

THE

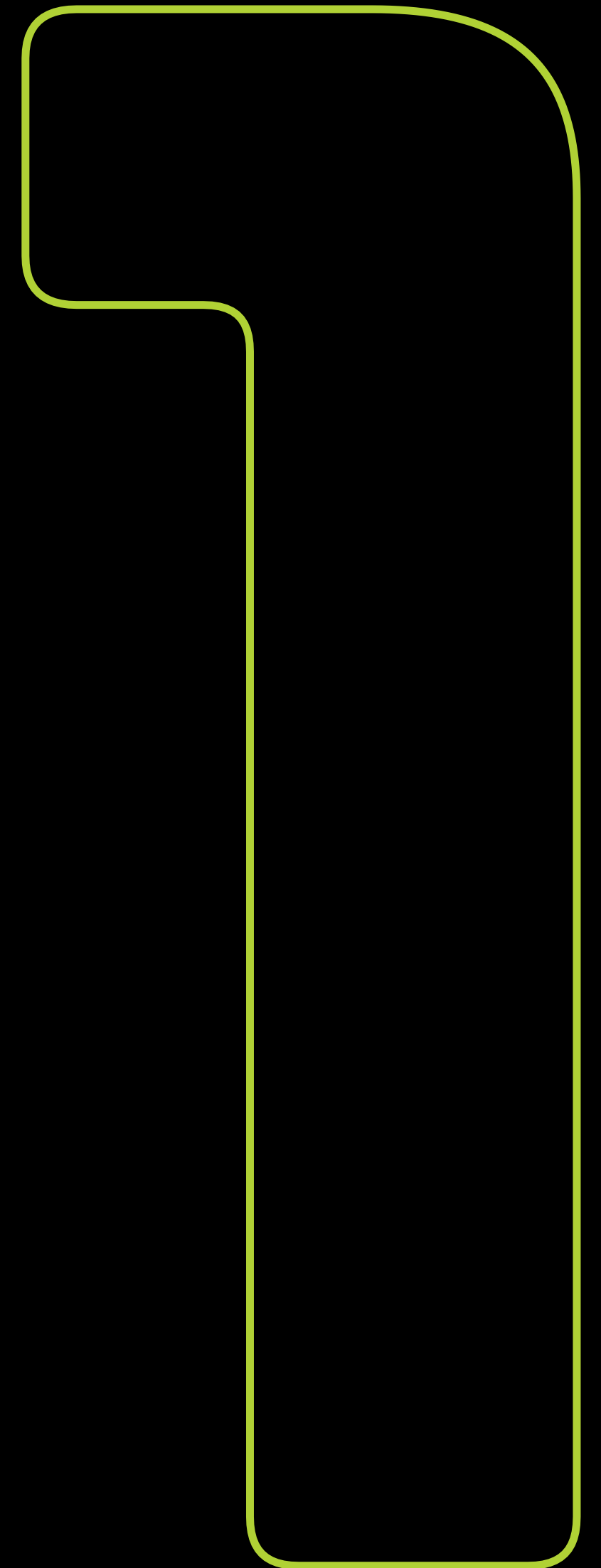
EVOLUTION

OF EMERGING SPORTS CAMPUSES



INTRODUCTIONS

& OBJECTIVES



BRANDON LOWERY



- Former CEO of USA Surfing (1 Gold medal)
- Current Executive Chairman for USA Skateboarding (2 Silver + 1 Bronze)
- Founder/Chairman of The Global Action Sports Foundation (Directly supported 12 athletes to qualify for the Tokyo and Paris Olympics)

DAVE STOW



- 21 years with the US Olympic and Paralympic Committee
- Supported Team USA at 8 Olympic Games
- Organized 9 UCI BMX Racing World Cups and Olympic Trial/Selection events in Archery, Canoe/Kayak, Field Hockey, Rowing, Rugby, Softball, and Track & Field.
- Currently organizing Pre-Games training sites for NOC's in Southern California prior to LA28

A large, stylized number '5' is rendered in a light green outline, positioned on the right side of the image. It has a thick, rounded top bar and a bottom bar, with a vertical stem in the middle. The number is set against a black background.

