



STATE OF SPORT CENTER SAFETY REVENUE REPORT 2014-2019

Produced by Lasso Safe Advisory Board

Commissioned by the Lasso Safe Board of Directors
E: info@lassosafe.com P: 800-943-2344

EXECUTIVE SUMMARY

It is our pleasure to present the 2014-2019 State of Sport Center Safety Revenue Report. This report is made possible by our partners and contributors, who have supported the initiative to produce comprehensive, high quality industry research from the start. The analysis in the 2014-2019 State of Sport Center Safety Revenue report was conducted by our highly regarded Lasso Safe Advisory Board under the direction of our board lead, Lasso Safe founder and CEO, Pamela Minix. The 2014-2019 edition of the report builds on the solid foundation established in our first edition of the report which covered 2010-2013 data. In this report you will find detailed information about sports safety policies and procedures and the resources required for successful implementation, commonalities between safe vs. abusive sports cultures, the cost of abusive sports cultures and the surprising profit of safe ones. The facts and figures within the report are a direct reflection of the countless dedicated practitioners – from all segments of the industry – who work hard every day to serve the entire sports safety ecosystem.

Highlights from the report include the 56% longer careers of athletes who train in top-rated safe centers and those centers' 25.23x greater profit. It is also important to note opportunity still exists to unite the voices in sport and come alongside its most influential leaders with measurable, data-driven tools and technology for the safety and profitability of all members of sports. You will continue to hear more about this from Lasso Safe in the future. Our goals for this significant initiative include (among others) to continue to provide the most comprehensive industry report on the market, resource you – our members – so you can continue to perform your job at the highest level and provide an essential tool for advocacy of that work to all categories of industry stakeholders. Most importantly, the 2014-2019 State of Sports Center Revenue report would not be possible

without the steadfast engagement of the Survivors of sports abuse. A sincere thank you to all of those who speak out and share their story and courageously lead the next generation. Again, thank you for your ongoing support and commitment to sports safety!

Sincerely,

Lasso Safe Advisory Board

INTRODUCTION: INQUIRY OVERVIEW

Sport center safety is an integral part of all sectors, divisions and submarkets of sport within the US and globally. Its success is recognized through the health and wellbeing of its people and profit and is a key topic in the future of sports development. By monitoring sports center safety, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs.

A baseline was established for 2010-2013 (The State of Sports Safety report), and this update allows the industry to start to track progress, new safety trends and the impact of supporting technologies and solutions over time. To quantify the economic significance of sport center safety, Lasso Safe prepared a comprehensive model using multiple primary and secondary data-sources.

The results of this study show the scope of sport center safety in terms of their attending participants' health, wellbeing and achievement, as well as the direct costs and profit of abusive versus safe cultures. In addition to identifying the benefit of sports center safety between 2014-2019, this report also displays the damage when abuse occurs and provides an overview of the key characteristics for the leaders and influencers of sport center safety.

KEY DATA SOURCES

The analysis draws upon the following data sources:

Lasso Safe Sport Center Data Contributors.

Three hundred and fifty sport center contributors from 32 countries and territories.

Industry members. Five hundred industry members interviewed.

SportsETA. Data on sports event and tourism economics.

RAINN. Data on sexual abuse and violence within sports and non-sports sectors.

The US Center for SafeSport. Data on misconduct and abuse in sport.

ADVISORY BOARD

Lead. Pamela Minix- Lasso Safe founder and CEO, former athlete.

Lead assistant. Luis Hernandez- Lasso Safe founder, former athlete, 6x national champion.

Key members.

Luke Bodensteiner- Utah Olympic Legacy Foundation, 2x Olympian.

Myriam Glez- AthleteSoul founder, 4x Olympian.

Jaimi Moser- clinical dietician at Dell Children's Medical Center, former athlete.

Sandee Beal- LMFT, Lunas Tesoro's Youth Trauma Treatment and Recovery, former athlete.

Matt Younge, FSQ Consulting founder, former athlete.

