



FEASIBILITY STUDY OF A POTENTIAL EXPANSION OF JAMES W. COWNIE SOCCER PARK

October 14, 2019



INTRODUCTION: Study Scope and Approach

PHASE ONE: MARKET ANALYSIS

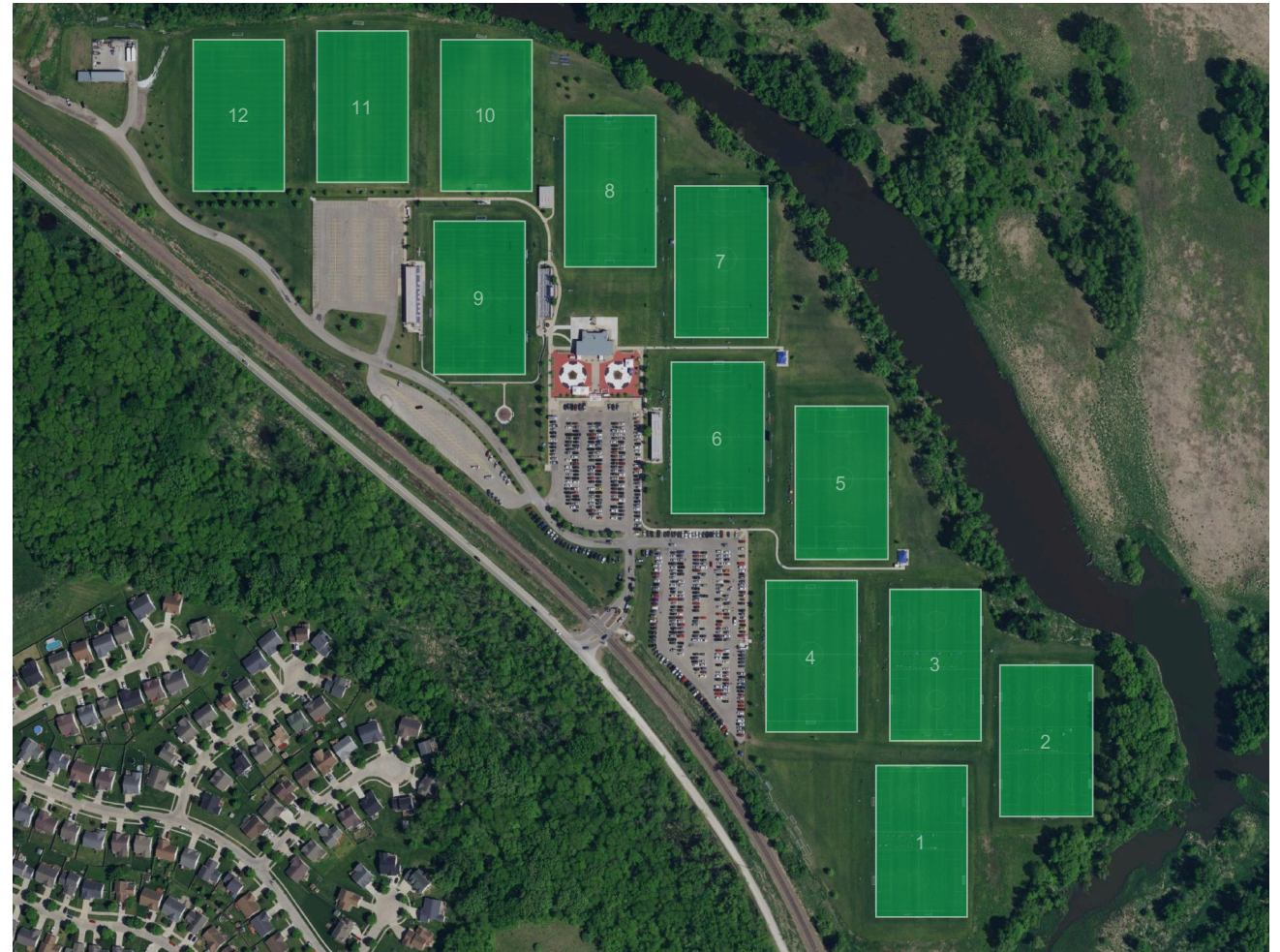
1. Site Visit, Tours & Stakeholder Interviews
2. Historical Operations Analysis
3. Local & Regional Conditions
4. Comparable Facility Benchmarking
5. Industry Characteristics & Trends
6. Market Demand Analysis
 - Stakeholder Interviews
 - Telephone Interviews
 - Community Survey
7. Supportable Program & Scenarios

