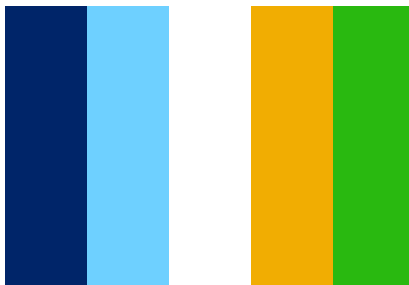




# ***WHY HAYS, KS LIGHTS THE LAMP***

**BY GRETCHYN DROWN**

**04/27/2021**





# ***THE BIG PICTURE***

**WE'RE LOOKING TO EXPAND OUR WESTERN DIVISION**

**WHERE** WE'RE LOOKING: St. Joseph, Michigan vs. Hays, Kansas

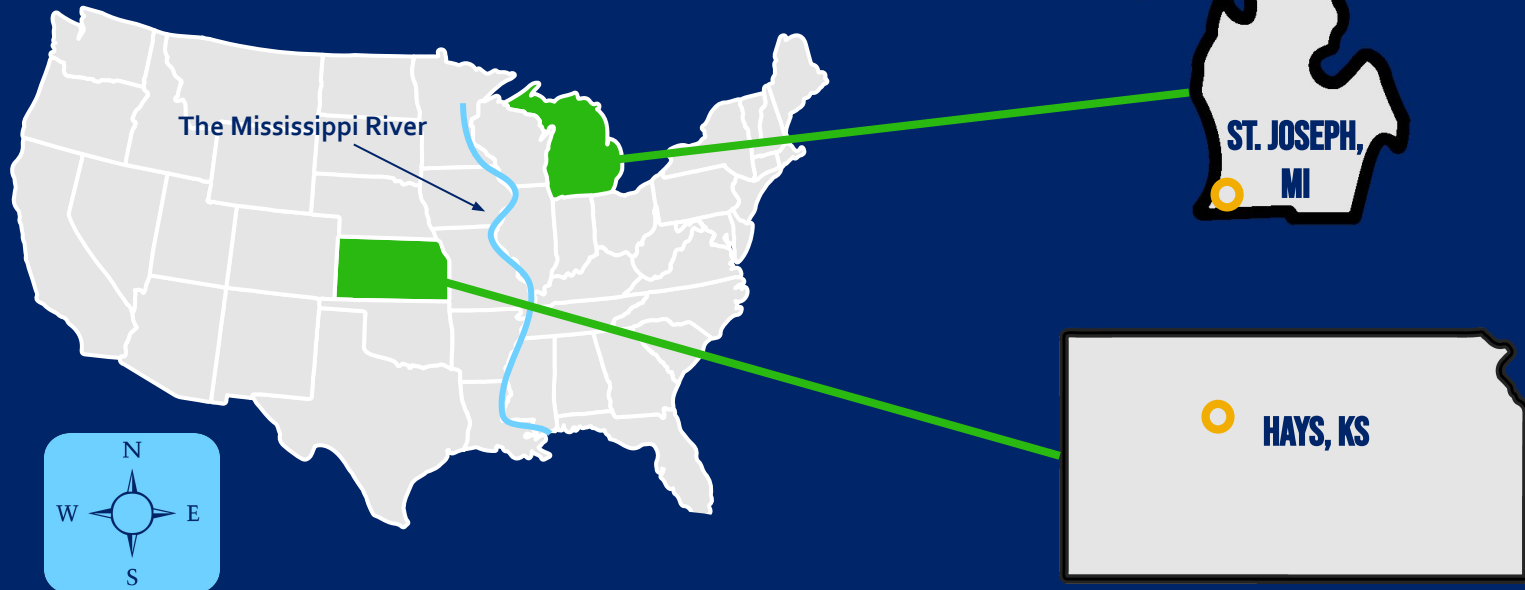
**WHAT** WE'RE LOOKING FOR: Younger, middle-class fans who like to dine out

