



# DINWIDDIE

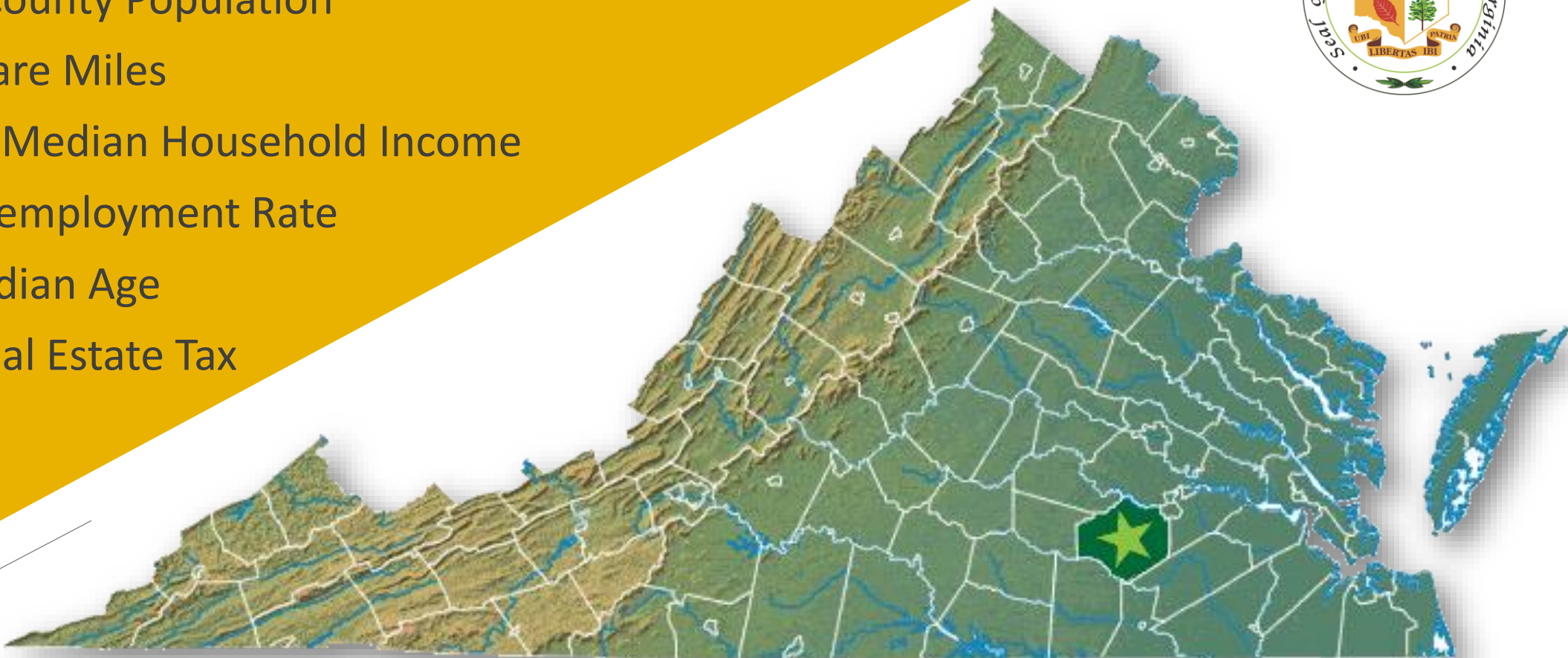
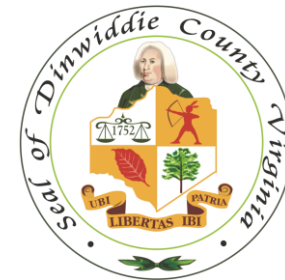
EST. 1752 *County* VIRGINIA

W. Kevin Massengill, County Administrator  
November 11, 2019

# DINWIDDIE

EST. 1752 *County* VIRGINIA

- 28,502 County Population
- 507 Square Miles
- \$57,284 Median Household Income
- 3.2% Unemployment Rate
- 42.4 Median Age
- \$0.79 Real Estate Tax





# Quality of Life

## Effectively Marketing Your Community

- When prospective business and industry visit our community, we are prepared to tell the story.
- In 2017, Dinwiddie County developed a series of videos that we use to share the Dinwiddie experience.
- This \$11,500 project was completed in partnership with Virginia Tourism Corporation.
  - VTC Grant - \$4,500
  - Dinwiddie County Marketing Funds - \$7,000
    - Increase in Lodging Tax from 3% to 5%





