

2019 MBSC Update





Myrtle Beach and SFM

What we will cover:

- Recap: MBSC & SFM performance
- Recap: Areas of future focus
- Agreement-Extension Points

Performance



5 Year Review

55 Million

in Forecast Economic Impact

\$100 Million

in ACTUAL Economic Impact

\$102,731

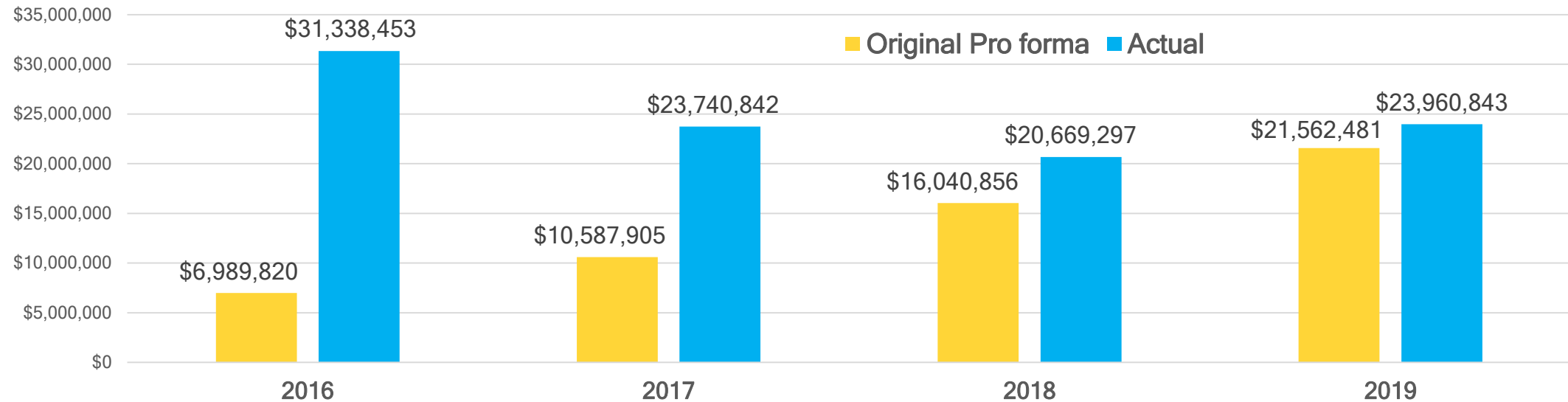
Net Income Budgeted

\$154,834

Total Net Income

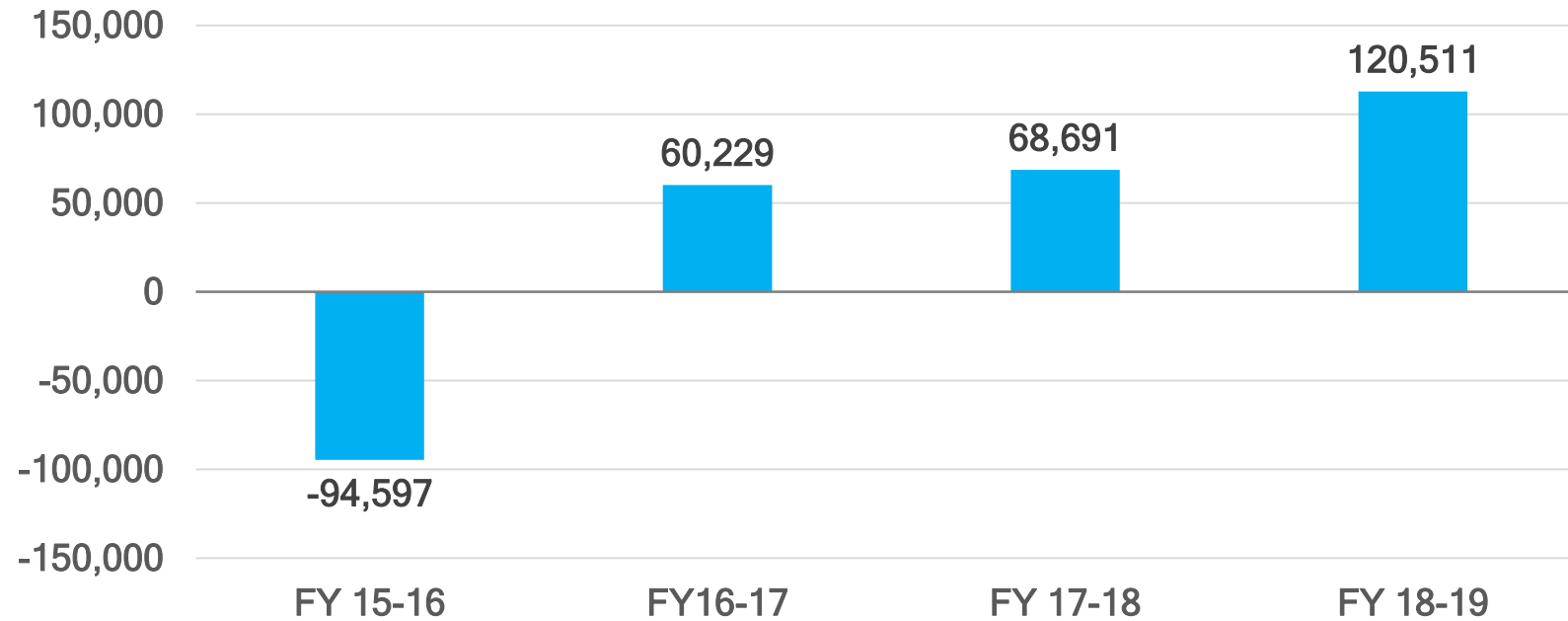
*Handled all legal, HR,
and operational issues
without major incident*

Direct Spend Performance



Projection for 2020 pace is ahead of 2019 will show another year of growth!

