

DRAFT

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VICTUS
ADVISORS

**DRAFT REPORT:
ECONOMIC IMPACT ANALYSIS
MAY 1, 2026**



CITY OF
**VIRGINIA
BEACH**



1. PLANNING SUMMARY

The following planning summary outlines potential sports tourism venue opportunities that could be developed within the Princess Anne corridor of the City of Virginia Beach, Virginia (“Virginia Beach” or the “City”). This summary evaluates the potential economic impact implications and planning-level facility considerations associated with several sports identified through previous Victus research and stakeholder discussions.

Previous Victus research indicated that a destination youth baseball complex designed to attract regional and national tournaments would typically include the following elements:

- 8-12 baseball diamonds capable of accommodating multiple age divisions (8U-18U)
- Adaptable field dimensions to accommodate different tournament age groups
- Artificial turf infields (full turf optional) to increase scheduling reliability
- One championship stadium field with spectator seating
- Central tournament operations building (registration, administration, scoring)
- Team amenities, including batting cages, warm-up areas, and bullpen space
- Concessions and merchandise areas
- Parking sized to accommodate large tournament attendance

This scale is consistent with the size of successful destination complexes that host multi-day youth travel tournaments.

Typical Age Groups Served:

- Youth travel baseball tournaments (8U-14U)
- High school showcase events (15U-18U)
- Collegiate showcase tournaments and camps

Amenities that Drive Tournament Revenue:

- On-site batting cages and training areas for tournament warmups
- Team store / merchandise areas for tournament retail sales
- Premium seating and hospitality areas for championship games
- Large concessions areas capable of serving tournament crowds
- Scoreboards and streaming infrastructure to support showcases

These amenities are common at destination baseball complexes because they increase event organizer revenue and spectator spending, which helps attract tournament operators.

ECONOMIC IMPACT POTENTIAL: HIGH

VICTUS COMMENTARY: Strong regional/national capture opportunity if 8-12 diamonds are delivered; strongest youth demand likely 8U-18U, with limited NCAA use except showcases.

Enhancements to softball infrastructure at the Princess Anne Athletic Complex could include the following planning-level improvements:

- Maintain existing eight (8) softball diamonds
- Add up to two (2) additional diamonds to support larger tournaments
- Artificial turf infields to improve field durability and weather resilience
- Improved lighting for extended tournament play
- Shared tournament infrastructure, including concessions and administrative space
- Spectator seating and shade structures

These improvements would increase the facility's ability to host regional tournaments while maintaining Parks & Recreation programming.

Typical Age Groups Served:

- Youth fastpitch tournaments (10U-18U)
- High school tournaments and showcases
- Adult recreational leagues and regional tournaments

Amenities that Support Tournament Revenue:

- Central tournament operations building
- Scoreboards and tournament scheduling systems
- Expanded concessions and spectator seating areas
- Warm-up and bullpen areas

These improvements help increase the number and size of tournaments hosted at the Princess Anne Athletic Complex.

ECONOMIC IMPACT POTENTIAL: HIGH

VICTUS COMMENTARY: Revenue upside comes from enhanced fastpitch tournament capture.

While additional fields elsewhere in the City may have limited incremental impact due to the Hampton Roads Soccer Complex, typical tournament-quality rectangular field complexes include:

- At least eight (8) multi-purpose rectangular fields
- Artificial turf playing surfaces to maximize scheduling capacity
- Field lighting to allow evening tournament play
- Central support building with restrooms and concessions
- Spectator seating areas and shade structures
- Tournament operations space

Typical Age Groups Served:

Youth tournaments (8U-19U)

High school soccer and lacrosse tournaments

Adult amateur tournaments and leagues

Amenities that Support Tournament Activity:

- Central tournament operations and registration space
- Spectator seating and shade structures
- Scoreboards and event infrastructure

Previous Victus research indicated that additional rectangular fields outside the Hampton Roads Soccer Complex may duplicate existing capacity.

ECONOMIC IMPACT POTENTIAL: MEDIUM

VICTUS COMMENTARY: Prioritize HRSC reinvestment over duplicative new PAAC rectangular inventory.

The Virginia Beach Sportsplex has historically experienced lower utilization compared to other sports tourism venues in the City. Previous Victus research indicated that the facility could potentially play a complementary role within the Princess Anne sports tourism cluster rather than functioning solely as a standalone stadium.

