

Mindiola Park

Economic Impact Study

Waukesha, Wisconsin

May 31, 2022



Welcome to

John Mindiola, Sr. Park

Est. 2005



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Section 1

Introduction

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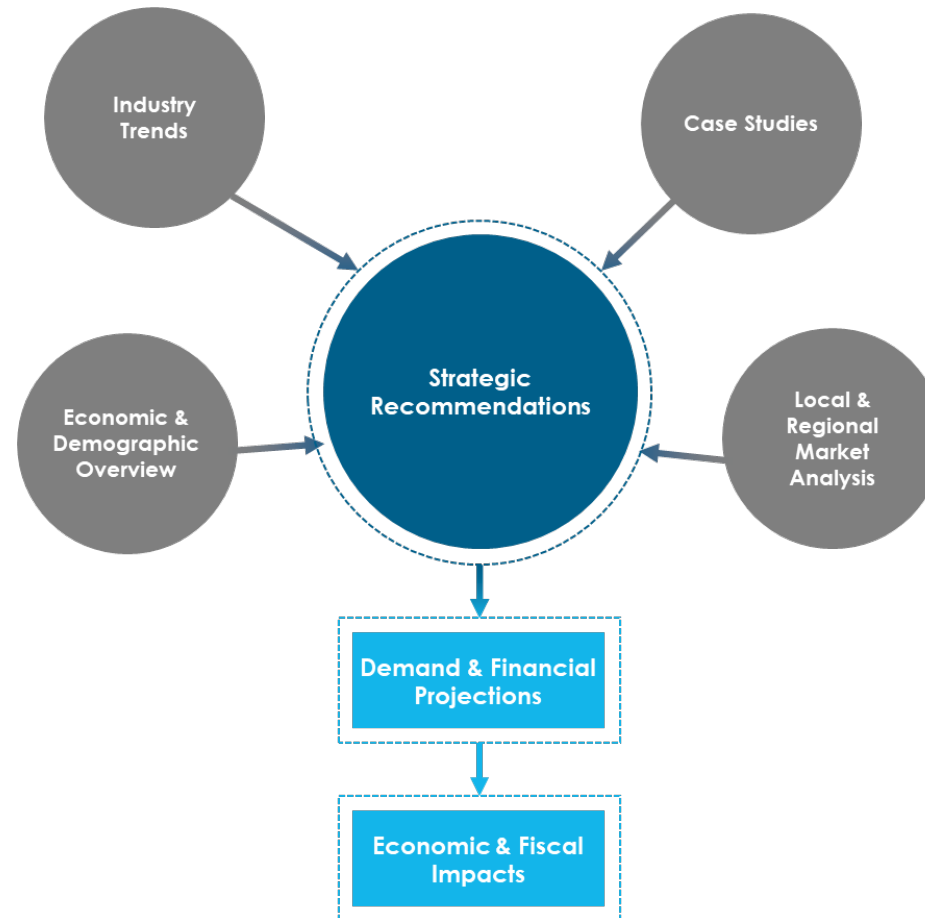
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Scope of Work

Tasks

1. Kickoff Meetings & Fieldwork
2. Demographic & Market Analysis
3. Comparable Case Studies
4. Economic & Fiscal Impact Analysis

