



# FOLEY SPORTS TOURISM COMPLEX

**DON STALEY**

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CITY OF FOLEY

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ENVIRONMENTAL MANAGER  
CITY OF FOLEY



City Council Presentation  
June 2, 2014



# POWER MAN<sup>®</sup>

 USA DUATHLON SERIES





### What is a Duathlon?

- Run-Bike-Run event
  - ▣ 6.2 miles for first run
  - ▣ 37.2 miles for the bike component
  - ▣ 6.2 miles for the final run

### Where will the event take place?

- Graham Creek and route TBD (will work with Police, Fire, and Public Works department on bike route)



# POWER MAN<sup>®</sup>

USA DUATHLON SERIES

## Economic Impact

- ❑ 400-950 athletes are expected to compete
- ❑ 1000-2000 out-of-town spectators
- ❑ Estimated economic impact \$500,000

## Bid for Powerman USA

- ❑ \$5,000 Bid fee plus City of Foley services
- ❑ 5-year contract





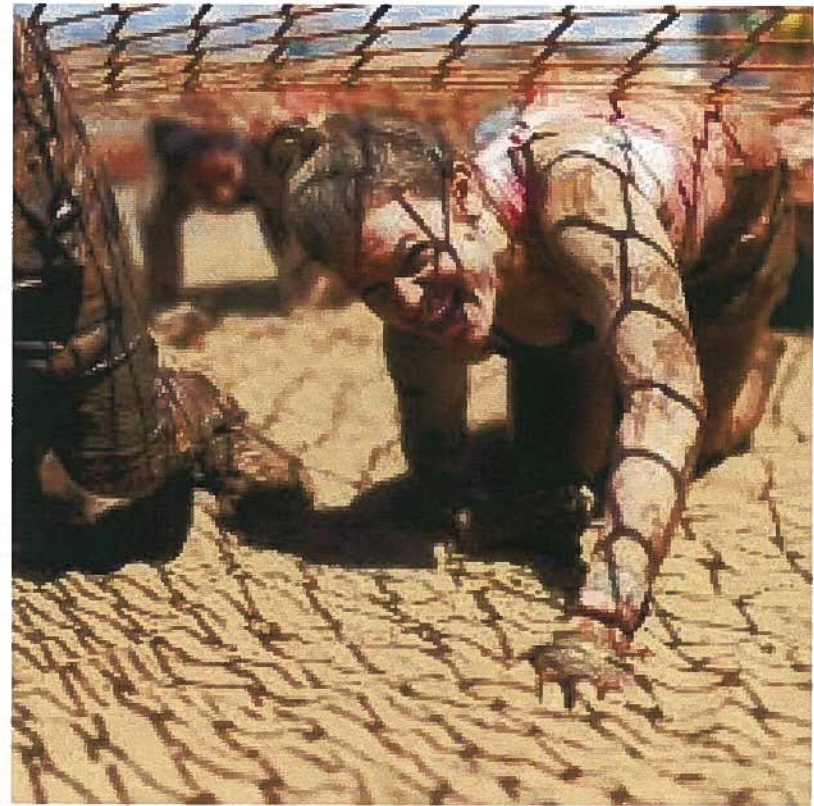
- The closest Powerman USA Duathlon race is held in the West Palm Beach, Florida area.
- Foley could be the regional site for this event!



# TOUGH MUDDER

## What is Tough Mudder?

- ❑ Tough Mudder is a 10-12 mile obstacle course designed by British Special Forces to test all-around strength, stamina, teamwork, and mental grit.





# TOUGH MUDDER

## What is Tough Mudder?

- <https://www.youtube.com/watch?v=t-CewlpRBaY>



# TOUGH MUDDER

## What does Tough Mudder offer?

- ❑ A Saturday and Sunday event with race waves running all day both days
- ❑ A huge fan base. Tough Mudder attracts typically 8,000-25,000 participants in a single weekend at events in the U.S. and Europe