Because the Princess Anne Athletic Complex already contains multiple rectangular fields and softball diamonds capable of hosting tournaments, the Sportsplex could serve as a championship venue that enhances the overall tournament infrastructure within the corridor.

Under this concept, the Virginia Beach Sportsplex would function as a championship field supporting events hosted at the Princess Anne Athletic Complex and nearby facilities. This approach would allow tournaments to utilize the existing multi-field inventory at PAAC while providing a larger venue for championship games, finals, or showcase matches.

Potential enhancements could include:

- Multi-sport championship field capable of hosting soccer, lacrosse, and football
- Seating capacity suitable for tournament finals and showcase events
- Event infrastructure for championship games, including media, scoring, and operations space
- Improved locker rooms and team areas
- Broadcast and scoreboard upgrades

Typical Event Uses:

- Tournament championship matches for events hosted at PAAC
- College showcase matches for soccer and lacrosse
- High school regional or state playoff games

Amenities that Drive Revenue:

- Stadium seating for championship games
- Broadcast and streaming capabilities
- Hospitality or VIP areas for championship events

ECONOMIC IMPACT POTENTIAL: LOW

VICTUS COMMENTARY: Best role is championship/showcase field.

A championship cross country venue designed to host collegiate and national events typically includes:

- 2-kilometer and 5-kilometer course loops
- Natural terrain course design with varying elevations
- Permanent start and finish infrastructure
- Spectator viewing corridors along key segments of the course
- Event staging areas for teams and race operations
- Parking and shuttle access for large meets

Facilities of this type are often designed to host collegiate invitationals and youth championship races.

Typical Age Groups Served:

- Youth cross country championships
- High school invitational meets
- NCAA collegiate invitationals

Amenities that Support Event Revenue:

- Central race operations pavilion
- Spectator viewing zones along the course
- Team staging areas for large meets

ECONOMIC IMPACT POTENTIAL: LOW TO MODERATE

VICTUS COMMENTARY: Moderate event volume, strongest fit for high school and collegiate invitationals.

A championship BMX venue capable of hosting regional or national competitions typically includes:

- UCI-compliant BMX race track
- Starting hill and gate system
- Spectator seating areas
- Practice track or training area
- Event operations building (registration, equipment, concessions)
- Lighting for evening events

Such venues often host regional series races and national championships.

Typical Age Groups Served:

- Youth BMX racing divisions
- Amateur and regional competitive racing
- National series events

Amenities that Support Event Revenue:

- Vendor and merchandise areas
- Grandstand seating for race viewing
- Event operations and registration areas

ECONOMIC IMPACT POTENTIAL: LOW

VICTUS COMMENTARY: Niche draw, periodic regional/national events, lower annual volume than baseball or soccer.

OPTION A: DESTINATION BASEBALL COMPLEX (RIPKEN BASEBALL MODEL)

This model would involve a destination baseball complex programmed through an exclusive operating agreement with a national event operator. Facilities of this type typically include ten to twelve baseball diamonds with artificial turf infields and a championship stadium field.

This model typically produces the highest economic impact due to the stay-to-play tournament structure, which helps ensure that visiting teams utilize hotels within the host community. However, these facilities are typically programmed almost exclusively by the private operator and are primarily used for in-house tournament programming, limiting availability for local recreational use.

OPTION B: TOURNAMENT BASEBALL COMPLEX (FLEXIBLE OPERATOR)

This option would involve a publicly owned complex with approximately eight to ten baseball diamonds that could be rented to a variety of regional and national tournament organizers.

Potential operators could include either a third-party facility management company or the Virginia Beach Parks & Recreation Department, which already has experience and success booking and hosting sports tourism events at the Princess Anne Athletic Complex.

This operating structure would provide greater programming flexibility and would allow the facility to host a mix of regional tournaments, local events, and community recreation programming.

While this model would likely generate lower economic impact than a destination baseball complex with a stay-to-play structure, it would allow for local community access and recreational use of the facility outside of tournament periods.

OPTION C: COMBINED BASEBALL & SOFTBALL TOURNAMENT COMPLEX

This option would combine baseball and softball fields within a single tournament complex. A typical configuration could include six to eight baseball diamonds and four to six softball fields.

Similar to Option B, the complex could be operated by either a third-party management entity or the Virginia Beach Parks & Recreation Department, leveraging the department's experience scheduling tournaments and events at existing facilities within the Princess Anne corridor.

This model would allow the facility to host both baseball and softball tournaments while also providing availability for local leagues, recreational programming, and community use.

