

The construction estimate for the facility now is \$77.3 million. Current industry best practices for long-term capital maintenance needs is to annually contribute to a reserve fund each year an amount equal to at least 0.5% of facility construction costs (or \$386,500 in Year 1) increased annually for inflation. This capital reserve fund can be drawn upon by Howard County to pay for necessary capital maintenance and improvements as the facility ages.



7. USAGE PROJECTIONS & OPERATING PRO FORMA B. INDOOR TRACK & MULTI-USE SPORTS CENTER



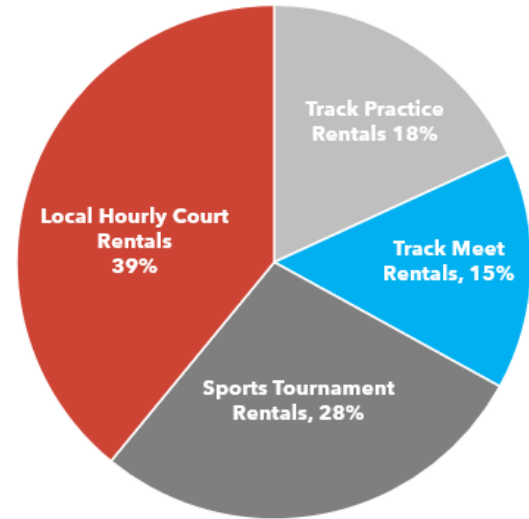
ESTIMATED ANNUAL INDOOR SPORTS UTILIZATION



It is estimated that a new indoor track and multi-use sports center could host approximately 55 annual meets and tournaments of varying sizes (1 to 2 days). It should be noted that local use (practices/leagues) would primarily be local residents (typically Monday through Thursday), while regional tournaments and meets would draw more athletes and spectators from outside of Howard County (Friday through Sunday).

Event	Facility Hours
Local Hourly Court Rentals	8,400
Sports Tournament Rentals	6,000
Track Practice Rentals	3,900
Track Meet Rentals	3,200
TOTAL	21,500

Note: Sorted by Facility Hours in descending order



Estimated Annual Non-Track Tournaments/Competitions: 35
Estimated Large Weekend Track Meets/Championships: 5
Estimated Smaller/Local Meets: 15
Total Estimated Annual Visits: 339,000*

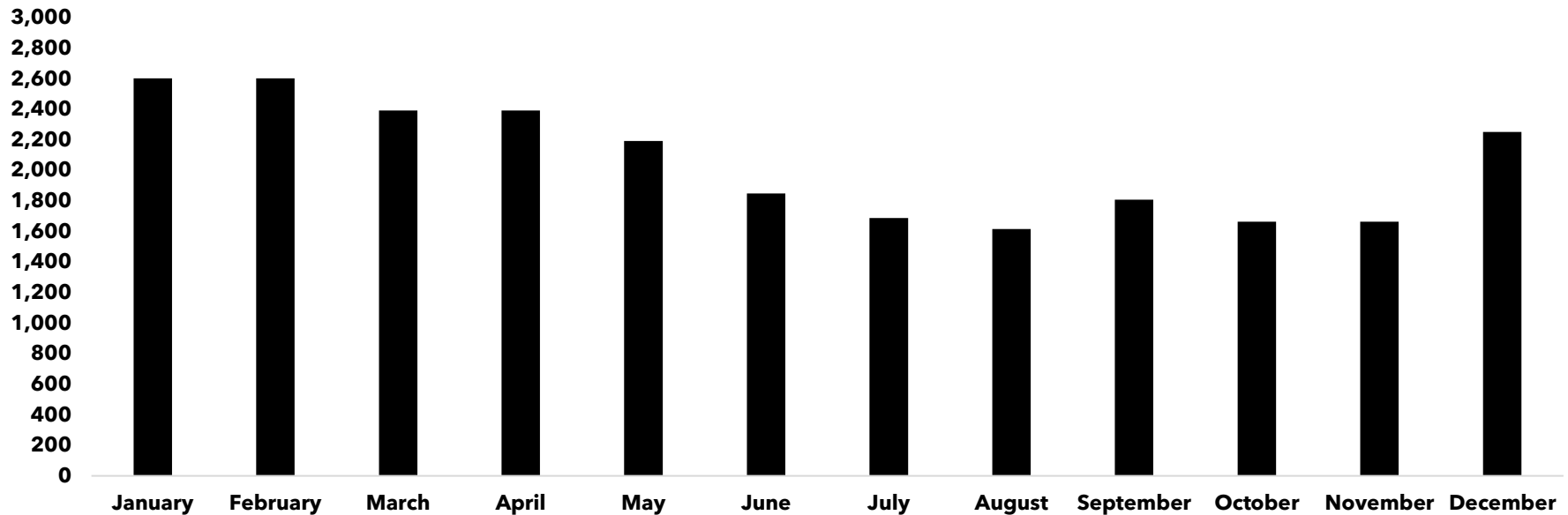
**Notes: (1) Includes estimated athletes, officials, coaches, parents/family, spectators, etc. (2) Represents unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.*



