



FOR IMMEDIATE RELEASE

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## Rocky Mount Sports Complex Setting New Records

The Rocky Mount Parks and Recreation Department is pleased to announce that the Rocky Mount Sports Complex will host the largest youth baseball tournament and the largest youth soccer tournament in its five year history over the next two weekends.

Over 200 youth baseball teams from throughout North Carolina, Virginia, and other states will travel to Rocky Mount to participate in the Top Gun Winter World Series on Saturday, November 12 and Sunday, November 13. With over 200 teams participating in this two day tournament, more than 2,000 visitors will converge upon the Rocky Mount area this weekend.

From Friday, November 18 through Sunday, November 20, 62 youth soccer teams from throughout the nation will be in Rocky Mount to compete in the Capital Area Soccer League (CASL) National College Soccer Showcase Tournament. More than 1,000 players, coaches, and family members will stay in local hotels and patronize local restaurants and other businesses over the course of the three day tournament weekend.

“The Rocky Mount Sports Complex has been a tremendous success for our community, not only in attracting thousands of visitors annually but in providing an outstanding amenity to local residents and athletic programs,” said Rocky Mount Mayor David W. Combs. “As this facility continues to set attendance records, the Sports Complex only continues to prove its value to the community and to our local travel and tourism industry.”

Using an economic impact model provided by North Carolina State University, the Rocky Mount Parks and Recreation Department tracks and reports the economic impact of the Rocky Mount Sports Complex each year. Each year, the visitation as well as the economic impact of this award-winning facility continues to increase. Recent figures are as follows:

| <b>Economic Impact</b> | <b>Visitation (tournament players &amp; guests)</b> |
|------------------------|---|
| 2008: \$4.8 million    | 43,080  |
| 2009: \$7.0 million    | 62,881  |
| 2010: \$7.4 million    | 66,397  |
| 2011: \$8.3 million    | 74,332  |

*Fiscal Year July 1 - June 30*

With the largest youth baseball and youth soccer tournaments scheduled over the next two weekends, city staff anticipate a record high economic impact for the Rocky Mount Sports Complex in 2011.

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