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Subject: The SF Network News: Winter 2026

SFNETWORK

Winter 2026



Hello SFC Team,

As winter settles in, we're taking a moment to reflect on an incredible season of growth, connection, and momentum across The Sports Facilities Companies. From packed conference rooms to packed venues, the energy across our network has never been stronger.

This quarter, we're proud to celebrate the success of SFConference , which brought together our Support Center staff and General Managers to share ideas, strengthen partnerships, and shape what's next for our industry. The collaboration and innovation on display were a powerful reminder of what makes this team so special.

We also reached some major milestones worth celebrating. This year, we officially welcomed our 100th venue into the SF network and surpassed 5,000 total team members nationwide. These achievements reflect not only our scale, but the trust communities continue to place in us to deliver exceptional experiences.

Our featured venue this winter is Rocky Mount Event Center , a standout destination that exemplifies excellence in design, programming, and community impact. We're also excited to look ahead to the grand opening of Sprowls Horizon on February 28th - March 1st , a milestone moment that marks another exciting chapter of growth for our organization.

Our venues continue to serve as gathering places—hosting tournaments, events, and moments that bring people together when it matters most. Every season brings new opportunities, and your dedication is what turns those opportunities into lasting impact.

Thank you for your passion, your leadership, and your commitment to our mission. The progress we're celebrating today is possible because of the work you do every day.

Here's to a strong winter season and an exciting start to what's ahead in 2026!



Tami Swanson

Vice President of Human Resources

Featured Venue

Rocky Mount Event Center



[Learn More](#)

Rocky Mount Event Center

Rocky Mount Event Center in Rocky Mount, NC is a 165,000-square-foot indoor sports and events destination in the heart of downtown, designed for youth sports tournaments, concerts, trade shows, conventions, and private events.

The venue features up to 8 basketball or 16 volleyball courts, a 15,000-square-foot family entertainment center, food court and concessions, flexible meeting and event spaces, and premium locker and steam rooms, generating significant economic impact for the city and region.





HR Announcements

SFC360 Team Wellness and SFC Help Center Mobile



SFC 360 Team Wellness is our holistic approach to supporting every teammate's physical, mental, and professional well-being so we can perform at our best on and off the court. SFC 360 encourages healthy habits, meaningful connection, and a culture where asking for support is a strength, not a weakness.

Don't forget to join the step challenge!

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Featured Story

SF Conference Winners



The Mobile Dugout is the on-the-go version of SFC's Dugout hub, giving team members quick access to key resources like the SFC Team Member Handbook, venue-specific handbooks, Emergency Action Plans, and the latest Benefits and Perks Guides, plus other wellness and HR tools in one place. You can open it from the Dugout on your desktop, or access it anytime through the Paylocity mobile app by navigating to Menu > Company Links, where it appears alongside links to your benefits and retirement resources.



Congratulations to the SF Conference 2025 Winners!

SF Conference 2025 gave us the perfect stage to celebrate the venues that live out our values every day. This year's Venue Award winners set the bar for operational excellence, guest experience, and community impact:

- Venue Excellence Award: Montclair State University Ice Arena

- Venue Grit Award: Cornerstone Sports Complex
- Venue Service Award: Rocky Mount Event Center and AdventHealth Sports Park at Bluhawk
- Venue Collaboration Award: Bill Noble Park
- Venue Accountability Award: Alabama A&M Events Center and USSSA Space Coast Complex
- Venue Innovation Award: Caporella Aquatic Center
- Venue Relationship Award: Virginia Beach Sports Center
- Venue Performance Award: John T. Rhodes Myrtle Beach Sports Center
- Venue Industry Leader Award: Cedar Point Sports Center
- Venue Newcomer Award: Play Portland

We also recognized the individuals whose hustle, leadership, and performance these facilities every day. Our Venue Individual Award honorees are:

- Venue Individual Hustle Award– Austin Harris (Caporella Aquatic Center) and Jennifer Quinlan (Wintrust Sports Complex)
- Venue Individual Teammate Award– Chastity Heeren (Paducah Sports Park by CFSB)
- Venue Individual Rookie of the Year Award– Jordan Dues (Sand Mountain Park & Amphitheater)
- Venue Individual Sponsorship Award– Jeff Walters (Paradise Coast Sports Complex)
- Venue Individual Innovation Award– Rocio Casanova (Mike Jacob Sports Park)
- Venue Individual F&B Award– Terry McDaniel (Hoover Met Complex)
- Venue Individual Performance Award– Sabrina DeHoyos (Artesia Aquatic Center) and Kyle Walton (Legends Event Center)
- Venue Individual Grit Award– Michael Lieberman (Paradise Coast Sports Complex)
- Venue Individual In-House Programming Award– Simon Watson (AdventHealth Sports Park at Bluhawk) and Deana Sroka (Montclair State University Ice Arena)

