

THE CITY OF
West Des Moines.

Central Iowa All Sports & Events Complex



8/1/2018

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Executive Summary

The city of West Des Moines has a unique opportunity to work with the private sector to bring a one-of-its-kind sports facility to the community and region. This project will enhance the soccer and hockey sports scene in Central Iowa, attract regional and national tournaments to West Des Moines and serve as a springboard for new economic development within the city. Additionally, in accordance with the West Des Moines 2036 Plan, this project will add to our City's already high standards of Quality of Life by placing West Des Moines on the map regarding youth sports. The following provides background regarding location, building amenities and cost, as well as information regarding the public/private partnerships that will drive the success of this project.

Quick Facts

The proposed project site sits adjacent to existing infrastructure, along the south side of Grand Avenue and Jordan Creek Parkway (Appendix A). The 60-acre site is conveniently situated only 2.3 miles south of Jordan Creek Town Center, and 1.6 miles west of I-35 South.

The development includes a 113,500 square foot arena with two sheets of ice plus a 14,500 square foot concourse. The main ice arena seats 1,500 people and the practice ice seats 500. The turf fieldhouse, at nearly 100,000 square feet, includes (1) full size turf soccer field that converts into indoor netted fields with mezzanine seating for spectators. Additionally, court sports, such as basketball, volleyball and tennis are also accommodated with 26,000 square feet of convertible hard-court. The site amenities include 5 full-sized outdoor soccer, lacrosse, and football fields. On-site parking can manage up to 800 vehicles.

West Des Moines is easily accessed from all directions via interstate, as previously stated, making it an ideal location for not only local youth sports groups but for regional events such as tournaments or special events, including trade shows. This additional traffic provides the fuel for the economic impact for local merchants and developers, sustaining our continually growing and thriving retail and business district throughout all areas of our community.

The scope of the project requires cooperation between the local public bodies and private partnerships. The City has worked with utility companies, local developers, and not-for-profit sports organizations to forge long-term agreements which make the sports complex project a reality.

Statutory Authority: Hotel Motel Tax

The project team and City staff reviewed many financing options, the focus of these discussions centered on utilizing existing visitor dollars and returning that economic impact to West Des Moines, improving upon our already vast retail, restaurant and hotel businesses. To that end, the City will be using hotel motel tax to fund its share of construction costs. This project is a perfect fit based on the authority granted to Cities through Iowa Code.

The State of Iowa permits the collection of a local transient tax fund, per IA code section 423A.6 and as such, the City of West Des Moines would be permitted to borrow funds for an ice arena & fieldhouse and pledge the proceeds from Hotel Motel Tax revenues to pay the associated bond debts.

423A.7 Local transient guest tax fund.

4. The revenue derived by a city or county from any local hotel and motel tax authorized by section 423A.4 shall be used by a city or county as follows:

a. Each county or city which levies the tax shall spend at least fifty percent of the revenues derived therefrom for the acquisition of sites for, or constructing, improving, enlarging, equipping, repairing, operating, or maintaining of recreation, convention, cultural, or entertainment facilities including but not limited to memorial buildings, halls and monuments, civic center convention buildings, auditoriums, coliseums, and parking areas or facilities located at those recreation, convention, cultural, or entertainment facilities or the payment of principal and interest, when due, on bonds or other evidence of indebtedness issued by the county or city for those recreation, convention, cultural, or entertainment facilities; or for the promotion and encouragement of tourist and convention business in the city or county and surrounding areas.

b. The remaining revenues may be spent by the city or county which levies the tax for any city or county operations authorized by law as a proper purpose for the expenditure within statutory limitations of city or county revenues derived from ad valorem taxes.

c. Any city or county which levies and collects the local hotel and motel tax authorized by section 423A.4 may pledge irrevocably an amount of the revenues derived therefrom for each of the years the bonds remain outstanding to the payment of bonds which the city or county may issue for one or more of the purposes set forth in paragraph “a”. Any revenue pledged to the payment of such bonds may be credited to the spending requirement of paragraph “a”.

Historical Perspective and Evolution of Sports Facilities

Historical Perspective

Within the last four years several sports management agencies have met with City Staff to pitch the concept of a local sports arena, several as recent as 15-months ago. These companies were often for-profit agencies whose objective was to locate in West Des Moines without providing much private capital investment. Approximately 12-months ago, two members of the Iowa Ice Sports Foundation approached the City Manager's Office and requested that they work with our staff in the conceptualization and potential development of an indoor athletic and event center, featuring ice hockey and soccer as its main sports components, yet offering a wide variety of available practice space for other turf-related sports, specifically, for local youth & adult leagues. This project, unlike the other pitches, had distinct merit. Finally, a local, not-for-profit youth sports foundation, had approached the City and proposed a realistic goal, with corporate donation backing for building expenses that would be geared toward local youths, parents, adults, and families.

After agreeing to share the cost of a feasibility study, and reacting to the positive research and preliminary market acceptance, the project team began to take formation about 9-months ago, discussing possible site locations especially near interstate off-ramps and our major dining/restaurant district. The subsequent documentation and project evolution reflects the progress and positive direction of the proposed Central Iowa All Sports & Events Complex.

Evolution of Sports Facilities

As the intensity of youth athletics grew and demand for indoor facilities escalated, the design and operational models began to evolve. This evolution saw the "programming modeling" expand from indoor soccer facilities to a multi-functional sport facility. Over the past decade our community and metro-wide has seen an increased need for indoor hard-court space and practice turf. Additionally, interest in ice hockey has continued to increase significantly across the metro in both youth and adult leagues. A final opportunity became apparent. The revised design model created column free artificial turf areas of 97,000 sq. ft., two sheets of indoor ice with total seating capacity of up to 2,000 and four indoor hardwood courts. Space for classrooms, offices, retail build-out opportunities and a concession available for third-party rental is also included.