CHULA VISTA
ELITE ATHLETE TRAINING CENTER



U.S. OLYMPIC AND PARALYMPIC TRAINING SITE





95
USA

80
USA

19
USA

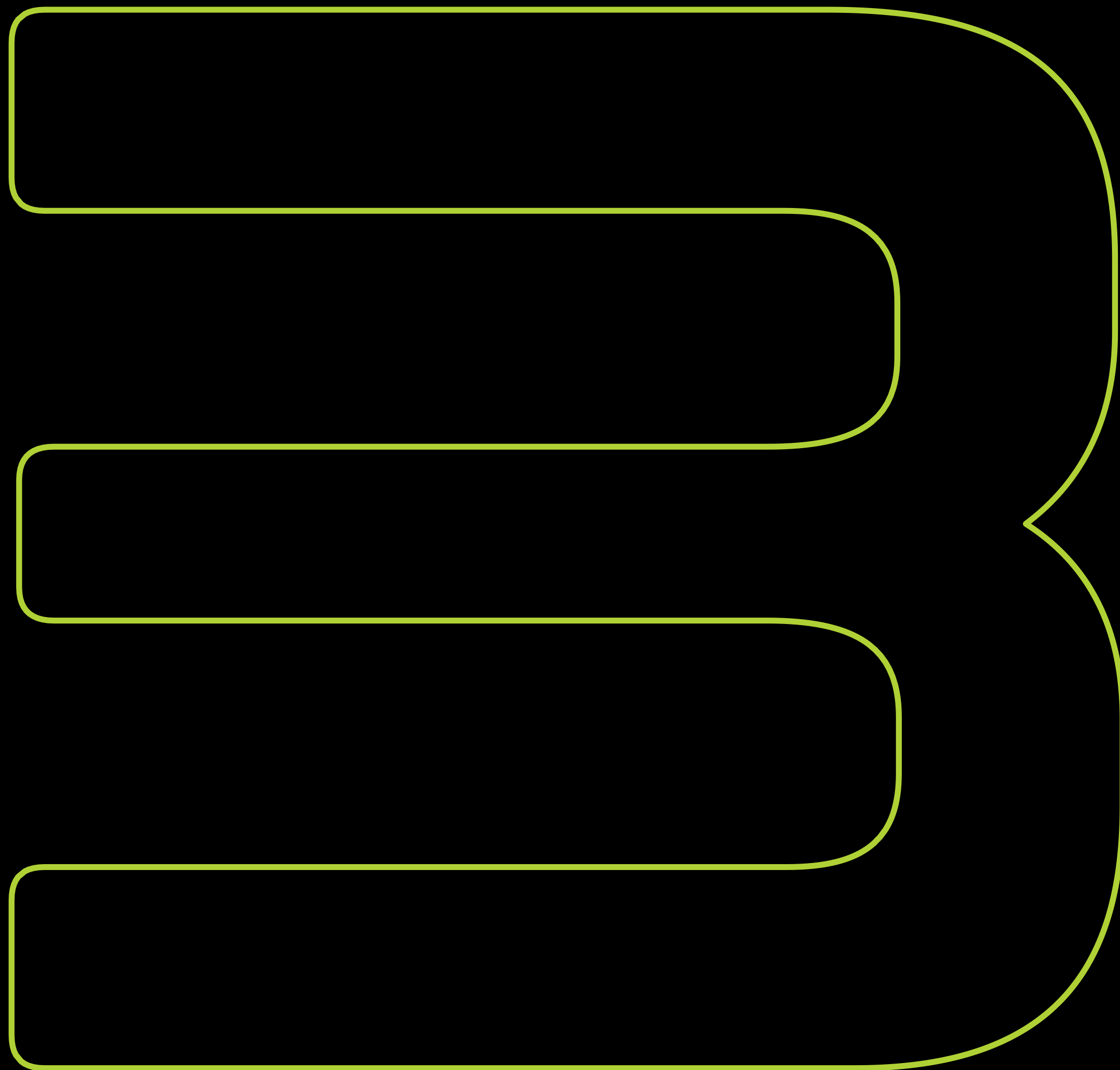
937
USA

24
USA

54
USA



CAVTF





FINDINGS

USA SKATEBOARDING



THE PROBLEMS IN SKATE

- The pathway to growth is unclear. Competitions are fragmented and there is no conclusive moment.
- The sport is rapidly growing and there is a lack of infrastructure from grassroots to international competitions.
- Skateboarding has a rich and appealing culture, but with that comes politics, gatekeeping and stigmas around what's cool or acceptable. This creates challenges for skaters to grow their professional careers and limits inclusivity within the community.



WAOO SURF



An aerial photograph of a water park. The park features several large, light blue swimming pools and slides. A prominent slide with black and white stripes is visible in the lower-left quadrant. Another slide with a blue and white pattern is in the center. The park is surrounded by dense green trees and a paved walkway. A large building with a white roof is situated on the right side of the park.

WATCH IT IN ACTION

<https://youtu.be/k8QR1VjFLWY>





EMERGING SPORTS

INTRODUCTION



DEFINITION

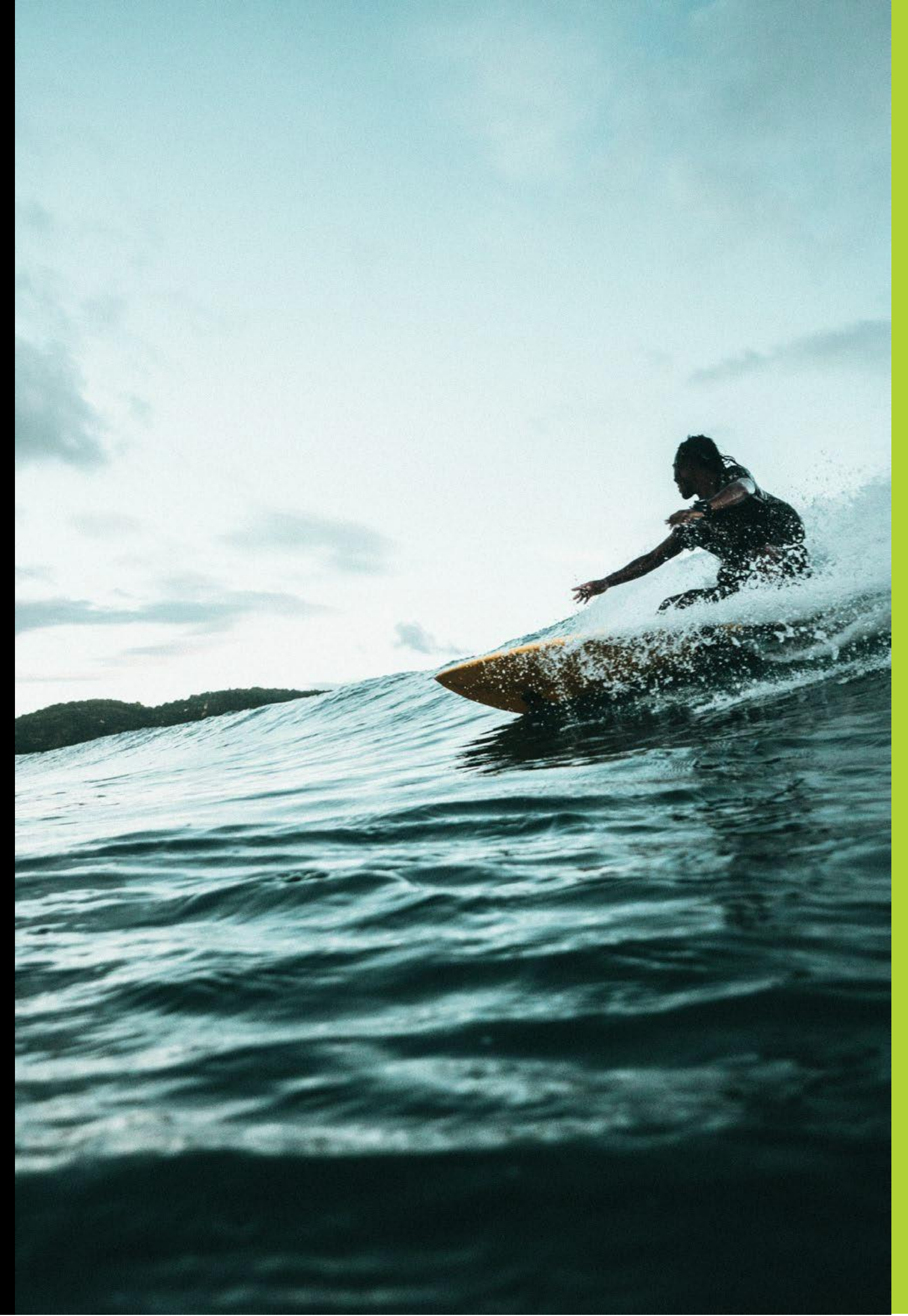
Disciplines like surfing, skateboarding, BMX Freestyle, and sport climbing are now proven successful events in the Olympics.

SIGNIFICANCE

- Represents a modern era of sports appealing to younger audiences.
- A fusion of athleticism, creativity, and cultural expression.

SUCCESS STORIES

- Tokyo 2020 debut of surfing and skateboarding.
- Strong presence in Paris.
- High expectations for the LA28 Games



THE IMPACT

EMERGING SPORTS ON
THE OLYMPIC MOVEMENT

YOUTH ENGAGEMENT

Dynamic, urban-inspired sports resonate with younger audiences.

CULTURAL RELEVANCE

Fusion of athleticism and artistic expression

GLOBAL POPULARITY

Universal appeal transcending cultural and geographical boundaries

INSPIRING ATHLETES

Providing clear pathways for athletes in these disciplines to reach the pinnacle of their sports.

