Proposed Caddo Parish Multisports Complex

Site Analysis

By Scott Wysong, Ph.D.

Site Feasibility

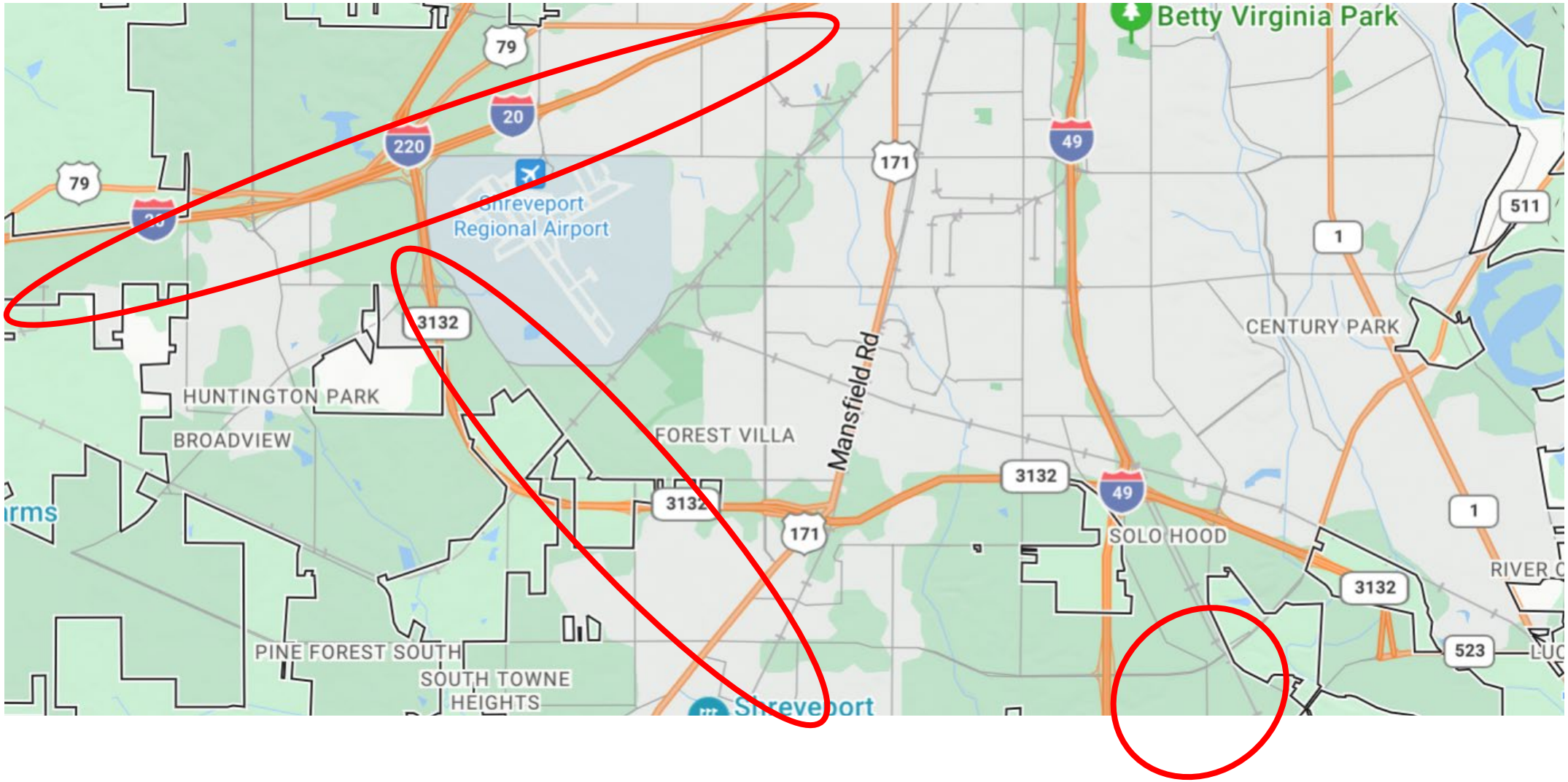
Need to create…

- A “best-in-class” sports tourism destination facility
- For a cost of $70 million dollars
- With 12.5 total complex acres (including 695 parking spaces, green space, trails, etc.)
- A facility that will generate millions in economic impact

