

## TOPIC 4 – Gaming and E-sports / Emerging Sports Campuses at High Performance Centres

**Date:** 4 December 2024 (Day One)

**Speaker:** Mr Park Joon-hyung James

Mr Dave Stow

Mr Brandon Lowery



### **Mr Park Joon-hyung James**

- Head of Business (Dplus Kia)

Born and raised in an ordinary Korean family, I realized the value of sports while attending middle school in L.A. As I participated in various sports activities in the U.S., I gradually became interested in the sports industry.

At 'FC Pohang Steelers', I experienced the elite sports ecosystem and various international competitions, and at 'K-LEAGUE', as a league management organization, I experienced the sports ecosystem and marketing in a slightly bigger picture.

After leaving the top football administrative organization in Korea, I chose E-sports. After working at a game company and agency, now I work to make E-sports recognized as a mainstream sport.

### **Presentation Abstract: “E-Sports in Korea: Past, Present & Future”**

Objective: Analyse the strengths of Korean eSports and understand and apply methods to achieve high performance.

Design and Method: Analyse the player scouting and training process of the current top-level esports professional clubs to derive success factors. Also refer to statistics and data published

	<p>by other organizations as needed.</p> <p>Result: The difficulty level of overcoming the physical and mental limitations that players experience in order to develop into top-level players is very high. In addition, various methodologies required in traditional sports are being applied, such as establishing a systematic training infrastructure, multifaceted administrative support, and data analysis.</p> <p>Conclusion: If a grassroots esports ecosystem is created and systematic player development support specialized in esports is provided at the same time, a high level of esports player performance can be expected.</p>
	<p><b>Mr Dave Stow</b></p> <ul style="list-style-type: none"> <li>• President (Stow Sports Management, LLC)</li> </ul> <p><b>Mr Dave Stow</b> brings more than 30 years of experience in both international and national sports facility operational management, project and event management, and venue development. Dave's experience and insights have played pivotal roles within 8 Olympic Games, 2 Pan American Games, 3 Super Bowls, and countless Olympic Trial, World Cup, and international events.</p> <p>Dave's 21 years of leadership with the US Olympic and Paralympic Committee at the 150-acre US Olympic Training Centre in Chula Vista, CA encompassed a wide spectrum of managing and delivering world class services aligning with the centre's purpose of being an international sport centre of excellence. Dave played an instrumental role in onboarding BMX racing at the Olympic level by leading the development of 2 replica Olympic BMX tracks utilized for elite level training and international events and a development level track supporting national age group programs. Dave held a critical role in the successful operation of 2 BMX Olympic Trial and 6 UCI BMX World Cup events. In addition to BMX, Dave played similar critical roles in support of Archery, Canoe/Kayak, Field Hockey,</p>

Rowing, Rugby, Soccer, Softball, and Track & Field. His dedication to optimizing venues, creating efficient operational flows, and delivering world-class venues and experiences for athletes and spectators alike continues to shape the world of sports and sports facilities management.

Dave is currently operating as a consultant specializing in the development and operations of High-Performance Centres. With a focus on emerging sports, he assists Centres in addressing the unique training, development, and cultural needs of these disciplines. Recently, Dave has been deeply involved in youth sports in the U.S., designing experiential spaces that cater to athletes and their families. By incorporating engaging experiences, he helps sports complexes uncover additional revenue streams, ensuring the long-term sustainability of their facilities.

In preparation for the LA28 Games, Dave is coordinating Pre-Games Training Camp opportunities across Southern California. Leveraging his extensive network of premier sports venues, he identifies and connects National Olympic Committees and individual sports organizations with ideal locations for final preparations and acclimation ahead of the 2028 Summer Olympics.


**Presentation Abstract: “The Evolution of Emerging Sports and Athlete Development”**

The integration of emerging sports, such as skateboarding, surfing, and BMX Freestyle into the Olympic movement represents a seismic shift in Olympic sport. This presentation explores the evolution of these disciplines and their impact on athlete development, global participation, and the broader cultural relevance of sports. Drawing on the expertise of leaders in the field—Brandon Lowery, a driving force behind USA Surfing and USA Skateboarding, and Dave Stow, a veteran with

21 years in the US Olympic and Paralympic Committee—this session provides insights into creating sustainable high performance focused pathways for success.