DATA COLLECTION METHODOLOGIES

Lasso Safe Sport Center Data Collection. With the aim to establish a consistent, large-scale and long-term data collection system, the advisory board developed a holistic inquiry process. Included is the Lasso Safe State of Sport Center Safety Revenue Report data collection form which tracks and compares data

of company operations and financials to athletic and participant safety, wellness and success.

The seventy-page questionnaire includes the following categories:

- Sport organization overview
- Athlete and participant overview
- Sport organization history
- Athlete and participation history
- Sport organization business operations profile
- Sport organization financial profile
- Sport organization media and marketing profile
- Sport organization abuse case profile
- Athlete and participant career profile
- Athlete and participant performance profile
- Athlete and participant health and wellness profile
- Athlete and participant abuse reporting profile

Respondents: The primary roles of the respondents were owners, executives, general managers and directors of sports development within participating organizations.

Industry members.

Five hundred industry members contributed their insights. All members were notable principals in their given sports field, including professional and amateur athlete, organization owner and executive, sponsorship and investment, sports medicine and psychology, coach and development, and youth trauma and safeguarding.

Primary interview topics were:

1. Sport organization role and responsibility in athlete safeguarding.
2. Current business practices and standards for responsible coaching and athlete safeguarding.
3. These standards' strengths, weaknesses, cost and ROI.

4. Roadblocks for sport leaders to advance safeguarding standards.
5. Standards that could instill a higher personal responsibility.
6. Longstanding records to build trust and help organization's narrative in cases where abuse is falsely reported.

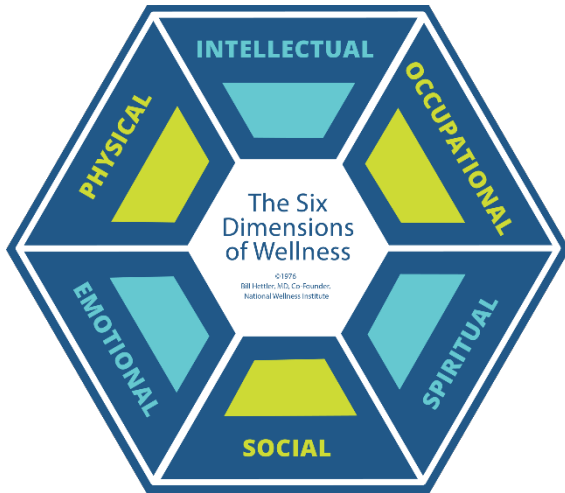
Audio, video and written submissions were compiled and redacted to identify reoccurring trends and comparisons within the following categories: sports division, age range, competition level, region and gender.

Other data contribution organizations.

Methodologies available per organization.

SAFE SPORT CENTERS: ATHLETE PROFILES

The impact that sport centers have on their participants and athletes is displayed by the health, wellbeing and achievements of the individuals during their engagement as athletes and life after sport. To establish a consistent learning model for athlete profiles, Lasso Safe's advisory board developed universally agreed upon diagnostic criteria and dimensional measurements that permit self-reported assessments of the thresholds between wellness and abusive athlete experiences in sports centers. The model drew from recognized sources such as National Wellness Institute's Wellness Pillars, International Olympic Committee's Athlete Bill of Rights, Aspen Institute's Athlete Bill of Rights and Keeping Children Safe's International Child Safeguarding Standards.



These profiles were utilized over the 2014-2019 period to follow the fluidity of participant's journey.

KEY FINDINGS

Athletes who train in safe vs. abusive centers:

- Achieve comparable results at competitions.
- Careers are similarly affected by physical injuries.
- Do not take time off for treatments in eating disorders, anxiety or depression as opposed to 98.78% of their counterparts.
- Are 50% less likely to experience mental health problems.
- Have 56% longer professional careers.