Methodology



Deliverables



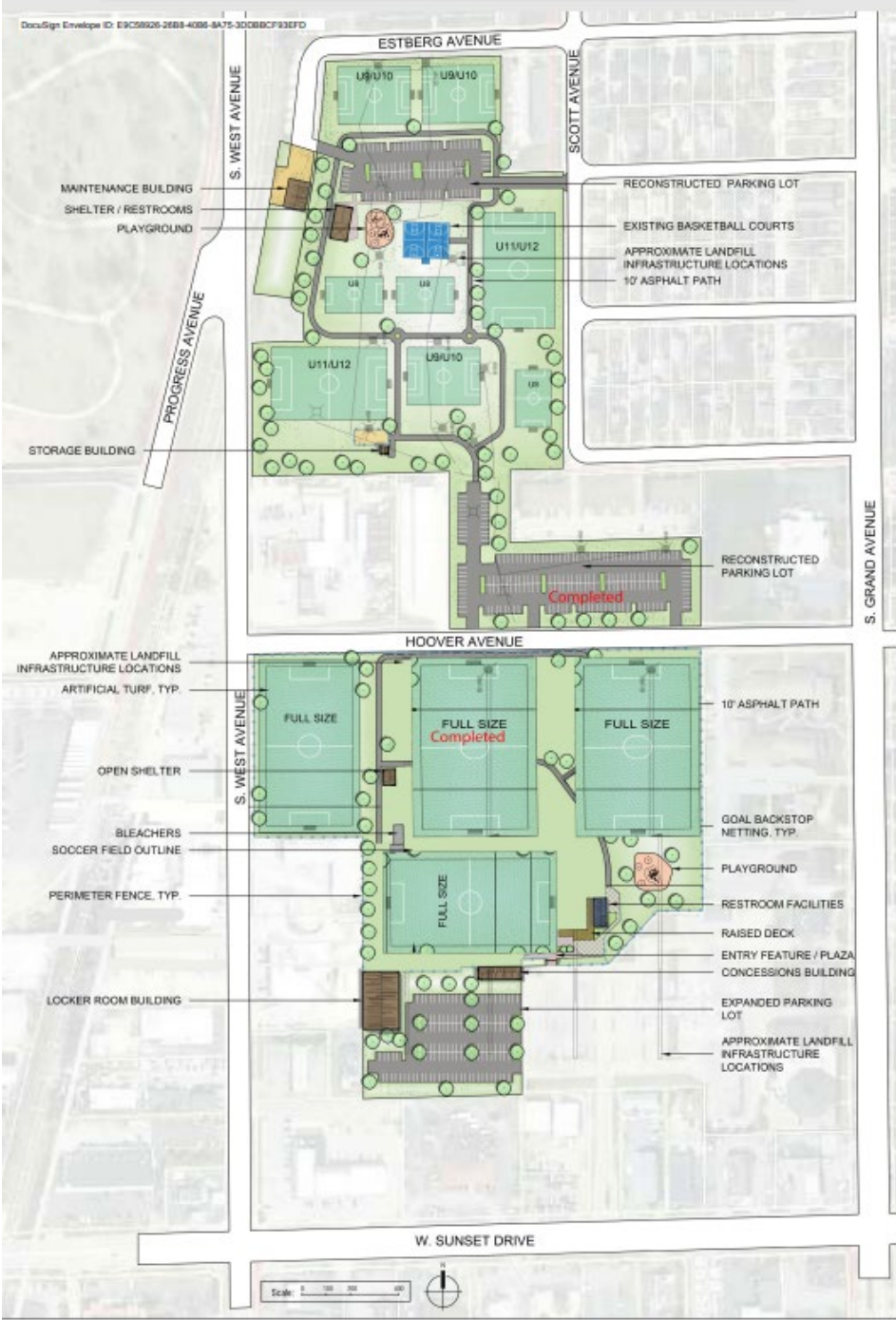
Draft/Final Report



Final Presentation

INTRODUCTION

PROJECT CONCEPT



Section 2

Local & Regional Market Analysis



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Local & Regional Market Analysis

