DUNCAN MEMORIAL SPORTSPLEX

Development Feasibility & Revenue Guide

Covering: Site Configuration • Construction Costs • Revenue Model • Profitability Strategy

Executive Summary

Youth sports complexes represent one of the most resilient segments in real estate development. Families now spend over $40 billion annually on youth sports, with per-child spending up roughly 46% since pre-pandemic levels. Demand for quality, multi-sport facilities continues to outpace supply in most suburban and exurban markets — which is precisely the gap you are positioned to fill.

This guide covers the full picture: what to build, what it costs, and how to make it profitable. The short answer is that a well-configured private facility in an underserved market — anchored by a multi-sport gym and complementary outdoor fields — can reach positive cash flow within 12 to 24 months and generate owner income in the $180,000–$220,000 range annually once stabilized. The path there requires disciplined facility design, a recurring-revenue-first operating model, and aggressive early relationship-building with local leagues and clubs.

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1. Facility Configuration That Works

The goal is maximum utilization per square foot. The most profitable configurations are those that serve multiple sports without requiring expensive dedicated spaces for each. For your specific needs — baseball, 6-man and 11-man football, basketball, and volleyball — here is the recommended configuration.

Outdoor Fields

Multipurpose Artificial Turf Field (Primary)

A single large artificial turf field can serve baseball, football (both 6-man and 11-man), and soccer/lacrosse by using painted overlay lines. A regulation 11-man football field (360’ x 160’ with end zones) can accommodate a youth baseball diamond within it, and 6-man football uses a smaller 40-yard-wide field that fits easily. This is the single highest-leverage investment in your complex.

- Recommended size: 360’ x 200’ footprint (allows baseball diamond + football + buffer)

- Surface: Monofilament/slit-film hybrid turf — durable for football and baseball
- Turf replacement cycle: 8–10 years; lifespan much better than natural grass on a per-use basis
- Upside: 3x more utilization vs. natural grass (no rest time, playable in weather)

Optional: Second Diamond or Practice Field

If your land allows, a second smaller diamond (youth dimensions) or a natural grass practice area dramatically increases tournament hosting capacity and daily utilization. This can be added in Phase 2.

Indoor Gym

A clear-span steel building of approximately 20,000–25,000 square feet is the core of your revenue engine. Properly configured, one space can host basketball, volleyball, wrestling, indoor football drills, and more.

- Minimum 2 full basketball courts side-by-side (divides into 4 volleyball courts or 2 basketball)
- Clear height: 28’ minimum (30’+ preferred for volleyball and shooting)
- Retractable divider curtain separates courts for simultaneous rentals
- Hardwood or Sport Court flooring on one side, artificial turf strip on the other for football training and baseball infield work
- Batting cages (3–6 retractable): extremely high revenue per square foot

Support Infrastructure

Often underestimated. These elements directly affect whether leagues and tournaments choose you.

- Restrooms and locker/changing rooms (minimum 2 gendered, 1 family)
- Concession stand — critical revenue driver at tournaments
- Parking: minimum 150–200 spaces; more for tournament hosting
- Lighting: LED sports-grade for outdoor fields (required for evening rentals)
- Scoreboard(s) and sound system
- Office/reception, storage, equipment room

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2. Construction Cost Estimates

Costs vary significantly by region, site conditions, and specification level. The following ranges reflect current (2025–2026) market data for private youth sports facilities. Texas generally benefits from lower labor costs than coastal markets, but materials pricing is largely national.