VIRGINIA  
IS FOR  
LOVERS

*Dinwiddie County*  
**TOURISM**  
DEFINE YOUR EXPERIENCE  
— *DiscoverDinwiddie.com* —

**LOVE**  
the Best *PART* of Virginia  
Chesterfield County • Colonial Heights • Dinwiddie County  
Hopewell • Petersburg • Prince George County

# Sports Tourism

Definition: Traveling to a location for the specific purpose of either participating in or viewing a sporting event

- Sports Tourism is one the fastest growing segments within the travel industry – Estimated at \$15.8B.
- Stimulates the local economy:
  - Direct spending related to the use of sports facilities and services;
  - Visitors' and public spending for goods and services;
  - Employment opportunities; and
  - Tax revenue.
- Enhances the image of the community.





# Athletics - Youth Sports

Dinwiddie County Parks, Recreation, and Tourism

- **Dinwiddie Parks, Recreation, and Tourism**

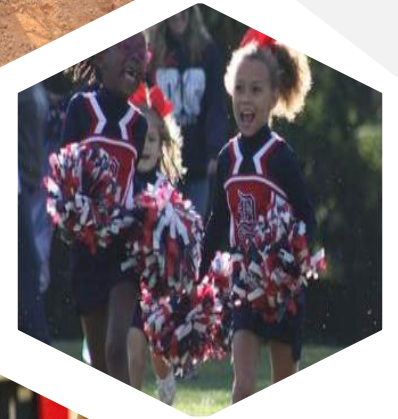
- Soccer
- Football
- Baseball
- Softball
- Basketball
- Cheerleading

- **Travel Ball Organizations**

- Baseball
- Softball
- Soccer
- Basketball

- **Partnerships/Organizations**

- Dixie Softball
- Dixie Baseball
- CQL - Chesterfield Quarterback League



# Dinwiddie Sports Complex

2012 VACo Achievement Award; 2013 NACo Achievement Award



# Dinwiddie Sports Complex

## Planning & Construction

- **Determine the Vision**
  - Community buy-in
  - Fields or Complex? What Type?
  - Consider forming a Sport Complex Committee
- **Assess the Market**
  - Comparable venues
  - Demographics
- **Funding and Partnerships**
  - County Funds
  - Grants and Foundations
- **Construction**
  - Architecture and Engineering
  - County Staff
  - Community College – Heavy Equipment Program





# Dinwiddie Sports Complex

## Sports Tourism

- NCAA Division II Baseball – Spring Training
- VISAA Tournaments
- District, Regional, and State Dixie Softball & Babe Ruth Tournaments
- VCU and Richard Bland College Soccer
- Serves as Offsite Training Location for New Jersey and Pennsylvania High Schools



# Dinwiddie Sports Complex

## Statistics

- Since 2011, more than **300,000 players & spectators** visited the complex.
- The number of travel teams visiting the sports complex continues to increase yearly.
- The Concessions stand is operated by the County. Nearly, **\$350,000** in concessions sales have been generated over the past 5 years.





# Adventure Tourism

Definition: A type of niche tourism, involving exploration or travel with a certain degree of risk, and which may require special skills and physical exertion.

- Examples: Sky diving, mud runs, zip-lining, canoeing and rafting, mountain bike riding, hot air ballooning, and rock climbing.





# Virginia Motorsports Park

[www.virginiamotorsportspark.com](http://www.virginiamotorsportspark.com)

- Drag Racing
  - NHRA Division 1 Drag Racing Series
  - Motorcycle Drag Racing
  - Menards Super Chevy Show
- Dirt Park
  - Truck & Tractor Pulls
  - Motocross
  - Mud Bog
- Special Events
  - Rugged Maniac
  - Dinwiddie County Fair





