

# Going to the Next Sports Level

By Symone C. Skrzycki

## Taking a 'Bite' Out of Youth Sports Market

"Come on, team. Let's give 110%!"

It's an oft-repeated mantra in the locker room and on the playing field. A Fort Wayne sports nutrition company is turning the concept into a winning business strategy for youth athletes.

Launched in March of this year and headquartered inside Spiece Fieldhouse, 110Athletics aims to boost energy and performance with bite-sized wafers scientifically designed to meet the needs of basketball, soccer, football and volleyball players. A fifth category – competitive athletics – encompasses tennis, baseball, swimming, track and field, cross country, lacrosse and other sports.

The premise is that no two athletes and no two sports are the same. Working closely with nutritionists and dietitians, 110Athletics customizes each product based on the unique nutritional content (including fat, carbohydrates, protein, vitamins and minerals) each sport requires for optimal success. A quick glance at the packaging reveals how many wafers to eat – and when – based on body weight for peak performance. They are available in chocolate and vanilla flavors.

"The energy and protein bar category is a huge market and is kind of one size fits all," shares 110Athletics founder and president Aaron Knight. "A freshman playing basketball may weigh 110 pounds and a senior playing football may weigh over 200 pounds. Why would they need the same amount of anything?"

The wafers solve that problem, he notes, allowing athletes to eat exactly the amount they need.

High school freshman Lexi spends four hours playing softball and volleyball every day. Her mother, Tracy, noticed a big difference after Lexi ate a 110Athletics wafer one evening between practices.

"Usually halfway through volleyball practice, she's exhausted," Tracy recalls, "but that day after practice – which was mostly conditioning and quite a bit of running – she felt great. She didn't feel tired or hungry and had quite a bit of energy."

Knight declares, "What we've done is created a category that previously didn't exist – sport-specific nutrition targeted toward young athletes. It's something we're really proud of."

110Athletics projects it will create approximately 50 to 100 jobs over the next three to five years.

**RESOURCE:** Aaron Knight, 110Athletics, at [www.110athletics.com](http://www.110athletics.com)

## Buying Instead of Bidding

Competition to host amateur and professional sporting events is becoming increasingly intense. Places across the country (and beyond) vie for the economic boost visitors bring to their hotels, restaurants, retailers, cultural destinations and other industries.

Typically, there is a bidding process – often an expensive one – in which candidates tout their community's assets. Extreme example: Indianapolis' recent attempt to secure another Super Bowl.

Nationally there are several examples of city and state governments that are considering bypassing bidding in favor of purchasing events. Buying rugby, lacrosse and polo events is part of these cities' game plans: San Diego, Princeton (New Jersey) and Riverside (California), respectively.

Last fall, the Capital Region Development Authority in Connecticut voted to buy the rights to the Women's Tennis Association's New Haven Open (renamed the Connecticut Open) for \$618,000. Governor Dannel P. Malloy has credited the purchase with "saving" the tournament.

The nine-day event creates approximately \$26 million in regional economic impact, according to a local study conducted in 2008.



Hosting sporting events is a winning economic strategy for locales across the state and the country.

## Fielding New Opportunities

Indiana has hosted 400-plus national and international sporting events – generating billions of dollars in economic impact – over the last 35 years. Sports Indiana, a non-profit organization headquartered in Indianapolis that promotes sports tourism, plans to build on that successful track record by expanding its membership.

Sports Indiana was established in 2008. Previously, membership was limited to sports commissions and convention and visitors bureaus. Now, rights holders, venue operators, educational institutions, parks departments and others can join.

"Our goal is to educate our members and to market Indiana on a national level," explains executive director Lisa Davis. "In this industry, it's so important to build and maintain relationships. It's important to get (new members) to the table and learn from them.

"The impact on the state (economically) is that we'll be able to secure more sporting events through those relationships we're building," Davis asserts.

**RESOURCE:** Lisa Davis, Sports Indiana, at [www.sportsindiana.org](http://www.sportsindiana.org)