

REGIONAL SPORTS & RECREATION COMPLEX STUDY

CITY COUNCIL STUDY SESSION

July 24, 2023















Regional Significance. Community NEED.

Service Sector, Hospitality Jobs, and Stability

- Hospitality capacity Thursday–Sunday
- Significant impact on Hospitality careers 2nd largest sector of economy

Equity and Opportunities for Entire Community

- There are currently community members who WANT to participate but CANNOT because Rochester does not have facilities
- The lack of accessible and adequate sports facilities affects all community members
- Unique sports participation equity issue for Rochester vs. Twin Cities area facilities

> Quality of Life Issue

- The lack of facilities is impacting quality of life in Rochester
- Regional Sports & Recreation Complex creates capacity and opportunities in entire parks system



Planning for Long-Term Sustainability

Multiple-Stage Project Visioning

- Preliminary design program is a result of extensive market study and community engagement
- Vision set for a multi-generational regional and community asset
- Limiting public expenditure in an un-funded project while ensuring vision is reflective of community input
- Community Engagement continues throughout Design and Construction (Community Co-Design, Prototyping)

Listen to the Community and Consider National Perspective

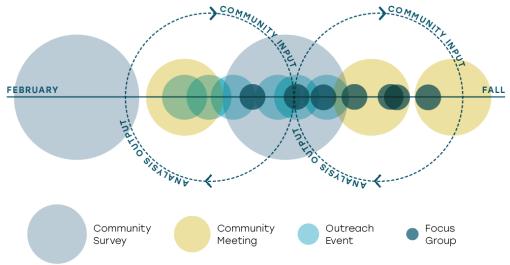
- REGIONAL this complex will be an asset for the entire region
- SPORTS this will significantly improve sports facilities for the community and region
- RECREATION we have heard overwhelmingly from all engagement groups that more recreation options
 and better access are needed for the entire community—especially indoor
- COMPLEX It is possible to successfully achieve all of this in a generational asset

Operations and Maintenance Plan

• Ensuring long-term sustainability, community access, and success of this complex



Program and Community-Driven Design



- Design, site, and other project components were not established up front
- Gaps analysis and community engagement drive overall project goals, city goals, and considered operations

Key considerations in developing program design options included:

- Community Gap
- User Groups
- Community Benefit
- Sports Tourism Potential
- Space Requirements
- Initial Investment
- Return on Investment Potential

Resulting Program Work + Recommendations



Recommended Program Design Option

Indoor: 125,000 SF Building

Concessions & Cafe

Elevated Walking Track

Changing Rooms

Lockers & Cubbies

Medical Lease Space

Multi-Purpose Community Rooms

Office & Staff Administration

Play Area

Prayer, Reflection & Wellness Room

Rock Climbing Wall

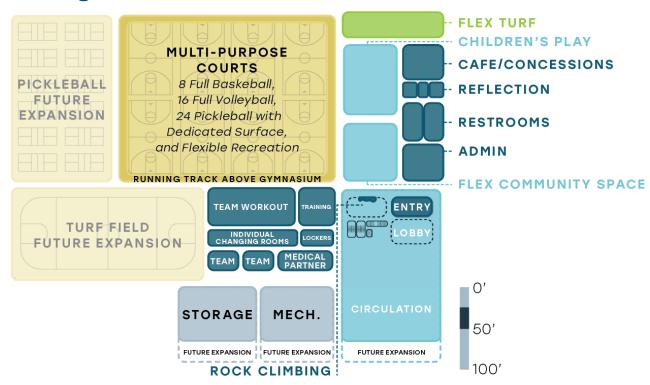
Ticket Office

Team Rooms

Team Workout

Training Room

Turf Flex Space





Recommended Program Design Option

Outdoor: 75-90 acres

- Disc Golf
- Field Lighting
- Flex / Warm-up Space
- Officials Room
- Picnic Shelter / Shade
- Player Seating
- Playground
- Public Art Installation
- Scoreboards
- Security / Pedestrian Lighting
- Spectator Bleachers
- Storage
- Trails
- Vehicle / Bicycle Parking