PHASE TWO: COST/BENEFIT ANALYSIS

1. Program & Scenario Refinement
2. Concept Design Development
3. Cost/Benefit Projections
 - Development Costs
 - Utilization
 - Financial Operations
 - Economic Impacts

SITUATION ANALYSIS: Cownie Soccer Park Overview

CITY/STATE:	Des Moines, Iowa
OWNER:	Des Moines Parks and Recreation
OPERATOR:	Des Moines Parks and Recreation & Iowa Cubs (field maintenance)
YEAR BUILT:	1998
FACILITIES:	<p>12 full-size soccer fields</p> <p>Lights and scoreboards on Fields 6, 7, 8 & 9</p> <p>Seating available on</p> <ul style="list-style-type: none">• Field 9 – 2,000 bleacher seats• Field 6 – 750 bleacher seats• Field 8 – 400 bleacher seats <p>Parking for 1,200 vehicles (806 paved spaces)</p> <p>Concession stand and playground</p>
ACREAGE:	60+ acres
TENANTS:	Grand View University, Drake University and Roosevelt, Lincoln, East high schools
MAJOR EVENTS:	Menace Midwest Invitational, Just for Girls, IHSAA Boys and Girls State Soccer Championships, Iowa Soccer Association ISCS and other state/regional tournaments
OPERATIONAL MANDATE:	<p>Game focus; limited practices</p> <p>Only open from early April through mid-June and Mid-July through early November</p>



SITUATION ANALYSIS: Key Issues & Challenges

1. Natural grass fields highly-regarded by users and the industry.
2. Seasonal use patterns.
3. Utilization is limited and variably influenced by weather, field conditions, and rest patterns.
4. Growing competition through new and expanded facilities throughout the region and country.
5. Elevated importance and prominence of synthetic turf fields.
6. Lessening ability to accommodate local user group demand and to compete for tournaments.
7. A number of important challenges associated with expansion at the current Cownie Park site.

MARKET DEMAND: Outreach, Interviews & Surveys

- **4** visits to Des Moines by the Project Team throughout the study process, including meetings with City's study group, site/facility tours, and meetings with stakeholders/user groups.
- **40** completed telephone and in-person interviews with representatives of existing and potential new users.
- **738** completed surveys received from an online community survey.

- 3d Lacrosse
- AIFE Soccer Tournament
- Cedar Valley Soccer Club
- Central Iowa Co-ed Soccer League
- Challenger Sports - Tournament
- Corrigan Sports Enterprises
- Des Moines Menace
- Des Moines Parks & Recreation
- Des Moines Public Schools
- Des Moines Rugby Club
- Des Moines Ultimate Frisbee
- Drake University
- Elite Tournaments - Elite
- Genesis
- Grand View University
- International Soccer League
- Iowa AAU
- Iowa High School Soccer Association
- Iowa Lacrosse Association
- Iowa Mavericks Lacrosse
- Iowa Soccer Association
- Iowa State Boys Athletic Union
- Iowa State Girls Athletic Union
- IWLCA Tournament
- JUSC Soccer
- Nat'l Jr. College Athletic Assoc. (NJCAA)
- Northwest Iowa Soccer Club
- Soccer By Design
- Soccer Management Company
- Soccer South Soccer Club
- True Lacrosse - Illinois
- True Lacrosse- National
- US Club Soccer - North Central
- US Lacrosse - Midwest Region
- USA Club Rugby
- USA Football
- Vision Soccer Academy
- West Des Moines Lacrosse Club
- West Des Moines Soccer Club

