



CROSSPLEX — BIRMINGHAM —



The CrossPLEX

&

Bill Harris Arena

**Birmingham Trip
January 5 – 9, 2021**

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Board Member**

**Tour Guide
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PRESENTATION OUTLINE

Historical Context

- Purpose of Birmingham Visit
- Synergies with Birmingham & East Gainesville

Alabama State Fairgrounds



On the grounds of hate....
Now the Place of Unity & Prosperity



Home to Hope, Prosperity, Unity and Pride!



The CrossPlex's Indoor Track & Field



The CrossPlex houses an Olympic Size Pool (heated)



Fun Facts

- Completed in 2011, the Birmingham CrossPlex is a 750,000 square foot, multi-purpose athletic and meeting facility in Birmingham, Alabama located on 80+ acres.
- The world-class facility boasts a six lane, Mondo hydraulic track featuring an eight lane straight away for sprint/hurdle events. One of only 8 tracks of this type in the World and one of 6 in the United States

Fun Facts

- **The track surface versatility allows conversion to 9 volleyball courts at the conclusion of indoor track season.**
- **The CrossPlex indoor track/volleyball facility holds 4,000 spectators including 7 VIP suites. Each VIP suite accommodate 22 spectators.**

Olympic Sized Pool

- The facility also features a 50-meter indoor Olympic swimming pool designed by Councilman-Hunsaker. Adaptable to both yards and meter configuration, the pool features 1 meter and 3 meter diving boards, full size locker rooms, multipurpose classrooms, and can accommodate up to 1300 spectators.

Bill Harris Arena

- **Connected to the CrossPlex is the 5,000 seat Bill Harris Arena, which recently underwent a \$3 million renovation. With over 20,000 square feet of floor space, the arena hosts a variety of events from concerts, to trade shows to sporting events. It is designed with locker rooms, training rooms, meeting space, hospitality space and a press box that overlooks the venue floor.**

Bill Harris Arena (capacity 11,000)