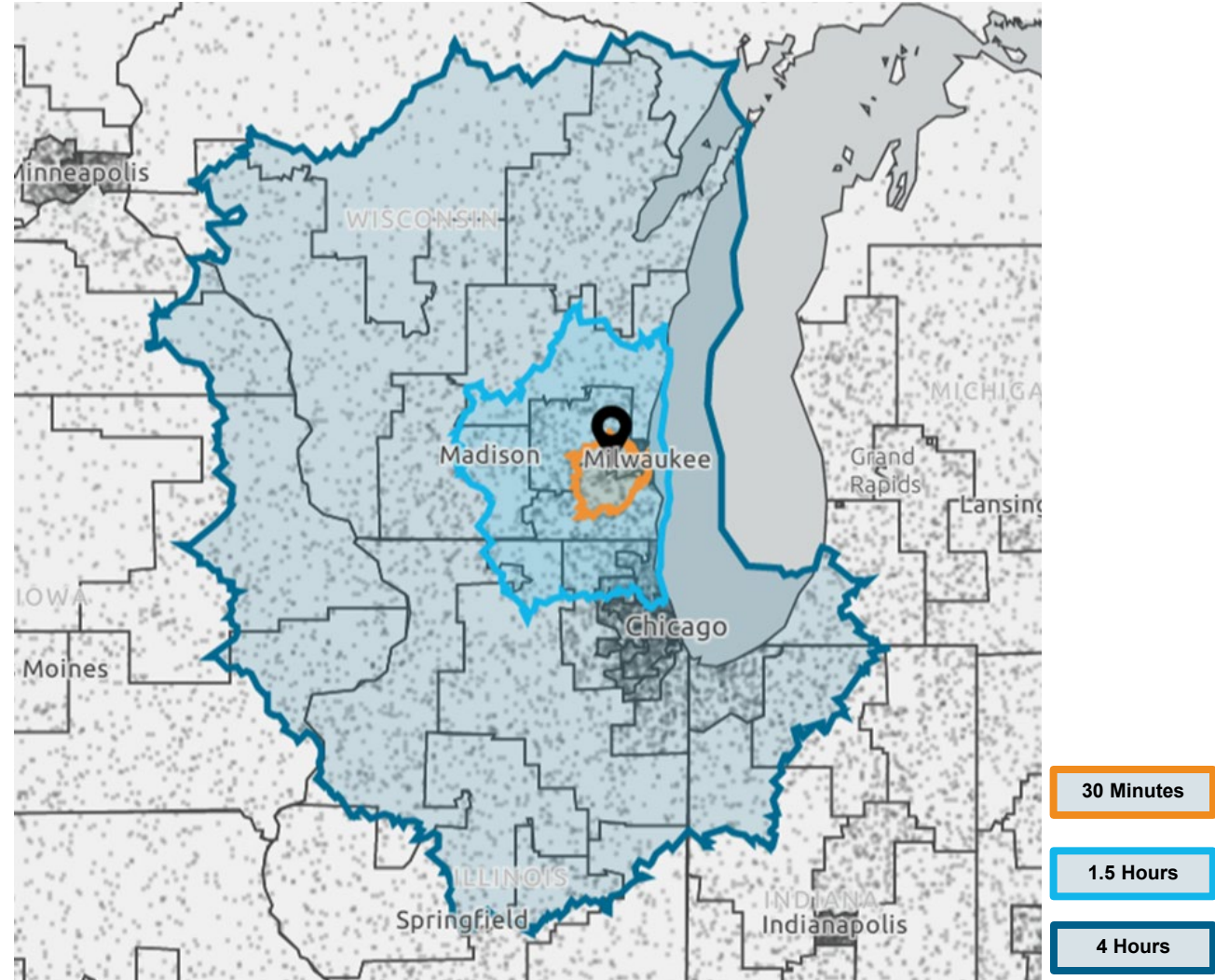
MARKET OVERVIEW

Population					
	2000	2010	2021	2026	CAGR
United States	281,421,906	308,745,538	333,934,112	345,887,495	0.8%
Wisconsin	5,363,675	5,686,986	5,922,426	6,045,275	0.5%
Waukesha City, WI	67,003	70,834	72,873	73,933	0.4%
30-Minute Drive Time	880,447	918,076	940,692	952,221	0.3%
1-Hour Drive Time	2,107,853	2,223,015	2,280,100	2,314,351	0.4%
4-Hour Drive Time	18,052,534	18,844,390	19,157,695	19,264,220	0.3%

