



The Positive Economic Impact of World-Class  
Track and Field Facilities for Cities and Local Businesses

A Mondo White Paper

Track and field programs generally are not seen as revenue-generating sports for collegiate athletic programs. The average conference track meet can expect to bring in \$5,000 - \$7,000 from entry fees, ticket sales, concessions and parking, but this doesn't add up to enough to cover the costs to build, operate and maintain a first-class track facility. Therefore, when the time comes to consider building a new venue, justifying the cost can be difficult. Furthermore, due to the current economy, finding donors to contribute to the funding of a facility has become more and more difficult.

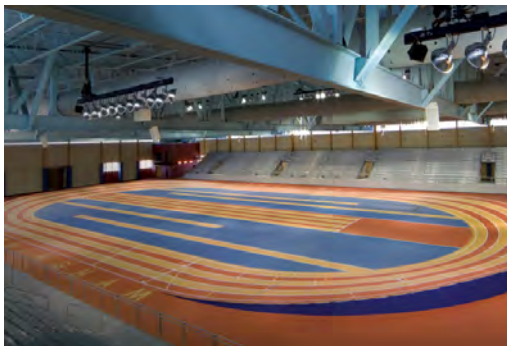
When it comes to finding funds for a new, state-of-the-art track facility, today's collegiate track and field programs need to think creatively. While revenue generation may be a difficult argument to make to the athletic administration, the local economic impact of track and field is a story that's easy to tell. In fact, in many cases, the community is far and away the single largest benefactor of a first-class track and field program and facility.

Hosting prestigious track and field events can significantly impact the economy of the community in many ways, including generating revenue for area hotels, restaurants and other businesses from the participants and spectators who come to the city for the events. The impact often totals millions of dollars per event. Therefore, why wouldn't the local communities' Economic Development Councils, Tourism Boards or Sports Commissions want to contribute to their colleges and universities to develop first-class track facilities?

Following are five examples where track and field stadiums have had significant impact on their local economies.

## Birmingham, Alabama – The Birmingham CrossPlex

The Birmingham (Ala.) CrossPlex is a 750,000 square foot, world-class, multipurpose athletic and meeting facility. The indoor track/volleyball facility boasts a Mondo six-lane oval hydraulic track with eight-60 meter lanes for sprint/hurdle events, a 50-meter indoor Olympic swimming pool, and two 1-meter and two 3-meter diving boards. The facility can be configured for volleyball, wrestling, cheering and gymnastic events. Other amenities include full-size locker rooms and showers for both men and women, a first aid room, a meet management/multipurpose classroom and seven VIP suites equipped with the latest technology.



Mondo's hydraulic track at the Birmingham CrossPlex.

When the CrossPlex opened in August 2011, anticipation was high that the indoor track and field venue, natatorium and meeting space, with its top-notch features, would draw athletes and visitors from around the world and have a huge, positive impact on the city and its local businesses. The city's convention and visitors bureau projected that the CrossPlex would generate \$13 million in economic impact for Birmingham in its first year of operation. The facility far exceeded that number, however: In 2012, the total economic impact was \$20 million, and that was just for hosting a couple of NCAA conference track and field championships, and a number of small state and local events.

With an estimated 55 - 60 sporting events, and 45 - 50 non-sporting events, the economic impact estimate for 2013 is even greater: \$35 million. The city estimates that the five NCAA conference championships the facility already has hosted in 2013 brought in \$11 million, and that the NCAA Division II National Championships brought in \$15 million. (The NCAA paid for all student athletes to stay in hotels for the full week.)

The economic impact for 2014 is expected to be similar or even greater to 2013.

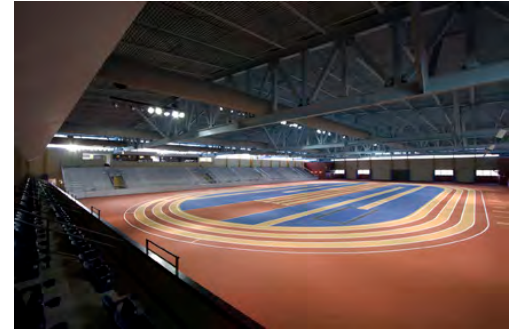
The formula Birmingham uses to calculate economic impact of the CrossPlex is as follows:

- For a person staying in a hotel: \$195/person/day x 1.75
- For a person not staying in a hotel: \$100/person/day x 1.75

“The importance of the CrossPlex to our community cannot be overstated. We are ecstatic about what the future holds for us and this great facility,” said David F. Galbaugh, Director of Sports, Sales & Marketing, Greater Birmingham Convention & Visitors Bureau.