ESTIMATED ANNUAL INDOOR SPORTS UTILIZATION BY MONTH



Court or Track Hours



Victus Advisors estimates that levels of usage of the new indoor track and multi-use sports center would be highest in the winter and spring.



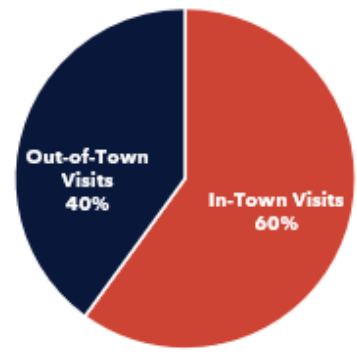
TOTAL ESTIMATED OUT-OF-TOWN VISITATION FOR INDOOR TRACK & MULTI-USE INDOOR SPORTS



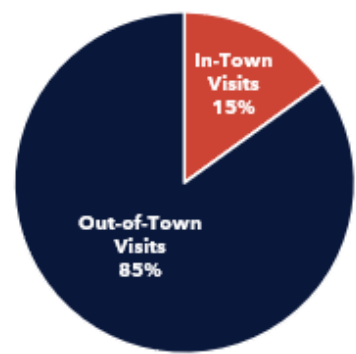
It is estimated that visitors from outside of Howard County could account for about 64% of annual attendance at the new indoor track and multi-use sports center in Howard County.

It is assumed that weekday usage would primarily be regional programming, including youth and adult sports. Whereas weekend use would primarily be dedicated to youth/amateur sports tournaments.

	<u>Weekday</u>	<u>Weekend</u>	<u>TOTAL</u>
In-Town Visits	93,000	28,000	121,000
Out-of-Town Visits	62,000	156,000	218,000
TOTAL VISITORS	155,000	184,000	339,000



Weekday



Weekend

**Notes: (1) "Out-of-town" refers to visitors from outside Howard County. (2) Visitors include estimated athletes, officials, coaches, parents/family, spectators, etc. Visitors also represent unique daily visits. For example, if an athlete participated in practices on a Tuesday and a Thursday one week, that would count as two (2) unique visits that week.*



INDOOR TRACK/SPORTS FINANCIAL PRO FORMA (CONT.)



As mentioned on the previous slide, by Year 3 (assumed to be the first stabilized year of operations), it is estimated that the operations of the new indoor track and multi-use sports center would operate at an approximately \$232,000 annual operating margin, adjusted annually for inflation going forward, as shown below.