Sources: Esri, Johnson Consulting

Median Household Income			
	2021	2026	CAGR
United States	\$64,730	\$72,932	2.4%
Wisconsin	\$63,001	\$70,642	2.3%
Waukesha City, WI	\$67,534	\$75,430	2.2%
30-Minute Drive Time	\$68,071	\$77,381	2.6%
1-Hour Drive Time	\$65,316	\$74,609	2.7%
4-Hour Drive Time	\$66,603	\$75,068	2.4%

Sources: Esri, Johnson Consulting



Local & Regional Market Analysis

HOTEL INVENTORY

Hotels in Waukesha, WI			
Hotel	Class	Built (Renovated)	# of Rooms
Price Pointe Inn	Midscale	1970	23
Marriott Milwaukee West	Upper Upscale	2001	281
Home2 Suites by Hilton Milwaukee Brookfield	Upper Midscale	2016	105
The Clarke Hotel	Upscale	1870 (2008)	20
Baymont Inn & Suites Waukesha	Midscale	1979	91
Comfort Inn Waukesha	Upper Midscale	1980	97
Extended Stay America	Economy	1997	122
Tru by Hilton Milwaukee Brookfield	Midscale	2019	82
Total			821

Sources: CoStar, Johnson Consulting

Waukesha, WI Hotel Market Performance			
Year	Occupancy	Average Daily Rate (ADR)	Revenue per Available Room (RevPAR)
2012	55.0%	\$83.26	\$45.78
2013	57.1%	\$86.85	\$49.60
2014	57.9%	\$88.19	\$51.09
2015	57.9%	\$91.62	\$53.06
2016	59.2%	\$95.84	\$56.74
2017	58.5%	\$101.17	\$59.14
2018	59.2%	\$100.30	\$59.41
2019	59.4%	\$100.83	\$59.94
2020	35.5%	\$78.35	\$27.82

Source: CoStar, Johnson Consulting

There are 821 total rooms in the Waukesha area, with approximately 322 additional coming in the development pipeline.

Local & Regional Market Analysis

SPORTS FACILITY INVENTORY

Regional Multi-purpose Field Inventory				
Facility	Location	Drive Time (min)*	Number of Fields	
Voigt Soccer Park	Brookfield, WI	20	10	
Uihlein Soccer Park	Milwaukee, WI	40	13	
ACE Soccer Club	Kenosha, WI	50	6	
SCORe	Racine, WI	55	12+	
Mercyhealth Sportscore Two	Loves Park, IL	70	26	
Waukegan SportsPark	Waukegan, IL	70	14	
Fond du Lac Soccer Complex	Fond du Lac, WI	75	19	
Liberty Township Soccer Complex	Libertyville, IL	75	20	
Reddan Soccer Park	Verona, WI	90	12	
Mercyhealth Sportscore One	Rockford, IL	90	18	
Elgin Sports Complex	Elgin, IL	110	10	
Muscatine Soccer Complex	Muscatine, IA	210	8	
Tuma Sports Complex	Marion, IA	220	38	

* Drive Time to Mindiola Park

Sources: Johnson Consulting

- Limited local supply of soccer and fairly robust demand
- According to sports groups interviewed: Uihlein Soccer Park & Reddan Soccer Park are the top two facilities regionally

Case Studies

Case Studies				
	Mindiola Park Fields	USA Scheels Youth Sports Complex	Reddan Soccer Park	Uihlein Soccer Park
Location	Waukesha, WI	Appleton, WI	Verona, WI	Milwaukee, WI
Ownership	City of Waukesha	City of Appleton	Dane County, WI	Milwaukee County, Milwaukee Kickers
Management	City of Waukesha	USA Youth	MAYSA	Milwaukee Kickers Soccer Club
Market Statistics				
Population Within 30 minutes	954,420	452,898	465,771	1,233,274
Population Within 1.5 Hours	4,912,035	1,152,870	1,879,551	3,163,614
Population Within 4 Hours	19,181,502	13,905,070	16,901,854	14,016,739
Year Opened	TBD	2017	1997	1994
Footprint (Acres)	26	80	60	42
Outdoor Facilities				
Multipurpose Fields	12 (proposed)	15	16	16
Baseball / Softball Diamonds	-	4	-	-
Basketball Courts	2	-	-	-
Other Facilities				3 indoor turf fields
Total Visitation			225,000 annual visitors	600,000 annual visitors

