

# ANNUAL REPORT 2024



# ABOUT THE SVC ANNUAL REPORT

Welcome to the Annual Report for 2024, an in-depth review of the progress and achievements of our online platform over the past year. This report is designed to provide stakeholders with a clear and concise overview of our platform's current performance, ongoing growth, and strategic priorities for the future.

Key Highlights from the 2024 Annual Report

## 1. Performance Metrics for 2024

This section showcases detailed performance data, including platform activity such as the number of visitors, project inquiries, and engagement trends throughout the year. We compare these metrics against 2023 to illustrate our growth trajectory and highlight key improvements in user interaction and platform usage.

## 2. Insights on Project Owners

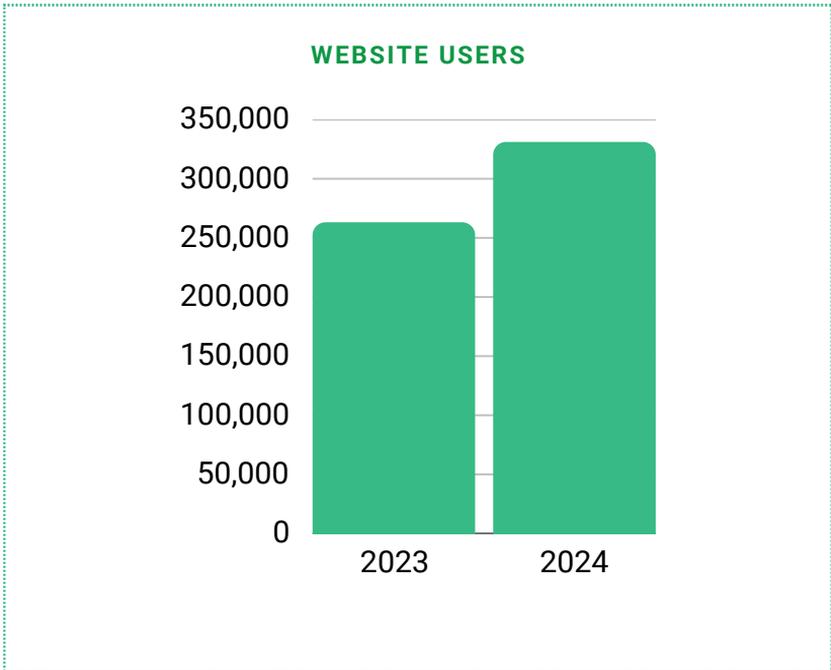
Our platform serves a diverse range of clients, and this section outlines the profiles of the project owners who actively utilize our services. It includes insights into their industries, organizational affiliations, and professional roles, offering a deeper understanding of the users driving demand.

## 3. Regional Trends and Project Insights

We analyze the geographic distribution of platform users and project requests across the U.S., identifying the most active regions in 2024. Additionally, we provide a breakdown of the types of sports facility projects popular in different areas and discuss regional trends. This section also estimates the total value of these projects, offering a comprehensive perspective on the scope and opportunities within the sports building industry.

# >>> WEBSITE VISITORS

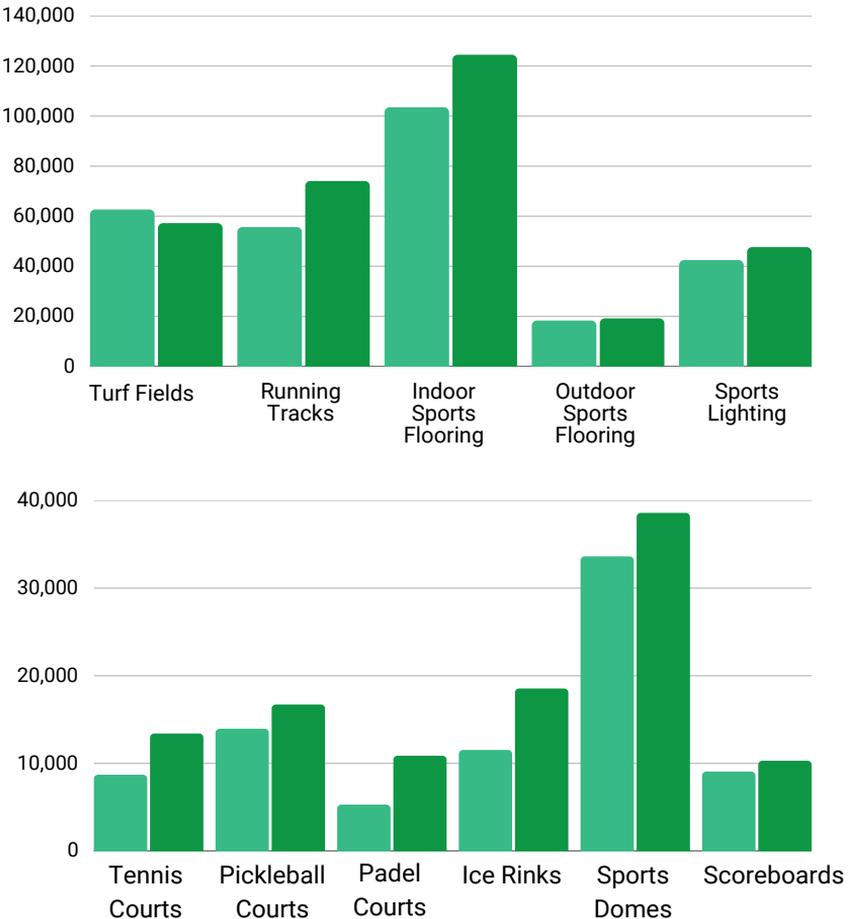
In 2023, our website welcomed 263,189 visitors, a number that increased to 331,145 in 2024, reflecting an impressive 26% growth over the year. Looking ahead to 2025, we remain optimistic about sustaining this upward momentum.



