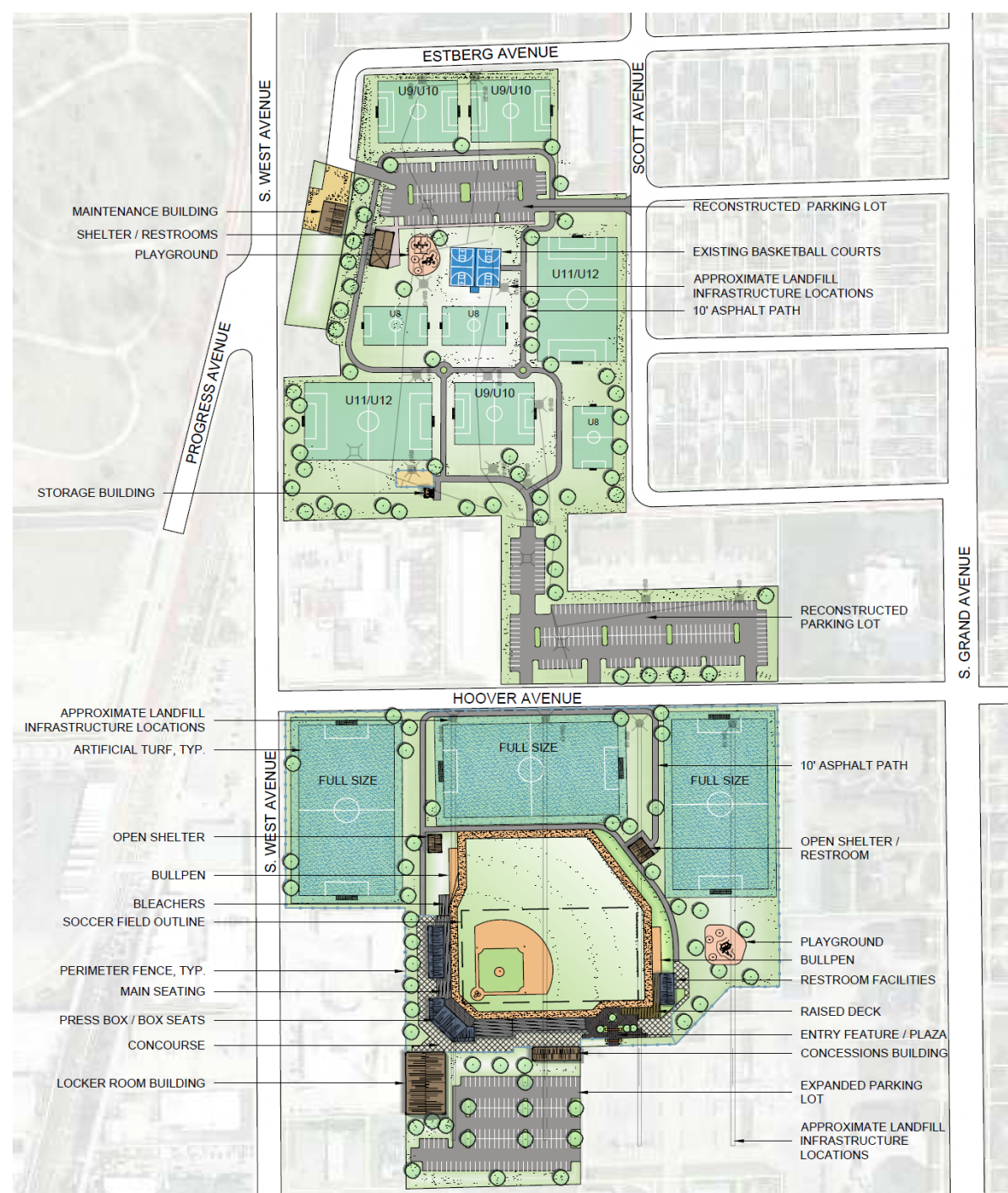


Mindiola Park Proposal

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







BLEACHER SEATING

SOCCER FIELD OUTLINE

RAISED SEATING

MAIN SEATING
CONCOURSE

BOX OFFICE, BOX SEATING

CONCESSIONS

RESTROOMS, LOCKER, OFFICE

EXPANDED PARKING

FULL SIZED SOCCER FIELD, TYP.