It is this evolution and excellent marketing opportunity that have driven the project team to design a modest yet appropriately sized facility for the Central Iowa All Sports & Events Complex. Great efforts have been made to meet all the potential and projected revenue and programming opportunities as the project has been molded to the unique and attractive market surrounding West

Des Moines, the Des Moines Metro Area and the Midwest Region.

Increased Participation: By the Numbers

Throughout the Des Moines Metro (within a one-hour radius), participation in sports has been increasing. Currently, within Central Iowa there are 4,000 hockey players, both youth and adult. In Des Moines specifically, there are roughly 700 youth and 450 adult players. This is anticipated to grow with increased access. Currently the sport is maxed out due to only having access to three existing ice rinks.

Youth soccer has over 17,000 youth members within a one-hour radius of Central Iowa. There are roughly 2,000 adult league members, 3,000 coaches and 50 clubs. The Iowa Soccer Association is the largest soccer organization in Iowa, offering the sport for all ages and levels of play. Current Iowa Soccer club membership, state-wide, shows 34,000 youth, 2,500 adult and 5,100 coaches.

Youth Sports Tourism Industry: Economic Impact Case Studies

Youth Sports Tourism is a growing industry, and a relatively new concept across the United States. According to a TIME Magazine article dated August 24, 2017 by Sean Gregory, the pioneer of this trend is the ESPN Wide World of Sports Complex, which opened in 1997 on the grounds of Disney World in Orlando. The 220-acre venue allows Disney to collect revenue from tournament fees, hotel stays and theme-park tickets, while giving it another way to win the hearts of its youngest customers. Business is thriving. Wide World of Sports hosted 385,285 athletes in 2016 alone, up 28% since 2011.

The U.S. youth-sports economy- which includes everything from travel to private coaching to apps that organize leagues and livestream games- is now a \$15.3 billion market, according to WinterGreen Research, a private firm that tracks the industry. And the pot is rapidly getting bigger. According to figures that WinterGreen provided exclusively to TIME, the nation's youth-sports industry overall, has grown by 55% since 2010. This translates to an unprecedented sports tourism boom over the past decade. According to the Charlotte Observer, referencing HBO's Real Sports special on this subject, it was reported that families spent more than \$10 billion on the road in 2016 and that figure is growing by 20% annually.

In Westfield, Indiana, a small city 20 miles north of Indianapolis, one of the largest youth sports facilities in the world has been built. Westfield issued \$70 million in bonds to build Grand Park Sports Campus, a 400-acre complex that opened in 2014 and includes 31 grass and synthetic fields for soccer, lacrosse and other field sports, 26 softball and baseball diamonds, and a 370,000 sq. ft. indoor facility. It seems to be paying dividends, as last year 1.2 million visitors spent \$145 million at Grand Park, the name of the Westfield sports complex. Last July, Grand Park hosted 400 teams and 7,000 athletes. Westfield officials had considered attempting to draw a minor-league baseball team to the city. “That gives you some prestige,” says Mayor Andy Cook. “But it’s not really our moneymaker. Our moneymaker is regional tournaments, under 16 years of age. Because they bring Mom, Dad, brother, sister, grandparents.”

A study which was commissioned by the Hamilton County (Ind.) Sports Authority found that what families and facilities should concentrate on are grandparents because retirees are happy to travel to see their grandkids play. These guests are generally looking for a hotel with a pool with either a restaurant inside or nearby that serves beer, for social time after the day is over. “Often families aren’t thinking of things to do until they’re there, and they’re bored in the stands,” said Richard Burning, an assistant professor of the School of Physical Education and Tourism Management at Indiana University-Purdue University, “Then they’re looking at Yelp or Google for ideas. Often a team facilitator or manager is planning dinner and events for the team, or maybe groups or cliques of parents go out together.”

One problem which Hamilton County does not have is filling its facilities. In fact, the City Council in Fischer, Indiana, to the southeast of Westfield, in mid-August 2017 approved a 382,000-sq ft. youth sports complex whose \$75 million cost is being paid for through special revenue bonds procured by the city that would be paid back by private developers.

Burning points out in the study that practically speaking, travel sports is not determined necessarily by ability, because Grand Park couldn’t attract the numbers it does if only the true elite talents played travel sports. Instead, its culture is determined by income, as in being able to afford the expense associated with these activities. On the high end, TIME estimates families can spend more than 10% of their income on registration fees, travel, camps and equipment. Even during the depths of the Great Recession, revenue for Travel Team USA, a company that books youth-sports travel, continued to double year over year. Some 41% of children from households earning \$100,000 or more have participated in team sports, according to the Sports & Fitness Industry Association. In households with income of \$25,000 or less, participation is 19%.

This economic barrier however is not lost on the City of West Des Moines and the Iowa Ice Sports Foundation, who will be working with the Parks & Recreation Department, as well as other private

sports organizations to secure annual participation scholarships and equipment donations for local children interested in trying a new activity. Low-cost recreational opportunities will be available for youth and adults in all areas of proposed programming. This will continue to be paramount to the foundation of our sports complex and arena.

Youth Sports Tourism: Economic Impact in West Des Moines

Due to lack of top-tier facilities, the Des Moines Metro area has not experienced many hockey tournament weekends. As a comparison, we are able to offer economic impact figures associated with our experience in hosting baseball and softball tournament weekends. The Parks and Recreation Department along with the Greater Des Moines Convention and Visitors Bureau (CVB) supplied the following data in order to provide an economic impact amount related to Holiday Park baseball and Raccoon River Park softball tournaments already occurring in West Des Moines:

- ❖ Assuming 50% of the total number of tournament teams are from out-of-town, and each team includes 15 players and 45 spectators (general rule of thumb recommended by CVB)
- ❖ Each team generates \$25,000 in total business sales (per CVB formula)
- ❖ West Des Moines attracted 853 teams to Holiday Park in 2018 (season has ended) and 1,161 teams to Raccoon River Park in 2017 (2018 season is still underway at the time this document was created)
 - Holiday Park Baseball Complex, 2018: \$21,325,000
 - Raccoon River Park Softball Complex, 2017: \$29,025,000

Baseball and softball tournament weekends in West Des Moines consistently bring visitors into our City. The 2018 Holiday Park tournament season saw over 72,000 attendees while 2017 Raccoon River Park tournaments brought in over 149,000. Additionally, West Des Moines has hosted major events such as the Adult State Softball Tournaments, which attract many adult participants and their families. In 2016, Adult State Softball Tournaments brought approximately 86 teams, 1,290 players plus many friends and family to West Des Moines. It is worth noting the Greater Des Moines Convention and Visitors Bureau provided monetary and administrative support to these tournaments.