Operating Revenues:	Year:	1	2	3	4	5	10	15	20	25
Court Rental Income (Tournaments, Other Events, etc.)	\$789,600	\$958,800	\$1,128,000	\$1,161,840	\$1,196,695	\$1,387,298	\$1,608,258	\$1,864,412	\$2,161,365	
Track Rental Income (Tournaments, Other Events, etc.)	\$606,900	\$736,950	\$867,000	\$893,010	\$919,800	\$1,066,301	\$1,236,135	\$1,433,019	\$1,661,262	
Programming (Leagues, Camps, Clinics)	\$151,200	\$183,600	\$216,000	\$222,480	\$229,154	\$265,653	\$307,964	\$357,015	\$413,878	
Concessions & Merchandise (Net)	\$148,400	\$180,200	\$212,000	\$218,360	\$224,911	\$260,733	\$302,261	\$350,404	\$406,214	
Advertising & Sponsorship	\$40,600	\$49,300	\$58,000	\$59,740	\$61,532	\$71,333	\$82,694	\$95,865	\$111,134	
Other	\$14,000	\$17,000	\$20,000	\$20,600	\$21,218	\$24,597	\$28,515	\$33,057	\$38,322	
Total Revenues	\$1,750,700	\$2,125,850	\$2,501,000	\$2,576,030	\$2,653,311	\$3,075,915	\$3,565,828	\$4,133,772	\$4,792,175	
Operating Expenses:										
Salaries, Wages, & Benefits	\$1,186,000	\$1,186,000	\$1,186,000	\$1,221,580	\$1,258,227	\$1,458,630	\$1,690,952	\$1,960,277	\$2,272,499	
Program Expenses	\$86,000	\$86,000	\$86,000	\$88,580	\$91,237	\$105,769	\$122,615	\$142,145	\$164,785	
Utilities	\$290,000	\$290,000	\$290,000	\$298,700	\$307,661	\$356,663	\$413,471	\$479,326	\$555,670	
Advertising, Marketing, & Promotion	\$275,000	\$275,000	\$275,000	\$283,250	\$291,748	\$338,215	\$392,084	\$454,533	\$526,928	
General, Administrative, & Other	\$216,000	\$216,000	\$216,000	\$222,480	\$229,154	\$265,653	\$307,964	\$357,015	\$413,878	
Maintenance/Repair	\$128,000	\$128,000	\$128,000	\$131,840	\$135,795	\$157,424	\$182,497	\$211,564	\$245,261	
Materials/Supplies	\$88,000	\$88,000	\$88,000	\$90,640	\$93,359	\$108,229	\$125,467	\$145,451	\$168,617	
Total Expenses	\$2,269,000	\$2,269,000	\$2,269,000	\$2,337,070	\$2,407,182	\$2,790,584	\$3,235,051	\$3,750,311	\$4,347,639	
Net Operating Income (Loss)	(\$518,300)	(\$143,150)	\$232,000	\$238,960	\$246,129	\$285,331	\$330,777	\$383,461	\$444,536	
Estimated Operating Margin	-30%	-7%	9%	9%	9%	9%	9%	9%	9%	



OPERATING REVENUES



Revenue generated by the proposed new indoor track and multi-use sports center is expected to consist primarily of rental income, program revenue, concessions, and advertising. A brief description of each potential revenue source is provided below.

Rental Income

Facility rent is typically one of the largest revenue sources for a multi-events facility. Rentals typically occur for practices and league play (primarily local-use within the Howard County and the surrounding area) and tournaments/meets (regional/national usage). We have conservatively assumed, based on competitive rental rates within the market, that average rental rates would be approximately \$75 per hour for court. Additionally we have assumed a track and field practice rate (for club and high school teams) between the months of December and February at approximately \$125 per team per hour. Lastly, we have assumed a daily meet/tournament rate of \$9,500 (non-track events) and \$12,500 (track events).

Facility Programming (Leagues, etc.)

Programming consist of camps, clinics, and leagues organized by the facility operator, with revenue primarily consisting of registration fees.



OPERATING REVENUES (CONT.)



