

# Sports/Entertainment Resort Proposal



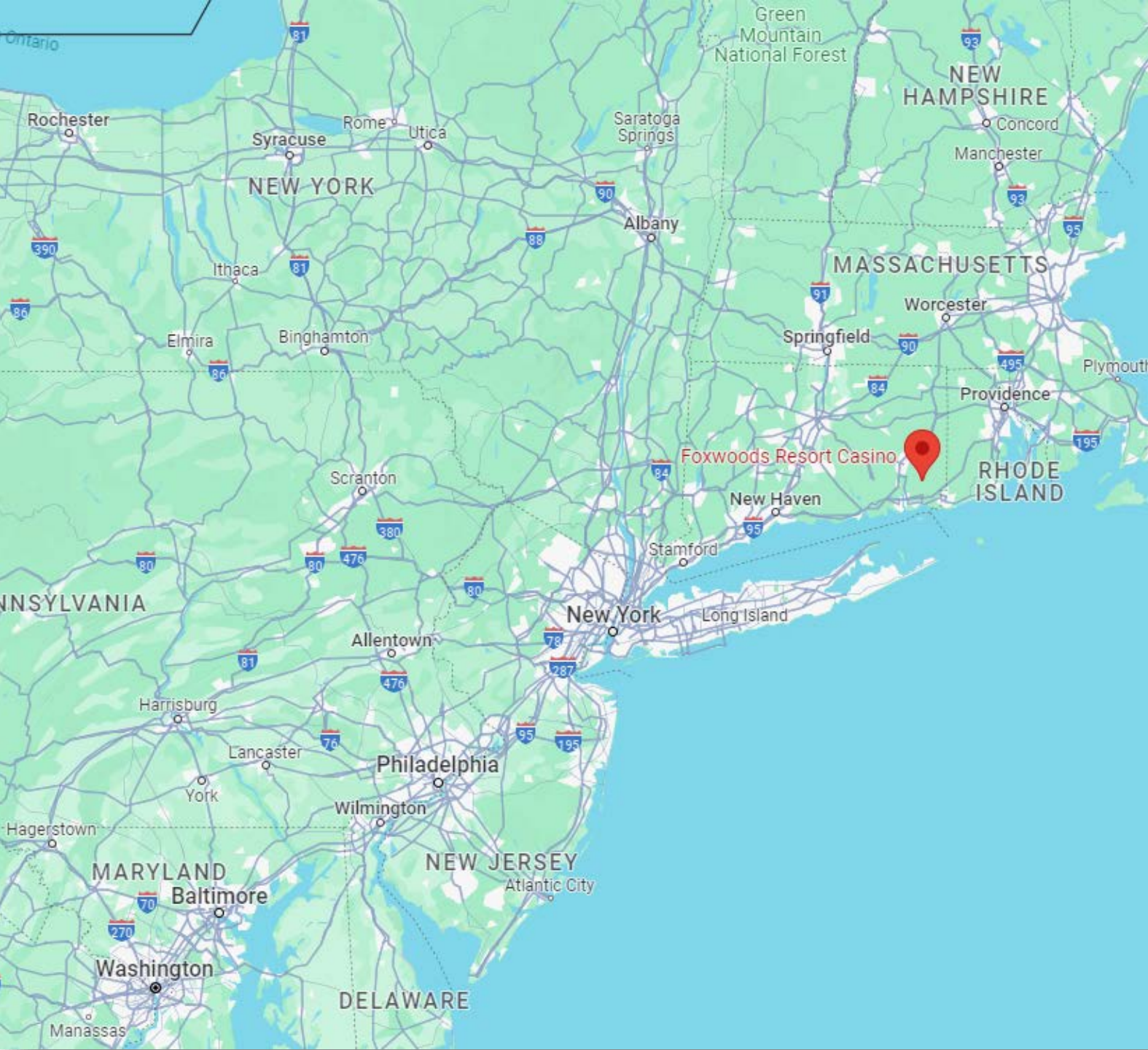
FOXWOODS<sup>®</sup>  
RESORT ♦ CASINO



# THE *Wonder* OF IT ALL





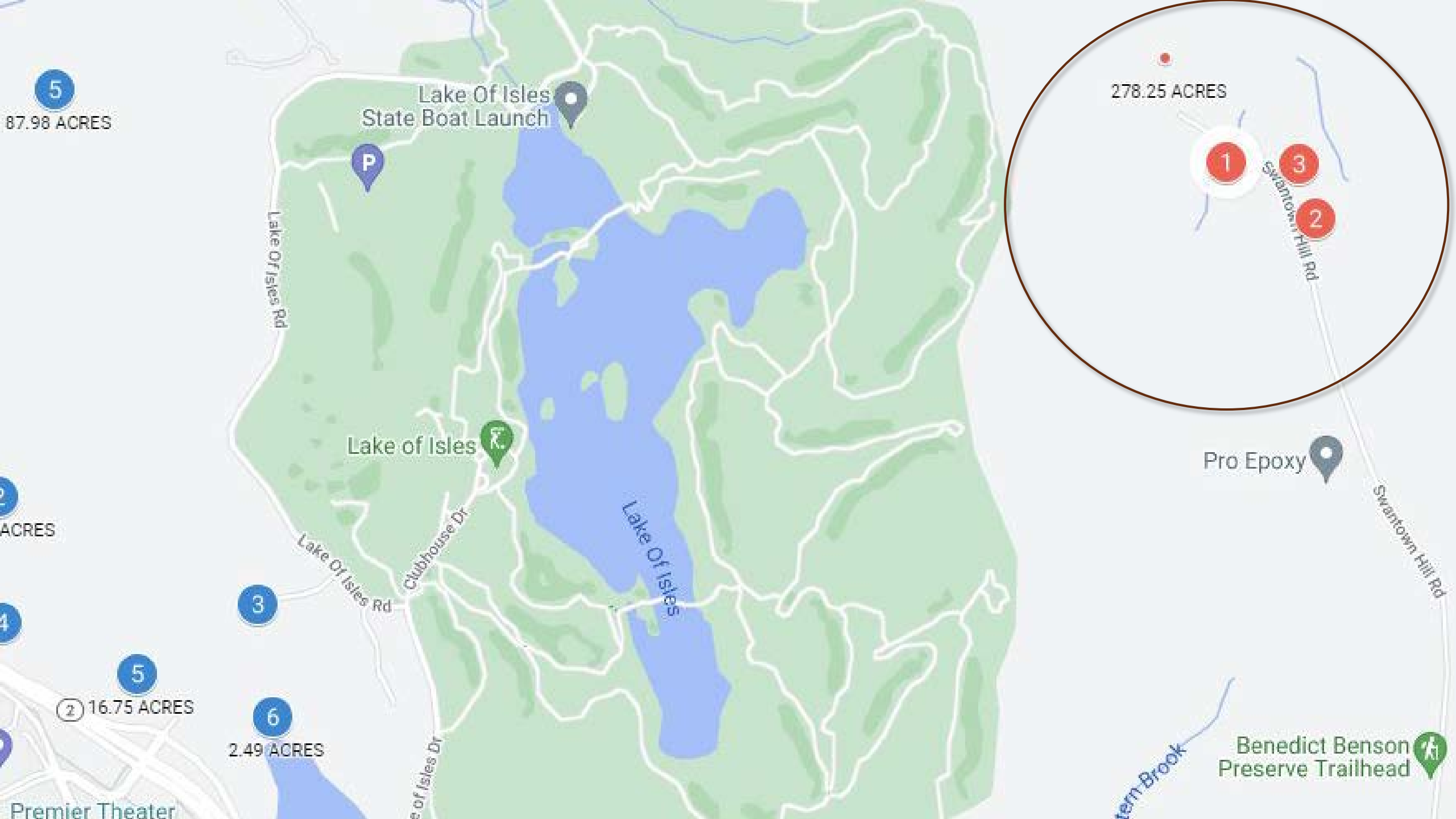


# Foxwoods Casino

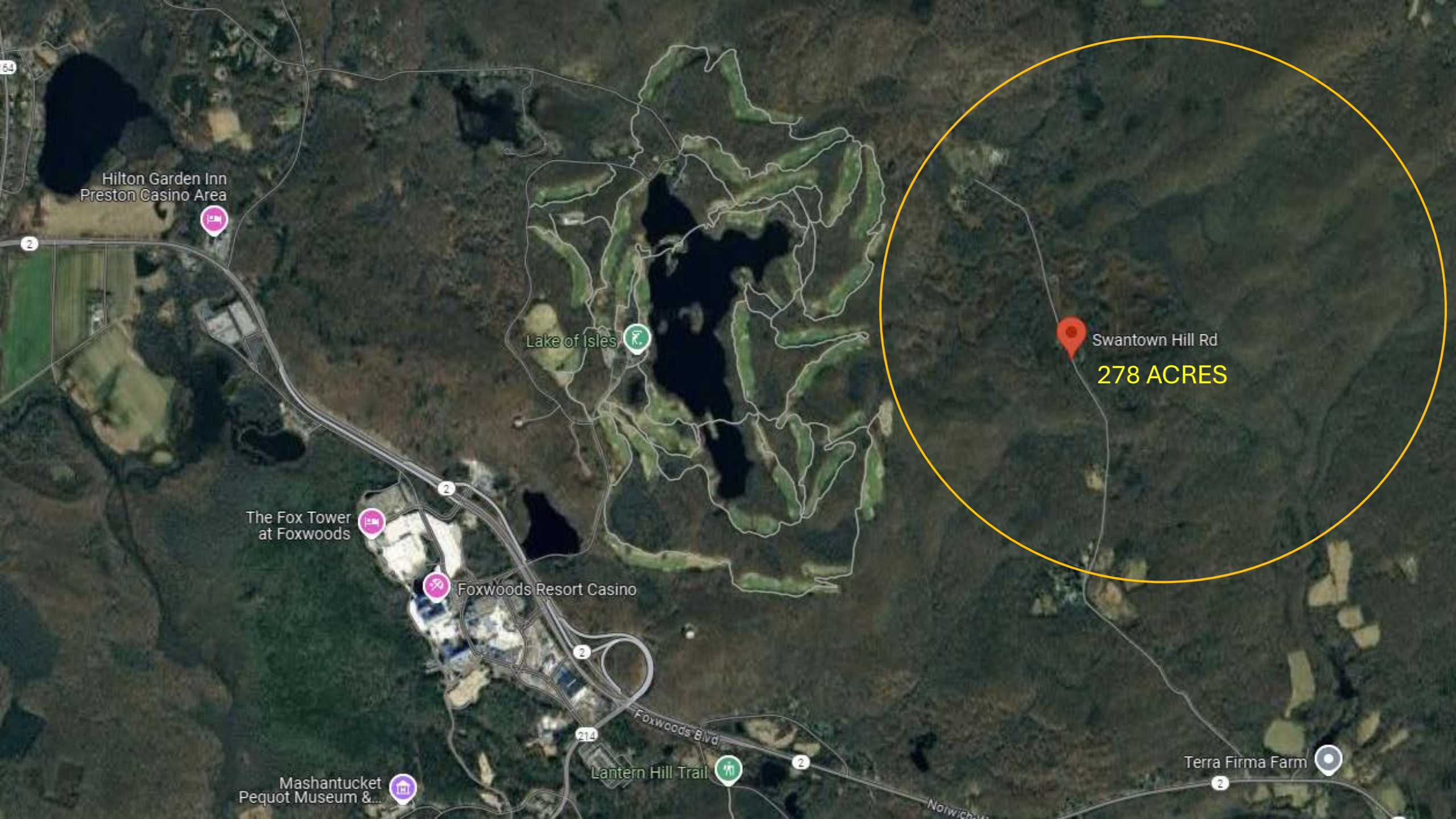
- 350 Trolley Line Blvd, Ledyard, CT 06338
- Hotels
- Dining
- Gaming
- Entertainment
- Great Wolf Lodge
- Shopping

## Location:

- NY City: 137 miles
- Boston MA: 99 miles
- Hartford, CT: 47.5 miles
- New Jersey: 219 miles
- Philadelphia, PA: 236 miles
- Baltimore, MD: 330 miles







Hilton Garden Inn  
Preston Casino Area

Lake of Isles

The Fox Tower  
at Foxwoods

Foxwoods Resort Casino

Mashantucket  
Pequot Museum &...