Since 2002 our premier softball complex has played host to 2,048 ASA State Softball Tournament teams and 30,720 players. These 60+ events alone are conservatively estimated to have generated over \$7.8 million in economic impact to the West Des Moines community over this time frame. The ASA events represent only four or five of the 30 weekends that are consistently filled with baseball (youth and adult) events held every year at Raccoon River Park Softball Complex. The total

estimated economic impact to West Des Moines over the last 15 years with these tournament events alone is estimated at over \$58 million.

These figures also do not represent tournaments held in our neighboring cities which often provide economic impact to our hotels, restaurants and retail. As you can see, our Parks and Recreation Department has successfully hosted large tournament events and we have no reason to doubt their ability to successfully program our new Central Iowa All Sports & Events Complex, bringing even more positive economic impact to West Des Moines.

Activity Matrix – West Des Moines Parks & Recreation Potential Use

Existing Programs/Activities

Basketball Courts

Program/Activity	# of Teams	# of Participants	Total Attendance	Season(s)	Timeframe
Adult Basketball League	62	620	6,200	1 – 10 week season	Nov – Feb
Adult Volleyball League	185	1,850	18,500	2 – 10 week seasons	Sep – Apr
Badminton Open Gym	N/A		765	43 per year	Year Round
Volleyball Open Gym	N/A		360	1 – 12 week session	Nov – Feb
Basketball Open Gym	N/A		340	2 – 13 week sessions	Nov - Mar
Smart Start Basketball	N/A	20	100	1 – 5 week session	Jan – Feb
Smart Start Sports Development	N/A	7	35	1 – 5 week session	Apr – May
Beginners/Intermediate Twirl Camp	N/A	24	120	2 – 1 week sessions	June
First Steps Dance Classes	N/A	343	2,500	19 – 5 week sessions	Jan – May Sep - Dec
Little Hip Hoppers	N/A	22	88	2 – 5 week sessions	Jun – July
Tumbling	N/A	54	325	Varies	July - Aug

Soccer Fields / Accessible Surface Field

Program/Activity	# of Teams	# of Participants	Total Attendance	Season(s)	Timeframe
Adult Flag Football*	22	330	2,310	1 – 7 game season	Jun - Jul Sep - Oct
*Currently played at Valley Stadium / increased rental rates have caused decrease in number of teams					
Adult Kickball*	42	630	3,780	3 – 6 week seasons	Aug - Nov
*Currently played at RRP Softball Complex / have had to limit teams due to increasing number of softball teams					
Flag/Touch Jr. Rugby	N/A	17	85	2 – 4 week sessions	Apr - May Sep – Oct
Rounded Minds Soccer/Spanish	N/A	39	294	4 – 6 week sessions	Feb – Jul Sep – Oct
Rounded Minds Sports Exploration/Spanish Summer Camp	N/A	12	60	1 week session	July
Smart Start Soccer	N/A	59	295	4 – 5 week sessions	Jun – Aug
Smart Start Baseball	N/A	43	215	3 – 5 week sessions	Jun – Aug
Pee Wee T-ball	N/A	60	300	4 – 5 week sessions	Jun - Aug

Ice Rink

Program/Activity	# of Teams	# of Participants	Total Attendance	Season(s)	Timeframe
Learn to Skate*	N/A	29	232	8 – 6 week sessions	Sep – Apr
*Currently held at Buccaneer Arena					

Constructional Cost Model



LARRISON & ASSOCIATES
architects

July 30, 2018

Central Iowa All Sports & Event Complex

City of West Des Moines

Summary of Project Costs (Concept Phase)

Land Cost..... \$ 2,500,000.

Grading.....	\$ 1,000,000
Paving & Walks.....	\$ 1,800,000
Utilities & Lighting.....	\$ 400,000
Landscaping & Turf.....	\$ 700,000
Site Contingency.....	\$ 200,000

Total Sitework..... \$ 4,100,000

Main Arena General Construction.....	\$ 1,245,000
Main Arena PEMB Package w/erection.....	\$ 904,000
Arena #2 General Construction.....	\$ 678,000
Arena #2 PEMB Package w/erection.....	\$ 543,000
Arena Lockers & Support General Construction.....	\$ 1,084,000
Arena FF&E.....	\$ 4,000,000
Arena Contingency.....	\$ 200,000

Total Arena..... \$ 8,654,000

Turf Fieldhouse General Construction.....	\$ 1,955,000
Turf Fieldhouse PEMB Package w/erections.....	\$ 2,444,000
Turf Fieldhouse FF&E.....	\$ 500,000
Wood Floor Fieldhouse General Construction.....	\$ 624,000
Wood Floor Fieldhouse PEMB Package w/erection...	\$ 650,000
Wood Floor Fieldhouse FF&E.....	\$ 400,000
Fieldhouse Storage, Offices, Concession, Restrooms & Support.....	\$ 1,321,000
Fieldhouse Contingency.....	\$ 200,000

Total Fieldhouse..... \$ 8,094,000

Commons General Construction.....	\$ 2,920,000
Pro Shop – Shell Construction	\$ 250,000
Restaurant – Shell Construction	\$ 250,000
Commons Contingency	\$ 100,000

