



2026-2027 TSSAA HIGH SCHOOL SOFTBALL CHAMPIONSHIPS

HOST ORGANIZATION

- We are proposing Visit Johnson City, Johnson City Parks & Recreation, and East Tennessee State University to host the 2026–2027 TSSAA High School Softball Championships.
- The Johnson City Convention and Visitors Bureau (dba Visit Johnson City Foundation, Inc.) is a non-profit 501(c)3 agency that invests in the promotion and development of the community's distinctive experiences to drive sustainable economic growth and quality of place.



Downtown Johnson City



HOST ORGANIZATION CONT.

- Visit Johnson City has hosted and/or supported countless events ranging from small showcases to large tournaments with thousands of athletes.
- Since its formation, Visit Johnson City has hosted:
 - USA Softball Olympic Team Exhibition Game
 - ASA/USA Softball Fastpitch National Championships for 30+ years
 - 12 NAIA Indoor Track and Field Championships
 - Big South M/W Conference Basketball Championships
 - PDGA Pro Masters Disc Golf World Championship
 - PDGA US Women's Disc Golf Championship
 - Bands of America Regional/Nat'l Championships
 - AAU National Invitational Baseball Championships
 - USSSA Baseball National Championships
 - Appalachian Athletic Conference Baseball Championships
 - ... and so much more!



2024 USA Softball National Championships



HOST COMMUNITY

- Named Top Adventure Town by Blue Ridge Outdoors, Johnson City is the ultimate place for world-class recreation. In Johnson City, you can hike to panoramic mountain views from Buffalo Mountain while being just minutes from the historic downtown district – home to local restaurants, retail shops, parks, public art, and 360° mountain views.
- As the hub of Northeast Tennessee, you can experience everything the region and neighboring states have to offer. Waiting to greet any and all with good ol' southern hospitality, we invite TSSAA to consider Johnson City to be the next home of the High School Softball Championships.



View Atop Buffalo Mountain – Johnson City



HOSTING OBJECTIVES

- Objectives for hosting the 2026–2027 TSSAA High School Softball Championships:
 - Create a memorable, authentic, and impactful championship experience for student athletes, staff, and fans
 - Develop student's abilities to demonstrate the concepts of teamwork, sportsmanship, discipline, and integrity through the game of softball
 - Showcase our facilities and hospitality to TSSAA representatives, participating athletes, staff, and families
 - Create a positive impact on the economy of Johnson City, Washington County, and Northeast Tennessee as a whole
 - Develop lasting partnerships with the TSSAA, local venue operators, and other various stakeholders



2024 USA Softball National Champions



PROPOSED FACILITIES



Winged Deer Park - Huff Complex

- Host Venue: Winged Deer Park – Huff Complex
 - 4137 Bristol Hwy, Johnson City, TN 37601
 - [Winged Deer Park](#)
 - Contact: April Norris, Parks & Rec Director
 - Main Line: (423) 283-5815
 - 5 Available Dirt Fields – (*Temp Fences Available*)
 - 4 – 300' permanent fences
 - 1 – 325' permanent fence (*stand alone 5th field located at bottom of picture*)
 - All Irrigated outfields; warmup space
 - Includes lights, scoreboards, bleacher seating, covered dugouts, and dedicated ticket booth
 - Ample Parking
 - Centralized scorers tower for TSSAA staff that includes:
 - Internet Capabilities
 - Public Restrooms at bottom
 - Private Restroom at top
 - Locker Room
 - Concession Stand
 - Shaded playground



PROPOSED FACILITIES CONT.



Winged Deer Park – Ellis Complex

- Host Venue: Winged Deer Park – Ellis Complex
 - 277 Champions Ln, Johnson City, TN 37601
 - Dedicated Site Supervisor in addition to multiple grounds crew members during park use
 - 4 Available Turf Fields – All 300' Permanent Fences (*Temp Fences Available*); warmup space
 - *Field 4 is deemed the "Championship Field" and is equipped with larger dugouts, backstops, etc.*
 - Centralized scorers tower for TSSAA staff that includes:
 - Internet Capabilities
 - Public Restrooms at bottom
 - Concession Stand
 - Includes lights, scoreboards, bleacher seating
 - Covered Dugouts that include:
 - Additional Equipment Storage
 - Phone Charging Stations
 - Dedicated Parking Lot
 - Shaded playground area



PROPOSED FACILITIES CONT.



- The Huff Complex & Ellis Complex, both located at Winged Deer Park, are connected by an access road, Champions Ln, behind the two sets of fields; no persons should ever have to go between fields via Bristol Hwy unless they choose to do so
- The access road between the two complexes is both drivable and walkable
- All officials and TSSAA staff would be shuttled via golf cart between the two complexes if requested



PROPOSED FACILITIES CONT.



