

## Hoopfest

Hoopfest is the largest 3-on-3 street basketball tournament in the world: it spans 40 downtown city blocks, consisting of 428 courts, 3,000 volunteers, 6,700 teams, and 200,000 players and fans, and that's just on day one! Beyond basketball, Hoopfest is an outdoor festival full of concerts, shopping, food, and interactive entertainment. Every year it brings something new.

## Problem

As a non-profit and non-technical organization, Hoopfest needed a partner that they could trust to deliver a team management system scalable enough to provide registration and bracketing for the wide variety of classes of teams participating in their event. Since the tournament is open to participants of widely varying levels of ability, age, and height, the bracketing system needed to address these considerations when pairing teams. The system also needed to provide a variable registration experience, tailored to the characteristics of the registrants. Since Hoopfest's staff was limited in technical expertise, it was imperative that the partner they selected was able to operate autonomously, making the right choice, and supporting the system with little intervention from Hoopfest's staff.

## Solution

For the last several years, IntelliTect has been Hoopfest's development and operation partner, ensuring their highly customized registration and bracketing system operates optimally while supporting extreme scalability: up to 27,000 users simultaneously for tournament team tracking. During this time, IntelliTect has used .NET, ASP, SharePoint, and other Microsoft technologies to greatly extend functionality of the site, resulting in the critical infrastructure which not only powers the Hoopfest Spokane event, but also provides a foundation for other partners to power similar events.



For example, when the Los Angeles Lakers approached Hoopfest asking for a similar system, Hoopfest recommended engagement with IntelliTect to build the Lakers' system. The Lakers' solution had its own specialized requirements, but leveraged the Hoopfest system as a platform. Recently, Hoopfest's system has been updated to leverage the latest architecture and content management system (CMS) features of SharePoint 2013, which provides the Event Marketing Director a vastly superior editing experience. IntelliTect has also redesigned the Team Registration process for an improved customer and event management experience. In addition, the website now supports responsive UI design, including support for mobile devices.

## Results

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For multiple years, the Hoopfest organization has found a trusted, flexible, and capable partner in IntelliTect; one that successfully and continually operates, refines, and extends their comprehensive system. Although this system was an existing asset, it has been extensively revised to incorporate changes over the last few years. Not only has IntelliTect provided a reliable solution for the Hoopfest events, but it has also provided a much-needed platform for other similar events.

When 200,000+ people attend an event like Hoopfest, the last thing the organization should worry about is the core infrastructure. Engaging IntelliTect allows organizations like Hoopfest to focus on their event and not worry about whether or not their systems can handle high-volumes of users or provide the functionality that their attendees expect.

The true mark of a successful engagement is a repeat-customer. Hoopfest has not only continuously engaged with IntelliTect for the last several years, but has also recommended IntelliTect to other organizations.

## About Hoopfest

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Spokane Hoopfest Association is a Washington nonprofit corporation and tax exempt Organization under section (501)(c)(3) of the Internal Revenue Code. Its mission statement is as follows: Spokane Hoopfest Association is committed to organizing and operating the best outdoor 3-on-3 basketball tournament in the country. With the effort and enthusiasm of thousands of volunteers, Hoopfest strives to create a dynamic downtown festival, transcending basketball throughout the celebration of athleticism, fair play, and community involvement. Spokane Hoopfest Association also provides charitable support through distribution of profits to Special Olympics and basketball-related activities.

Hoopfest is extremely proud of its 3-on-3 tournament. In winning the 2003 Agora Award for Business Excellence, the judges said the following about Hoopfest: "No other single event (h brings together people of such diverse cultures, economic conditions, and ages for a com purpose. And this common purpose is not just basketball. It is cheering for one another, together, competing fairly, and celebrating Spokane."

IntelliTect provides excellence in Microsoft development technologies through coding, training and consultation with special expertise in SharePoint, BizTalk, WPF, WCF, multithreading and Visual Studio Team System ALM.