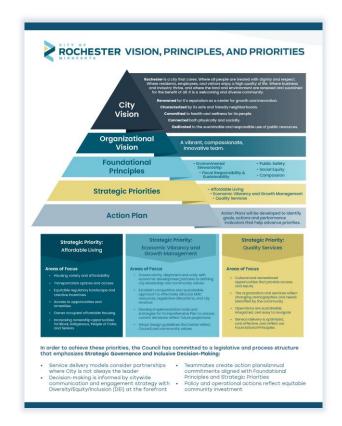






Addressing Other Priorities Being Responsive to Community Needs

- Aquatics
 - Soldiers Field Aquatic Center
 - Lincolnshire Splash Pad
 - McQuillan Splash Pad
 - Silver Lake (Master Plan)
 - RPS Middle School Pools
- Outdoor Basketball Courts
 - MLK Park Resurfacing
 - Soldiers Field—2 New Courts
- Outdoor Tennis
 - Fox Valley Court Reconstruction
 - Allendale Court Reconstruction
- Facility Improvements + Maintenance
 - Improvements at Various Existing Facilities



Gaps Analysis + Community Engagement



Regional Facility Gaps Analysis

Utilization of Data

- > Local Gaps vs. Regional Sports Tourism Facility Thresholds
- > Opportunity for Local Use and Regional Sports Tourism
- Context of Gaps Analysis Among other Insights
 - Current Conditions of Facilities
 - Other Improvement Projects
 - Goals for the Project
 - Community Input
 - Budget and Performance Potential



Data Collection + Inventory Takeaways

A qualifying number of fields or courts alone does not make a facility competitive for tournaments and events on a regular basis. To compete for tournaments and events in today's highly-competitive market, facilities must be tournament class, meaning they include:



Sufficient, Convenient Parking and Restrooms



High-Quality, Convenient Concessions Options



High-Quality
Playing Surfaces
to Maximize Play
and Ensure
Consistency



Amenities
Dedicated to
Spectator Comfort



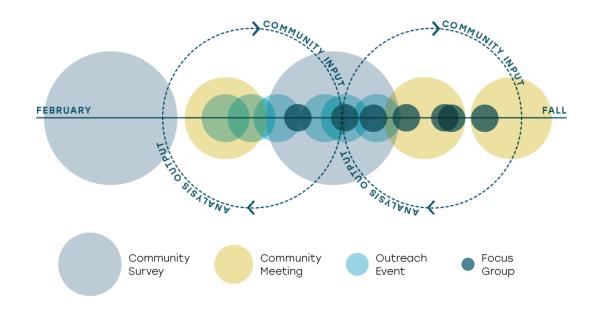
Data Collection + Inventory Takeaways

- Outdoor field-based or pickleball facilities do not meet the anchor sports tourism complex threshold in Rochester.
- One aquatics (Rec Center) and one indoor court-based facility (National Volleyball Center) meet the size requirement.
- Despite the abundance of assets available, accessibility issues limit the ability for the community to utilize them.
- The current facilities do not meet the qualitative sports tourism thresholds.
- Highest needs are multi-purpose fields, outdoor basketball courts, and synthetic turf fields.



Engagement Process

- > 15+ Events/Meetings
 - 2 Community Surveys
 - 2 Public Open Houses with An Additional This Fall
 - 6 Outreach Events
 - 6 Focus Groups
 - 4 Community Working Group Meetings
- > 3,000+ Participants
- 20 City Staff Meetings





- Activities / Sports for All Abilities
- > Affordable and Equitable Access
- Indoor Multi-purpose Recreation Facility
 - Exercise, fields, sport courts
 - Dance, karate, roller derby, curling ice, unprogrammed
- Indoor Play
- Indoor Walking Track
- Outdoor Multi-purpose Fields
- > Indoor Pool/Aquatic Center