**WHY** **HAYS** IS THE PLACE: More promising population, larger market



# ***A TALE OF TWO CITIES:***

**THE FPHL'S WESTERN DIVISION EXPANSION EFFORT**



U.S. Map: [1]

# ***ST. JOSEPH, MICHIGAN:***

**OLDER, REFINED, RELAXED**



**Population: 8,300**

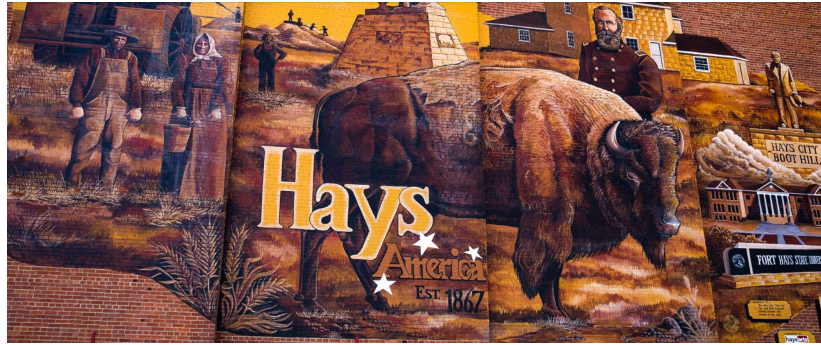
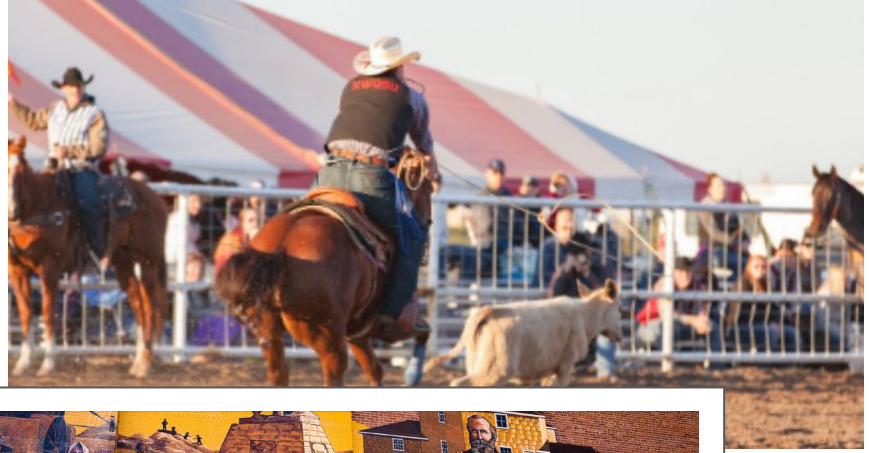
Images Source: [2]

# ***HAYS, KANSAS:***

**YOUNGER, HARD-WORKING, ADVENTUROUS**



**Population: 20,500**



Images Source: [3]

# ***THE HOCKEY FAN PROFILE:***

**AGED 18-54, WHITE OR HISPANIC, MIDDLE- TO UPPER-CLASS, PASSIONATE, AND ENERGETIC** <sup>[5], [6], [7]</sup>

## **TRUE GRIT AMERICANS**



## **FAMILY FUN-TASTIC**



## **DIGITALLY SAVVY**



Images Source: [4]



# ***HAYS RESIDENTS FIT THE PROFILE***

**AND ARE MORE LIKELY TO BECOME HOCKEY FANS**

***IN HAYS, KS***

**48 %**

**of the population  
fits our hockey fan profile.**

Data Source: [8]. Images Source: [4]



# ***HAYS RESIDENTS ARE YOUNGER***

**AND WILL BE FANS FOR LONGER, MEANING MORE PROFIT OVER TIME**

## Head of Household Age Groups based on Experian Mosaic Profiles



Data Sources: [4], [8]