MARKET DEMAND: Conclusions

- Moderate to strong demand exists for additional field access during peak times, as well as opportunities to utilize shoulder season periods and June/July.
- Potential new soccer complex project that has been proposed in Waukee. If developed, there would likely be a significant competitive impact with Cownie Soccer Park for tournaments.
- Considering both local and non-local demand, six synthetic turf fields in one location would be the appropriate development strategy to accommodate unmet local and non-local demand.
- A 22- to 24-field soccer complex would better accommodate overall tournament demand (small through large tournaments, including concurrent tournaments).
- Moderate to strong demand exists among organizers of other tournaments (lacrosse, football, rugby).

PROGRAM & SITE: Market Supportable Program

1) 24 full-sized multisport rectangle fields:

- a. Including a minimum of six (6) synthetic turf fields.
- b. 345' x 210' per field.
- c. No fixed seating required.

2) Additional characteristics & amenities:

- a. Lighting for at least half of fields to maximize use periods.
- b. Restroom and concession facilities at multiple locations.
- c. Team Building (locker rooms, multipurpose rooms)
- d. Field operations building.
- e. Pavilions (one or more covered/shaded areas).
- f. Warm-up areas (lawn areas available for pre-/post-game team assembly and warm-up drills and activities).
- g. Park entrance signage.
- h. Paved parking capacity for at least 80 spaces per field.

3) Approximate site acreage:

- a. 2.1 acres per field (field dimensions only)
- b. 3.2 acres per field (field + clearance + circulation)
- c. 4.5 acres per field (field + clearance + circulation + parking + service/support buildings)
- d. 110 acres total site approximation

PROGRAM & SITE: Cownie Park Expansion Challenges

Preliminary Site Concept A



A. New Grass Fields B. Convert Fields to Synthetic Turf C. New Exit Only D. Existing Entry E. Flood Resistant Restroom Building
F. New Parking G. New Field Lights H. New Restroom Building I. New Team Building J. Floodway Mitigation Area

June 2019

Preliminary Site Concept B



A. New Grass Fields B. Convert Fields to Synthetic Turf C. New Entry D. Convert Entry to Exit Only E. Flood Resistant Restroom Building
F. New Parking G. Expand Parking H. New Field Lights I. New Restroom Building J. New Team Building K. Floodway Mitigation Area