- Officials House
 - Central House located between Huff and Ellis complexes
 - Includes full kitchen, changing rooms, bathroom w/ shower, and screened porch
- Concessions: MaxDog's
 - Contact: Bruce Miller
 - maxdogsice@yahoo.com
 - [Full Park Menu](#)
- On-site security during competition
- Medical Coverage Plan
 - On-site Athletic Trainers stationed at each complex
 - EMT on medical standby



PROPOSED FACILITIES CONT.



ETSU - Betty Basler Field

- Championship Host Venue: ETSU – Betty Basler Field
 - 901 Ashley Rd., Johnson City, TN 37604
 - 500+ seat stadium
 - One of the most picturesque views in all of college softball with the Blue Ridge Mountains and Cherokee National Forest as its natural backdrop
 - Large digital scoreboard, gated concourse, bathrooms, concessions, and a natural playing surface
 - LEED certified drainage and irrigation systems
 - On-site practice infield and batting cages



HOSPITALITY



- Hospitality to us is seen as an expectation and a requirement, as we want to showcase our gratitude to any group that chooses Johnson City as the home of their competition
- Some of the ways we embody the term hospitality include:
 - Meals/snacks consistently available for all officials/VIP/TSSAA staff
 - Unique event/group-specific signage on and off the field (with TSSAA consent)
 - Individual player/coach welcome bags
 - And more!
- No detail is too small!



CREATIVE PARTNERSHIPS



CREATIVE PARTNERSHIPS CONT.

- We thrive off of creative partnerships both locally and nationally to help deliver the most memorable championship experience possible for all student athletes involved
- Whether it's providing athletes/families with discounts, outfitting them with snacks/gear, or creating a unique opening ceremony... we've done it all!
- We utilize a volunteer database of 500+ individuals to assist with all events
- Visit Johnson City has great relationships with several partner media outlets (print, radio, television) for this championship including:
 - WJHL-TV (affiliate of CBS and ABC), Johnson City Press, WCYB-TV (affiliate of NBC and The CW)
 - Radio – WXBQ, WCQR, WQUT, WAEZ, etc.
 - Tennessee Department of Tourist Development (TDTD)
 - Northeast Tennessee Tourism Association
 - City of Johnson City Marketing & Communications Team
 - Sports Events and Tourism Association
 - Science Hill High School
- We'll also utilize our in house Creative Content Coordinator to construct a full marketing campaign



LODGING OPTIONS

- **Fairfield by Marriott (Teams/Spectators)**

- 90 rooms
- 3078 Hamilton Pl., Johnson City, TN 37604
- (423) 900-8640
- 4.5 miles (9 minutes) from event venue

- **Courtyard by Marriott (Teams/Spectators)**

- 90 rooms
- 4025 Hamilton Pl., Johnson City, TN 37604
- (423) 262-0275
- 4.5 miles (9 minutes) from event venue

- **DoubleTree by Hilton (Teams/Spectators)**

- 184 rooms
- 211 Mockingbird Ln., Johnson City, TN 37604
- (423) 929-2000
- 4 miles (10 minutes) from event venue

- **Holiday Inn (Teams/Spectators)**

- 206 rooms (largest property in JC)
- 101 W Springbrook Dr., Johnson City, TN 37604
- (423) 282-4611
- 3 miles (7 minutes) from event venue

- **Carnegie Hotel (Staff/Officials) - Comp Rooms Provided by Visit Johnson City**

- 137 rooms
- 1216 W State of Franklin Rd., Johnson City, TN 37604
- (423) 979-6400
- 6.5 miles (16 minutes) from event venue



FINANCIAL GUARANTEE

- We are confident in our abilities to host the TSSAA Spring Fling High School Softball Championships
 - In addition, Visit Johnson City is prepared to offer TSSAA a financial guarantee in the amount of \$10,000 each year
 - Visit Johnson City will provide complimentary hotel rooms/meals/snacks for TSSAA staff and officials throughout the duration of the event
 - Estimated value ~ \$20,000
 - Additionally, TSSAA will receive 10% of gate receipts after sales surpass \$20,000
 - Our relationship with our Parks and Recreation Department, ETSU, and other various stakeholders allow us to confidently commit to this event
 - For any additional financial-related questions, or to see a more comprehensive sample budget breakdown, please contact James Mauney, Sport Sales Manager, at:
 - jmauney@visitjohnsoncitytn.com
 - (423) 900-2533