Component	Low	High	Notes
Land (5–10 acres)	$500K	$2.5M+	Highly location-dependent
Site prep & grading	$150K	$600K	Drainage, utilities, roads
Primary turf field (all-in)	$1.0M	$2.0M	Includes base, drainage, turf, lighting
Indoor gym (20,000–25,000 sf)	$3.5M	$7.0M	$175–$280/sf clear-span steel
Batting cages (4–6)	$80K	$200K	Retractable systems preferred
Restrooms / locker rooms	$150K	$400K	Code compliance, finishes
Concession stand	$75K	$200K	Ventilation, equipment, plumbing
Parking (150 spaces)	$150K	$400K	Asphalt, curbing, lighting
Scoreboards & AV	$30K	$100K	Indoor + outdoor
Architecture / engineering	$200K	$600K	Typically 8–12% of construction
Permits & contingency	$100K	$300K	Plan for 10–15% contingency
TOTAL PROJECT ESTIMATE	$6.0M	$14.0M	Excl. land; core Phase 1

Key Cost Driver: Turf vs. Natural Grass

Artificial turf costs $640K–$2M for a full field vs. $260K–$760K for natural grass. However, turf generates 3x more usable hours, costs 60–80% less annually to maintain, and is playable year-round. Over a 10-year horizon, total cost is roughly comparable — but turf wins decisively on revenue potential. For a rental-focused facility, turf is non-negotiable on your primary field.

A right-sized private facility for your market — one turf field, 20,000–22,000 sf gym, batting cages, and full support infrastructure — realistically falls in the $7M–$10M range all-in including land. A more modest Phase 1 (just the gym with batting cages, and a smaller practice turf area) can be executed in the $4M–86M range.

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3. Revenue Model

The most successful facilities are built around recurring revenue — league contracts, practice agreements, and memberships — not one-off rentals. Here is the primary revenue stack:

Core Revenue Streams

Revenue Stream	Rate Range	Volume Potential	Notes
Indoor court rental (bball/vball)	$50–$100/hr	High daily	Prime time: 4–10pm weekdays, all day weekends
Turf field rental	$150–$245/hr	High daily	Higher for games; lower for practice
Batting cage rental	$30–$60/hr/cage	High daily	Often fully booked weekends
League hosting (multi-week)	Season contract	Anchor revenue	Basketball, volleyball, flag football
Tournament hosting (weekends)	$5K–$25K/event	12–24/year	Highest single-event revenue
Training programs & camps	$150–$350/player	Seasonal	Baseball, basketball, football skills
Team practice memberships	$400–$800/mo	Recurring	Guaranteed weekly time slots
Concessions	30–40% margin	Event-driven	Biggest at tournaments
Facility buyout / parties	$500–$2K/event	Off-peak filler	Birthday parties, corporate events
Sponsorships / naming rights	Varies	Supplemental	Local businesses, naming of courts

Pro Forma: Stabilized Year (Conservative)

Based on a 20,000 sf indoor gym + 1 turf field + batting cages. Assumes 65% average utilization during peak season, 40% off-peak.

Revenue Source	Annual Est.
Court & field rentals (practice/training)	$280,000
League hosting fees (2–3 leagues/season)	$120,000
Tournament hosting (15 events/yr avg)	$225,000
Batting cage rentals	$85,000
Memberships & training programs	$110,000
Concessions	$60,000
Facility buyout / misc events	$30,000
TOTAL REVENUE	$910,000
Operating Expenses (staff, utilities, insurance, maintenance)	($580,000)
EBITDA	$330,000
Debt Service (est. $7M at 7%, 20yr)	($655,000)
Net Cash Flow (levered)	($325,000)

The Capital Structure Is the Key Variable

At $7M–10M in construction cost, conventional debt at current rates makes cash flow tight in early years. The most successful private operators solve this with: (1) equity-heavy structure (lower debt service), (2) a phased build approach, (3) SBA 504 financing which offers lower rates for commercial real estate, or (4) bringing in LP equity from local investors who value community impact alongside returns. A smaller Phase 1 (gym only, ~$4M) can reach positive cash flow in Year 1–2.

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4. How to Maximize Utilization & Profitability

Structure Revenue for Recurrence First

- Lock in league contracts before you open — approach local club directors, homeschool co-ops, and YMCA/park alternatives now
- Offer founding-member discounts to the first 10 teams that sign annual practice agreements
- Price monthly practice slots at a slight discount to hourly, but require a minimum commitment
- Start your own instructional programs (hitting clinics, QB training, skill camps) — highest margin activity

Tournament Strategy

Tournaments are the single highest-revenue events in this business. A single 2-day basketball or volleyball tournament can bring in $8K–$20K in field fees plus meaningful concession revenue. Twelve to twenty events annually are achievable with an active sales effort.

