



Sports Tourism in Round Rock Contributes More Than \$110 Million in Economic Activity to the City of Round Rock Since 2014

Round Rock, Texas (September 2, 2021) – Sports Tourism in Round Rock has contributed more than \$110 million in economic activity to the City of Round Rock since the Round Rock Sports Center, an indoor sports complex with 82,800 square feet of indoor space, opened in 2014. The Round Rock Multipurpose Complex, a state-of-the-art facility that opened in 2017, is an additional 60-acre facility that allows the city to host sports league tournaments for lacrosse, soccer, rugby, ultimate frisbee, flag football and more.

“Our world-class facilities have been a tremendous asset helping bring in nearly \$16 million in economic activity per year for our city,” said Chad McKenzie, Director, Sports Management and Tourism. “Our local-area community consistently uses our courts and fields for a variety of games and practices including basketball, volleyball, soccer and more. We are also able to host tournaments such as the National Collegiate Table Tennis Association (NCTTA), US Lacrosse and the Big 12 Women’s Soccer Championship that will be hosted for the first time this fall for the next three years.”

“Between the sports management staff along with their comprehensive venue, it was an easy decision to bring the Women’s Collegiate Lacrosse Association’s tournament to Round Rock,” said Lauren Rossi, Event Manager, USA Lacrosse. “Their facilities have the turf and the grass needed which is great because, of course, our teams want to play on the absolute best fields. It was an overall wonderful experience from the premier venue to working with their experienced event planners who were proactive and accommodating by always anticipating our needs.”

In addition to the economic activity contributions, the Round Rock Sports Management and Tourism department (RRSMT) also saw participation rates at both the Multipurpose Complex and Sports Center grow more than 80% during peak summer months in 2020, compared to 2019. RRSMT credits the increase to use by local-area sports teams who were displaced by the Covid- 19 pandemic school and other facility closures. As the Covid- 19 numbers see a spike in Texas, McKenzie says that RRSMT will continue to follow Governor Abbott’s guidance and continue serving the community.

ABOUT ROUND ROCK SPORTS MANAGEMENT AND TOURISM DEPARTMENT

The Round Rock Sports Management and Tourism Department programs, schedules, and maintains the City's sports facility assets -- Round Rock Sports Center, Round Rock Multipurpose Complex, and is also tasked with managerial oversight and capital improvements of Dell Diamond and Forest Creek Golf Club. Our Tourism Division, comprised of the Convention and Visitors Bureau, promotes the "Go Round Rock" brand, maintaining our Sports Capital of Texas legacy through bidding to host regional and national championship sports events every year. For more information, visit www.goroundrock.com.

ABOUT ROUND ROCK SPORTS CENTER

The Round Rock Sports Center is a \$14.9 million indoor sports complex with 82,800 square feet of indoor space, including 47,775 square feet of flexible, open, playable space. Featuring six basketball courts and 12 volleyball courts, the sports center offers seating capacity for up to 1,300 spectators and more than 500 parking spots. The venue includes a referee's lounge, locker rooms, a training room, LED scoreboard screens, and three large multi-purpose rooms that can be subdivided into nine smaller rooms.

The facility is also easily converted into a space for hosting expos, meetings, keynote speakers, formal banquets, dances, corporate brainstorming retreats and concerts. The venue regularly hosts volleyball, wrestling, baseball, basketball, table tennis, fencing competitions and more. Visit www.rrsportscenter.com.

ABOUT ROUND ROCK MULTIPURPOSE COMPLEX

Located at 2001 N. Kenney Fort Blvd. within Old Settlers Park, the Round Rock Multipurpose Complex is a \$27 million state-of-the-art sports venue that enables Round Rock to host many new types of events, such as lacrosse, soccer, rugby, ultimate frisbee, flag football and more. The 60-acre sports complex features a championship field with natural grass, another championship field with synthetic turf, four multipurpose fields with natural grass and four with synthetic turf, and Musco sports lighting on all 10 fields. Spectator amenities include permanent seating with shade structures for 250 people on each of the championship fields, plus options to add portable seating. The complex also has more than 900 parking spaces, and a clubhouse with meeting rooms overlooking the fields. Additional amenities for families include plazas, pavilions, playgrounds and more. For more information, visit www.roundrockmpc.com.

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Contact:

Kristen House

Arsenal Advertising for the Round Rock Sports Management and Tourism Department

housekristeng@gmail.com

512.468.1210