Lantern Hill Trail

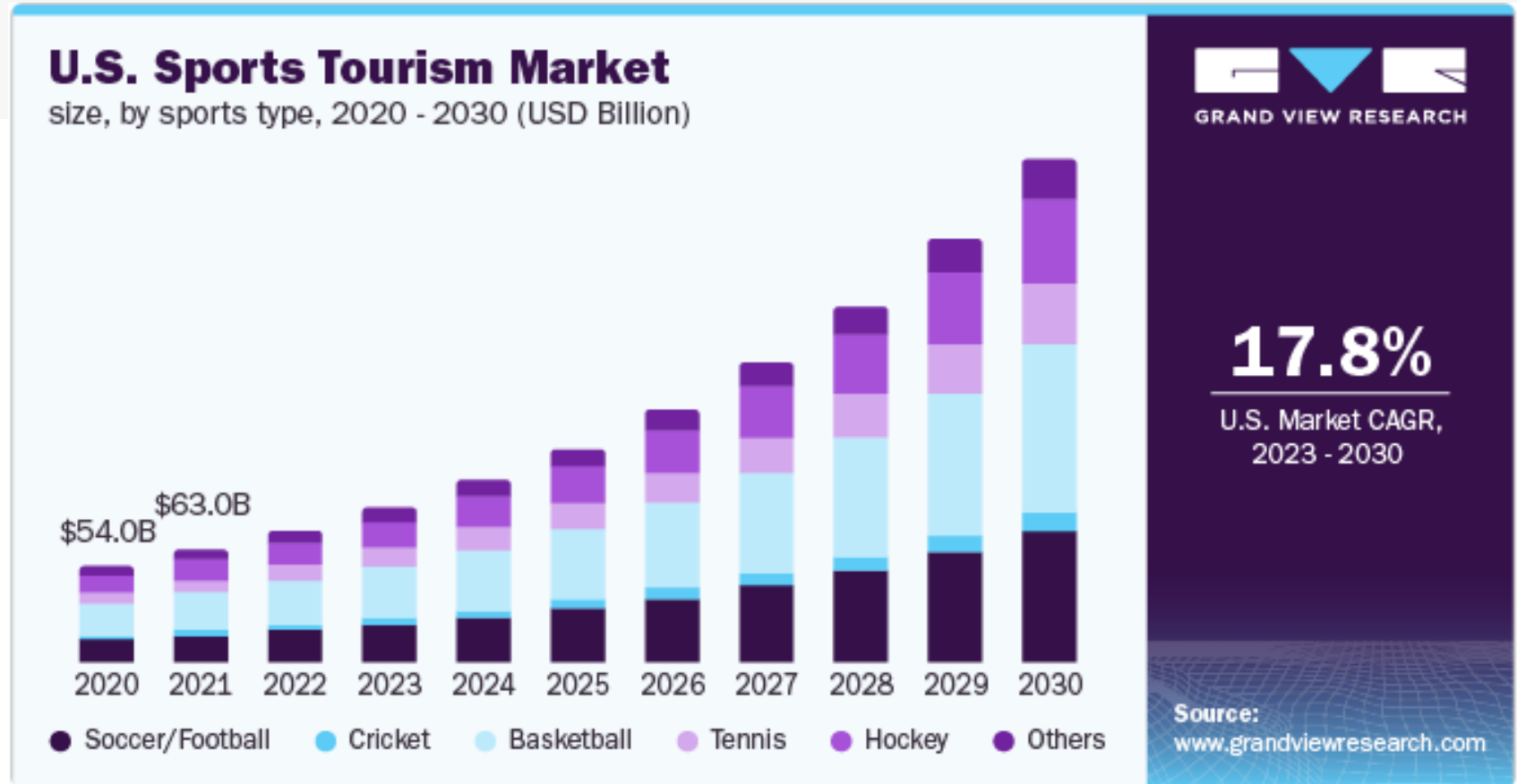
Foxwoods Blvd

Norwich St

Terra Firma Farm

Swantown Hill Rd  
**278 ACRES**

# SPORTS TOURISM MARKET



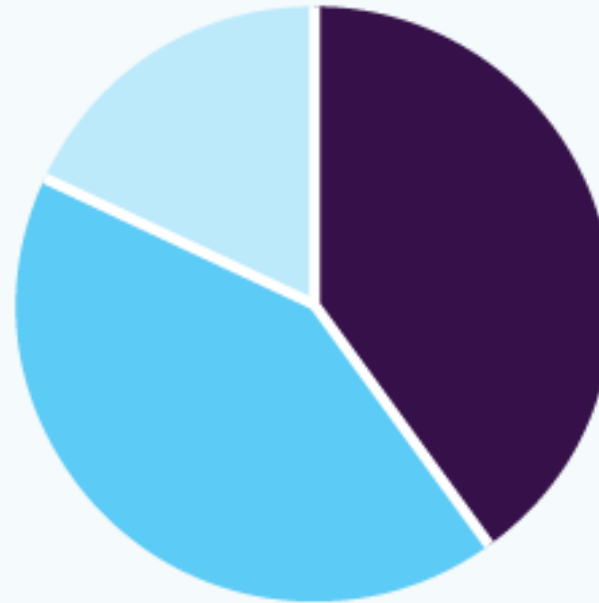
The global sports tourism market was valued at USD 587.8B in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 17.5% from 2023 to 2030. The significant growth in the popularity of sporting events, such as the Olympics, the FIFA World Cup, the NBA, and others across the globe, is one of the major factors propelling the growth of the industry. In addition, the increase in spending on sports infrastructure by governments of various countries is anticipated to further boost the growth.