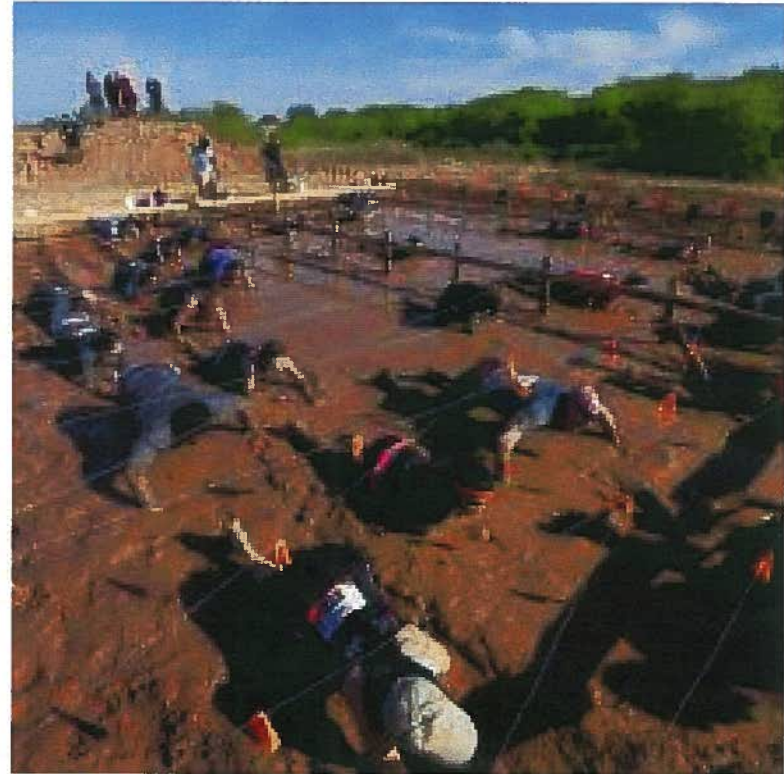




# TOUGH MUDDER

## Economic Impact of Event

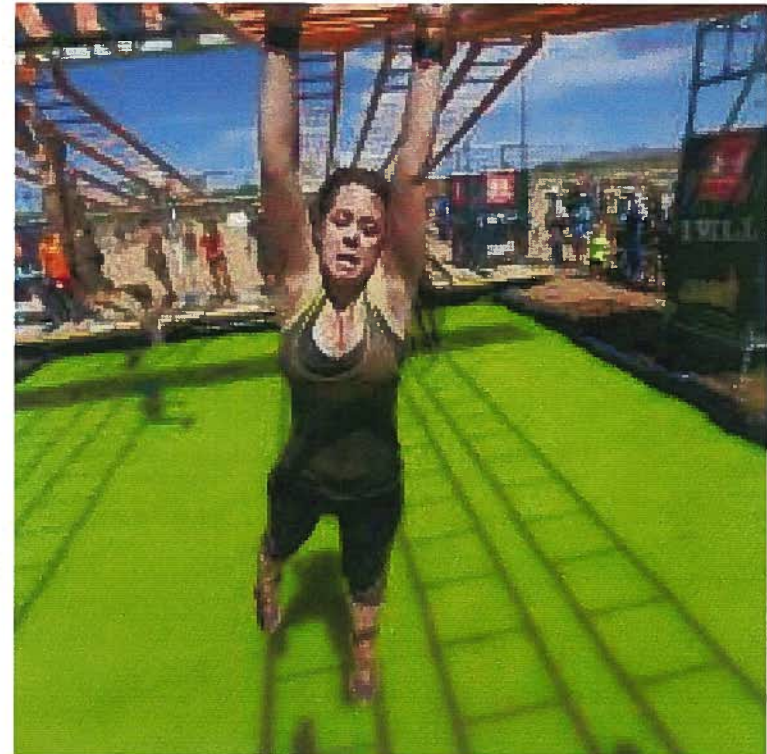
- This event will put FOLEY on the map for Extreme Sports Events and Adventure Tourism!
- Tough Mudder is looking for a Gulf Coast destination location.



