



Chesterfield Sports Complex, a multi-court state-of-the-art indoor facility designed primarily for basketball and volleyball, is being developed to meet high demand in the St. Louis area for safe, accessible, and adequate space to develop student athletes, host local clubs and leagues, and attract regional and national tournaments.

Vision

Our vision is to build a world-class basketball and volleyball development program for student athletes in St Louis. Our goal is to give each player the opportunity to grow, develop and reach their potential as an athlete, student, and individual.

Key Features

- 97,000 square foot facility, located in the Chesterfield Valley, with easy access to highways, hotels, restaurants, and local businesses
- 9 basketball courts that convert to 18 volleyball courts
- Fitness area for strength and conditioning
- Multipurpose rooms for meetings and classes
- Comfortable spectator seating courtside and from the 2nd floor mezzanine
- Additional amenities include Olympic level flooring, professional grade LED lighting, free Wi-Fi, charging stations, lounge areas, HD/4K streaming cameras, concessions, restrooms, and parking

Chesterfield Sports Association (CSA), a 501(c)(3) nonprofit organization, will own and operate the Sports Complex in partnership with the following Primary Tenants:

- **High Performance – STL**, the largest volleyball club in the region
- **Stratman Sports**, the largest volleyball tournament & league organizer in the region
- **Missouri Phenom Basketball**, a youth development club on the Nike EYBL circuit
- **CNR Basketball**, the biggest basketball league organizer in the region

Objectives

The Sports Complex will be an asset to the St. Louis region, helping to increase access to and participation in recreational activities, improve health and wellness, and promote economic development. This project will contribute to the community by meeting these objectives:

- To **meet demand** for court and meeting space for athlete development, club and league play, clinics and camps, and larger tournaments
- To **increase access** to basketball and volleyball, two of the most popular, safe, and inclusive sports
- To **help youth grow and develop** through sports, from learning basic skills, fitness, and team building to preparing for the highest levels of competition
- To **improve health and wellness**, by increasing recreation opportunities, offering programs, and creating a safe and welcoming environment
- To **boost economic development** by creating a destination venue that will attract more regional and national tournaments and out-of-town visitors to St. Louis.



Meeting the St. Louis Area's Need for a Safe and Accessible Multi-Court Facility

When completed, the Sports Complex will be the largest and most attractive venue of its kind in the region and offer 9 basketball courts that convert to 18 volleyball courts. Currently, the largest facility in the area has 6 basketball courts that convert into 8 volleyball courts.

Most indoor basketball and volleyball facilities in St. Louis are operated by private and public schools and municipal governments. They have significant limitations and liability concerns for hosting outside players and organizations, and this has only increased with the coronavirus pandemic.

None of the larger existing indoor court facilities was designed for volleyball and basketball, and many are 30-40 years old with failing infrastructure, poor heating,

Over the past four years, Gateway Region Volleyball, the local chapter of USA Volleyball, has moved most (70+%) of its tournaments to Cape Girardeau's new 12-court volleyball facility.

ventilation and cooling, insufficient lighting, substandard flooring, and inadequate dimensions for safe and enjoyable play. In addition, they do not have sufficient seating, restrooms, concessions, parking, or space for players and teams to meet and work on physical conditioning and development.

Due to the lack of safe and adequate facilities locally, basketball and volleyball clubs must use multiple locations to meet their needs, while tournament organizers turn to bigger venues in Cape Girardeau and other Midwestern cities. This creates unnecessary obstacles and lost opportunities for local tournament organizers, facilities, and businesses, as well as for players and their families, who must travel out of town to participate.

Team Sports Help Youth Be Healthy and Succeed

It is well documented that physical activity is important for physical and mental health and participating in team sports has even more benefits than solo or individual activities. According to studies cited by The Aspen Institute Project Play:

- Regular physical activity provides many health benefits, including controlling weight and reducing risk of 13 different types of cancer
- Organized sports activity helps children develop and improve cognitive skills
- High school athletes are more likely than non-athletes to attend college

Basketball and volleyball have become more popular as concerns grow about concussions and head injuries in contact sports. In addition, they are most often played indoors, which provides a more predictable schedule and consistent experience.

According to a study that followed children and adolescents who played sports for two decades, **“team athletes felt greater self-esteem, less fearful in social situations, less socially isolated and more socially accepted** compared to their peers who participated in individual sports or no sport.”
--The Sports Institute

Volleyball

Volleyball is one of the fastest growing sports nationally. NCAA women's volleyball has the most participants of any indoor women's sport and has grown by 12% since 2011, while girls' high school participation is up 10%. Men's and boys' participation has grown faster than any other sport over the past decade, up by 79% in the NCAA and 29% in high schools.

"HPSTL's impact on my growth as a volleyball player and as a young man has been tremendous. My coaches and teammates taught me accountability, humility, and respect for others." – Clayton Pokorny, 2018 alum

The Sports Complex is partnering with High Performance-STL for player development and Stratman Sports to organize clinics, camps, leagues, and tournaments.



