

# **City of Farmers Branch Sports Tourism**

Presented by John Land  
September 16, 2014

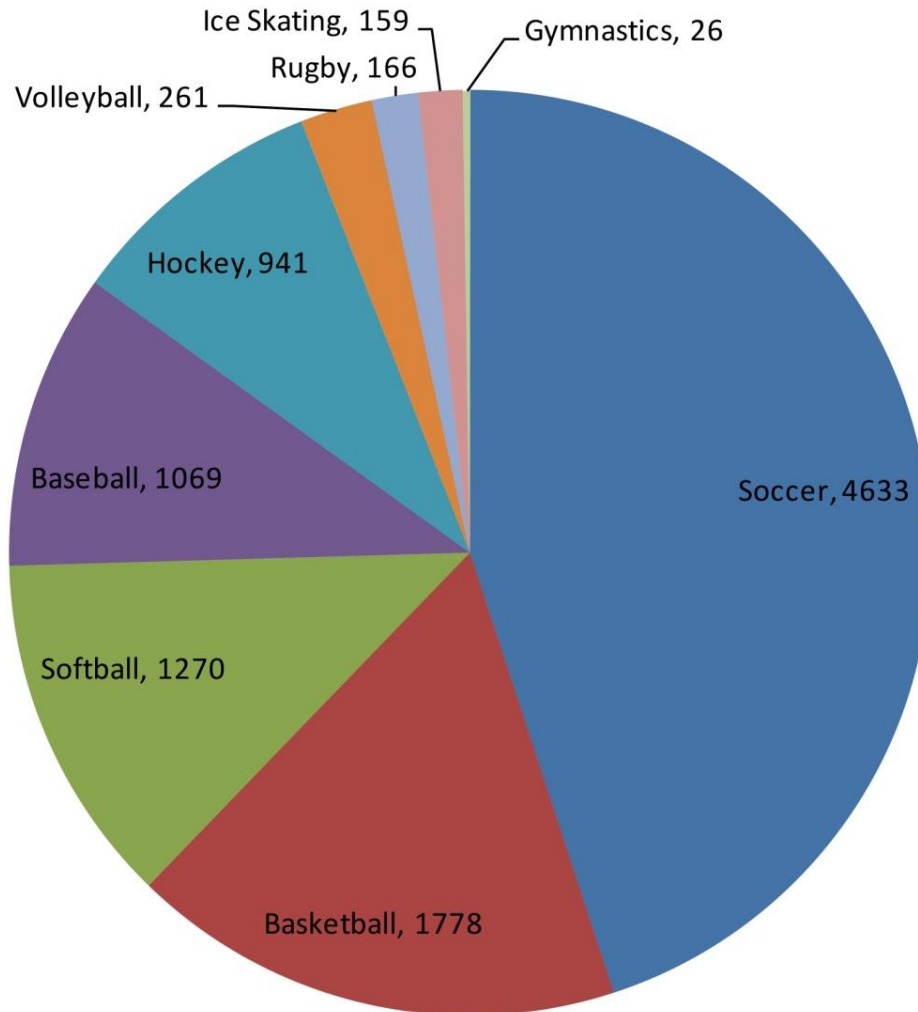


# Pepsi Games 1990



# Background

## Room Nights by Sport 2012-2013



# Sports Tourism

## Top 10 Tournaments

Name	Room Nights : 2 Year Period	Location	Hotel Revenue \$89 Ave Rate
Dallas International Girls Cup	3,812	Farmers Branch	\$339,268
Texans Fall Festival	2,204	Metroplex	\$196,156
Premier Baseball Nationals	2,007	Metroplex	\$178,623
Stars Texas Shoot Out	1,506	Metroplex	\$134,034
Prime Time Basketball Championship	1,274	Metroplex	\$113,386
D'Feeters Thanksgiving Showcase	1,022	Farmers Branch	\$90,958
Stars Winter Classic	861	Metroplex	\$76,629
Stars Fall Round Up	747	Metroplex	\$66,483
Ayses Summer Classic	582	Metroplex	\$51,798
Canon Ice Skating	489	Farmers Branch	\$43,521