# SPORTS TOURISM MARKET

## Global Sports Tourism Market

share, by tourism type, 2022 (%)



● Active ● Passive ● Nostalgia



GRAND VIEW RESEARCH

# \$587.9B

Global Market Size,  
2022

Source:  
[www.grandviewresearch.com](http://www.grandviewresearch.com)

# SPORTS TOURISM MARKET

## Sports Tourism Market

Report Segmentation



GRAND VIEW RESEARCH

### Regional Outlook

- North America
- Europe
- Asia Pacific
- Central & South America
- Middle East & Africa



Sports Tourism  
Market

### Sports Type Outlook

- Soccer/Football
- Cricket
- Basketball
- Tennis
- Hockey
- Others

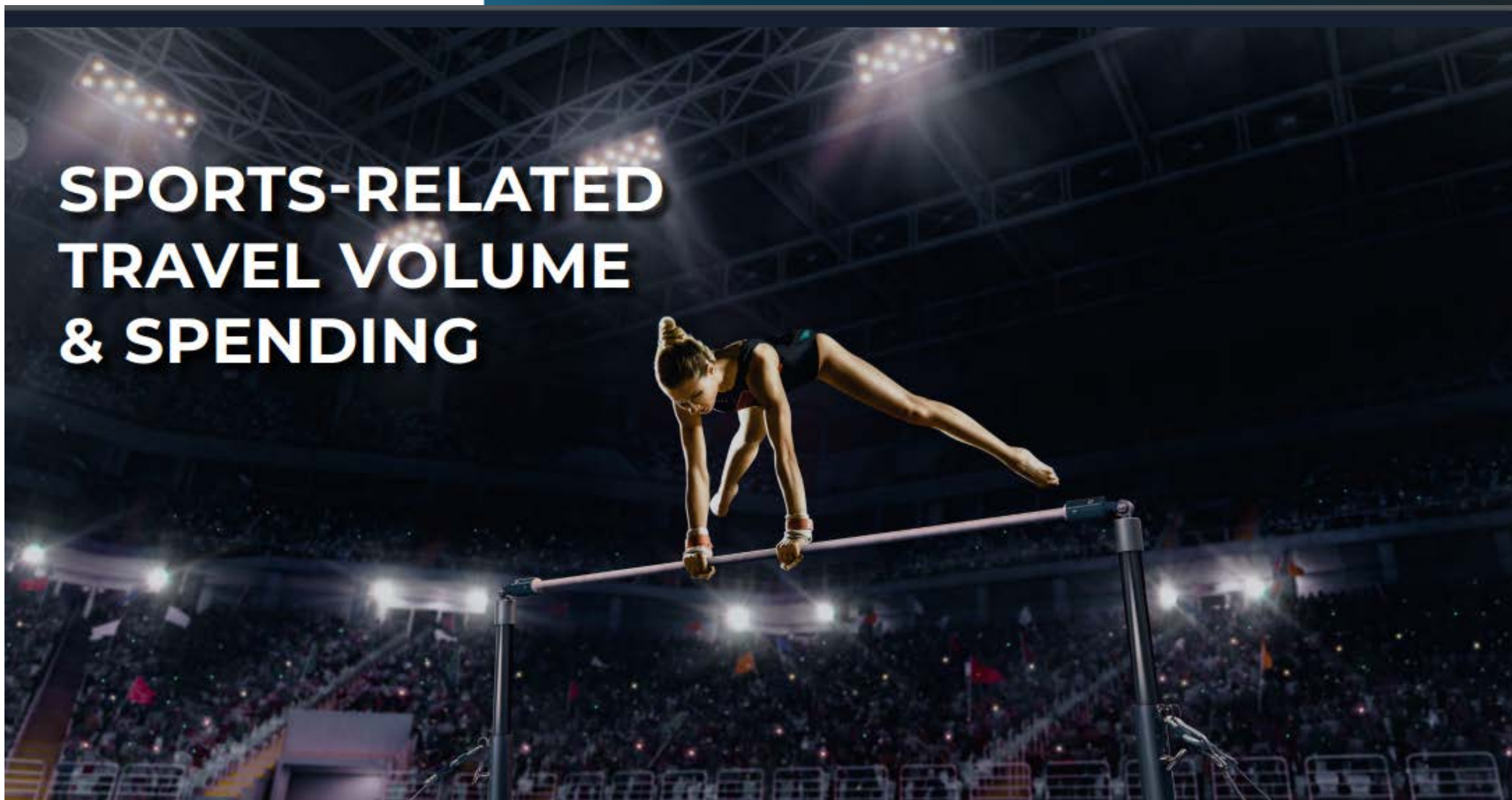
### Tourism Type Outlook

- Active
- Passive
- Nostalgia

Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)



# **SPORTS-RELATED TRAVEL VOLUME & SPENDING**



## \$45.1B SPORTS-RELATED TRAVEL SPENDING



# SPORTS TOURISM MARKET



# Sports Tourism:

## State of the Industry Report (2021)

### ECONOMIC IMPACTS OF THE SPORTS TOURISM SECTOR



**\$91.8B**

Total  
Economic  
Impact



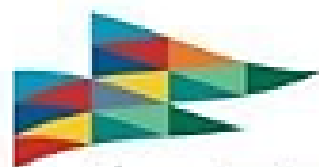
**635,000**

Total  
Jobs  
Generated



**\$12.9B**

Total  
Tax  
Revenues



**Sports ETA**  
SPORTS EVENTS & TOURISM ASSOCIATION



**\$39.7 BILLION**

Sports-related traveler spending (2021)