Finally, our Support Center Award winners remind us that world-class venues are backed by a world-class team behind the scenes. This year we celebrated:

- Support Center Teammate Award– Carson Schlather & Amber Brock
- Support Center Rookie of the Year Award– Nicolas Desranleau

- Support Center Innovation Award– Toby Wyman
- Support Center MVP Award– Abigail Miller
- Support Center Impact Award– Brandon Galvao
- Support Center Hustle Award– Lauren Deutscher & Rita Mitchell
- Support Center GRIT Award– Mike Mays

Their work enables our venues to perform at the highest level and deliver on our promises to clients and communities. Congratulations to all our SF Conference 2025 winners and thank you to every nominee and team member who continues to raise the standard for what's possible in sports, recreation, and events.

[Check Out SF Conference Photos Here](#)



Dugout Mobile



We're Hiring - Tell Your Friends!



Rocket Lawyer

Important Dates in Sports



- Feb 4th: National Girls and Women in Sports Day
- March 2nd: World Tennis Day
- April 17th : National Kickball Day
- April 27th: Babe Ruth Day

New to the Network

Sprowl's Horizon Sports Park



Introducing Sprowl's Horizon Sports Park

We're thrilled to officially welcome Sprowl's Horizon Sports Park to The SF Network! Opening in February 28th - March 1st, 2026 in Pinellas Park, Florida, this state-of-the-art youth sports destination is set to redefine baseball and softball experiences while serving as a vibrant hub for community events and sports tourism across the region.

Key features of the complex include:

- 6 youth baseball diamonds modeled after iconic Major League Spring Training venues
- A full-sized multipurpose field for soccer and other field sports
- An outdoor roller hockey rink for leagues, camps, and open play
- A welcoming community plaza designed for festivals, fan experiences, and family gatherings

By combining tournament-caliber facilities with engaging public spaces, Sprowl's Horizon Sports Park will drive economic impact, attract visitors to Pinellas Park, and elevate the profile of the community within the greater Tampa Bay region.

Sprowl's Horizon Sports Park shares our commitment to improving communities through sport, and we're proud to welcome their team to our growing network.

Guiding Principle: Better Every Time



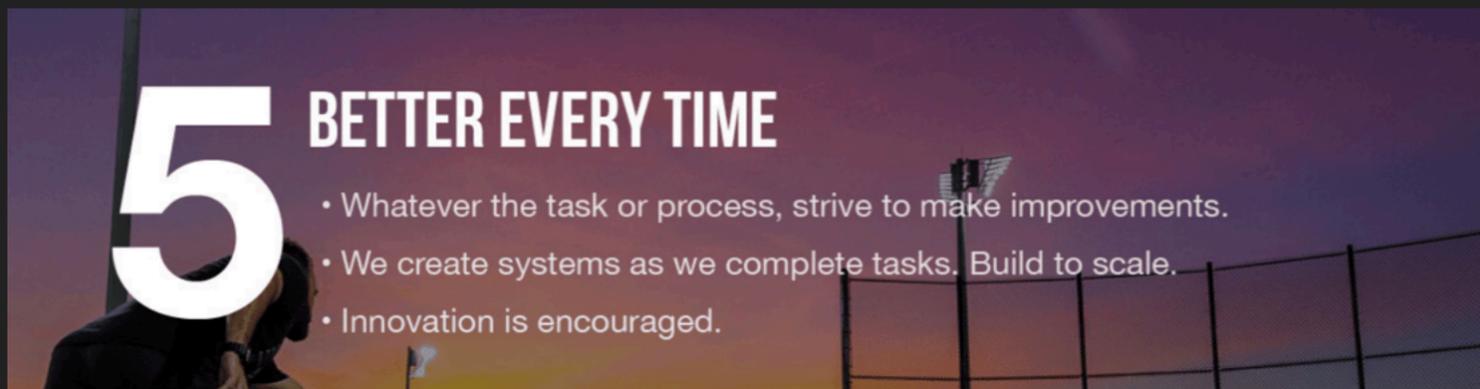
THE SPORTS FACILITIES
COMPANIES

GUIDING PRINCIPLES

This month, we're focusing on the principle of Better Every Time means that no task, process, or deliverable is ever "finished", it can always be improved the next time you do it.

Whatever the task or process, you're expected to look for ways to improve it rather than simply repeating the status quo. As you work, you build scalable systems and encourage innovation so the work gets easier, faster, and more effective over time.

Let's commit to always improving and growing over time.



5 BETTER EVERY TIME

- Whatever the task or process, strive to make improvements.
- We create systems as we complete tasks. Build to scale.
- Innovation is encouraged.

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