# Current Situation

Oran Good Athletic Complex

## Farmers Branch Park

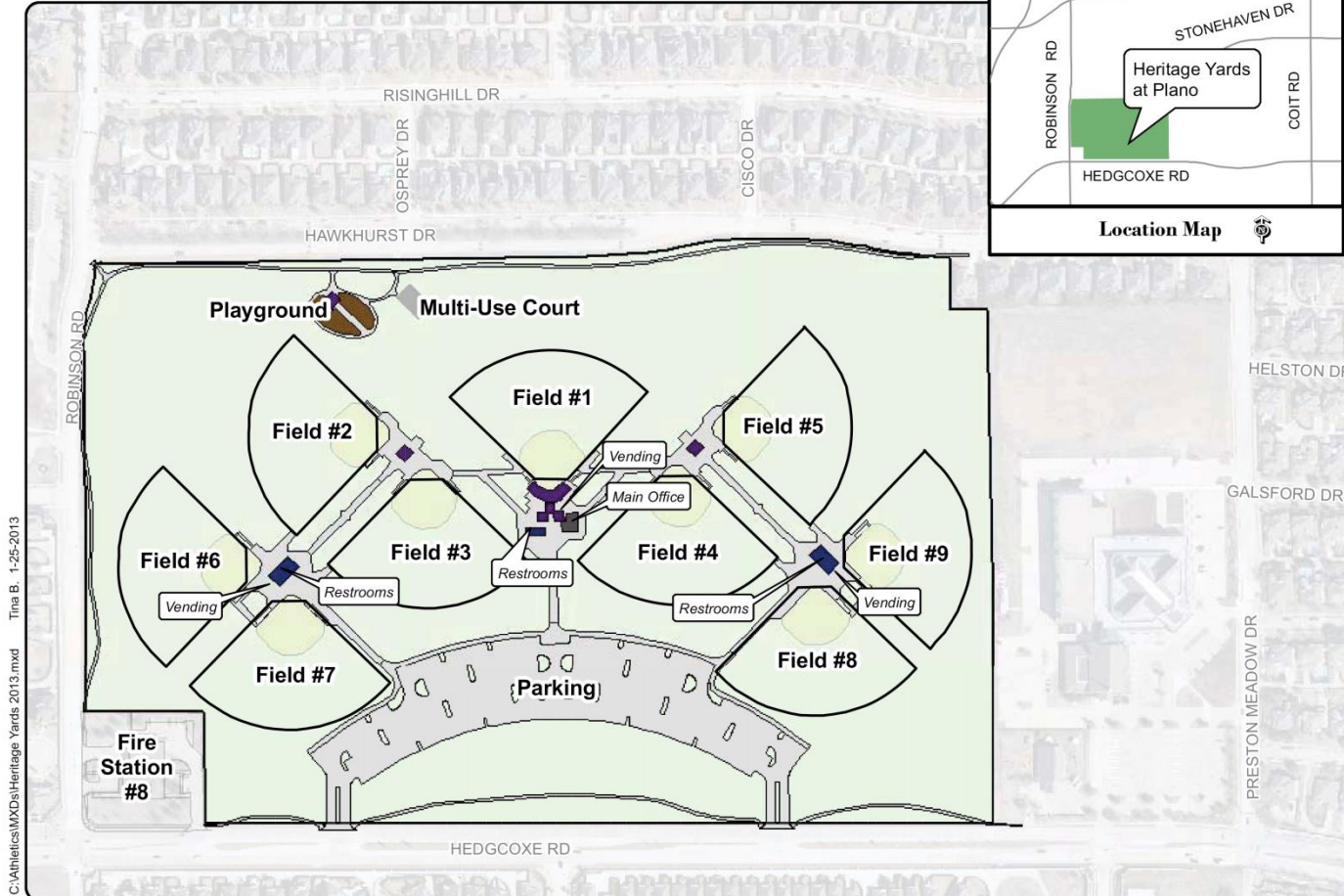
Four (4) full size soccer fields



# City of Plano



City of Plano - 2013  
Heritage Yards at Plano  
4525 Hedgcoxe Road

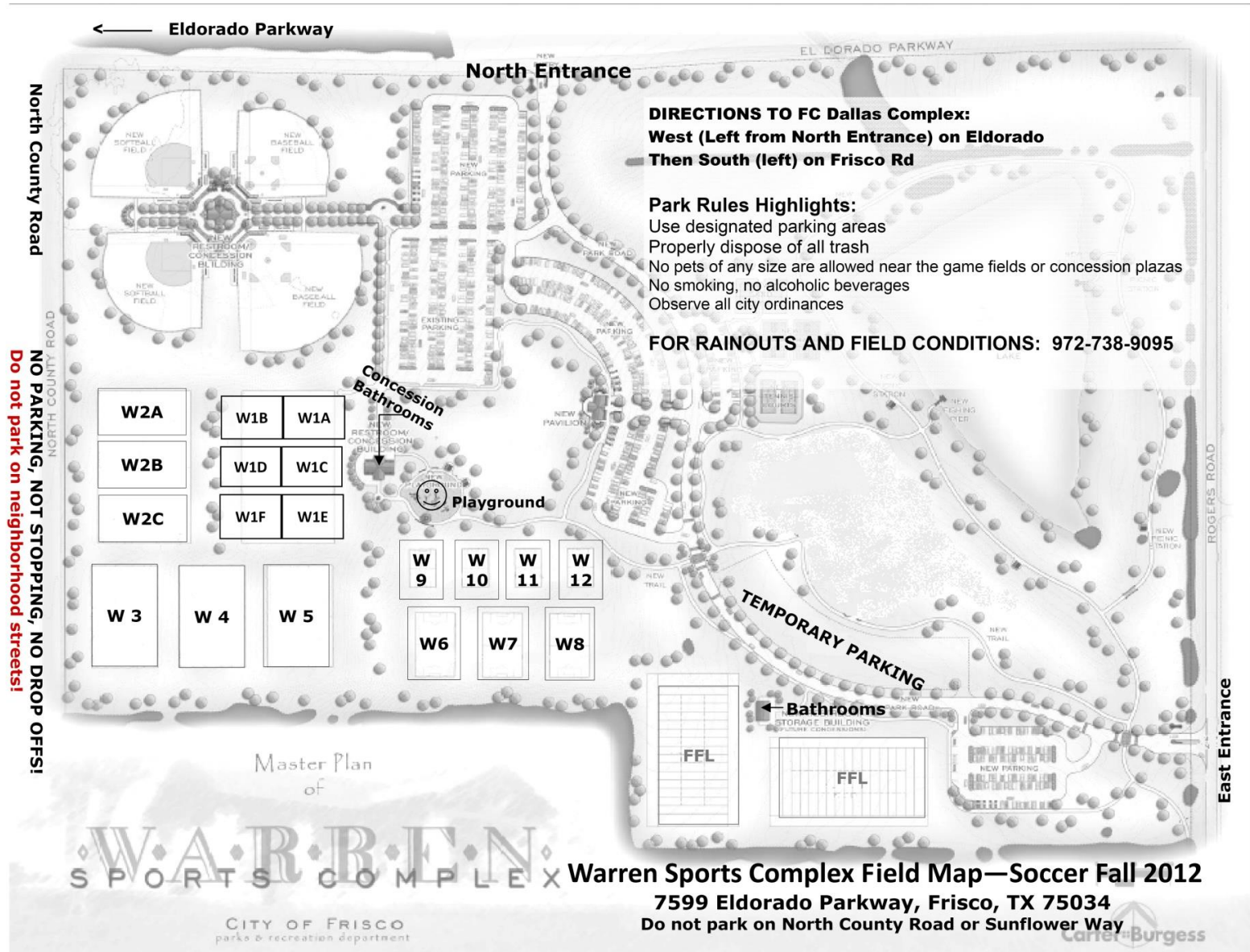