Total Commons.....\$ 3,520,000

A/E Design (Architects, Structural, Mechanical)	
Electrical Engineers & FF&E	\$ 1,250,000
Civil Design, Survey & Landscape	\$ 180,000
Soil Borings	\$ 20,000

Total Design Work.....\$ 1,450,000

Overall Project Contingency.....\$ 1,000,000

TOTAL PROJECT COST\$ 29,318,000

- Quad Cities Office: 2322 East Kimberly Rd, Suite 120 S Davenport, Iowa 52807 (563) 386-9161
- Dubuque Office: 222 Dillon Street Dubuque, Iowa 52003 (563) 556-2740

Hotel Motel Tax Historical Revenue Trends

For the 7th consecutive fiscal year, West Des Moines has collected the 2nd highest amount of hotel motel tax out of the state's largest cities, following only Des Moines. West Des Moines' revenue from hotel motel tax was \$3.9 million in FY 2017, an 8% increase over the prior year. By comparison, the City of Des Moines received \$6 million in hotel motel taxes during that same year. (*Hotel Motel Tax Revenue, p 14*)(Source: Iowa Dept. of Revenue "Retail Sales & Use Tax Annual Report Fiscal Year 2017/2016).

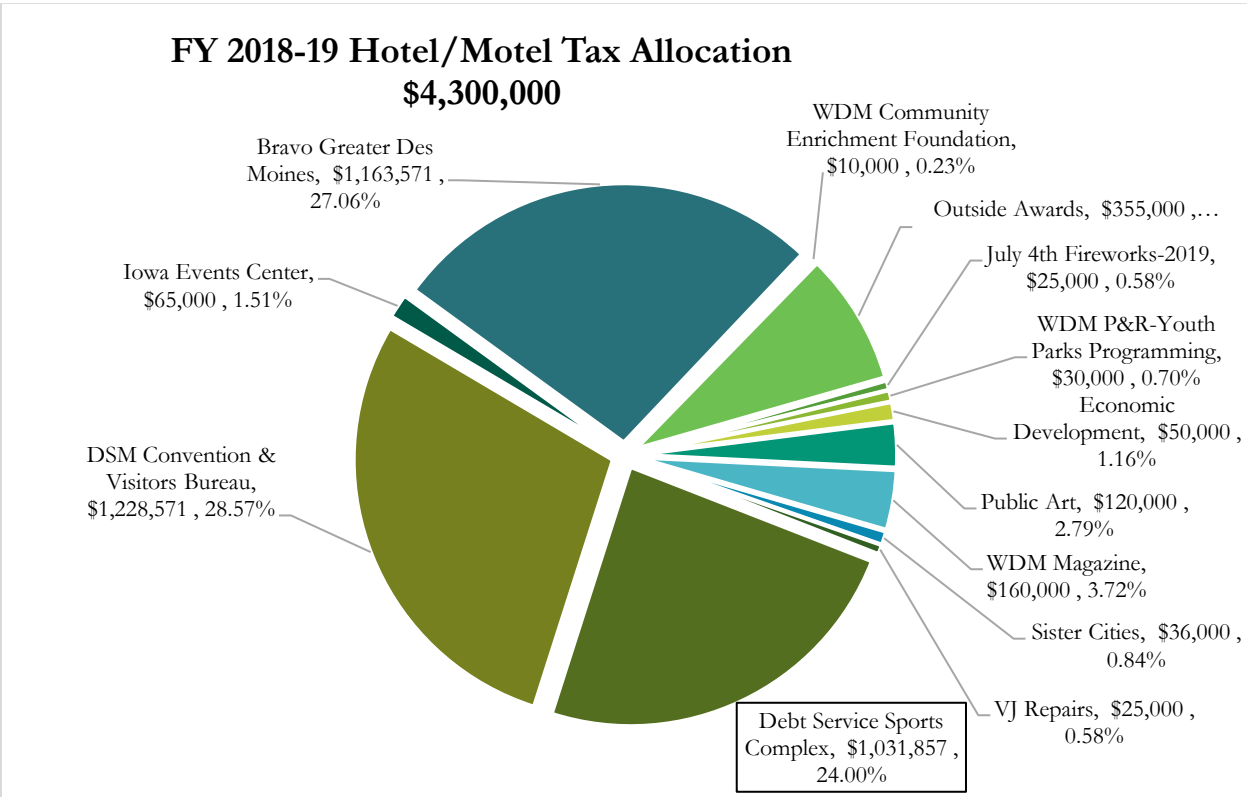
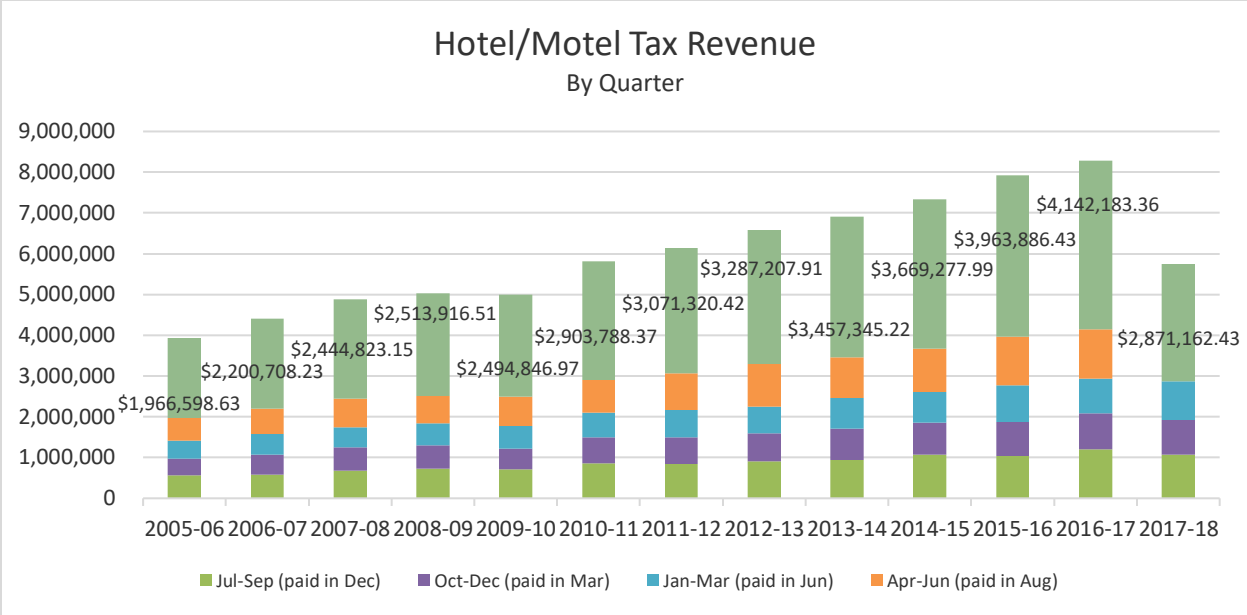
West Des Moines hotel motel taxes are used to pay apportionments to 28-E organizations like BRAVO Greater Des Moines and CVB. As noted in the pie chart on the following page (*FY 18-19 Hotel Motel Tax Allocation, p 14*), the City contributes \$1.22 million to the CVB on an annual basis (based on revenues) and \$1.16m to BRAVO (based on revenues).