LEGACY & SUSTAINABILTY

Investments in world-class facilities and lasting community impact.

SKATEBOARDING DEMOGRAPHICS / GEOGRAPHICS / MEDIA

23K+
SKATEPARKS
GLOBALLY

1ST
AT TOKYO
2020 GAMES

\$100
AVERAGE
STARTER COST

2.8K+
USA
SKATEPARKS

MARKETS WITH MOST
SKATEPARKS PER RESIDENT

TEXAS
SACRAMENTO
LOS ANGELES
NEW YORK

MARKET SIZE

1. SKATEBOARDING
\$3.4 BILLION (2023)

2. TENNIS
\$3.8 BILLION (2022)

3. ROCK CLIMBING
\$1.38 BILLION (2021)

4. SNOW SKI
\$1.4 BILLION (2020)

5. ICE HOCKEY
\$0.9 BILLION (2020)

6. LACROSSE
\$0.3 BILLION (2016)

75%

PARTICIPANTS UNDER AGE 18,
25% BLACK & HISPANIC, 25% WOMEN

85 MILLION

ACTIVE SKATEBOARDERS WORLDWIDE

\$3.83 BILLION

PROJECTED GROWTH BY 2028 TO BE
OVER 5% ANNUALLY

17 MILLION VIEWERS

AMERICANS SKATEBOARD VIEWERSHIP
FOR 2021, TOKYO GAMES

KEY STATISTICS

- **Growing Participation Rates:** Over 11 million active skateboarders and 35 million surfers globally, with participation increasing by 15% in emerging markets like Asia and South America in the past decade.
- **Youth Engagement:** The majority of participants in these sports are aged 15-34, aligning with the ASPC's mission to develop programs that engage and inspire younger demographics.
- **Economic Impact of Facilities:** Investments in surf pools and skate parks can yield over 30% ROI annually, driven by tourism, local events, and recreational use.
- **Olympic Viewership Growth:** During the Tokyo 2020 Olympics, skateboarding and surfing attracted over 12 million global viewers, highlighting their ability to draw large audiences and elevate athlete visibility.
- **Media Value:** Skateboarding and surfing content generates billions of views annually across digital platforms, offering ASPC opportunities to enhance athlete branding and sponsorship value through media integration.
- **Cultural and Economic Influence:** Skateboarding and surfing contribute over \$15 billion annually in global crossover revenues from lifestyle, fashion, and related industries, showcasing their broad appeal and economic potential for ASPC's facilities and programs.



CASE STUDY:

PARIS 2024 OLYMPICS

The Paris 2024 Olympics showcased the successful integration of these emerging sports:

SKATEBOARDING

In its second Olympic appearance, skateboarding captivated audiences with thrilling performances. The Men's Skateboarding Street event was particularly notable, featuring top athletes like Nyjah Huston and Yuto Horigome. Horigome secured the gold medal with a remarkable final trick, highlighting the sport's growing appeal.

SURFING

Held in Teahupo'o, Tahiti, the surfing events provided a stunning backdrop and showcased exceptional talent. Brazilian surfer Gabriel Medina delivered a near-perfect performance, achieving a 9.90 score and advancing to the quarterfinals. His celebration was captured in a viral photograph, underscoring the sport's dynamic nature.

SPORT CLIMBING

Climbing made a strong impression, with athletes competing separately in speed, boulder, and lead disciplines. This format allowed climbers to showcase their specialized skills, leading to historic wins, including Indonesia's first Olympic title outside badminton. The event was marked by enthusiastic support from a 7,000-strong crowd, highlighting the sport's growing popularity.



These examples from Paris 2024 illustrate the successful integration and growing appeal of emerging sports in the Olympic arena.

SURF POOLS

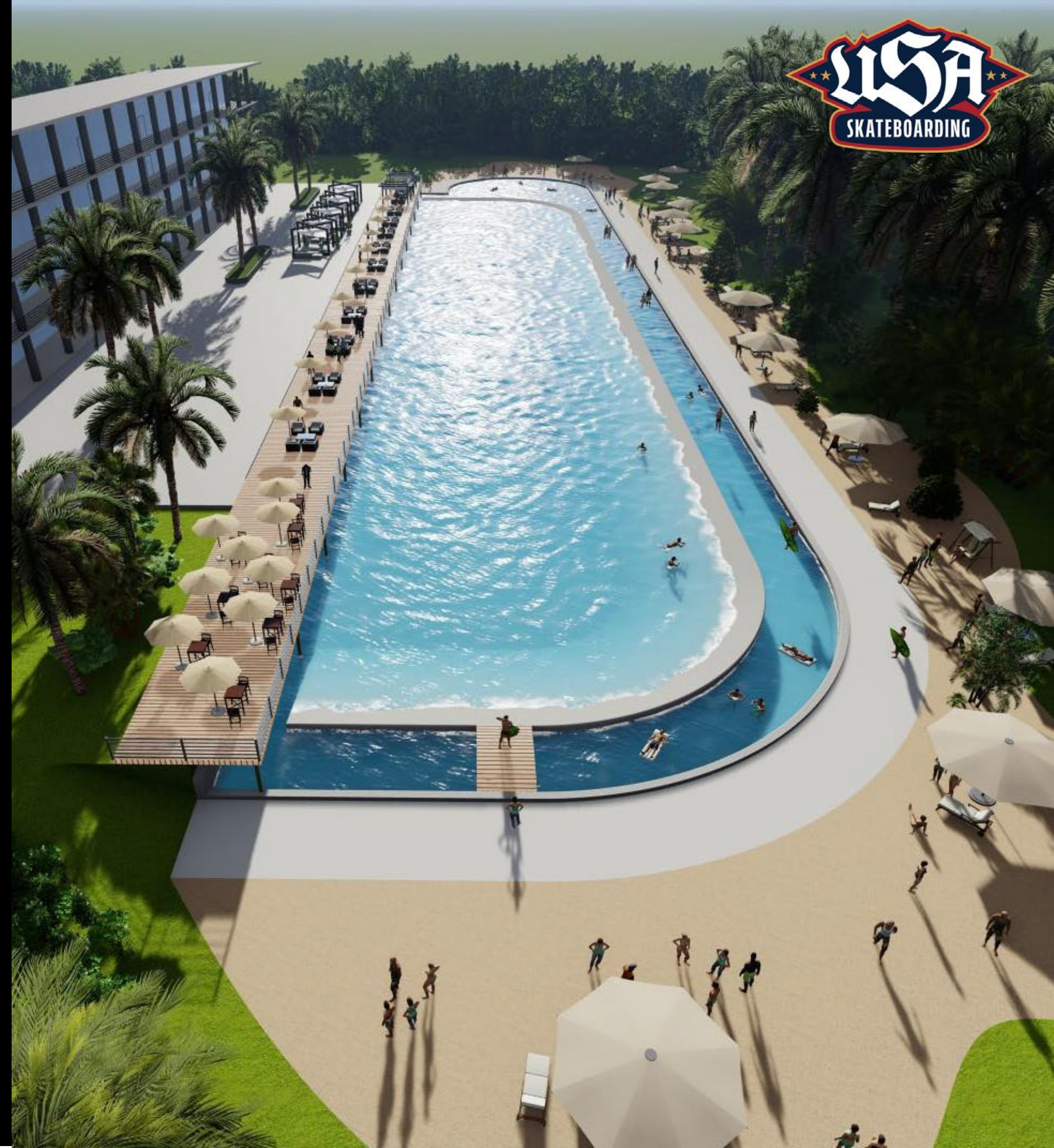
**A TRANSFORMATIONAL ASSET
FOR EMERGING SPORTS**

DEFINITION

Man-made wave pools replicating ocean surfing conditions.

