

The Business of Sports

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SMG is pleased to be supporting a number of trade associations in the sports industry, including **American Sports Builders Association (ASBA)** and **Synthetic Turf Council (STC)**. Through these relationships our team partners and liaises with such organizations as FIFA, International Tennis Federation (ITF), National Collegiate Athletic Association (NCAA), National Recreation and Park Association (NRPA), USA Pickleball, US Padel Association, US Tennis Association (USTA), and Sports Field Management Association (SFMA).



Things continue to boom in the area of sports and recreation. The widely-anticipated World Cup being hosted in North America in 2026; and the addition of new sports at the Summer Olympics being hosted in Los Angeles in 2028, assure there's more growth. The explosive growth in women's sports, from both participants and spectators, has never been so prominent.

On other fronts, tennis has staged a comeback since the pandemic and the USTA estimates that the US will need an additional 40,000 tennis courts to be built to satisfy player demand. USTA recognized the important role that ASBA's court builders will play in this growth target by acknowledging ASBA during the 2025 US Open in New York. ASBA's Chair-Elect Meg Buczynski and SMG's Fred Stringfellow were brought on court for the coin toss during the opening round of the tennis tournament. 1.14 million spectators attended this year's US Open, a 9% increase over last year's record-setting crowd.

SMG has been managing the **American Sports Builders Association (ASBA)** for 15 years—an organization that has experienced explosive growth as demand continues to escalate for sports facilities. ASBA introduced its first Pickleball Construction manual in 2010, and in 2025 launched a Padel Installation & Construction manual as that popular sport is gaining momentum in the US.

Synthetic Turf Council (STC)'s mission is to lead, educate and advocate for the synthetic turf industry. The importance of synthetic turf in sports, recreation and residential spaces is becoming more and more evident by the day. Parks, schools, communities and professional sports teams need access to synthetic turf fields, often in conjunction with natural grass fields, to offer alternative options during certain seasons or weather condition; and to relieve stress from overuse. STC has played a critical role in educating legislators, regulators and the public on the benefits of synthetic turf, while dispelling many of the myths about health, safety and environmental concerns. STC continues to champion responsible policies and regulations for synthetic turf, ensuring access to safe, sustainable spaces.

The "business of sports" is real and growing. SMG is proud to be a part of this community.