Cost and Operations+ Maintenance Plan

Opinion of Cost

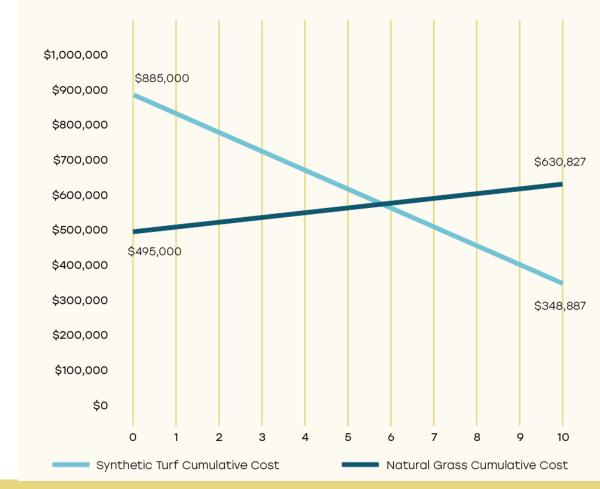
Combined Complex: Uses of Funds	Low	Mid	High
Land Cost	\$1,100,000	\$1,400,000	\$1,750,000
Hard Cost	\$33,490,100	\$38,877,900	\$42,265,700
Field + Sports Equipment Cost	\$17,559,200	\$19,510,200	\$21,461,300
Furniture, Fixtures, and Equipment	\$2,666,700	\$2,963,000	\$3,259,300
Soft Costs Construction	\$4,942,500	\$5,491,600	\$6,040,800
Soft Costs Operations	-	-	-
Escalation	\$5,374,400	\$5,971,600	\$6,568,800
Working Capital Reserve	-	-	-
Total Uses of Funds	\$65,133,000	\$74,214,500	\$81,345,900

Capital Improvements Over Time

- Funds Set Aside for Maintenance/Improvements
- Annual Allocation for Assets to be Used as Needed
- > TOTAL INDOOR ANNUAL ALLOCATION: \$396,285
- > TOTAL OUTDOOR ANNUAL ALLOCATION: \$1,043,015

Hard Costs	
Hard Structure Cost	\$105,692
Hard Structure Cost-Mezzanine + Walking Track	\$14,352
Locker Rooms + Lounge Areas	\$244
Finish Out	\$244
Hard Cost Total	\$120,288
Field + Sports Equipment Cost	V.20,200
Court Area	
Hardwood Flooring	\$36,342
Basketball Net + Stanchion System	\$6,400
Volleyball Net System	\$12,800
Wall Padding + Netting	\$5,200
Scoreboards	\$2,133
Participant Court Seats	\$9,200
Spectator Bleachers	\$10,400
Court Curtains	\$5,600
Vinyl Floor Covering	\$11,032
Walking Track Surface	\$6,095
Athletic Equipment	\$5,000
Sports Performance Training Area	
Sports Performance Synthetic Turf Flooring	\$400
Sports Performance Training Flooring	\$0
Athletic Equipment	\$2,000
Membership Fitness Area	
Fitness Center Flooring	\$1,920
Fitness Center Equipment	\$56,000
Field + Sport Equipment Cost Total	\$170,522
Furniture, Fixtures, and Equipment Cost	
Food + Beverage	
Concessions Equipment	\$11,250
Secondary Concessions	\$0
Finish Out	\$0
Furnishings	
Furnishings	\$4,070
Security + Access Control Hardware	\$9,366
Point Of Sale Hardware	\$800
Telecommunications Hardware	\$18,731
Software	\$500
Miscellaneous	\$500
	A1.050
Locker Rooms/Lounge Areas	\$1,950
Marquee Signage	\$8,000
Graphics Package	\$12,487
Audio/Video	\$10,000
Court Storage Building	\$0
Maintenance Equipment	\$3,122
Furniture, Fixtures, and Equipment Cost Total	\$80,276
Total Annual Capital Expense Allocation	\$371,086