Concessions (Net of COGS)

Concessions revenue consists of sales of various food/beverage items at various points-of-sale throughout the facility. Revenue assumptions are based on estimated usage and attendance, and comparable per capita spending from facilities across the country (approximately \$1 to \$3 per visitor per day) and is shown after cost of goods sold (COGS) of approximately 70%.

Sponsorship & Advertising

We have assumed that sponsorship/advertising revenues are derived from the sale of wall and board banners (\$250 per banner), permanent signage (\$250 per sign), scoreboard signage (\$500 per scoreboard), and presenting/founding level partnerships (\$7,500 per founding partner), with 80% sold.

Other Revenue

Primarily consisting of any equipment rental fees or other special service charges. We have conservatively projected \$20,000 in annual other revenue.



ADDITIONAL REVENUE OPPORTUNITY ANALYSIS: INDOOR SPORTS CENTER NAMING RIGHTS



Facility	Location	Naming Rights Buyer	Total Price	Term	Annual Average
Young Family Athletic Center	Norman, OK	Donor (Trae Young)	\$4,000,000	Life	\$200,000
Mercy Health & Recreation Center	Amherst, IL	Mercy Hospitals	\$2,000,000	10	\$200,000
Mercy Rockford Health Sportscore	Rockford, IL	Mercy Health	\$2,000,000	10	\$200,000
UW Health Sports Factory	Rockford, IL	UW Health	\$1,940,000	10	\$194,000
TCO Sports Garden	Vadnais Heights, MN	Twin Cities Orthopedics	\$1,950,000	15	\$130,000
Woodman's Indoor Athletic Center	Janesville, WI	Woodman's Food Markets	\$2,000,000	Life	\$100,000
Citynet Center	Bridgeport, WV	CityNet	\$1,000,000	10	\$100,000
Average			\$2,127,143	14	\$160,600
Median			\$2,000,000	10	\$194,000

Source: Victus Research

Notes: (1) Sorted by Annual Average in descending order. (2) For naming rights agreements with a lifetime term, we have assumed 20 years is the primary period over which most of the naming rights benefits will be earned.

To be conservative, we have not included a facility naming rights sponsor in our revenue model. That said, naming rights partnerships are becoming more common in youth/amateur sports venues. Deals for indoor sports centers are primarily in the range of \$100,000 to \$200,000 per year, for 10 to 20 years, as shown above.



ADDITIONAL REVENUE OPPORTUNITY ANALYSIS: PARKING FEES*



BASE MODEL - STABILIZED YEAR	
Estimated Facility Operating Revenue	\$2,501,000
Less: Estimated Facility Operating Expenses	(\$2,269,000)
Net Operating Income:	\$232,000
Projected Operating Margin:	9%

Scenario 1: \$5 Parking Fee (Per Day)	
Annual Tournament/Special Event Attendance (Non-County)	156,000
Total Parked Cars (3.5 people per car)	44,571
Event Days	1.5
Parking Fee	\$5
Profit Margin	70%
Parking Revenue (Net)	\$234,000
Estimated NEW Facility Operating Revenue	\$2,735,000
Less: Estimated Facility Operating Expenses	(\$2,269,000)
Net Operating Income:	\$466,000
Projected Operating Margin with Parking Fees:	17%

Scenario 2: \$10 Parking Fee (Per Day)	
Annual Tournament/Special Event Attendance (Non-County)	156,000
Total Parked Cars (3.5 people per car)	44,571
Event Days	1.5
Parking Fee	\$10
Profit Margin	70%
Parking Revenue (Net)	\$468,000
Estimated NEW Facility Operating Revenue	\$2,969,000
Less: Estimated Facility Operating Expenses	(\$2,269,000)
Net Operating Income:	\$700,000
Projected Operating Margin with Parking Fees:	24%

Notes:

- (1) Presented in 2025 dollars.
- (2) Stabilized year of operations typically occurs by Year 3.

Sports facilities can typically charge upwards of \$5 to \$10 per car for parking on-site during weekend tournaments. These revenues can represent a significant percentage of the overall operating revenue of a facility.