AGENDA: Review of Key Site Areas

- Proximity to population centers
- Traffic patterns and roadway access
- Availability of utilities and infrastructure
- Land acquisition and development costs
- Environmental considerations
- Visibility and marketability
- Potential for future expansion
- Compatibility with local zoning and land-use regulations
- Nearby restaurants, lodging and retail

Possible Areas



Proximity to Population Centers

- I-20 = 12 mins
- 3132 = 17 mins
- Bert Kouns (via I-49) = 12 mins

Traffic patterns and roadway access

- Cars per day:
  - I-20 = 73,600
  - 3132 = 51,500
  - Bert Kouns (via I-49) = 47,000

Availability of utilities and infrastructure

Land acquisition and development costs

- I-20 = $45,000 per acre
- 3132 = $100,000 per acre
- Bert Kouns (I-49) = $200,000 per acre

Walker-Alley &Associates, LLC

REAL ESTATE RESOURCES

Environmental considerations

Greenscaping

Neighborhood Protection

- Noise
- Light

LEED (*Leadership in Energy and Environmental Design)*

- Energy (HVAC) Recommendations
  - Solar Panels on the roof like Mercedes-Benz and Climate Pledge Arena
  - Event Scheduling

Electric Vehicle (EV) Charging Stations

Marketing & Visibility

- Third party facility management company
- Shreveport-Bossier Sports Commission
- Caddo Parks & Recreation and local associations
- Open Houses
- $60,000 for a Billboard

Potential for future expansion

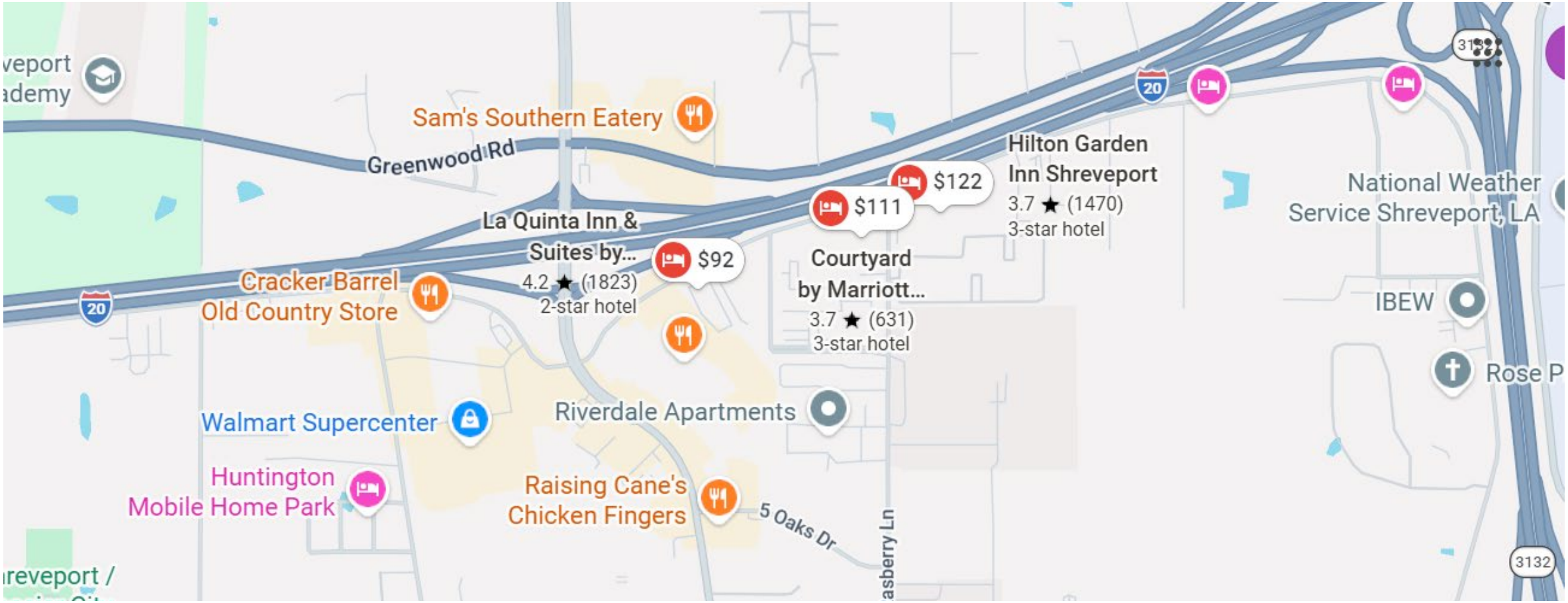
Outdoor fields, more walking space, parking, etc.

