



County of Fairfax, Virginia

**Supervisor Pat Herrity
Jointly with Supervisor Foust and Supervisor Smith
Board Matter
May 24, 2022**

Advertise Opportunities for Public Private Partnerships to Develop Sports Tourism

Background: In 2017, the Sports Tourism Task Force convened for the first time to discuss opportunities for Fairfax County to tap into the billion-dollar sports tourism industry. The Sports Tourism Task Force shared its Interim Report in 2018 which outlined initial areas of interest and potential facilities. In 2019, the Fairfax County Park Authority hired Conventions, Sports & Leisure International (CSL) and CHA Consulting, Inc. (CHA) to conduct a two-phased study of potential new and/or enhanced sports complexes in Fairfax County. The consultant completed the final report in 2020, outlining five priority sports facility developments for Fairfax County based on estimated revenue generation, market opportunity, and available space for development. At the April 19th Economic Advisory Commission meeting, I shared an overview of this report and the priority facilities identified.

The full report can be found [here](#).

Sports tourism facilities are rapidly developing along the east coast and throughout Virginia, vying to meet the demand of this incredibly lucrative, recession-proof industry. We need to take advantage of our desirable location and extensive sports community by developing the identified sports tourism facilities that will make Fairfax County a hub for sports tourism. These facilities will generate revenue to diversify our tax base, help our local businesses- especially diversifying the clientele for our hospitality industry, create jobs, provide state of the art facilities for community use during the week, and save many families time and money by staying in Fairfax County for tournaments that they would typically travel to.

While the cost of developing the identified sports tourism facilities is significant, the payback timeline identified in the consultant's report demonstrates that these are a great investment. Unfortunately, the County's bonding capacity is already largely allocated to other projects. Accordingly, after discussions with and the recommendation of the Sports Tourism Task Force, including members from Fairfax County Public Schools, Visit Fairfax, local sports leagues, and the Fairfax County Park Authority, the task force recommendation is for the Board to seek proposals for the development of the identified facilities through public private partnerships. This recommendation was also endorsed by the Economic Advisory Committee at its April 19 meeting.

Motion: Therefore, Mr. Chairman, I ask that the Board direct the County Executive to advertise that Fairfax County is actively seeking public private partnership proposals to develop sports tourism facilities and sites as identified in the Sports Tourism Task Force Consultant's Report.

**SUPERVISOR PAT HERRITY
SPRINGFIELD DISTRICT
FAIRFAX COUNTY BOARD OF SUPERVISORS**

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