While this option may not generate the same peak economic impact as a destination baseball complex focused exclusively on travel tournaments, it would provide greater programming diversity and increased access for local users.

ROLE OF COMMUNITY-ORIENTED USES IN CREATING A DESTINATION

The sports tourism facilities identified within the Princess Anne corridor are complemented by several community-oriented recreational uses, including cross country trails, BMX facilities, disc golf, trail networks, and other outdoor amenities.

Facilities such as cross country courses, trail networks, and action sports venues typically do not generate the same volume of direct economic impact as tournament-based sports such as baseball or soccer. However, these uses contribute to the overall visitor experience and can enhance the attractiveness of the broader athletic village as a destination.

These types of amenities can support sports tourism in several ways:

- **Extending length of stay** by providing additional activities for athletes, families, and spectators outside of scheduled competition
- **Increasing visitor spending** through ancillary recreation, food and beverage, and retail activity
- **Supporting multi-sport event programming**, allowing events to incorporate multiple disciplines within a single visit
- **Creating year-round utilization**, particularly for facilities such as cross country and trail systems that can host events and recreational use beyond peak tournament seasons
- **Enhancing destination appeal**, making the Princess Anne corridor more competitive relative to other regional sports tourism destinations

Previous Victus research indicated that the most successful sports tourism destinations function as integrated “sports campuses” or “athletic villages,” where tournament facilities are supported by complementary amenities that increase overall visitor engagement.

ADDITIONAL COMMENTARY REGARDING CROSS COUNTRY

Previous Victus research indicated that championship-level cross country facilities, while more limited in total annual event volume than tournament-based sports, can serve as an important supporting asset within a broader sports tourism destination. Demand is driven primarily by **high school and collegiate programming**, including invitationals, conference meets, and championship events. NCAA conference championships are typically held in late October to early November, followed by regional and national championship events later in November, positioning cross country as a driver of **shoulder-season visitation**.

At the Princess Anne Athletic Complex (“PAAC”), stakeholder feedback and prior Victus analysis identified the opportunity to develop a **championship-caliber cross country course integrated with trail networks and open space**. These types of facilities are typically designed to accommodate multiple race distances, spectator viewing areas, and event infrastructure to support both competitive and recreational use. In addition to organized events, such a facility would support **year-round community use**, including training, recreational running, and local programming.

From a market perspective, cross country should not be categorized as either a primary sports tourism driver or a purely local-use facility. Rather, it represents an **intermediate tier of investment**, serving predominantly local and regional demand while also generating incremental sports tourism activity. Previous Victus research indicated that, with appropriate facility enhancements at PAAC, the market could support **approximately five (5) incremental cross country-related events**, including high school invitationals and collegiate meets. While this level of activity is lower than tournament-based sports such as baseball, these events can still attract multi-state participation and generate overnight visitation.

Victus assessed that cross country and similar outdoor recreational uses play an important supporting role within an integrated “athletic village” environment. These uses contribute to the overall visitor experience by **extending length of stay, increasing ancillary spending, supporting multi-sport programming, and enhancing destination appeal**. When combined with adjacent tournament-based facilities, cross country infrastructure helps create a more complete and competitive sports tourism offering within the Princess Anne corridor.

Recommended Planning-Level Facility Scale

- Championship-level cross country course with multiple race configurations (3K, 5K, 8K, 10K)
- Integrated trail network and open space system to support year-round use
- Dedicated start/finish areas with timing infrastructure and event staging space
- Spectator viewing areas, including natural berms and centralized viewing corridors
- Supporting amenities including parking, restrooms, storage, and meet management space
- Ability to host high school, collegiate, and regional/national-level events

Market Capture / Planning Implication

Previous Victus research indicated that a championship-level cross country facility would be competitive for **regional high school and collegiate events**, with the ability to attract periodic conference-level meets. While the total number of annual events is limited relative to tournament-based sports, these events typically generate **multi-day visitation and occur during the fall shoulder season**, providing diversification of tourism demand.

As such, cross country should be positioned as a **supporting sports tourism asset with moderate impact potential**, rather than a primary economic driver. Its greatest value is realized when integrated with complementary facilities, contributing to overall destination competitiveness, increased visitor engagement, and extended stays within the Princess Anne athletic village.