“The surrounding businesses and hotels have definitely profited from our events,” said Preston Kirk, Assistant Marketing, Development and Events Manager at the CrossPlex. “Several restaurants in the area sold out of food and space on days that we had events. They have to ask us on a regular basis when our events are and when track and field season starts. A lot of the downtown hotels saw about a 20 percent increase in stays when we had the bulk of our track and field meets during the first season.”

He continued, “The overall feedback from the community that we’ve heard is that they are very proud to have the CrossPlex here. A lot of people are still finding out about it and are amazed when they come into the facility for the first time. The statement we hear the most is ‘I can’t believe we have this here in Birmingham!’



The hydraulic track can be set flat, which is ideal for training, junior events or long-distance competition.

## Greensboro, North Carolina – Aggie Stadium, North Carolina A&T State University

Aggie Stadium at North Carolina A&T State University has proven to be an economic win for Greensboro, N.C. The facility, which underwent a comprehensive \$1.5 million renovation in 2004, features a Mondo Super X Performance track and a state-of-the-art video scoreboard.

Since 2004, Aggie Stadium has hosted numerous major events, including:

- The East Region preliminaries of the 2010 and 2013 NCAA Division I Track and Field Championships
- The annual National Scholastic Athletics Foundation (Nike and New Balance Outdoor Nationals)
- The Mid-Eastern Athletic Conference (MEAC) Men’s and Women’s Outdoor Track Championships
- The USATF National Junior Olympic Track & Field Championships
- USA Track and Field (Region III, Youth Athletics, Jr. Olympics)
- NC High School Athletic Association State Championships



Aggie Stadium, North Carolina A&T State University

In total, the Greensboro Convention and Visitors Bureau has 58 major events recorded at the venue and estimates that the total economic impact for events the facility has hosted since 2004 is more than \$146 million, or an average of \$16 million per year.

## Des Moines, Iowa – Drake Stadium, Drake University

Drake Stadium on the campus of Drake University in Des Moines, Iowa, has been home to one of the nation’s oldest and most respected track and field competitions—The Drake Relays. Thousands of high school, college and professional track athletes come to Drake Stadium in late April to compete in one of the largest track meets in the United States.

Estimated annual revenue generated by The Drake Relays, now in its 104th year, is \$4.5 million. What’s more, overall income for the city has grown from \$3 million in 2007, to an anticipated \$100 - \$110 million in 2014. Part of that is due to Drake Stadium’s Mondo Super X Performance track, which was installed in 2006 as part of a \$15 million renovation. “Now with a world-class Mondo facility, Drake Stadium has become a track and field destination, enabling the school to host additional revenue-generating events,” said Mark Kostek, Sports Event Manager, Greater Des Moines Convention and Visitors Bureau.

Some of the additional events Drake Stadium has hosted since the installation of the Mondo surface that have led to the city’s revenue growth include:

- 2008 and 2011 NCAA Division I Outdoor Track and Field Championships
- World Junior Olympics
- NCAA Regional Championships
- USATF Championships



Drake Relays, Drake University

Des Moines assigns an average rate per day/per visitor of \$275.00 for lodging and meals.

## Albuquerque, New Mexico – Albuquerque Convention Center

The Albuquerque Convention Center features a Mondo portable track, which was installed in 2005. Since the venue opened and through March 2013, the city of Albuquerque and the University of New Mexico, which both use the facility, have hosted 46 events with an average annual direct expenditure of \$1.5 million, which results in an economic impact of \$2.6 million to \$3 million per year according to standard economic impact formulas.