# TOUGH MUDDER

## Economic Impact of Event

- ❑ Estimated to fill every hotel in Foley with spill over into neighboring areas
- ❑ Estimated minimum of \$2 million for our area
- ❑ Is a multi-year event, if successful



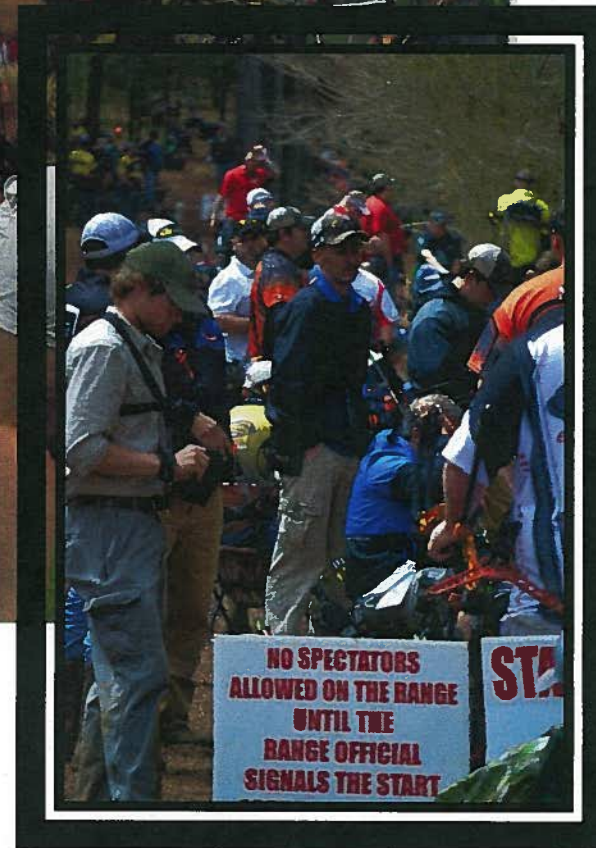


# Tough Mudder Conclusion

- Foley has the ideal facility and the experienced, knowledgeable staffing to host the event at Graham Creek Nature Preserve
- The bid fee is large, but will be reduced by the number of City services offered for the event
- Potential Tough Mudder Dates:
  - ▣ FEBRUARY 21-22, 2015



# ASA Archery

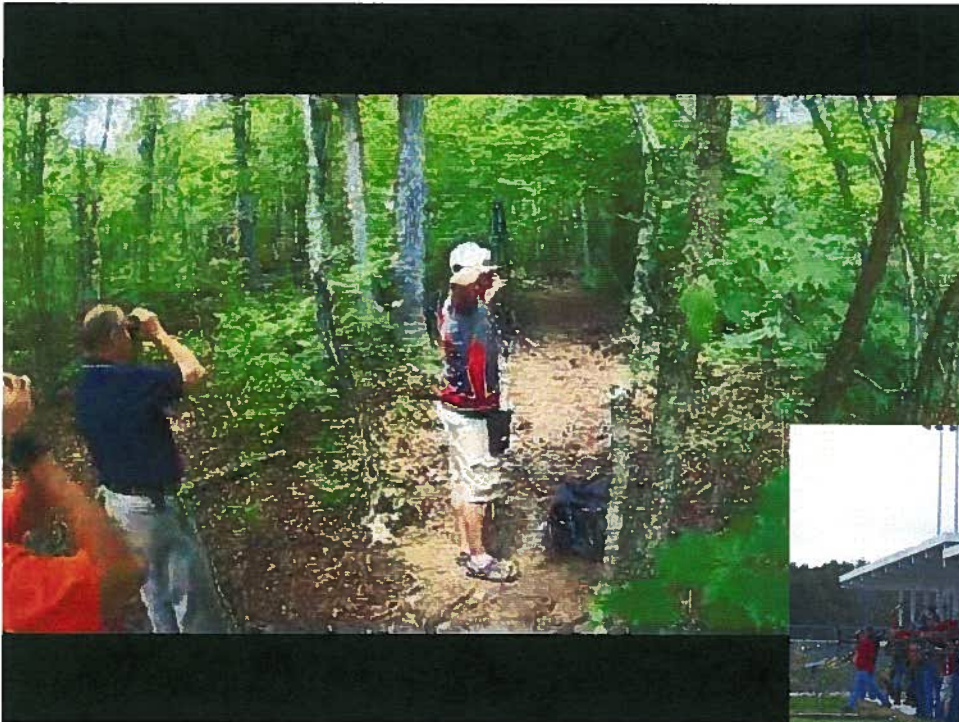




# ASA Archery Proposed Site and Dates

## □ Graham Creek Nature Preserve

▣ Late August 2015





# Economic Impact and Bid Fee

## Estimated Economic Impact of ASA Events – According to Texas A&M Study

- ❑ \$1.2 million estimated total event spending



## Bid Fee

- ❑ \$10,000\*
- ❑ \$5,000 is waived if certain City services are provided for event





