

# CONSTRUCTIVE

# 4

Sports and Recreation Investment in Real Estate, examples of how investors are developing this key market sector, and further developing our focused Sports and Recreation Consulting Group with partners offering national reach and local expertise.

OPTIMIZED FOR  
GROWTH

[www.constructive4.com](http://www.constructive4.com)

# EXECUTIVE SUMMARY

Sports and Recreation in the US is booming and opportunities exist for C4 consulting group and real-estate professionals to work together and share knowledge within the industry and add value to investment analysis and decision making for US and overseas investors wishing to grow in this key market. With a potential annual spend in real-estate services of \$57 Billion in the US, Constructive 4's Sports and Recreation consulting group is expanding its national reach and local focus.

## Industry Statistics in Sports and Recreation (an overlooked giant?)

Estimated size of sports industry in the US: \$498 Billion (Plunkett)

Estimated size of recreational industry in the US: \$646 Billion (Outdoor Industry Association)

Financial Service and Institutions: \$780 Billion

Motor Vehicles and Parts: \$340 Billion

Combined Sports and Recreation and related spend annual in Real Estate services at 5% \$57 Billion

## Defining the Market – Traditional

- NFL \$9.6 Billion
- MLB \$7.9 Billion
- NBA \$4.8 Billion
- NHL \$3.7 Billion
- NCAA \$989 Million
- Nascar \$886 Million

*Above figures are Pro Sports only and do not include College, School and Recreational Sports*

## Defining the Market – Emerging Leaders

- Soccer: 13 million players in the US (4% of the population) Wikipedia
- Camping: \$143 Billion annual and trip related sales
- Watersports: \$86 Billion annual and trip related sales
- Bicycling: \$81 Billion annual and trip related sales

*'Minority' Sports Update - Rugby and Lacrosse: 2 examples of the fastest growing sports in the US today*

## »» Soccer, an Emerging Leader Example - Who is buying and what do Real Estate Deals Look Like?

Soccer has enjoyed an incredible rise in popularity in the US and today 13 million Americans of all ages are playing soccer in schools, clubs, leagues, soccer centers and sports clubs. Soccer is seen as a healthy, easy to understand and play, economical and safe sport.

The US Soccer market is partly driven by the enormous global success of the English Premier League and La Liga in Spain primarily with the popularity of Real Madrid and Barcelona. The EPL is considered the most valuable football league in the world by Brand Directory which ascribes the league a brand value in excess of four billion U.S. dollars.

MLS Soccer expansion continues with more European and South American players playing in the US. Examples range from the expansion of New York City FC which is owned via Manchester City by Sheikh Mansour, who owns the Abu Dhabi United Group (an investment company), to Florida with Orlando City FC Club (whose owners privately fund the entire downtown stadium construction with expected completion date of summer 2016), to David Beckham's Miami group recent announcement of the purchase of the Overtown site.

The US Womens National Team won the 2015 World Cup in Canada (Fox reported 23 million Americans watched the Final - the most watched game in US Soccer history) and US Men Team may again qualify for World Cup 2018 following their success in Brazil and may host a World Cup in the USA soon with eyes on Qatar possibly switching re FIFA.

With 4% of the US population playing soccer and growing, real estate deals are multiple and varied, ranging from acquiring land to build soccer fields (there is a shortage around the country), to building indoor and outdoor social soccer facilities (Miami alone has over 20 facilities growing from 4 in 2010 and this is happening in every city around the US), to soccer retailers (Sports Endeavors in NC built a 225,000sf warehouse), to food and beverage (Chipotle have entered the market with Homegrown, and many Sports Bars are evolving). Land developers, commercial property owners, PPP developers and Pension Funds are extremely active in soccer around the country.

## »» Recreation – Trampoline Parks are springing up everywhere!

Indoor trampoline parks are springing up around the US with an average park size of 25,000 to 40,000 square feet. The average cost to open ranges greatly from \$1 million to \$2 million. The International Association of Trampoline Parks (IATP) has been able to identify over 280 existing parks or those in the development stages of opening. Parks are being built on an average of five to six per month in the US and daily enquiries come in from all over the world asking for information on how to open an indoor trampoline park.

According to a 2013 report, the market leader is Skyzone with 55 Sky Zone parks open, another 85 franchises that have been sold but not yet open, with locations now found in the U.S., Canada, Australia, and Mexico. The company expects to open another 35 locations this year, 40 locations the following year, and have a total of 200 franchises sold across the world by the end of 2015.

Real estate opportunities exist to identify commercial facilities which can accommodate trampoline parks of various types and sizes for developers, owners, franchisor and franchisees across the country.

# OUR FOCUS

»» Primary focus for C4 Sports and Recreation Consulting Group

- Sports and Recreational CEO Workshops Organization
- Consulting on P3 sports initiatives with soccer as a key focus
- National Franchising Representation
- Participate and co-organize conferences and topics of interest
- Offer and absorb knowledge via driven platforms and associations
- Work with key partners to jointly deliver sports and recreation solutions for clients

## PRIMARY CONTACT

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