

JOPLIN CITY COUNCIL INFORMAL MEETING
MONDAY, NOVEMBER 1, 2021
5th FLOOR COUNCIL CHAMBERS
602 S. MAIN ST.
5:15 P.M.

AGENDA

1. JOPLIN SPORTS AUTHORITY (JSA) UPDATE

Documents:

[PUBLIC PRESENTATIONS FALL 2021.PDF](#)

2. PAVING MAP DISCUSSION

Notice posted at 12:00 p.m. on this 28th day of October 2021 (RSMo 610.020)

Joplin Sports Authority

JOPLIN CITY COUNCIL

NOVEMBER 1, 2021



Joplin Sports Authority- What are we and what do we do?

We are a 501 (C) (3); not for profit sports commission funded predominately by the city lodging tax.

Mission Statement:

The purpose of this corporation is to attract, promote, provide and support local, state, regional, national and international sporting events to the Joplin area, which will provide economic impact and enhance the quality of life for the residents of the Joplin area.



A brief history:

Brief Summary of Joplin Sports Authority:

- First Lodging Tax of 2% was initiated in 1989 which then formulated the creation of the CVB.
- JSA started in the mid 1990's in order to bring more sporting events and revenue to the city of Joplin. MSSU AD Jim Frazier worked with the first executive director of the Joplin Sports Authority, Mike Greninger. In particular, the focus was the USA Baseball Junior Trials.
- In November 2000, voters of Joplin approved an increase of 2% tax on hotel and motel lodging designated for the promotion of sports marketing, entryway beautification and festivals (ie. The Grant program).
- Became a 501 (c)(3) and was supported by ordinance 2007-246 to become a separate entity from the city to allow more effective sports marketing and authorizing the city of Joplin to engage the services of JSA.
- The sports commission is tasked with the mission to attract, promote, provide and support local, state, regional, national and international sporting events to the Joplin area. This in return will provide positive economic impact and enhance the quality of life for the residents of the Joplin area.



The JSA Board of Directors

- Currently has 11 Board members in four categories (excluding Ex-Officio):
 - Appointed- MSSU AD, Joplin Schools AD, Director of Joplin CVB, Director of Joplin Parks and Recreation
 - Citizen Directors- four resident of the city selected by Joplin City Council
 - At-Large Directors- 3 area residents selected by the Joplin City Council
 - Ex-officio Board members- Mayor of Joplin or the designee & the Executive Director JSA (both Non-voting)*

Current BOD:

Officers: Chair- Dan McCreary, Vice Chair-Jhan Hurn, Treasurer- Melissa Rodgers, Secretary- James “JT” Weber, Executive Director- Jared Bruggeman*

Directors: Matt Hiatt, Rob Mallory, Patrick Tuttle, Paul Bloomberg, Christopher Byers, Forrest Reed, Roger Doman, Chuck Copple*



Where do we get our resources?

- Predominately, Lodging Tax Allocation
- Sponsorships (Cash and Trade)
- Concessions
- Gate
- Merchandise
- Entry Fees
- Operating budget is about \$500,000

The JSA Expenses-Where do we spend our resources?

- Facilitate and/or pay for Facility Rentals (largest expense)
- Sponsorship of events
- Assist in getting reduced lodging rates for clients
- Hospitality for coaches, officials, staff or in some cases arranging banquets
- Logistics and support for events



The Recent Past Events

- NCCAA Division 2 Men's and Women's Basketball National Championships (March 2021)
- ACCA Men's and Women's Basketball National Championships (March 2-5, 2021)
- NJCAA Region 16 Baseball Championship (May 2021)
- MIAA Conference Baseball Championship (May 2021)
- MSHSAA Boys Class 4 Golf State Championship (May 2021)
- Warrior Soccer Tour Qualifier (June 2021)
- Premiere Baseball 15U-17U National Showcase (July 2021)
- Monster Games- Cross Fit Competition (July 2021)
- JHS Paige Neal/Christina Freeman Softball Tournament (Sept 2021)
- Four States Open (Oct 2021)
- NJCAA Division 2 Men's Golf Fall Preview- (Oct 2021)
- MCSAA Fall State Championships- (Oct 2021)



Event Recruiting in progress

- Symentra Tour- LPGA (Collaborative Effort with CVB)
- Girls National Basketball showcase event (Collaborative Effort with CVB)-2022-23 basketball season
- Additional Disc Golf Tournaments
- Tennis (Outdoor only)
- Bowling
- Collegiate Baseball Post Season (GLVC/HAAC)
- College Club Sports (Baseball affiliated)
- AAU Outdoor Track and Field National Qualifier
- Coordinate with Parkwood Tournaments, LLC. on a variety of tournaments and rentals
- Big Fire Baseball Tournament
- Additional recruiting events (archery, soccer, softball, swimming) continuously



Recruited Upcoming Events

- MCSAA State Championships (three times per year, F, W, S) 2022 & more
- NCAA Division 2 Cross Country Regional Championships 2021-2026
- NCCAA Cross Country National Championships 2021 & 2022
- Men's Collegiate Golf-NJCAA National Championship- 2022
- MSHSAA State Golf Championships (multiple gender and classes) 2022-2025
- NCCAA Division 2 Men's and Women's National Basketball Championships – 2022 & 2023
- NJCAA Cross Country National Championship - 2023
- NCAA Division 2 Cross Country National Championship -2023



Current Economic Impact Summary

- Fiscal Year 2021 (November 2020 – October 2021)- currently in progress; numbers will go up
- Number of Events – **34**
- Room Nights Generated – **6,850*** This number documented rooms
- Market Average Daily Rate (ADR) - **\$111.69**
- Total Market Room Revenues - **\$765,050**
- Avg. Incidental spending per guest - **\$99** (Missouri Division of Tourism)
- Total Incidental spending by lodging guests - **\$2,373,525**
- Total Tax Revenues derived from Lodging Operations - **\$97,689**
- Total Tax Revenues derived from incidental spending - **\$201,156**
- Total Tax Revenues - **\$298,846**



Current Economic Impact Summary

- Total Economic Impact - **\$4,088,171**
- Full-Time Employee Jobs Created (state formula indicates 5 labor hours per room night) – **16.5**
- Total JSA event expenses - **\$252,928.34**
- Avg. JSA event expenses per room night - **\$36.92**
- Total Net ROI - **\$3,835,242**
- ROI Ratio – **15.2**



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What can you do to help?

- Any sport club, organization or group; please let them know they can contact us! (examples Crossfit, Disc Golf, swimming).
- Pass the word to the community on what we can do for the region for entertainment, reducing travel for our citizens, generate tax revenue, increase local business and making the Joplin area become a more significant sport destination.
- Become a sponsor or assist us in finding sponsors.



Any questions?

- Contact Information:
- Jared Bruggeman
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