**\$9.7B TRANSPORTATION**

Airfare, rental cars, taxis, buses, parking, public transportation, ride share



**\$8.4B LODGING**

Hotels, motel, private home rentals, RVs



**\$7.5B FOOD & BEVERAGE**

Full-service restaurants, fast food, convenience stores



**\$5.3B RECREATION**

Amusements, theaters, entertainment, and other recreation



**\$5.0B RETAIL**

Souvenirs, general merchandise, malls, local retailers



**\$3.7B TOURNAMENT OPERATIONS**

# ECONOMIC IMPACTS





# Statistical Analysis

## Core Participation in Select Sports, Ages 6-12

Percentage of children who participated on a regular basis in 2022

Sport	2019	2020	2021	2022	2019-22 Change	# of Kids in 2022
Baseball	14.4%	12.2%	12.6%	11.5%	-20.1%	3,279,977
Basketball	14.0%	14.8%	14.5%	14.0%	-0.4%	3,971,445
Cheerleading	2.9%	2.3%	2.2%	2.2%	-23.1%	634,169
Flag Football	3.5%	3.4%	3.4%	3.5%	0.3%	1,002,228
Tackle Football	2.9%	2.8%	2.3%	2.6%	-13.2%	724,916
Golf	4.6%	5.3%	5.2%	6.1%	32.6%	1,700,000
Gymnastics	3.6%	2.9%	3.0%	3.0%	-15.6%	863,180
Ice Hockey	1.2%	1.0%	0.9%	1.0%	-17.5%	272,290
Lacrosse	1.0%	0.9%	0.7%	0.7%	-26.2%	204,626
Soccer (Outdoor)	7.7%	6.2%	7.4%	8.0%	4.3%	2,272,176
Softball (Fast-pitch)	1.4%	1.2%	1.2%	1.2%	-15.7%	344,343
Swimming (Team)	1.3%	1.0%	1.1%	1.0%	-26.9%	279,324
Tennis	4.3%	5.9%	5.8%	6.5%	51.2%	2,100,000



The Vision:



# Sports Venues

**Baseball Fields:**  
8 Pro/College  
Size, synthetic  
turf

**Championship  
Stadium for  
Baseball:**  
3,000 seats



**Softball/Little  
League Fields:**  
10, synthetic  
turf

**Championship  
Stadium for  
Softball, 2,000  
seats**

**Batting Cages:**  
indoor and  
outdoor

**Multi-Purpose Fields:**  
10 for Soccer,  
Football, Lacrosse,  
Field Hockey,  
synthetic turf

**Multi-Purpose  
Fields:**  
4-natural grass

**Championship  
Stadium for Soccer,  
Football, Lacrosse,  
8 Lane Track**



**Beach  
Volleyball  
Courts: 4**





# Sports Venues

**Basketball  
Courts:**

**10**

**Volleyball  
Courts:**

**20**

**Pickleball  
Courts:**

**24**

**TV Broadcast  
Center**

**E-Sports Center**

**Sports Rehab  
Center**

**Sports  
Orthopedic  
Center**

**Fitness &  
Training  
Center**

**Amphitheater**





# Attractions & Entertainment

Golf/Multisport  
Simulators

Paintball Fields

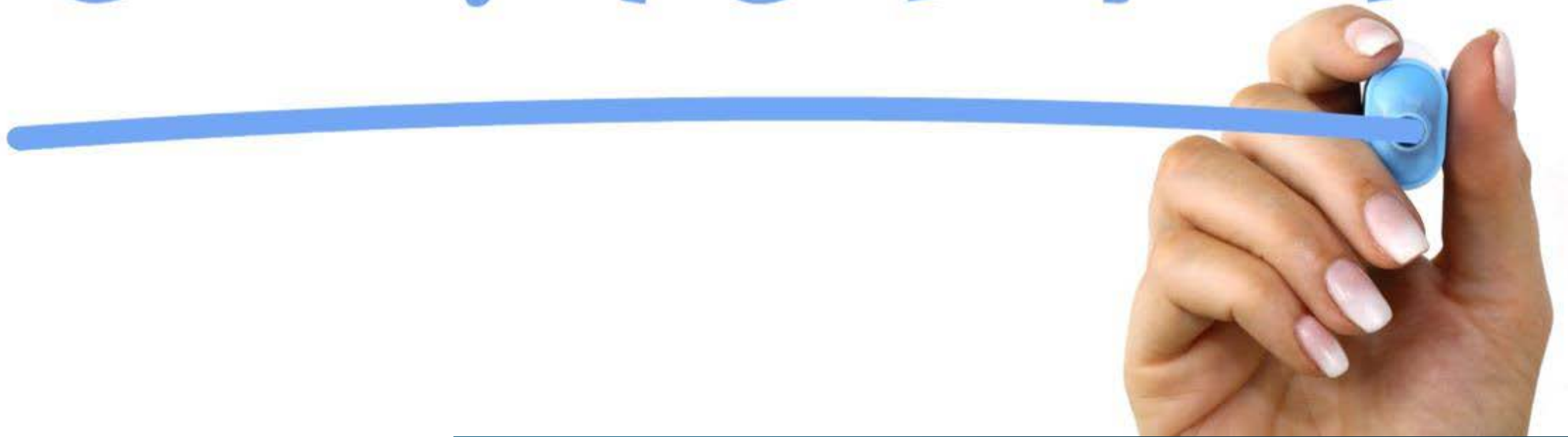
Race Car Simulators

Wiffle Ball Stadium

Synthetic Turf Putting  
Course



# CONCEPT







# Mission

- The USA SPORTS INC. is dedicated to delivering a world-class experience, focusing on the development, assessment, and exposure of athletes of all ages to advanced opportunities within our facility. The facility will complement the current venues of the FOXWOODS CASINO. Our paramount commitment is to consistently provide an enriching experience where individuals of all age groups can engage in competitive activities while enjoying themselves to the fullest.

# Goals

- Our goal is to establish this project as the preeminent benchmark for multi-use sports facilities. We aspire to create an enriching environment that seamlessly integrates competition, fitness, training, education, entertainment, and community engagement, setting the highest standard of excellence.





## Financial

**Sustainable Revenue Streams:** To establish and maintain a diversified revenue model, ensuring financial resilience and growth.

**Profitable Operations:** To operate efficiently, managing costs and maximizing profits across all revenue channels.

**Economic Impact:** To contribute significantly to the local economy by attracting visitors, creating job opportunities, and boosting business growth.



## Marketing

**Effective Audience Engagement:** To engage and attract our target audience by utilizing a comprehensive set of marketing tools and strategies.

**Brand Awareness:** To build a strong brand identity and awareness, becoming a recognized name in the sports and entertainment industry.