Capital
Improvements
Over Time –
Synthetic Turf
vs. Natural
Grass





Business Model

- > Local Programming
- > Sports Tourism
- In House vs. Rental Programming





Sample Weekly Schedule

Indoor Facility

- **Local Programming** Mon. - Thurs.
 - Camps, Leagues, Clinics, Community Rec, Etc.
- Regional Programming Fri. – Sun.
 - **Tournaments and Events**
- Balance of Local and Non-Local Visitation
 - **Residents Account for 66-**75% of All Programmed **Visits/Uses at Comparable Facilities**

E	Basketball Court			6	7 8					
Sun.	7a.m4p.m.	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	
S	4-10 p.m.			Camp, Clinic,	Academy, or F	Rental Block: 4	18 court hours	;		
نے	3-4 p.m.		Camp, Clinic, Academy, or Rental Block: 8 court hours							
Mon.	4-10 p.m.	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	
	3-4 p.m.			Camp, Clinic,	Academy, or	Rental Block:	8 court hours			
	4-6 p.m.	Volley	ball**	Volley	ball**	Volley	/ball**	Volleyball**		
Tue	6-8 p.m.	Volley	ball**	Volley	ball**	Volley	/ball**	Volleyball**		
	8-10 p.m.	Volley	hall**	Volley	hall**	Pick	Pickleball League: 8 games, 16 teams			
	6-10 p.111.	Volley	ball	Volley	bull	Camp, Clinic	, Academy, or	Rental Block: 4 court hours		
.	3-4 p.m.			Camp, Clinic,	Academy, or	Rental Block:	8 court hours			
Wed.	4-10 p.m.	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	
	3-4 p.m.			Camp, Clinic,	Academy, or	Rental Block:	8 court hours			
, i	4-6 p.m.	Volley	ball**	Volleyball**		Volleyball**		Volleyball**		
Turs.	6-8 p.m.	Volley	ball**	Volley	ball**	Volleyball**		Volleyball**		
	8-10 p.m.	Volley	hall**	Volleyball**		Pickleball League: 8 games, 16 teams				
	0-10 p.111.	Volley	buii	Volley	buii	Camp, Clinic	, Academy, or	Rental Block:	ntal Block: 4 court hours	
	3-4 p.m.			Camp, Clinic, Academy, or Rental Block: 8 court hours						
Ē	4-10 p.m.	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	Basketball League*	
	7a.m2p.m.	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	Basketball Tournament	
2–9 p.m. Camp, Clinic, Academy, or Rental Block: 56 court hours				:						
	9-10 p.m.		etball: , 4 teams	Baske 2 games,			etball: , 4 teams	Baske 2 games	etball:	



> Financial Performance Potential

Asset	Asset Size	Revenue Expectation			
	Asset Size	Public	Hybrid	Private	
Indoor Facility	124,874 square feet	\$424,432	\$825,133	\$1,310,787	
Outdoor Facility	12 Fields	\$420,000	\$1,080,000	\$1,680,000	
	Total	\$844,432	\$1,905,133	\$2,990,787	

Acces	Accet Size	Net Operating Income Expectation			
Asset	Asset Size	Public	Hybrid	Private	
Indoor Facility	124,874 square feet	(\$42,443)	\$0	\$131,079	
Outdoor Facility	12 Fields	(\$105,000)	(\$54,000)	\$84,000	
	Total	(\$147,443)	(\$54,000)	\$215,079	

