

Soccer

2012 – The Power of Vision

Ideas/Projects for presentation to 2012.

() Civic Improvements () Economic Development () Municipal Infrastructure

Presenter: Luis Usara/Greg Stone/Helen Fich

Organization Name: Soccer Rapid City, Rapid City Youth Soccer League, Rushmore Soccer Club

Address: and Rapid City Convention & Visitors Bureau - P.O. Box 747, Rapid City, SD 57709

Phone Number: 605-718-8485

E-Mail Address: lintz@rapidcitycvb.com

1. Proposed project description or ideas that may lead to a 2012 supported project.

Rapid City Soccer/Sport Complex

25 field soccer complex

Multi-use facility for midget football, cross country skiing, horseshoes, field hockey, playground, walkway, shelter for picnics/reunions, bike paths, lacrosse, rugby, gardens, lawn bowling, wetland development:

2. Numbers and types of individuals to be served: (example – 20,000 square foot community center that serves both school and city recreational events. Approximately 150 citizens per week)

4,000 soccer players in Rapid City

3 years – 63 years old

We now host three existing soccer tournaments - potential of numerous state, regional and national tournaments (soccer and misc. events).

Potential of hosting thousands of participants in organized sports and other recreational uses. See attached.

3. Proposal location of project: Currently these are two site options.

a. would property need to be acquired for this project? Yes

4. Estimated cost of project: \$10 million

a. when would funds be required? once commitments are formalized

b. what complimentary funding sources would be available for this project? Grants
(ex: US Soccer Foundation) in-kind donations, athletic fees

5. How many jobs will be created? 1-500

6. What are the estimated ongoing operation/maintenance costs? \$120,000/yr. is spent on 21 fields throughout Rapid City for operations and maintenance

7. Impact to community: To market Rapid City as a center of sport events, sport conventions, and as a leisure destination by providing these events as the vehicle, for the economic and competitive benefit of the community.

Rapid City Soccer/Sport Complex



Mission Statement

To market Rapid City as a center of sport events, sport conventions, and as a leisure destination by providing these events as the vehicle, for the economic and competitive benefit of the community.

The Vision

Build a recreational complex with the capacity to bring State, Regional, National, and International Soccer Tournaments to Rapid City and the Black Hills



Why we see a need

- Creation of positive public perception of community as a "Home of Youth Soccer"
- Attraction of new residents and businesses through enhanced quality of life and recreational opportunities
- Creation of new recreational opportunities for children and other community members
- Improved awareness of the Rapid City community and the Black Hills
- Improved community spirit through successful accomplishment of complex

What a complex would bring

- Rapid City is a complete family destination
- Soccer tournaments are a perfect fit for the spring and fall tourism seasons in the Black Hill area
- Amateur athletic organizations are exploding all over the country
- Parents are following their children to sports tournaments

The Benefits

- Improved physical, psychological, and social health
- Positive public perception as a "Home of Youth Soccer"
- Attraction of new residents and businesses
- Increased property taxes due to property value increases
- Creation of new recreational opportunities

The First Step

To bring the vision to the people of our community for their support

- Rapid City Youth Soccer League
- Rushmore Soccer Club
- Parks & Recreation
- City Council
- Community



Key Design Considerations

A High-Quality Complex:

- Provides adequate parking
- Provides bathrooms
- Contains concessions
- Easy accessibility



PLUS ...

Key Design Considerations

A High-Quality Complex will:

- Draws larger tournaments
- Attract more out-of-town teams
- Attract more college coaches and recruiters
- Allow tournaments to be held in one location
- Increase the likelihood of successful tournaments

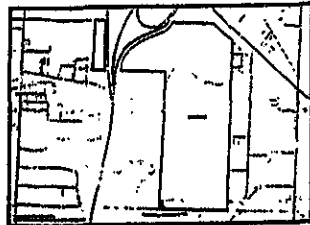
The Complex

- Design a 25 field soccer complex
- Begin with Phase I of 12 fields
- Each field requires one acre
- Each field requires ½ acre of parking
- 4 fields would have lighting
- 2 concession stands with restrooms
- Fields will be designed in four-plexes with a gazebo
- Minimum of 50 acres required

Real Estate Possibilities

Wally Byam Land on East Hwy 44

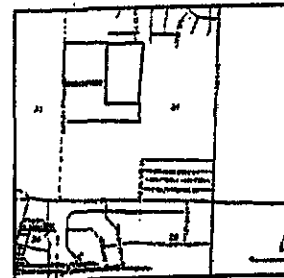
- City property
- 50+ acres



Real Estate Possibilities

N. Haines Avenue

- Approx. 26 acres city property
- 14 acres is school land



Return on Investment Potential

Market	Number of Attendees	Number of Days	Revenue	Total Impact
Convention Group	200	2.0	\$150.00	\$ 60,000
Potential	750	4.0	\$150.00	\$450,000
Motocoach Group	40	1.0	\$120.00	\$ 4,800
Potential	40	2.0	\$120.00	\$ 9,600
Sports Group	400	2.0	\$120.00	\$ 96,000
Potential	1,000	9.0	\$120.00	\$ 1,080,000

Existing Tournaments

Region II State Challenge Cup

- > May
- > 210 Teams
- > 2 day event

Rushmore Cup

- > June
- > 100 Teams
- > 3 day event



SD State Recreational Soccer Tournament

- > June
- > 182 Teams
- > 4 day event

Opportunities

Potential Tournaments

- > Region II Championship Tournament
- > Fall Tournaments - 2
- > State High School Championship Tournament
- > Men's Fall Tournaments
- > National Youth Soccer Tournament

Potential Economic Impact of 4, 3-day Tournaments

	New Spending	New Economic Impact	New Jobs	New Income Generated
Economic Impact from Hotel Taxes	\$ 4,079,965	\$ 11,015,968	159	\$ 3,356,390
Economic Impact from Food & Lodging	\$ 4,203,624	\$ 12,610,872	168	\$ 3,951,407
Economic Impact from Dining & Drinking	\$ 3,461,808	\$ 10,731,605	170	\$ 3,011,773
Economic Impact from Transportation	\$ 865,452	\$ 2,508,611	27	\$ 770,252
Total Impact	\$ 12,610,872	\$ 36,866,256	524	\$ 11,119,822

Make It Happen

- > Understand Economic Impact
- > Awareness Projects
- > Cost Analysis
- > Funding
- > Land Commitment



The Team

Rapid City Convention and Visitors Bureau

- > Michelle Lintz - Executive Director
- > Sean Casey - Bear Country, CVB Board
- > Mick Wysuph - Attraction Tours, CVB Board
- > Sports Marketing Director - TBA

Volunteer Committee

- > Joan Martin - Rushmore Soccer Board, RCC Western Stores
- > Greg Stone - State High School Soccer Director, Past-Pres. RSC, RSC Board, Stone Furniture
- > Luis Usara - Director of Player Development, Rushmore Soccer Club, Rapid City School teacher

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WYNN A. GUNDERSON
Of Counsel

Writer's Email Address
wynn@gpnlaw.com

October 14, 2005

RECEIVED

OCT 18 2005

MAYOR'S OFFICE

Rapid City Common Council
300 Sixth Street
Rapid City, SD 57701

Dear Council Members:

My purpose for writing you is to lend my support to the Rapid City Youth Soccer League's request for a soccer complex (Byam area). In the way of background, approximately 34 years ago, I was, along with others, involved in developing youth soccer in South Dakota with special emphasis on Rapid City and western South Dakota. As you know, youth soccer in South Dakota is growing at an unprecedented pace. It is no wonder because soccer is the world's most popular sport. The growth of the program has not been without obstacles. In the early years of its development, most people were unfamiliar with the sport which made the process of obtaining the necessary soccer fields a major challenge. Some thought soccer was in direct competition with the traditional sports of football, basketball, track and baseball. This would prove to be not the case. In fact, soccer was an enhancement to other sports, a case in point being a local product of the soccer program and now a candidate for the NFL Hall of Fame, field goal kicker for the New England Patriots, Adam Vinatieri. Adam was not only an excellent soccer player, but became an even better football player.

In 1977, I appeared before this august group requesting desperately needed fields to support, at that time, the rapidly growing youth soccer program. In response to my request and others, the Common Council showed extra ordinary vision by approving five soccer fields. The optimism and futuristic thinking by former Mayor Art LaCroix and the Common Council has been rewarded many times over as the cost benefit ratio of the expanded soccer program has far exceeded all expectations.

This sport is unsurpassed by all others in terms of providing equality to the participants irrespective of size, gender or physical strength. The incredible popularity of this sport has brought in substantial economic returns to the city in the way of expenditures by people coming from all over the state while attending state high school, club and league meets and competitions of all kinds and nature. Granting this request will provide an even greater opportunity for the

Rippentrop Kay

From: Helen Pich [helen@hitek.net]
Sent: Saturday, October 08, 2005 7:25 PM
To: mayor@rcgov.org
Subject: RC Sport Complex land issue

Members of the City Council,

It has been brought to the sport complex committee's attention, that there are still questions in regards to the land issues for the Rapid City Soccer/ Sport Complex.

We want to make it very clear that we welcome any city owned land for this complex that would be appropriate for this project.

We would ask for a feasibility study and we would work closely with the City Council in choosing the right location for this complex. The site would need 100-120 acres in one location to host the large tournaments.

As you know, the primary users of the land are youth and families. We ask that the lands have easy access to our residents of Rapid City for practices and that it is inviting to the visitors, who will come to Rapid City for the tournaments and other events.

As we have noted, if the land on Highway 44 is not available, the soccer complex committee has other land options for the complex, but the cost would run around \$2 million for the purchase and infrastructure.

We know that a complex of this size will create a flow of dollars for the City of Rapid City through tourism with increased growth of sustained economic development.

I hope we can create a "Center of Sport" here in Rapid City with the use of the 2012 funds.

I welcome any questions you may have.

Sincerely,

**Joan S. Martin
Rapid City Sport Complex Committee Chair
342-5223 Cell 209-6963**

GUNDERSON, PALMER, GOODSELL & NELSON, LLP

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WYNN A. GUNDERSON
Of Counsel

Writer's Email Address
wynn@gpnlaw.com

October 26, 2005

RECEIVED

OCT 26 2005

MAYOR'S OFFICE

HAND DELIVERED

Mayor Jim Shaw
300 Sixth Street
Rapid City, SD 57701

Dear Mayor Shaw:

Enclosed is a copy of a letter I wrote to the City Council on October 17, 2005. Somehow this letter never reached your office.

Sincerely,

DICTATED BUT NOT READ OR
SIGNED TO EXPEDITE MAILING

Wynn A. Gunderson

WAG:sfd
Enclosure

GUNDERSON, PALMER, GOODSSELL & NELSON, LLP

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Of Counsel

Writer's Email Address
wynn@gpnlaw.com

October 17, 2005

Rapid City Common Council
300 Sixth Street
Rapid City, SD 57701

Dear Council Members:

My purpose for writing you is to lend my support to the Rapid City Youth Soccer League's request for a soccer complex (Byam area). In the way of background, approximately 34 years ago, I was, along with others, involved in developing youth soccer in South Dakota with special emphasis on Rapid City and western South Dakota. As you know, youth soccer in South Dakota is growing at an unprecedented pace. It is no wonder because soccer is the world's most popular sport. The growth of the program has not been without obstacles. In the early years of its development, most people were unfamiliar with the sport which made the process of obtaining the necessary soccer fields a major challenge. Some thought soccer was in direct competition with the traditional sports of football, basketball, track and baseball. This would prove to be not the case. In fact, soccer was an enhancement to other sports, a case in point being a local product of the soccer program and now a candidate for the NFL Hall of Fame, field goal kicker for the New England Patriots, Adam Vinatieri. Adam was not only an excellent soccer player, but became an even better football player.