**McKenzie ASA Pro/Am Tour  
2015 - 2017 Late Schedule**

| <b>2015 Dates &amp; Sites</b> |                                    |                        |
|-------------------------------|------------------------------------|------------------------|
| <b>2015 Dates</b>             | <b>Event</b>                       | <b>Location</b>        |
| NFAA Vegas - Feb 6 - 8        |                                    |                        |
| <b>Feb 20 - 22</b>            | <b>Easton Pro/Am</b>               | <b>Newberry, FL</b>    |
| Daylight Savings - Mar 8th    |                                    |                        |
| <b>Mar 20 - 22</b>            | <b>Realtree Pro/Am</b>             | <b>Phenix City, AL</b> |
| Easter - April 5th            |                                    |                        |
| <b>April 24-26</b>            | <b>Brunton Southwest Shoot Out</b> | <b>Paris, TX</b>       |
| Mother's Day - May 10th       |                                    |                        |
| <b>May 29 - 31</b>            | <b>TRU Ball &amp; Bear Pro/Am</b>  | <b>London, KY</b>      |
| <b>Jun 29 - 30</b>            | <b>Mathews Solo-Cam Pro/Am</b>     | <b>Metropolis, IL</b>  |
| <b>July 31 - Aug 2</b>        | <b>Hoyt Pro/Am</b>                 |                        |
| <b>August 28 - 30</b>         | <b>McKenzie ASA Classic</b>        | <b>Foley, AL</b>       |

| <b>2016 Dates &amp; Sites</b> |                                    |                        |
|-------------------------------|------------------------------------|------------------------|
| <b>2016 Dates</b>             | <b>Event</b>                       | <b>Location</b>        |
| Las Vegas - Feb 12 - 14       |                                    |                        |
| <b>Feb 19 - 21</b>            | <b>Easton Pro/Am</b>               | <b>Newberry, FL</b>    |
| Daylight Savings - Mar 13th   |                                    |                        |
| <b>Mar 18 - 20</b>            | <b>Realtree Pro/Am</b>             | <b>Phenix City, AL</b> |
| Easter, March 27              |                                    |                        |
| <b>Apr 22 - 24</b>            | <b>Brunton Southwest Shoot Out</b> | <b>Paris, TX</b>       |
| <b>June 3 - 5</b>             | <b>TRU Ball &amp; Axcel Pro/Am</b> | <b>London, KY</b>      |
| Mother's Day - May 8th        |                                    |                        |
| <b>Jun 24-26</b>              | <b>Mathews Solo-Cam Pro/Am</b>     | <b>Metropolis, IL</b>  |
| <b>July 29 - 31</b>           | <b>Hoyt Pro/Am</b>                 |                        |
| <b>Aug 26 - 28</b>            | <b>McKenzie ASA Classic</b>        | <b>Foley, AL</b>       |