- Partner with travel league organizers to host sanctioned events
- Build a reputation as the go-to facility in your region — clean, well-lit, reliable
- Invest in scoring systems, streaming capability, and photographer-friendly lighting to attract premium events
- Offer turnkey tournament packages (facility + concessions + staffing + parking) to command premium fees

Seasonality in Texas

Texas has an inverted seasonality vs. northern markets. Your peak indoor demand will likely be summer (extreme heat pushes players inside) and winter (cold/wet). Spring and fall are outdoor season — your outdoor fields will carry those months. Design your schedule accordingly and plan cash reserves for any slow shoulder periods.

- Summer: indoor basketball, volleyball, baseball training — peak season
- Fall: outdoor football, baseball (fall ball), soccer — field season
- Winter: indoor leagues, holiday tournaments, basketball — strong season

- Spring: baseball, outdoor lacrosse, football spring practice — field season

Revenue Per Square Foot Discipline

- Batting cages generate the highest revenue per square foot of any sports facility use — maximize cage count
- Multi-line your gym floor: basketball + volleyball + pickleball lines open you to 3 sports with one asset
- Off-peak hours (9am–3pm weekdays): market to homeschool groups, adult leagues, senior fitness, corporate events
- Don't chase random public walk-in rentals — they eat scheduling time and rarely fill off-peak hours efficiently
- Add a small pro shop / equipment retail as you scale — margins are high and foot traffic is already there

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5. Recommended Development Path

Phase 1: The Anchor (Year 1–2)

Build the indoor gym first. It generates revenue faster, requires less land, and can be operational in 12–18 months from groundbreaking. Start with:

- 20,000–22,000 sf clear-span indoor gym with 2 full basketball courts
- 4–6 retractable batting cages inside or in an attached bay
- Basic restrooms, parking, reception
- Budget range: $4M–$6M all-in
- Target: sign 3–5 local league contracts before opening; fill weeknight slots first

Phase 2: Outdoor Expansion (Year 2–3)

Once indoor is generating cash flow, add the outdoor component:

- 1 full multipurpose artificial turf field with LED lighting
- Concession stand / pavilion
- Additional parking
- Budget: $2M–$3.5M incremental

Phase 3: Scale (Year 3–5)

- Second field or dedicated baseball diamond
- Expanded locker rooms / spectator seating
- Weight room / training area
- Online booking and membership management platform

6. Key Risks to Manage

Risk	Mitigation
Cost overruns	Use prefab/steel construction; get fixed-price GC contracts; build 15% contingency
Low utilization early	Pre-sign league/team contracts before opening; offer founding-member pricing
Seasonality gaps	Diversify indoor/outdoor; build indoor programming for off-peak slots
Competition	Scout existing public/school facilities; differentiate on quality and availability
Capital structure	Consider SBA 504, phased build, or LP equity to reduce debt service burden
Maintenance costs	Budget $50K–$100K/yr for turf, HVAC, flooring; turf replacement at yr 8–10
Zoning / permitting	Engage land use counsel early; sports facilities often face neighbor opposition

7. Recommended Next Steps

Before committing capital, validate the market and sharpen the underwriting:

- Conduct informal demand survey: contact 15–20 local club coaches/directors and ask what they would pay for guaranteed weekly access
- Identify 3–5 potential sites; engage a commercial real estate broker familiar with industrial/flex and sports facility zoning
- Commission a sports facility feasibility study (firms like Sports Facilities Companies or Victus Advisors specialize in this, typically $15K–$40K)
- Model two scenarios: (1) gym-only Phase 1 and (2) full campus; stress-test at 50% and 70% utilization
- Explore SBA 504 financing: designed for owner-operated commercial real estate, lower rates, longer terms
- Connect with Texas-based operators who have built similar facilities — many are willing to share lessons learned