2. ECONOMIC & FISCAL IMPACTS

TOURNAMENT BASEBALL COMPLEX

The following input assumptions summarize the key operating, visitation, and economic impact metrics associated with a potential tournament baseball complex in the Princess Anne corridor of Virginia Beach, Virginia ("Virginia Beach" or the "City") under an **Exclusive Operator model**. These assumptions are based on prior Victus analysis and are structured to support consistent, planning-level ROI evaluation.

1. FACILITY & PROGRAM OVERVIEW

- **Facility Type:** Tournament Baseball Complex
- **Field Count:** 12
- **Operator Model:** Exclusive/Destination Operator
- **Stabilized Year:** 3

2. EVENT PROGRAMMING ASSUMPTIONS

- **2-Day Tournaments:**
 - Annual Events: 10
 - Days per Event: 2
 - Teams per Event: 35
- **3-Day Tournaments:**
 - Annual Events: 10
 - Days per Event: 3
 - Teams per Event: 30

- **Week-Long Tournaments:**

- Annual Events: 8
- Teams per Week: 5

- **Total Events:** 36

3. PARTICIPATION & VISITATION

- **Tournament Players/Guests per Team:** ~30
- **Week-Long Event Guests:** ~34 (15 players + 19 guests)
- **Total Annual Visitors:** 241,000
- **Out-of-Town Visitors:** 216,900
- **Annual Hotel Nights:** 83,000

4. FACILITY OPERATING PRO FORMA

- **Revenues:** \$4.4 million
 - Tournament Fees: \$3.45 million
 - Concessions (Net): \$640,000
 - Merchandise (Net): \$109,000
 - Sponsorship: \$100,000
 - Other Revenue: \$100,000
- **Expenses:** \$3.05 million
- **Net Operating Income:** \$1.35 million

- **Operating Margin:** 31%

SUPPORTING FACILITIES

While the tournament baseball complex represents the primary driver of sports tourism activity within the Princess Anne corridor, previous Victus research indicated that other on-site facilities can generate incremental sports tourism activity and contribute to overall destination performance.

These uses are not expected to produce the same level of direct economic impact as a destination baseball complex; however, they play an important role in supporting visitation, extending length of stay, and enhancing the competitiveness of the broader athletic village.

These supporting uses are presented on a planning-level basis and are not independently modeled for economic impact but rather considered as contributors to overall destination performance.

For planning purposes, these facilities can be categorized as follows:

PRIMARY SPORTS TOURISM DRIVER: TOURNAMENT BASEBALL COMPLEX

- Multi-day tournaments with significant overnight visitation
- High economic and fiscal impact

SUPPORTING SPORTS TOURISM ASSETS (MODERATE IMPACT)

- **Cross country course**
 - Approximately 12 incremental events annually (high school and collegiate)*
 - Seasonal (fall) event concentration
 - Generates periodic overnight visitation
- **BMX**
 - Periodic regional events and local programming
 - Limited annual event volume
- **Pickleball**
 - Existing facility (Pickleball Virginia Beach) captures primary demand
 - Additional supply may result in redistribution of events rather than net new demand

**Cross Country projections are based on additional feedback provided by Virginia Beach Parks & Recreations*

Sports Tourism Driver	Annual # of Events	Annual Attendance
Tournament Baseball Complex	36	241,000
Cross Country Course	12	10,000
BMX Park	3	7,500
TOTAL	51	258,500

Source: Victus research

Notes: (1) It is assumed that the tournament baseball complex would be under an "exclusive operator model" that requires "stay-to-play" at a new on-site hotel for visiting teams.

(2) Sorted by Annual Attendance in descending order.

(3) Projected Annual # of Events is based on additional feedback from Virginia Beach Parks & Recreation

Based on previous studies and recent analysis conducted by Victus Advisors for the City of Virginia Beach, the above chart illustrates the overall event and annual attendance of sports tourism drivers in the Princess Anne corridor of Virginia Beach.

The first step in projecting the potential economic and fiscal impacts of an upgraded Rancho Mirage Amphitheater is estimating the Gross Direct Spending activity that could occur throughout the City of Rancho Mirage due to the ongoing annual operations of the venue.