In fact, over the last 10 years, the City has contributed approximately \$18.5 million to metro-wide 28-E agreement projects. Of that figure, \$17.5 million was paid to BRAVO and Greater Des Moines Convention Visitors Bureau, with \$1.3 million going to the Iowa Events Center and \$165,000 to the Des Moines Civic Center.

The remaining funds have been spent in a variety of ways, including smaller amounts to local Tall Grass Theatre, Public Arts, Sister Cities Commission, Annual 4th of July Fireworks, West Des Moines Magazine, various economic development related sponsorships, Valley Junction maintenance (light poles, trash enclosures), a share of the MPO Water Trails study as well as the conservation and restoration of WWI memorial mural at Valley Junction Activity Center. Major contributions are also given to the West Des Moines Chamber and the Historic Valley Junction Foundation.

Within the last 10 years, a total of 33 organizations have requested funds from Hotel Motel Tax and of those only a few have been denied due to extenuating circumstances such as requests for operating expenses. During that time period, out of a total of 173 documented requests, 160 have received some level of funding.

With revenues increasing year over year, the fund balance in hotel motel tax has grown and a larger portion of these dollars are being unallocated, as noted in the following tables:



As noted in the previous chart, FY 2018-19 Hotel/Motel Tax Allocation \$4,300,000 Estimated Revenue, there has been \$1,030,000 earmarked for debt service associated with the Central Iowa All Sports & Events Complex. Utilizing these funds for debt service, the City could borrow approximately \$14,000,000 for funding.

Public Private Partnership: Shared Funding Structure

For the City of West Des Moines seeking to expand economic development opportunities, the public-private partnership offers an option that lies somewhere between public procurement and privatization. Ideally, it brings private sector competencies, efficiencies, and capital to improving public assets and services and shares the fundraising burden across both sectors. As is the case in our project, the City of West Des Moines has found several private partners willing to take on risk and management responsibility with the City, in exchange for community assets and quality of life amenities for West Des Moines. The chart below highlights revenue opportunities for funding from a variety of sources.

Revenue Funding Sources:

Private Contribution / Naming Rights	5,000,000
Private Fundraising Goal (minimum \$3M)	5,000,000
General Obligation Bonds -- backed by Hotel / Motel Tax Revenue	14,000,000
Urban Renewal Funds	2,000,000
Additional Identified Grant Opportunities	1,500,000
Utility Funds (for site work & build-out)	1,500,000
TOTAL:	\$ 29,000,000

Preliminary Programming and Resultant Revenue Projections

During the early stages of evolving an indoor athletic facility, the project team performed an “economic litmus test” of potential programming of the facility to determine an initial overview of a projected market and athletic activities. Additionally, the City of West Des Moines engaged with Iowa Ice Sports Foundation to split the cost associated with a fundraising feasibility study, the results of which were overwhelmingly positive.

The process begins by creating a potential activity matrix (page 8) and the analysis begins with the creation of an initial design model. Activity areas are established and then evaluated as to the immediate market and demographics in relation to the project location. The project team utilized the design matrix to evaluate the probable activities in the specific West Des Moines market. Utilizing our contacts, previous Parks & Recreation experience at other facilities and industry sources, we

were able to create an anticipated programming model. From the programming model we created a preliminary revenue projection. Attached is the documentation analyzing the programming model and establishing a preliminary revenue model. A large portion of the revenue model is based on long-term contracts for ice and turf time. Many local sports collectives were willing to sign long agreements for (15 years) facility use, with annual accelerators built-into contracts.

From these assumptions and projections, the goal is to establish a net revenue on hand to service operating expenses. Note that the programming section included has established a gross projection revenue of \$1,245,000. This figure is comprised solely of long-term contracts which have been agreed to in principal by various metro-wide sports clubs for soccer and youth and adult hockey leagues. Absent from this figure are revenues from additional programming options outlined on page 8 in the Activity Matrix.

Based on all financial modeling, and comparing similar facilities in surrounding states we have preliminarily anticipated and continue to target an operating expense of \$800,000 annually. Additional expenses related to recreational programming through the City would be represented within the City's General Fund budget and not categorized under the financial management purview of this facility's board and/or management firm.

In our earliest programming efforts, we have spoken with and have been approached by multiple clubs and travel sports programs. Although it's difficult to request letters of intent or interest until a project is completely launched, our requests for information and interested parties contracted directly to the sports facility indicate that an extremely aggressive programming model is available.