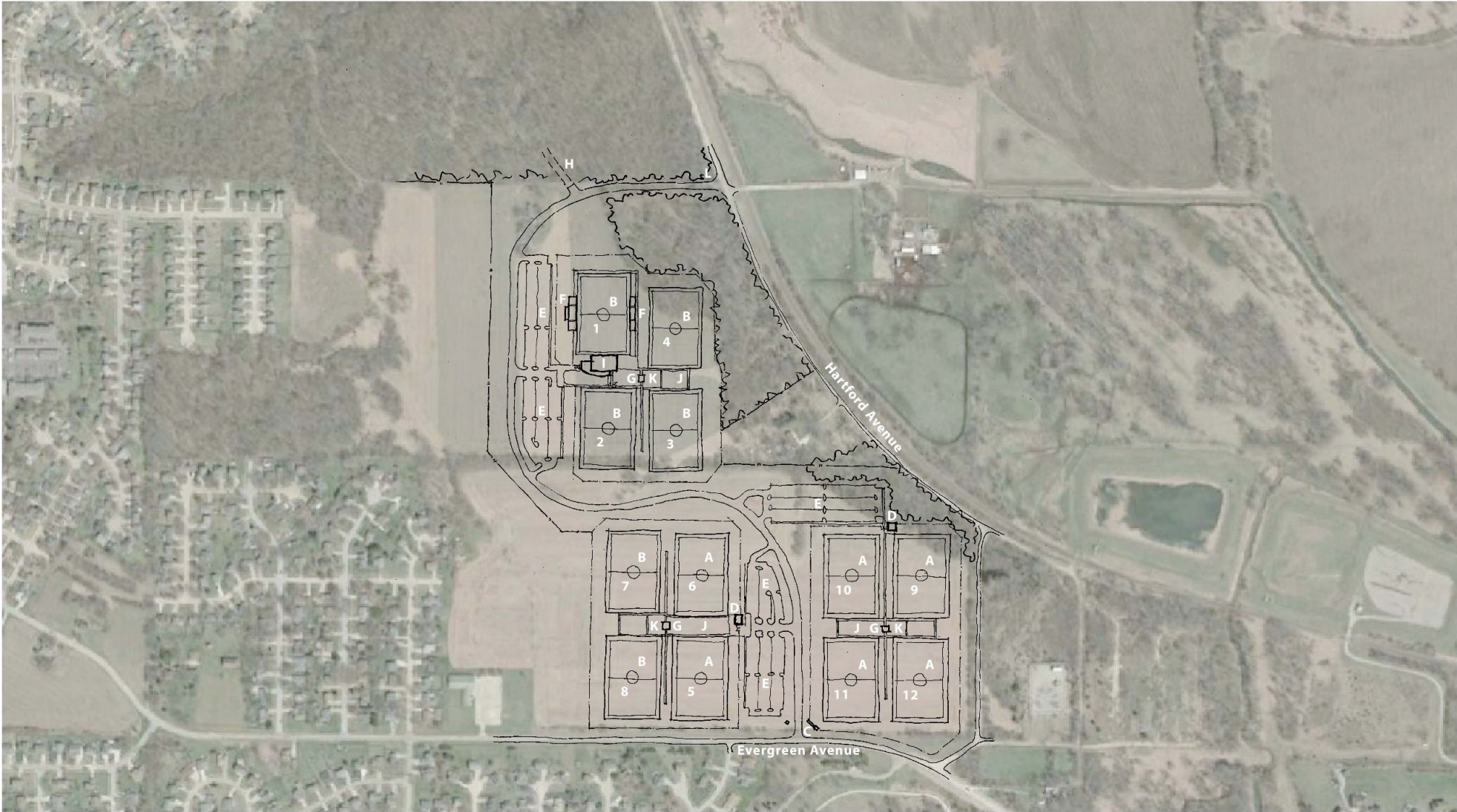
June 2019

PROGRAM & SITE: South Site Opportunity & Concept

- A contiguous expansion at the existing Cownie Soccer Park site would be challenging and significantly costly to execute correctly.
- Negative impacts associated with splitting field inventory into two campuses can be significantly mitigated should the sites be proximately-located.
- South Site was identified. 87 total acres, with 75 acres assumed for the new field expansion and 12 acres assumed for wooded area preservation along Hartford Avenue.



PROGRAM & SITE: South Site Opportunity & Concept



A. New Grass Fields B. New Synthetic Turf Fields C. Complex Entry D. Restroom and Concession Building E. New Parking F. Grandstand Seating G. Shade Structure
H. Future Bridge Connection to Existing Cownie Soccer Fields I. New Team Building, Restroom and Concession J. Team Area K. Play Area L. Secondary Entry

September 2019

PROGRAM & SITE: Recommended Strategy



1. South Site Complex Development:

- 12 full-sized rectangle fields, all lighted
 - 6 synthetic turf fields
 - 6 natural grass fields
- Restroom and concession facilities at multiple locations.
- Team building (locker rooms, multipurpose rooms)
- Field operations building.
- Pavilions (one or more covered/shaded areas).
- Warm-up areas.
- Paved parking for 960 (80 spaces per field).
- Same owner/operator/field maintenance model as Cownie Park

2. Cownie Park Improvements:

- 2 new shade structures on grounds.
- Expanded paved parking by 80+ spaces.
- 2 new restroom/concession buildings.

