



Facilities & Finance

Sports Tourism Learning Institute

Course Description

This course is designed for mid-level professionals working in sports events tourism who want to strengthen their understanding of sports facility finance. You'll build practical, real-world skills and operational knowledge to help you plan, support, and manage financial decisions related to sports facilities. Through instructor-led lectures and three in-depth case studies, you'll explore how facility finance works in practice and how it impacts communities and destinations. Built-in learning activities will help reinforce key concepts and support your learning throughout the course.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 5 sessions - approx.
4 total hours

Member Price: \$399

Non-Member Price: \$499

Meet the Industry Expert Leading this Course



Vincent R. Trinidad, IOM

- *Sports ETA, Facilities Programming Adjunct*
- *Huddle Up Group, Strategic Projects Partner*
- *Bobcat Strategies, LLC, President & CEO*

Vincent Trinidad is a vibrant changemaker with 30 years of experience in sports, tourism, and nonprofit industries. He has worked for groups that include Local Organizing Committees, National Governing Bodies, Sports Commissions, Convention & Visitors Bureaus, Parks & Recreations, and Chambers of Commerce. In addition, he has worked with elected officials at the city, county/parish, state, and national levels.

He earned his bachelor's degree in political science and German from the University of Arizona. In his pursuit for professional development, he

earned two industry certifications; a Certified Sports Event Executive (CSEE) from the NASC (Sports ETA), and Institute of Organizational Management (IOM) graduate through the US Chamber of Commerce Foundation. He is currently an MBA Candidate with the Oklahoma State University MBA Spears School of Business at OSU-Tulsa.

He has served on several Sports Tourism and local boards. He enjoys serving his community by creating meaningful connections and relationships that bring us closer together. He believes that the key to understanding each other is our unique cultures that, when combined, make our community better.

<https://www.linkedin.com/in/vince-trinidad-iom-277b735/>

Course Learning Outcomes

After completing this course, you will be able to:

1. Analyze and understand key financial principles relevant to sports facility management.
2. Develop a foundational understanding of the processes and strategies used to finance sports facilities.
3. Evaluate the financial implications of various sports events and partnership decisions.
4. Apply facility finance concepts to interpret budgets, cost structures, and financial performance indicators.

Course Content

This is a fully online, self-paced course consisting of 5 sessions. Course sessions include informative video lectures, participation quizzes, and printable PDF resources. This course takes approximately four hours to complete.

Session 1: Introduction to Facilities & Finance – Past to Present

Session 1 introduces the foundational concepts of facility finance within the sports tourism industry, tracing how funding models have evolved from early historical practices to modern public-private approaches. Participants will explore how financial decisions shape the development, renovation, and operation of sports facilities.



Session 2: Case Study – A Mayor’s Guide to Creating Recreation in your City

This session introduces the first case study in the course, *A Mayor’s Guide to Creating Great Recreation in Your City*, and explores how parks and recreation systems support community well-being, sports tourism, and economic development.

Session 3: Case Study – Anchored by Sports: The Rise of Next Gen Mixed Use Developments

Session 3 examines how sports complexes serve as anchors for mixed-use developments, driving economic growth, tourism, and community revitalization. Participants will explore funding strategies, public-private partnerships, and the required financial planning.

Session 4: Case Study – Hoover Met Complex

This session introduces the Hoover Met Complex as a case study in how a sports facility can evolve into a year-round community hub. Through third-party management, strategic partnerships, and financial investment, this single-use venue transformed into a nationally recognized destination and local community asset.

Session 5: Bringing It All Together

The final session brings together the key concepts, case studies, and financial strategies explored throughout the course to reinforce your understanding of sports facility finance. Participants will review core terminology, themes, and professional resources.

Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#). Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections.

Questions?

If you have any questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course instructor(s) with your questions. If you need technical help with the course, please email us at support@sportseta.org.