Operational Management and Oversight

It is anticipated that the City of West Des Moines will execute an operational contract or staffing 28-E agreement with an organization which will create the operational programming and responsibilities. An RFP for staffing and operational management will follow shortly upon ground-breaking. Initial discussion within the City calls for a 5 or 10 year agreement. This yet to be named organization will be responsible for the staffing, maintenance, upkeep to include all operational guidelines, preventative maintenance programs and on site staffing. In addition, this organization would provide an experienced general manager who will oversee an anticipated staff of full time employees as well as hourly staff to provide programming supervision, front desk coverage and all required staffing responsibilities.

Scheduling ice and turf times would befall to the associated organizations such as Iowa Ice Sports Foundation and Iowa Soccer Association, which will also maintain headquartered offices in the

building. In addition, accounting, security, financial reporting, budgeting and other task shall be coordinated and deployed as required by the City.

Oversight for the management firm will come from an Advisory Board, comprised of representatives from key stakeholder groups. The Advisory Board and the management organization will develop a business and usage plan for consideration prior to commencement of construction as well as annual operating budgets for submission and review by the City. See Memorandum of Understanding.

The key to any athletic facility management agreement is the programming and revenue creation. In conjunction with the community, its recreation department and local schools, colleges and formal organizations, the growth of the facility is entirely contingent on a collaborative team effort within the establishment of a well-run regional athletic facility.

Branding, Naming Rights, and Sponsorships

With any first class regional athletic and event facility, many opportunities for “ancillary” revenue exists. In the past we have created vendor sponsorships with companies like Microsoft or Wells Fargo, reviewed potential naming rights and in many cases found our programming efforts to schedule first class programs and entities to open the doors for additional revenues and sponsorships.

The concern is usually that entities and sponsors are hesitant to react and enter into obligations without an assured completion and operational program. For this reason, we understand the potential revenues and relationships available with a regional facility such as West Des Moines’, but can only create preliminary discussion and interest with potential partners at this time.

Summary

- ❖ No increase in property taxes is required to build, operate or staff this facility.
- ❖ West Des Moines is utilizing Hotel Motel Tax funds as outlined in the State of Iowa Code to maximize a Public- Private- Partnership.
- ❖ The complex will provide a state of the art regional recreational facility and an attraction to draw families from throughout the Midwest for tournaments which in turn support local hotels and retail businesses.