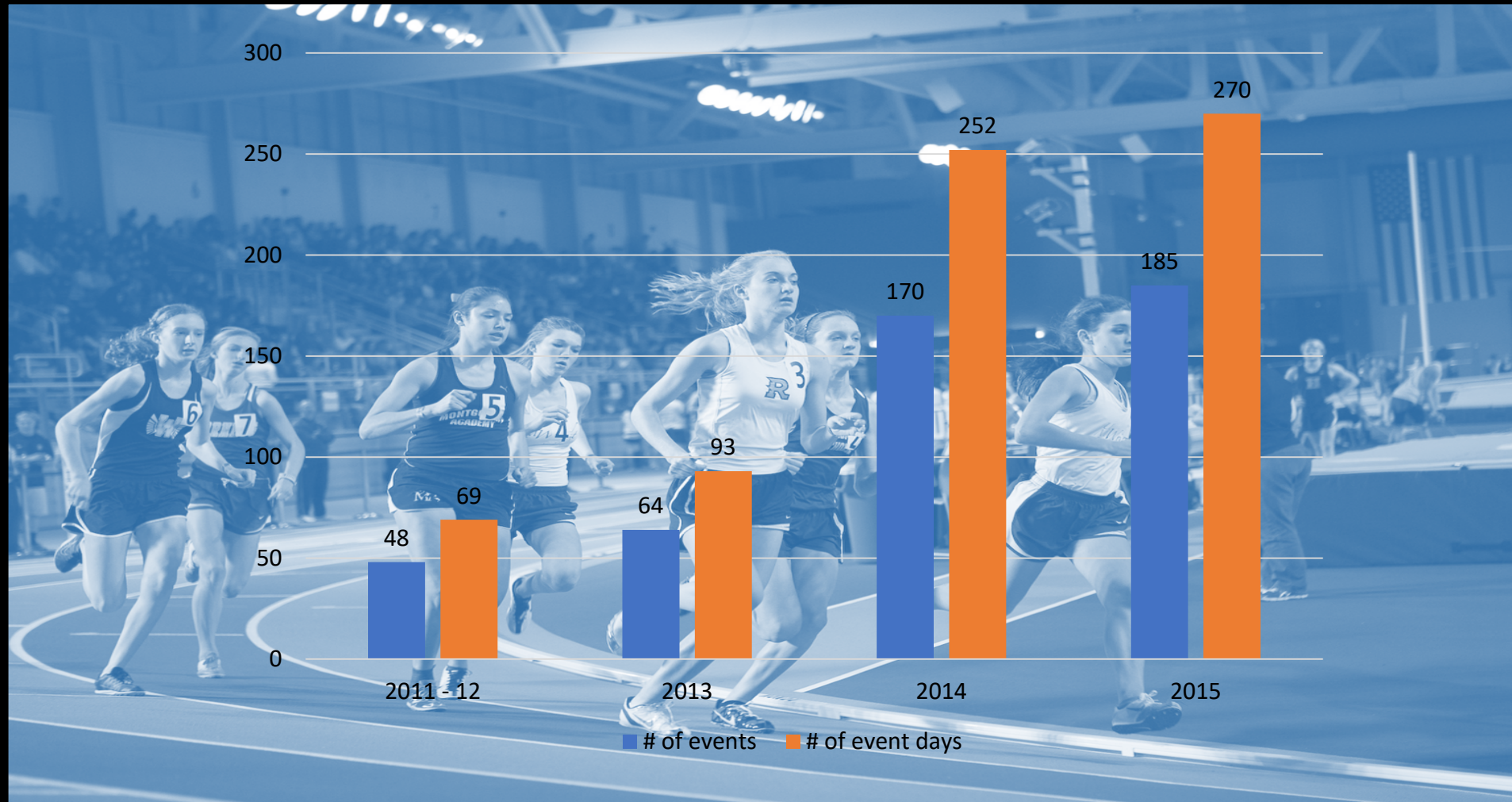
Bill Harris Arena



THE BEGINNING

- CrossPlex Opened in August 2011
- First event was held November 2011
- In the 2011-2012 competition year, the CrossPlex hosted 40 events over 61 days!
- Estimated economic impact for 2011-12 Completion year was approx. \$10 million