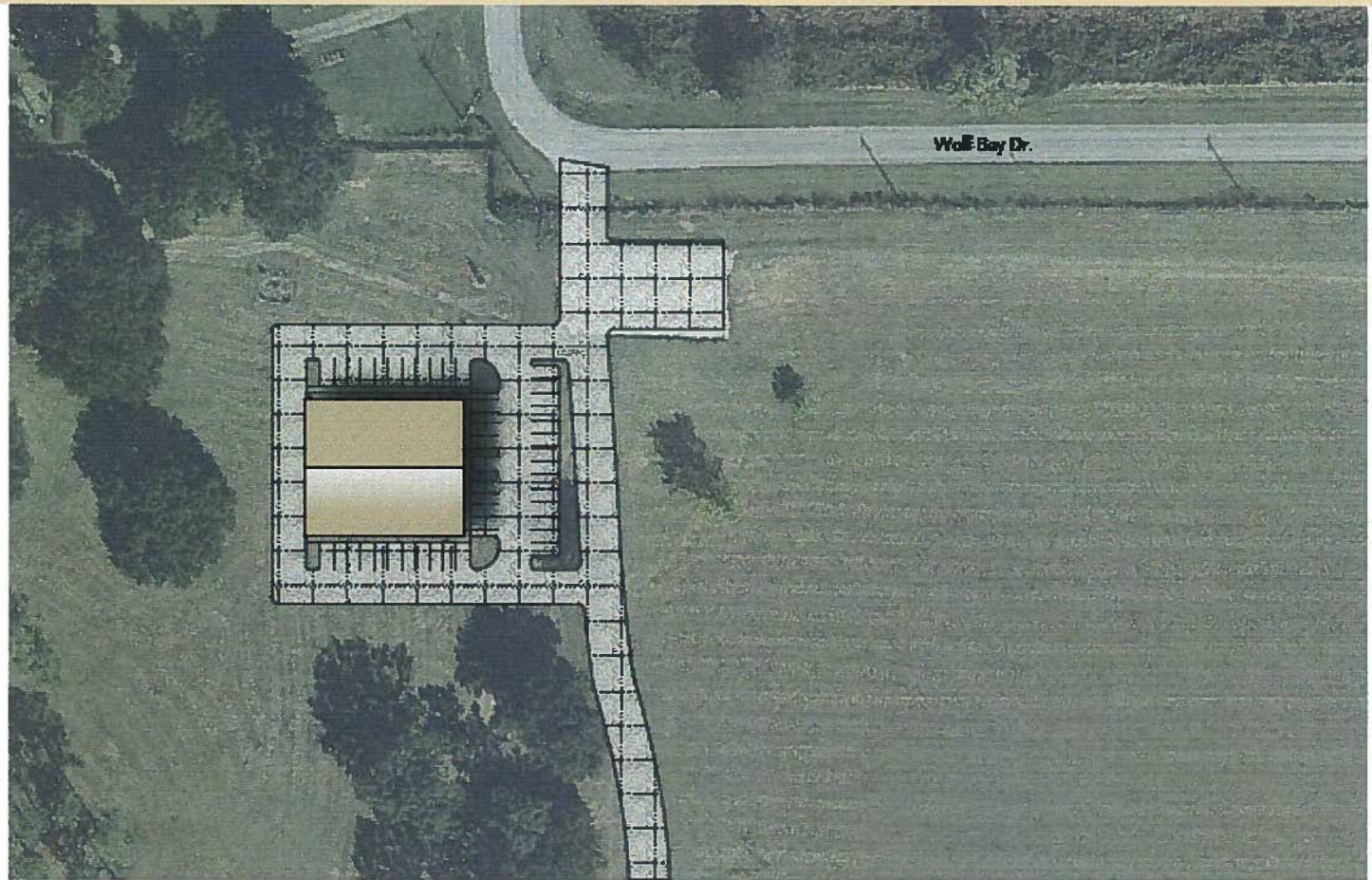
| <b>2017 Dates &amp; Sites</b> |                                    |                        |
|-------------------------------|------------------------------------|------------------------|
| <b>2017 Dates</b>             | <b>Event</b>                       | <b>Location</b>        |
| NFAA Vegas Feb 10 - 12        |                                    |                        |
| <b>Feb 24 - 26</b>            | <b>Easton Pro/Am</b>               | <b>Newberry, FL</b>    |
| Daylight Savings - Mar 11th   |                                    |                        |
| <b>Mar 24 - 26</b>            | <b>Realtree Pro/Am</b>             | <b>Phenix City, AL</b> |
| Easter - April 18th           |                                    |                        |
| <b>Apr 21 - 22</b>            | <b>Brunton Southwest Shoot Out</b> | <b>Paris, TX</b>       |
| Mother's Day - May 14         |                                    |                        |
| <b>June 2 - 4</b>             | <b>TRU Ball &amp; Axcel Pro/Am</b> | <b>London, KY</b>      |
| <b>Jun 30 - Jul 2</b>         | <b>Mathews Solo-Cam Pro/Am</b>     | <b>Metropolis, IL</b>  |
| <b>July 28 - 30</b>           | <b>Hoyt Pro/Am</b>                 |                        |
| <b>Aug 25 - 27</b>            | <b>McKenzie ASA Classic</b>        | <b>Foley, AL</b>       |

# ASA Archery – Building at Graham Creek Nature Preserve

- A building located at Graham Creek will be a necessity for ASA Archery events, and a catalyst for other local and national events
- It will offer additional space for events such as wedding receptions, educational and community events; generating **revenue** for the City of Foley **year round**