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**Rapid City Common Council
October 17, 2005
Page 2**

young people of Rapid City to use their spare time in a healthy and constructive manner. I urge you to commit 2012 funds for this very important community endeavor.

Thank you for your consideration of my request.

Sincerely,

Wynn A. Gunderson

WAG:sfd



CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-2724

Office of the Mayor

300 Sixth Street

605-394-4110

Fax: 605-394-6793

E-mail: mayor@rcgov.org

January 10, 2005

Michelle Lintz
Soccer Rapid City
[RC Soccer Sport Complex]
PO Box 747
Rapid City, SD 57709

To all individuals and organizations that have submitted proposals for 2012 funds to the Civic Improvements Committee, thank you very much, as the proposals received were well presented and we certainly appreciate the amount of time that was put into each and every request.

There are a few additional questions that the committee would like to have answered for some proposals and if your's is included, they are at the bottom of this memo. If there are no additional questions, please feel free to submit any additional information to describe your proposal in writing to Kay Rippentrop, Executive Assistant to the Mayor, Mayor's Office, 300 6th Street, Rapid City, South Dakota 57701. Please submit your written answers and any additional information to Kay by February 1, 2005.

The public hearing on January 20th is being held for all "new" proposals, so you do not need to be in attendance to re-present your project. In late February there will be another public forum in which all three committees will be present to hear additional proposals, as well as comments on the proposals that we have already received. As you know from attendance at our meeting and from reading the paper, there are tremendous ideas for improvement in Rapid City.

We look forward to receiving your response to our questions and any additional written information you would like to add. Thank you for caring about Rapid City and sharing your ideas.

Sincerely,


Kay Rippentrop for
the 2012 Committees



Rapid City Soccer/Sport Complex

2012 Committee Questions

2012 Question	Answer
1. Does the construction cost include the purchase of the land?	No, it does not. Our request from 2012 Funding is currently \$4 million on city owned land. If city land is not available, we request an additional \$2 million for land acquisition and water development.
2. If this is public land, has the city agreed to use land for this purpose?	The East Greenway Master Plan was approved unanimously by the City Council on Dec. 20, 1999 which identified the Wally Byam Site as "Active Recreation" including soccer fields.
3. Can this organization realistically expect to raise 4-6 million in grants for construction?	Private/Corporate Sponsorships and Donations Private, State, Federal Grants In-kind work Tax Increment Financing
4. Is this a private non-profit organization?	Soccer Rapid City is a non-profit organization – c(103) #91-1815757. All soccer organizations are members of Soccer Rapid City.
5. What is the income source for operations and maintenance?	Every soccer player is assessed yearly fees that go to Soccer Rapid City for the operations and maintenance of all fields. Any organization that currently utilizes the soccer fields, not affiliated with Soccer Rapid City, are assessed a maintenance fee for use.
6. What year will the 2012 funds be needed?	As soon as the funds are available.
7. How much of the cost would be street, sewer, water, and street lighting? (please breakout figures)	Street/Parking and Lighting – \$1.5 million Sewer – \$325,000 Water – \$325,000 These figures are based on the Wally Byam site. They will change if a different site is used.
8. How much for the sod?	Earthwork and soil preparation - \$1.4 million Sod - \$290,000 Hydroseeding - \$450,000
9. How much for restrooms and snack bars?	2 Restroom/Concessions – \$390,000 Grandstands with restroom & concessions - \$650,000
10. Could this project be phased in as far as bleachers and lighting and other elements, maybe five years down the road?	Yes it is possible. However, the greater value to the community would be if the complex were able to bid on large tournaments and host large tournaments as soon as possible. Our goal is to have Rapid City host the USYSA Region II Championships by 2010.

11. Will current soccer fields located around town continue to be used?	Yes, several other non-profit groups have expressed interest in many of the existing fields. Please see attached letter from Soccer Rapid City that has the mission of overseeing the maintenance and development of soccer fields in Rapid City.
12. What other cities hold such events?	State Events - Sioux Falls, Aberdeen, Pierre, Brookings, Watertown Regional Events – Sioux Falls, Blaine MN, Billings, Casper, Bismarck Region II Championships – Sioux Falls, Blaine MN, Des Moines IA Nationals – San Diego, San Antonio, Orlando
13. What is the likelihood that if they are built, people will come?	Refer to attached letters from Region II Championship Committee and Minnesota Amateur Sports Commission in regards to Blaine, MN. The quality of this type of complex is non-existent in the five state region and allows us to offer a first-class, first-rate soccer experience to the soccer community. As an example, the ice arena has surpassed its projections.
14. How did you arrive at the indirect benefit number of 1.5 million dollars?	The International Association of Convention and Visitors Bureau formula based on size of community.
15. Can these fields be phased in? (for example, start with 10 fields and some infrastructure...)	Yes, 12 full size fields in one location are required to hold the High School State Soccer Championships. 14 full size fields would be optimum to secure that the tournament would go on without a problem.
16. How much for Phase I?	Based on other projects, the cost of Phase I could be between \$6-8 million.
17. How realistic is the cost?	Costs are based on recent contractor bids, similar projects, and product price quotes.



Soccer Rapid City
PO Box 956
Rapid City, SD 57709

Telephone: (605) 341-3846

January 31, 2005

Rapid City 2012 Committee

Re: Soccer/Sports Complex

To whom it may concern:

Will current soccer fields located around town continue to be used?

Soccer Rapid City (SRC) is the umbrella organization that has the mission of overseeing the maintenance and development of soccer fields in Rapid City. We represent all the soccer entities in the area including, but not limited to, Rapid City Youth Soccer League (RCYSL), Rushmore Soccer Club, Men's League Soccer, Tech Soccer Team, Women's League Soccer, Coed League Soccer and the Black Hills Soccer Association. We hold all soccer related leases with the City. If the 2012 Committee approves the monies for the development of the Soccer Complex, we (SRC) would actively seek to let/transfer certain leases to various youth sports and civic groups. Many groups have already inquired about the possible long-term use of our leased lands. This could be done on a field-by-field basis as the Complex was developed. We believe that the development of this Soccer Complex would not only benefit Rapid City and the soccer community, but also these organizations that are in need of the lands currently leased and used as soccer fields by SRC.

Thank you,

Dr. William M. Cross
President, Soccer Rapid City

January 28, 2005

Joan Martin
Rushmore Soccer Club

Dear Joan:

I believe that a quality soccer/athletic complex in Rapid City Could would produce significant economic impact for your region. Rapid City is already an established tourism destination. It would be an attractive opportunity for sports teams to travel to Rapid City to play in a tournament – and to take in the many attractions.

The National Sports Center in Blaine, Minnesota attracts three million visitors per year and brings in 36 million dollars in economic impact annually. Soccer is the #1 sport at our complex and the Schwans USA Cup (soccer tournament) is our state's largest annual tourism event.

I attached a short synopsis of why we believe that a Rapid City sports complex could produce great results for your area.

Sincerely,

Via Email

Paul D. Erickson
Executive Director
Minnesota Amateur Sports Commission

A CONCEPT PROPOSAL

*A Sports Field Complex
For
Rapid City*

Prepared by: National Sports Center Staff
January, 2005

- **Joan Martin** – Rushmore Soccer Board, RCC
Western Stores
- **Luis Usera** – Director of Player Development,
Rushmore Soccer Club, Rapid City School
teacher
- **Helen Pich** – Technical, Research and
Marketing
- **Dan Davis** – RCYSL Board, Diskless
Computer

ENCLOSURES

- Governor M. Michael Rounds
- MN Amateur Sport Commission
- RC Parks and Recreation
- RC Chamber of Commerce
- RC Convention & Visitor Bureau
- Black Hills Orthopedic & Spine Center
- Region II Championships
- Soccer Rapid City
- RC Youth Soccer League
- Rushmore Soccer Club
- Rapid City Hospitality Assn.

Soccer Structures of

South Dakota

- Soccer Rapid City ~ Umbrella Organization
- Rapid City Youth Soccer League
- Rushmore Soccer Club
- Men's Soccer League
- COED League
- Women's League
- SDSMT Men's College Team

Approximately 45,000 players

# Rooms Picked Up	10429
Est. Avg. Charge per room	\$65
Estimated Total Revenue	\$677,885

Tournament	# Teams	# Players	% Out of Town Teams	Total Players	x 2 (Player & Parent)	# Days	\$ Spending per day	Total Direct Spending
State High School	48	18	80%	691	1,382	3	\$160	\$663,552
Rushmore Cup	120	18	50%	1,080	2,160	3	\$160	\$1,036,800
State Rec	210	18	90%	3,402	6,804	4	\$160	\$4,354,560
Men's Tournament	20	14	95%	266	532	2	\$160	\$170,240
Men's Tournament	20	14	95%	266	532	2	\$160	\$170,240
U-10 Festival	80	14	40%	448	896	2	\$160	\$286,720
U-14 Festival	100	17	60%	1,020	2,040	2	\$160	\$652,800
Region II (3 people attend)	220	18	100%	3,960	11,880	5	\$160	\$9,504,000
Nationals	85	18	100%	1,530	3,060	5	\$160	\$2,448,000
GRAND TOTALS								

Economic multipliers from the US Dept of Commerce RIMS II

	New Spending	New Economic Impact	New Income Generated
Economic Impact from Retail Trade	\$ 7,088,640	\$ 19,139,328	\$ 5,883,571
Economic Impact from Hotel & Lodging	\$ 3,707,904	\$ 11,123,712	\$ 3,485,430
Economic Impact from Eating & Drinking	\$ 4,362,240	\$ 13,522,944	\$ 3,795,149
Economic Impact from Transportation	\$ 2,290,176	\$ 6,641,510	\$ 2,038,257
Total Impact	\$ 17,448,960	\$ 50,427,494	\$ 15,202,407

US Soccer Foundation Calculator

Required Investment

Market	Number of Attendees	Number of Days	Daily Spending	Total Impact
Convention Group	750	4	\$ 160.00	\$ 480,000
Motorcoach Group	40	2	\$ 160.00	\$ 12,800
Sports Group	3200	3	\$ 160.00	\$ 1,536,000

- Fitness ~ Walking ~ Bike path
- Playground areas
- Cross Country Track and Skiing trails
- Natural wetlands (fishing pond), Garden Club areas
- Track & Field area
- Fields for other sports
- Picnic ~ playground ~ large shelter for reunions
- Skateboard park
- RV Hookups for CVB Conventions

Providing a variety of recreational activities with scenic views of the lake.