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

Primary Sources of Direct Spending from An Upgraded Rancho Mirage Amphitheater

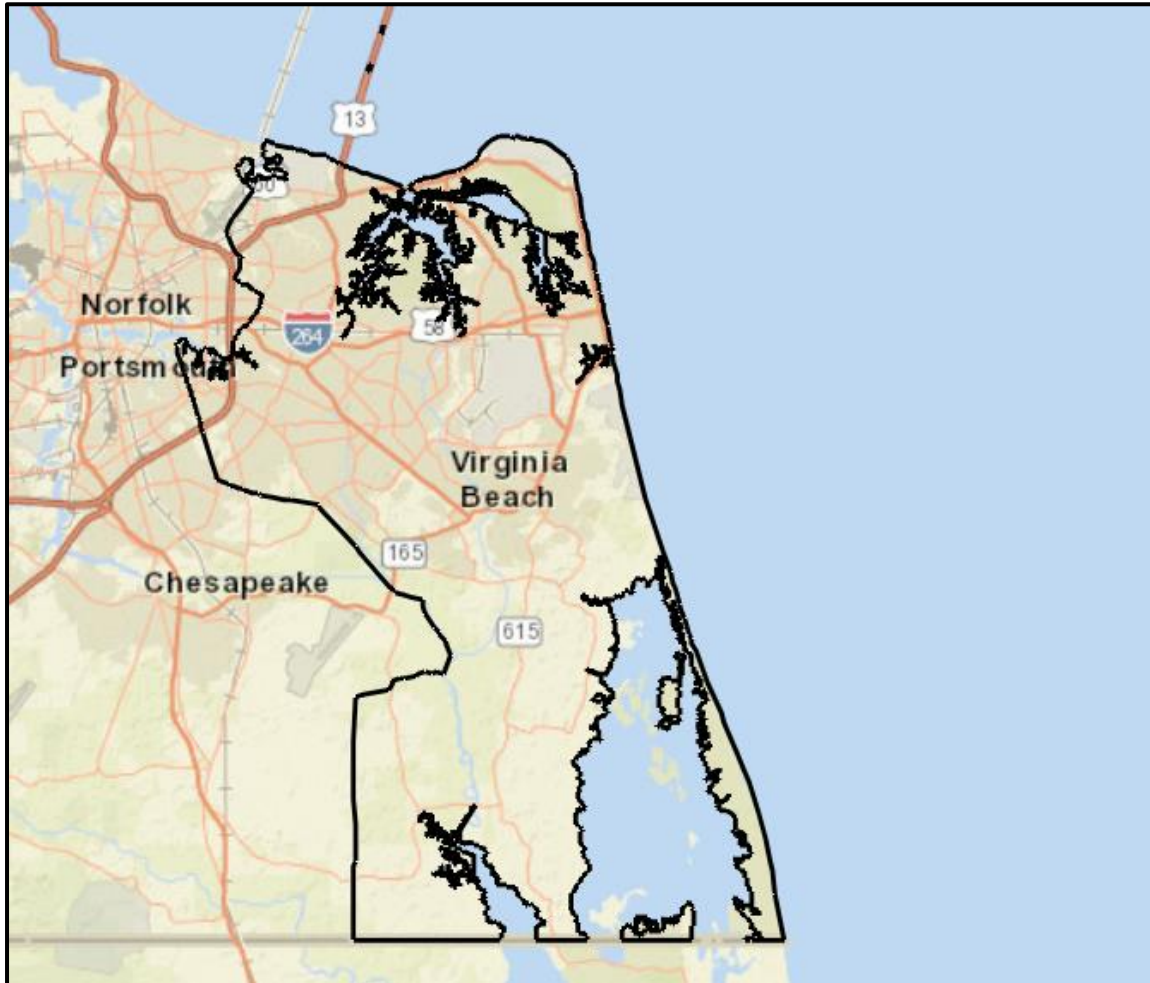
Ongoing Venue Operations

In-Facility Revenues:

- Venue Rental Fees
- Programming Revenue
- Concessions Sales
- Ticket Sales
- Sponsorships/Advertising

City-Wide Visitor Spending:

- Restaurants
- Entertainment
- Retail
- Transportation
- Hotel



For purposes of this study, Victus Advisors has been tasked with identifying the potential economic and fiscal impacts within the City of Virginia Beach. Therefore, the local economy studied in this analysis is the physical area solely within the City of Virginia Beach (as highlighted to the left).

As described on the next page, "Net" Direct Spending only occurs when the spending source originates outside of the City and occurs within the City's limits, which most often occurs when regional event activity is held.

Source: Esri

After estimating the “Gross” economic activity associated with venue development, Victus Advisors estimated the portion of Gross Direct Spending that could represent incremental (or “Net”) spending within the City’s economy. Net Direct Spending accounts for the phenomenon of “displacement”, as described below.