“Since its purchase and first use in January 2005, the indoor track facility has been an important economic driver for Albuquerque during the time of the year which is usually a slow period within the city,” said Richard J. Ceronie, Ph.D., Track & Field Office, Department of Athletics, University of New Mexico. “The facility has allowed us to host the

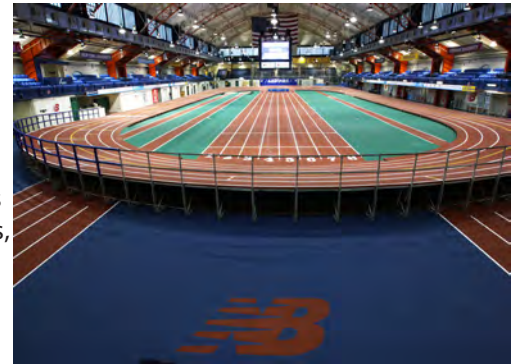


Albuquerque Convention Center

finest track athletes in the country either through our collegiate series or the post-collegiate athletes via the USA Championships. Our indoor track has assisted the state of New Mexico, Albuquerque, and the University of New Mexico to reap positive publicity throughout the country. The New Mexico track & field program has grown significantly since the purchase of the track because our athletes get to train and compete on a weekly basis in a world-class facility.”

## New York’s 168th Street Armory Youth Center

The New York’s 168th Street Armory Youth Center is one of the busiest venues in the world, with more than 500,000 usages per year. It, along with its New Balance Track & Field Center, plays host to a myriad of high school and college track and field competitions, including its Collegiate Invitational, which attracts 200 university teams from across the country. For nearly 20 years, the facility’s track surface of choice has been Mondo. Using the formula provided by NYC & Co, the Armory conservatively estimates that it generates more than \$10 million for Upper Manhattan a year.



New York-168th Street Armory Youth Center

## Mondo Tracks Attract Revenue-Generating Track and Field Events

A world-class track and field facility can have a significant economic impact, drawing in prestigious track and field events that generate revenue in the millions of dollars for cities and local businesses. Having a track and field facility that features a Mondo surface can be a key factor when event organizers decide where to hold important meets.

Known for their superior performance, Mondo tracks draw top competitions and have been used for numerous global meets for years. The company has supplied tracks for the last 10 Olympic Games, and its tracks have served as the competition tracks for the Olympic Games since 1992. In addition, the 2012 U.S. Paralympic track and field team trials were held on a Mondo surface, and since 1994, 75 percent of all USATF and IAAF Championships, both indoor and outdoor, have been run on Mondo.

NCAA meets and other high-profile track competitions that were held on Mondo surfaces in 2012 alone, in addition to the ones previously mentioned, include:

- NCAA Division I East Regional, University of North Florida
- Southeastern Conference (SEC) Championships, Louisiana State University
- Big East Conference Championships, University of South Florida
- John McDonnell Invitational, University of Arkansas
- Vanderbilt Invitational, Vanderbilt University
- Sun Angel Classic, Arizona State University
- Florida Relays, University of Florida



“Mondo’s tracks are used at so many prestigious competitions because we are committed to developing fast tracks that are the best for training and high-performance competition,” said Federico Stroppiana, CEO, Mondo Group. “That’s why so many world records and personal bests are routinely set on Mondo tracks, including three world records, four Olympic records, 64 national records, and a slew of personal and season bests at the 2012 London Olympic Games. Our extensive research and development ensures surfaces that let athletes perform their best.”

One way to offset the costs of building a track and field facility with a Mondo surface is to team with local governments in the development of the venue. The cost-sharing would more than offset the upfront costs for a premium track and field facility that features a renowned Mondo surface, and everyone involved would reap the benefits.

Cooperatives, such as National Joint Powers Alliance (NJPA), and financing agencies, such as National Cooperative Leasing (NCL) offer affordable ways to purchase Mondo surfaces and increase the return on the investment. Mondo’s contract with NJPA enables government, education and non-profit agencies a purchasing solution that satisfies most agencies’ competitive bid requirements while NCL provides options to finance Mondo products for up to eight years, with payment plans and competitive interest rates.

To discuss how affordable a Mondo surface could be for your track and field facility, contact Chad Luttrell, Mondo’s National Track Division Manager, at 239-728-8050 or at [cluttrell@mondousa.com](mailto:cluttrell@mondousa.com).

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