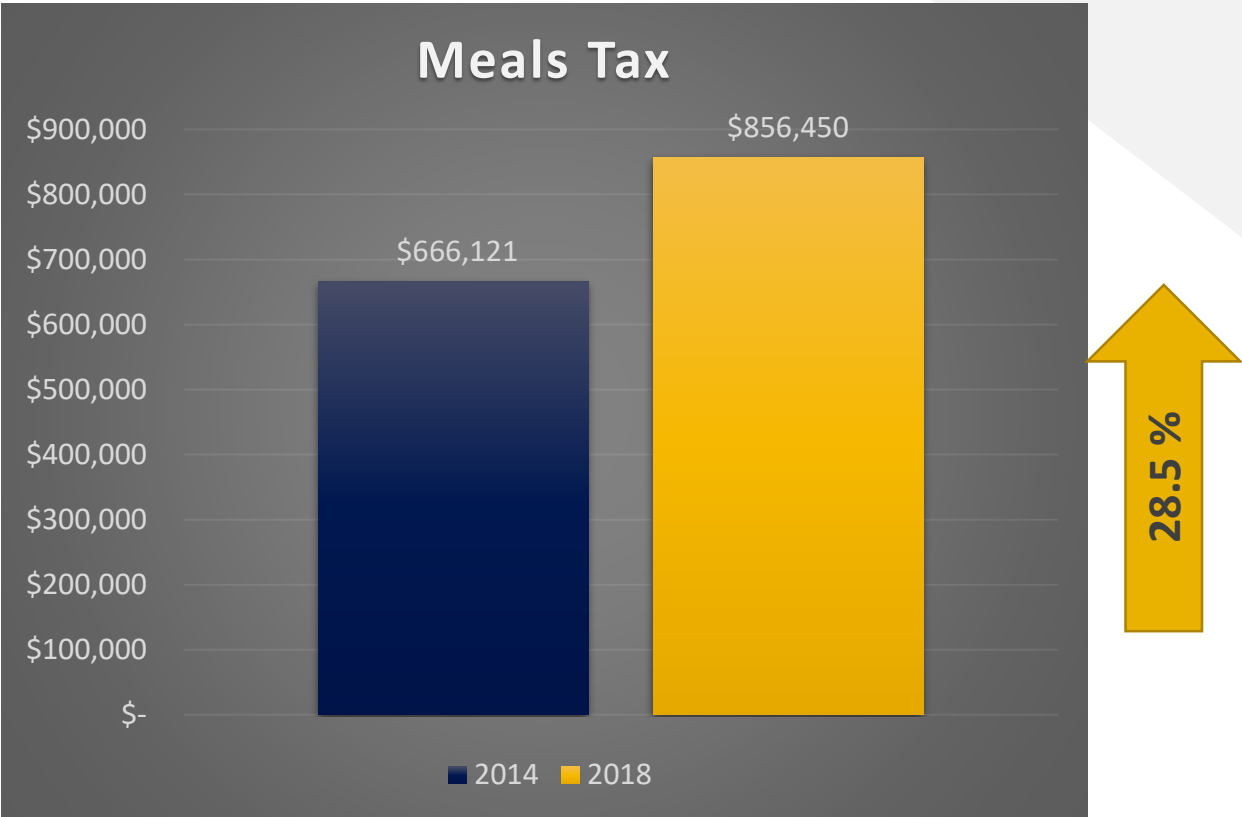
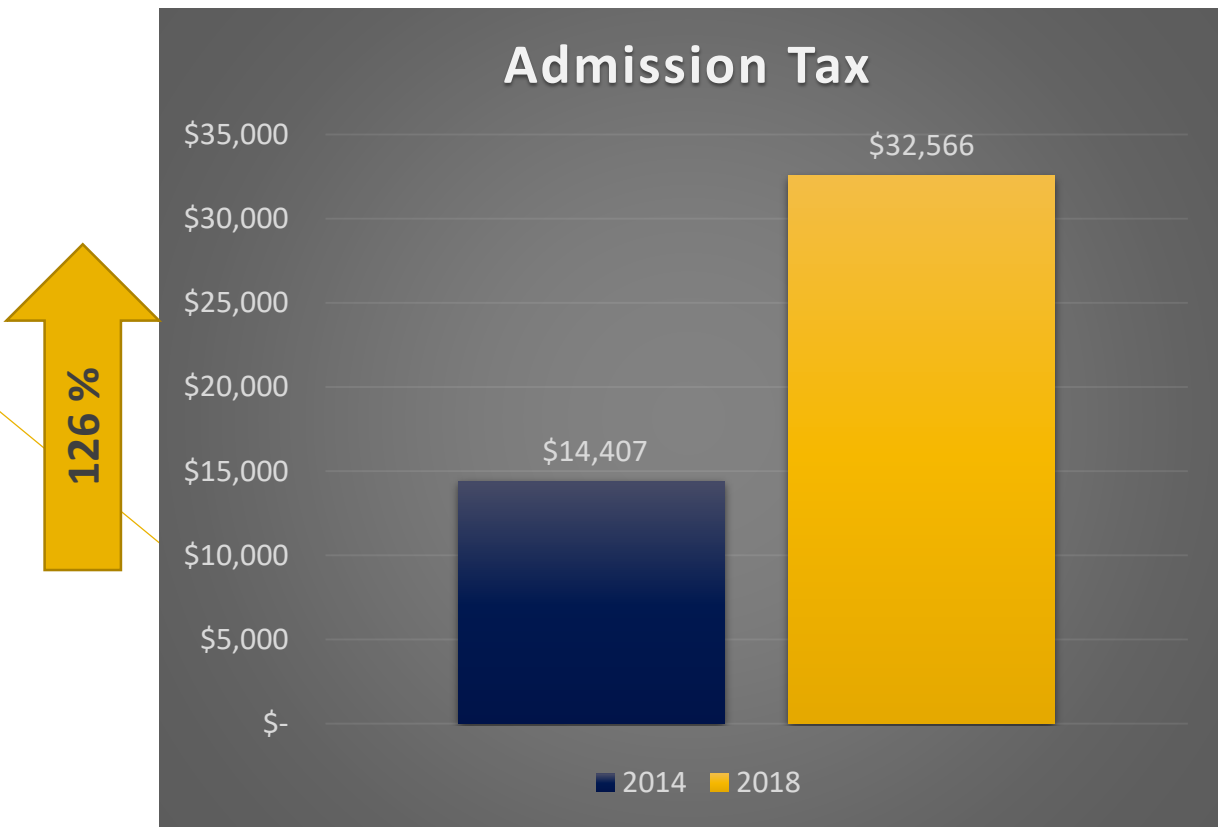
# Virginia Skydiving Center

