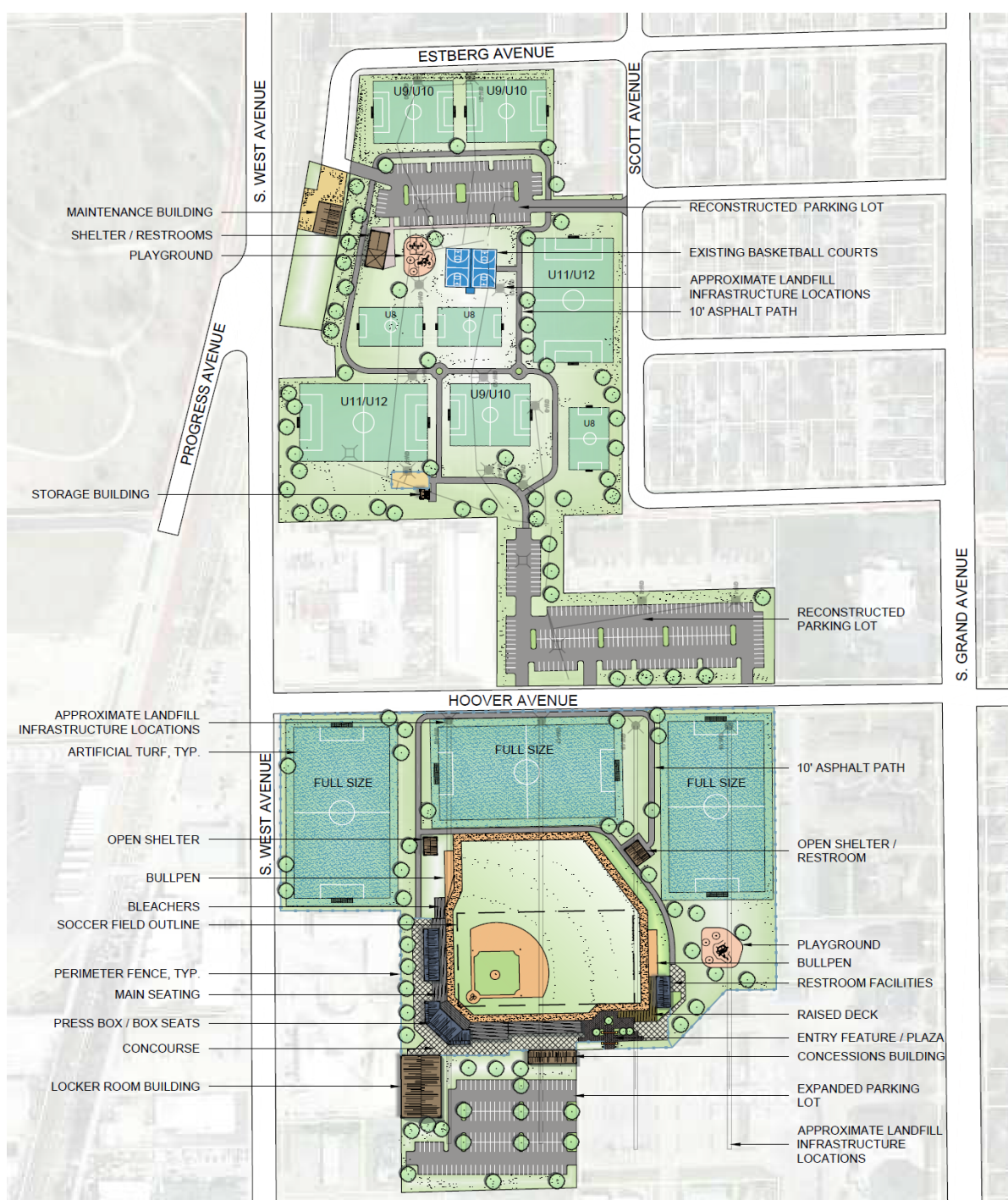


Mindiola Park Proposal

August 28, 2018

Project Goals

- ▶ Create a community park asset that will contribute to the city's recreational needs and economic success
- ▶ Create revenue for the long-term benefit of the City
- ▶ Enhance Mindiola Park and maximize its value to the city's residents
- ▶ Continue to provide access to existing users of the facility and to provide opportunities for additional community events/activities
- ▶ Create redevelopment opportunities for the surrounding neighborhood



ESTBERG AVENUE

S. WEST AVENUE

SCOTT AVENUE

S. GRAND AVENUE

HOOVER AVENUE

MAINTENANCE BUILDING
SHELTER / RESTROOMS
PLAYGROUND

GE BUILDING

PROGRESS AVENUE



RECONSTRUCTED PARKING LOT

EXISTING BASKETBALL COURTS

APPROXIMATE LANDFILL
INFRASTRUCTURE LOCATIONS

10' ASPHALT PATH

RECONSTRUCTED
PARKING LOT



Scale: 0 50 100 200



MINDIOLA PARK - IMPROVEMENTS - CONCEPT 1



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Where are we Today?