Source: Relevant Facilities, Esri, Johnson Consulting

Section 3

Program Validation & Market Penetration



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Program Validation

- The proposed facility will be a major attractor for the Waukesha market, which is already a sports-centric destination. Many interviewees view the proposed project as appropriate, as there is a need and desire for additional turf fields.
- There is a perceived need and desire for outdoor multipurpose fields, particularly artificial turf playing surfaces, in Waukesha and the surrounding area. Multiple interviewees stated that it is anticipated that there would be considerable demand for these fields with protentional camps and clinics, as well as practice and possible tournaments.
- The location of the proposed project is suitable for many local clubs, and the proximity to major markets such as Milwaukee and Madison would help to draw demand for regional and even statewide tournaments and events.
- Milwaukee Wave Soccer Club has expressed interest in serving as an anchor tenant for the project, however they have also raised concerns regarding the need for multiple turf fields that are well lit. This would allow for extended hours of use, as well as lower maintenance costs and higher quality playing conditions.
- It is critical that the fields be multi-purpose, flexible and adaptable. This could be achieved by multiple striping options for different sports use, as well as the ability for fields to be resized for different age groups.
- Regionally, the most attractive facilities are the Uihlein Soccer Complex in Milwaukee and Reddan Soccer Park in Verona.

Final Demand Analysis - Sports					
30-Minute Drive	Target Primary Market Area Demand: Under 60				
	Year	Total Market	Total NET Population	Estimated Market Penetration	Total Penetration
	2021	52,065	52,065	30%	15,619
	2026	51,650	51,650	30%	15,495
1 Hour Drive	Target Primary Market Area Demand: Under 60				
	Year	Total Market	Total NET Population	Estimated Market Penetration	Total Penetration
	2021	271,756	219,691	15%	32,954
	2026	271,543	219,893	15%	32,984
4-Hour Drive	Target Primary Market Area Demand: Under 60				
	Year	Total Market	Total NET Population	Estimated Market Penetration	Total Penetration
	2021	1,081,729	809,973	7.0%	56,698
	2026	1,072,575	801,032	7.0%	56,072
Total Penetration (2021 NET)					105,271
Total Penetration (2026 NET)					104,551