[www.virginiaskydivingcenter.com](http://www.virginiaskydivingcenter.com)

- Tandem Skydiving Center
- Skydiving For All Experience Levels
- Team Building Opportunities



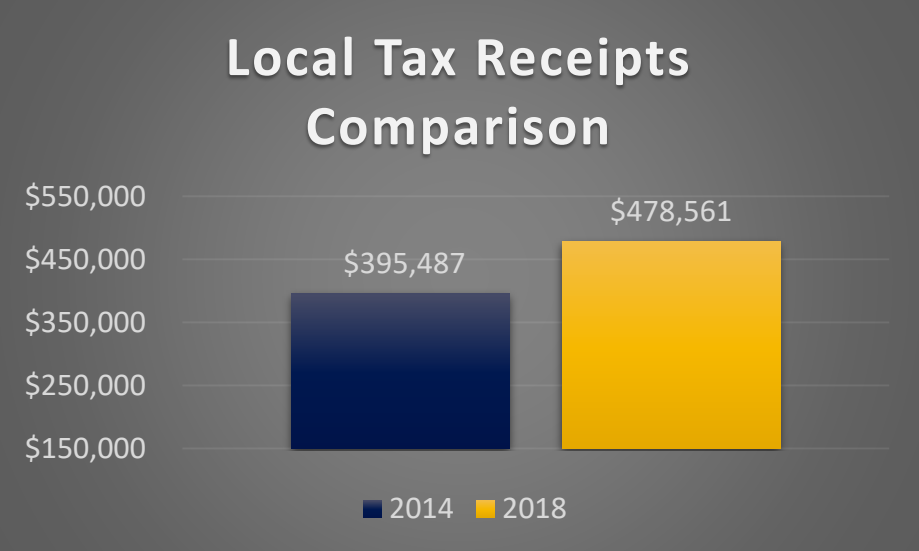
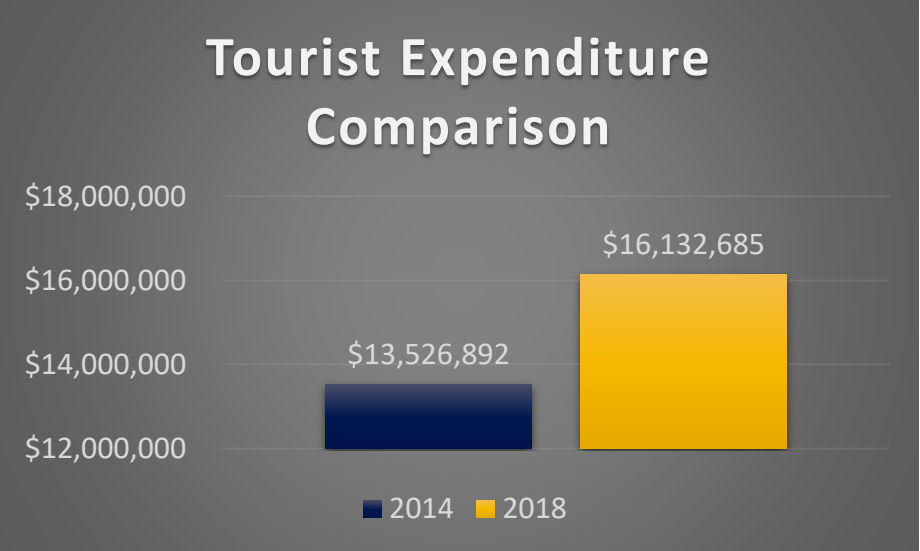
# Economic Impact...