Optional Elements or Potential Future Investment:

- Potential vehicle & pedestrian bridge over Hartford Avenue and rail tracks to connect South Site with Cownie Park (est. cost = \$3.7-\$4.2 million).
- Full 12-field installation of synthetic turf at South Site.
- New Team Building at existing Cownie Park.

COST/BENEFIT: Estimated Utilization

Projected Utilization Levels by Type

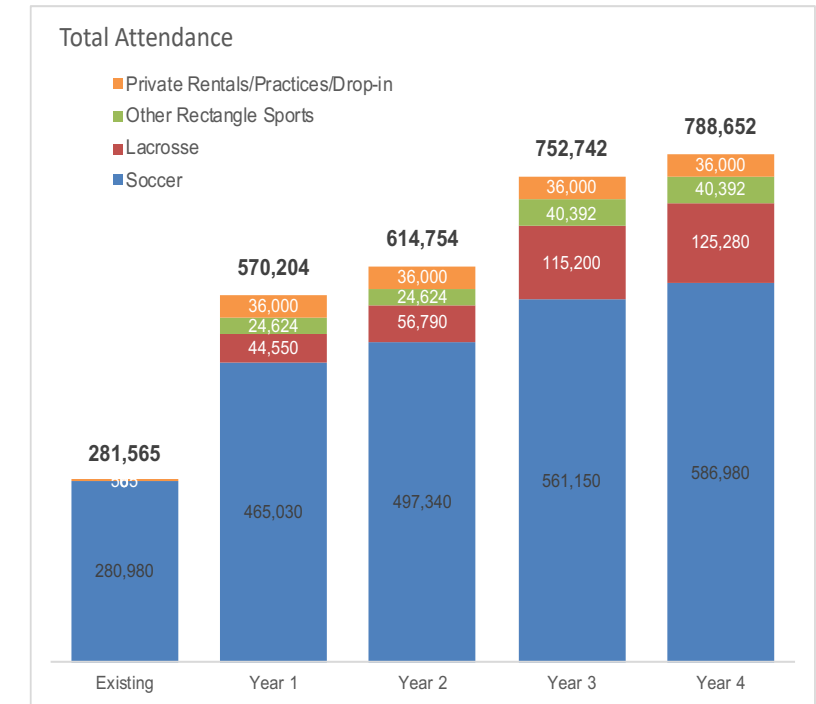
UTILIZATION	Existing 2019	Opening Year 1	Year 2	Year 3	Stabilized Year 4	20-Year Cumulative
LEAGUE TEAMS						
Soccer	56	118	130	142	142	2,520
Lacrosse	0	16	20	22	22	388
Other Rectangle Sports	0	12	12	16	16	280
Total	56	146	162	180	180	3,188
LEAGUE GAMES						
Soccer	672	1,416	1,560	1,704	1,704	30,240
Lacrosse	0	192	240	264	264	4,656
Other Rectangle Sports	0	120	120	160	160	2,800
Total	672	1,728	1,920	2,128	2,128	37,696
TOURNAMENTS						
Soccer	11	20	22	25	27	472
Lacrosse	0	3	4	7	8	134
Other Rectangle Sports	0	3	3	5	5	86
Total	11	26	29	37	40	692
TOURNAMENT GAMES						
Soccer	4,776	7,644	8,136	9,228	9,720	170,808
Lacrosse	0	684	876	1,968	2,160	35,928
Other Rectangle Sports	0	288	288	504	504	8,640
Total	4,776	8,616	9,300	11,700	12,384	215,376
CAMPS & OTHER RENTALS						
Soccer	0	0	0	0	0	0
Lacrosse	0	0	0	0	0	0
Other Rectangle Sports	0	0	0	0	0	0
Private Rentals/Practices/Drop-in	91	1,520	1,520	1,520	1,520	27,360
Total	91	1,520	1,520	1,520	1,520	27,360