- ▶ Mindiola Park proposal basics:
 - ▶ 15-year use agreement, with renewal options
 - ▶ 2,500 fixed seats
 - ▶ Hospitality space
 - ▶ Digital outfield fence
 - ▶ Indoor Restrooms
 - ▶ Concession Space
 - ▶ Small Retail/Office Space
 - ▶ Full Turf Playing Field
 - ▶ Grass Berm, Dugouts, Fencing and Press Box

Where are we Today?

▶ Mindiola Park proposal basics:

- ▶ 3 full high-school sized turf soccer fields (plus stadium field)
- ▶ 2 U11/12 soccer fields
- ▶ 3 U8 soccer fields
- ▶ 3 U9/10 soccer fields
- ▶ 2 U8 soccer fields
- ▶ Additional parking and park amenities

Where are we Today?

- ▶ Mindiola Park proposal basics:
 - ▶ Big Top Baseball would host up to 40 Baseball Games per year
 - ▶ Host soccer games (minor league, collegiate, or similar level of professional or amateur soccer)
 - ▶ Include responsible Alcohol serving plan
 - ▶ Includes scheduling meetings with User Groups
 - ▶ Includes a requirement for a comprehensive Parking Plan

Where are we Today?

- ▶ Mindiola Park proposal basics:
 - ▶ Carroll University, Waukesha North High School and Waukesha South High School would play at the facility
 - ▶ Waukesha Parks, Recreation and Forestry would control soccer facility. Host City sponsored programming, host Soccer tournaments

Financing Plan

- Amend boundary of TIF 14 - The Shoppes at Fox River
- Build approximately \$12 million in improvements to Mindiola Park including the baseball stadium and related infrastructure
- Use TIF funds for infrastructure improvements. Use general fund dollars for expenditures related to buildings
- Remaining portion of expenditure is funded through TIF 14 increment. (Generates approximately \$1.7 million in increment today)
- Total project costs paid in year 7

Financing Plan

- TIF 14 Base Value was \$9.8 million
 - Today Value is \$90.5 Million
 - = \$1.7 million in tax revenue within the TIF District
- Amending the boundary of TIF 14 and using it to invest in additional infrastructure and improvements
- Results in investment being fully paid off in 7 years

Key Points of Financing Plan

- ▶ TIF District 14 still closes earlier than statutory life
- ▶ Makes investment in area to encourage new commercial and residential redevelopment
- ▶ Creates a long-lasting city asset that can be used to benefit the entire community and to generate non-tax revenue to support our park system

Economic Activity Generated by Youth Soccer Tournaments:

Avg:	5,000 spectators/day*
Tourism spending per daytime visitor:	\$58/day**
Average Economic Activity per Youth Soccer Tournament:	\$580,000
Potential Tournaments:	10
Potential Economic Activity from Youth Soccer Tournaments:	\$5,880,000/year

*Source: Waukesha SC

**Source: Waukesha/Pewaukee Visitors Bureau

Economic Impact of Youth Sports Complexes

- ▶ Youth Sports is a \$15 Billion industry
 - ▶ 53 Million Athletes Travel to Participate in Youth Sporting Events
 - ▶ In Travel Expenses Only, Youth Athletes and their families generated \$7 Billion in Economic Impact in the U.S.
 - ▶ Other Successful Youth Sports Complexes:
 - ▶ Blaine, Minnesota
 - ▶ Kingsport, Tennessee
 - ▶ Branson, Missouri
 - ▶ Carmel, Indiana

* Source: University of Florida *The Economy of Youth Sports*, March 4, 2015

Economic Activity Generated by Northwoods League Baseball Games:

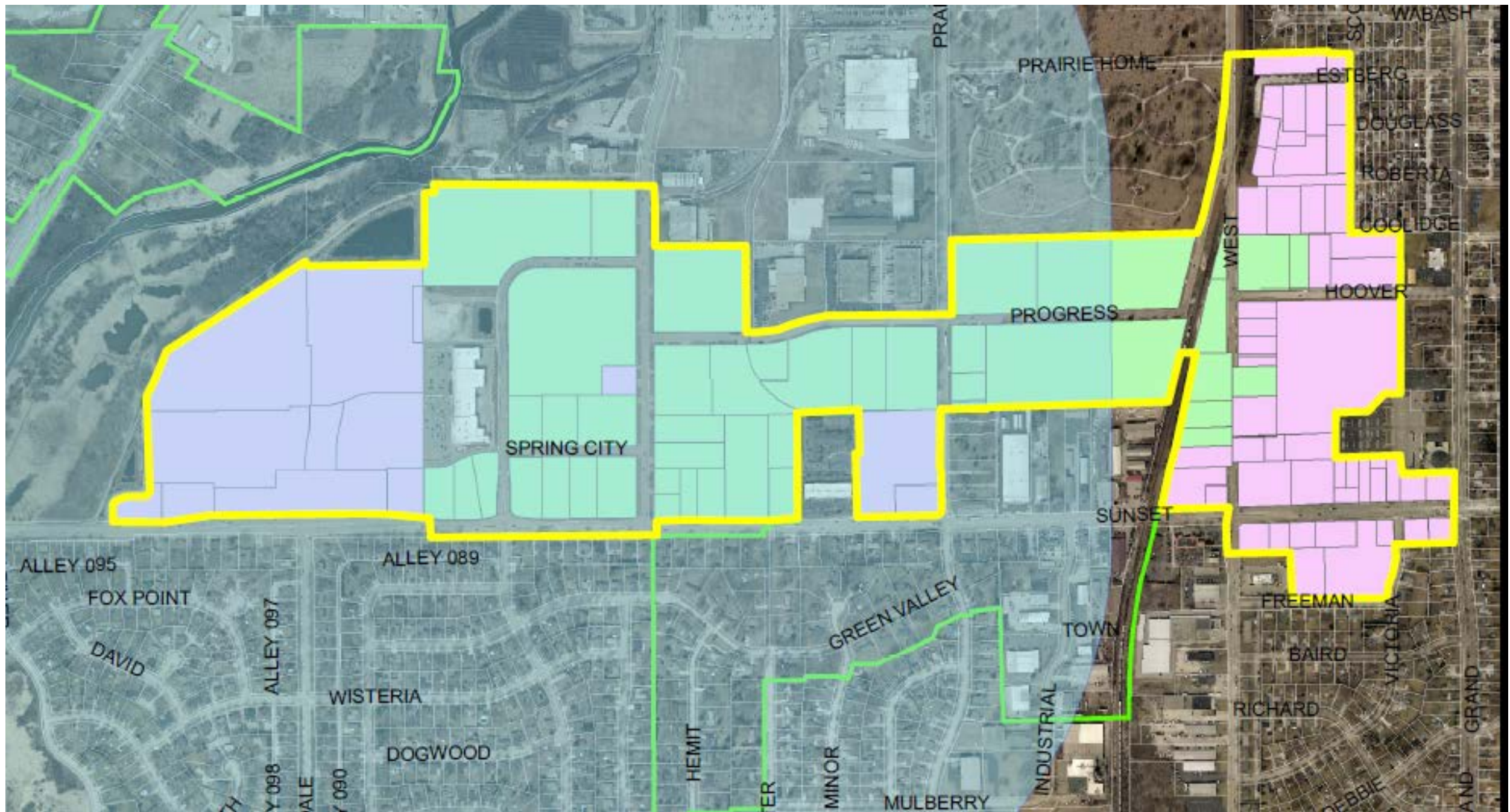
Avg:	1,000 spectators/day (out of town)***
Tourism spending per daytime visitor:	\$58/day*
Number of games per year:	36
Average Economic Activity per Northwoods League Game:	\$58,000
Average Economic Activity per Northwoods League Season:	\$2,088,000/season

* Source: Waukesha/Pewaukee Visitors Bureau

***Source: Big Top Baseball

Northwoods League Success

- ▶ Largest summer collegiate league in the U.S. with 22 teams slated to play from Dakotas to Canada and Michigan
- ▶ The Northwoods League has 5 of the top 10 franchises in the nation in attendance and 3 of the top 5
- ▶ Big Top Waukesha owns 5 Northwoods Leagues franchises, including the Madison Mallards who lead the nation in attendance



City Benefits

- Create a multiuse facility for athletic and community events
- Complete development of a community park for the benefit of our community and Parks and Recreation sports programming
- Attract visitors for Northwoods League Baseball and Collegiate/Pro Soccer that support local businesses
- Create a soccer facility that can support regional tournaments, drawing additional visitors to Waukesha that support our local economy
- Provide non-tax revenue to support our Parks system on a long term basis