

Press Release



OFF SEASON SELECTS PINNACLE INDOOR SPORTS TO LEAD FEASIBILITY STUDY FOR INDOOR SPORTS COMPLEX IN PITTSYLVANIA COUNTY

Study to Evaluate Market, Economic, and Design Potential for a Regional Sports Destination.

FOR IMMEDIATE RELEASE

November 10, 2025

Pittsylvania County, VA - Off Season, a nonprofit organization dedicated to advancing holistic youth and economic development through sports in Southside Virginia, has selected Pinnacle Indoor Sports, the nation's leading sports consulting firm, to conduct a comprehensive Feasibility Study for a proposed Indoor Sports Complex in Pittsylvania County, Virginia.

The study, funded through the Next Step Grant, will evaluate market demand, economic impact, site suitability, and sustainable funding models for a year-round, multi-sport indoor facility designed to serve residents while attracting sports tourism to the region.

"Our partnership with Pinnacle Indoor Sports begins the next critical step in understanding the potential for Pittsylvania County to serve as a regional sports hub," said Nicholas Morris, Board Chair of Off Season. "This project represents a once-in-a-generation opportunity to move forward with creating both a community hub for youth development and a regional economic driver through sports tourism."

Pinnacle Indoor Sports, headquartered in Louisville, Kentucky, brings over 175 years of combined experience in sports complex design, construction, and operations. The firm has completed more than 600 feasibility studies and supported the development of over 80 major sports complexes across North America. Pinnacle's expertise spans market feasibility, financial modeling, economic impact analysis, facility design, and public-private partnership strategy.

"Our team is honored to support Off Season's vision for Pittsylvania County," said Norm Gill, Partner at Pinnacle Indoor Sports. "We understand the transformative potential that a well-planned sports facility can bring to a community—not just in recreation and health outcomes, but in tourism, jobs, and long-term economic growth. We'll bring our national expertise and local understanding to ensure this project is built on a solid foundation."

The feasibility study includes market demand and competitive analysis, economic impact assessments, facility design and site evaluations, financial feasibility, and funding strategies.

Stakeholder and community member interviews will take place throughout the study period. The final report and presentation are expected by March 2026, providing Off Season with a strategic roadmap for advancing an indoor sports complex project.

For more information about Off Season or the Indoor Sports Complex Feasibility Study, visit www.offseasonva.org or email bodtreasurer@offseasonva.org.

ABOUT OFF SEASON

Off Season is a nonprofit organization serving Pittsylvania County and Danville Virginia dedicated to advancing youth, sports, and economic development through holistic programs and services. Its economic development mission is to strengthen the Southside region by connecting people, purpose, and opportunity through sports tourism.

ABOUT PINNACLE INDOOR SPORTS

Pinnacle Indoor Sports is the nation's leading sports consulting service for indoor and outdoor athletic and recreational facilities. With more than two decades of experience and over 600 completed studies, Pinnacle provides comprehensive consulting in market feasibility, facility design, financial modeling, construction management, sponsorship development, and operations. The firm works with private developers, municipalities, universities, and nonprofit organizations across the U.S. and Canada to deliver successful, sustainable sports and recreation projects.

MEDIA CONTACT

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