- 25 field soccer complex
- 5 fields with lighting
- 2 concession stands
- 3 restrooms
- Fields will be designed in four-plexes with gazebos and playgrounds
- Field maintenance will at the expense of the soccer associations ~ it **WILL NOT** be a municipal expense

A High-Quality Complex will:

- Draws larger tournaments
- Attract more out-of-town teams
- Attract more college coaches and recruiters
- Allow tournaments to be held in one location
- Increase the likelihood of successful tournaments

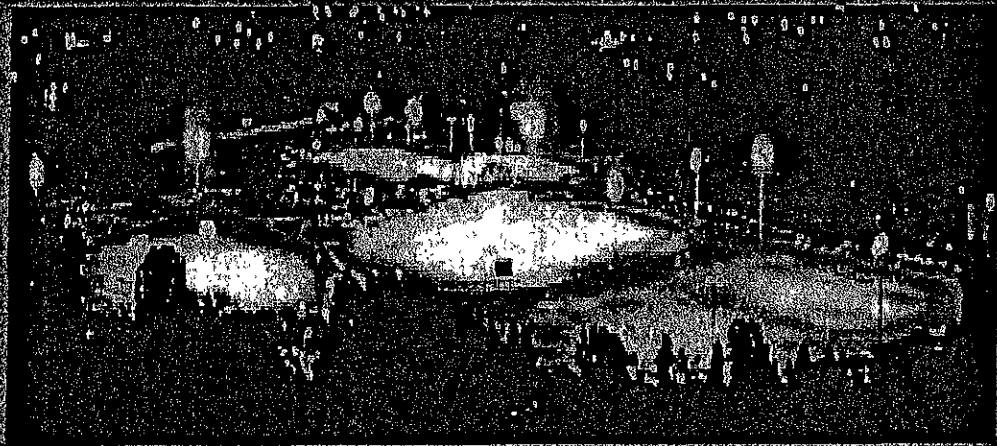
Potential Tournaments

Tournament	# Teams	Date
State Rec	210	June
Rushmore Cup	120	June
State High School	48	Oct
2 Men's Tourneys	20 20	May/Oct
U-10 Festival	80	May
U-14 Festival	100	Sept
Region II	220	June
Nationals	85	July

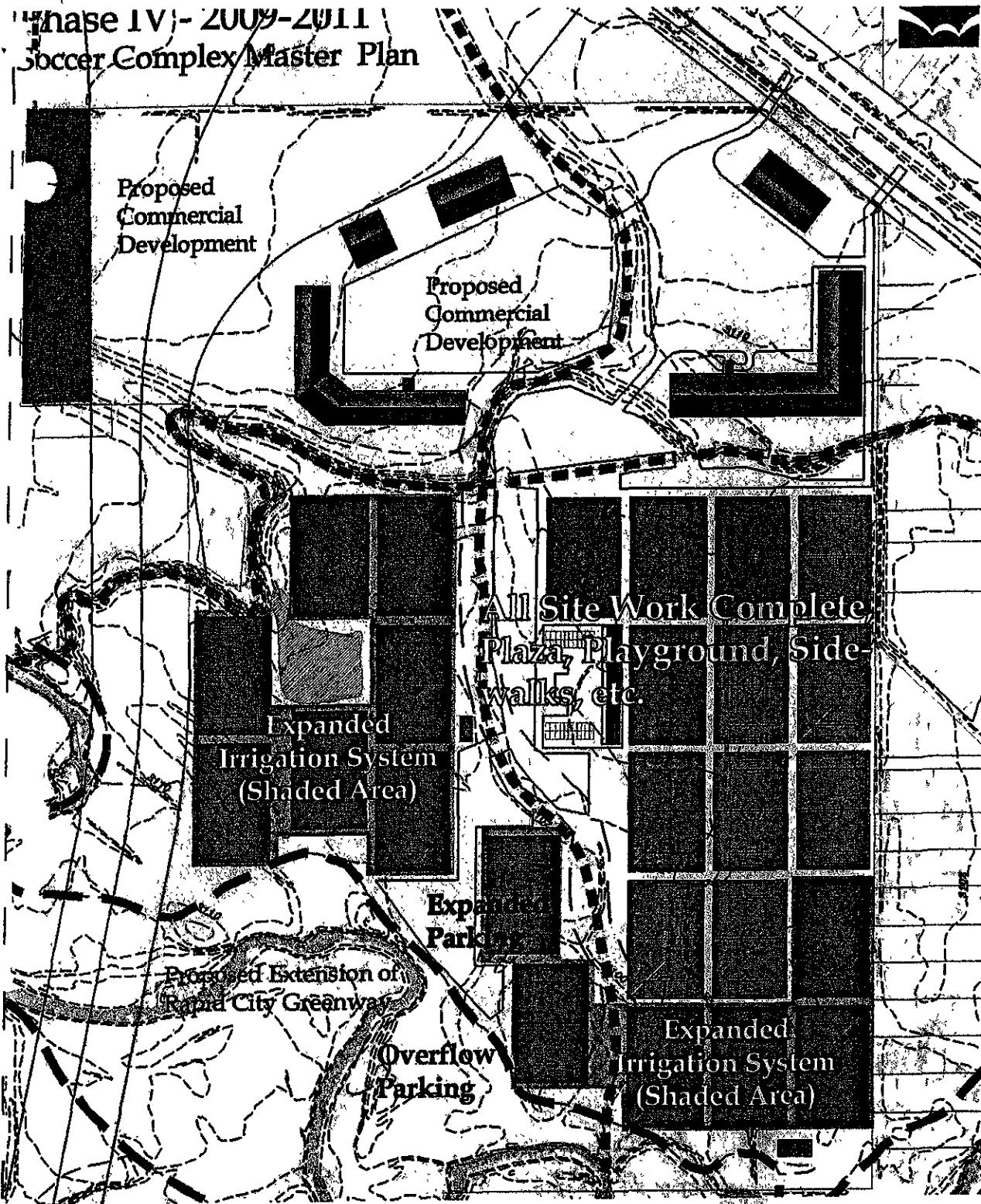
- Ability to host larger tournaments
- Host State High School, Regional II Championship and Nationals
- There are approximately 4,000 soccer players in the RC Metro Area
- WIN/WIN for the entire area (RC) business community

The Vision

Build a recreational complex with the capacity to
bring State, Regional, National, and International
Soccer Tournaments to Rapid City and
the Black Hills



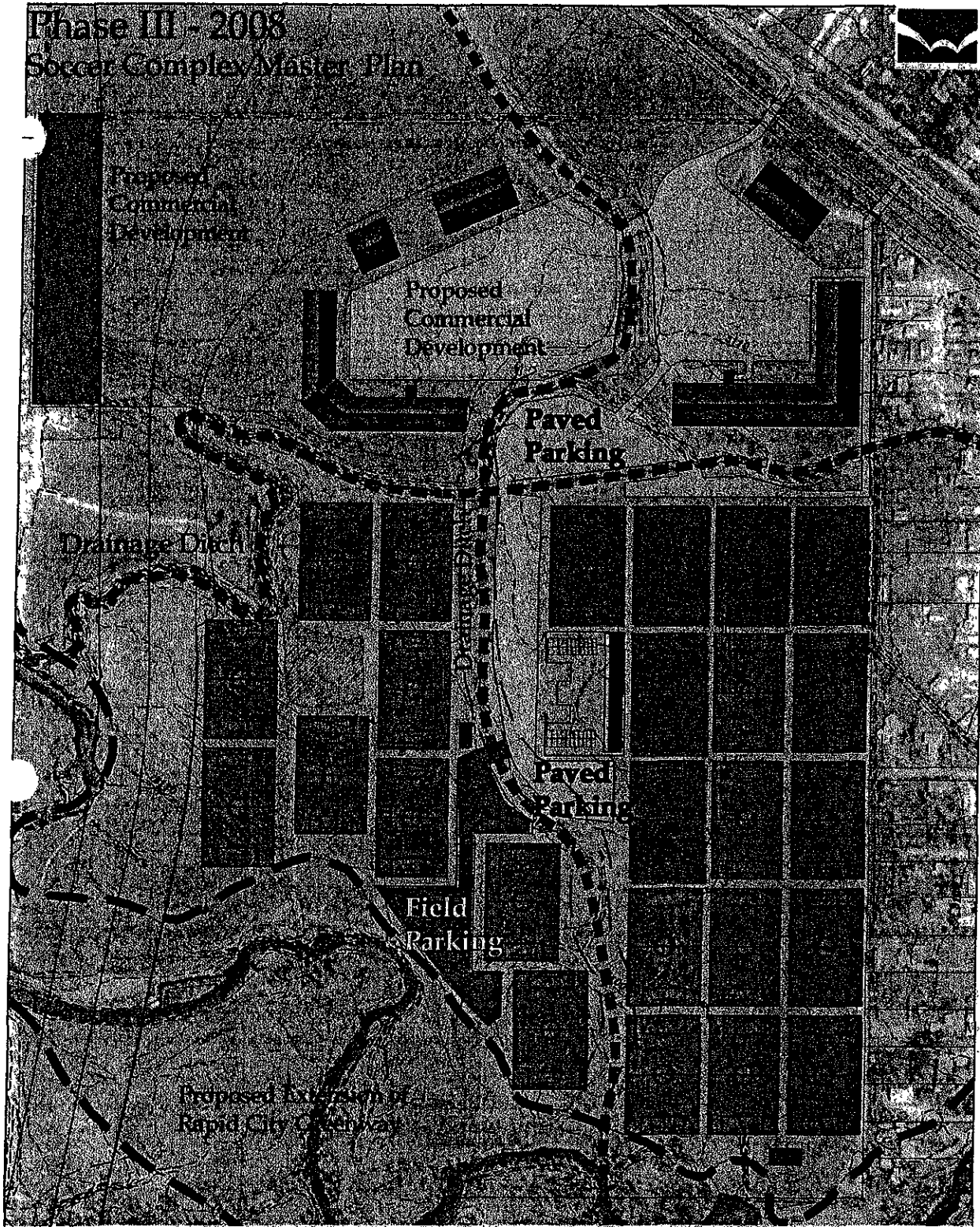
Phase IV - 2009-2011
Soccer Complex Master Plan



Phase IV Complex Additions 2009-2011

Item	Description	Cost	Possible Soccer Complex Usage
1	Complete Irrigation System (13 Fields)	\$ 970,000.00	Normal weekend play for all groups, allowing all ages to play in one area
2	Scoreboards, signs, goals, playgrounds, additional shelters	\$ 834,000.00	State High School Tournament
3	Sidewalks, Remaining field fencing, site furnishings	\$ 275,000.00	Rushmore Cup
4	All remaining items	\$ 2,800,946.88	State Recreational Soccer
Phase IV Total			Men's Tournaments
			U-10 Festival
			U-14 Festival
			Nationals
			Regional Tournament Host in 2011

