

INTRODUCTION

Deltona

- Our Kids

- Our Seniors

- Our Parents

Sports Tourism

- General Trends

- Deltona's Current Placement in the Market

- Deltona's Best Niche in Sports Tourism

The City Center

- What does it need to do

- What does it need to be

- Who can it attract

HOW DO WE MAKE A WIN - WIN - WIN SCENARIO?

Deltona's existing facilities and the sports tourism market

Why assess existing recreation?

In order to define the best “niche” for the Deltona, our process dictates an analysis of the existing City run recreation facilities and programs. We must determine what facilities are already within the City's control and which ones are currently meeting some of the needs in the Sports Tourism market.

Our Analysis includes:

capacity, quality, current use, access, relationship to other facilities, potential for expansion or re-purposing, and other element to determine their relevance.

Our experience shows that:

It is best to build upon what exists when possible and it is also important to see how the facilities meet the current recreation demand for the Deltona citizens.

Communities that have thriving programs in one activity or another, typically have facilities that support those programs that are thriving.

Likewise the quality of the facilities for the activities that are thriving tend to be higher, and this tends to make meeting a particular niche' easier. Therefore, we also assess current programs and local involvement to see how this could be capitalized on while determining the Niche'.



City Of Deltona Parks		
SYMBOL	PARK NAME	APPROX. ACREAGE
A	Campbell Park	±14
B	Deltona Community Center	±7
C	Dewey Boster Park	±66
D	DuPont Lakes Park	±12
E	Dwight Hawkins	±9
F	Festival Park	±3
G	Firefighters Memorial Park	±11
H	Harris Saxon	±5
I	Keysville Dog Park	±14
J	Lake Butler Complex	±8
K	Manny Rodriguez Park	±6
L	Thornby Park	±40
M	Timber Ridge	±4
N	Tom Hoffman	±10
O	Vann Park	±24
P	Wes Crile Park	±14
Q	Veteran's Memorial Park	±6

Volusia County Parks		
SYMBOL	PARK NAME	APPROX. ACREAGE
R	Green Springs Park	±36
S	Mariner's Cove Park	±47
T	Lyonia Preserve	±360
U	PFC. Emory Bennet Park	±205

City Of Deltona Schools	
SYMBOL	SCHOOL NAME
1	Deltona High School
2	Timbercrest Elementary School
3	Galaxy Middle School
4	Deltona Lakes Elementary School
5	Spirit Lakes Elementary School
6	Discovery Elementary School
7	Osteen Elementary School
8	Deltona Middle School
9	Heritage Middle School
10	Pine Ridge High School
11	Sunrise Elementary School
12	Friendship Elementary School

Legend	
	City Center
	Major Roadway
	City of Deltona City Limits
	East Coast Central Regional Rail Trail
	Spring to Spring Trail
	SR 415 Trail

A. Campbell Park

- Owner - Deltona Parks and Recreation

Park Land

- Total Area = 14 Acres
- Developable Land = 0 Acres

Facilities

- Playground (3-12 year olds)
- Walking Trail
- Beach Volleyball Court
- Pavilions
- Water Front Boardwalk
- Two Story Gazebo Overlook
- Lighted Tennis Court
- Floating Dock/ Fishing Piers (2)

P. Was Cris Park

- Owner - Deltona Parks and Recreation

Park Land

- Total Area = 14 Acres
- Developable Land = 0 Acres

Facilities

- Indoor Gymnasium
- Room Rental
- Basketball Courts
- Splashpad
- Pavilions
- Softball/Multipurpose Field
- Netball Courts (4)
- Tennis Courts
- Hubberized Walking Trail (Approx. 1/2 Mile)










City Of *Deltona* Florida

B. Deltona Community Center

- Owner - Deltona Parks and Recreation

Park Land

- Total Area = 10 Acres
- Developable Land = 7 Acres

Facilities

- Phonic Area
- Boat Launch
- Rooms to Rent
- Lake Monroe Overlook and Pier

R. Green Springs Park

- Owner - Volusia County

Park Land

- Total Area = 36 Acres
- Developable Land = 0 Acres

Facilities

- Picnic Pavilions
- Paved Trails
- Natural Trails
- Trail Head for Two Regional Trails
- Scenic Overlooks
- Playground
- Green Sulfur Spring










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City Of *Deltona* Florida

E. Dwight Hawkins Park

- Owner - Deltona Parks and Recreation

Park Land

- Total Area = 9 Acres
- Developable Land = 0 Acres

Facilities

- Ballfields
- Pavilion
- Covered Climbing Area
- Playground
- Soccer/Football Fields
- Hockeyball
- Picnic Area
- Restrooms









City Of *Deltona* Florida

C. Dewey O. Boster Sports Complex

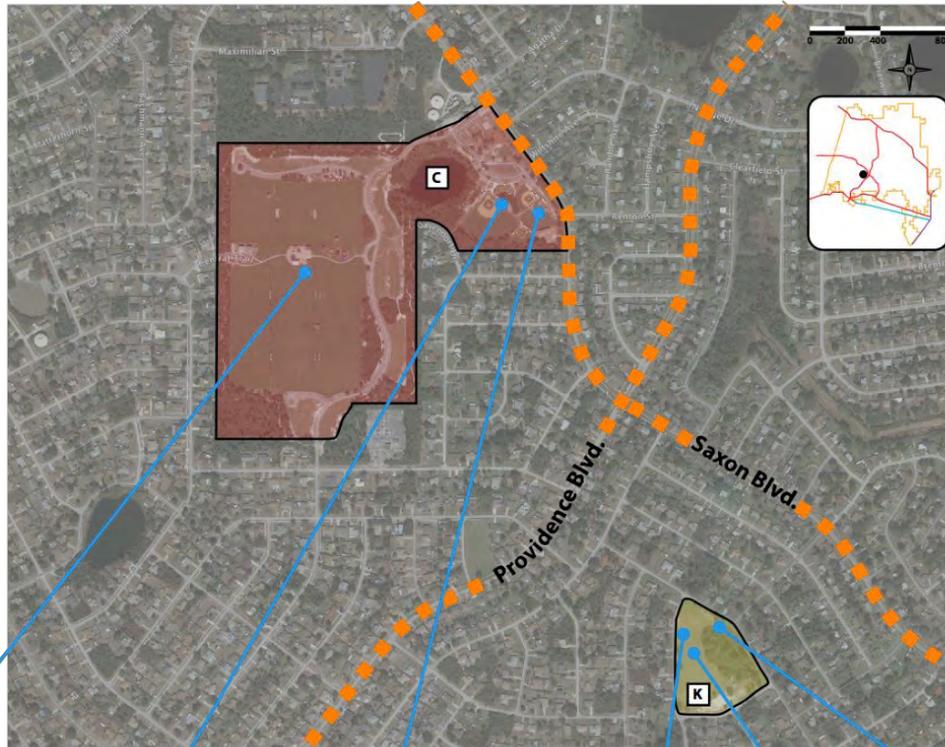
- Owner - Deltona Parks and Recreation

Park Land

- Total Area = 66 Acres
- Develop-able Land = 0 Acres

Facilities

- Restrooms
- Concession Stand
- Football Field With Lights
- Security Lighting
- Nature Trails (1.75 Miles)
- Shaded Picnic Area
- Large Shaded Playground
- Soccer Fields (6) Lighted
- Stage (Outdoor Performance)



K. Manny Rodriguez Park

- Owner - Deltona Parks and Recreation

Park Land

- Total Area = 6 Acres
- Develop-able Land = 0 Acres

Facilities

- Pavilion
- Playground
- Basketball Courts
- Large Open Play Field
- Picnic Area
- Restrooms



**20,000 – 25,000 KIDS OUT OF 90,000 ± POPULATION
DELTONA NEEDS MORE FACILITIES FOR THESE KIDS**

AND

There are other recreational needs in the community.

While there is certainly a trend in developing specifically for the Sports Tourism market, there are some pitfalls to be aware of:

- The perception that the facility is not for the taxpayers**
- Over building to be a “Venue” can = poor ROI**
- Building but not promoting the facility**

In recent years we have seen many large, stand alone Tournament Facilities being developed specifically for the purposes of accessing the Sports Tourism market.

We believe that the actual ROI on these facilities are still to be determined

Our philosophy is build what is needed for your public recreation first, but keep Sports Tourism in mind as We PLAN.

Design Great Parks that serve a wide range of public users, but can facilitate events within the Sports Tourism Market

Partner well with other available facilities and Promote the Sports Tourism potential of your city.

This is the WIN – Win- Win Scenario that we desire.

Trail Map Legend

-  Deltona City Park
-  Volusia County Park
-  School
-  Trailhead
-  East Central Regional Rail Trail
-  Future East Central Regional Rail Trail
-  Spring to Spring Trail
-  Future Spring to Spring Trail
-  SR 415 Trail
-  New Proposed Trail
-  Proposed One Mile Swim

Deltona High School to Providence/Saxon Intersection Trail 5 Miles (8 Km)

Power Line Right of Way Trail 3.4 Miles (5.5 Km)

City Center to High School Trail 1/2 Mile (1 Km)

Howland to ECRR Trail 6.5 Miles (10.4 Km)