Economic Impact Potential

Asset	Asset Size	Economic Impact Expectation			
Asset	Asset Size	Low	Mid	High	
Lodging Accommodations	8 Courts/12 Fields	\$4,121,000	\$8,749,200	\$14,581,900	
Dining + Groceries	8 Courts/12 Fields	\$4,461,800	\$9,472,800	\$15,788,000	
Transportation	8 Courts/12 Fields	\$758,500	\$1,610,400	\$2,684,000	
Entertainment	8 Courts/12 Fields	\$356,900	\$757,800	\$1,263,000	
Retail	8 Courts/12 Fields	\$2,097,100	\$4,452,200	\$7,420,300	
Miscellaneous	8 Courts/12 Fields	\$1,204,700	\$2,557,700	\$4,262,800	
Total		\$13,000,000	\$27,600,000	\$46,000,000	





- > Continued Community Engagement
 - Open House 3 Early Fall 2023
- > Referendum Vote
- > Full Design
 - Site selection
 - Confirm final programming
 - Community Co-Design
- Anticipated Schedule Duration

Land Purchase: 2024

• Design: 2024–2025

Construction: 2025–2026

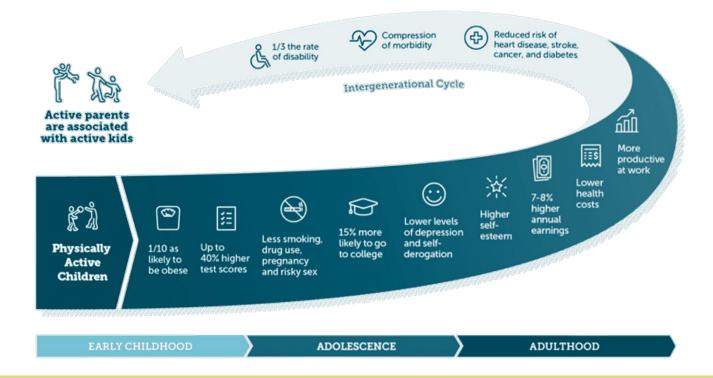


Appendix

Supporting Information / Visual Aid for Questions as needed



Individual & Community Benefits





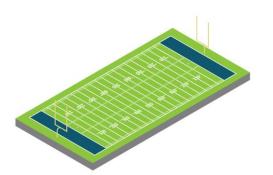
Individual & Community Benefits





Data Collection + Inventory Takeaways

In order to compete for tournaments and events on a regular basis, based on the regional competitive set, and based on trends in the industry, the following number of assets should be considered the minimum for each of the areas of focus:







DIAMOND FIELD: 8 FIELDS



INDOOR COURTS/FLAT FLOOR: 8 COURTS

All the above must be in one facility/complex location with additional fields/courts available in proximity for extra-large/overflow events.



Sports Tourism Case Study

Hoover Met Complex

- > YEAR OPENED: 2017
- > OWNERSHIP: City of Hoover, Alabama
- > DEVELOPMENT COST: \$80 Million
- FACILITY TYPE: Indoor Courts/Events
 Outdoor Stadium + Fields
- > ECONOMIC IMPACT (2022): \$70 Million+
- > ROOM NIGHTS (2022): 85,000+
- > Publicly Funded
- Operationally Self-Sustaining





Engagement Goals



UNDERSTAND

Understand the Community's current sports & recreation uses, wants and needs



SEEK INPUT

Seek input from diverse voices to gain broader community input



FEEDBACK LOOP

Create an information feedback loop to inform facility program design



Engagement Approach

- Community Surveys: 2 surveys
 - 1,900 Respondents
- > Open Houses: 2 held, 1 planned
 - Mayo High School May 16, 2023
 - Mayo Civic Center June 27, 2023
 - Fall 2023
- Community Working Group (CWG):

4 meetings

- March 28, 2023
- April 27, 2023
- May 31, 2023
- June 27, 2023

CWG PARTICIPANTS

Susan Haskamp

Rochester Public Schools

- John Carlson
- Lee Tollefson

Olmsted County

Mat Miller

Age Friendly Olmsted

- Walt Rothwell
- Dave Beal

Inclusion FWRD

- LeAnn Bieber
- Melanie Brennan

Rochester Sports Foundation

- Ed Hruska
- Rebecca Tesch

Rochester Area Chamber of Commerce

- Ryan Parsons
- John Eckerman

Mayo Clinic

Erin Sexton

Sports Mentorship Academy

Lisa Ross



Engagement Approach

> Outreach Events: 1000+ Attendees

- Rochester Pride May 20, 2023
- Franklin Elementary May 25, 2023
- Walk Around the World June 10, 2023
- Safe City Nights June 13, 2023
- Chamber of Commerce June 13, 2023
- Juneteenth June 17, 2023
- Rochester Sports Foundation June 29, 2023