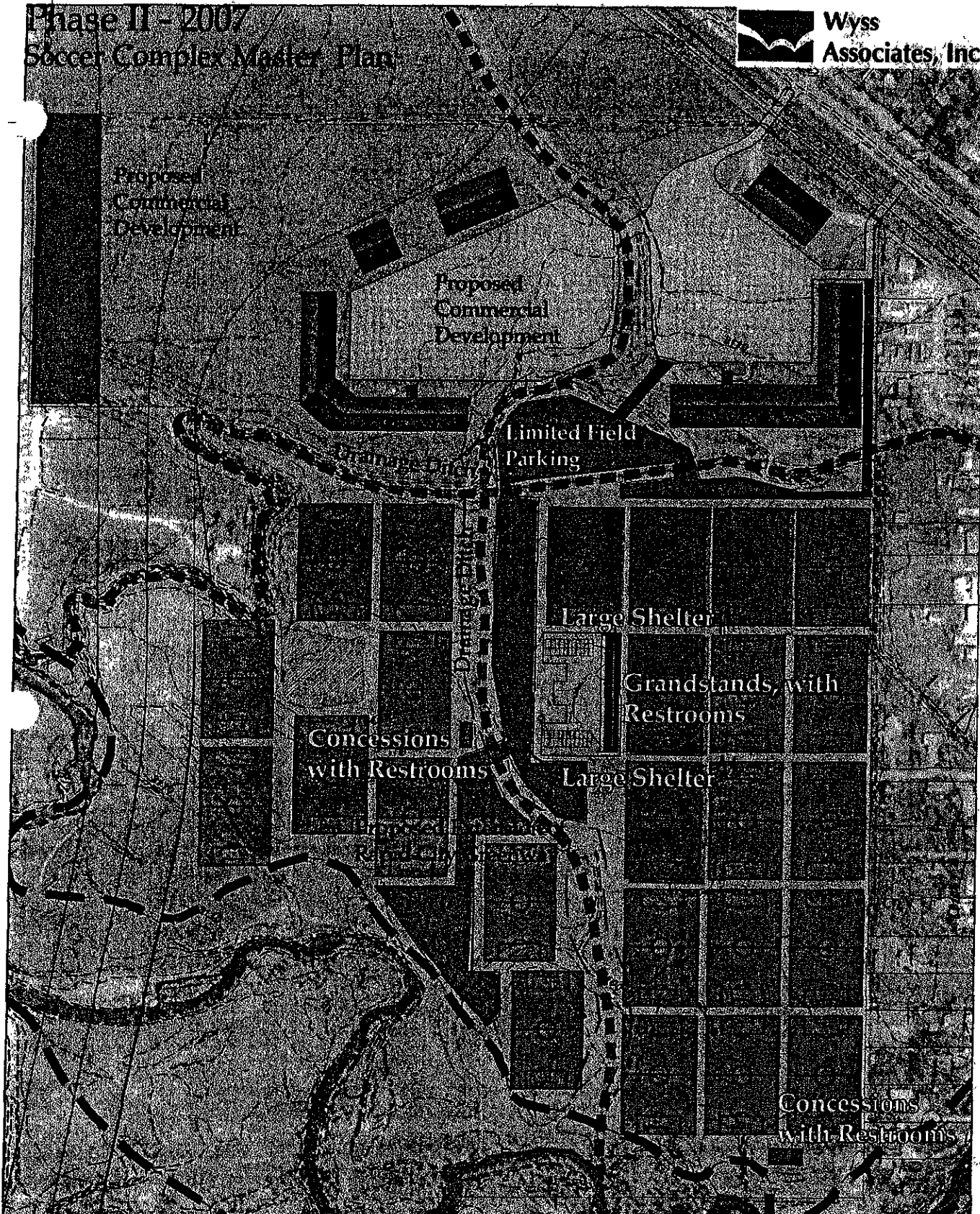
**Phase III - 2008
Soccer Complex Master Plan**



Phase III Complex Additions - 2008

Item	Description	Cost	Possible Soccer Complex Usage
1	All Remaining Structures	\$ 792,000.00	All 25 Fields Usable
2	40% Paving for Parking, 60% Field Parking	\$ 540,000.00	Normal weekend play for all groups, allowing all ages to play in one area
3	Championship Field Fencing	\$ 140,000.00	State High School Tournament
Phase III Total		\$ 1,472,000.00	Rushmore Cup
Phase III Funds Requested (2012)		\$ 236,000.00	State Recreational Soccer
Phase III Soccer Raised Funds		\$ 1,236,000.00	Men's Tournaments
			U-10 Festival
			U-14 Festival
			Nationals
Phase I-III Phase costs		\$ 7,046,000.00	Ability to Place Bid for 2011 Regional Tournament

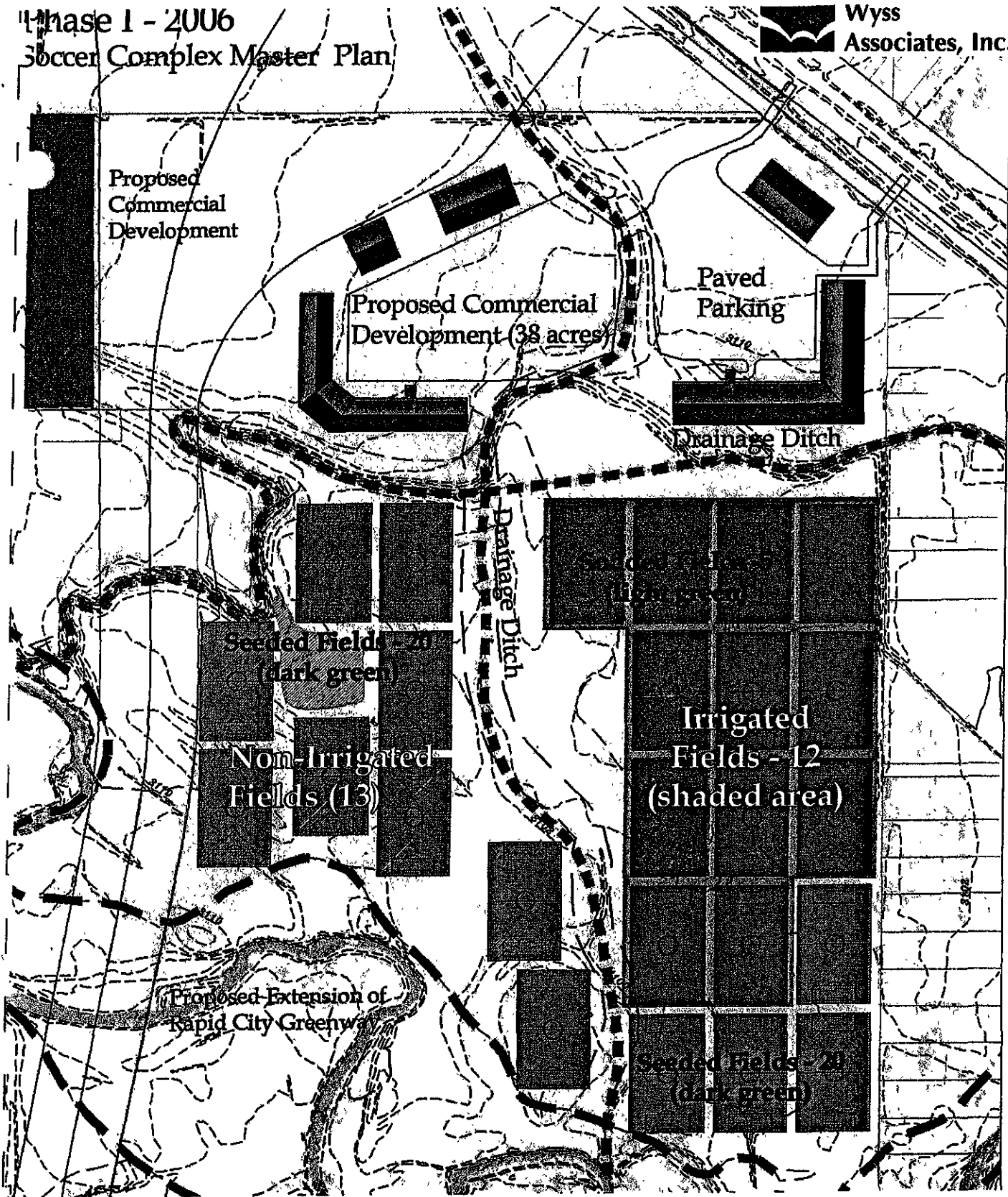
Phase II - 2007
Soccer Complex Master Plan



Phase II Complex Additions - 2007

Item	Description	Cost	Possible Soccer Complex Usage
1	Site Electric	\$ 744,000.00	Soccer Field Establishment - No play allowed City Parks and Recreation may use Large Shelters for events or private citizens may schedule there usage
2	Grandstand with Restrooms & Large Shelters	\$ 1,020,000.00	
Phase II Total		\$ 1,764,000.00	
Phase II Funds Requested (2012)		\$ 1,764,000.00	
Phase II Soccer Raised Funds		\$	

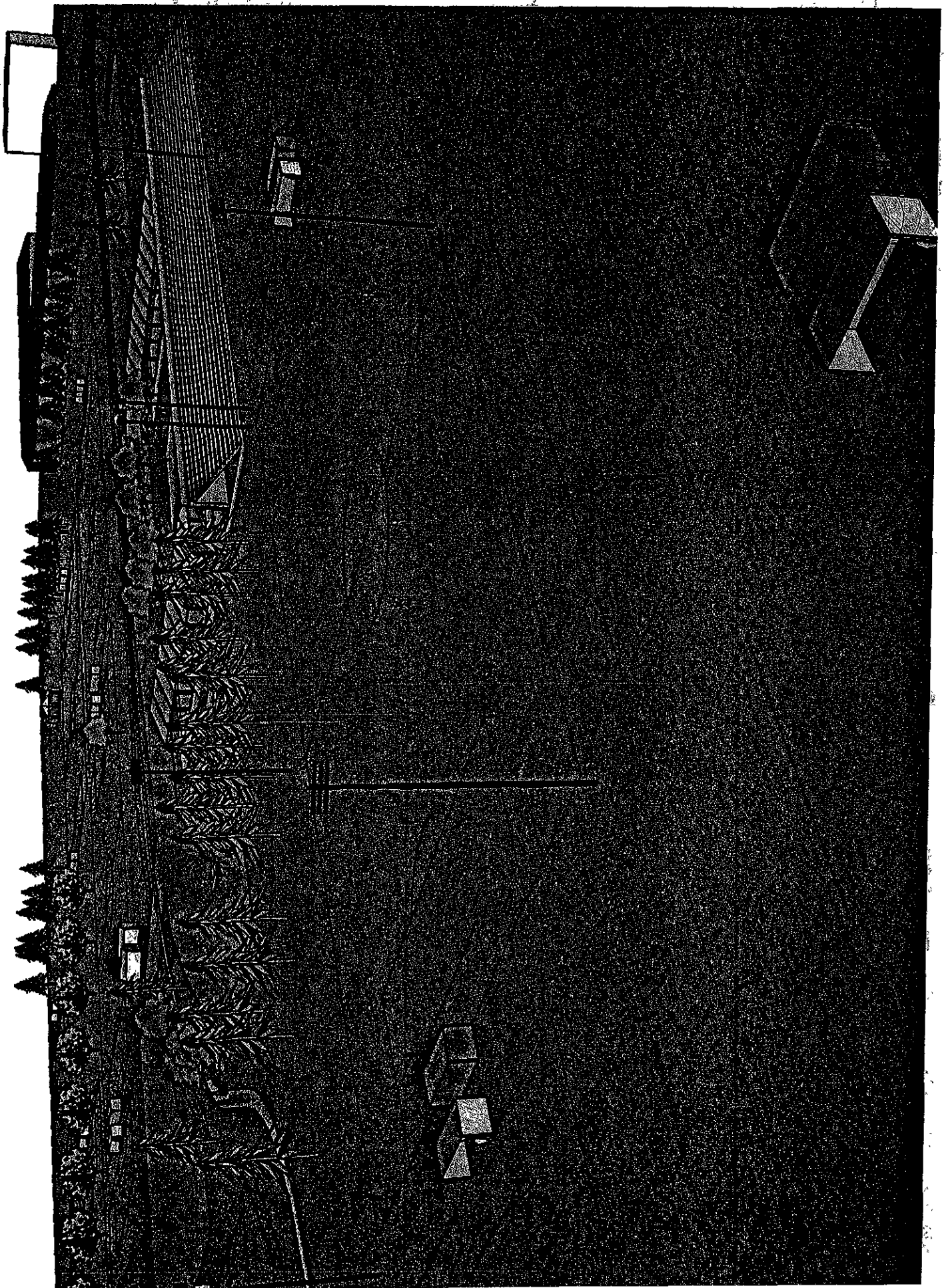
Phase I - 2006
Soccer Complex Master Plan