DISPLACEMENT is the economic principle that assumes a household’s recreation/entertainment budget would be spent within the local economy with or without development of additional sports tourism drivers in Virginia Beach. For purposes of this study, we have assumed that local event spending would be displaced (i.e. spent elsewhere within the Virginia Beach economy) without the presence of additional sports tourism drivers. Therefore...

NET IMPACTS estimated by Victus Advisors will only include the estimated dollars spent within City limits by non-resident visitors who come to Virginia Beach for event activity, thus injecting new incremental dollars into the City’s economy.



ESTIMATED NET ANNUAL ECONOMIC IMPACTS: **DIRECT SPENDING IMPACTS ONLY**



Sports Tourism Driver	VISITATION AND SPENDING		ANNUAL ECONOMIC IMPACTS	
	Estimated Annual Out-of-Town Visitors	Estimated Net New Direct Spending (1)	Employment	Labor Income
Tournament Baseball Complex	216,900	\$28,278,000	831	\$19,908,000
Cross Country Course	9,000	\$1,173,375	30	\$724,000
BMX Park	6,750	\$880,031	23	\$561,000
TOTAL	232,650	\$30,331,406	884	\$21,193,000

Notes: (1) Only includes direct spending by visitors from outside of Virginia Beach

(2) Please note, it assumed that the Tournament Baseball Complex would be operated under a "stay-to-play model" with a new on-site hotel.

It is estimated that the operations of the new sports tourism drivers along the Princess Anne corridor could generate the following impacts within Virginia Beach on an annual basis:

- \$30.3 million in net new direct spending
- 884 sustainable annual jobs (includes both full- and part-time jobs)
- \$21.2 million in annual labor income



ESTIMATED NET ANNUAL FISCAL IMPACTS: **DIRECT SPENDING IMPACTS ONLY**



	HOTEL IMPACTS	ANNUAL FISCAL IMPACTS			
Sports Tourism Driver	Estimated Annual Hotel Nights (1)(2)	Sales Tax (1%)	Tourism Occupancy Tax (9%)	Room Tax (\$2/room night)	Meals Tax (5.5%)
Tournament Baseball Complex	83,000	\$283,000	\$1,120,000	\$166,000	\$441,000
Cross Country Course	3,000	\$12,000	\$46,000	\$7,000	\$18,000
BMX Park	2,600	\$9,000	\$35,000	\$5,000	\$14,000
TOTAL	88,600	\$304,000	\$1,201,000	\$178,000	\$473,000

Notes: (1) Assumes 1.5 nights per out-of-town visitor, and average daily room rate of \$150.

(2) Please note, it assumed that the Tournament Baseball Complex would be operated under a "stay-to-play model" with a new on-site hotel.

It is estimated that the operations of the new sports tourism drivers along the Princess Anne corridor could generate the following impacts within Virginia Beach on an annual basis:

- Nearly 90,000 annual hotel nights
- \$2.2 million in City of Virginia Beach sales, lodging, and meals taxes



SUMMARY OF NET IMPACTS OVER TIME (30 YEARS):

DIRECT SPENDING IMPACTS ONLY



Net Present Value (NPV) of Incremental Impacts Over 30 Year

Sports Tourism Driver	ECONOMIC IMPACT		FISCAL IMPACT			
	Employment	Labor Income	Sales Tax (1%)	Tourist Occupancy Tax (9%)	Room Tax (\$2/room night)	Meals Tax (5.5%)
Tournament Baseball Complex	831	\$430,616,000	\$6,121,000	\$24,226,000	\$3,591,000	\$9,539,000
Cross Country Course	30	\$15,660,000	\$260,000	\$995,000	\$151,000	\$389,000
BMX Park	23	\$12,135,000	\$195,000	\$757,000	\$108,000	\$303,000
TOTAL	884	\$458,411,000	\$6,576,000	\$25,978,000	\$3,850,000	\$10,231,000

Notes: (1) Assumptions include 3.0% annual inflation and 4.5% discount rate.

(2) Employment represents new full- and part-time jobs sustained on an annual basis.

Over a 30-year period, it is estimated that the proposed sports tournament drivers could generate overall long-term impacts within Virginia Beach with a net present value (NPV) of:

- 884 sustainable annual jobs
- Over \$458 million in total labor income
- Over \$46.6 million in City of Virginia Beach sales, lodging, and meals taxes



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