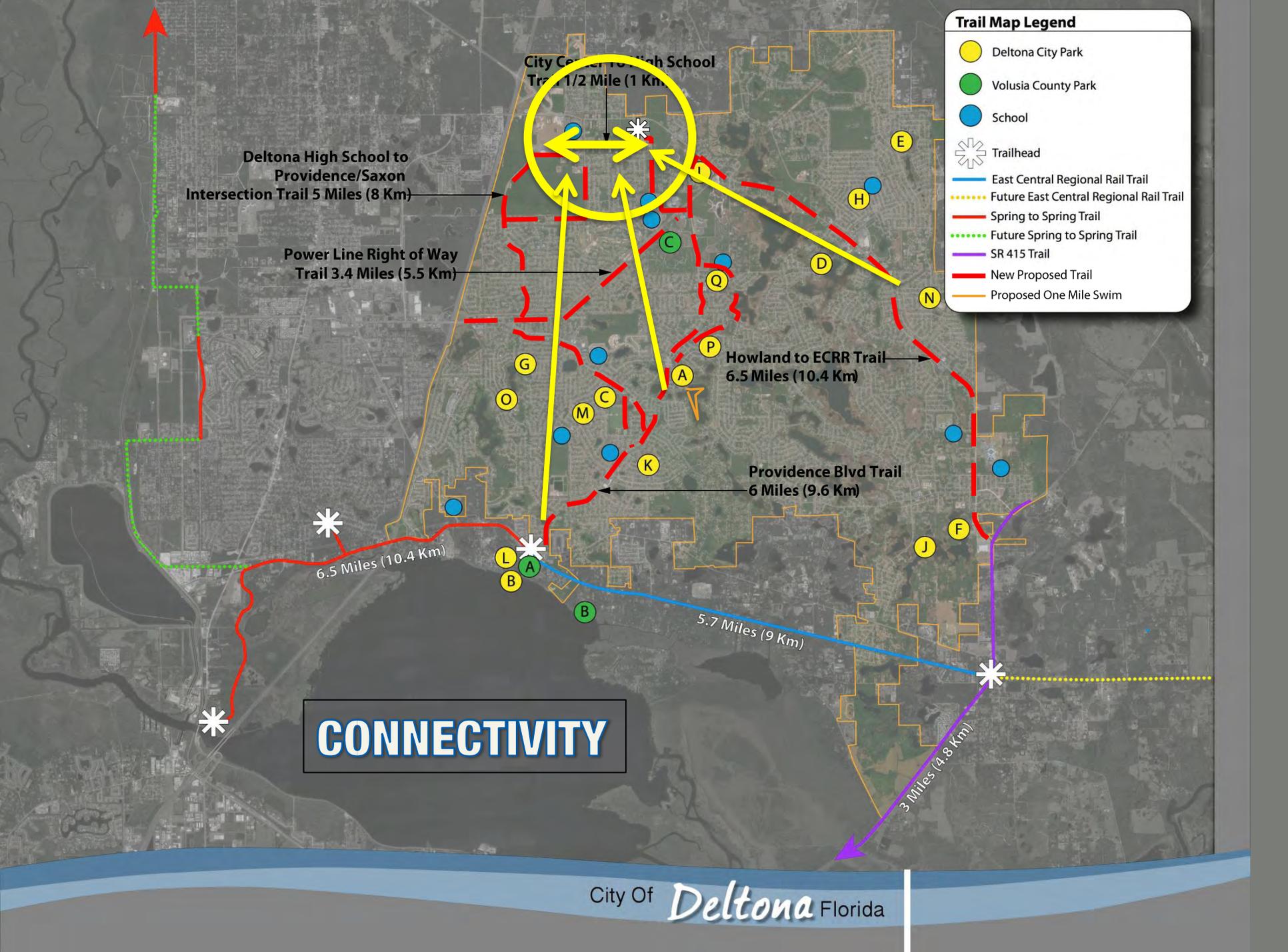
Providence Blvd Trail 6 Miles (9.6 Km)

6.5 Miles (10.4 Km)

5.7 Miles (9 Km)

3 Miles (4.8 Km)

CONNECTIVITY



GENERAL OBSERVATIONS

Our observations and research of the general sports participation market are below:

- Considerable participation at the local league level in youth football, baseball and soccer. These leagues are well established and serve as a solid base to future tournament development.
- At present, soccer facilities are of high quality and capable of hosting smaller regional tournament activity. Other quadrilinear fields for football activity were also of high quality but sporadically located.
- Baseball facilities are well maintained but sporadically located and some field sizes are small, making it difficult to host multiple age groups in tournament settings. The County facility across I-4 was of high quality.
- Indoor facilities are lacking in quantity. We observed one indoor basketball court.
- No aquatics facility was identified in our tour.
- No track and field facility was identified on our tour but we understand they exist to some extent at local high schools.
- Tennis facilities were of average quality and sporadically located at multiple parks.
- Trail system identified throughout the city and area is well setup and could have great potential for cycling and endurance sports.

SPORTS TOURISM GENERAL TRENDS

Almost all events discussed in our analysis are considered participation-based events.

That is, soliciting the participants in the event, and their travel party is the main focus.

This is different than events that are provided as part public recreation services or other planned sporting events that bring in spectators to watch an event.

The economic impact starts with visitors that stay in the community for multiple nights



SPORTS TOURISM GENERAL TRENDS

In the State of Florida alone, the Florida Sports Foundation in 2014 estimated that 13.3 million visitors came to the state for the sole purpose of sports and recreation.

When considering just sports tourism, the survey indicated that Florida's Sports Commissions hosted over 2,500 events attracting over 3.1 million sports tourists.

With such significant amounts of dollars being spent on sports tourism, cities and municipalities are investing in new sports facilities and complexes to draw more of these participation-based events and reap the spending impacts that they bring.

Cities are investing in facilities.

Cities are investing in efforts to develop this tourism segment.

Convention and Visitor's Bureaus and/or Sports Commissions in these markets dedicate significant resources and manpower to marketing their destinations, facilities and other attractions to attract sports tourism.

In many cases this is accomplished through SPORTS COMMISSIONS



As noted in research done by the National Association of Sports Commissions, the Sports Tourism industry continues to grow year to year.

According to NASC, estimated visitor spending associated with sports events was \$9.45 billion in 2015, up from \$8.96 billion in 2014.

SPORTS COMMISSIONS

Often these sports tourism efforts are housed inside of a CVB as a natural offshoot of their existing tourism efforts.

The general event development model for CVBs and Sports Commissions has three facets:

- ✧ Bidding on events through a RFP or bid process overseen by an event rights holder.
- ✧ Supporting existing event activity in the market and lastly working with local sports contacts to start organic.
- ✧ Home-grown events.

Most CVBs or Sports Commissions focus their efforts on the first of those facets: BIDDING ON EVENTS.

Opportunity Period Goals Times of year when a community has slow or marginal visitor Impact is the best time to bring in outside events.

Specific to the Deltona area and Central Florida, many cities have invested significantly into attracting sports tourism to their communities. Beside new facility construction, these entities also aggressively market their cities and facilities to rights holders all over the country and the world.

29 separate entities are represented as regional representatives of the Florida Sports Foundation.

FUNDING

Funding for these Sports Commissions and to create additional economic is most commonly focused on hotel/motel taxes in their jurisdiction.

These tax rates can vary greatly with some tourism driven markets utilizing this funding stream for uses outside of tourism.

Other People's Money

A 2-5% hotel/motel tax on each room night is most common in smaller cities and counties

Food and beverage Taxes are another common tax that can be use, with the thought that sports tourists generally spend while in town eating and drinking at local establishments (only partially OPM)

Generally **public recreation facilities** are built and maintained, and local programs are funded by **local dedicated property tax** . It is important to establish the difference between the two revenue sources and how they will be utilized

Sports Commissions

These can also generate funding with memberships, owned events operated by the commission and corporate sponsorship.

ECONOMIC IMPACT

Number of Competitors
X Sport Party Travel Multiplier
X Number of days
X spending \$140

ECONOMIC IMPACT

Specific impacts of sports events:

The most significant factor in estimating economic impact of sports events is based on length of the event.

Sports groups can differ significantly in terms of travel party ratios and spending habits, and younger participants naturally draw higher ratios.

Weekend sports events with 2-3 days of competition are most common in sports tourism, particularly at the youth level

Large scale events with 4-7 or more days of competition can have smaller numbers of competitors but generate significant economic impact.

ECONOMIC IMPACT

Adult & senior sports can be attractive events and generate significant spending impacts

generally these have low ratios of other travelers and generally should not be more than 1-1.

Senior softball, tennis, track & field, pickleball and shuffleboard can draw relatively good participation numbers in certain markets

ECONOMIC IMPACT

Specific impacts of sports events:

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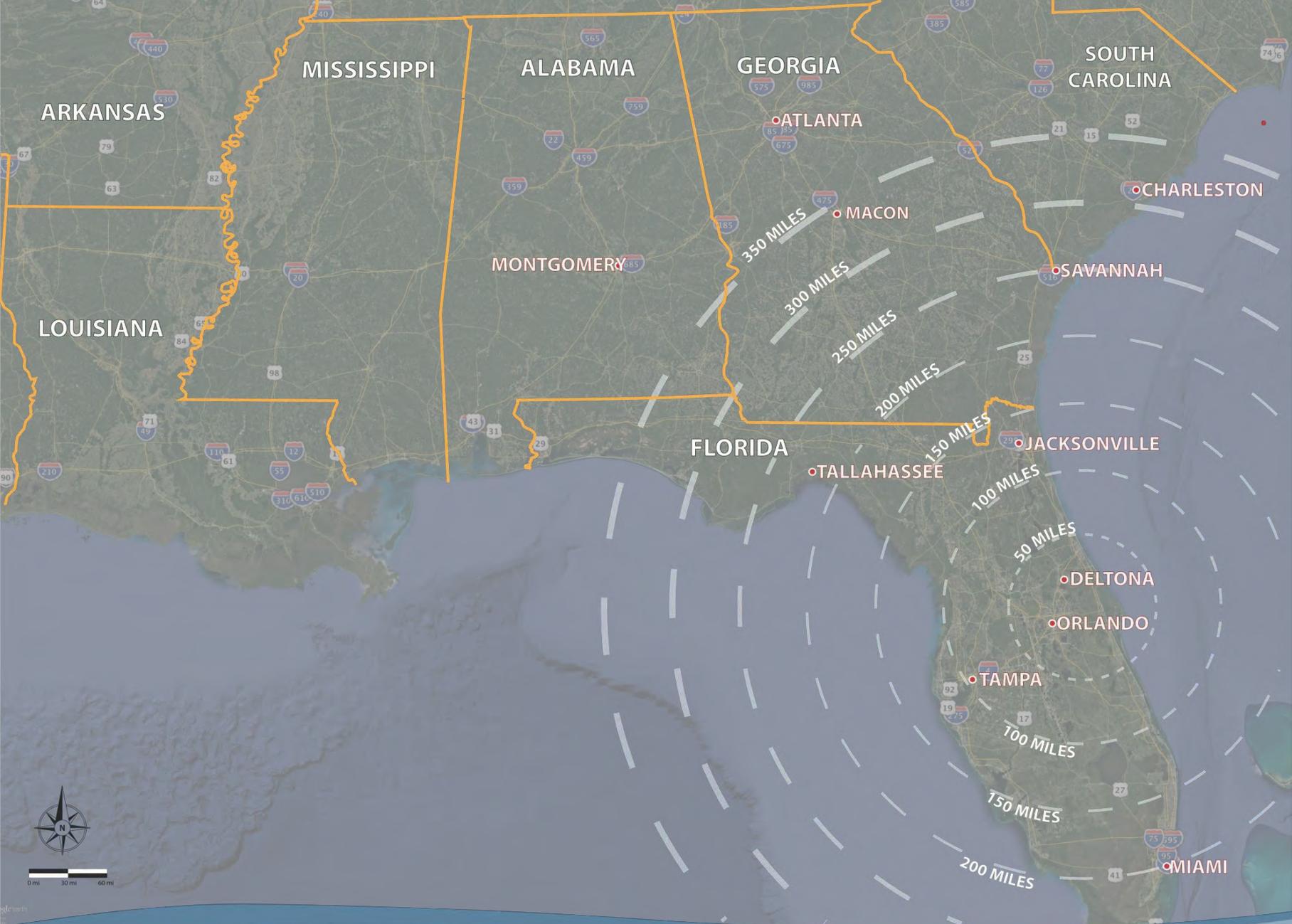
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Large scale events with 4-7 or more days of competition can have smaller numbers of competitors but generate significant economic impact.