As shown to the left, it is estimated that if a parking fee is assessed at the proposed indoor track and multi-use sports center in Howard County, annual operating margins could significantly increase.

It is assumed that parking fees would not be assessed to Howard County residents.

**Please note that some youth/amateur sports venues choose to administer these parking fees via a ticketing fee that is assessed on every tournament/event ticket purchased at the venue, rather than having to staff the venue for on-site parking fee collections.*



OPERATING EXPENSES



Operating expenses expected to be generated by the proposed indoor track and multi-use sports center include salaries, wages, and benefits, operations/programming costs, utilities, and other expenses. A brief description of each potential major source of expense is provided below.

Salaries, Wages & Benefits

Based upon comparable venues, we have assumed that the new indoor track and multi-use sports events center would have at least 12 full-time equivalent employees, including general management, event management, sales/marketing, accounting, facility maintenance, and custodial staff. In addition, we have assumed approximately \$175,000 a year in part-time/seasonal hours.

Direct Program Expenses

Direct expenses related to operating programs at the facility, for example referees and team shirts for league play, have been assumed to be approximately 40% of facility program revenues, based on costs at comparable facilities. Please note, this does not include the overhead costs included in Salaries, Wages & Benefits for full-time staff whose responsibilities would include administrative tasks related to programming.

Utilities

Utilities often represent one of the largest expenses incurred by facility operators. Cost estimates for utilities include use of electricity, gas, water, and steam, and are based upon comparable utility costs per square foot at similar facilities.



OPERATING EXPENSES (CONT.)



Other Expenses

Other expenses expected to be incurred by the proposed new indoor track and multi-use sports events center include general and administrative expenses, repairs and maintenance, materials and supplies, marketing/advertising costs, insurance, and other such expenses, as described below:

- Maintenance and repairs for structures, equipment, grounds, etc.
- Materials and supplies for administration and operations of the facility such as office supplies, sports equipment, janitorial supplies, etc.
- General liability insurance to cover the grounds, restrooms, and other such areas (Note: events and users are typically required to carry their own liability insurance specific to their activities at the facility)
- Office and administrative expenses, including but not limited to marketing and advertising, telecommunications, travel costs, permits, bad debt, bank service charges, licenses, dues/subscriptions service fees, and other such operating expenses.

These expenses have been estimated based upon expenses at comparable venues.



ANNUAL OPERATING & CAPITAL COSTS



	Year: 1	→ 5	→ 10	→ 15	→ 20	→ 25	→ 30
Estimated Annual Operating Deficit	(\$518,300)	\$246,129	\$285,331	\$330,777	\$383,461	\$444,536	\$515,339
Recommended Annual Capital Reserve*	(\$420,000)	(\$472,714)	(\$548,005)	(\$635,288)	(\$736,473)	(\$853,774)	(\$989,758)
Estimated Annual Debt Service	(\$4,857,728)	(\$4,857,728)	(\$4,857,728)	(\$4,857,728)	(\$4,857,728)	(\$4,857,728)	(\$4,857,728)
Total Estimated Annual Operating & Capital Costs	(\$5,796,028)	(\$5,084,313)	(\$5,120,402)	(\$5,162,239)	(\$5,210,740)	(\$5,266,966)	(\$5,332,147)

Notes:

*In addition to the annual operations of the proposed single multi-use events space, current industry best practices recommend budgeting for long-term capital improvement needs. We typically recommend that an amount equal to at least 0.5% of facility construction (preliminarily assumed to be approximately \$84 million), adjusted annually for inflation, should be contributed annually to a capital reserve fund. This capital reserve fund can be drawn upon by the project owner to pay for necessary capital maintenance and improvements as the facilities age.

(1) Annual debt service assumes 30-year bond term with 4% interest rate.

As shown above, it is not expected that annual operating income could reliably be depended upon as the primary source for annual debt service payments.