Examples:

INQUIRY OF PRIMARY CUSTOMER GROUP - INTERNATIONALLY

COMPARISON: SAFE VS. ABUSIVE SPORT CENTER CULTURES

SAFE SPORT CENTER CULTURES

OWNER/ATHLETE DIRECTORS

██████████ - 2x Olympic silver medalist, 8x Canadian national champion

██████████ - 7x Canadian national champion, 3x World bronze medalist, Olympic bronze medalist

ATHLETE PROFILE

██████████

2010-current

2x Olympic champion, 2x World champion, 4x Grand Prix Final champion, 4x Japanese national champion

No reports of physical, emotional or sexual abuse

██████████

2013-current

7x Grand Prix medalist, 2015 U.S. national champion, 2018 Four Continents bronze medalist

No reports of physical, emotional or sexual abuse

██████████

2015-current

2x Olympic silver medalist, 2x World champion, 2x European champion, 2x Grand Prix champion, 2x Russian national champion, silver medalist at the 2018 European figure skating championships and bronze medalist at the 2019 World championships

No reports of physical, emotional or sexual abuse

██████████

2006-2014

Olympic champion, Olympic silver medalist, 2x World champion, Four Continents champion, 3x Grand Prix champion, 6x South Korean national champion

No reports of physical, emotional or sexual abuse

██████████

2008-2019

Olympic bronze medalist, 2x World champion, 2x World bronze medalist, 7x European champion, 2x Grand Prix final silver medalist, 3x Rostelecom Cup champion, 2x Grand Prix in France champion, 8x Spanish national champion
No reports of physical, emotional or sexual abuse

OWNERS: [REDACTED]
 (former professional figure skaters)

ATHLETIC DIRECTOR: [REDACTED]

ATHLETE PROFILE

[REDACTED]
 1980-1988 n, 2x Olympic silver medalist, 8x Canadian national champion
No reports of physical, emotional or sexual abuse

Elvis Stojko

1990-2002 n, 7x canadian champion, 2x Olympic silver medalist
No reports of physical, emotional or sexual abuse

[REDACTED]
 1999-2008 n, 2x canadian champion, world champion, Olympic bronze medalist
No reports of physical, emotional or sexual abuse

[REDACTED]
 1988-1996 n, 3x canadian champion
No reports of physical, emotional or sexual abuse

Italian Gymnastics

There are no reports of physical, emotional or sexual abuse by any of Italy's gymnasts. Several Italian clubs appear to be functioning athlete-first.

OWNER/ATHLETE DIRECTOR

President: [REDACTED] *Gymnast, sports journalist, vice-president of Provential Cones of Brescia, Provential president of the Italian basketball federation*

Sports Director: [REDACTED] *professional rugby player, artistic gymnast coach, founder of Brixia, manager of national teams of women's artistic gymnastics*

ATHLETE PROFILE

[REDACTED]
 2006-current

2006 all-around World champion, 3x Olympian, 4 golds medals at European championship, 8 gold medals at Medditeranian games, FIG all-around World cup champion
No reports of physical, emotional or sexual abuse

[REDACTED]
 2019-current

3 team bronze medals at 2019 World Championships, 3 bronze medals at Italian Championships, 13 gold medals at Italian Serie A
No reports of physical, emotional or sexual abuse

[REDACTED]
 2019-current

3 team bronze medals at 2019 World Championships, 4 gold medals at Italian Serie A
No reports of physical, emotional or sexual abuse

[REDACTED]
 2012-2015

2012 Olympian, team bronze medal at European Championships
No reports of physical, emotional or sexual abuse

[REDACTED]

2014-current

3 gold medals at 2018 Mediterranean games, 4x World championship contender (2014, 2015, 2017, 2018)

No reports of physical, emotional or sexual abuse

SAFE SPORTS CENTERS FOUNDED BY ABUSE SURVIVORS

There are no found reports of abuse in the following centers.

[REDACTED]

OWNER/ATHLETE DIRECTORS: [REDACTED]

[REDACTED] is an Olympic champion and survivor of USA Gymnastics and Larry Nassar. She opened an athlete-first gymnastic community in May 2018.

World Championship Centre - Spring, TX

OWNER: [REDACTED]

[REDACTED] is an Olympic champion and survivor of USA Gymnastics and Larry Nassar.