EXAMPLE A: 3 DAY U8 – U17 SOCCER TOURNAMENT WITH 60 TEAMS
1080 players X 4 = 4,320 X 3 days = 12,690 x \$140/ day =

\$ 1,814,400



City Of *Deltona* Florida

LEVY COUNTY

MARION COUNTY

FLAGLER COUNTY

Ormond Beach Sports Complex

VOLUSIA COUNTY

DAYTONA BEACH

Central Florida Sports Commission represents the City of Orlando, Orange County, Seminole County, Lake County and Osceola County as a single entity actively soliciting events and marketing those areas to rights holders on a

New Smyrna Beach Sports Complex

CITY OF DELTONA

CITRUS COUNTY

LAKE COUNTY

Seminole County Sports Complex

SUMTER COUNTY

SEMINOLE COUNTY

HERNANDO COUNTY

ORLANDO

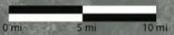
ORANGE COUNTY

BREVARD COUNTY

PASCO COUNTY

ESPN Wide World Of Sports Complex

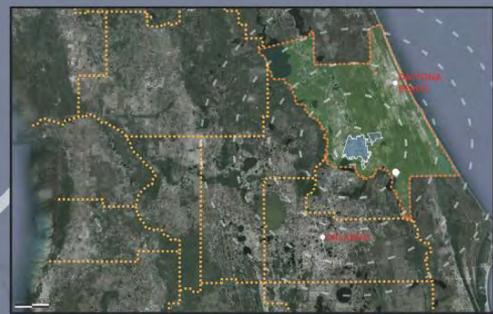
OSCEOLA COUNTY



DISTANCE TO:
NEW ORLEANS: 140 mi
BATON ROUGE: 205 mi
HOUSTON: 460 mi

DISTANCE TO:
MONTGOMERY: 160 mi
JACKSON: 200 mi
ATLANTA: 305 mi

DISTANCE TO:
TALLAHASSEE: 205 mi
GAINESVILLE: 340 mi
JACKSONVILLE: 360 mi



Seminole County Sports Complex

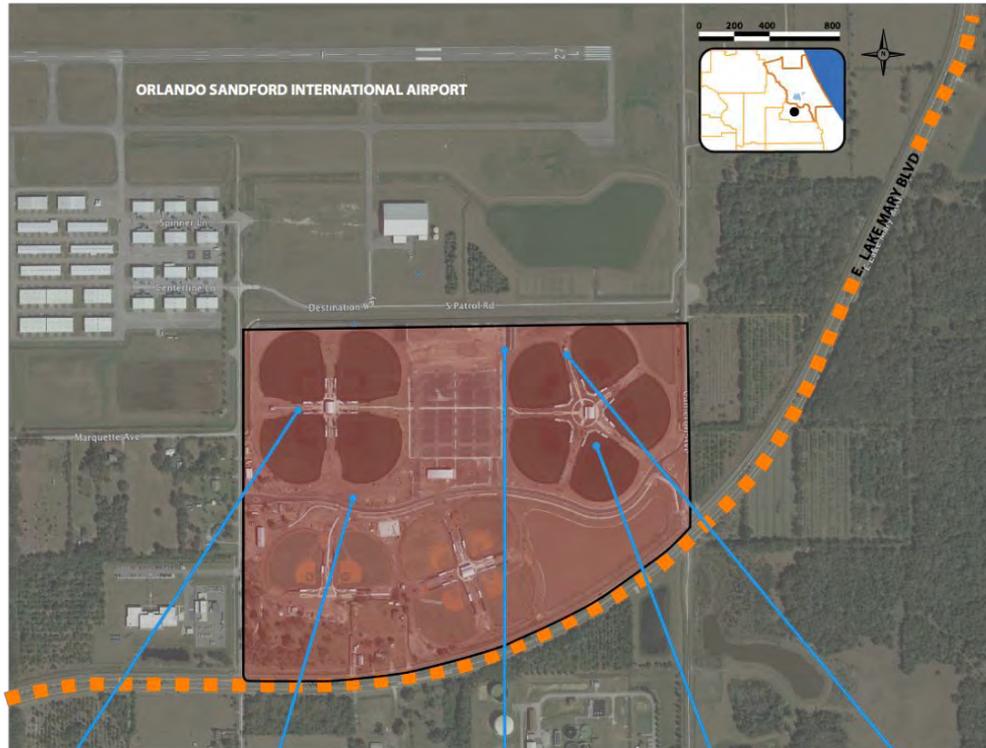
• Owner - Seminole County

Park Land

- Total Area = 102 Acres
- Develop-able Land = 0 Acres

Facilities

- Synthetic Turf Fields (9)
- Natural Turf Fields (6)
- Shaded Spectator Seating
- Batting Cages
- Playground
- Concessions Stand
- Central Pavilion
- Fenced Pavilions



New Smyrna Beach Sports Complex

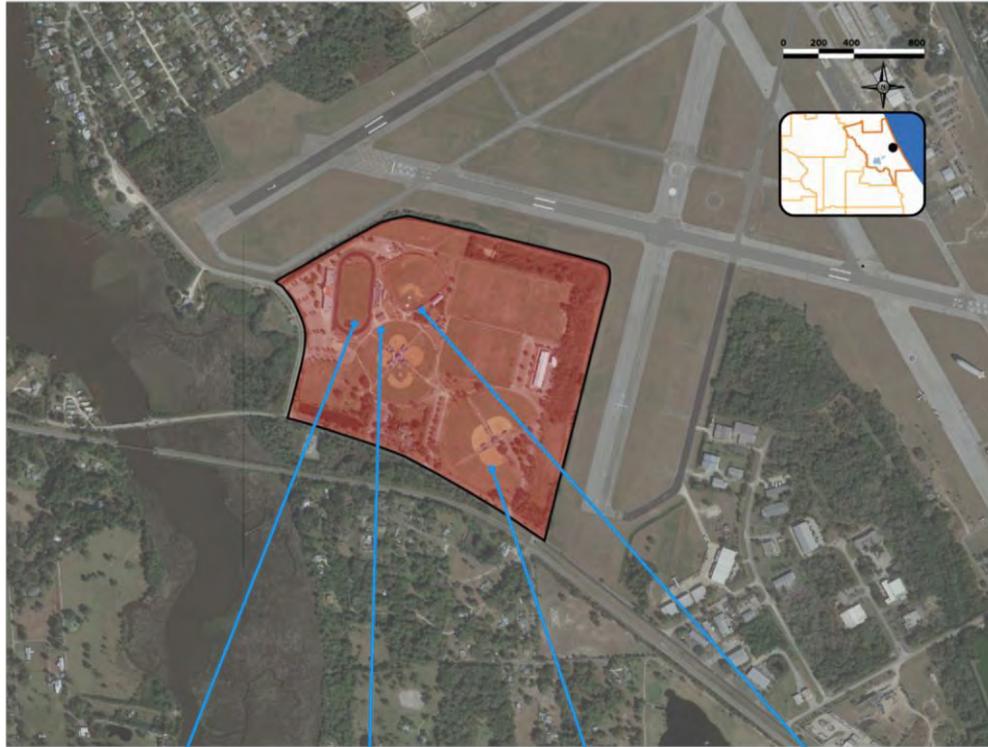
• Owner - City of New Smyrna Beach

Park Land

• Total Area = 68 Acres

Facilities

- Football Stadium
- High School Baseball Field
- Little League Baseball Fields (4)
- Softball Fields (3)
- Soccer Fields (3)
- Multi-Purpose Field
- Central Pavilion
- Fenced Pavilions



Ormond Beach Sports Complex

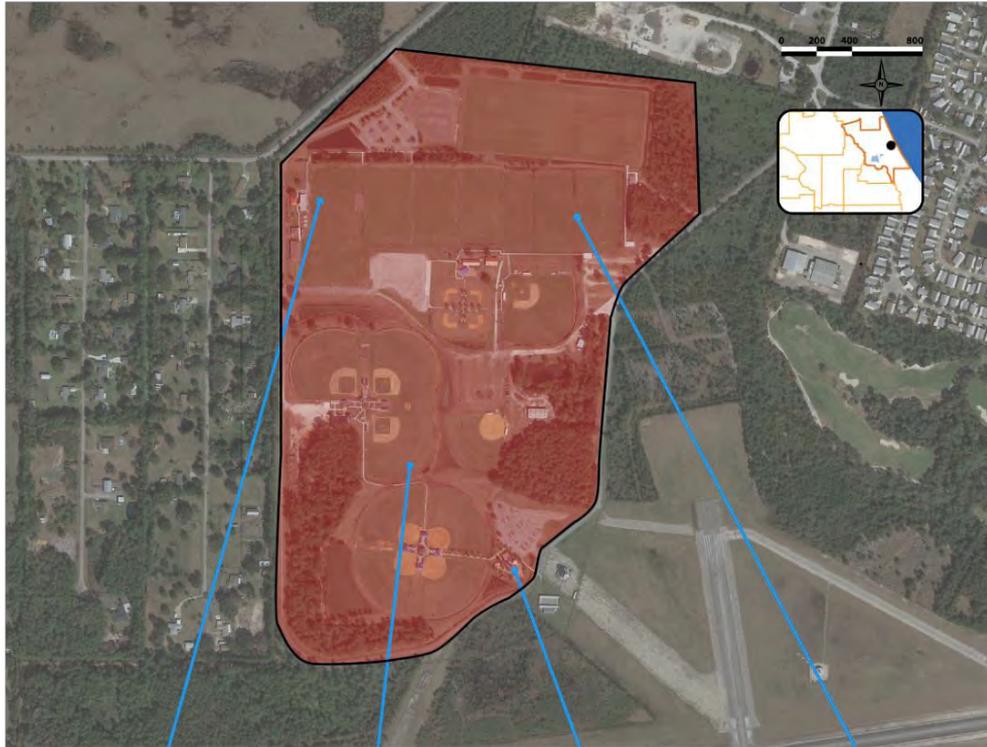
- Owner - City of Ormond Beach

Park Land

- Total Area = 96 Acres

Facilities

- T- Ball Fields (4)
- Full Sized Baseball Fields (4)
- Softball Fields (5)
- Youth Soccer Fields (1)
- Full Sized Soccer Fields (9)
- Multi-Purpose Fields (3)
- Playground



YOUR PRELIMINARY SPORTS TOURISM NICHE

1. Rec'linear Field

Soccer primary Use
Youth club, college & pro training, show-
Lacrosse
Rugby
Tier two field Sports (Aussie Football, U18, U19, U20, U21, U22, U23, U24, U25, U26, U27, U28, U29, U30, U31, U32, U33, U34, U35, U36, U37, U38, U39, U40, U41, U42, U43, U44, U45, U46, U47, U48, U49, U50, U51, U52, U53, U54, U55, U56, U57, U58, U59, U60, U61, U62, U63, U64, U65, U66, U67, U68, U69, U70, U71, U72, U73, U74, U75, U76, U77, U78, U79, U80, U81, U82, U83, U84, U85, U86, U87, U88, U89, U90, U91, U92, U93, U94, U95, U96, U97, U98, U99, U100)

2. Connec'vity, Trails, Lakes and

Cycling passive and events
Endurance sports – Swim, Bike, Run
Running Club Runs, Racing -
Birding & nature based tours
Cross Country – HS &

3.