The construction estimate for the facility now is \$84 million. Current industry best practices for long-term capital maintenance needs is to annually contribute to a reserve fund each year an amount equal to at least 0.5% of facility construction costs (or \$420,000 in Year 1) increased annually for inflation. This capital reserve fund can be drawn upon by Howard County to pay for necessary capital maintenance and improvements as the facility ages.



8. ECONOMIC & FISCAL IMPACT ANALYSIS



In order to estimate the potential economic and fiscal impacts of new sports facilities at in Howard County, Victus Advisors utilized the following four (4) step process:

1. Estimate the Gross Direct Spending Associated with Facility Annual Operations

2. Identify the Relevant Economic Area for Net Impact Analysis

3. Estimate the Net Direct Spending Occurring within the Defined Economic Area by Outside Visitors

4. Utilize the Multiplier Effect to Estimate Total Economic & Fiscal Impacts (including Direct, Indirect & Induced Spending)



1. ESTIMATE DIRECT GROSS SPENDING



The first step in projecting the potential economic and fiscal impacts of new and sports facilities in Howard County is estimating the Gross Direct Spending activity that could occur due to the on-going operations of the new and improved facilities.

Gross Direct Spending represents all of the direct spending that could be associated with the project, regardless of income source or spending location.

Primary Sources of Direct Spending from from Potential New Sports Facilities in Howard County

Ongoing Facility Operations

In-Facility Revenues:

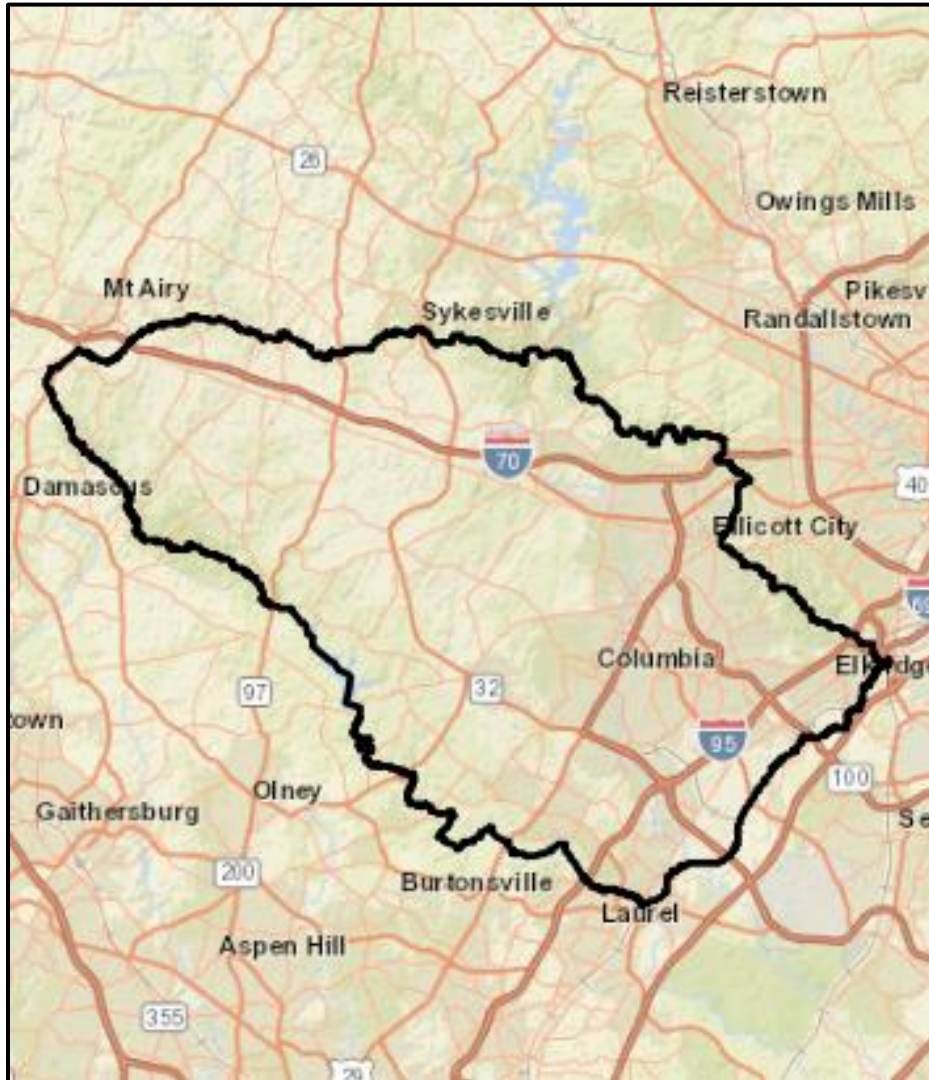
- Facility Rental Fees
- Programming Revenue
- Concessions Sales
- Sponsorships/Advertising