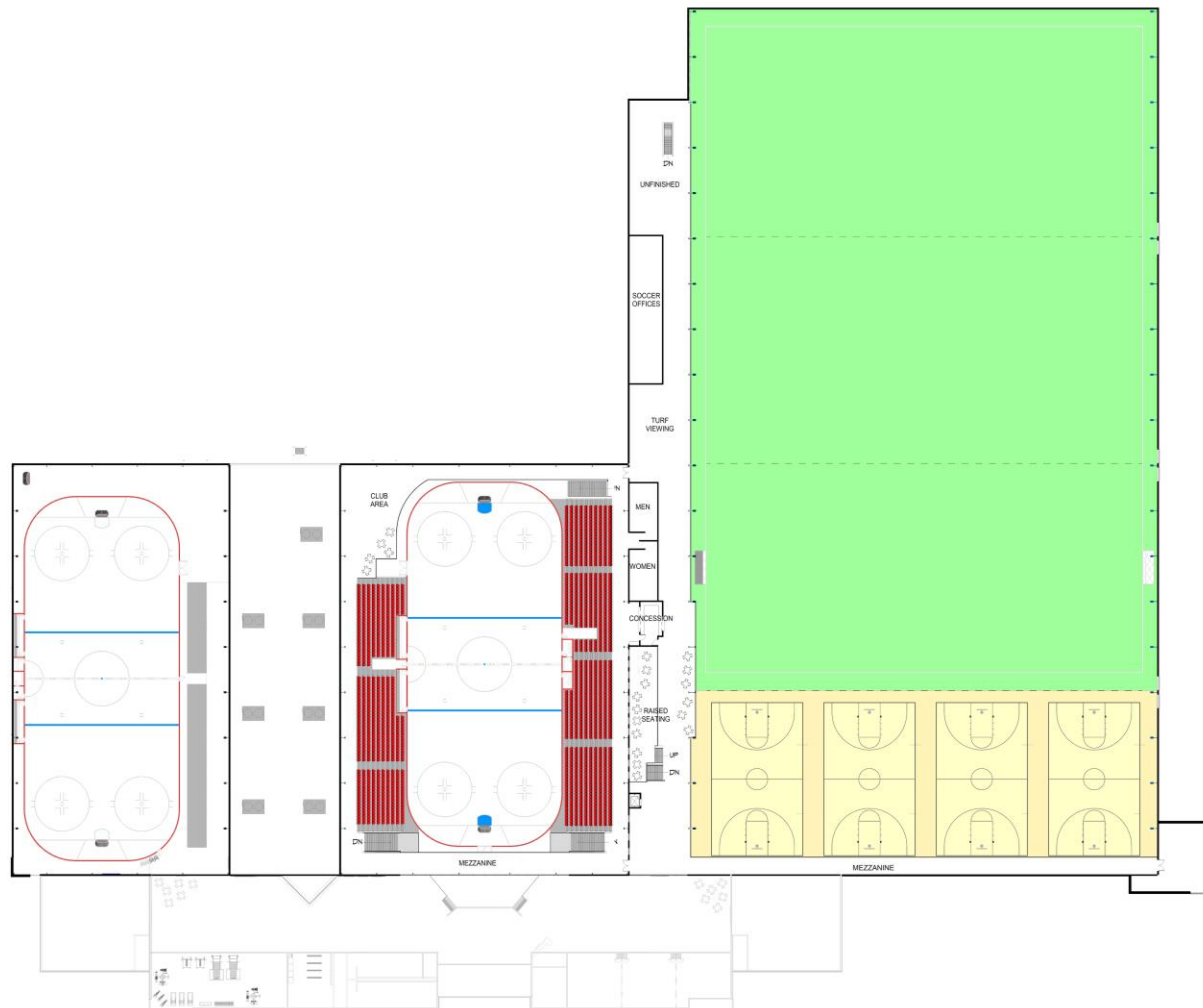


Site Plan Renderings

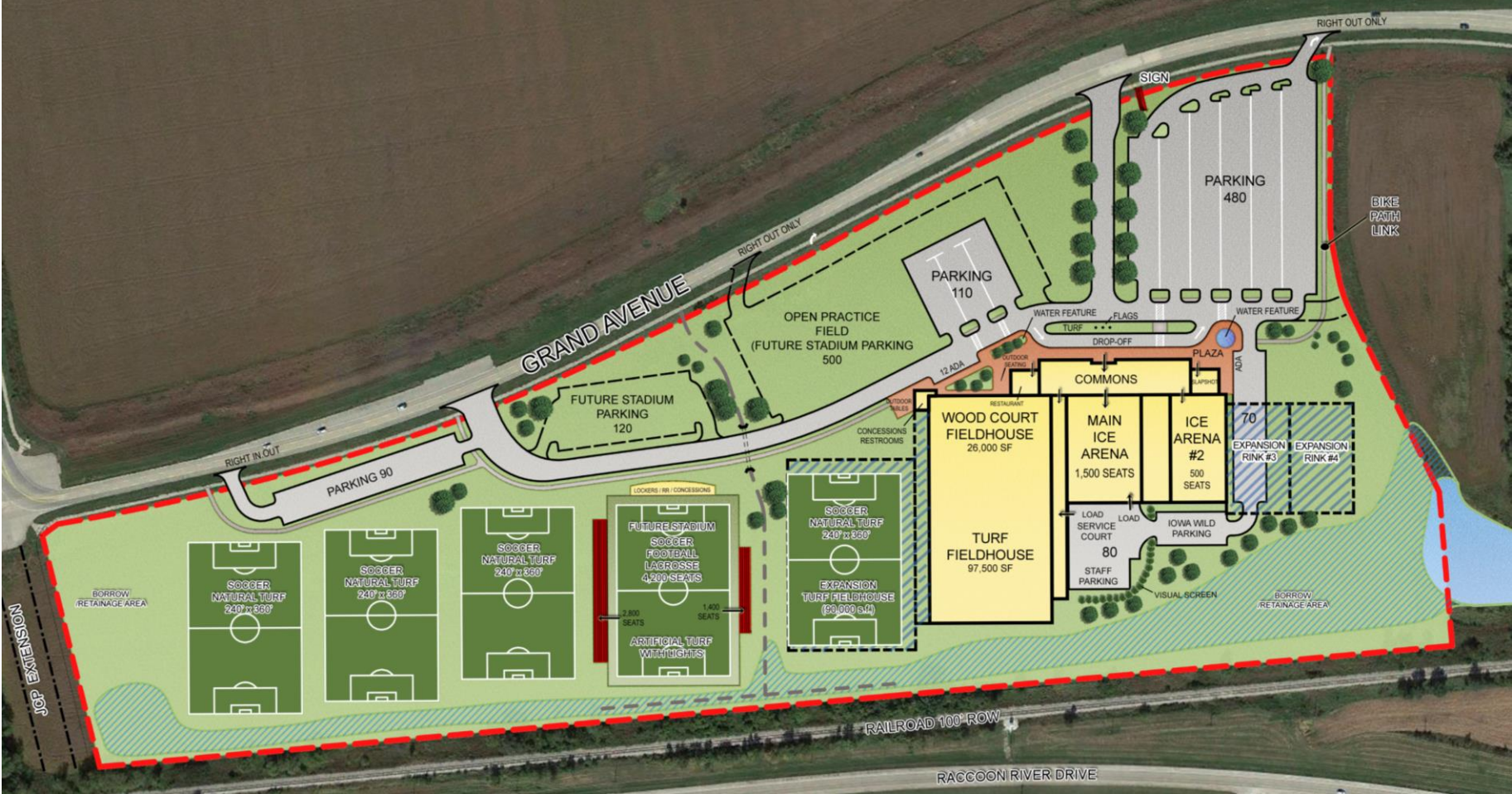
Interior Cut-Away



Interior Rendering



Exterior Preliminary Site Plan



Additional Architecture Renderings