Tournaments, League Play

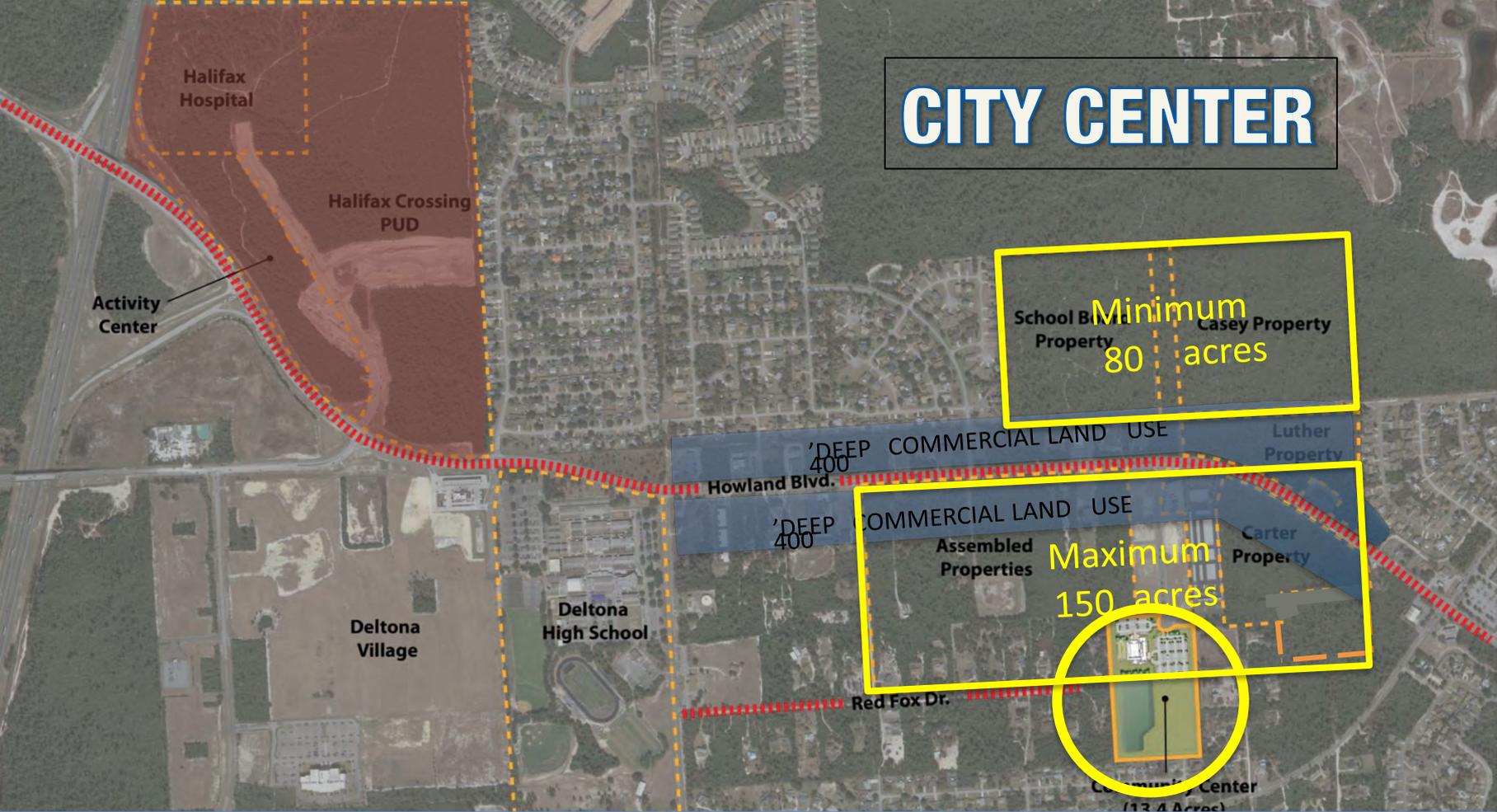
4. Entertainment

Fall/Spring concert
Fes Bvals and special events
Events aNached to other Sports acBviBes

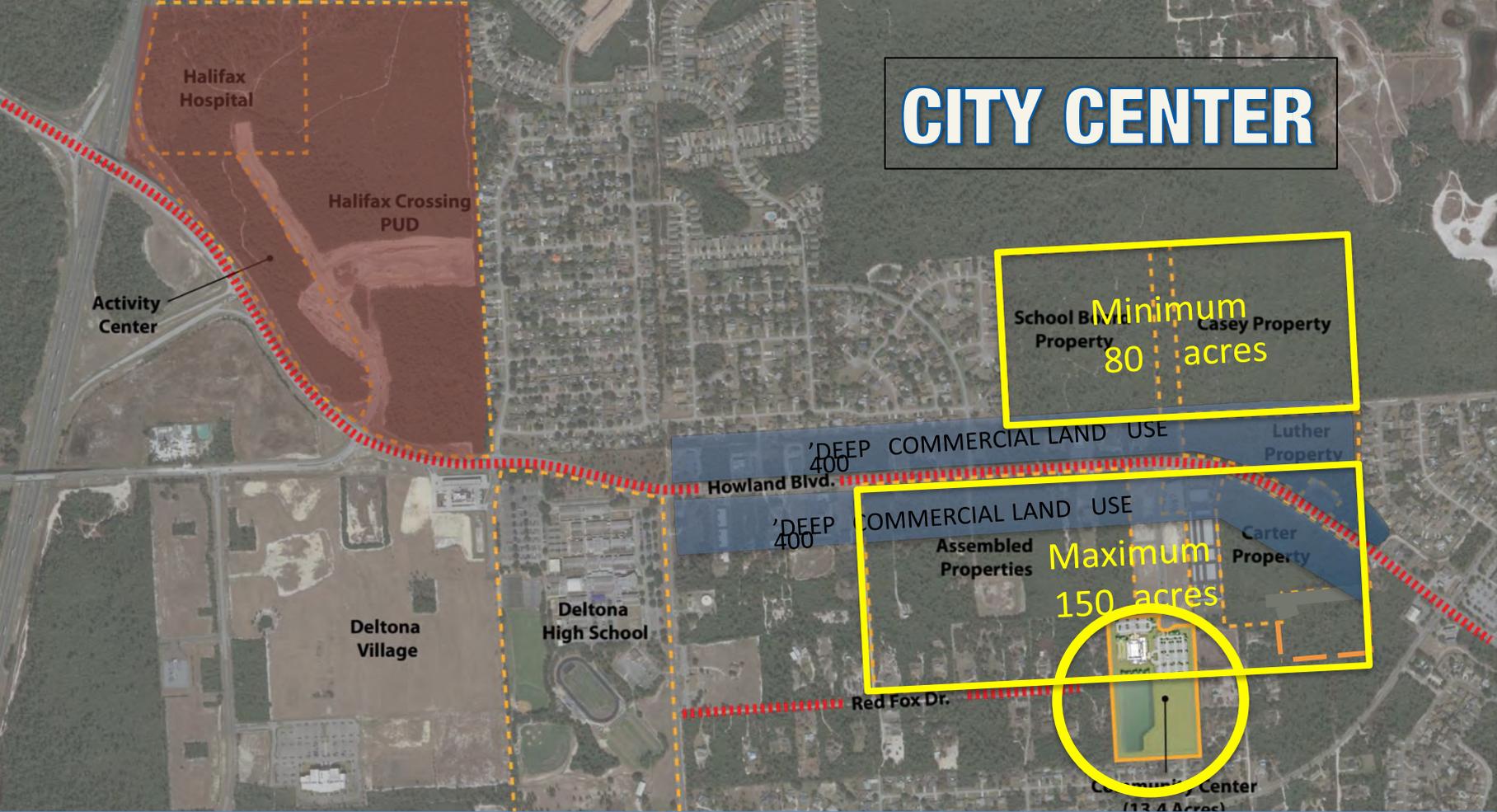
5. Indoor Recrea'on Center/Gym/Fieldhouse as center of a New

Basketball, Volleyball, Cheer, Dance
Indoor Track & Field
GymnasBcs
Family Pickup RecreaBon

CITY CENTER



Successful economic development from Sports Tourism lies mainly in attracting large scale events, predicated on having facilities capable of accommodating large numbers of teams and participants. This requires large acreages (80 - 150 acres for a stand alone facility).