**Community Integration:** To become an integral part of the community by hosting community events, promoting active lifestyles, and enhancing social cohesion.



## Long-Term Goals and Objectives:

**Sustainable Growth:** To ensure The Sports/Entertainment Complex's long-term growth and success by continually adapting and refining our strategies based on performance metrics and customer feedback.

**Collaboration:** To evolve into a B2G enterprise, collaborating with government bodies to enhance sports and education initiatives and promote the region as a sports and entertainment destination. USA SPORTS INC. can also provide the necessary training skills for the owners to take over the operations.

# USA Sports Inc. Team



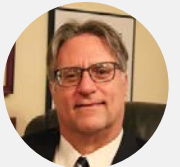
Drew Marino

Drew Marino is the CEO and President of USA Sports Inc. & USA Sports Turf, USA Sports Inc. is a Sports Management Consulting firm for new and existing sports facilities. USA Sports Inc. provides professional consulting management and marketing services to sports complexes from the initial design and layout to the development of new programs and growth. He has been involved in professional and amateur sports for over thirty-five years. He has combined his experience in sports and technology to offer unique consulting services to both private and municipal-owned sports facilities around the country. He has a proven ability to form collaborative relationships with internal and external staff at all levels and a track record of building and leading high-performing teams. Drew was also an MLB coach for the NY Mets and a minor coach for the Tampa Bay Rays.



Mark West

Mark West has over 20 years of experience in the synthetic turf industry. Mark has worked on projects from parks and recreation, city municipalities, private ventures, private and public schools, colleges and universities, and professional sports facilities. Mark's knowledge includes sales and sales management in identifying markets and developing market strategies to increase company growth and profitability. Additionally, he has experience in project management, material acquisition, negotiation of national buying programs, and site progress meetings. He has represented companies at regional and national conferences and made presentations regarding the synthetic turf market. Mark was a Certified Athletic Trainer at the collegiate, professional, and Olympic levels. He also was the Head Athletic Trainer for US Swimming to the 1986 Goodwill Games in Moscow, Russia, and the student Athletic Trainer for the 1979 NAIA National Basketball Champion at Drury (College) University. This experience assists Mark and his desire to make sure that the synthetic turf systems he is involved with are the safest in the industry.



Joe Molloy

Served as a senior executive in the New York Yankees for eleven years and is a former Owner and Managing General Partner of the New York Yankees. He served as the General Partner of the Yankees for six years, from 1992-1998, and from 1992-1995 he was the Managing General Partner responsible for all baseball and business operations. Joe is the CEO and Owner of JAM Sports Ventures. JAM Sports combines its experience operating one of the most storied sports franchises (New York Yankees) with deep financial, real estate, media, and technology expertise. JAM Sports believes that its insights and command of related business functions will drive each acquired team's financial performance to new levels of performance and profitability.



Kelly Stinnett

Kelly created Grinder's Baseball and Grinder's Sports Inc. to help train children wanting to augment their skills and capabilities and excel at baseball. As a 14-year Major League catcher, he recognized the need to provide young athletes with guidance, mentoring, and support. The Grinders team currently includes pro and college instructors and has 10 travel teams and 1 softball team at its indoor academy. Grinders has also developed programs for those affiliated with other travel teams or players to facilitate development and provide guidance and preparation for the competitive travel baseball scene. Kelly is currently the head baseball coach at Park University in Gilbert, AZ. Kelly has had a vision for some time to create and construct a world-class athletic/wellness facility for many years to train athletes and assist them with attaining their educational and athletic goals.

# USA Sports Inc. Team



Bevin Ingram

Bevin attended the Wheeler School in Providence Rhode Island and The University of Massachusetts at Dartmouth. He has held various positions within the Mashantucket Pequot Tribal Nation for 26 years, ranging from Gaming Commission and Executive Assistant to Tribal Council and Team Member Relations.

Bevin is in a leadership role in various stages of production for major entertainment events within Foxwoods Entertainment. In addition, it has also executive-level professional relationships with A-List musicians and some of the most influential producers in the film and television industries that will be key assets in producing large-scale music festivals, concerts, and entertainment events.

He has extensive relationships in professional and amateur sports programs nationwide. Through his years of involvement in youth sports, he is the Vice President of the Grand Sachems AAU boys' and girls' basketball program along with the Grand Sachems flag and tackle football 6U and 8U program.





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