Compatibility with local zoning and land-use regulations

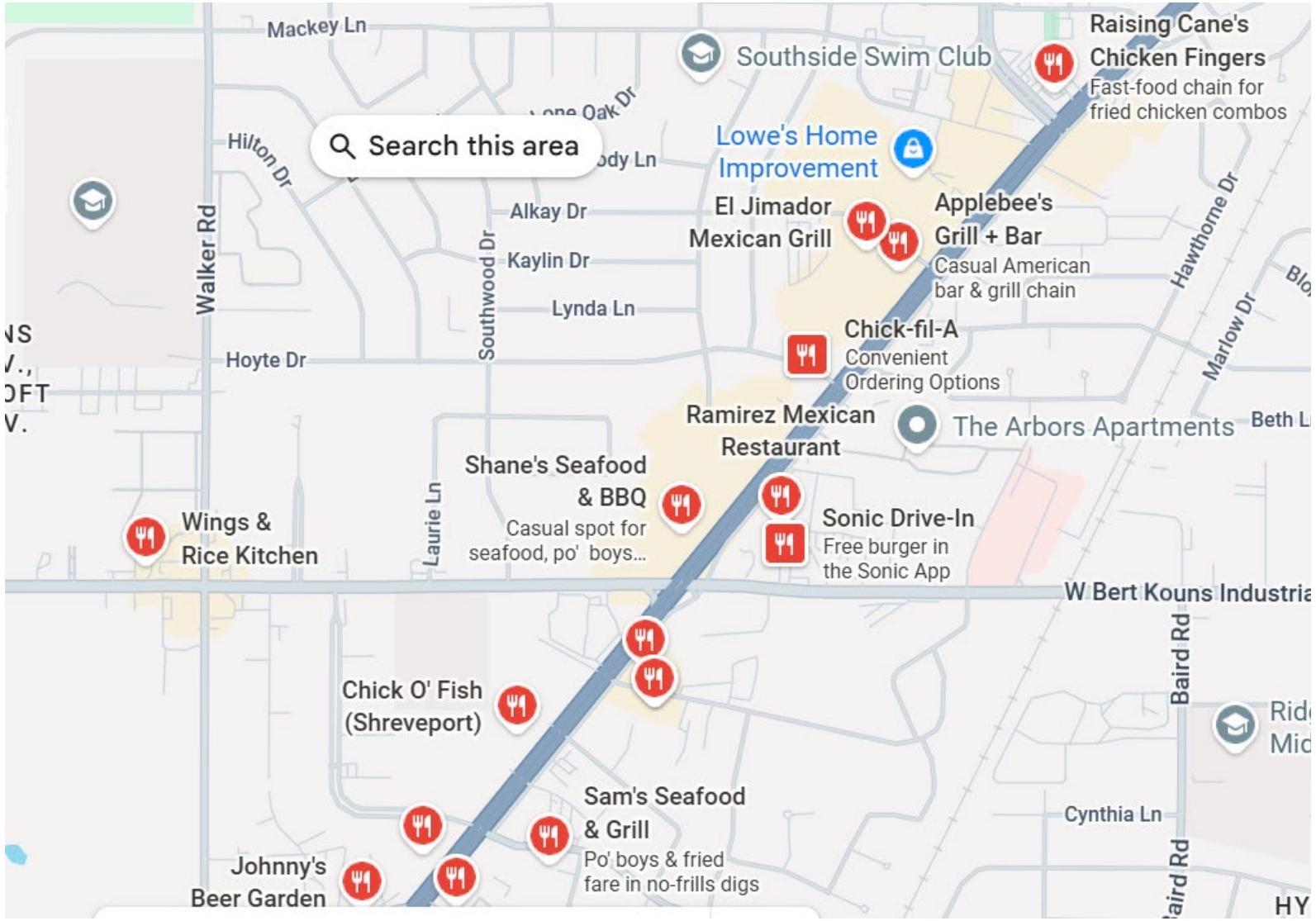
PREFERABLY ZONED COMMERCIAL

AGRICULTURAL/VACANT AND RESIDENTIAL/VACANT SHOULD BE CONSIDERED AS WELL WITH THE INTENT TO REZONE

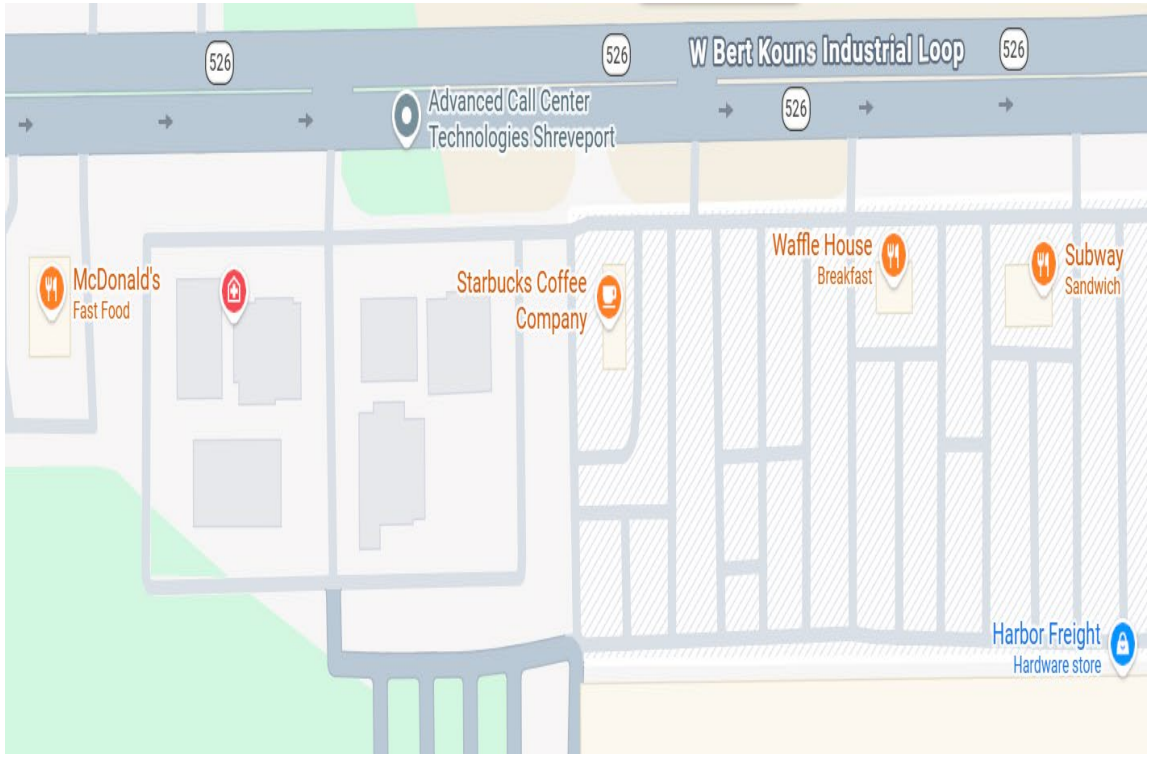
I-20 Hotels & Restaurants

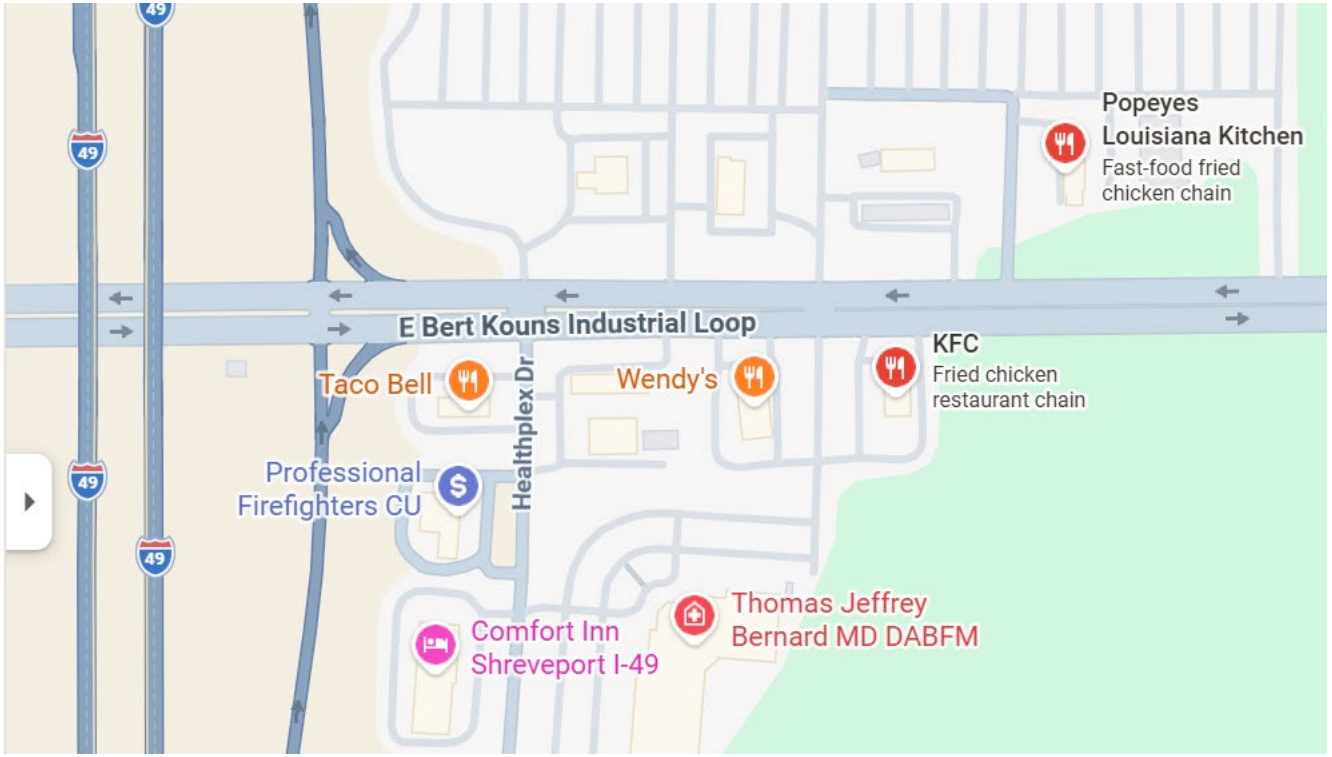


3132 Hotels and Restaurants



Bert Kouns (Near I-49) Hotels & Restaurants





Conclusion

While each area has pros and cons, we believe the best area is…

- *I-20 Corridor (West of I-49)*

This area is:

- More affordable per acre
- With easy access from the east and west (via I-20)
- With numerous hotels and good restaurant options

- Erika Fregoso Wysong is Co-President of Wysong Brand Solutions, LLC. She primarily focuses on event and entertainment consulting. Previously, Erika was the General Manager of the Shreveport Convention