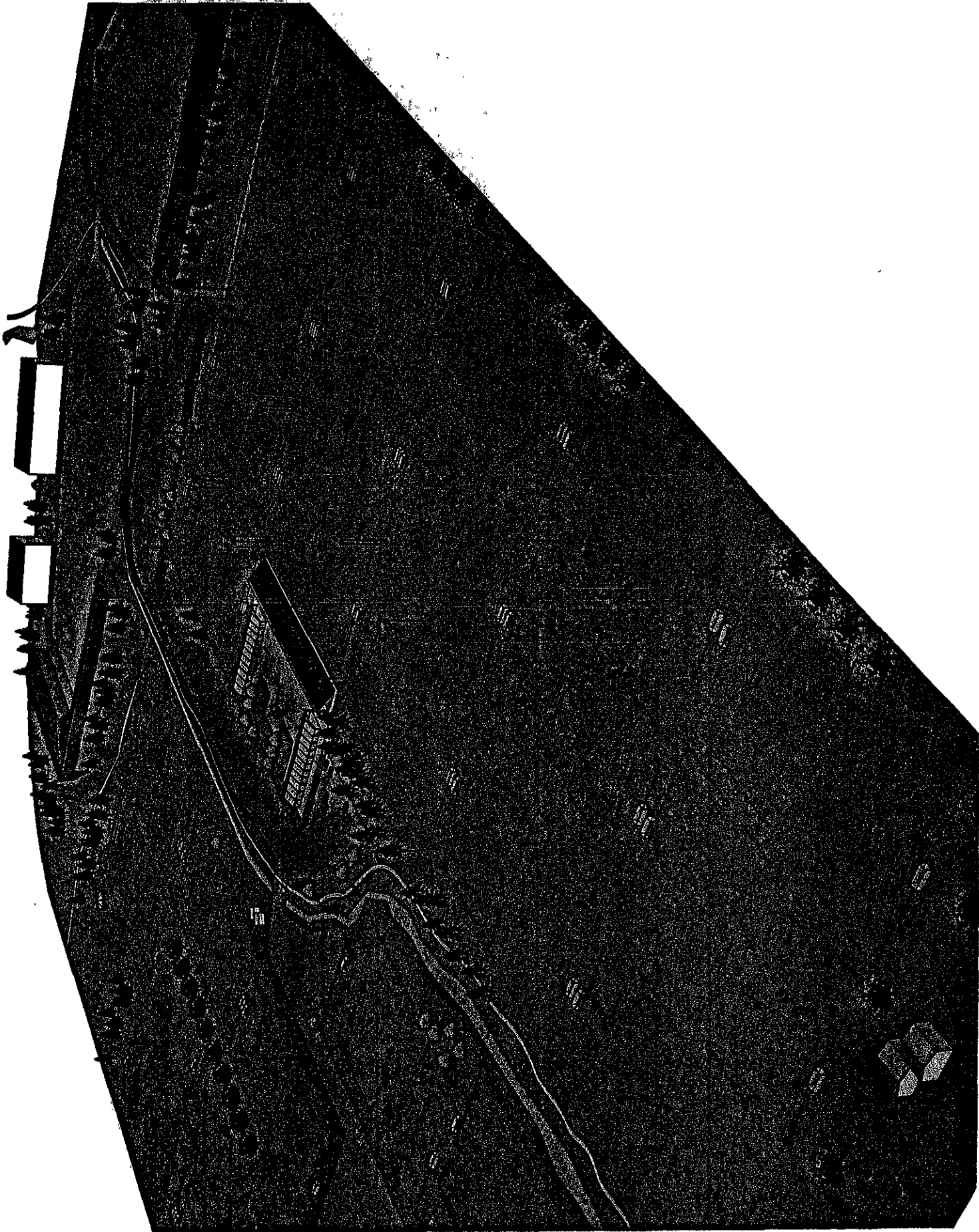


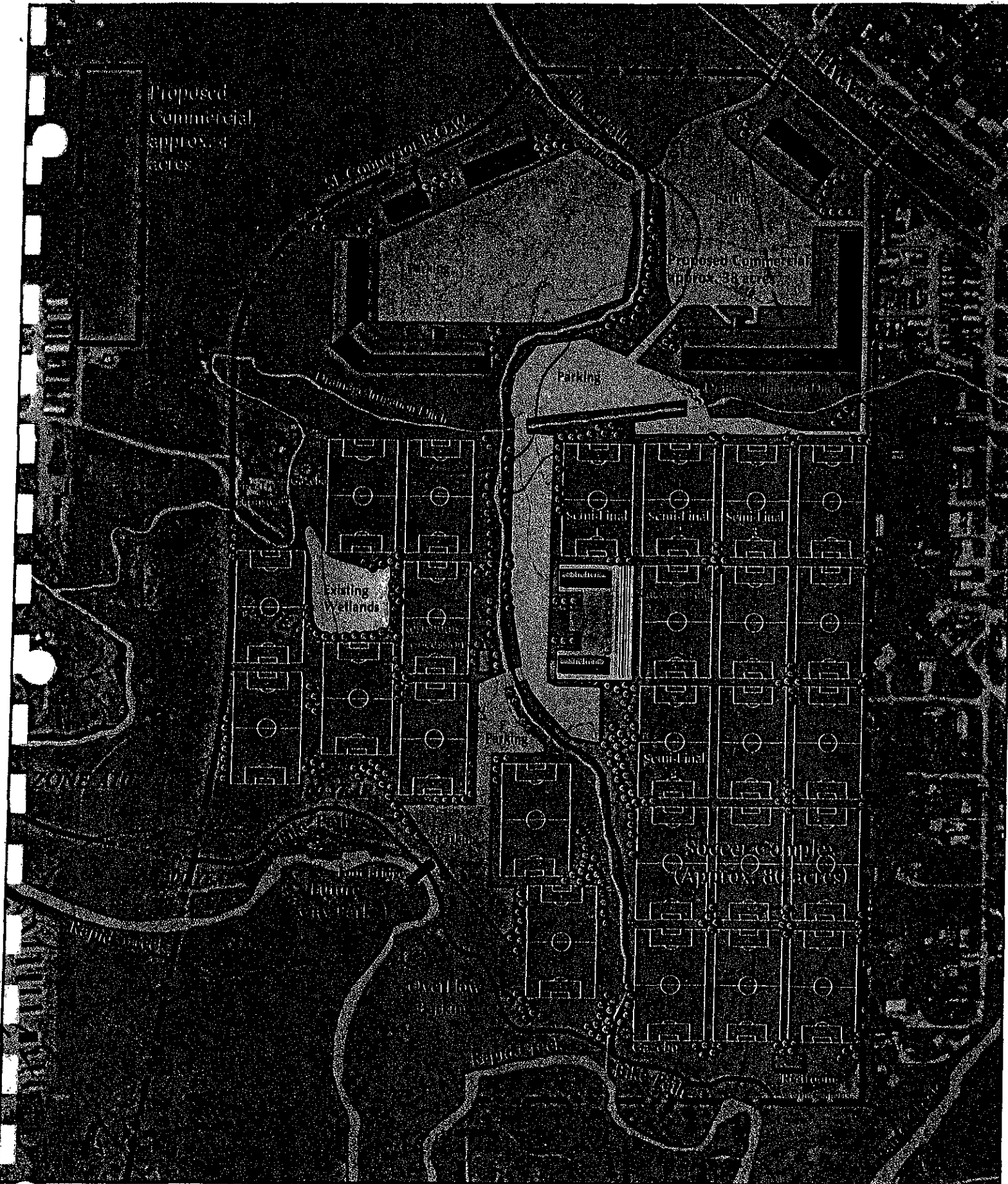
Phase I Complex Additions - 2006

Item	Description	Cost	Possible Soccer Complex Usage
1	Government Land Redesignation*	\$ -	No Possible Usage - Initial Construction Phase
2	Earthwork, Sodding, Seeding	\$ 2,140,000.00	
3	Water, Sewer, & Fielding Lighting Conduit	\$ 700,000.00	All 25 fields in place at the end of construction season
4	Irrigation for 12 Fields	\$ 970,000.00	
Phase I Total		\$ 3,810,000.00	
Phase I Funds Requested (2012)		\$ 2,000,000.00	
Phase I Soccer Raise Funds		\$ 1,810,000.00	

* Land acquisition cost is an additional 2 million in funding for this phase







Mission Statement

To market Rapid City as a center of sport events, sport conventions, and as a leisure destination by providing these events as the vehicle, for the economic and competitive benefit of the community.

Student Council



INTRODUCTION

Rapid City has the potential to be a sports tourism destination. If quality facilities and programs are developed, sports teams would travel to Western South Dakota to both compete and enjoy the many attractions.

ASSETS

Rapid City has 90% of the infrastructure in place to become a successful sports tourism destination. Here are the assets that Rapid City possesses currently to become a sports tourism destination:

<i>Hotel Capacity</i>	A+
<i>Tourism Attractions</i>	A+
<i>Restaurants</i>	A
<i>Transportation by Car</i>	A
<i>Transportation by Air</i>	B
<i>Summer Weather</i>	A+
<i>Quality Soccer Programs</i>	A

DEFICIENCIES

Currently, there is no large soccer/athletic complex in Western South Dakota. In order to host United States Soccer regionals or major tournaments, a 20-24 field complex is required. Also, you need to have related infrastructure to support the fields.

Here is an outline of what would be required:

<i>Fields (soccer/athletic)</i>	20-24
<i>Concessions – central location on complex</i>	
<i>Parking</i>	1200 – 1600 spaces
<i>Irrigation – all fields</i>	
<i>Maintenance Equipment – mowing, aerification, etc.</i>	
<i>Sports Management</i>	

A PROVEN MODEL

Disney World in Orlando, Florida provides a perfect parallel example for a sports complex in Rapid City. Disney World is one of the top tourism destinations in the world.

Disney has recently invested millions of dollars to develop a national class sports complex next to their amusement park. They developed both athletic fields and ball fields. Disney World markets and hosts athletic events as a perfect complement to their amusement park. Consequently, a family can plan their vacation around a soccer or baseball tournament.

TOURISM POTENTIAL

A 24-field athletic complex can host 200 teams in a weekend tournament and 350 teams in a weeklong tournament.