# ***HAYS RESIDENTS ARE EARNING MORE***

**AND WILL HAVE MORE MONEY TO SPEND ON DINING AND ENTERTAINMENT**

**14% INCREASE\***

in \$75k to \$150k income range

\*projected by 2025

Data Source: [8]



# ***HAYS RESIDENTS SPEND MORE ON DINING OUT\****

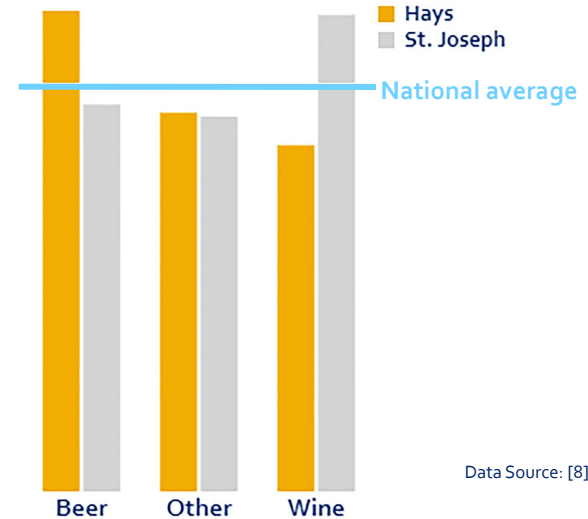
**AND ARE MORE LIKELY TO PURCHASE HIGHLY PROFITABLE BEER**

## Percent of income spent dining out



\*proportionally compared to St. Joseph residents (projected)

## Alcoholic Beverage Preferences compared to national average



Data Source: [8]

# WHY NOT ST. JOSEPH?

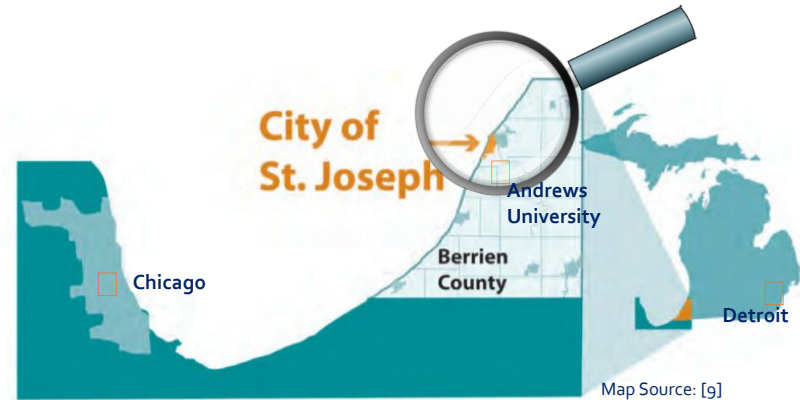
THE WRONG PEOPLE, THE WRONG PLACE



Images Source: [4]

**100%** Heads of Household aged **51+**

Population is a **TINY** **8300**



**3** nearby hockey teams ☐

Data Sources: [4], [8]

# ***HAYS LIGHTS THE LAMP***

## **THE RIGHT PEOPLE**

- Younger population
- More adventurous
- More willing to spend

**HAYS**

## **THE RIGHT PLACE**

- Larger population
- No competing teams
- Fresh, untapped market

# ***ACTION STEPS***

FOR THE NPHL WESTERN DIVISION EXPANSION TO HAYS, KS

- 1. DISCOVER WHAT MAKES HAYS TICK:** Research local laws and customs
- 2. SCOUT FOR OUR SPOT:** Look for potential development sites
- 3. CULTIVATE OUR FANS:** Build our team Brand





# ***THE WRAP-UP***

**WE'VE FOUND OUR CITY**

**WHERE:** HAYS, KANSAS

**WHAT:** A NEW STADIUM AND ACCOMPANYING TEAM IN THE WESTERN DIVISION

**WHY:** HAYS HAS THE RIGHT PEOPLE IN THE RIGHT PLACE







***QUESTIONS?***

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