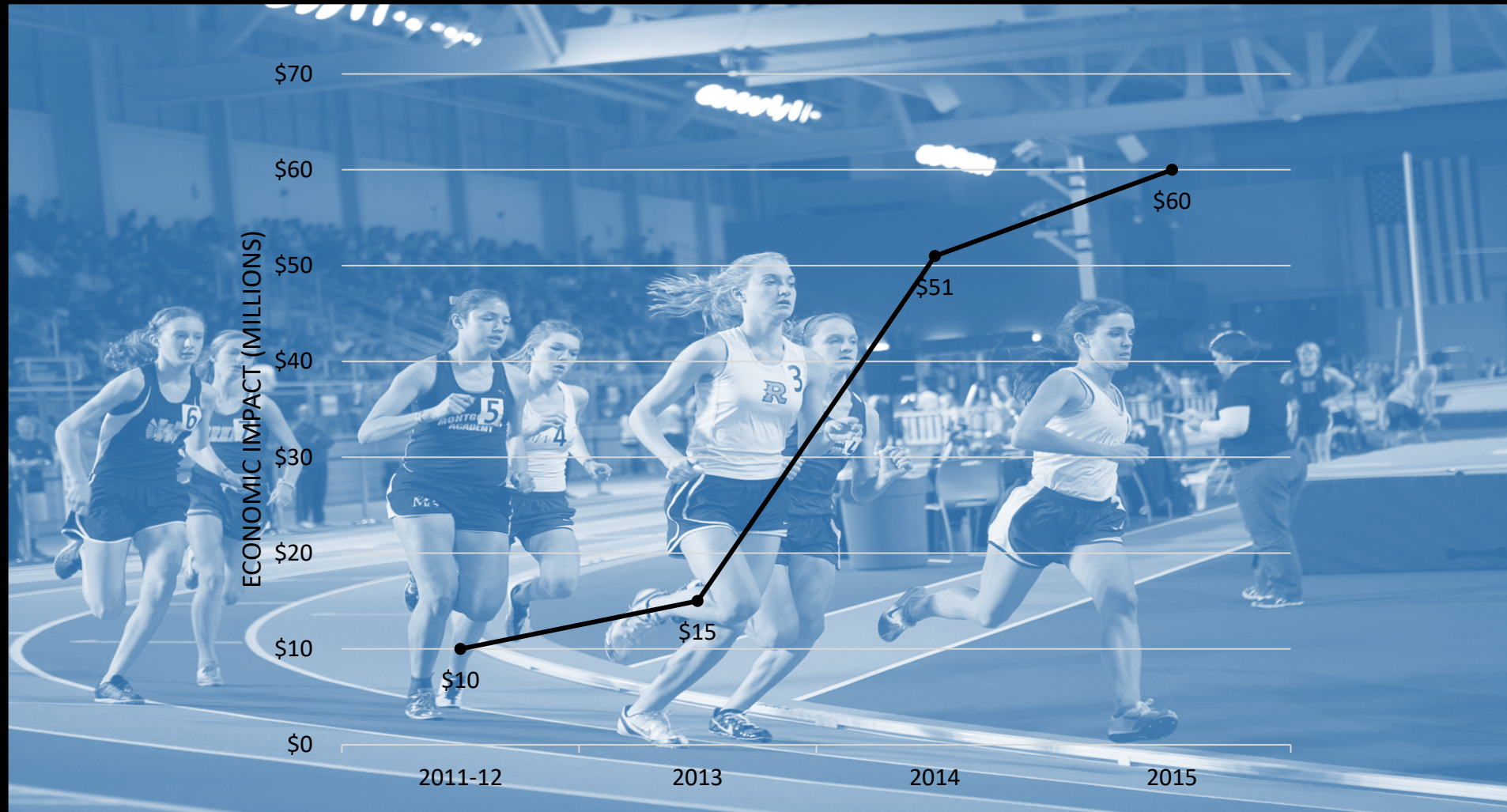
EVENTS & NUMBER OF EVENT DAYS



PARTICIPANT/SPECTATOR SUMMARY

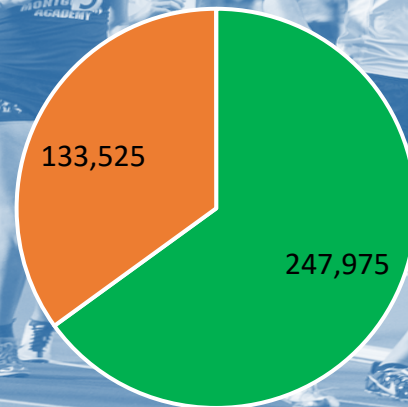


ANNUAL ECONOMIC IMPACT SUMMARY



DISTANCE TRAVELED

Since 2011, 381,500 spectators & participants have visited the Birmingham CrossPlex & Bill Harris Arena.
Approximately 35% traveled 3 or more hours



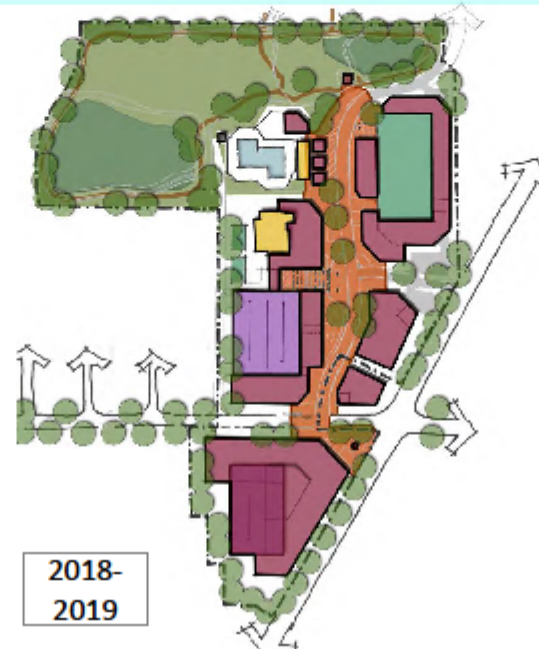
■ Traveled less than 3 hrs
■ Traveled more than 3 hrs

8th and Waldo

**How does this project
relate to our project at
8th & Waldo?**

Design Principles of former Concepts

- Signature public space
- Maintain & improve recreation amenities
- Relocate GFR facilities off site
- Large anchor program uses, i.e., sports arena, conference/cultural center, stadium, garage
- Complementary mixed use



Discussion