# >>> WEBSITE VISITORS

The distribution of website visitors by sports facility type remained steady, with nearly all categories seeing increased traffic compared to 2023. This growth reflects our ongoing commitment to creating engaging new content and optimizing the website to enhance its overall online visibility.

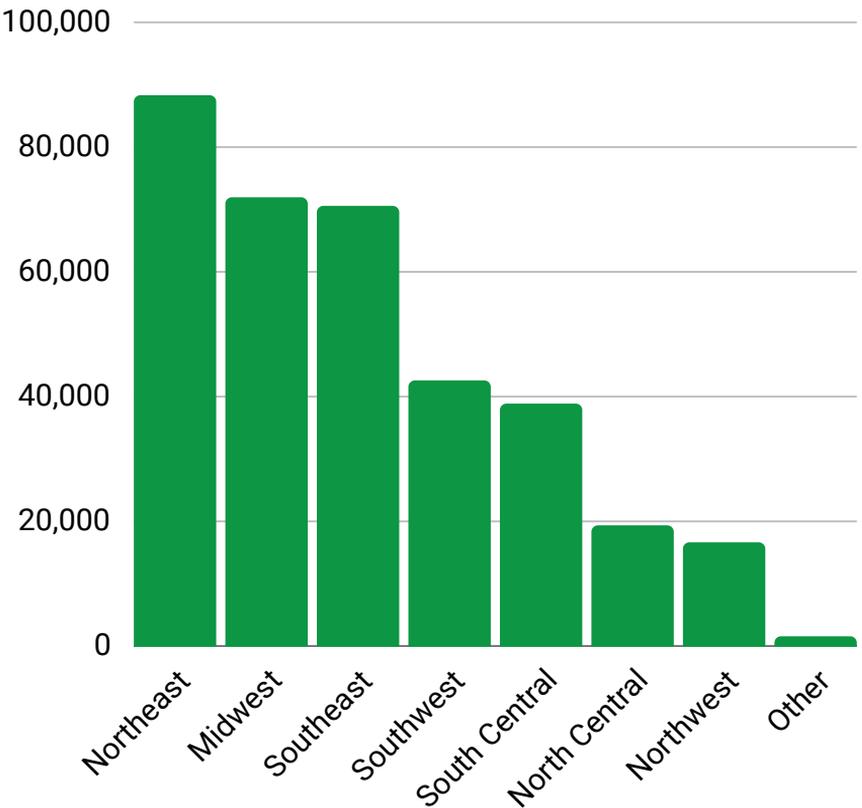
## VISITORS BY CATEGORY



# >>> WEBSITE VISITORS

As in the previous year, the Northeast, Southeast, and Midwest regions together accounted for approximately two-thirds of our web traffic in 2024, reaffirming their status as key hubs for our services. Beyond this dominant trio, California and Texas stood out as significant hotspots of activity.

## VISITORS PER REGION



## >>> WEBSITE VISITORS

These figures underscore the broad geographic reach of our platform, highlighting regions with notably high or low levels of engagement. Below is a breakdown of the top-performing states and cities.