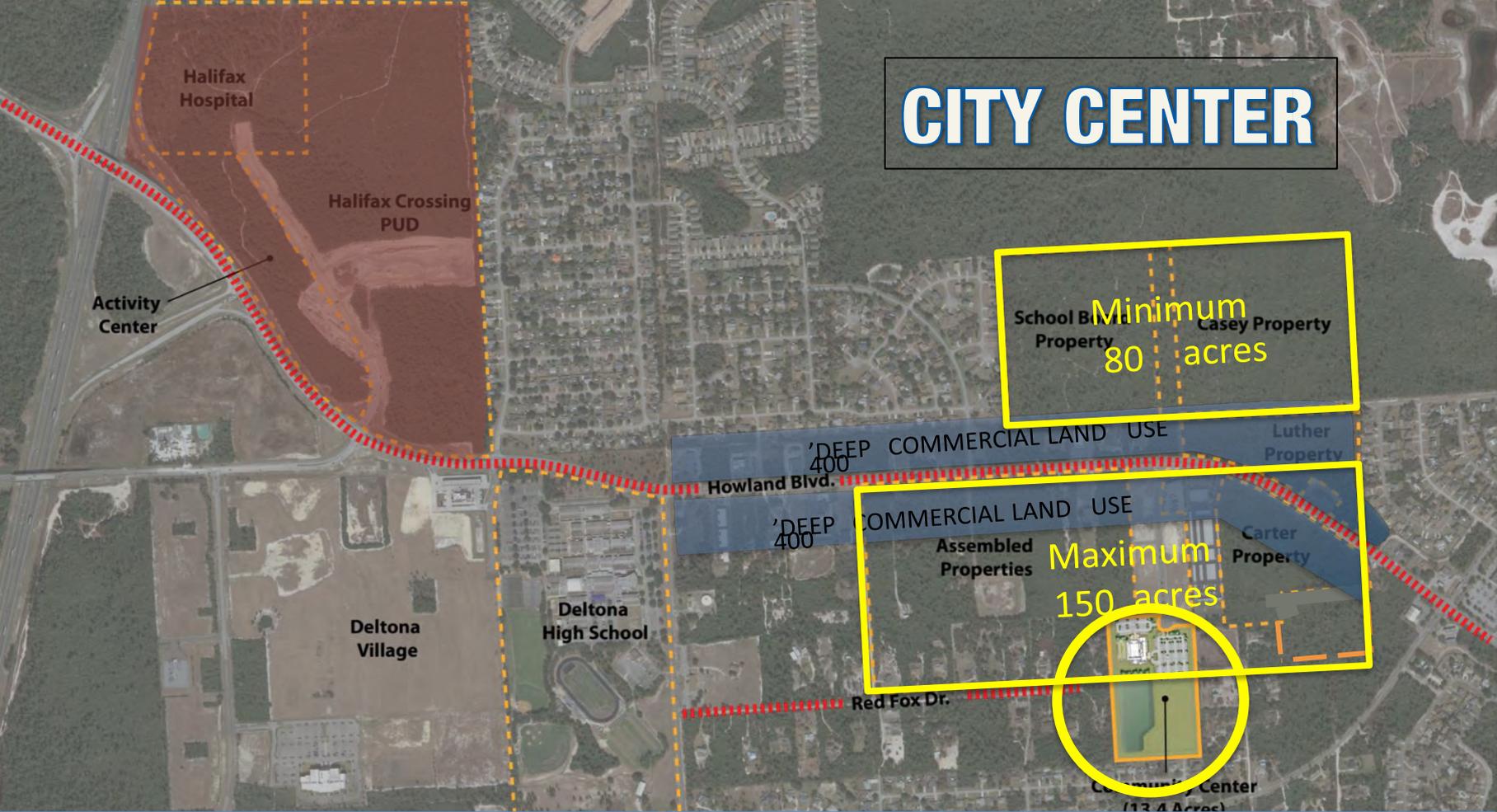


CITY CENTER

Minimum
80 acres

Maximum
150 acres

The concept of a single large, tournament-grade sports facility, tied into an area such as “City Center” is not particularly common in our experience due largely to the cost and availability of land near these types of areas.

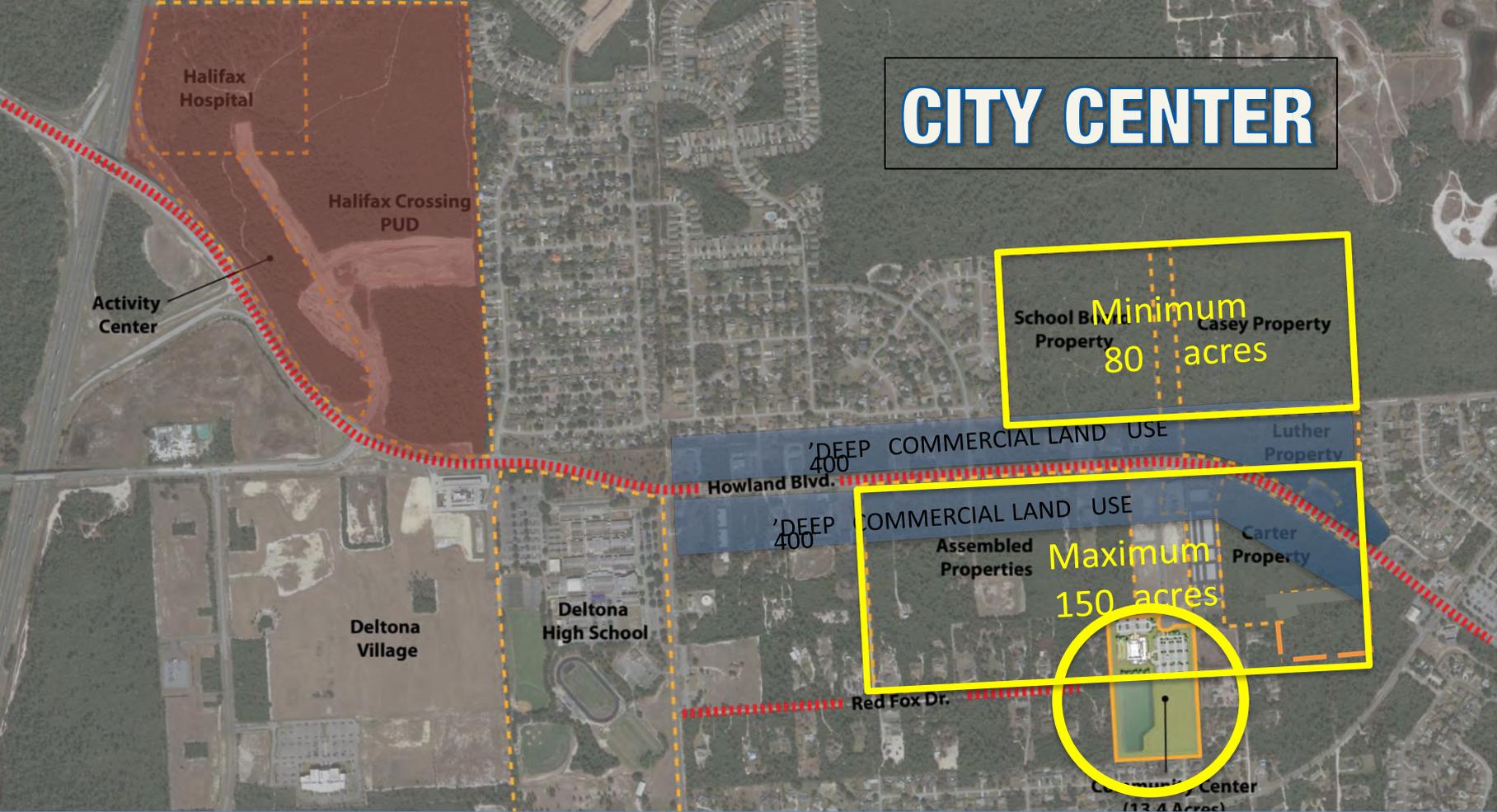


CITY CENTER

Minimum
80 acres

Maximum
150 acres

HOWEVER, Participants will stay in local hotels and be patrons of local establishments, if quality facilities are located and promoted within a general area even if the facilities are not all in one stand alone sports complex. In other words -- The games can be spread out in several places around town, as long as they are promoted by the town, and there are things to do during the times in the town.



CITY CENTER

Minimum
80 acres

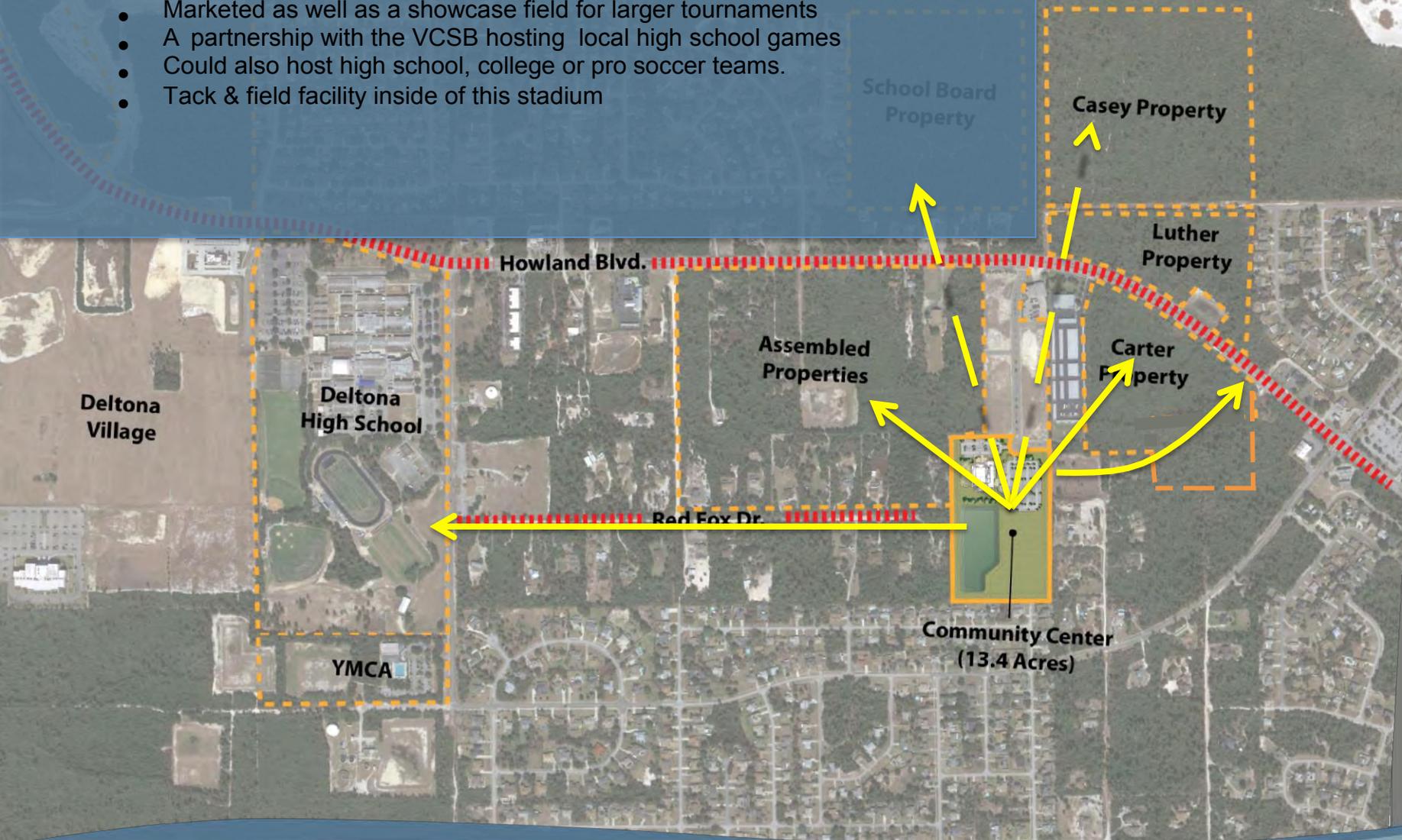
Maximum
150 acres

The concept of a single large, tournament-grade sports facility, tied into an area such as “City Center” is not particularly common in our experience due largely to the cost and availability of land near these types of areas.