ADVANTAGES

- Consistent, year-round accessibility.
- Tailored for all skill levels—beginner to pro.
- Integration into high-performance training for Olympic-level athletes.





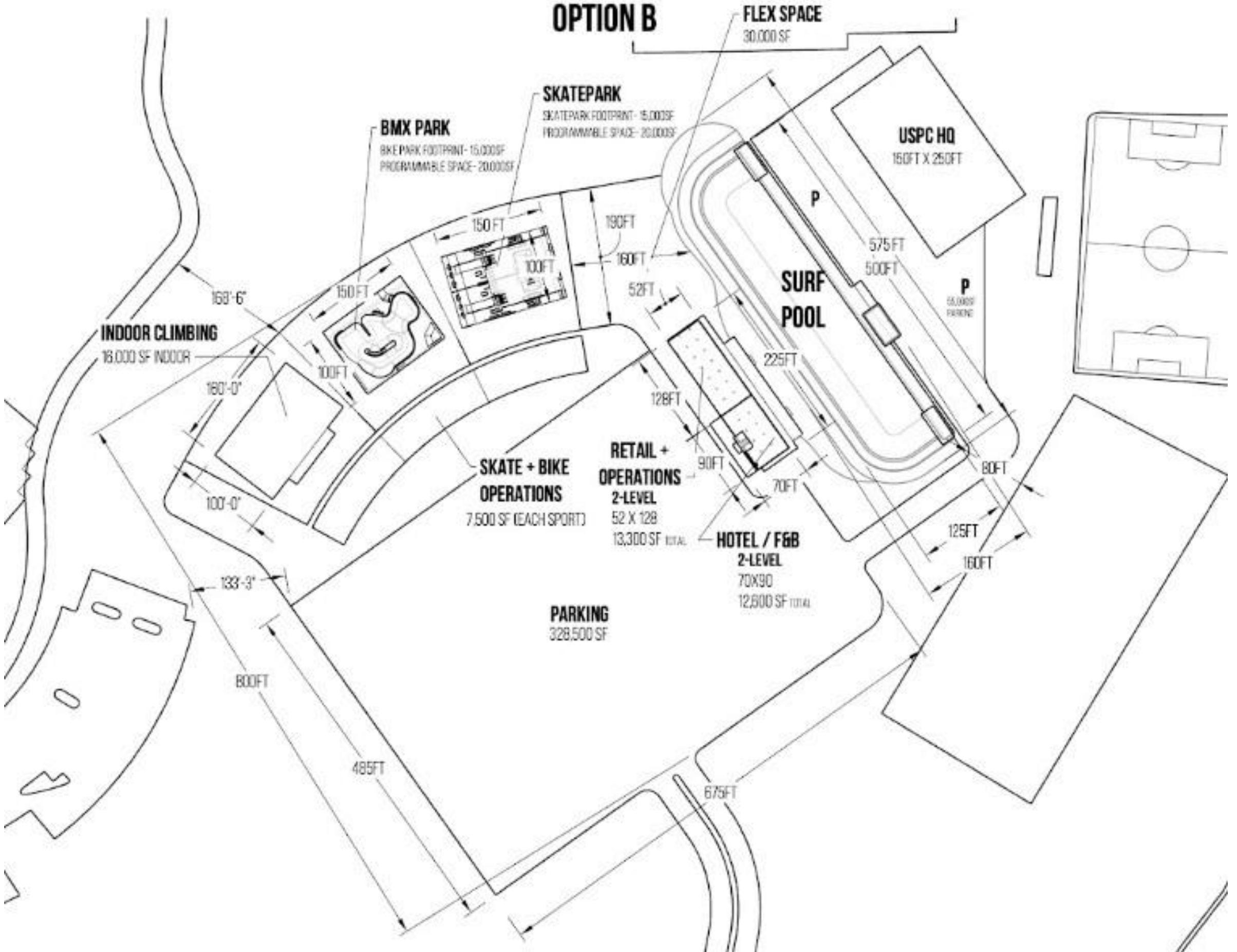
SURF POOLS:

A GLOBAL CASE STUDY



- **URBNSURF Melbourne (Australia)**
- **Wave Park South Korea:**
- **Waco Surf (USA):**
- **Kelly Slater Surf Ranch (USA)**
- **Boa Vista (Brazil)**
- **Alia Bay (Switzerland)**
- **Surf Abu Dhabi**

STRATEGIC FIT FOR THE USA IS TO CREATE EMERGING SPORTS CAMPUSES



Integration of Emerging Sports:

