



Delivering a fun and safe sporting experience

Vetta Sports, St. Louis, Missouri

"Knowing what is coming gives us the ability to make decisions in advance rather than being so reactive, so we have been a lot more proactive when it comes to weather."

Stephen Davis,
general manager, Vetta Sports

Established in 1988, Vetta Sports is an overall sports company serving adults and children in the St. Louis and St. Charles metropolitan areas with nine convenient locations. Initially offering indoor soccer, tennis, and racquetball, Vetta expanded its services to include basketball, volleyball, and inline hockey, plus many outdoor fields and courts. In addition to league play, it hosts spring and summer camps for kids under 18. The company is deeply committed to providing a fun and safe customer experience.

DTh^o

"Our managers have become more efficient. They can rely on WeatherSentry® alerts and future radar, and not waste so much time guessing or wondering if what they were looking at was accurate."

Stephen Davis, general manager, Vetta Sports

What they were up against.

When Vetta Sports grew its offering to include outdoor facilities and events, it needed a way to manage the severe weather threats frequently experienced in the Midwest. The company initially tried the free weather information available online but quickly realized that it wasn't timely or accurate enough to support the safety of its large customer base, staff, and numerous locations — especially given the region's fast-moving thunderstorms. They reached out to the Saint Louis City Department of Parks, Recreation, and Forestry for a recommendation and were told to check out DTN.

What we did to help.

After consulting DTN weather experts, Vetta Sports selected the company's flagship WeatherSentry solution. It delivers industry-leading weather insights, actionable alerts, and risk management tools in a highly customizable, visual platform. It allows Vetta Sports to overlay its choice of critical content like real-time radar, lightning strikes, and storm corridors on top of detailed, layered maps to enhance situational awareness of approaching risks.

WeatherSentry's alerts are also customizable to the parameters that best suit Vetta Sports' operations and decision-making processes, providing sufficient time for staff to move customers to safety — before storms arrive. This also includes multiple alerting zones for

approaching lightning strikes, which allow staff to better monitor and assess risks much sooner. The level of accuracy also minimizes false alarms, which allows play to continue rather than be canceled needlessly, upsetting customers, cutting into the bottom line, and creating rescheduling challenges. The solution also includes hourly local forecasts for the next 72 hours and daily outlooks for the next 15 days, which supports accurate, proactive decisions to cancel practices and games based on weather risks.

In addition to standard outlook details, WeatherSentry offers vital Wet Bulb Globe Temperature (WBGT) conditions and forecasts, which can help prevent heat-related illnesses. Unlike the heat index, which measures temperature and humidity in the shade, WBGT bases its readings on data taken in direct sunlight and accounts for the impact of the sun's angle, cloud cover, and wind speed. That can make a significant difference in protecting people from heat risks, given the rise in extreme temperature events over the last two decades and the high humidity typically experienced during Midwestern summers.



What the impact was.

Aside from safety, the biggest benefit for Vetta Sports is the efficiency WeatherSentry affords in its operations by monitoring key concerns for staff. According to Stephen Davis, the company's general manager, the solution has removed stressful and time-consuming guesswork, allowing for faster, more proactive decisions and consistent action across management and staff. His team can quickly make accurate go/no-go decisions using their mobile devices, with features like the system's future radar imagery, which projects storm cell paths over the next 90 minutes at five-minute intervals. For added decision-making confidence, the Vetta Sports team can consult with professional sports-focused meteorologists at DTN via the solution's consultation interface. They can type their questions and have the expert advice they need within minutes so they can quickly lock in their decision and take appropriate action.

In addition to managing seasonal thunderstorms and high temperatures, WeatherSentry allows Vetta Sports to monitor flood risks through the system's watches and warnings. That's essential with much of the city located on a floodplain. For example, during the summer of 2022, the St. Louis metro experienced record-breaking rainfall that fueled devastating, historic flash flooding. In winter, WeatherSentry and its online consultations help Vetta Sports track snow and ice threats and monitor accumulations that may impact operations and accessibility to its indoor sporting facilities.



www.dtn.com

© 2022 DTN, LLC, all rights reserved. "DTN" and the degree symbol logo are trademarks of DTN, LLC.

DTN[°]