COST/BENEFIT: Estimated Attendance

Projected Attendance Levels by Type

ATTENDANCE	Existing 2019	Opening Year 1	Year 2	Year 3	Stabilized Year 4	20-Year Cumulative
LEAGUES						
Soccer	10,080	21,240	23,400	25,560	25,560	453,600
Lacrosse	0	2,880	3,600	3,960	3,960	69,840
Other Rectangle Sports	0	2,160	2,160	2,880	2,880	50,400
Total	10,080	26,280	29,160	32,400	32,400	573,840
TOURNAMENTS						
Soccer	71,640	114,660	122,040	138,420	145,800	2,562,120
Lacrosse	0	10,260	13,140	29,520	32,400	538,920
Other Rectangle Sports	0	5,184	5,184	9,072	9,072	155,520
Total	71,640	130,104	140,364	177,012	187,272	3,256,560
CAMPS & OTHER RENTALS						
Soccer	0	0	0	0	0	0
Lacrosse	0	0	0	0	0	0
Other Rectangle Sports	0	0	0	0	0	0
Private Rentals/Practices/Drop-in	585	36,000	36,000	36,000	36,000	648,000
Total	585	36,000	36,000	36,000	36,000	648,000
SPECTATORS						
Soccer	199,260	329,130	351,900	397,170	415,620	7,312,500
Lacrosse	0	31,410	40,050	81,720	88,920	1,486,980
Other Rectangle Sports	0	17,280	17,280	28,440	28,440	489,600
Total	199,260	377,820	409,230	507,330	532,980	9,289,080
TOTAL ATTENDANCE						
Soccer	280,980	465,030	497,340	561,150	586,980	10,328,220
Lacrosse	0	44,550	56,790	115,200	125,280	2,095,740
Other Rectangle Sports	0	24,624	24,624	40,392	40,392	695,520
Private Rentals/Practices/Drop-in	585	36,000	36,000	36,000	36,000	648,000
Total	281,565	570,204	614,754	752,742	788,652	13,767,480



COST/BENEFIT: Order-of-Magnitude Construction Costs

COWNIE SOCCER PARK IMPROVEMENTS

Description	Total
Parking	
Site Work	\$20,098
Earth Work	\$100,756
Contingency	\$41,090
Hard Costs	\$161,944
Soft Costs	\$14,575
Subtotal	\$176,519
Restroom/Concessions Buildings	
Buildings	\$727,000
Contingency	\$247,180
Hard Costs	\$974,180
Soft Costs	\$87,676
Subtotal	\$1,061,856
TOTAL PROJECT COST	\$1,238,376

SOUTH SITE DEVELOPMENT

Description	Total
Earthwork	\$2,333,000
Site Utilities	\$1,225,000
Site Work	\$3,101,700
Playing Fields	\$6,505,450
Sports Lighting	\$3,420,000
Buildings	\$3,162,500
Site Amenities	\$850,000
Contingency	\$7,003,201
Hard Costs	\$27,600,851
Soft Costs	\$2,484,077
TOTAL PROJECT COST	\$30,084,928

INCREMENTAL COSTS FOR ENHANCED FEATURES:

Full deployment of synthetic turf at South Site (12 fields)	\$2,386,800
New Team Building at Cownie Soccer Park	\$2,414,970
Vehicle & pedestrian bridge over Hartford Avenue and rail tracks	\$4,200,000