Key themes include:

- **Establishing High-Performance Training Centres:** Success stories like the Chula Vista Elite Athlete Training Centre, USA Skateboarding High-Performance Centre, and Waco Surf highlight the critical role of structured environments in producing medal-winning athletes.
- **Olympic Success:** Skateboarding, surfing, BMX Freestyle, and Sport Climbing have proven themselves as successful on the Olympic platform. Skateboarding attracted over 12 million global viewers during the Tokyo 2020 Olympics.
- **Global Infrastructure Development:** The session underscores the need for expanded grassroots-to-international venues, especially in regions where access to facilities like surf pools and skate parks is limited. The development of man-made surf pools is experiencing rapid growth opening up opportunities to bring like minded sports together as hubs for training and competitions.
- **Cultural and Economic Growth:** Emerging sports foster youth engagement and cultural connection while generating significant economic value through media, sponsorships, lifestyle, and tourism. Skateboarding has a global market value of over US\$3 Billion with over 85 Million active skateboarders worldwide, primarily in the 15-34 age demographic.
- **Emerging Sports and High Performance Services:** Emerging sports deserve and require world class high performance venues and services to maintain their global growth. Creating global opportunities to access venues with medical, coaching, technology, nutrition, and

	<p>recovery will strengthen and expand the global talent pool.</p> <ul style="list-style-type: none"> <li>• <b>Future Opportunities:</b> Creating emerging sports campuses allow opportunity to expand it's global competition footprint, advancing new events such as cross-discipline competitions like the International Boardriders League, all while driving higher participation, greater visibility, and new revenue streams into high performance centres.</li> </ul> <p>By addressing the challenges of fragmented competition structures, limited grassroots infrastructure, and political and cultural stigmas, this presentation advocates for strategic investments in facilities, technology, and athlete services. Together, these efforts can ensure the sustained growth and global success of emerging sports in the Olympic landscape and beyond.</p>
	<p><b>Mr Brandon Lowery</b></p> <ul style="list-style-type: none"> <li>• Chairman, USA Skateboarding</li> </ul> <p><b>Mr Lowery</b> is a distinguished figure with over 17 years of experience in the surf park industry. His journey in this field has been nothing short of extraordinary, from co-founding a surf technology company to becoming the owner of some of the most renowned surf parks globally. His impact extends far beyond surfing as he is widely recognized as one of the foremost authorities on active lifestyle destinations encompassing surf, snow, skate, bike, and more.</p> <p>Brandon's extensive experience has made him a valuable resource in the active lifestyle sector. His profound understanding of sourcing capital and cultivating corporate partnerships, sponsorships, ambassador relations, and commercial programming has been instrumental in shaping the industry. As a testament to his influence Brandon currently holds key positions including Chairman of USA Skateboarding and President of the</p>

Global Action Sports Foundation and is the immediate past CEO of USA Surfing.

With over a decade of international experience, including 11 years in Sydney, Australia, Brandon has fostered commercial success across Europe, Australia, and North America. As a former member of the US National Olympic Development Program for US Soccer and a passionate athlete in various sports including tennis, skateboarding, surfing, and snowboarding, Brandon is deeply committed to youth development programs. His focus extends to action sports, music, and financial literacy education with an emphasis on “life after sport” sustainability for competitive athletes.

#### **Surf Pool Projects:**

##### *Operational:*

- Waco Surf, Waco, Texas USA
- Shizunami Surf Stadium Perfect Swell, Makinoharo, Japan

##### *Consulting locations:*

- Charlotte, North Carolina USA
- Palm Springs, California USA
- Atlanta, Georgia, USA
- Sydney, Australia
- Orlando, Florida USA
- Park City, Utah USA
- Peniche, Portugal
- Saudi Arabia

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