Facility Net Income



Total Net Income
\$154,834

2020 will show another year of growth!

Market and Operating Excellence



Tony Davidson ★ recommends Myrtle Beach Sports Center.

July 23 · 🌐

State of the art sports venue for basketball & volleyball.



Like



Comment



Share



Viktor Nemerovski

6 reviews

4.4 ★★★★★ 317 reviews

★★★★★ 2 months ago

First visit to MBSC for girls volleyball tournament. Great venue to play volleyball in. The games started on time and the schedule was communicated well. We had access to website that provided information on teams, brackets , game times and location. This is a first class operation. Looking forward to a return visit.



Reviewed February 25, 2018 via mobile

Diocese Basketball Tournament Weekend

This is a very nice, very clean, very large indoor sports center. Our diocese tournament was held there this weekend, and everyone loved it. No more running around from gym to gym to watch our games. It was fabulous! Although, be warned that the water is three dollars a bottle and M&Ms are two dollars a bag. It's not a huge deal, but a better variety of healthy snacks would've been better for us. The cell service is fine inside which was a plus. Bathrooms were clean and very large. The a/c was cranked on high :))) The nice, large scoreboards were awesome!

Traveler Overview

4.5 ●●●●●

6 reviews



Market and Operating Excellence

No Major Incidents or Complaints

- Market/brand issues handled swiftly
- No major insurance claims
- No HR related issues
- Representing the City well

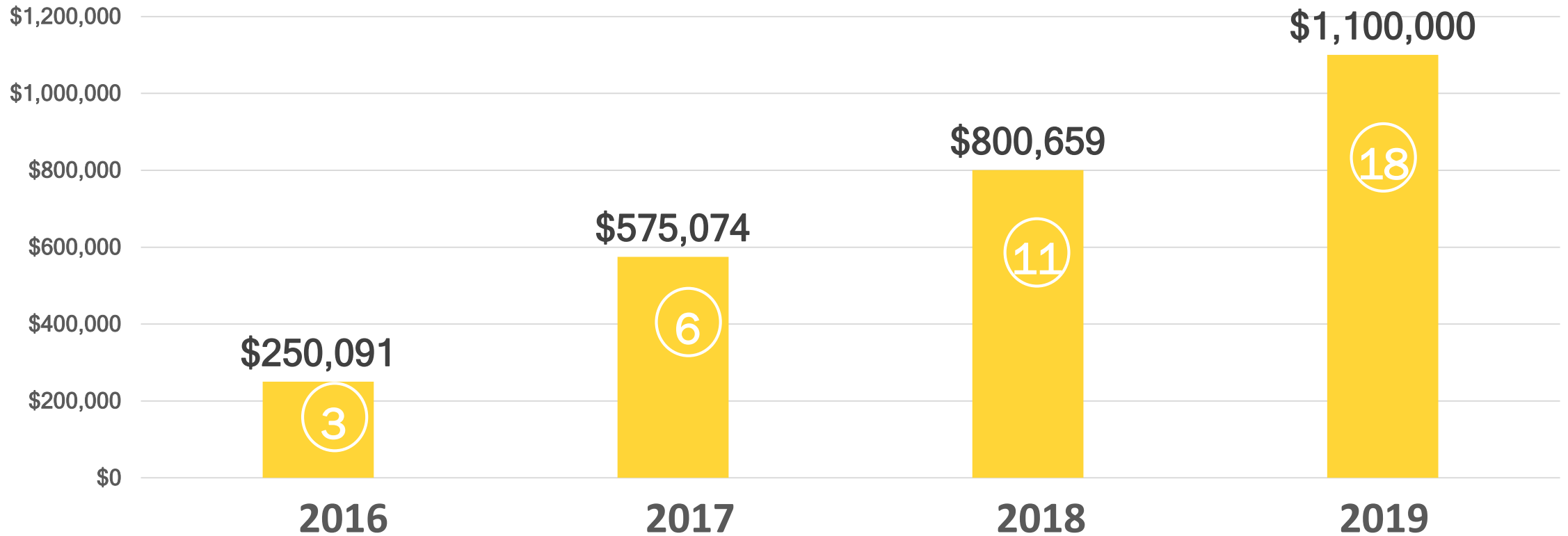


Beyond 2020



Focus on Shoulder Season

Direct Spend (August Through December)



Optimize MBSC

- Continue to Grow the Shoulder Season
- Grow Market Position with Aging Building
- Maximize Prime & Peak Times
- Recruit Innovative Events
- Increase Revenue per Visit

Myrtle Beach Sports Center

SFM Differentiators

1. We know the market, region, and have built a pipeline of best events for impact in the next 5 years
2. We know the industry and are “ahead of the curve” of what is coming
3. We have the infrastructure to minimize risk that many cities take for granted (HR, accounting, legal)
4. We are built to collaborate with tourism constituents, clubs, organizations, rights holders and city officials
5. **We perform!** The type of results Myrtle Beach has experienced do not ‘just happen.’ It requires leadership, management, and ultimately the ability to execute



MBSC-SFM Extension Deal Points

No structural changes to current Agreement

Extension treated as simple Amendment to current Agreement

- 5 Year Extension through June 30, 2025
- Base Fee: \$12,500/month (33% less than avg)
- Align Incentives with City objectives:
 - ✓ Bottom line improvement: 10% of improved Net Income over 2019
 - ✓ Increase Economic Impact: 20% of improved Tax Generation over 2019
(Applies to Sports Center only and not outdoor venues)
 - ✓ No change to other incentive: sponsorship, booking incentive.
- Personnel: health insurance “up to \$750/mo”, comp approved annually through city budgeting process