[REDACTED]

OWNER: [REDACTED]
[REDACTED] is an Olympic champion and survivor of psychological misconduct in swimming.

ABUSIVE SPORT CENTER CULTURES

[REDACTED]

OWNERS/ATHLETE DIRECTORS

Owner: [REDACTED]

Chairman/CEO: [REDACTED]

Executives: [REDACTED]

ATHLETE PROFILE

[REDACTED]

2012-current
Olympic team event bronze medalist, Internationaux de France champion, NHK Trophy champion, 2x US national champion, 2x US national silver medalist, 2x World team trophy champion

3 years of competitions interrupted by withdrawals due to ongoing treatment for anxiety, depression, and an eating disorder (2016-2019)

[REDACTED]

2004-2005

Four Continents champion, US championship medalist

In 2009, she revealed her career-long struggle with eating disorders and mentioned that it had been a factor in her decision to retire.^{[12][13]} She also stated that disordered eating was very common among skaters but not enough was being done to address the problem.^{[14][15]}

[REDACTED]

1996-2005

2x Olympic medalist, 5x World champion, 9x US champion

Forced retirement and withdrawal from the 2006 olympic games due to the severity of hip overuse injuries.

[REDACTED]

1999-2003

Olympic bronze medalist

Forced retirement in 2003 due to career ending overuse injuries.

Kirk, Jennifer (July 5, 2009). "Skating's not-so-secret Shame". True/Slant. Archived from the original on September 2, 2012. Retrieved December 23, 2010.

^ Kirk, Jennifer (July 8, 2009). "The Aftermath". True/Slant. Archived from the original on October 6, 2012. Retrieved December 23, 2010.

^ Coker, Lesleyann (January 20, 2010). "Jenny Kirk on Figure Skating's Eating Disorder Epidemic

(Part I)". *Huffington Post*. Retrieved December 23, 2010.

^ Coker, Lesleyann (January 21, 2010). "Jenny Kirk on Figure Skating's Eating Disorder Epidemic (Part II)". *Huffington Post*. Retrieved December 23, 2010.

OWNER/ATHLETIC DIRECTOR

Owners: [REDACTED]

ATHLETE PROFILE

1976-1980

5x Olympic gold medalist, 9 Olympic medals, 4 World artistic gymnastics championship medals

Reports of "cut-throat" training methods (food restriction, body shaming, training on broken bones, etc) 1

1984

20 Olympic, World and continental medals, World artistic gymnastic championships champion

Reports of isolation (removal from parents at age 5). "We were like little robots." 2

2011-2012

Olympic champion, World champion

Reports of physical, emotional and sexual abuse

Notes: In November 2008, [REDACTED], a Romanian national team member during the [REDACTED], gave an interview to KCRA-TV in Sacramento, California, claiming that while she was on the team, both [REDACTED] and [REDACTED] regularly beat her and her teammates for mistakes they made in practice or competition. "In one word, I can say it was brutal," she told KCRA.^[8] Other Romanian team members, including [REDACTED] and [REDACTED], as well

as [REDACTED], the Romanian team choreographer who defected with the [REDACTED], have made similar charges of physical abuse. When asked in 2008 to comment on the allegations, [REDACTED] said: "I ignore it. I'm not even commenting. These people are really trash."^[9]

On October 28, 2016, a sex abuse lawsuit was filed by a [REDACTED] against [REDACTED] including the [REDACTED], alleging they turned a blind eye to molestations by [REDACTED]. The [REDACTED] claims [REDACTED] repeatedly sexually abused her when she was on the national team from 2006 to 2011.^[10]

In January 2018, [REDACTED] terminated its lease of the [REDACTED] [REDACTED] during the sentencing phase of the trial of [REDACTED], who was found guilty of numerous acts of sexual assault against [REDACTED], many of which took place at the facility, where parents were not allowed to be present.^[11] A lawsuit was filed against the [REDACTED] in 2016 alleging that they had known about and "turned a blind-eye to the sexual abuse".^[12]

On January 25, 2018, the [REDACTED] announced the permanent closure of the facility on its website.^[13] On January 30, 2018, the [REDACTED] took over the criminal investigation of the ranch.