PAVILION

PERIMETER PATH

SEATING BERM

RESTROOMS
ELEVATED VIEWING DECK
WITH CONCESSIONS

MAIN ENTRY / EVENT SPACE

Scale: 0 50 100 200



MINDIOLA PARK - IMPROVEMENTS - CONCEPT 1

AVRES ASSOCIATES 11201 S. THUNDER BOLT, SUITE 200, MARIETTA, GA 30067 (770) 441-1200 / WWW.AVRESASSOCIATES.COM

AVRES
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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:

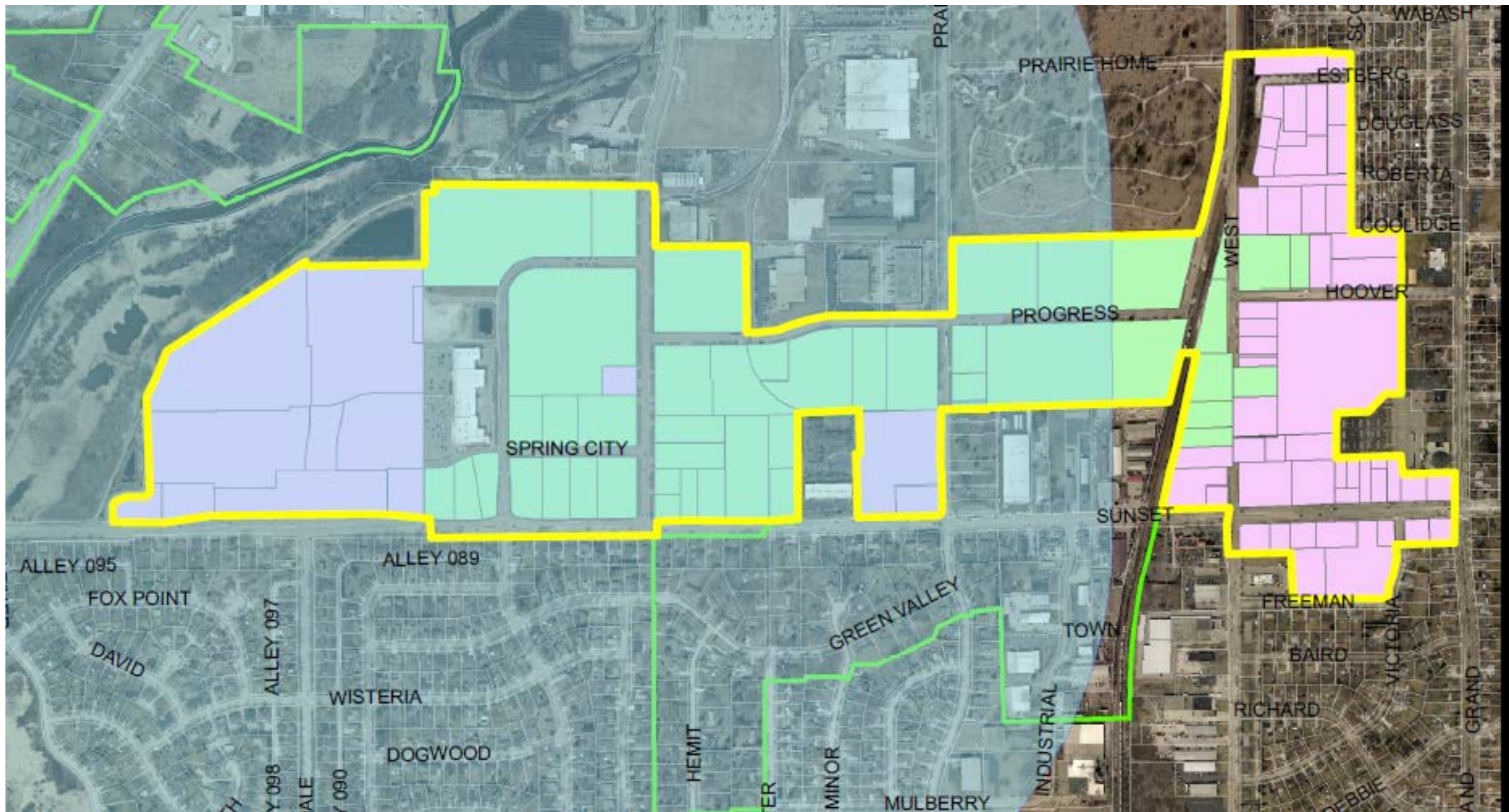
Avg:	1,000 spectators/day (out of town)***
Tourism spending per daytime visitor:	\$58/day*
Number of games per year:	36
Average Economic Activity per Northwoods League Game:	\$58,000
Average Economic Activity per Northwoods League Season:	\$2,088,000/season

* 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