A. Weekend Tournament (200 Teams)

38 persons/team (16 players, 2 coaches, 20 parents)
38 persons/team x 200 teams = 7600 participants
7600 participants minus 2000 local participants = 5600 visitors
5600 visitors x \$90/day = \$504,000/day
\$504,000 x 2.5 days = \$1,260,000 direct spending
times 1.6 multiplier =
\$2,016,000 economic impact

B. Weeklong Tournament (350 Teams)

38 persons/team x 350 teams = 13,300 participants
13,300 minus 3300 locals = 10,000 visitors
10,000 x \$90/day = \$900,000/day
\$900,000 x 6 days = \$5,400,000 direct spending
Times 1.6 multiplier =
\$8,640,000 economic impact

C. 4-6 Major Tournaments (per year)

If Rapid City uses the complex with a broad definition to include soccer, rugby, football, lacrosse, ultimate disc, etc., four to six major events could be developed in a single season.

Consequently, six events averaging two million dollars of economic impact per event could generate an annual 10 to 12 million dollar economic impact.

For a point of reference, the National Sports Center in Blaine generates 36 million dollars annually in economic impact with its 52 fields, ice arenas, and related sport facilities.

MAINTENANCE EQUIPMENT

One of the things that is often overlooked when a community develops a major sports field complex is the required maintenance equipment. In order to maintain a quality sports complex of 24 athletic fields, the following equipment is required:

<i>Mowers</i>	<i>(1) TORO</i>	<i>4500 D</i>
	<i>(2) TORO</i>	<i>Commercial 2 Master</i>
<i>Aerifier</i>	<i>(1) TORO</i>	<i>Pro Core 880</i>
<i>Top Dressor</i>	<i>(1) TORO</i>	<i>Top Dressor 2500</i>
<i>Utility Vehicle</i>	<i>(1) TORO</i>	<i>Workman 3000</i>
<i>Sprayer</i>	<i>(1) TORO</i>	<i>Multi Pro 5700 D</i>

The National Sports Center has experimented with several major brands of turf care equipment. Our 20 year experience has concluded that TORO is by far the best company for both irrigation and turf care equipment.

SPORTS MANAGEMENT

After a foundation of a 1) quality complex, and 2) maintenance equipment, is established, the next step is to develop a quality sports management team to 1) maintain, 2) operate and most important – program the complex.

SUMMARY

The National Sports Center in Blaine in Blaine has proven the concept that a major soccer athletic complex can generate significant economic impact. The National Sports Center is prepared to assist Rapid City in both the development of the complex and its programming.

**Minnesota Amateur Sports Commission
Event Economic Impact Worksheet**

Name of Event: Tony's USA CUP Weekend
Event Dates: July 11-13, 2003
Location: National Sports Center

PARTICIPANTS

Local Athletes & Coaches (not requiring lodging)	3520
Non-local Athletes & Coaches (requiring lodging)	1782
Local Spectators, Refs & Volunteers (not requiring lodging)	6500
Non-local Spectators, Refs & Volunteers (requiring lodging)	1782

Hint: If precise registration and attendance figures do not exist, use reasonable estimates.

PER-DAY SPENDING

Local Athletes & Coaches (not requiring lodging)	\$51
Non-local Athletes & Coaches (requiring lodging)	\$105
Local Spectators (not requiring lodging)	\$38
Non-local Spectators (requiring lodging)	\$83

Hint 1: Use the following in estimating per-day spending: entry fee or ticket, lodging, meals, gasoline, parking, concessions, entertainment, retail purchases (both at your event and off-site)

Hint 2: For multi-day events, average the cost of one-time expenses (such as registration fee) over the duration of the event.

DURATION OF EVENT (# OF EVENT DAYS)

Local Athletes & Coaches (not requiring lodging)	3
Non-local Athletes & Coaches (requiring lodging)	3
Local Spectators (not requiring lodging)	3
Non-local Spectators (requiring lodging)	3

Hint: Arrival the evening or afternoon prior to the event would count as 0.5 days. Same for the departure the next morning or afternoon after event conclusion.

COMPUTATION OF DIRECT SPENDING (these fields will compute themselves)

Local Athletes & Coaches (not requiring lodging)	\$538,560
Non-local Athletes & Coaches (requiring lodging)	\$561,330
Local Spectators (not requiring lodging)	\$741,000
Non-local Spectators (requiring lodging)	\$443,718

TOTAL DIRECT SPENDING **\$2,284,608**

Interpretation: This is the total amount of direct spending this event generated.

OUT-OF-STATE DIRECT SPENDING **\$1,005,048**

Interpretation: This is the total amount of out-of-state direct spending this event generated.

TOTAL ECONOMIC IMPACT

\$3,655,373

Interpretation: The economic impact is determined by multiplying direct spending x a 1.6 multiplier. This accounts for the fact that money recirculates around the economy.

OUT-OF-STATE ECONOMIC IMPACT

\$1,608,077

Interpretation: The out-of-state economic impact is determined by multiplying out-of-state direct spending x a 1.6 multiplier. This accounts for the fact that money recirculates around the economy.



About the Minnesota Amateur Sports Commission

MASC BACKGROUND



The MASC was created in 1987 by the Minnesota State Legislature to promote the economic and social benefits of sports. Since then, the MASC has made enormous strides in accomplishing its goals. In the 14 years since the inception of the MASC, Minnesota has become a role model state for its proactive methods of creating benefits from amateur sports. The MASC has been at the forefront of this effort.

The agency has become best known for two things:

- Creating amateur sports events which attract out-of-state attendance, generating economic impact for the state.
- Fostering public/private and state/local partnerships. Many MASC programs have utilized this model, including facility construction and the Mighty Ducks and Mighty Kids grant programs.

THE MASC MISSION

1) To create economic impact development through amateur sport

- By developing annual sport events, camps, and programs
- By attracting major sports events to Minnesota
- By assisting Minnesota communities in developing local sports tourism.

1999 & 2000 Highlights

- Continued the growth and maturation of the MASC's six major annual events: SCHWAN'S USA CUP, All-American Girls Soccer Tournament, USA International Hockey Tournament, Great American Shoot Out, All-American Girls and Women's Hockey Tournament, and Star of the North State Games.
- Created a new tourism event, the International Kickoff boys soccer tournament.
- Hosted the International Skating Institute World Precision Skating Championships at the SCHWAN'S Super Rink on the National Sports Center campus.
- Successfully bid to host the 2001 Women's World Hockey Championship, which will be played in the Twin Cities, Rochester and St. Cloud in early April.
- Assisted the local organizing committees in the production of five international and national events: 2000 World Precision Figure Skating Championships, 1999 World Cup Speedskating Sprints, 2000 ISI World Figure Skating Championships, and the 1999 and 2000 National Junior College Wrestling Championships.

2) To create the maximum opportunity for sport participation for all Minnesotans

- By sponsoring Olympic-style summer and winter State Games events.
- By targeting special programs to increase opportunity for women, seniors, and disadvantaged.
- By assisting local communities in the creation of annual events and local sports commissions.
- By supporting Minnesota's amateur sport associations and organizations.

1999 & 2000 Highlights

- Organized the 11th and 12th annual Star of the North State Games, in Rochester (1999) and Roseville (2000). A total of 16,077 Minnesota athletes participated in these two events.
- Granted \$2.5 million to 68 local units of government to build new amateur sports facilities, especially soccer fields. This was done through a new grant program, administered jointly with the Department of Children, Families and Learning.
- Through the Minnesota Amateur Sports Commission Foundation, granted over \$34,760 in 1999-2000 to help amateur sport organizations around the state.
- Helped to facilitate the creation, and nurture the growth of local sports commissions in Rochester, St. Cloud, Moorhead, Owatonna, and Twin Cities North Metro.

3) To establish Minnesota as a national model for the Olympic and amateur sport movement

- By developing Olympic-caliber training and event facilities for all winter and summer sports.
- By establishing relationships with the National Governing Bodies and other sports organizations.

1999 & 2000 Highlights

- Spearheaded the development and construction of the four-sheet Schwan's Super Rink at the National Sports Center in Blaine. Initiated funding for a new National Youth Golf Center, to be built at the National Sports Center. Obtained planning money to develop a Sport Conference Center at the National Sports Center.
- Supervised the continued successful financial administration of the National Sports Center.
- Through a \$1 million grant from the U.S. Olympic Committee, helped operated the new Community Olympic Development Program, a grassroots development program for the sports of women's hockey, cross-country skiing and biathlon, weightlifting, curling, and snowboarding.

Close-up:

MASC pioneers stunning growth of women's ice hockey in Minnesota

When the US Women's Olympic Hockey Team stepped onto the gold medal stand at the 1998 Nagano Olympics, more than a few Minnesotans smiled with pride about the role our state played in the stunning growth and development of girls and women's hockey. How did a sport that just 15 years ago was regionally-based, with strength primarily in the Northeast, now was produce the best women's hockey team in the world?

While many Minnesota leaders played a role in pushing female hockey forward, the Minnesota Amateur Sports Commission played a unique leadership role.

"Ten years ago, Minnesota was back in the pack nationally in women's hockey," says Wayne Faris, MASC chair from 1987 to 1991. "Now we have more registered players than any other state and Minnesota women form the core of possibly the best women's hockey team in the world."

Here are some of the historic landmarks that marked Minnesota's march to the top of the women's hockey world.

1989: The Minnesota Legislature passes a law requiring equal access to ice time for girls and women.



Continued on page 51



REGION II CHAMPIONSHIPS

January 21, 2005

Ms. Joan Martin
Rushmore Soccer Club
Rapid City Soccer Complex Planning Committee

Dear Joan,

I was pleased to hear the exciting news regarding the potential development of a new Soccer Complex in Rapid City. I wanted you and your committee to know how important the construction of such a complex can be to your community and to our Region in U.S. Youth Soccer.

As you know, the sport of soccer is the fastest growing youth sport in our country today. This development not only provides great activities for the kids participating, but has also created many opportunities for kids to play the sport in College through the increase in athletic scholarships.

Youth soccer complexes are springing up to supply this demand for facilities in our Region. Communities are understanding the benefits to the kids, as well as to the local economy.

As this process continues, please consider a few items.

Please plan this project so you could be in a position to host our Regional events as well as National soccer events in the future. Our Regional Championship tournament requires a minimum of 21 to 22 fields. It certainly is a positive if some of those fields are lit. This event brings in the State championship teams from all 14 of our State Associations in ages 13-19, approximately 210 teams each year. We utilize approximately 3000 hotel rooms for the duration of the event and it usually brings around 15,000 players and their families. Certainly, a substantial economic benefit to the community and a great way to expose the area to this level of competition. As you know, this event is awarded by the vote of the 14 State Association Presidents and I am sure that a complex such as you have described would warrant serious consideration for future events.

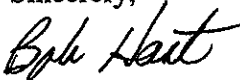
I would also suggest that all fields be designed to be full size fields, 120 X 70. This way all fields would qualify for Regional and National event usage.

As I have told you in our previous conversations, things are never the same as to the sport of soccer once a Regional event is hosted there. The people who live in your community are made aware of the sports highest competition environment. The people who attend the event from our other member States are made aware of the unique aspects of your community and will come back for other events or to simply visit or vacation. The kids in your community might get opportunities for College coaches to see them play and perhaps secure scholarships. We traditionally draw 200 coaches from around the country.

As you know, we will be in Sioux Falls this summer for our U. S. Youth Soccer Region II Championships. I hope to see you and your Club members there, perhaps thinking about what could happen in your community in the future!

I applaud your efforts and hope your dreams come true for the benefit of the kids in our Region. Let me know if there is anything else we can do to support the plan.