> Focus Group Sessions: 6 Sessions

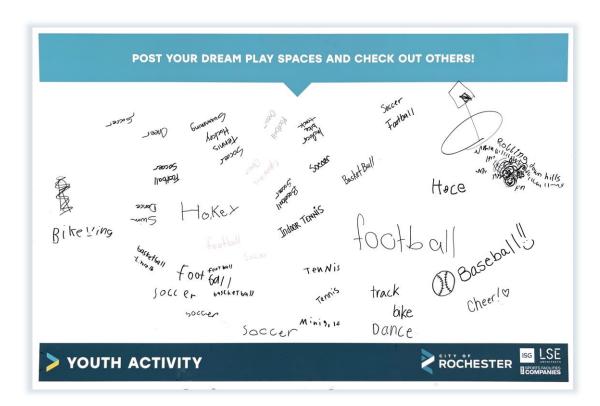
- IMAA Staff June 6, 2023
- Rochester Islamic Center June 16, 2023
- Age-friendly Olmsted County June 28, 2023
- Rochester Sports Foundation June 29, 2023
- Rochester Youth Council July 5, 2023
- Rochester Pride July 12, 2023



Engagement Participants

- > Youth (ages 4 -18)
- > Adult Seniors
- > Families
- > BIPOC Community Members
- Immigrant Community Members
- LGBTQ Community Members
- Cultural Groups
- > Organized Sports Participants
- Recreation Participants
- Local Organizations + Businesses
- City Staff + Elected Officials

















What is Rochester currently missing?









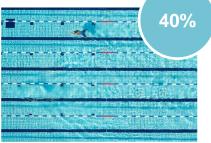
Engagement Takeaways

Support and Excitement for RSRC

Most important facilities for a new recreation complex based on survey results are:



Indoor Courts + Fields



Swimming Pool



Outdoor Fields

Soccer, Lacrosse, Football



Pickleball Courts



Most frequently requested sports from input at Open Houses and Outreach Events:



Soccer



Basketball



Pickleball

ISG | LSE | SFC

45



Engagement Takeaways

Support and Excitement for RSRC

Most frequently requested amenities:



Spectator Seating



Walking Track



Playground or Indoor Play for Young Kids + Families



Priority Assets Based on Data Gathered

- = Gaps Analysis
- Pool/Aquatics
- Outdoor Multi-Purpose Turf Fields
- Indoor Multi-Purpose Courts + Fields
- Pickleball Courts
- Outdoor Basketball Courts
- Public Restrooms
- Oncessions
- Spectator Seating + Comfort

- = Community Input
- Sufficient Parking
- Flexible Community Space
- Indoor Walking Track
- Disc Golf
- Roller Derby
- Wellness Room
- Access to Public Transit



Alignment with City Goals and Priorities

> Access

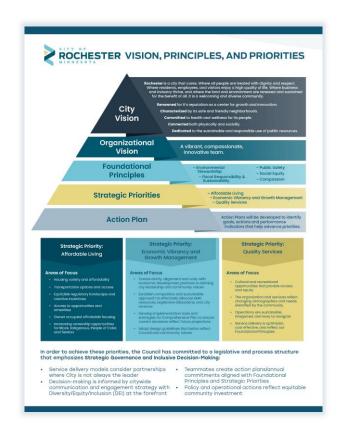
- Free/reduced availability
- Trail and transit network
- Accessible design
- Turf fields true community use