City Center Stadium

A primary, centralized park including a small, multi-purpose stadium

- Could serve the local youth and high school football
- Marketed as well as a showcase field for larger tournaments
- A partnership with the VCSB hosting local high school games
- Could also host high school, college or pro soccer teams.
- Tack & field facility inside of this stadium



However all of these events are somewhat limited in Economic development because:

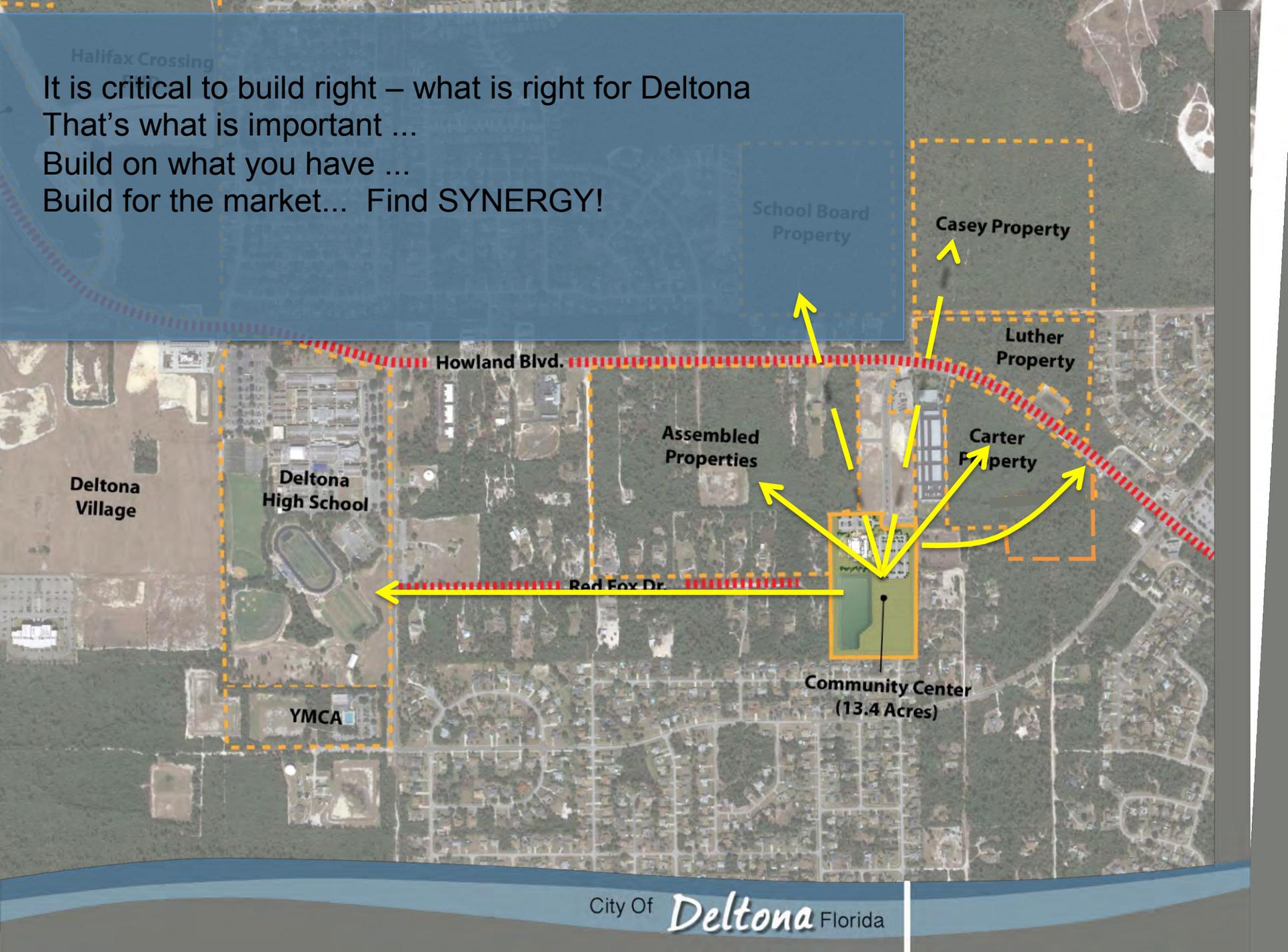
The events are spectator based not participant based
Over night stays are typically not required
Spending in restaurants and stores is limited because the stay is hours not a night
Low ROI based on cost of one stadium as opposed to a sports complex

Additionally a Stadium would have limited positive economic impact on the Deltona Citizens.
The Recreation Board Property



Halifax Crossing

It is critical to build right – what is right for Deltona
That's what is important ...
Build on what you have ...
Build for the market... Find SYNERGY!



School Board Property

Casey Property

Luther Property

Howland Blvd.

Assembled Properties

Carter Property

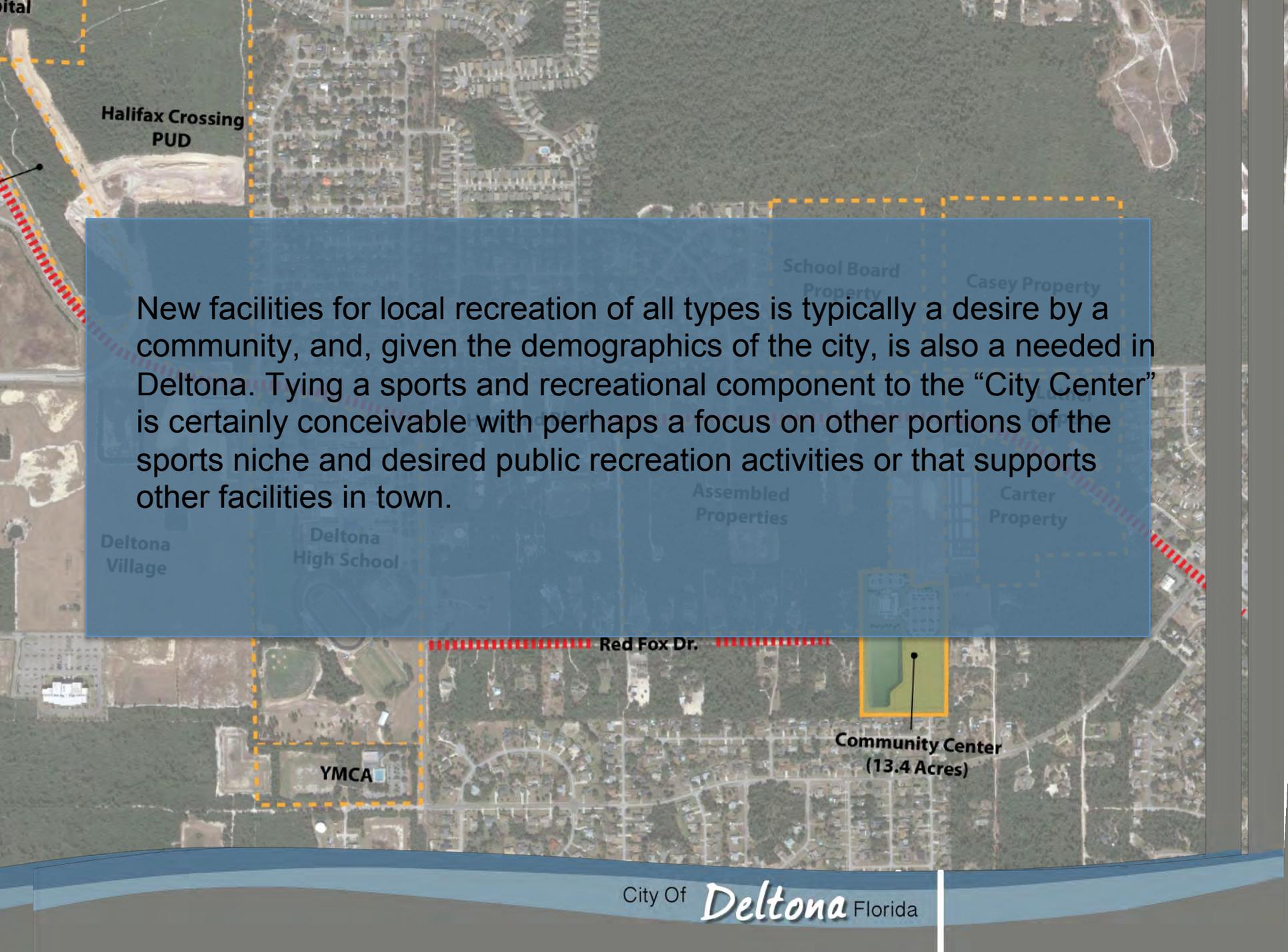
Deltona Village

Deltona High School

Red Fox Dr.

YMCA

Community Center (13.4 Acres)



Halifax Crossing PUD

School Board Property

Casey Property

New facilities for local recreation of all types is typically a desire by a community, and, given the demographics of the city, is also a needed in Deltona. Tying a sports and recreational component to the “City Center” is certainly conceivable with perhaps a focus on other portions of the sports niche and desired public recreation activities or that supports other facilities in town.

Assembled Properties

Carter Property

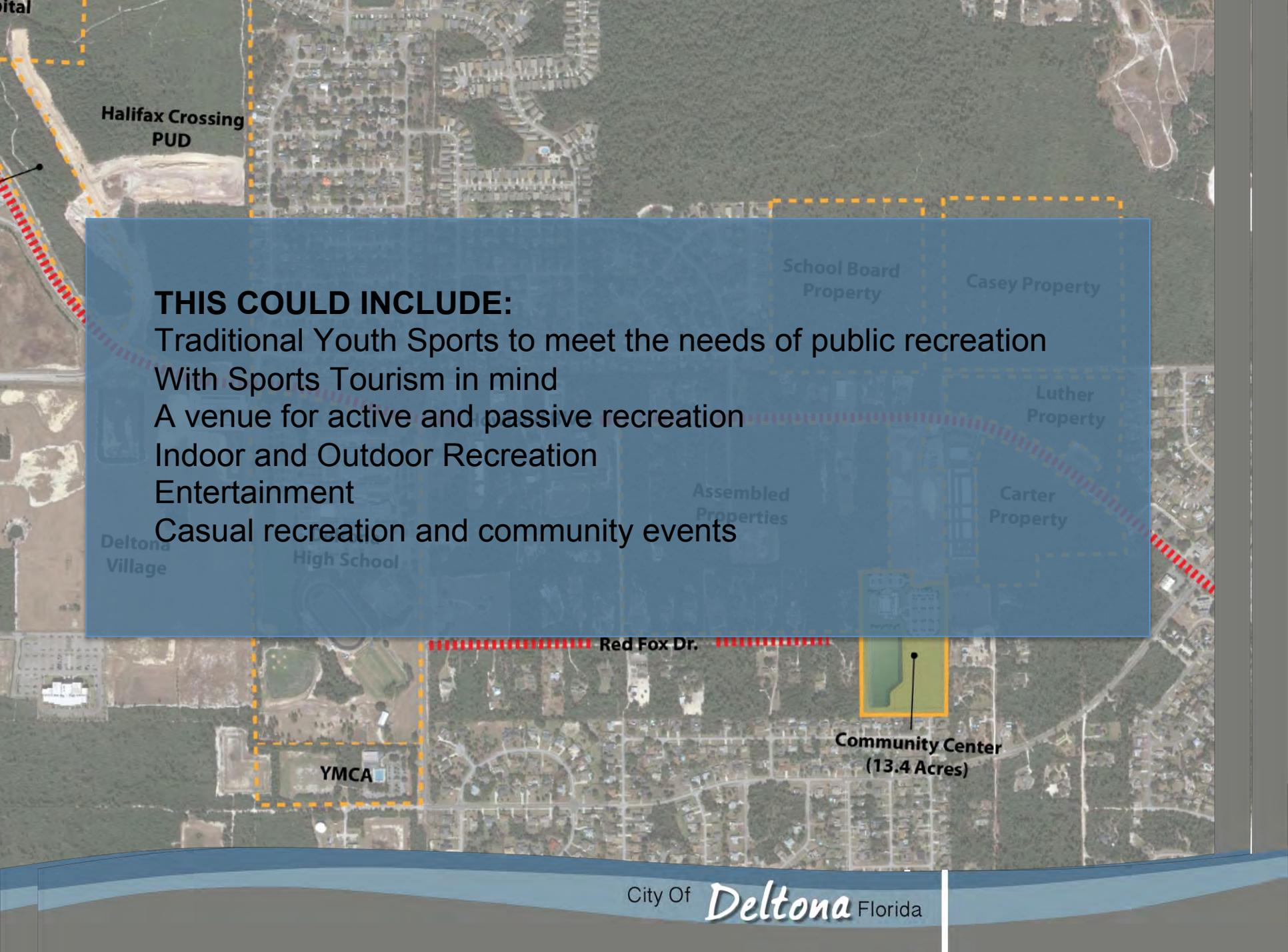
Deltona Village

Deltona High School

Red Fox Dr.