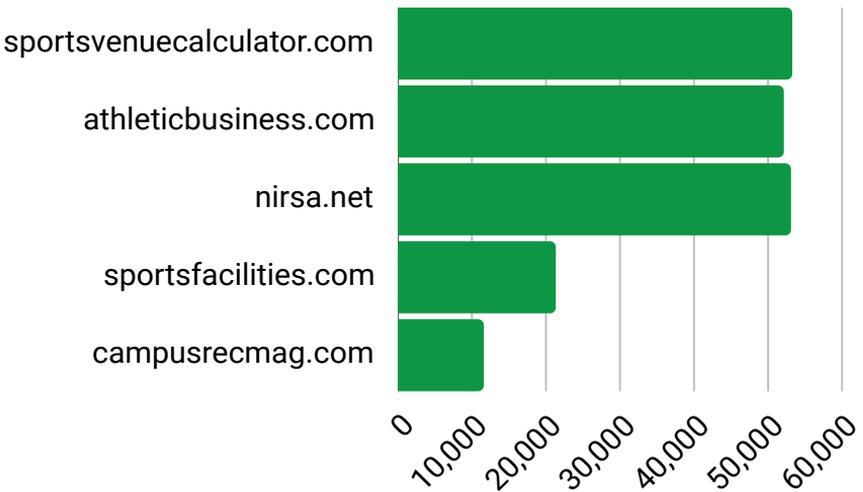
TOP 10 STATES	Visitors
Texas	33597
California	31073
New York	24205
Florida	23234
Illinois	21588
Virginia	18179
Georgia	15581
Pennsylvania	11383
Ohio	11063
Washington	10386

TOP 10 CITIES	Visitors
New York	15380
Chicago	14401
Dallas	10486
Atlanta	7855
Los Angeles	7689
Seattle	4540
Boston	4430
San Jose	4373
Miami	4174
Philadelphia	2911



# HOW WE STAND OUT IN THE INDUSTRY

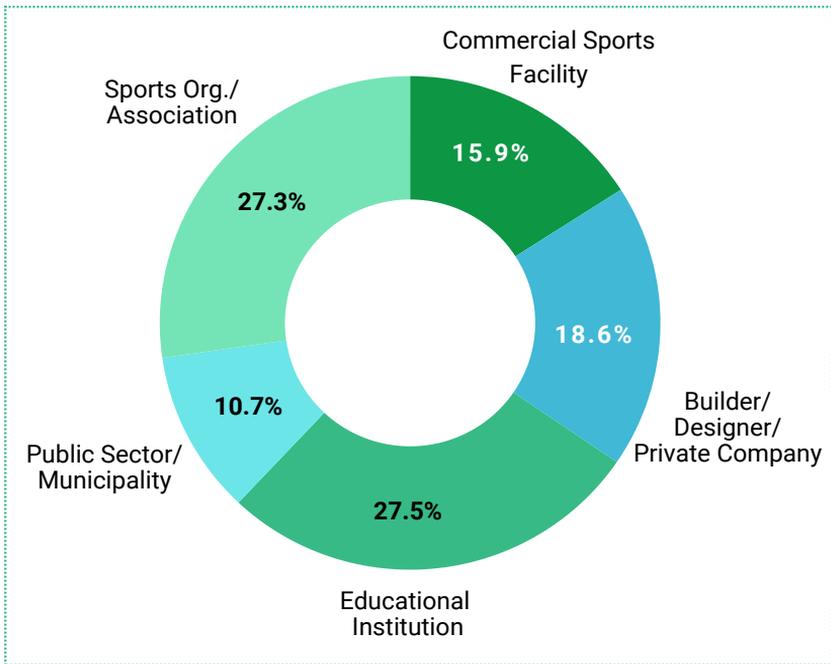
Our continued growth has established us as one of the leading websites in the industry since our inception in 2021. Below, see how our platform stacks up against other key players in the same space.



Source: [www.similarweb.com](http://www.similarweb.com)

