



CITY OF SANTEE

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April 29, 2011

Mr. Bill Berghoff, President
Sportsplex USA of Santee
P.O. Box 711900
Santee, CA 92071

RE: ECONOMIC BENEFITS OF SPORTSPLEX USA IN SANTEE

Dear Mr. Berghoff:

It is a pleasure to have this opportunity to provide background information and my observations of the economic benefits of the Sportsplex USA for the Santee community. I handle economic development for the City of Santee, and have been involved in building Santee's local economy through redevelopment and business recruitment efforts since 1985. Over that period, there have been several key developments within the Santee Town Center, but I consider the Sportsplex one of the City's most significant projects in recent years.

Sportsplex USA in Santee is not only a model for public-private partnerships to provide critically needed ballfields and sports facilities -- it has also become an "economic engine" for our local economy. With league games, tournaments, sports clinics and corporate events, the Sportsplex has the potential to draw up to 1,000 visitors a day to a venue located in heart of our city. Each visitor has the opportunity to shop and dine in Santee, and many stay at nearby hotels. This facility is rivaled only by our Santee Lakes Recreation Preserve, which encompasses 190 acres and generates 650,000 visitors annually. By comparison, the Sportsplex encompasses just 15 acres and generates up to 350,000 visitors annually. A 2005 economic impact analysis noted that the complex could generate \$5.5 million annually in local expenditures, and create demand for 80 additional hotel rooms.

Given this facility has been in operation less than a year, I have limited trend data, but all of our indications to date have been very positive. Sportsplex USA is located within the Santee Town Center, near the Trolley Square Shopping Center and Town Center power center. Sales Tax receipts for these two shopping areas were up by 12.2% for the 3rd Quarter of 2010 over the 3rd Quarter of 2009. This was the first full quarter after the Sportsplex opened in summer 2010. There were no other significant business additions or events that quarter other than this facility. Restaurants and businesses in the Santee Trolley Square have also reported gains in patronage from visitors to the Sportsplex. One block away is a vacated Hollywood Video that we've been trying to fill for almost two years. Buffalo Wild Wings is now slated to go in there soon, based in part upon the draw from the Sportsplex. City of Santee will be recruiting businesses next month at the ICSC RECON event, and this facility will help us attract new businesses and hotels to Santee

Please feel free to contact me at Santee City Hall, (619) 258-4100, Extension 223 should you require further information in this regard.

Sincerely,

Pamela A. White
Assistant to the Executive Director