



THE LEGEND CONTINUES

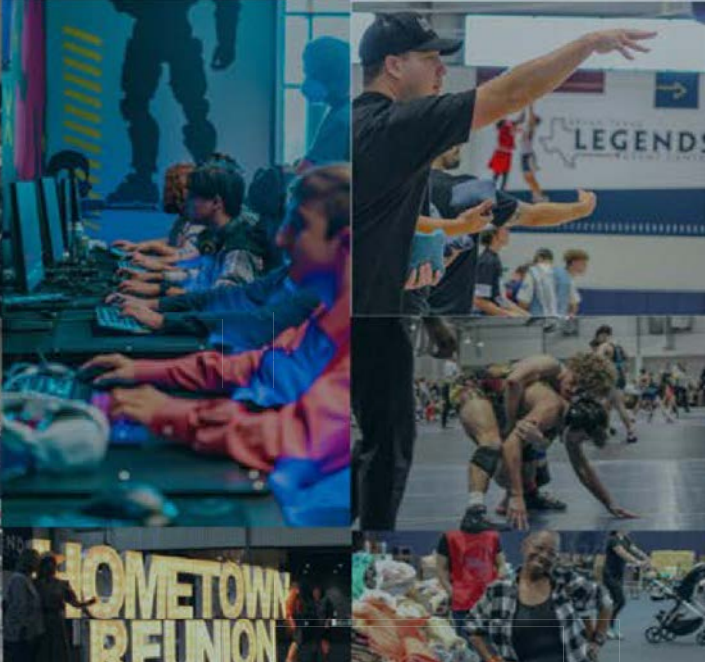
LEGENDS EVENT CENTER

JAMIE COX | GENERAL MANAGER





ONE YEAR & COUNTING





9 FULL-TIME POSITIONS

61 PART-TIME POSITIONS

INTERNSHIP OPPORTUNITIES

THE TEAM AT LEGENDS EVENT CENTER

THE LEGEND CONTINUES





THE LEGEND CONTINUES

LOCAL PROGRAMMING





CLUBS, ORGANIZATIONS, & SCHOOLS

- HOUSTON SKYLINE BCS
- LONESTAR HOOPS
- BVYSA
- CALVARY SOCCER
- AGGIELAND HOMESCHOOL
- BRAZOS CHRISTIAN SCHOOL
- BVCHEA
- CORNERSTONE
- KOR

THE LEGEND CONTINUES

LEAGUES & PROGRAMS

- ADULT COED DODGEBALL LEAGUE
- ADULT MEN'S BASKETBALL LEAGUE
- HIGH SCHOOL VOLLEYBALL LEAGUE
- YOUTH SPORTS CAMPS
- KIDS COOKING CLASSES
- **SAND VOLLEYBALL**
 - GRAND OPENING: MARCH 9
 - ADULT COED LEAGUES
 - COED 4'S
 - CORPORATE 6'S





THE LEGEND CONTINUES

COMMUNITY IMPACT





OCTOBER - JUNE

Special Events

35

Total: 43

Meetings & Parties

81

Total: 189

Practices

3,800+

Total: 6,250+

Games

374

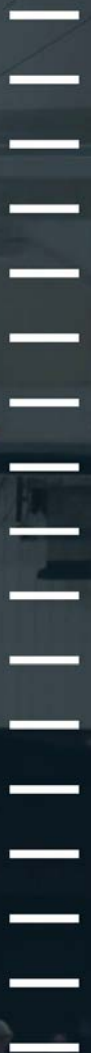
Total: 558

YEAR TO DATE VISITORS: 113,000+

TOTAL VISITORS: 200,000+

THE LEGEND CONTINUES





THE LEGEND CONTINUES

SPORTS TOURISM





25 TOURNAMENTS

1,750+ TEAMS

26,000+ PARTICIPANTS

45,000+ SPECTATORS

\$23M+ ESTIMATED ECONOMIC IMPACT

THE LEGEND CONTINUES



YEAR TO DATE HIGHLIGHTS





ECONOMIC IMPACT



THE LEGEND BEGINS

JOHN FRIEBELE | EXECUTIVE DIRECTOR, DESTINATION BRYAN





YEAR OVER YEAR COMPARISON

	FY23	FY24	YOY
EVENTS	19	25	31.6 %
ATTENDEES	48,024	73,442	52.9 %
ROOM NIGHTS	16,173	19,588	21.1 %
JOBS SUPPORTED	6,819	10,150	48.8 %
ECONOMIC IMPACT	\$14,906,577	\$23,054,650	54.7 %
LOCAL TAXES	\$319,509	\$482,097	50.9 %

TEXAS EVENT TRUST FUND

- 3SSB ADIDAS \$275,232

THE LEGEND CONTINUES





THE LEGEND CONTINUES

Q & A

THANK YOU