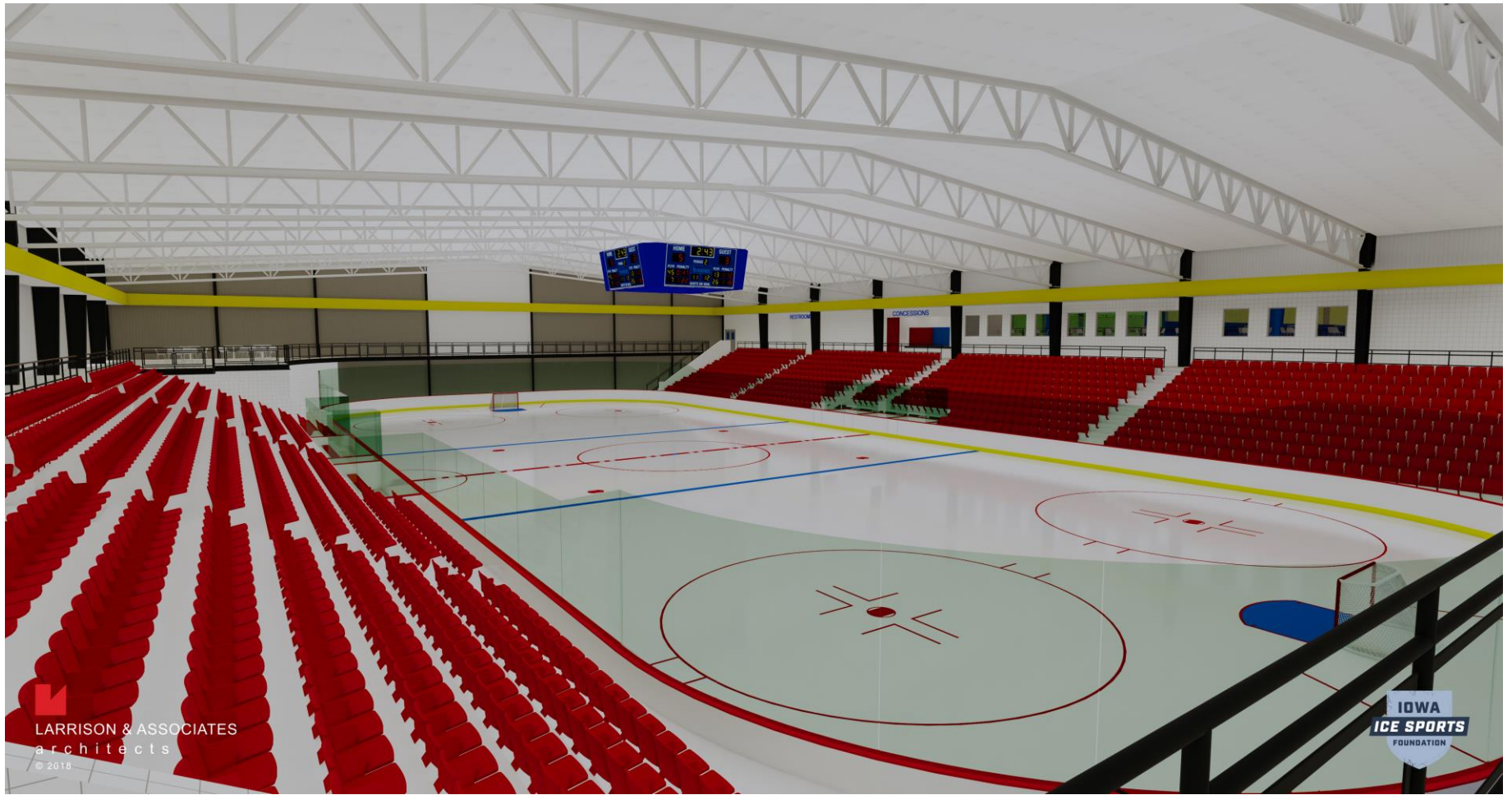





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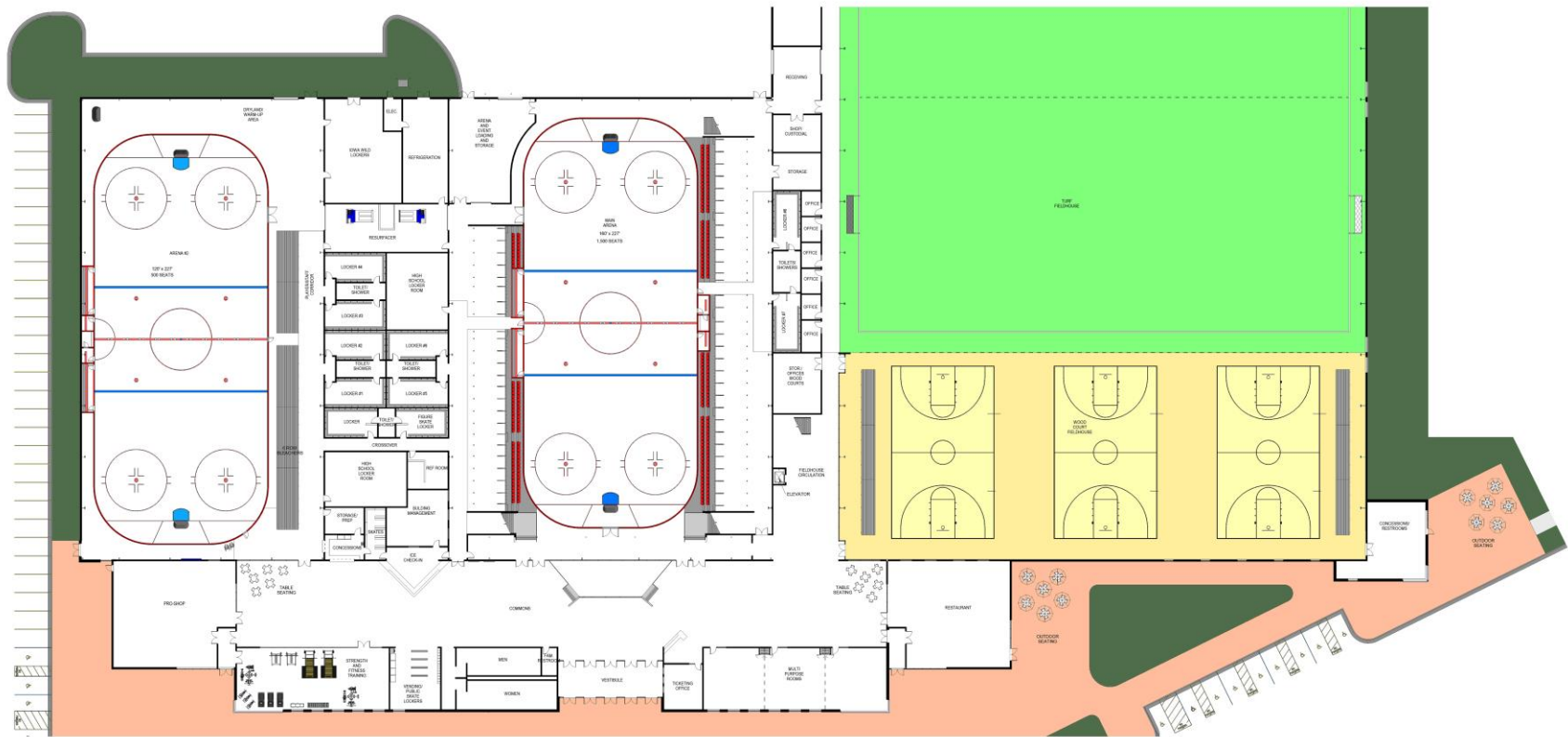
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