Sincerely,

A handwritten signature in cursive script that reads "Bob Hart".

Bob Hart

US Youth Soccer, National Championship Committee

Rapid City Soccer/Sport Complex

Per request of Dennis Popp

Phases 1-4

Letters of Support:

Governor M. Michael Rounds

Rapid City Chamber of Commerce

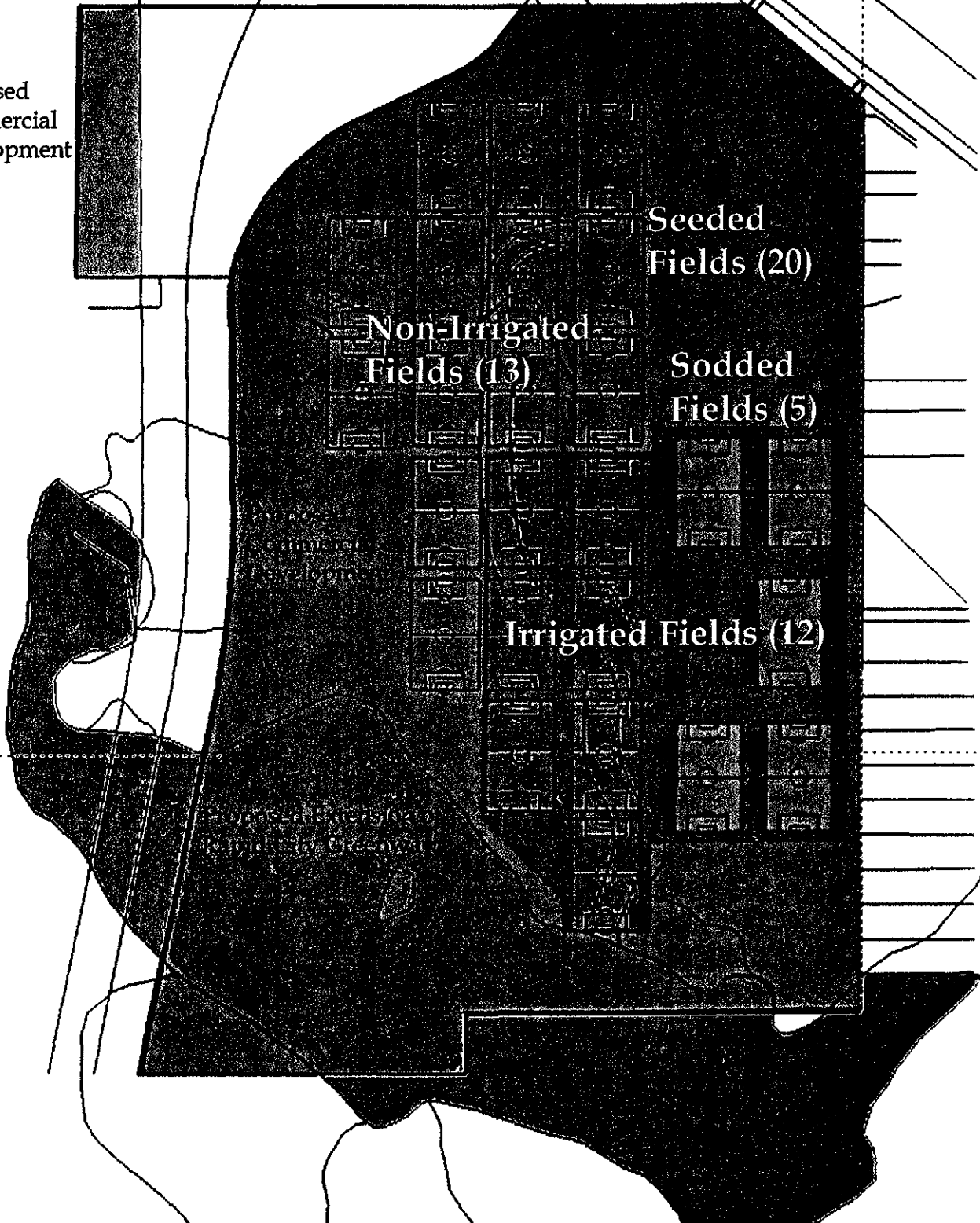
Rapid City Convention and Visitors Bureau

01/28/11

Phase I - 2006
Soccer Complex Master Plan



Proposed
Commercial
Development



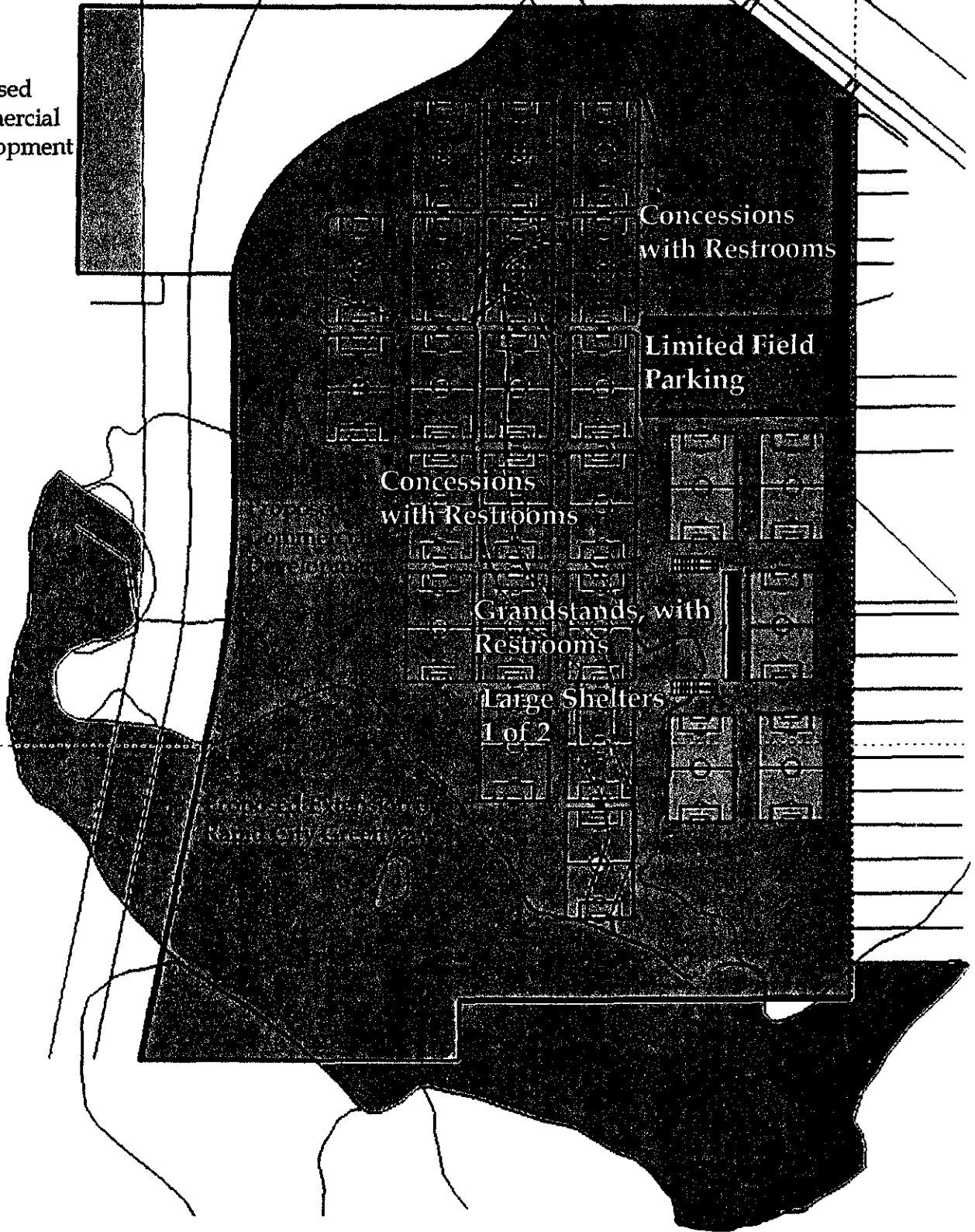
Phase I Complex Additions - 2006

Item	Description	Cost	Possible Soccer Complex Usage
1	Government Land Redesignation*	\$ -	No Possible Usage - Initial Construction Phase
2	Earthwork, Sodding, Seeding	\$ 2,140,000.00	All 25 fields in place at the end of construction season
	Water, Sewer, & Fielding Lighting Conduit	\$ 700,000.00	
	Irrigation for 12 Fields	\$ 970,000.00	
	Phase I Total	\$ 3,810,000.00	
	Phase I Funds Requested (2012)	\$ 2,000,000.00	
	Phase I Soccer Raise Funds	\$ 1,810,000.00	

Phase II - 2007
Soccer Complex Master Plan



Proposed
Commercial
Development



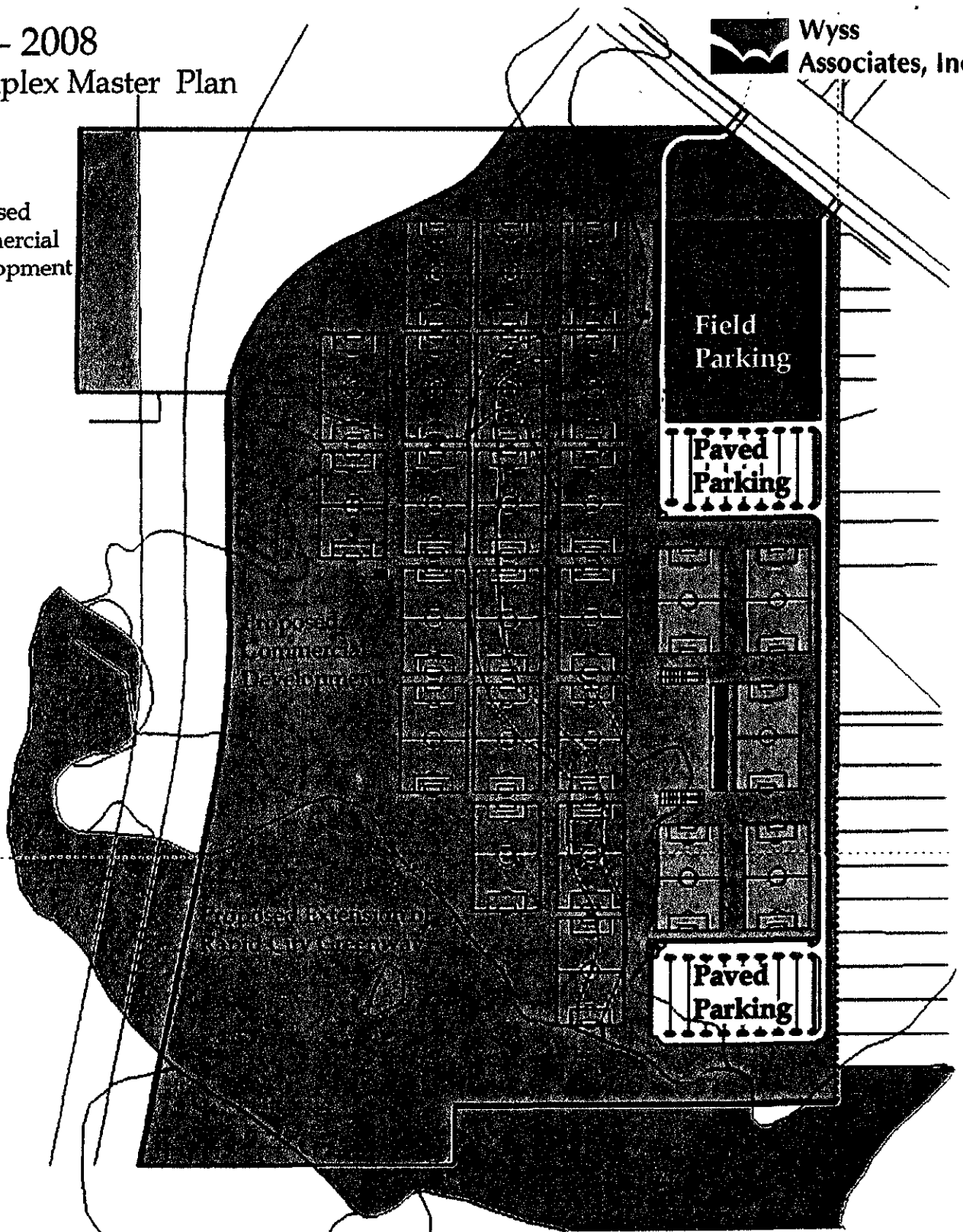
Phase II Complex Additions - 2007

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1	Site Electric	\$ 744,000.00	Soccer Field Establishment - No play allowed
	Grandstand with Restrooms & Large Shelters	\$ 1,020,000.00	City Parks and Recreation may use Large Shelters for events or private citizens may schedule there usage
Phase II Total		\$ 1,764,000.00	
Phase II Funds Requested (2012)		\$ 1,764,000.00	

