



Presented by:
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Mayor's Office of Sports & Entertainment
City of Birmingham

BIRMINGHAM CROSSPLEX - OVERVIEW



MISSION

The mission of the Birmingham Crossplex is to provide a facility for athletes to compete at the highest level of competition for track & field, swimming & diving, volleyball and more. The Crossplex strives to stimulate economic growth to the city of Birmingham through events and corporate/global partnerships.

INNOVATION

The Birmingham Crossplex combines sports, technology, and community to bring another level of excellence to athletes, coaches, parents, and spectators. From a one of a kind hydraulic track to interactive mobile and social apps, we strive to give competitors the best and share it with the rest.

BIRMINGHAM CROSSPLEX



I. Alabama State Fairgrounds

II. The Idea

III. Birmingham CrossPlex

I. Events

II. Financials

III. Staffing

IV. CrossPlex Village

I. Development

II. Transportation

III. Community

V. Q&A

BIRMINGHAM CROSSPLEX – **AL STATE FAIRGROUNDS**



- The Alabama State Fairgrounds are located in West Birmingham,
- The Alabama State Fairgrounds, the Birmingham International Raceway (BIR), the State Fair Arena and Exposition Building, and KiddieLand covers a combined total of 117-acre and acquired by the City of Birmingham in 1947.
- For many years, the grounds were also home to the Alabama State Fair, the Birmingham International Raceway (home to automobile and harness racing), and “KiddieLand”
- Opened in 1948, "Kiddieland," was a small amusement park, that remained open year round. It closed in the early 1990s.
- The state fair discontinued regular use of the facility in 2001
- The Exposition Building, KiddieLand and the BIR were demolished in January 2009, to make room for the construction of a natatorium and indoor track & field facility.

BIRMINGHAM CROSSPLEX – BIRMINGHAM FAIRGROUNDS



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BIRMINGHAM CROSSPLEX – THE IDEA



- The location of the new development; 5 Points West is a neighborhood with a rich history and residents that are continuously enriching the area.
- At one point, 5 Points West was known as Shopping City because it was home to the largest shopping center in the State of Alabama.
- Many local industry closed and a downturn in the economy led to the 5 Points West Area experiencing blight and flight
- City Government/Administration committed to developing the Alabama State Fairgrounds
- Indoor Track was eliminated from high schools as there was not a facility in the State to host championship competitions
- Local Universities expressed an interest in using an indoor track & swimming facility
- Construction company, Brassfield & Gorrie was retained to build a \$55 million facility connected to the original State Fair Arena

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BIRMINGHAM CROSSPLEX



➤ BIRMINGHAM CROSSPLEX

- Opening date: November 11, 2011
- Facility (3 venues):
 - 750,000 sq ft facility
 - 75,000 sq ft arena (5,000 seats)
 - 8 lane hydraulic indoor track (4,000 seats/7 suites)
 - 9 volleyball courts
 - Olympic size natatorium (10 lanes -50 meters;10 lanes – 25 meters;20 lanes – 25 yard)
 - 1,100 parking spaces

➤ EVENTS

	2016	2017	2018	2019
# of events	112	112	120	116
# of event days	482	462	499	493
total attendance	234,770	276,365	283,500	289,800

➤ STAFFING

- 40 Full Time employees (janitorial, labors, skilled labor, management, accounting, office management)
- 30+ additional staff per event (including police)
- Miscellaneous i.e., trainers, officials, EMTs, lifeguards, timers, etc.

BIRMINGHAM CROSSPLEX



➤ FINANCIALS

Expenses (w/o salaries & OT)	
Office Supplies/ Small Equipment	\$ 19,609.00
Professional Fees	\$ 21,412.00
Utilities	\$ 687,545.00
Copier Rentals	\$ 25,055.00
Dues & Subscripts	\$ 997.00
Instructions and Training	\$ 3,820.00
Marketing & Promotions	\$ 19,194.00
Postage	\$ -
Travel Expense	\$ 3,940.00
Building	\$ 28,145.00
Equipment/ Supplies	\$ 29,522.00
Clothing	\$ 12,709.00
Food & Banquet	\$ 5,128.00
Non-Capitol	\$ -
TOTAL	\$ 857,076.00

Revenue				
Miscellaneous 1	\$ 37,894.00	(meeting room rental & offsite venue)		
Arena rental	\$ 75,088.00			
Pool rental	\$ 72,048.00			
Track rental	\$ 36,904.00			
Miscellaneous 2	\$ 51,651.00	(vendors, retail, sponsorships, suites)		
Parking	\$ 123,664.01			
Concessions	\$ 85,070.00			
TOTAL	\$ 482,319.01			

B'ham CrossPlex Annual Economic Impact*:
\$51,000,000

**Provided by the Greater Birmingham
Convention & Visitor's Bureau*

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BIRMINGHAM CROSSPLEX – THE VILLAGE



- The acreage is known as CrossPlex Village which includes multiple business:

Comfort Inn & Suites	Starbucks Training Facility	Girls & Boys Club
Walgreens	3 Daughter's Beauty Supply	Domino's
J Wings		
- Additional businesses in the area that have opened/benefited since CrossPlex construction

Pizza Hut	Subway
Captain D's	Popeye's
McDonald's	Applebee's
- Birmingham Rapid Transit (BRT)
 - Precursor to light rail
 - CrossPlex Village will be a “mega stop”
 - Benefit to businesses in the area (current and recruiting)
- Community pros and cons
 - Initially the community felt bamboozled
 - Creative ways to utilized the facility
 - Ultimately embraced the CrossPlex, the events, the athletes and visitors
- Challenges
 - COVID 19
 - Competition
 - Negative Perception

BIRMINGHAM CROSSPLEX – **THE VILLAGE**



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QUESTIONS???

Notable Events

NCAA D1 National T&F Championship (M&W)	AL High School State T&F Championship	Pan American Gymnastics Championship - 2021
NCAA D2 Championship Festival (M&W)	AL High School State Volleyball Championship	The World Games - 2022
Maccabi Games	Southern Athletic Assoc. Swim Championship	Southeastern Conference T&F Championship - 2023
US Senior Games	NCAA D3 Basketball Championship (W)	The World Police & Fire Games - 2025



THANK YOU!!