County-Wide Visitor Spending:

- Lodging
- Restaurants
- Entertainment
- Retail
- Transportation



2. IDENTIFY "LOCAL" ECONOMY



Source: Esri

For purposes of this study, Victus Advisors has been tasked with identifying the potential economic and fiscal impacts on Howard County. Therefore, the local economy studied in this analysis is the physical area solely within the Howard County limits (as shown at left).

As described on the next page, "Net" Direct Spending only occurs when the spending source originates outside of County limits and occurs within the County's limits, which most often occurs during tournaments, as well as during some league games. Local practices typically do not drive net economic impacts.



3. CALCULATE NET IMPACTS



After estimating the “Gross” economic activity associated with potential new sports facilities in Howard County, Victus Advisors estimated the portion of Gross Direct Spending that could represent incremental (or “Net”) spending within the County’s economy. Net Direct Spending accounts for the phenomenon of “displacement”, as described below.

DISPLACEMENT is the economic principle that assumes a household (or business) sports and recreation budget would be spent within the local economy with or without development of new sports facilities. For purposes of this study, we have assumed that local usage spending would be displaced (i.e. spent elsewhere within the Howard County economy) without the presence of new and improved sports facilities. Therefore...

NET IMPACTS estimated by Victus Advisors will only include the estimated dollars spent within Howard County limits by visitors who come to the County because of the presence of new and improved sports facilities, thus injecting new incremental dollars into the County’s economy.



4. THE MULTIPLIER EFFECT



Direct Spending that is captured in Howard County is subsequently re-spent, both inside and outside the local economy. The cumulative impact of the re-spending cycles that occur within County limits is called the "Multiplier Effect".





4. THE MULTIPLIER EFFECT (CONT.)



Victus Advisors utilized IMPLAN Multipliers specific to Howard County (as shown below) to estimate the following **Net New Economic Impacts**:

- **TOTAL OUTPUT** (direct, indirect & induced spending in Howard County)
- **EMPLOYMENT** (full-time & part-time jobs in Howard County)
- **LABOR INCOME** (salaries & personal earnings associated with Howard County jobs)
- **TAX REVENUES** (County & local taxes associated with the total output)

IMPLAN MULTIPLIERS - HOWARD COUNTY

Industry	Total Output Multiplier	Employment Multiplier	Labor Income Multiplier
Retail Stores	1.49546	1.523×10^{-5}	1.31982
Transit & Ground Passenger Transportation	1.62595	1.886×10^{-5}	1.50115
Fitness & Recreational Sports Centers	1.46846	1.579×10^{-5}	1.33332
Hotels & Motels, Including Casino Hotels	1.35741	0.840×10^{-5}	1.30053
Food Service & Drinking Places	1.43331	1.151×10^{-5}	1.39191