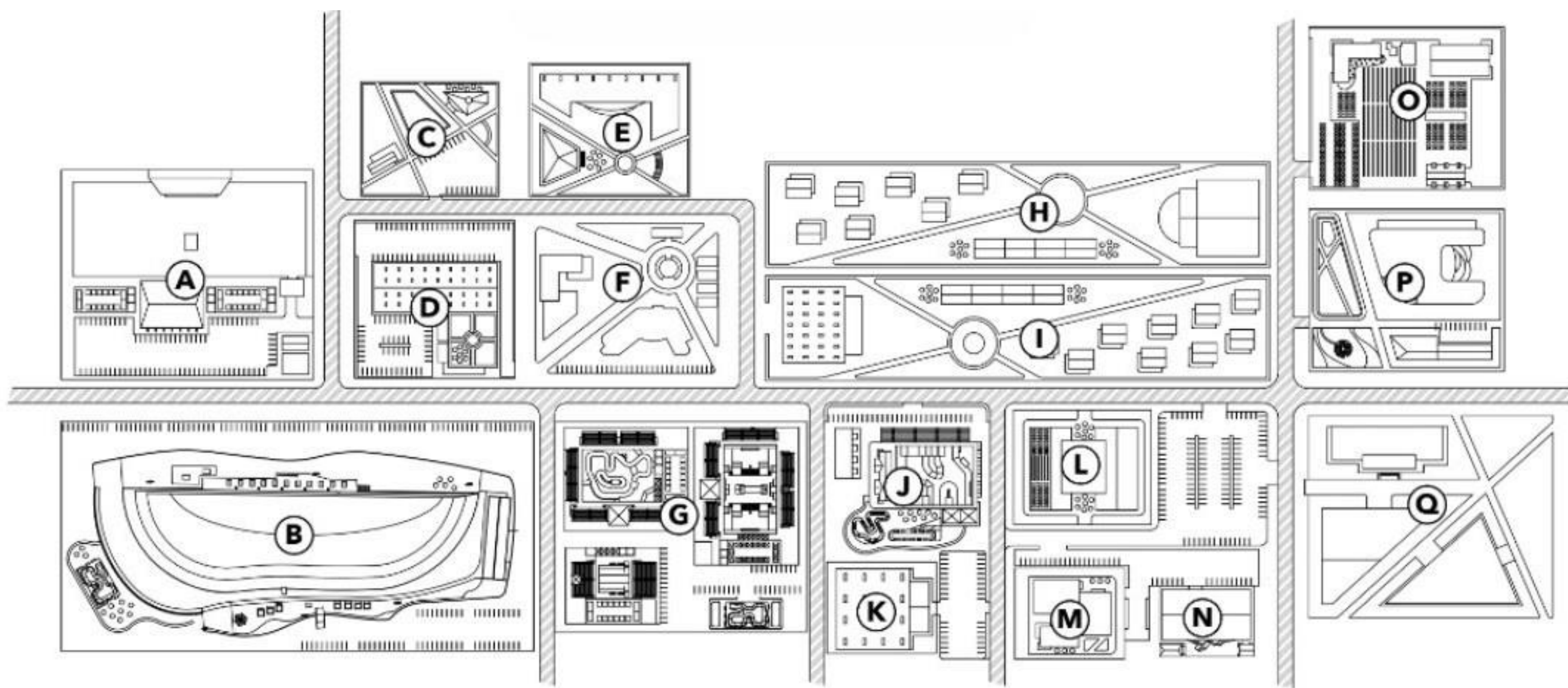
- USA Skateboarding has recognized the value of bringing like minded sports together as hubs for training and competitions.
- Synergy with skateboarding, BMX Freestyle, Climbing and other emerging sports offer a dynamic emerging sports campus
- In order to grow we need High Performance Centers surrounding these new Emerging Sports similar to how High Performance Centers serve traditional Olympic Sports.

Current Projects

- The CA|TF
- WacoSurf
- Chula Vista, CA
- Charlotte, NC







A

ACTIVATION SPACE

- 3 ACRES
- INTRAMURAL SPORTS FIELDS
- GATHERING SPACE FOR COMMUNITY EVENTS

B

SURF PROGRAM

- 10 ACRES
- SURF POOL • LOCKER ROOM
- RECOVERY CHARGING STATION
- NUTRITION

C

SPORTS SCIENCE CENTER

- 1.5 ACRES
- R&D • RECOVERY • COACHING
- WORKSHOPS • NUTRITION • HIGH PERFORMANCE

D

CONFERENCE CENTER

- 2 ACRES
- CONFERENCE ROOMS
- AUDITORIUM • NUTRITION • CAFE

E

ACADEMIC CENTER

- 2 ACRES
- LECTURE HALL • CLASSROOMS
- ACADEMIC EDUCATION • PROFESSIONAL CERTIFICATION
- MENTORSHIP • NUTRITION

F

REC. AND ENTERTAINMENT

- 3 ACRES
- LOUNGE • ARCADE • SPORTS BAR GAMES
- MULTIPLE VIEWING/MOVIE ROOMS
- CAFE • NUTRITION

G

SKATEBOARDING

- 5 ACRES
- INDOOR AND OUTDOOR PROGRAMMING
- HIGH PERFORMANCE FACILITY
- RECOVERY CHARGING STATION • NUTRITION

H

COACHES QUARTERS

- 5 ACRES
- VILLAS • OFFICE SPACE
- MULTI-MEDIA ROOM

I

ATHLETE RESIDENCES

- 5 ACRES
- VILLAS • CONDOS • BOUTIQUE HOTEL
- GATHERING SPACE • CAFE

J

BMX FREESTYLE COURSE

- 2 ACRES
- INDOOR COURSE
- OUTDOOR COURSE

K

BREAKDANCE ARENA

- 1 ACRE
- INDOOR SPACE FOR TRAINING AND PERFORMANCES
- LOCKER ROOM

L

FOOD HALL

- 1.5 ACRES
- COOKING STATIONS • PANTRY • CHEFS
- CULINARY ARTS PROGRAM • MICRO FARM

M

MULTI-MEDIA PROD.

- 1 ACRE
- IMAGE • VIDEO • SOUND RECORDING STUDIOS
- MOVIE THEATERS • PRODUCTION SETS

N

CLIMBING CENTER

- 1 ACRE
- INDOOR BELT CLIMBING AND CLIMBING
- OUTDOOR ROCK WALLS AND BOULDERING

O

REGENERATIVE AG CENTER

- 3 ACRES
- MICRO FARMS • MARKET GARDENS
- AGRICULTURE TECH INCUBATOR
- REGENERATIVE AGRICULTURE TRAINING PROGRAM

P

WELLNESS CENTER

- 3 ACRES
- WELL-BEING SPECIALISTS • YOGA STUDIOS
- MEDITATION SPACES • DAY SPAS

Q

CORPORATE ACCOMODATIONS

- 3 ACRES
- ACCOMMODATIONS FOR CORPORATES
- PROFESSIONAL SPORTS RECRUITERS
- AGENTS





1. RETAIL / RESTAURANT
2. MARKET
3. APARTMENT
4. AFFORDABLE HOUSING
5. KIOSK
6. PARKING GARAGE
7. 3 STORY WALK-UP RESIDENTIAL
8. RIVER WALK & BIKE TRAIL
9. 4 STORY HOTEL & CONFERENCE CENTER
10. VIP
11. SURFCENTER
12. SKATEBOARD & SPORTS CLIMBING
13. WAVE GARDEN LAGOON
14. BUNGALOWS
15. LAGOON MACHINE ROOM
16. RESORT ENTRY, SPORTS HUB & BOATHOUSE
17. EVENT LAWN
18. BOATHOUSE
19. AMPHITHEATER
20. WHITE WATER
21. ZIP-LINEROPES COURSE & KIDS ACTIVITY BUILDING
22. PUMP TRACK & BOARD SPORTS TRAINING CENTER
23. HOSTEL / ATHLETE HOUSING / BUSINESS OFFICE
24. MAIN ENTRY
25. ENTRY
26. FIRE APPARATUS ACCESS ROAD
27. EXISTING FIRE STATION
28. STANDING WAVE
29. PASSIVE RECREATION
30. OFF-LEASH DOG PARK
31. DEEP SOLO CLIMBING
32. PARKING / FLEX SPACE

ADVENTURE
 SURF
 RIVERSIDE, CA

SITE PLAN
 SCALE:
 1"=150'





EMERGING SPORTS

DESERVE HIGH

PERFORMANCE ENVIRONMENTS

WHY ARE WE HERE TODAY?