Center and Municipal Auditorium for ASM Global. The Convention Center hosted hundreds of events each year and brought in over $77 million dollars to the local economy over the last five years when she was GM, Assistant GM and Director of Sales. As the exclusive booking agent, the iconic Municipal Auditorium hosted more events during her tenure than ever before including Jerry Seinfeld, Cole Swindell, Kevin Hart, Bob Dylan, Luke Combs, Tyler Perry, Harry Connick Jr. and Diana Ross to name a few. Wysong earned a BA in Communications and Public Relations from LSU-Shreveport. She then went on to work in sales, marketing and public relations for Harrah's/Horseshoe Gaming for 15 years and then worked for SMG/ASM Global for 11 years.

- Scott Wysong, Ph.D. is Co-President of Wysong Brand Solutions, LLC. In addition, he has been in academia for 25 years and is currently a Professor of Marketing and the Dean of the College of Business & Technology at Northwestern State University of Louisiana. Dr. Wysong holds an MBA and Ph.D. in Marketing from the University of Texas at Arlington and a BA in Economics from Vanderbilt University. As a consultant, Dr. Wysong has conducted return on investment (ROI) and economic impact studies for the Irving (TX) Chamber of Commerce, the Radiance Technologies Independence Bowl, Christmas on Caddo Fireworks Festival, Taylor Swift '1989 Tour' Concert at CenturyLink Center, Red River Revel, Battle on the Border, NHRA Division 4 Qualifying Races, Bass Champs Team Tournament and Shreveport Mardi Gras parades to name a few. Prior to academia, Dr. Wysong was Director of Operational Audits evaluating multi-million dollar staffing and capital expenditures for a healthcare system in Ft. Worth, Texas for ten years.

Questions?