Phase III - 2008 Soccer Complex Master Plan



Proposed
Commercial
Development



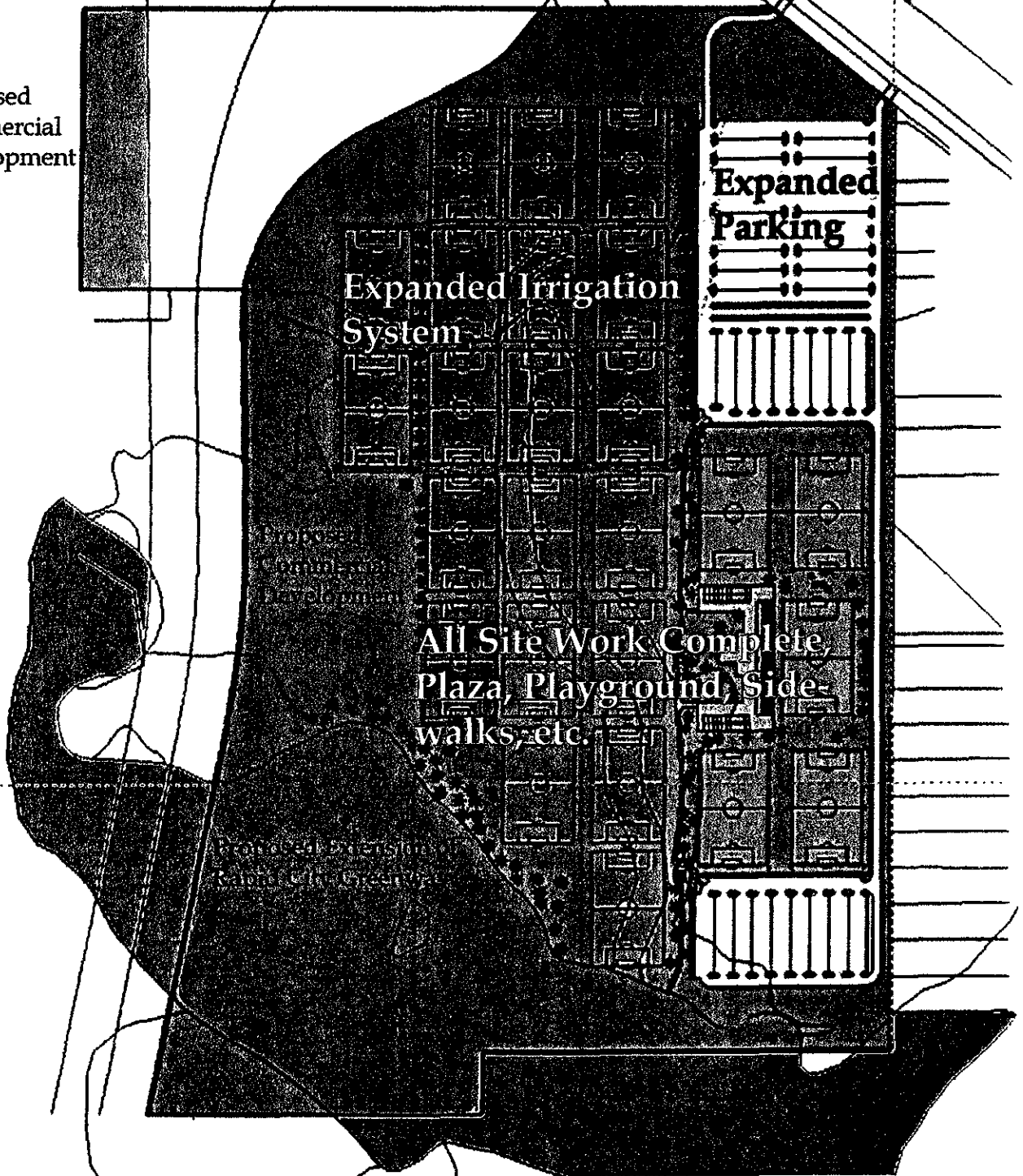
Phase III Complex Additions - 2008

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1	All Remaining Structures	\$ 792,000.00	All 25 Fields Usable
2	40% Paving for Parking, 60% Field Parking	\$ 540,000.00	Normal weekend play for all groups, allowing all ages to play in one area
3	Championship Field Fencing	\$ 140,000.00	State High School Tournament
Phase III Total		\$ 1,472,000.00	Rushmore Cup
Phase III Funds Requested (2012)		\$ 236,000.00	State Recreational Soccer
Phase III Soccer Raised Funds		\$ 1,236,000.00	Men's Tournaments
			U-10 Festival
Phase I-III Phase costs		\$ 7,046,000.00	U-14 Festival
			Nationals

Phase IV - 2009-2011 Soccer Complex Master Plan



Proposed
Commercial
Development



Phase IV Complex Additions 2009-2011

Item	Description	Cost	Possible Soccer Complex Usage
1	Complete Irrigation System (13 Fields)	\$ 970,000.00	Normal weekend play for all groups, allowing all ages to play in one area
2	Scoreboards, signs, goals, playgrounds, additional shelters	\$ 834,000.00	State High School Tournament
3	Sidewalks, Remaining field fencing, site furnishings	\$ 275,000.00	Rushmore Cup
	All remaining Items	\$ 2,600,946.88	State Recreational Soccer
	Phase IV Total	\$ 4,679,946.88	Men's Tournaments
			U-10 Festival
			U-14 Festival
			Nationals



STATE OF SOUTH DAKOTA
M. MICHAEL ROUNDS, GOVERNOR

February 17, 2005

Joan S. Martin
RCC Western Stores
324 East Boulevard
Rapid City, SD 57701

Dear Joan:

I am writing to commend the Rapid City Soccer/Sport Complex committee for its vision of a multi-use sport complex in Rapid City and to let you know I support this type of project in our state.

As you know, one of the goals of the state's 2010 Initiative is to increase visitor spending from \$600 million to \$1.2 billion. The creation of a multi-use sport complex like the one you are proposing could go a long way toward achieving that goal.

The popularity of soccer continues to grow, and it is great to see Rapid City take a lead on making South Dakota a destination for soccer players across the world. Your committee is right on the mark by developing a complex which would be able to host regional, national, and international tournaments.

The complex also has tremendous potential for attracting visitors during our spring and fall shoulder seasons. This increase of visitors would significantly impact the economies of Rapid City and the surrounding attractions.

Best wishes for success with this project.

Sincerely,

M. Michael Rounds

MMR:ls



February 3, 2005

Members of the 2012 Committee
300 Sixth Street
Rapid City, SD 57701

Dear Committee Members:

The Rapid City Area Chamber of Commerce strongly supports the development of a soccer complex for our area.

As a city, we have made great in-roads to becoming a "sports tourism destination." The recent addition of tennis courts makes us competitive for state tournaments. Our softball complex permits hosting state and some regional tournaments. The American Legion has held and will continue to hold their World Series in Rapid City.

Recent approval for seating changes will allow us to host state track tournaments. The addition of ice opens the door for hockey tournaments. The Events Center at the Fairgrounds reaches a high-end client with disposable income for equestrian sporting events.

Soccer is missing. Soccer is the fastest growing youth sport in the country. The tournament potential is phenomenal. It is also a sport that can accommodate a cross section of our youth because it is relatively inexpensive to field a team (no high-priced equipment like in football).

To emphasize the economic impact of our sports visitors and their families I call your attention to the tumblers convention held in Rapid City in June, 2003. Over 6,000 visitors were involved; they stayed 5 days and had a \$2.9 million economic impact on our economy. Through extrapolation one can see the potential of promoting Rapid City as a "sports tourism destination." Help us acquire the assets to make this a reality and share in the return on investment.

Our preferred location for the 25-field contiguous soccer complex would be the City property used to host the Wally Byam Airstream Rally. This location provides for a logical extension of the Greenway and in the future would accommodate the needs of Rapid Valley and Rapid City.

One final note as it relates to current needs assessments -- our regional strategic vision plan, *Frontiers: Forging Our Future*, identified several emphasis areas which, when implemented, will enhance Rapid City's quality of life. They include:

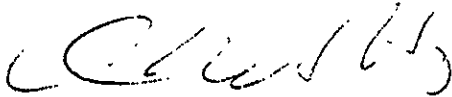
Infrastructure: General: 3. Improve our neighborhoods and downtowns, support historic preservation and enhance our park systems.

Quality Of Life: Health Care: 5. Build facilities that encourage lifestyle changes, which result in wellness.

Quality of Life: Recreation: 7. Make our natural resource and recreational opportunities accessible and affordable to all citizens through the region.

This is an ambitious project. One that requires vision and long-term commitment. The Chamber strongly recommends completion of a 25-field soccer complex. Thank you for your consideration and support.

Yours sincerely,



Qusi Al-Haj
Chairman of the Board



RAPID CITY CONVENTION & VISITORS BUREAU

February 3, 2005

2012 Committees
300 Sixth Street
Rapid City, SD 57701

Dear Committee Members:

On behalf of the Rapid City Convention and Visitors Bureau's Board of Directors I am writing in support of the proposal for the 25 full-size soccer fields and complex. One of the Convention and Visitors Bureau's goals is to brand the city of Rapid City as a sports tourism destination. This complex would assuredly help accomplish this objective.

The potential to host state, regional and national soccer tournaments as well as numerous other sporting events would be invaluable to the city of Rapid City in terms of quality of life for families as well as economic impact for the community. Because soccer is the fastest growing youth sport, the demand for this type of facility is great throughout the country.

We hope you'll give this project very serious consideration. Funding assistance for this \$12 million complex is essential!

Sincerely,

Marnie Herrmann

Marnie Herrmann, Chairman
Rapid City Convention and Visitors Bureau