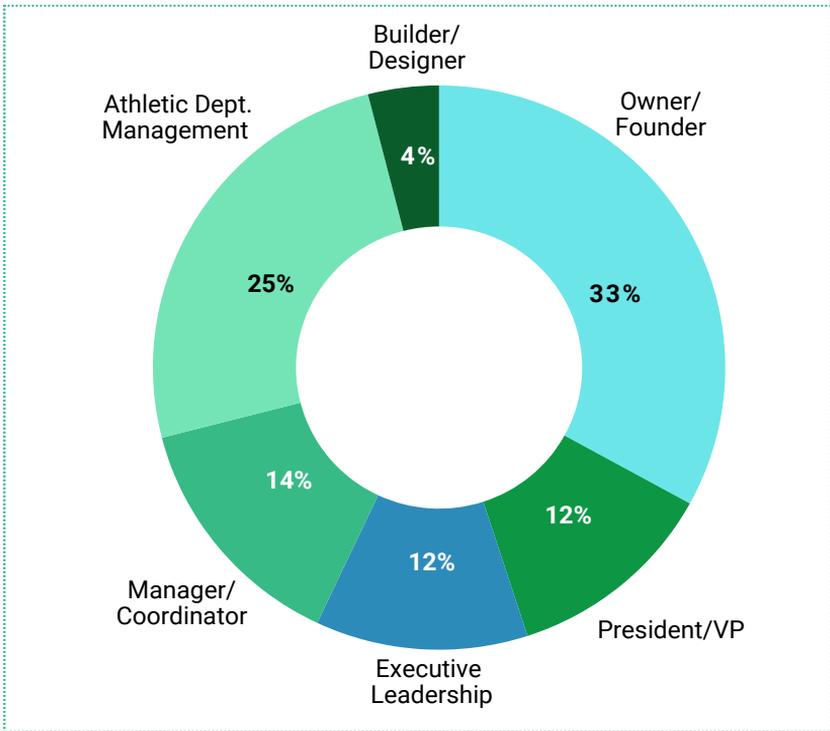
## >>> USER PROFILE - TYPE OF ORGANIZATION

The platform is predominantly utilized by project owners from educational institutions, non-profit organizations, and a variety of sports-related entities, including associations, clubs, commercial sports facilities, and other organizations.



## >>> USER PROFILE - ROLE/TITLE

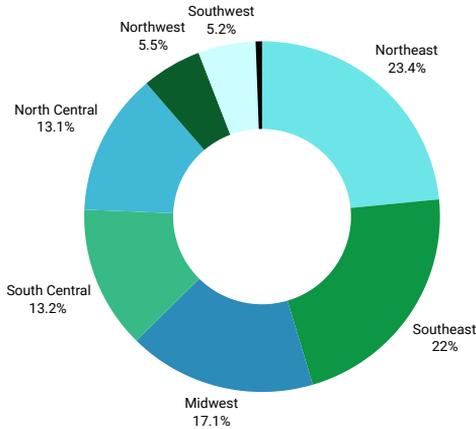
The typical visitors to our platform are often individuals in roles such as sports facility owners, athletic department administrators, executive leaders, and managers or coordinators within public organizations.



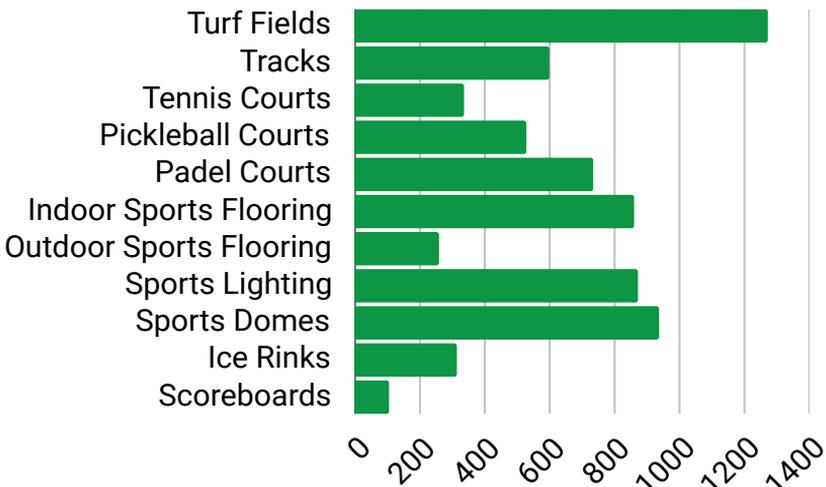
# >>> REQUESTS

In 2023, our platform handled 7,179 requests for sports facility project cost estimates. This number remained consistent in 2024, with 6,836 requests submitted via our various lead capture funnels.

## REQUESTS PER REGION



## REQUESTS PER FACILITY TYPE





# PLANNED PROJECT KICKOFF YEAR

In 2024, the majority of sports facility construction projects identified nationwide are set to launch within the next 12 months.