SAFE SPORT CENTERS AND THEIR SPORTS PARTICIPANTS: ECONOMIC PROFILES

In a recent CDC study, [The Economic Burden of Child Maltreatment in the United States and Implications for Prevention, External](#) found the total lifetime estimated financial costs

associated with just one year of confirmed cases of child maltreatment (physical abuse, sexual abuse, psychological abuse and neglect) is approximately \$124 billion.

Each death due to child maltreatment had a lifetime cost of about \$1.3 million, almost all of it in money that the child would have earned over a lifetime if he or she had lived. The lifetime cost for each victim of child maltreatment who lived was \$210,012, which is comparable to other costly health conditions such as stroke or type 2 diabetes with a lifetime cost per person estimated at \$159,846, which is estimated between \$181,000 and \$253,000.

Sport centers and their participants amplify these costs, and on the other hand, maximize profit when safety is achieved.

KEY FINDINGS

Large, top-rated safe centers are 25.23x more profitable than those with a low safety score and boast a customer lifetime value increase of 186%.

Large, top-rated safe centers produce a 4.31x greater economic impact than those with a medium score.

Small, top-rated safe centers are 14.86x more profitable than those with a low safety score.

Example:

Top safety rating = 3

Medium safety rating = 2

Low safety rating = 1

Safety ratings are designed on several metrics including sports participants' and athletes' abuse reports and records, safety policies and procedures and branding, media and marketing message

EXAMPLE A:

Sport Center: [REDACTED]

Safety rating: 3

Location: [REDACTED]

Ownership: Public/private

Construction: 2012

Year opened: 2014

Number of sports offered: 30+

Amenities: 12 full-courts basketball or 24 full-courts volleyball, 8 major league baseball fields, 3 multi-use fields for soccer/lacrosse/rugby/football, 10-court sand volleyball pavilion, wakeboarding facility.

Covered square footage: 170,000

Open acres: 1,300

Number of guests annually: 1.1M

Annual net revenue: \$12M

Annual economic impact: \$100M

EXAMPLE B:

Center: [REDACTED]

Safety rating: 2

Location: [REDACTED]

Ownership: Public/private

Construction: 2018

Year opened: 2019

Number of sports offered: 20+

Amenities: 13 configurable fields, 9 synthetic turf fields, 2 championship fields.

Covered square footage: 100,000

Open acres: 160

Number of guests annually: N/A

Annual net revenue: \$1.5M

Annual economic impact: \$23.2M

EXAMPLE C:

Center: [REDACTED]

Safety score: 1

Location: [REDACTED]

Ownership: Public/private

Construction: 2012

Year opened: 2014

Number of sports offered: 30+

Amenities: 26 baseball and softball diamonds, 31 multipurpose fields, 10+ miles of pedestrian/bicycle

trails. 3 full-sized indoor soccer fields. 1 Indoor basketball/volleyball facility.

Covered square footage: 450,000

Open acres: 400

Number of guests annually: 1.5M

Annual net revenue: \$475,478

Annual economic impact: N/A

CONCLUSION

Safe sport centers act as both a safeguard for athletes and a strategy for company growth.

Athletes illuminate the culture in which they train by the quality of their career and life after sport. Athletes who train in safe centers are empowered with more consistent competition attendance, better mental health and eating habits, longer careers, and an easier transition into life after sport.

Inquiry shows that the cost of abuse in sport centers, and society as a whole, is extortionary. In comparison, the benefits of safe sport centers can be measured by a reliable and notable ROI along with an increased customer lifetime value.

This report provided introductory insights into sport center safety and revenue. We aim to further our program with the Sports Wellness Platform, a partnership of the Advisory Board and new, machine learning software. Through a universal database that establishes a consistent inquiry model in athlete experience reporting and organizational safeguarding practices, our joint system will identify safeguarding trends on a global scale that investigates nuances, learns early identifiers, evolves hand-in-hand with sport's ecosystem and self-improves. The Sports Wellness Platform will advance beyond inquiry alone to provide real-time trends, comparisons and learning modules with the intent to give back to our generous contributors and empower information to impact sport culture.