ESTIMATED NET ANNUAL ECONOMIC & FISCAL IMPACTS OF ONGOING OPERATIONS



Facility	VISITATION & SPENDING		ANNUAL ECONOMIC IMPACTS			HOTEL IMPACTS	ANNUAL FISCAL IMPACTS
	Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending	Total Output	Employment	Labor Income	Estimated Annual Hotel Nights	Room Tax (7.0%)
Indoor Ice Center	134,000	\$10,108,000	\$16,157,000	139	\$15,151,000	35,000	\$276,000
Indoor Track & Multi-Use Sports Center	218,000	\$17,020,000	\$27,158,000	232	\$25,478,000	62,000	\$489,000
TOTAL	352,000	\$27,128,000	\$43,315,000	371	\$40,629,000	97,000	\$765,000

Notes: (1) Only includes direct spending by visitors from outside of Howard County
 (2) Assumes 2 nights per out-of-county visitor, and average daily room rate of \$113.

It is estimated that the operations of the proposed indoor ice center and indoor track and multi-use sports center could generate the following impacts within Howard County on an annual basis:

- \$16.2 million (indoor ice center) and \$27.2 million (indoor track and multi-use sports center) in annual economic output **(\$43.3 million combined)**
- 139 (indoor ice center) and 232 (indoor track and multi-use sports center) in sustainable annual jobs **(371 jobs combined)**
- \$15.2 million (indoor ice center) and \$25.4 million (indoor track and multi-use sports center) in annual labor income **(\$40.6 million combined)**
- 35,000 (indoor ice center) and 62,000 (indoor track and multi-use sports center) in annual hotel nights **(97,000 hotel nights combined)**
- \$276,000 (indoor ice center) and \$489,000 (indoor track and multi-use sports center) in Howard County Room Tax **(\$765,000 combined)**



SUMMARY OF NET IMPACT OVER TIME (30 YEARS)



Facility	NET PRESENT VALUE (NPV) OF INCREMENTAL IMPACTS OVER 30 YEARS			
	ECONOMIC IMPACTS			FISCAL IMPACTS
	Total Output	Employment	Labor Income	Room Tax (7.0%)
Indoor Ice Center	\$375,345,000	139	\$351,975,000	\$6,412,000
Indoor Track & Multi-Use Sports Center	\$630,910,000	232	\$591,882,000	\$11,360,000
TOTAL	\$1,006,255,000	371	\$943,857,000	\$17,772,000

Notes: (1) Assumptions include 3.0% annual inflation and 4.0% discount rate. (2) Represents new full- and part-time jobs sustained on an annual basis.

Over a 30-year period, it is estimated that the proposed indoor ice center and indoor track and multi-use sports center could generate overall long-term impacts within Howard County with a net present value (NPV) of:

- \$375 million (indoor ice center) and \$631 million (indoor track and multi-use sports center) in total economic output (**\$1 billion combined**)
- 139 (indoor ice center) and 232 (indoor track and multi-use sports center) in sustainable annual jobs (**371 jobs combined**)
- \$352 million (indoor ice center) and \$592 million (indoor track and multi-use sports center) in total labor income (**\$944 million combined**)
- \$6.4 million (indoor ice center) and \$11.4 million (indoor track and multi-use sports center) in Howard County Room Tax (**\$17.8 million combined**)



HOTEL INVENTORY ANALYSIS



<u>Tournament Size</u>	<u>Teams</u>	<u>Required Rooms per Night</u>
Small	30	120
Medium	60	240
Large	100	400
Current Hotel Rooms in Howard County		3,524
Average Occupancy Rate in Howard County		72%
Available Hotel Rooms per Night		987

Sources: Visit Howard County, Victus research

Notes: (1) Hotel rooms include 2-star and above (2) Average occupancy rate is based on 2024 calendar year

Currently Howard County has an estimated daily capacity of just over 3,500 hotel room nights. After accounting for an average occupancy rate of 72%, just under 1,000 room nights would still be available up to two (2) large tournaments hosted at the proposed indoor ice center and indoor track and multi-use sports center.



CONTACT INFORMATION



VICTUS ADVISORS LLC

2700 Homestead Road
Suite 220
Park City, Utah 84098

(435) 776-5728

www.victusadvisors.com