



# House of Sport 2025





Oakdale Mall | Johnson City, NY | 2017



**The retail landscape is changing, and what worked 25 years ago is no longer relevant to today's consumer.**



An aerial photograph of a large retail complex. The main building is a long, low structure with a dark roof and orange and white exterior walls. A sign on the building reads "DICK'S HOUSE OF SPORT". To the left of the building is a baseball field with a blue roof and a black fence. To the right is a large parking lot filled with cars. The text "HOUSE OF SPORT" is visible on a green sign in the foreground.

**Experiential stores are the future, so we challenged ourselves to...**

**“Build the store that, if it opened across the street, would put DICK’S out of business.”**

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# The future of retail has four pillars.

## EXPERIENCE

- Field + Ice Rink
- Rock Wall
- HitTrax Cage
- TrackMan Golf Bays
- Mixed use spaces

## SERVICE

- Elevated staffing model
- Equipment repairs
- Full-service footwear deck

## COMMUNITY

- Birthday parties
- Summer camps
- Parents night out
- Fitness classes
- Athlete appearances
- Local partnerships

## PRODUCT

- Exclusive product
- Wider assortments
- Brand pilots
- Local products
- Hoka, On, FP Movement, + more