High Performance-STL, the region's largest volleyball club, is dedicated to the promotion of elite volleyball in the surrounding St. Louis metro area.

- 1000+ athletes age U6-U18, 75% girls, 25% boys
- 90+ Indoor and Outdoor Teams
- 2,000+ participants in clinics/camps per year
- 10,000+ participants in 30+ tournaments annually
- Over 500 athletes have played collegiately, with over 90% receiving scholarships
- 20+ athletes have played professionally

"The Sports Complex will provide High Performance with a permanent home and allow us to expand our offerings to youth, grow the game locally, and attract regional and national competitions to St. Louis." –Scott Mebruer, Club

High Performance also founded and offers **DIG It!**, a free after-school program that uses the sport of volleyball and character development training to educate and inspire at-risk girls to lead healthy, confident lives.



Stratman Sports

Stratman Sports is the largest volleyball tournament and league organizer in the region, offering more than 50 Junior USAV Sanctioned Tournaments for over 600 teams in the USA Volleyball Region including St. Louis, Cape Girardeau, Kansas City, Springfield Illinois, and more. Its founder, Tony Stratman, is an advisory board member for Gateway USA Volleyball Region and serves as Camp Administrator and Tournament Director for High Performance-STL.

Basketball

“Basketball is the most popular youth sport in America and is played by millions of young people in the United States and around the world. According to the Sports & Fitness Industry Association, 9.8 million boys and girls ages 6-17 played basketball in 2015. Playing basketball fosters the development of peer relationships, self-esteem, leadership qualities, and physical health.” --USA Basketball

The Sports Complex is partnering with Missouri Phenom to offer player development opportunities and with CNR Basketball to organize leagues and tournaments.

Missouri Phenom

Missouri Phenom Basketball is a youth development organization with 40 teams in Kansas City, Columbia, and St. Louis. The St. Louis hub currently has 10 teams.

While it provides youth development at all levels of the game, Missouri Phenom’s top teams play on the NIKE EYBL circuit which bring the best teams in the country together each year to compete for a national title.



“Playing for Phenom helped me grow as both a player and a person. The exposure I got while playing there helped me gain scholarships for school and the relationships I formed with my teammates is something that I will cherish forever!” --Napheesa Collier, WNBA Rookie of The Year 2019, Minnesota Lynx

Establishing a home base at The Sports Complex will give Missouri Phenom the centrally located, multi-court facility it needs to grow its program in St. Louis and across the state and to help youth reach their potential in basketball and in life.

CNR Basketball

CNR Basketball is the biggest league organizer in the metro St. Louis area and currently uses over 40 different gyms and schools. While most teams in the league come from South County, West County, Mid-County, and St. Charles, some also come from Jackson and Columbia, MO, and Springfield and Mt. Vernon, Illinois.

Eighty-five percent of our CNR’s teams are within 25 minutes of the Sports Complex, making it an ideal location. In addition, having a first-class space that is available on a consistent basis will make it possible to expand tournament offerings. Nine basketball courts can host 117 games, 334 teams and 10,000 people per weekend.



Community Benefits

The Chesterfield Sports Complex will be more than a state-of-the-art court facility; it will be a center of recreation, community life and economic activity.

Recreation - In addition to hosting volleyball and basketball clinics, camps, leagues and tournaments, the facility could be used for pickleball, futsal, wrestling, dance/cheer, and other sports as space is available.

Health and Wellness – The Sports Complex plans to work with local organizations to offer community health and wellness programs and will partner with physical therapists and orthopedic specialists to assist with student athletes’ conditioning and training.

Community Events - Large community and social events could be hosted in the Sports Complex’s open court areas and meeting rooms.

Economic Impact – The Sports Complex expects to attract 900,000 visitors each year to its clinics, camps, leagues, and tournaments. It will generate jobs for coaches, referees, trainers, concession workers, and maintenance people, and bring local and out-of-town guests to the area and generate activity and revenue for local restaurants, hotels, and retail.

Market Analysis

Ballard*King & Associates (B*K) was hired to perform a market analysis and feasibility study in April 2020. They concluded there is ample interest and demonstrated need to support the Sports Complex. Key findings included:

- The basketball and volleyball market in St. Louis simply does not have enough large gymnasium spaces capacity to absorb the demand.
- Chesterfield, by virtue of its location, is ideally positioned to meet the basketball and volleyball programming needs in the area.
- Without question, the proposed eight court sport facility in Chesterfield has enough demand from existing groups to fill most of the prime-time rental space.
- Initial findings conclude the facility will have about an 80% occupancy of prime time based on response from vested interest groups wanting to rent space.

Funding

To build the Sports Complex, CSA has secured significant commitments from its partners and a bank loan. Community support, via charitable gifts and sponsorships, is needed to make the \$12.5 million project a reality, increase opportunities for student athletes, and to keep rental costs affordable. Securing funding by mid-July would allow construction to begin in early August.

Fundraising	
Secured	\$2 million
Needed	\$2.5 million
Bank Debt Service	<u>\$8 million</u>
Total	\$12.5 million