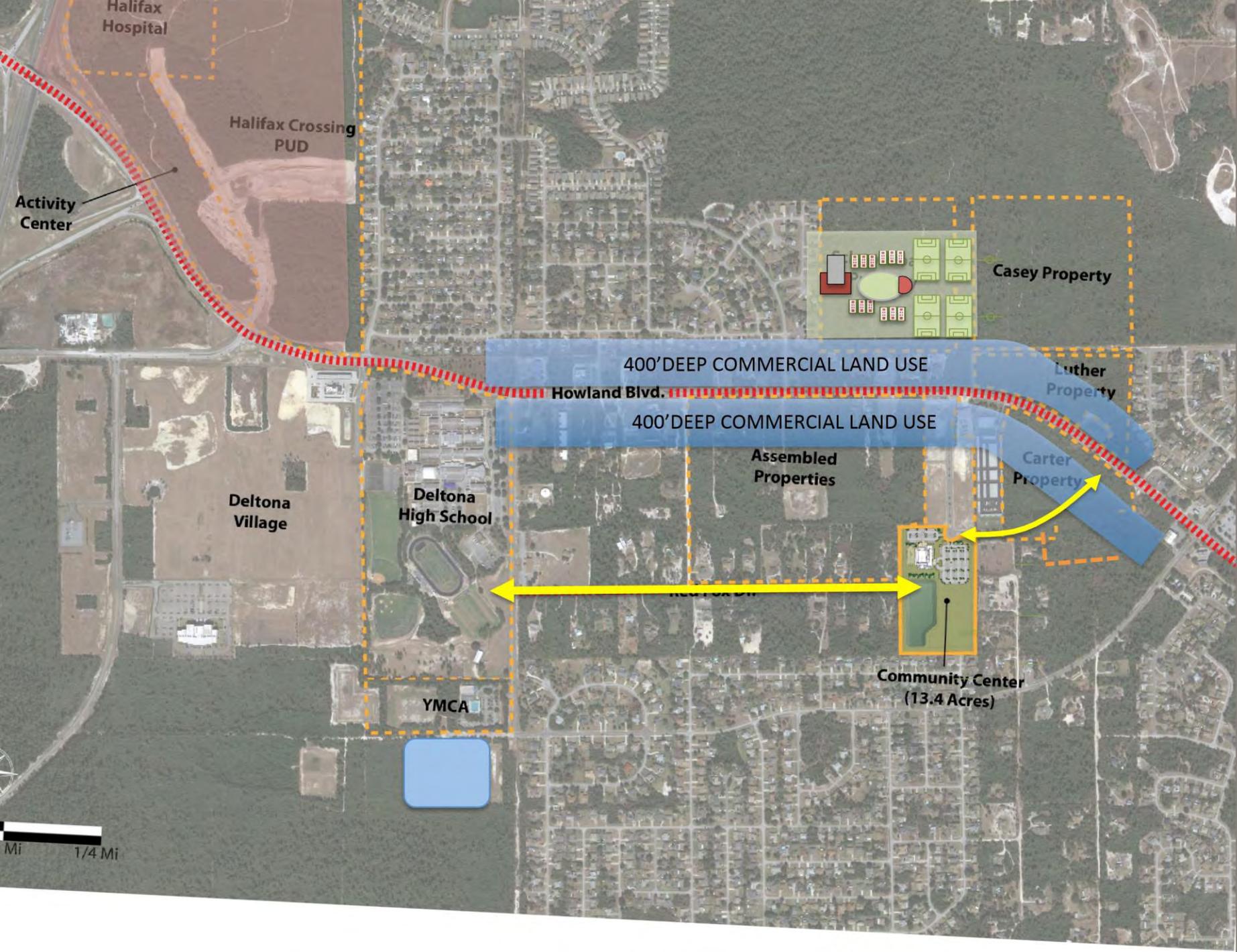
Community Center (13.4 Acres)

YMCA



THIS COULD INCLUDE:

- Traditional Youth Sports to meet the needs of public recreation
- With Sports Tourism in mind
- A venue for active and passive recreation
- Indoor and Outdoor Recreation
- Entertainment
- Casual recreation and community events



Halifax Hospital

Halifax Crossing PUD

Activity Center

Casey Property

400' DEEP COMMERCIAL LAND USE
Howland Blvd.

Luther Property

Deltona Village

Deltona High School

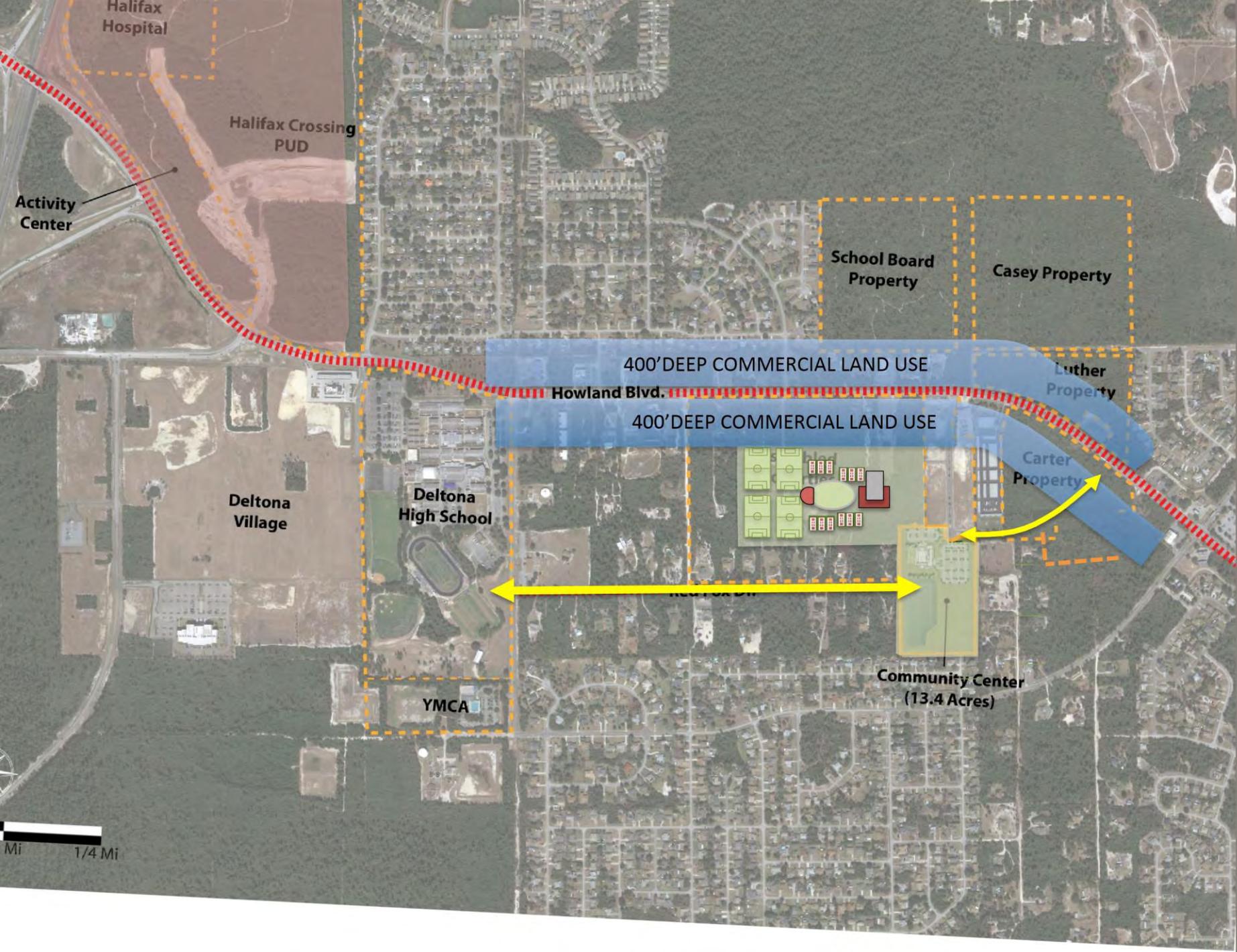
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YMCA

Community Center (13.4 Acres)

Mi 1/4 Mi



Halifax Hospital

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Howland Blvd.

