

YMCA Youth Baseball Complex

Home of the Shreveport Little League



Prepared by YMCA of Northwest Louisiana

YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

Little League Mission: Little League believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities.

Executive Summary

Baseball, the second most popular youth sport in the United States, is still growing and becoming even more popular. Between 2013 and 2018, the number of American kids playing baseball and softball increased by nearly 3 million, according to annual surveys by the Sports & Fitness Industry Association. More than 25 million kids played baseball or softball in 2018, and nearly 15 million of those were "core" players who played 13 or more times in a year. Therefore, the YMCA of Northwest Louisiana and the Shreveport Little League have teamed up to capitalize on this trend, and better serve our community's youth.

During the 2021 season, Shreveport Little League kids played approximately 300 baseball games, and 100 softball games at the complex located at 3455 Knight Street. The Little League made its home at this location, across from what is now the BHP Billiton YMCA, in the 1980's; however, the actual fields and facilities have remained virtually unchanged and have not been updated in over 40 years. This is primarily because Little League leased the property from a private individual and could not afford to purchase it. In 2020, with funds derived from the Louisiana Capital Outlay Bill, the YMCA purchased the property that Little League had been leasing. The Y and the Little League are now moving forward with plans for improving the complex, which include increasing the number and sizes of the fields, adding artificial turf to the infields, and ultimately, creating a venue that can compete to host travel baseball and softball tournaments. The estimated total number of visitors to the complex in year one will increase from 54,352 to 341,672.

The new facility will allow travel teams from north, south, east, and west of Caddo and Bossier parishes to meet in the middle for numerous competitions and tournaments throughout the year. In the past, Shreveport Little League did not host any tournaments, as they did not have adequate facilities to do so. At the same time, many Little League families traveled to other, similarly sized, and smaller cities, to play in tournaments.

Economic Impact: \$5M (year one)

Located between Dallas, Jackson, Little Rock and Baton Rouge, Shreveport sits in a prime location to connect families and teams for tournament play. Shreveport's central location, coupled with its numerous hotel and restaurant accommodations, make it very appealing to families traveling to tournaments. According to a study conducted by the University of Florida, each non-local family attending a baseball tournament, spends approximately \$985 on accommodations, restaurant meals, groceries, concessions, fuel, and other expenses. With projections of hosting 20 tournaments in year one, with 50 teams at each tournament, an economic impact in year one of \$5M is easily obtainable (see Shreveport-Bossier Sports Commission economic impact study).

Cities with similarly sized baseball complexes showed comparable results. The Lafayette Convention and Visitors Commission stated that in 2019, there was an estimated \$22.9M economic impact through events held at the Broussard, Youngsville, and Carencro sports complexes. That same year, Alexandria reported an economic impact of \$2.9M per year, while Sterlington's baseball complex brought in an estimated \$290,000 for just one weekend tournament.

In 2019, Vicksburg, Mississippi, opened their youth sports complex, consisting of baseball, softball, football, lacrosse, and soccer. Between those sports, the facility is expected to host 1,845 tournament teams and attract 175,000 visitors. The impact on hotel rentals is estimated at 25,000 room nights. The total economic impact is expected to be \$24 million per year.

The YMCA youth baseball complex's prime location and area accommodations will make it the premier baseball complex in the region, while allowing families and money to stay local. The economic impact coupled with the quality of life improvement to the area will make the YMCA youth baseball complex a win-win for our community.

Projections

- The YMCA youth baseball complex is projected to host a total of 20 tournaments in year one: 4 for youth softball, 2 for adult softball, and 14 for youth baseball.
- The YMCA youth baseball complex is projected to bring a total of 1,000 teams in year one to Shreveport for tournaments, averaging 50 teams per tournament, and 10 members per team. Each team is projected to play an average of 4 games per tournament.
- Each team member is projected to bring an average of 4.5 friends and family members with them to each tournament game.
- The YMCA youth baseball complex is projected to bring a total of **220,000** visits from tournament players and their guests in year one.
- The YMCA youth baseball complex is projected to host 360 Little League games in year one, and 120 softball games (these numbers do not include tournament games).
- Each Little League team averages 12 members per team.
- Each Shreveport Little League member is projected to bring an average of 5 friends and family members with them to each Little League game.
- The YMCA youth baseball complex is projected to bring **69,120** visits from Shreveport Little League players and their guests in year one.
- Each Little League team is projected to practice 10 times per season at the YMCA youth baseball complex. There are two seasons per year.
- Each team member is projected to bring 1 friend or family member with them to practice.
- 70 teams are projected in the spring (50 baseball and 20 softball). 40 teams are projected in the fall (30 baseball and 10 softball).
- The YMCA youth baseball complex is projected to host **26,400** practice players and their guests in year one.
- The YMCA youth baseball complex is projected to host two All Star district tournaments in year one. There are approximately 13 different divisions that each have their own district tournament.
- Each division would have approximately 5 games. Teams consist of approximately 12 players.

- The YMCA youth baseball complex is projected to bring a total of **17,160** visits from All Star district tournament players and their guests in year one.
- There are two umpires for each game. The YMCA youth baseball complex is projected to host 2,480 games in year one.
- The YMCA youth baseball complex is projected to have **4,960** umpires in year one.
- Opening Night for Little League happens each spring. 80% of the players are projected to participate.
- Each Shreveport Little League member is projected to bring an average of 5 friends and family members with them to each Little League game.
- The YMCA youth baseball complex is projected to host **4,032** participants on Opening Night in year one.

Total Visitors to the YMCA youth baseball complex in year one = **341,672**