



**ST. TAMMANY
CORPORATION**
The Economic Development Organization for St. Tammany

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New Premier Indoor Training Facility Coming to Covington

D-Bat Northshore Batting Academy Breaking Ground to Build \$1.5 Million Operation for Youth Sports Development

COVINGTON, LA – Today, St. Tammany Parish President Mike Cooper, St. Tammany Corporation CEO Chris Masingill, and D-Bat Sports owners Ryan Davis and Dr. Ruth Nichols are pleased to announce the groundbreaking and forthcoming opening of D-Bat Northshore Batting Academy in Covington, LA. Located at 805 Winward Drive, the site will become home to a \$1.5 million indoor training facility that will provide youth athletes with experiential learning and coaching in baseball and softball.

“We are excited to be able to bring D-BAT to St. Tammany Parish,” said Davis. “It has always been my goal to have my own baseball and softball facility. D-BAT has given me that opportunity. I look forward to meeting all the coaches, parents, and kids in this great community. Our facility will be state-of-the-art with machine and regular cages, bullpen, fully stocked pro shop, party room for birthdays, an area for meetings, instructional lessons, and up to 50 camps a year. I know this area loves youth sports and we cannot wait to open our doors to local youth to better their skills and get involved in this great community.”

D-Bat Northshore is expected to create five full-time jobs, with the potential to hire up to an additional 20 part-time coaches and support staff. “We see this as a wonderful opportunity for us, of course, but it is also an opportunity for the children and adults of St. Tammany Parish and surrounding areas to experience and enjoy the D-BAT way and its dedication to Beliefs, Attitudes and Traditions”, said Dr. Nichols. “We are so grateful to St. Tammany Corporation and so many other stakeholders across the parish who have become our friends and who have helped us to make it to this day. It will be these partnerships that will encourage our success!”

The 15,000-square-foot facility will offer the ultimate place for young players to train including twelve batting cages and a pitching mound, along with a pro shop, an area for parents to watch coaches instruct players and assess progress, meeting spaces for coaches, teams, and planning groups, and a party room that can accommodate up to thirty people.

“I am excited to welcome D-Bat to the St. Tammany business community. Quality of life is deeply valued in St. Tammany and youth sports and recreational activities are great examples of how our area families engage in the community,” said President Cooper. “D-Bat’s groundbreaking today celebrates the first step in providing an additional opportunity for young baseball and softball players in our region to enhance their skills while also connecting St. Tammany to D-Bat’s network of facilities across the country.”

Founded in 1998, D-Bat Sports, the parent company responsible for over 100 academies nationally, has quickly become the top indoor baseball and softball training center in the country. D-Bat began franchising operations in 2008 and, with a current staff of over 1,500 across all its locations, is the largest network of training facilities in the country.

“D-Bat’s groundbreaking today is a celebration of a new asset in our community that enhances both the quality of life and the vitality of our economy,” said Masingill. “Economic development includes supporting areas of our economy such as creative placemaking, sports and recreation, and tourism. Youth sports is a \$45 billion industry nationwide according to industry research — with incredible projected growth over the next five years. St. Tammany is geographically located in a market that is actively engaged in youth sports and is well-positioned to attract additional visitors in this industry sector.”

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About D-Bat Sports: Founded in 1998, D-Bat Sports has been turning out first rate equipment and quality experiences in baseball for generations of young players. In addition to first-rate facilities, D-Bat provides excellent instruction that builds the skills and confidence of its youngest athletes and provides the expert training that brings elite players to their fullest potential. D-BAT stands for “Developing Beliefs, Attitudes, and Traditions.”

St. Tammany Corporation: As the lead economic development organization for St. Tammany, [St. Tammany Corporation](#) serves as the comprehensive resource center for business services throughout the parish. St. Tammany Corporation’s services include business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany. Since the organization’s launch in 2018, St. Tammany Corporation facilitated business expansion and attraction announcements representing over \$68 million in capital investment and 1,615 new and retained jobs in St. Tammany Parish.