HIGH-TECH SURF LAGOON



ATHLETE HIGH PERFORMANCE CENTER CENTER OF EXCELLENCE



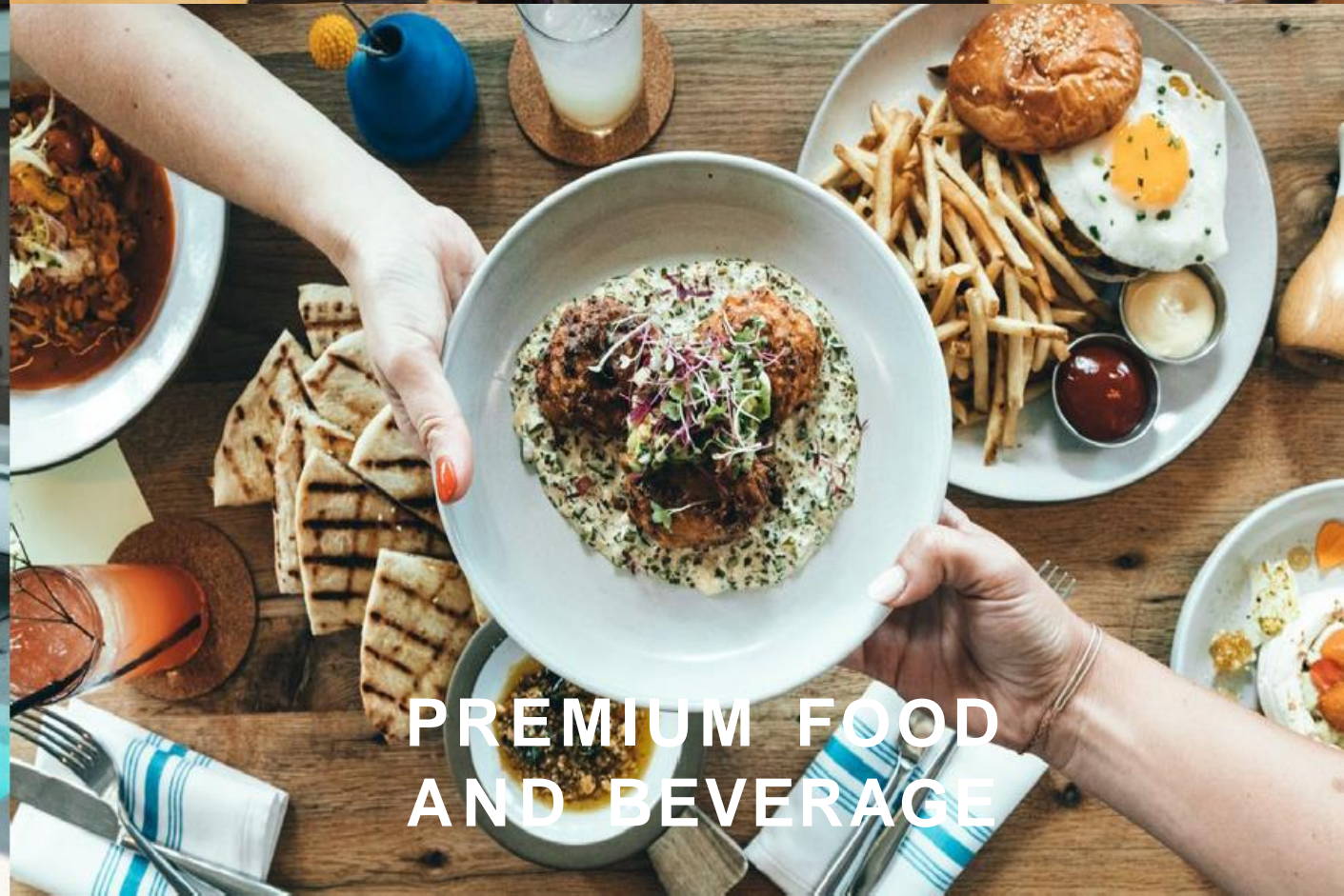
RECOVERY CENTER WITH SPA



ACTION SPORTS PARK SKATE / BMX



LUXURY HOUSING FOR ATHLETES



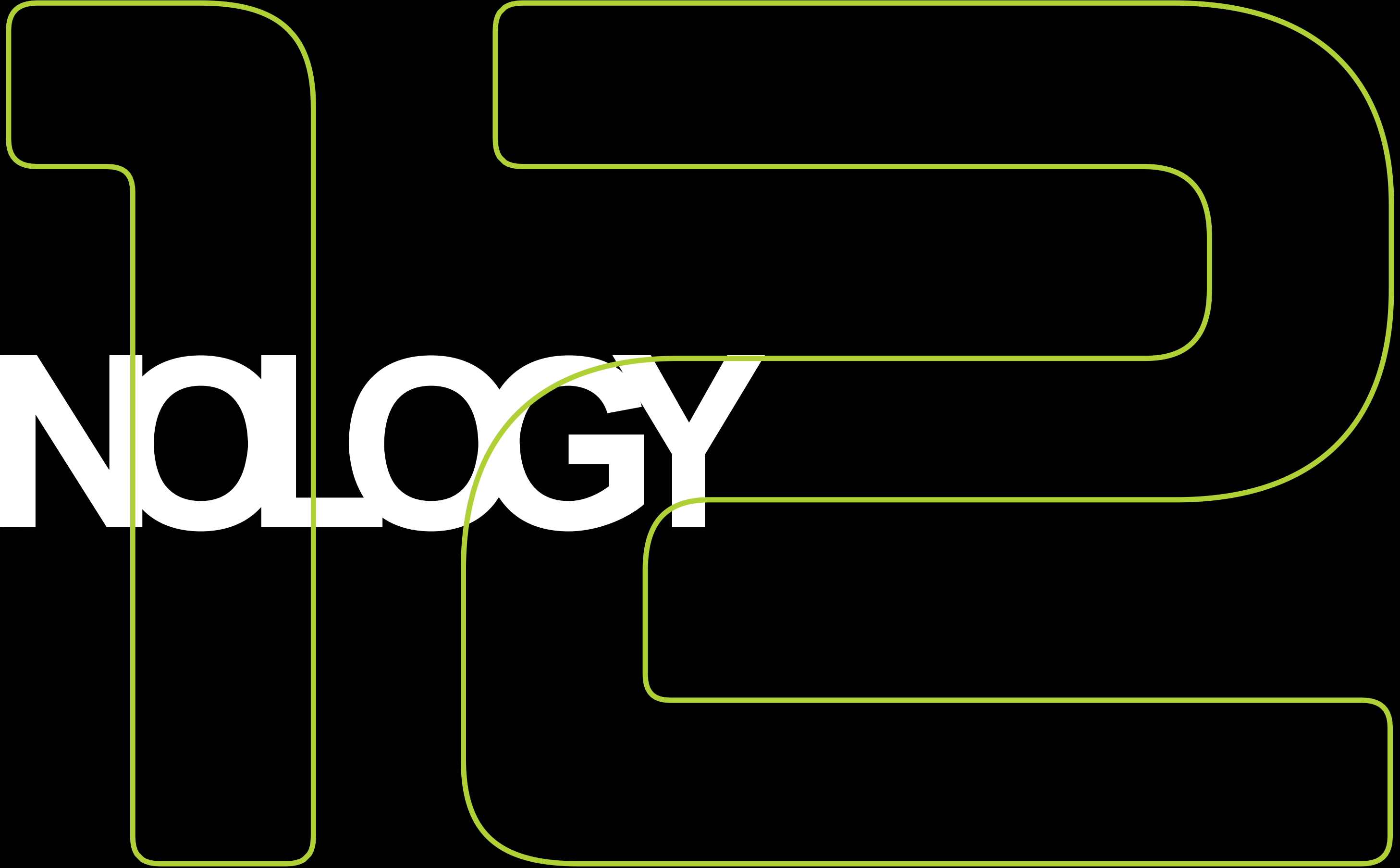
PREMIUM FOOD AND BEVERAGE



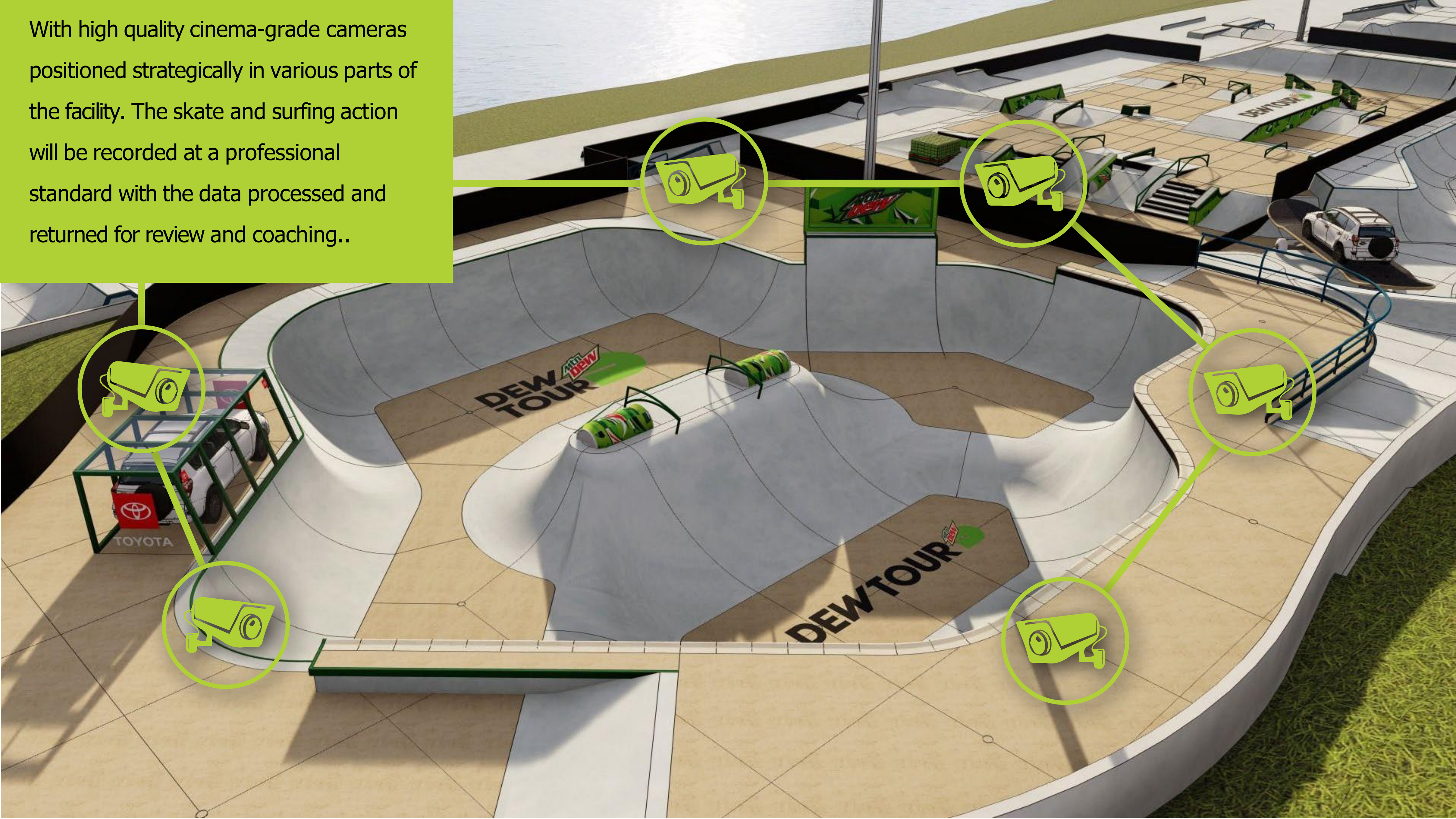
CAAFF / Centralia Rotary
Basketball Court



TECHNOLOGY



With high quality cinema-grade cameras positioned strategically in various parts of the facility. The skate and surfing action will be recorded at a professional standard with the data processed and returned for review and coaching..





UNDER WATER TRACKING SYSTEM

A.I. PERFORMANCE TOOLS

- Video capture
- Coaching analysis
- Talent Identification
- Judging

