



November 1, 2024

# The Latest from SFIA

## Member Matters, Research & Advocacy



### DEADLINE TODAY: SFIA Members - Provide Your Input With 2024 Survey

sfiia.org - SFIA asks members to please take 5 minutes to fill out the anonymous satisfaction survey TODAY, Friday, Nov 1st...

[Fill Out Here](#)



### FREE TRAINING SESSION 11/7: Maximize Your Sports & Rec Database Results!

sfiia.org - SFIA is hosting a training session (11/7) on how to best utilize the database and pursue new business opportunities...

[Register Here](#)



### NEW REPORT COMING SOON: 2024 State of Pickleball Report - Stay Tuned!

sfiia.org - The 2024 State of Pickleball: Participation & Infrastructure Report will be available for purchase soon, with...

[Current Offerings](#)



### HOLIDAY SHOPPING: Get Exclusive Discounts on Gifts for Loved Ones!

sfiia.org - All employees of a member organization can unlock deals of up to 60% on leading brands - great holiday gifts for...

[Shop Here](#)



## Current Industry News



### World Series Delivers 7-Year Ratings Record, Marking MLB's Big Comeback

frontofficesports.com - Baseball came back in a big way on the national stage during the 2024...

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### Youth Sports Study Finds Fewer Boys Playing While Participation Among Girls Has Increased

apnews.com - Children and teenagers playing sports overall has increased even as...

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### Could Amazon Make Black Friday a True Sports Holiday?

frontofficesports.com - They say there are no new ideas left in sports media. But the more I...

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### Consumer Confidence Bounces Back In October

sgbonline.com - The Conference Board reported that its Consumer Confidence Index jumped to...

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### U.S. Fitness Facility Membership Hits Record 72.9 Million

athletichnews.com - Gyms hit a historic membership milestone in 2023, reflecting a growing...

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### NRF Expects 2024 Holiday Spending to Reach New Record

sgbonline.com - Following its big Holiday 2024 forecast announcement and presentation...

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### PWHL Begins Expansion Process for up to Two More Team

sportico.com - The PWHL is looking to add two more franchises to begin as early as...

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### Baseball Trailblazer Justine Siegal Announces Launch of Pro Women's Baseball League

thegistsports.com - Women keep stepping up to the plate in the baseball world, and it's not...

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### Jayson Tatum Backs Potential St. Louis WNBA Expansion Bid

sportico.com - With competition heating up for ownership of the WNBA's upcoming 16th...

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### Rapsodo Enhances Its MLM2PRO's Simulated Golf Experience, Introducing Improved Graphics and Junior Tee Locations

globalnewswire.com - Rapsodo, the leading developer of golf and baseball ball-flight monitors and...

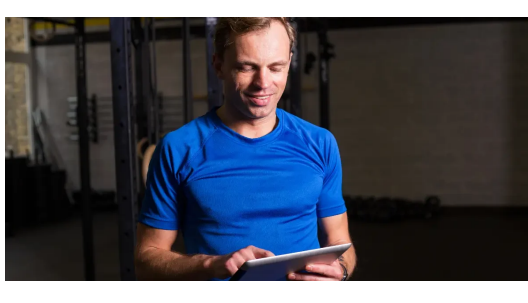
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### NHL Team Values 2024: Average Hits \$1.8 Billion, up 37%

sportico.com - The NHL's expansion to the Sun Belt had many hockey fans screaming...

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### Online Sports Coaching Platforms Market to Grow by \$1.24B

athletichnews.com - Athlete involvement and AI are set to propel the global online sports...

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### Nike's Olympic Gold: Paris Games Spark Peacock Subscriber Surge

frontofficesports.com - The 2024 Paris Olympics were a major rebound for the entire...

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### EXEC: Yue Yuen Forecasts Strong YTD Profit Growth as Footwear Market Normalizes

sgbonline.com - Yue Yuen, the manufacturer of footwear for most major outdoor and athletic...

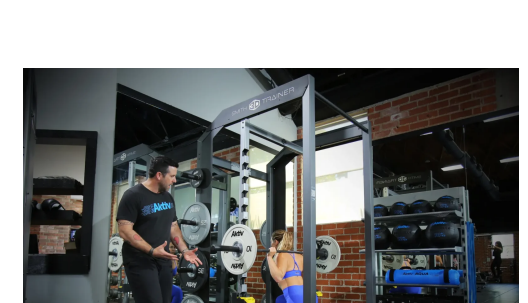
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### Daily Digs: Cleveland Browns Stadium District Renderings, Portland's MLB Stadium Approved, and More!

athleticbusiness.com - Renderings commissioned by Destination Cleveland show what...

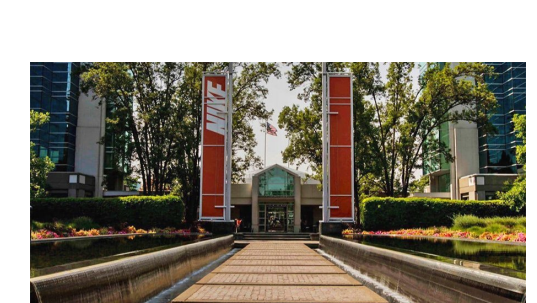
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### Strength Training, VR & Wellness To Shape the Future of Gyms, Execs Predict

athletichnews.com - In-person fitness is back and better than ever following the pandemic...

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### Nike, Inc. Shifts Senior Team Roles in Sports Marketing, Legal and Supply Chain

sgbonline.com - Nike, Inc. continues to make changes in its Senior Leadership Team, as it...

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### U.S. Golf Rounds Played Increase for Second Straight Month

sgbonline.com - Golf, Datatech, a subsidiary of Circana, reported that golf rounds played in the...

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