Source: Esri BAO, SFIA, Johnson Consulting

Section 4

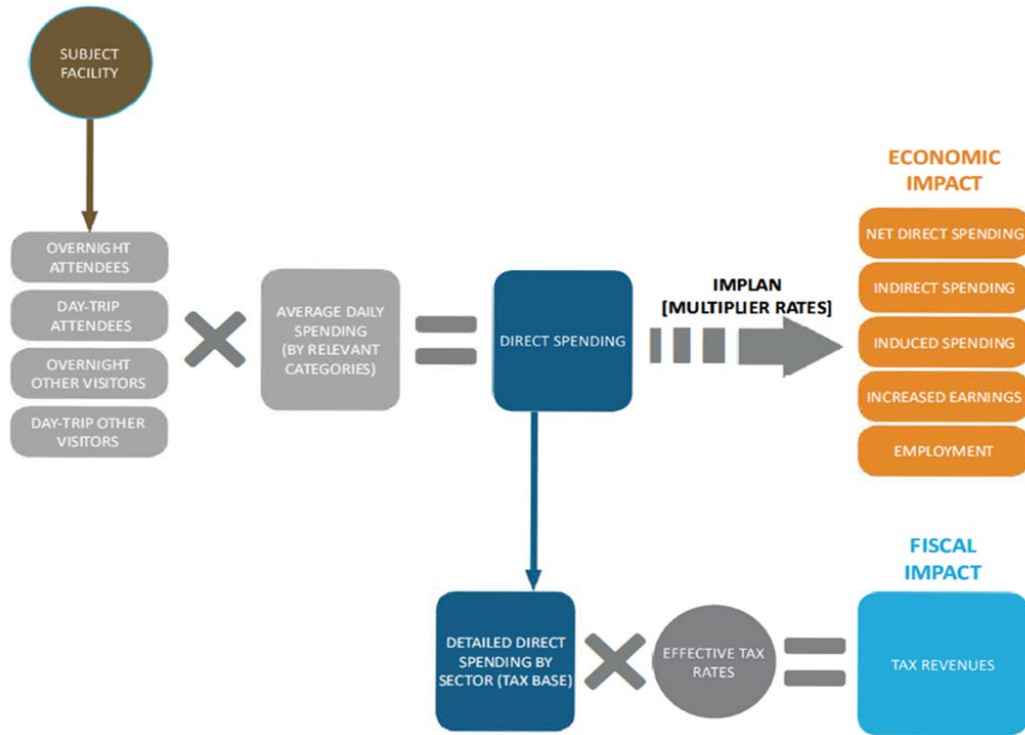
Economic & Fiscal Impacts

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Economic & Fiscal Impact Analysis



Mindiola Park - Waukesha, WI Economic Impact Multiplier

	Rate	
Indirect Spending	0.582	for every \$1 of direct spending
Induced Spending	0.352	for every \$1 of direct spending
Increased Earnings	0.577	for every \$1 of direct spending
Employment	12.612	for every \$1 million of direct spending

Source: Relevant Studies, Johnson Consulting

Mindiola Park - Waukesha, WI Applicable Tax Rates

	Rate
State Sales Tax	5.0%
State Excise (Lodging) Tax	0.0%
Total	5.0%

Source: Wisconsin Department of Revenue

Economic & Fiscal Impact Analysis

Projected Visitation Volume

Mindiola Park - Waukesha, WI												
Number of Events												
Activity	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 5 (Stabilization)	
											Participant Attendance	Spectator Attendance
Tournaments-Regional												
Soccer/ Lacrosse	2	2	2	3	3	3	3	3	3	3	1,440	3,600
Rugby/Other	1	1	1	1	1	1	1	1	1	1	600	1,500
Tournaments-Local												
Soccer/ Lacrosse	4	5	6	7	8	8	8	8	8	8	1,920	4,800
Rugby/Other	1	1	2	2	2	2	2	2	2	2	600	1,500
Leagues												
Soccer/ Lacrosse	3	4	5	5	6	6	6	6	6	6	720	720
Rugby/Other	2	3	3	4	4	4	4	4	4	4	600	600
Camps/Clinics/Lessons												
Soccer/ Lacrosse	1	1	2	2	2	2	2	2	2	2	200	100
Rugby/Other	1	1	1	1	1	1	1	1	1	1	100	50
Special Events												
Community Special Events	3	3	4	5	5	5	5	5	5	5	-	5,000
Total	18	21	26	30	32	32	32	32	32	32	6,180	17,870

Source: Johnson Consulting

- By year 5, we project there will be approximately 32 events consisting of tournaments, both regionally and locally, as well camps, clinics and special events