FAN ENGAGEMENT

- Marketing
- Event and Brand Activation

A large, stylized graphic of the number '15' is rendered in a light green outline. The '1' is a simple vertical bar with rounded ends. The '5' is composed of a horizontal top bar, a vertical stem, and a curved bottom section that loops back to the right.

OPPORTUNITIES
FOR SKATEBOARDING & SURFING



DEVELOPING THE
GLOBAL EMERGING
SPORTS INDUSTRY
NEW EXPERIENCE

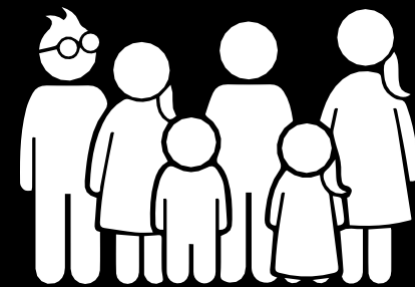


KEY STATS



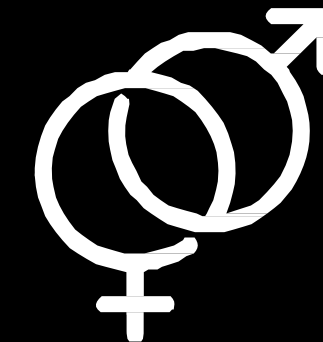
GROWTH IN PARTICIPATION

- Skateboarding: Over 16 million participants in the US, with a global audience of **50 million+**
- Surfing: **Over 2.5 million participants** in the US, with a global audience of 35 million+