COST/BENEFIT: Estimated Financial Operations

FINANCIAL OPERATIONS	Existing 2019	Opening Year 1	Year 2	Year 3	Stabilized Year 4	20-Year Cumulative	20-Year NPV
OPERATING REVENUES							
In-House League Registration	\$0	\$0	\$0	\$0	\$0	\$0	\$0
In-House Tournament Registration	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Rental Income	\$168,300	\$701,300	\$783,600	\$939,700	\$1,001,300	\$21,051,700	\$13,170,604
Camps/Clinics	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Concessions (net)	\$11,200	\$427,000	\$475,900	\$605,100	\$654,000	\$13,671,900	\$8,536,146
Advertising/Sponsorship	\$0	\$129,000	\$136,400	\$143,900	\$151,400	\$3,224,600	\$2,028,108
Other	\$10,000	\$25,000	\$27,500	\$30,000	\$32,500	\$686,965	\$430,786
Subtotal	\$189,500	\$1,282,300	\$1,423,400	\$1,718,700	\$1,839,200	\$38,635,165	\$24,165,643
OPERATING EXPENSES							
Salaries, Wages and Benefits	\$244,800	\$656,000	\$679,600	\$703,400	\$727,500	\$15,570,000	\$9,809,738
Utilities	\$22,000	\$104,000	\$107,100	\$110,300	\$113,700	\$2,435,300	\$1,535,051
Maintenance and Repair	\$0	\$156,000	\$160,700	\$165,500	\$170,500	\$3,653,200	\$2,302,703
Materials and Supplies	\$85,400	\$208,000	\$214,300	\$220,700	\$227,300	\$4,870,800	\$3,070,204
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Concessions	\$0	\$0	\$0	\$0	\$0	\$0	\$0
General and Administrative	\$100,000	\$200,000	\$210,000	\$220,000	\$230,000	\$4,907,800	\$3,088,648
Tournament Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0
League Operations/Programming	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal	\$452,200	\$1,324,000	\$1,371,700	\$1,419,900	\$1,469,000	\$31,437,100	\$19,806,344
NET OPERATING INCOME	(\$262,700)	(\$41,700)	\$51,700	\$298,800	\$370,200	\$7,198,065	\$4,359,300

COST/BENEFIT: Economic Impacts (OVERALL)

ECONOMIC IMPACT	Existing 2019	Opening Year 1	Year 2	Year 3	Stabilized Year 4	20-Year Cumulative	20-Year NPV
TOTAL NET NEW IMPACTS							
Net New Hotel Room Nights	22,656	42,581	45,947	57,360	60,477	1,053,041	676,944
Total Attendee Days	281,565	570,204	614,754	752,742	788,652	13,767,480	8,858,202
Net New Non Local Visitor Days	117,474	220,790	238,245	297,424	313,583	5,460,210	3,510,078
Direct Spending	\$12,260,543	\$26,629,023	\$29,595,253	\$37,987,975	\$41,237,133	\$876,733,203	\$552,145,594
Indirect/Induced Spending	<u>\$8,332,854</u>	<u>\$18,103,437</u>	<u>\$20,119,998</u>	<u>\$25,825,372</u>	<u>\$28,034,159</u>	<u>\$596,134,097</u>	<u>\$375,464,230</u>
Economic Output	\$20,593,396	\$44,732,460	\$49,715,251	\$63,813,347	\$69,271,292	\$1,472,867,299	\$927,609,824
Personal Income	\$8,404,942	\$18,264,564	\$20,298,965	\$26,052,466	\$28,280,103	\$599,430,389	\$376,934,249
Employment (full & part-time jobs)	267	580	644	827	897	18,924	11,871
City Sales Tax (1.0%)	\$147,604	\$320,601	\$356,313	\$457,356	\$496,474	\$10,555,734	\$6,647,849
City Hotel / Motel Tax (7.0%)	<u>\$133,216</u>	<u>\$283,332</u>	<u>\$314,904</u>	<u>\$404,917</u>	<u>\$439,725</u>	<u>\$9,181,557</u>	<u>\$5,730,032</u>
Total Taxes	\$280,820	\$603,932	\$671,216	\$862,273	\$936,199	\$19,737,291	\$12,377,881