Economic & Fiscal Impact Analysis

Estimated Person-Days

Mindiola Park - Waukesha, WI Estimated Person-Days										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Spectator Person-Days										
Tournaments-Regional	1,275	2,550	3,825	4,590	5,100	5,100	5,100	5,100	5,100	5,100
Tournaments-Local	1,575	3,150	4,725	5,670	6,300	6,300	6,300	6,300	6,300	6,300
Leagues	330	660	990	1,188	1,320	1,320	1,320	1,320	1,320	1,320
Camps/Clinics/Lessons	38	75	113	135	150	150	150	150	150	150
Community Special Events	1,250	2,500	3,750	4,500	5,000	5,000	5,000	5,000	5,000	5,000
Subtotal	4,468	8,935	13,403	16,083	17,870	17,870	17,870	17,870	17,870	17,870
Participant Person-Days										
Tournaments-Regional	510	1,020	1,530	1,836	2,040	2,040	2,040	2,040	2,040	2,040
Tournaments-Local	630	1,260	1,890	2,268	2,520	2,520	2,520	2,520	2,520	2,520
Leagues	660	1,320	1,980	2,376	2,640	2,640	2,640	2,640	2,640	2,640
Camps/Clinics/Lessons	225	450	675	810	900	900	900	900	900	900
Subtotal	2,025	4,050	6,075	7,290	8,100	8,100	8,100	8,100	8,100	8,100
Total	6,493	12,985	19,478	23,373	25,970	25,970	25,970	25,970	25,970	25,970

Source: Johnson Consulting

- Accounts for participants and visitors and extended event days for camps, clinics, etc.

Mindiola Park - Waukesha, WI Estimated Room Nights										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Spectator Attendees	1,162	2,323	3,485	4,182	4,646	4,646	4,646	4,646	4,646	4,646
Participant Attendees	402	803	1,205	1,446	1,607	1,607	1,607	1,607	1,607	1,607
Total	1,564	3,126	4,690	5,628	6,253	6,253	6,253	6,253	6,253	6,253

Source: Johnson Consulting

Economic & Fiscal Impact Analysis

Projected Project Spending

Mindiola Park - Waukesha, WI Estimated Spending Volume and Economic and Fiscal Impact										
Visitation and Economic Activities	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Person-Days										
Spectators	4,468	8,935	13,403	16,083	17,870	17,870	17,870	17,870	17,870	17,870
Participants	2,025	4,050	6,075	7,290	8,100	8,100	8,100	8,100	8,100	8,100
Total	6,493	12,985	19,478	23,373	25,970	25,970	25,970	25,970	25,970	25,970
Room Nights	1,564	3,126	4,690	5,628	6,253	6,253	6,253	6,253	6,253	6,253
Direct Spending (\$000)	<i>Av. Daily Spend</i>									
Lodging	\$103.00	\$161	\$332	\$512	\$633	\$725	\$747	\$769	\$792	\$816
Meals and Incidental Expenses	32.00	208	428	661	817	935	963	992	1,022	1,053
Total		\$369	\$760	\$1,174	\$1,451	\$1,660	\$1,710	\$1,761	\$1,814	\$1,869
Economic Impact (\$000)	<i>Multiplier</i>	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9
Direct Spending		\$369	\$760	\$1,174	\$1,451	\$1,660	\$1,710	\$1,761	\$1,814	\$1,869
Indirect Spending	0.582	215	442	683	844	966	995	1,025	1,056	1,088
Induced Spending	0.352	130	267	413	511	584	602	620	639	658
Total Spending		\$713	\$1,469	\$2,270	\$2,806	\$3,211	\$3,307	\$3,406	\$3,509	\$3,614
Increased Earnings	0.577	213	438	677	837	958	987	1,016	1,047	1,078
Employment (in FTE jobs)	12.612	5	9	14	17	19	19	19	19	19
Fiscal Impact (\$000)	<i>Tax Rate</i>	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9
State Sales Tax	5.0%	\$10	\$21	\$33	\$41	\$47	\$48	\$50	\$51	\$53
Total Tax Revenue		\$10	\$21	\$33	\$41	\$47	\$48	\$50	\$51	\$53

Source: Johnson Consulting

- By Year 5 Stabilization, we project:
 - Approximately \$3.2 million in economic impact
 - 19 FTE (full-time equivalent jobs)
 - Approximately \$47,000 in tax revenue annually