



THE LEGEND CONTINUES

LEGENDS EVENT CENTER

JAMIE COX | GENERAL MANAGER





EXECUTIVE SUMMARY

- VISITOR GROWTH
- GROUP UTILIZATION
- COMMUNITY ENGAGEMENT
- EVENT HIGHLIGHTS
- ECONOMIC IMPACT

THE LEGEND CONTINUES





VISITOR GROWTH



THE LEGEND CONTINUES





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YEAR 1
145K+



YEAR 2
225K+



YEAR 3*
265K+

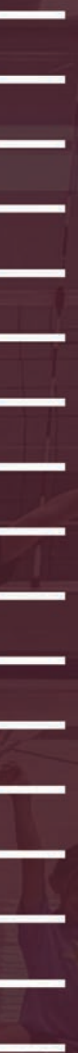


DECEMBER 2022 -
AUGUST 2025
635K+



*CURRENT





THE LEGEND CONTINUES

GROUP UTILIZATION





GROUP UTILIZATION

CLUBS, ORGANIZATIONS, & SCHOOLS

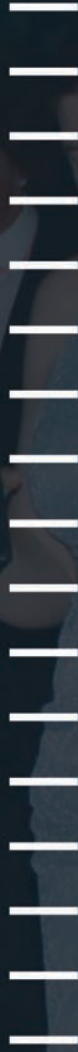
- HOUSTON SKYLINE BCS
- AGGIELAND HOMESCHOOL
- LONESTAR HOOPS
- BVYSA
- CALVARY SOCCER
- BISD
- BRAZOS CHRISTIAN SCHOOL
- BVCHEA
- CORNERSTONE
- KOR
- CSISD
- COMMUNITY HOME SCHOOL

LEAGUES & PROGRAMS

- ADULT MEN'S BASKETBALL LEAGUE
- ADULT COED SAND VOLLEYBALL LEAGUE
- HIGH SCHOOL VOLLEYBALL LEAGUE
- YOUTH SPORTS CAMPS
- KIDS COOKING CLASSES

THE LEGEND CONTINUES





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COMMUNITY ENGAGEMENT





OCTOBER - AUGUST

Special Events

36

Total: 79

Meetings & Parties

90

Total: 279

Practices

3,500+

Total: 9,750+

Games

300+

Total: 850+

THE LEGEND CONTINUES

TOTALS SINCE DEC 2022





EVENT HIGHLIGHTS



- BRAZOS VALLEY PRAYER BREAKFAST W/ SPECIAL GUEST TIM TEBOW
- TX-USA CLUB WRESTLING STATE CHAMPIONSHIPS
- TAMU CAREER FAIRS
- GOODPHIL 2025 CLOSING CEREMONIES – HOSTED BY TAMU PHILSA
- FARMERS FIGHT NIGHT BOXING
- BRYAN HIGH SCHOOL PROM & AFTER PARTY
- BRAZOS COUNTY A&M CLUB COACHES' NIGHT 2025
- 3SSB ADIDAS GIRLS LIVE
- TX ASSOCIATION OF BASKETBALL COACHES (TABCO) GIRLS LIVE SHOWCASE
- NXTPRO PUMA PRO16 NATIONAL FINALS
- TEXAS GUN SHOWS – LARGEST GUN SHOW IN TEXAS

THE LEGEND CONTINUES





SPORTS TOURISM

THE LEGENDS
CONTINUES





38 TOURNAMENTS

2,400+ TEAMS

35,000+ PARTICIPANTS

75,000+ SPECTATORS

\$30M+ ESTIMATED ECONOMIC IMPACT

THE LEGEND CONTINUES



YEAR TO DATE HIGHLIGHTS





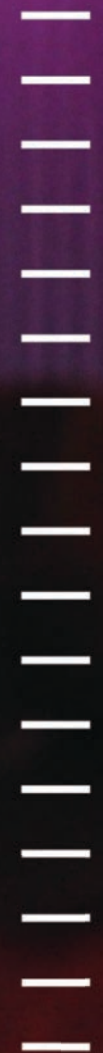
YEAR OVER YEAR COMPARISON

	FY23	FY24	FY25	YOY
EVENTS	19	25	32	28.0 %
ATTENDEES	48,024	73,442	103,987	41.6 %
ROOM NIGHTS	16,173	19,588	28,537	45.7 %
JOBS SUPPORTED	6,819	10,150	12,070	18.9 %
ECONOMIC IMPACT	\$14,906,577	\$23,054,650	\$30,283,037	31.4 %
LOCAL TAXES	\$319,509	\$482,097	\$631,897	31.1 %

TEXAS EVENT TRUST FUND

- \$763,518 combined from the TXETF for Adidas (2) and NXTPRO/PUMA (1)





Q & A

THANK YOU FOR YOUR CONTINUED SUPPORT

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