400' DEEP COMMERCIAL LAND USE

Luther Property

Deltona Village

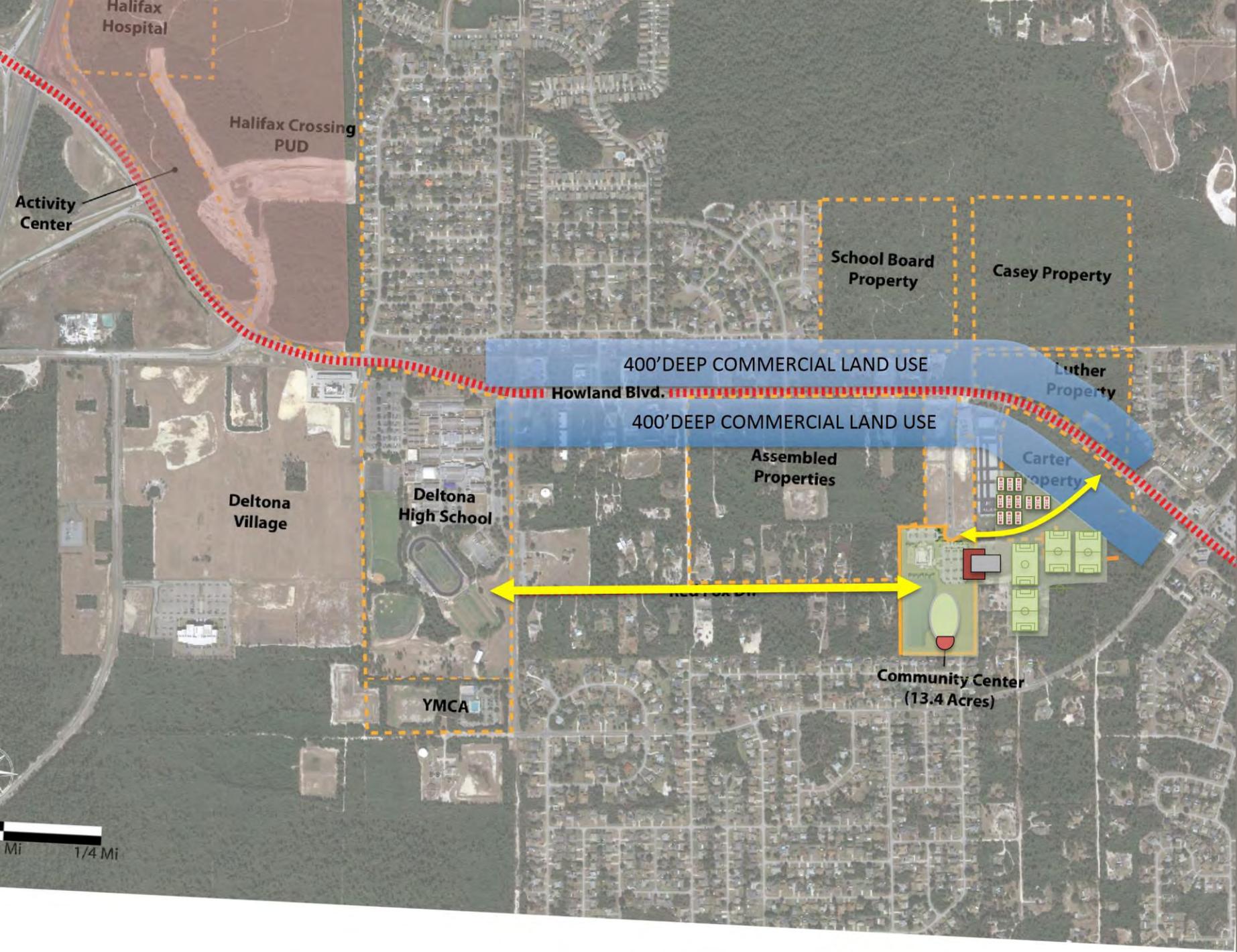
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Howland Blvd.

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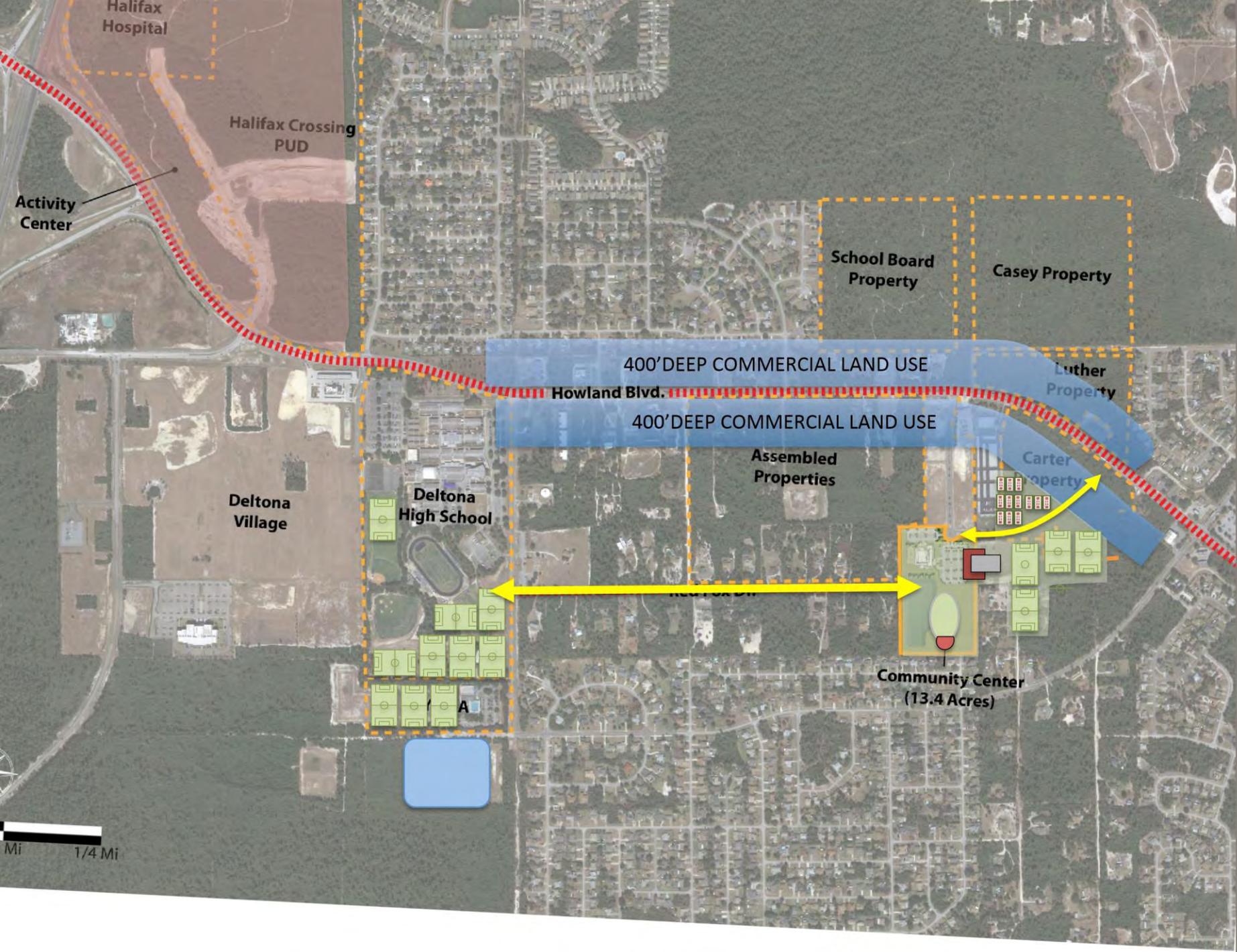
Deltona Village

Deltona High School

YMCA

Community Center (13.4 Acres)

Mi 1/4 Mi



Halifax Hospital

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Howland Blvd.

400' DEEP COMMERCIAL LAND USE

Luther Property

Deltona Village

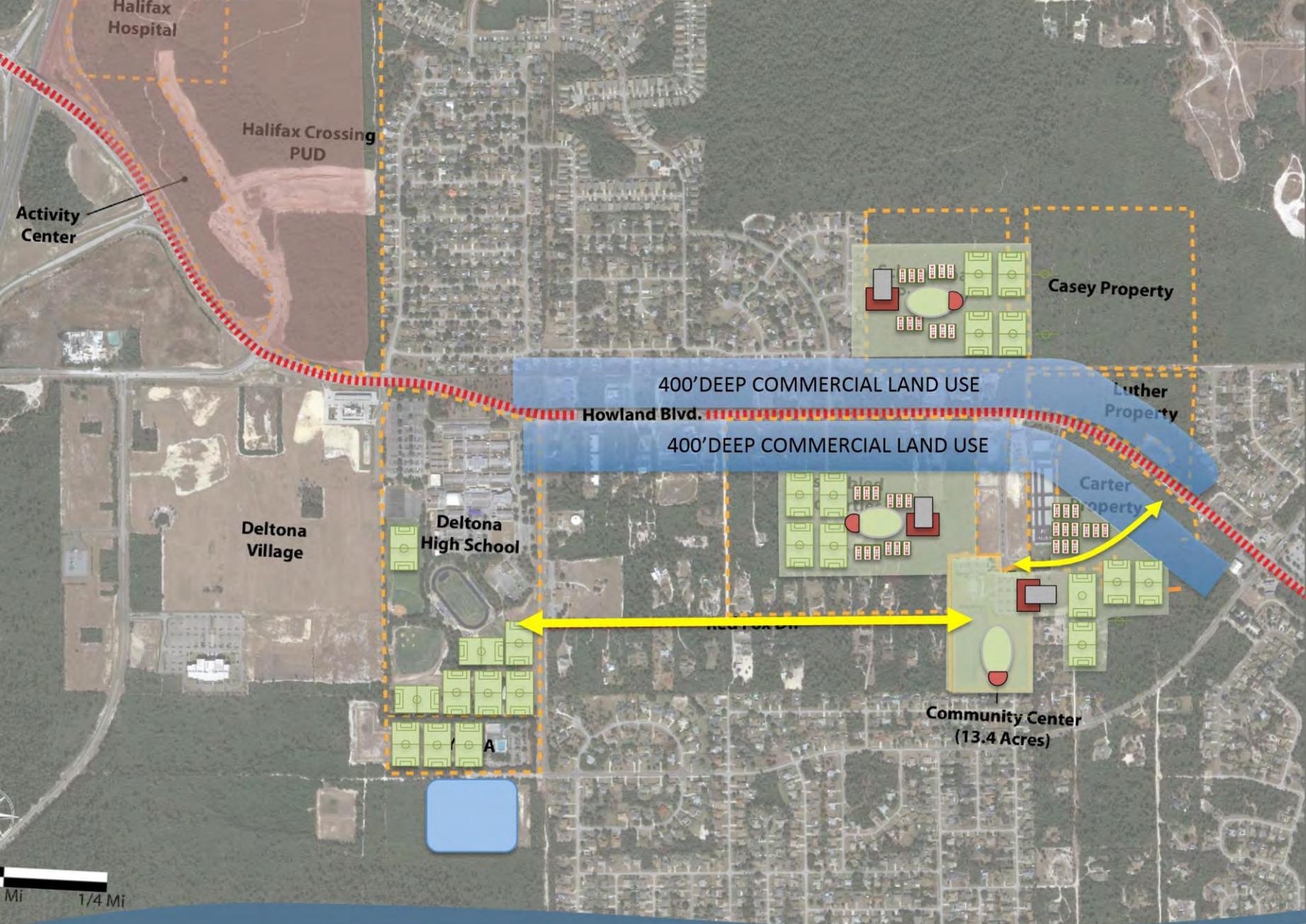
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Community Center (13.4 Acres)

Mi 1/4 Mi



Halifax Hospital

Halifax Crossing PUD

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Howland Blvd.
400' DEEP COMMERCIAL LAND USE

Luther Property

Deltona Village

Deltona High School

Carter Property

Community Center (13.4 Acres)

A

Mi 1/4 Mi

Workshop Discussions Q & A