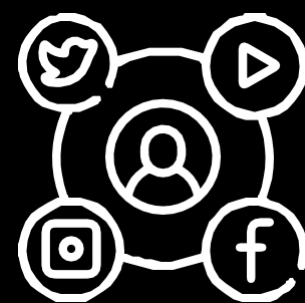
YOUTH APPEAL

- Skateboarding: 45% of participants are aged 6-17, and 74% are under 24
- Surfing: 36% of participants are aged 6-17, and **66% are under 24**



GENDER INCLUSIVITY

- Skateboarding: **23% of participants are female**, and this number continues to grow
- Surfing: **25% of participants are female**, with increasing participation rates



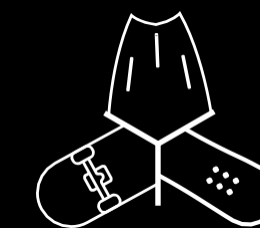
SOCIAL MEDIA ENGAGEMENT

- Skateboarding: **4.3 million+ Instagram followers** on leading skateboarding accounts
- Surfing: **3.8 million+ Instagram followers** on leading surfing accounts



ECONOMIC IMPACT

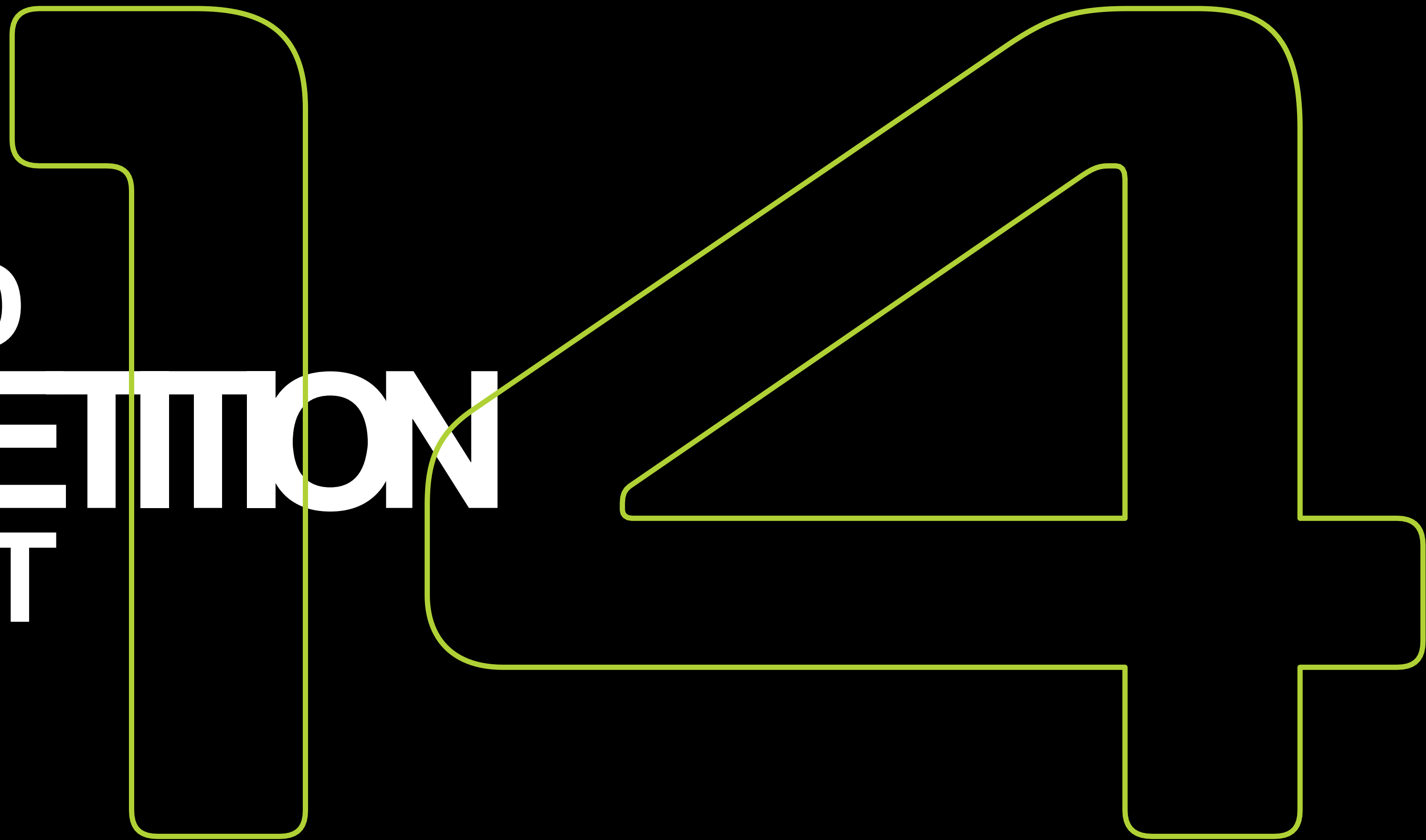
- Skateboarding: **\$4.8 billion** global market value, with **7% annual growth**
- Surfing: **\$9.5 billion** global market value, with a **5.5% annual growth**



EMERGING SPORTS & ENTERTAINMENT

The **rapid growth in participation and market value**, along with the sports' appeal to a young and diverse audience, provides a unique opportunity to connect with a highly engaged demographic.

**EXPANDED
COMPETITION
FOOTPRINT**





DEFINITION

Greater number of IF rated venues globally

SIGNIFICANCE

- Increase global participation and opportunity.
- Elevates awareness and global sponsorship opportunities
- Elevate talent development for surfing and skateboarding.
- Build global visibility for athletes and sponsors.

INFRASTRUCTURE ALIGNMENT

- Surf pools as vital components of training and competition.
- Skate parks designed for high-performance progression.



WHAT CAN WE DO NEXT?

ASPC'S ROLE IN EMERGING SPORTS DEVELOPMENT

PROPOSED INITIATIVE

Have a cup of coffee, form a brainstorming network, formation of an Emerging Sports Committee.

KEY OBJECTIVES

- Adapt high-performance centers to emerging sports needs.
- Engage the next generation of athletes.
- Position ASPC and it's members as a global leader in emerging sports innovation.



THE FUTURE

OF EMERGING SPORTS:
A FOCUSED CALL TO ACTION

VISION

Build lasting facilities and programs to drive participation, community engagement, and sustained growth of skateboarding, surfing, and emerging sports beyond Olympic cycles.

CALL TO ACTION

- High Performance Centers: Invest in emerging sports campuses and in infrastructure tailored to the unique needs of surf and skate athletes, ensuring long-term development and success.
- Stakeholders: Partner with initiatives like the International Boardriders League (IBL) to support athlete development, elevate global visibility, and position ASPC membership as the leader in the next era of sports innovation.

This streamlined focus highlights ASPC's pivotal role in shaping the future of these transformative sports.



MORE ABOUT THE IBL

<https://vimeo.com/915719856>

EVOLUTION