ABOUT LASSO SAFE

We are committed to progressing sport through Lasso Safe Certify, because we believe that every person deserves a place to become a champion of - and for - life.

LASSO SAFE CERTIFY

VISION

Sport venues and athletes synergistically thrive with consistent, individually-unique and indelible triumph.

LASSO SAFE CERTIFY

MISSION

Empower the leaders of sport to use business to inspire and implement solutions for a safe, prosperous sport culture for all.

In 2010, Pamela Minix and Luis Hernandez began investigating and developing sport cultures' safe practices in collaboration with Olympians, sport industry executives, governing officials, and childhood trauma health care professionals. Together, we shared ideas of an open and balanced coalition spanning the entire sport industry and for a defined rating system, which later became Lasso Safe Certified. Lasso Safe Certified was created to measure and define what safe and prosperous sport environments meant, and to provide a road map for developing lasting, united sport communities. This report, along with ongoing inquiries, informs Lasso Safe Certified and provides state-of-the-art safeguarding tools for sports organizations to effectively protect and empower athlete lives.

ADDENDUM

"Gymnast Says trainer Karolyi beat her up". [UPI]. 2008-11-19. Retrieved 2008-11-20.

^ Simon Burnton (December 14, 2011). "50 stunning Olympic moments No5: Nadia Comaneci scores a perfect 10". *The Guardian*.

^ Ron Dicker (October 28, 2016). "U.S. Gymnast Says Bela And Marta Karolyi Ignored Doctor's Sex Abuse". *Huffingtonpost*.

^ David Barron (2018-01-18). "Karolyi Ranch out as USA Gymnastics training site". *Houston Chronicle*.

^ "Famed US Gymnastics Team Coaches Knew of Abuse, Lawsuit Claims". *The Christian Science Monitor*. 2016-10-28. Archived from the original on 2018-01-25. Retrieved 2018-01-24 – via HighBeam.

Cense, M., & Brackenridge, C.H. (2001). Temporal and developmental risk factors for sexual harassment and abuse in sport. *European Physical Education Review*, 7(1), 61-79. Fastig, K., Brackenridge, C.H. and Sundgot-Borgen, J. (2003). Experiences of sexual harassment and abuse amongst Norwegian elite female athletes and nonathletes. *Research Quarterly for Exercise and Sport*, 74(1): 74-97. MacAuley, D. (1996). Child Abuse in Sport. *The British Journal of Sports Medicine*, 30:275-276. MacGregor, M. (1998). Harassment and abuse in sport and recreation. *CAHPERD Journal*. David Cant, managing director of health and safety consultancy Veritas Consulting. Parent, S. (2010). Disclosure of Sexual Abuse in Sport Organization: A Case Study. *Journal of Child Sexual Abuse*. London: Routledge. SportsETA State of the Industry Report, published Sept.1 2020 New York Times
<https://www.nytimes.com/2021/03/09/sports/olympics/synchronized-swimmers-abuse.html>
 2014-2019 State of Sport Center Safety Revenue Report presented by Lasso Safe U.S.
 GOVERNMENT ACCOUNTABILITY OFFICE: A Century of Non-Partisan Fact-Based Work

^ Dougherty, Matt (25 January 2018). "Karolyi Ranch closes, remains under investigation after sex abuse allegations". *KHOU, Houston, Texas*. Tegna, Inc. Retrieved 26 January 2018.

^ Barron, David. "Governor Greg Abbott asks Texas Rangers to investigate Karolyi Ranch". *Houston Chronicle*. Houston Chronicle. Retrieved 2018-01-30.

1. <https://globalnews.ca/news/4045312/usa-gymnastics-abuse-victims/>
2. <https://eng.gymnovosti.com/ecaterina-szabo-we-were-like-little-robots/>