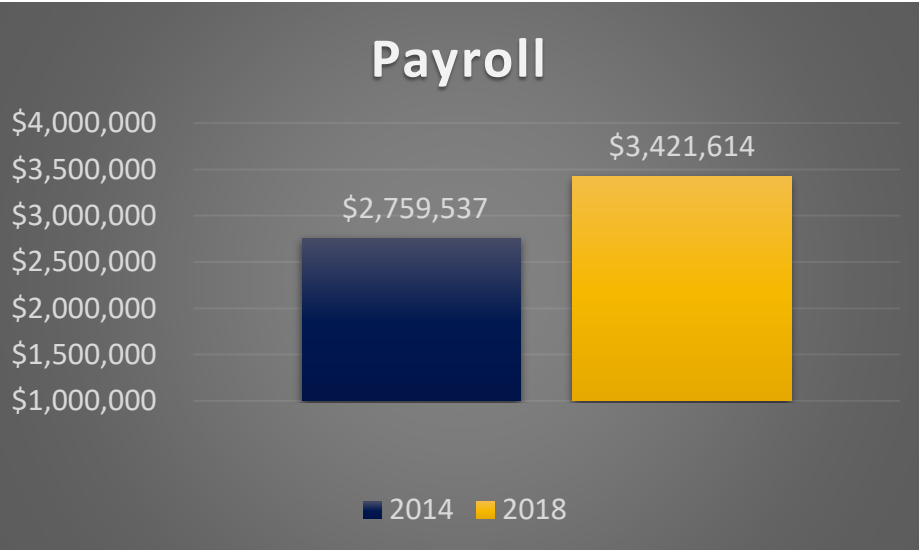
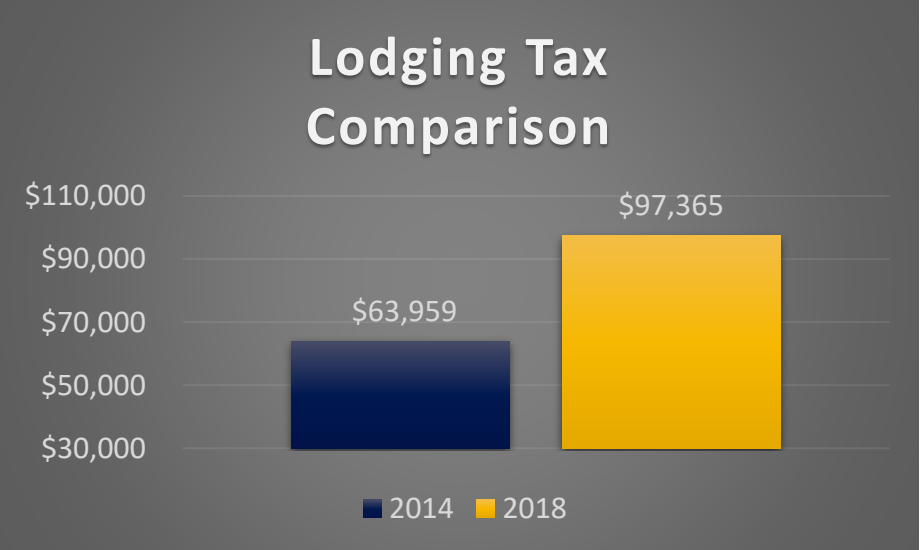
# Economic Impact...

19.2%



21%

52%



24%

# Partnerships

- Adjacent Localities/Regional Effort
  - Chamber of Commerce
    - Public Schools
  - Colleges and Universities
  - Virginia Tourism Corporation
- Virginia Economic Development Partnership
- Hospitality Industry: Venues, Restaurants, Hotels and Lodging
  - Youth Sports Organizations



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# Thank You.

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