C:\Athletics\MXDs\Heritage Yards 2013.mxd Tina B. 1-25-2013

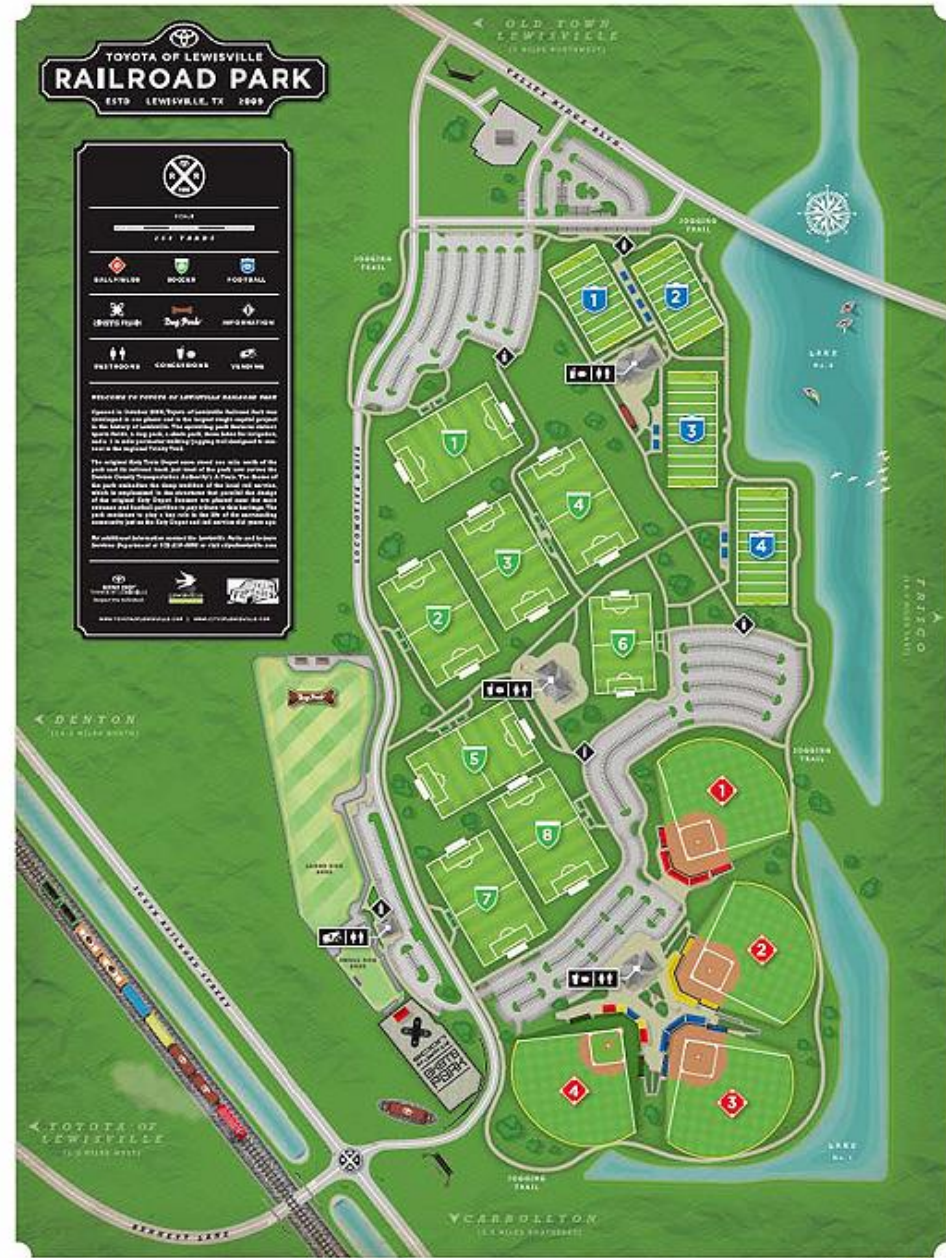
\*Field use by schedule or reservation only. Map is void after Dec. 1, 2013.

0 200 400 Feet

# City of Frisco



# City of Lewisville



# The Colony

Turner Street



Field 1

A	C
B	D

Field 2

A	C
B	D

Field 3

A	C
B	D

Field 4

A	C
B	D



# City of Mansfield



# Going Forward...

Location	Size/ Fields	Cost Estimate
Old Landfill/CCC (Valley View and 190)	22 acres  4+/- acres = Citizen Collection Center)  4 fields	\$4.1 million