Our User Survey Results:

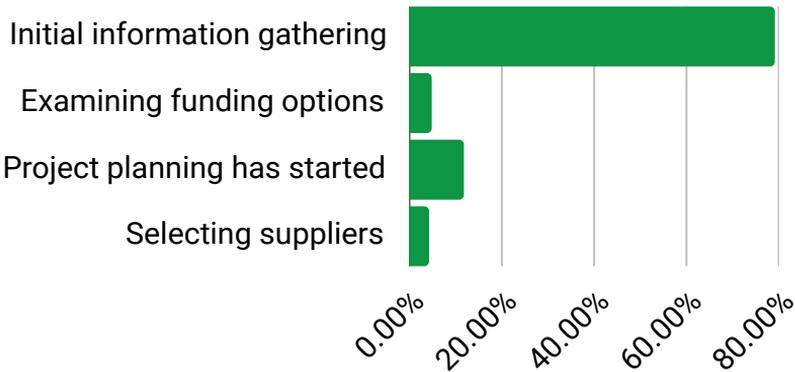
“When would you like to start building, renovating or equipping your sports facility?”

- Within the next 12 months: 86%
- Within the next 24 months: 14%

Most project owners remain in the pre-bid phase, focusing on financial planning, design and architecture, and sourcing suitable suppliers.

Engaging with these owners early in the process can significantly enhance your chances of securing the deal during the bidding stage.

## PROJECT STAGE



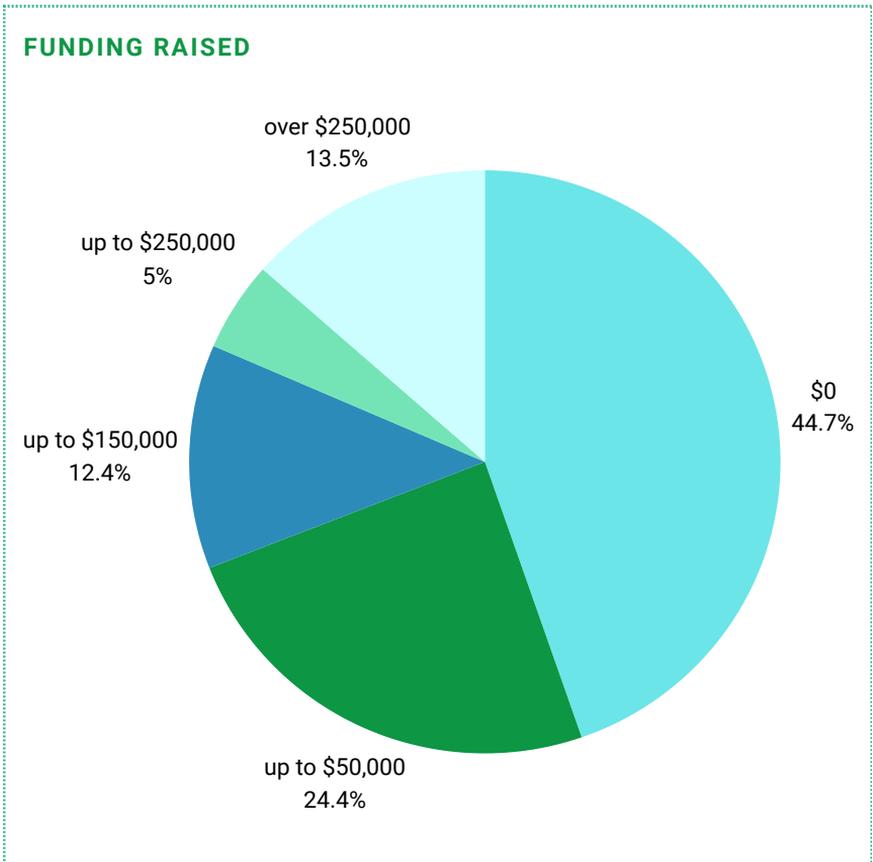
# >>> VALUE OF PROJECTS

Our online lead capture funnels uncover new sports facility construction projects daily across the U.S. market. We prioritize larger-scale projects submitted by planners at educational institutions, municipalities, and commercial sports facilities.

This stands in stark contrast to smaller inquiries, such as homeowners planning a backyard court or students seeking information for a school project. Below is a breakdown of the average project value by sports facility type.

Facility Type	Average Value
Turf Fields	\$1,521,512
Tracks	\$703,599
Tennis Courts	\$273,613
Pickleball Courts	\$95,271
Padel Courts	\$187,167
Indoor Sports Flooring	\$148,474
Outdoor Sports Flooring	\$64,007
Sports Lighting	\$276,935
Sports Domes	\$2,723,865
Ice Rinks	\$1,933,535
Scoreboards	\$19,204

Fundraising is typically the biggest challenge for project owners. According to our user survey, over half (55%) of respondents have already secured at least \$50,000 for their projects. Below is a detailed breakdown of the survey results.



>>> THANK YOU

We appreciate your interest in our annual report. If you'd like to discuss potential marketing opportunities, don't hesitate to reach out. We look forward to the opportunity to collaborate with you.

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