City of Foley Archery Center - Scale: 1" = 100'

Foley, AL | 05/27/2014

## Multi Purpose Building

### Site at Graham Creek

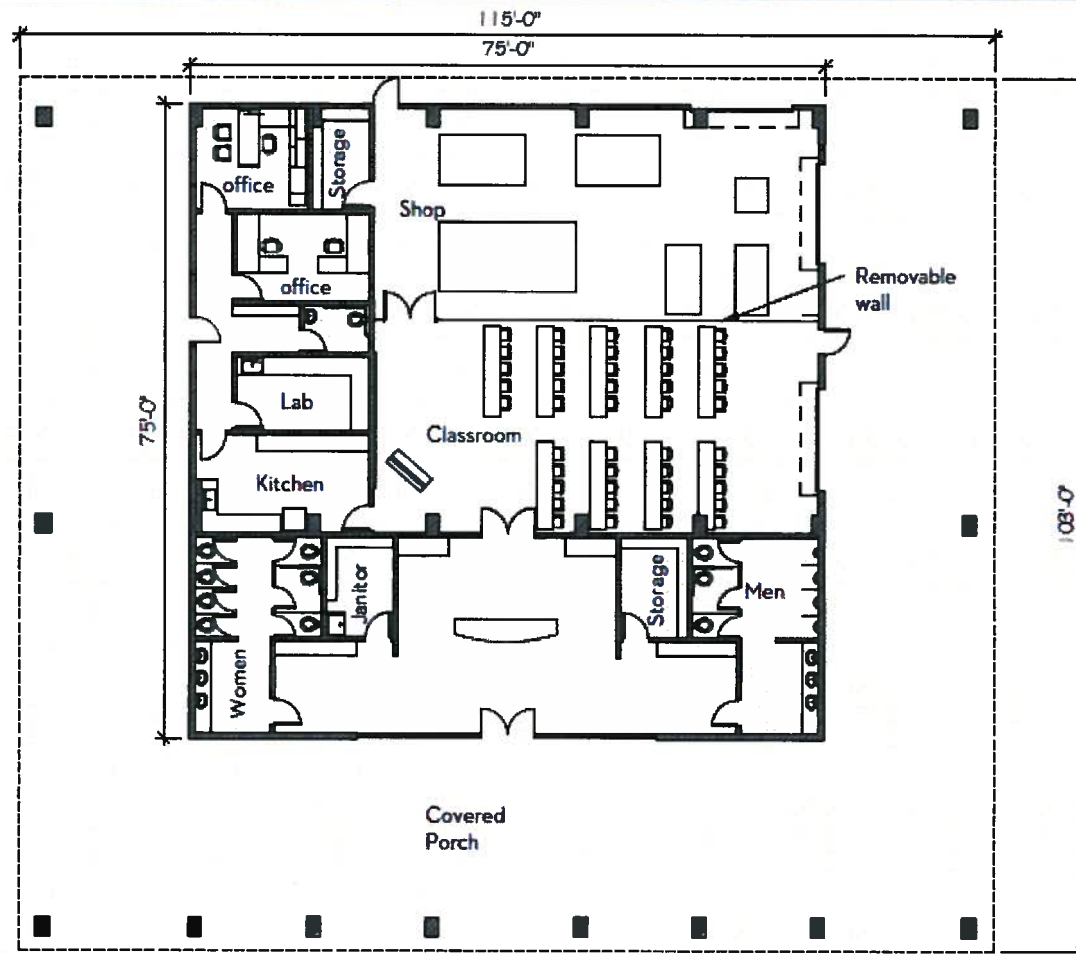
City of Foley Archery Center - Scale: 1" = 100'