Equitable & Inclusive

- Accommodate cultural & dietary food needs
- Welcoming & inclusive scheduling
- Flexibility

Economic Vibrancy & Growth Management

- Regional tourism draw
- Plan for future expansion and market trends





Indoor Facility Program

- 8 Basketball Courts
- > 16 Volleyball Courts
- > 24 Pickleball Courts
- Lobby/Welcome Area/Rock Wall
- Café Seating Area
- Team Workout and Training Area
- Medical Lease Space
- Elevated Walking Track
- Restrooms, Storage, Common Area, Etc.

pace	Indoor Programing Product/Service	Count	Dimensions Length, Width	Square Feet Of Each	Total Square Feet	Percent O Footprint
Courts	Basketball Courts (Actual Courts 84x50')	8	104, 78	8,112	64,896	52.0%
	Pickleball Courts (44x20' With Clear Space)	24	64, 34	Over Basket	ball Courts	0.0%
	Volleyball Courts	16	60, 30	Over Basket	ball Courts	0.0%
			То	tal Courts Sq. Ft.	64,896	0.0%
	Lobby, Welcome Area, and Rock Climbing Wall	1	-	2,000	2,000	1.6%
	Control Room	1	15, 10	150	150	0.1%
	Ticket Office	1	10, 10	100	100	0.1%
	Office + Staff Area	1	-	1,200	1,200	1.0%
	Cafe Seating Area	1	-	1,200	1,200	1,0%
	Team Rooms	1	60, 25	1,500	1,500	1.2%
	Team Workout	1	-	3,000	3,000	2.4%
	Reflection Rooms	3	10, 10	100	300	0.2%
e G	Flex Community Space	2	30, 30	900	1,800	1.4%
gg	Kids Play Area	1	-		2,400	2,400
Flex Space	Referee Rooms	2	15, 10	150	300	0.2%
ш	Training Room	1	20, 15	300	300	0.2%
	Training Area	1	-	1,000	1,000	0.8%
	Turf Flex Space	1	-	2,000	2,000	1.6%
	Locker + Cubbies	1	-	750	750	0.6%
	Restrooms	2	35, 25	875	1,750	1.4%
	Family Restrooms + Changing Rooms	6	10, 10	100	600	0.5%
	Leased Medical Space	1	-	1,000	1,000	0.8%
	Elevated Walking Track	1	-	13,853	13,853	11,196
	Total Flex Space Sq. Ft.					28.2%
	Re	100,099	80.2%			
		9,910	7,9%			
		14,865	11.9%			
	То	124,874	100%			
Estimated Building Footprint					99,919	
		2.29				

See page 71 of the RSRC Study for the full programing list



Outdoor Facility Program

- 12 Synthetic Turf Flex Fields
- 12 Pickleball Courts
- Basketball Court
- Courtside Pavilion
- Children's Playground
- > 3 Picnic Shelter/Shade Structures
- 2 Secondary Support Buildings
- Maintenance Building



See page 73 of the RSRC Study for the full programing list

> Site Development

	Quantity	Dimensions Length, Width	Square Feet Of Each	Total Square Feet	Percent Of Footprint
Parking Spacing Total (10x18') (20x20' With Aisles)	1,436	20,20	400	574,400	42.8%
Setbacks, Green Spaces, and Trails	-	25% Indoor 50% Outdoor		768,616	57.2%
	velopment Sq. Ft.	1,343,016	100%		
	30.83				
	60.68				



> Publicly-Managed Facility Payroll

Management Position	Public
General Manager	\$110,000
Director of Operations	\$90,000
Marketing & Business Development Director	\$80,000
Senior Program Director	\$75,000
Indoor Facility Manager	\$75,000
Outdoor Facility Manager	\$75,000
Food Service Manager	\$75,000
Finance Manager	\$80,000
Admin Support	\$55,000
Total Management Payroll	\$715,000



Recommended Program Design Option

Interior Conceptual Program Renderings