Foley, AL | 05/27/2014



GOODWYN | MILLS | CAWOOD





## Multi Purpose Building at Graham Creek

### Plans/Layout



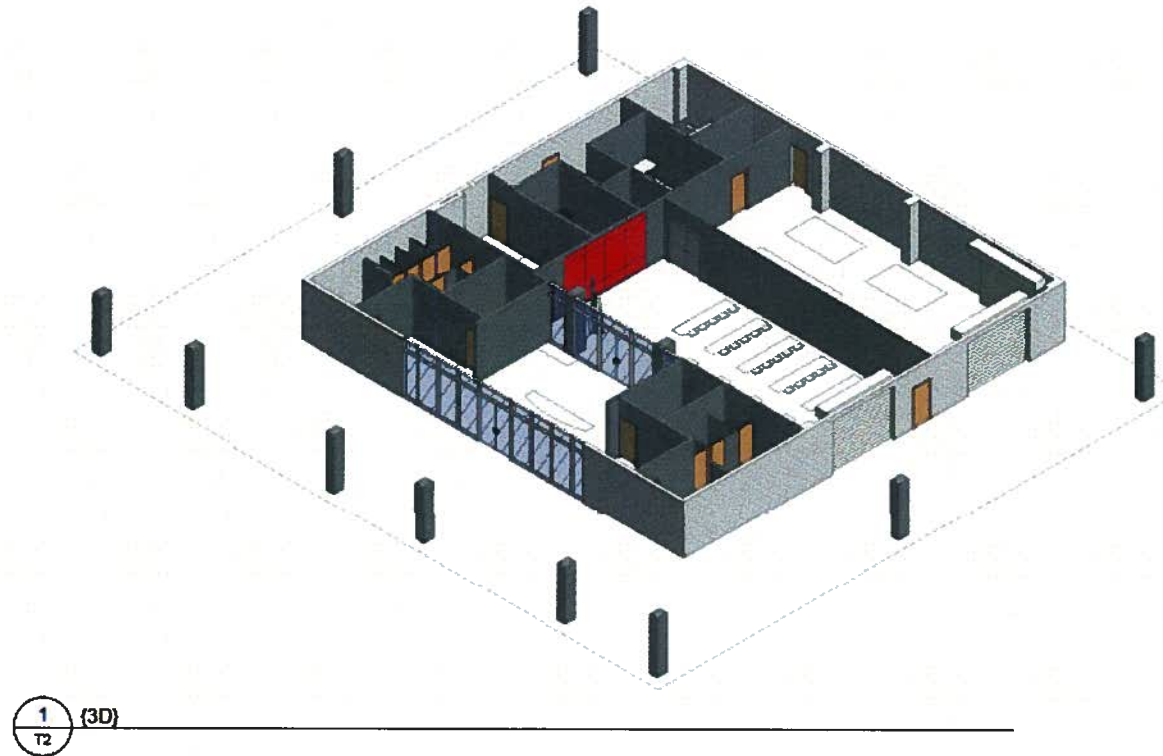
City of Foley Archery Center - Scale: 1/16" = 1'

Foley, AL | 05/27/2014



GOODWYN | MILLS | CAWOOD





## Multi Purpose Building at Graham Creek

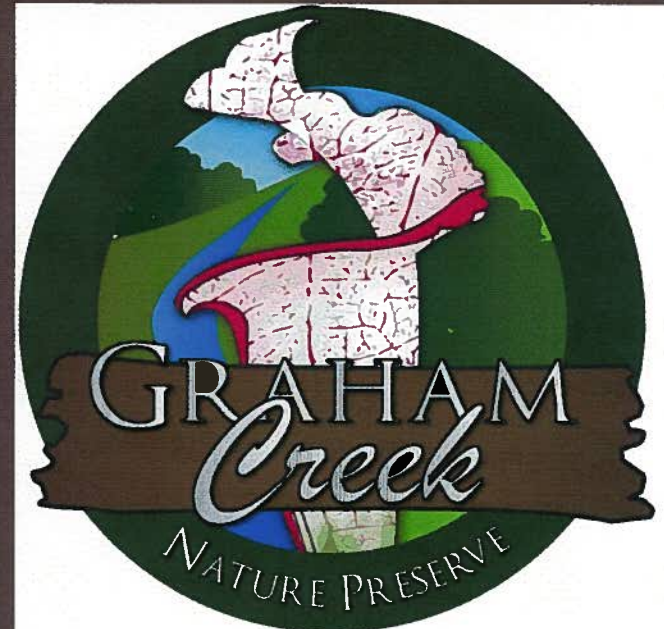
Axonometric Layout



# FOLEY SPORTS TOURISM

C O M P L E X

THANK YOU FOR YOUR  
CONSIDERATION AND  
CONTINUED SUPPORT!



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June 2, 2014