

Imagine Mesa, Play Subcommittee

Meeting Minutes

October 19, 2017

I. Call to order

Jo Martin, Chairperson, called to order the regular meeting of the Imagine Mesa Play Subcommittee at 5:37pm on October 19, 2017 at Mesa City Plaza, Room 650.

II. Roll call

The following persons were present: Subcommittee members: Matt Law, Justin Murdock, and Jo Martin. City of Mesa Staff: Marc Heirshberg, Aimee Manis, Al Zubi, Janet Woolum, and Tom Ellsworth

III. Minutes from October 5 meeting were approved.

IV. Requested Presentations

1. VisitMesa representatives, Marc Garcia, President and CEO, and Rick Adams, Vice Chairperson, made a presentation to the Subcommittee about Mesa Plays, the multi-purpose, multi-field youth and amateur sports complex. (see presentation)

Q&A: Matt asked if there are national comparable sports complex. Marc G. mentioned Grand Park, Indiana. He also asked about use during the summer and hotel capacity. Marc G. said they were talking to potential hotels, and the facility could be used year-round.

Q&A: Justin asked about how to carve out times for local to use the space. Marc H discussed the scheduling process for local teams.

Q&A: Matt asked if a more accurate representation of the field house was available. Marc G. said they will be updating the presentation.

Q&A: Jo asked if there has been any polling on the potential bond. Not as of this date.

2. The Landing at Lehi Falls presentation was not available.
3. Marc Heirshberg, City of Mesa, Director of Parks, Recreation & Community Facilities, made a presentation to the Subcommittee about park amenities. He discussed: splash pads, dog parks, sand volleyball, trees, pickleball courts, restrooms, skateboard parks, playgrounds, and amenities in indoor recreation centers

V. Discussion

More discussion about Mesa Plays. Justin suggested that maybe the public wants something other than a huge Mesa Plays project. Matt: *"I think Imagine Mesa should be more grassroots than a big multi-field sports complex."*

Subcommittee discussed individual ideas to consider going forward. Justin suggested they cut down the list to the top 5: Idea #1-Youth Sports Complex, #3-Bike and Pedestrian Paths; #5-Downtown Activation; #6-Landing at Lehi Falls; and #7-Indoor Recreation Space. Justin commented that he didn't want his proximity to Lehi Falls to be seen as a conflict, but is very interested in that project; believes that Mesa Plays is going to happen because it has legs. Matt asked if the indoor field house of Mesa Plays could serve as an indoor recreation center. Marc H. discussed the difference between a recreation center and field house concept.

Idea #3 Bike and Pedestrian Paths—Jo mentioned the issue of connectivity of families in all these spaces

Idea #5 Downtown Activation: Jo stated that this has more of an economic focus and should be considered by another group. Tom mentioned that the Work/Innovation subcommittee was discussing downtown. For that reason, the subcommittee agreed to eliminate Idea #5 from consideration, but consider downtown as part of Idea #10 Regional Events.

Idea # 6 Landing at Lehi Falls: not enough information right now to discuss. Tom said he was in contact with idea champion, who was in New York. They are exploring options for the subcommittee to communicate with him at the next meeting.

Subcommittee members agreed to continue to review and evaluate ideas #1, #3, #6, and #7. They also agree to add

- (a) Idea #8 Park Features as it relates to pools;
- (b) Idea #10 Regional Events; and
- (c) Discuss previous bond projects (e.g., water plants, Monterey Park) that were not finished

Jo asked members to use the evaluation spreadsheet in preparation for the next meeting, scheduled for November 2, so they can fully discuss the top items.

VI. Adjournment

Jo Martin, Chairperson, adjourned the meeting at 7:31pm.

Minutes submitted by: Janet Woolum



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Mesa Plays

Mesa Multi-Purpose Sports Complex



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INTRODUCTION

Mesa is a great place to live, work and play.

Mesa can be even better by building a new Multi-Purpose Sports Facility.

A new Multi-Purpose Sports Facility will be a fantastic community asset and a national destination for amateur sports.

Mesa Plays is an organization of supporters that want this wonderful facility to become a reality.





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HISTORY

- Mesa is a family-friendly sports destination with a limited amount of attractions and amenities.
- Mesa does not have a million square-foot convention center like Phoenix, or four star resorts like Scottsdale, or the Cardinals stadium like Glendale – all products which attract millions of visitors every year.
- After a thorough SWOT analysis, the City has identified the need for additional product to be developed to build out the visitor market.
- Falcon Field Economic Activity Area Visioning Committee identified tourism development as a need and through a feasibility study, determined the economic potential of city-owned property to be developed to a Multi-Sports Complex.



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WHY A SPORTS COMPLEX?

- ✓ Mesa and East Valley families will be able to play sports year-round in their community instead of traveling hundreds of miles each month, **improving quality of life.**
- ✓ **A destination** driver that will attract 400,000+ athletes and their families to Mesa.
- ✓ Revenue generator - visitors to the sports complex would spend money and **stimulate economic development.**
- ✓ **Point of pride** for Mesa.





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THE NEED

- Mesa, uniquely, has no primary property tax which has led to even greater reliance here on sales tax revenue.
- Increased sales tax revenue from tourism means residents don't pay as much on their tax rolls, but still enjoy the services that the tax revenue pay for.
- There is a huge demand for new sports fields in Mesa and East Valley.

"There are not enough fields for our teams to play on, plain and simple. We need to address the growing demand for more fields before families start going to other cities so their kids can play." - ***Mike Godlewski, Regional Commissioner, AYSO Region 1079***

- The consistent message from Mesa residents is that we need more fields for soccer, football and indoor sports, such as basketball, volleyball and wrestling.



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“ THIS NEW FACILITY WOULD BE A PRIME LOCATION FOR THE NSCAA COLLEGE SHOWCASE SERIES AS WELL AS OTHER INDEPENDENT TOURNAMENTS. OUR EVENTS AVERAGE 68% OF THE TEAMS TRAVEL FROM OUTSIDE THE HOST AREA. THIS TRANSLATES INTO BETWEEN 500 TO 4,000 HOTEL ROOM NIGHTS DEPENDING ON THE SIZE OF THE TOURNAMENT. ”

-Matthew Libber, Vice President of Operations
Elite Tournaments





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FEATURES

- 24 multi-purpose fields: 14 natural grass fields, 10 artificial turf fields
- 20-24 courts
- 2 stadiums with clubhouses
- 110,000 square-foot indoor field house
- 2,600 parking spaces
- Located near the Loop 202 at 80th Street and Brown Road





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INDOOR COURTS

- Virtually any kind of indoor sport
- Non-sports community events
- Meeting space for community functions





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OUTDOOR FIELDS

- Great for football, soccer, field hockey, rugby, lacrosse and much more
- State and regional high school tournaments
- National and regional collegiate championships
- Special Olympics and hosted tournaments





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CONFERENCE VENUE

- 110,000 square foot field house for conferences
- Conference room seating, trade shows, sit down banquets





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PARK AREAS

- Community asset for picnics, family reunions and parties
- Lighted trails for running and walking





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ECONOMIC IMPACT

According to Elliott D. Pollack & Company, ongoing annual revenues created by Mesa Plays are forecasted to exceed the expected annual operating expenses of the facility.

*It is estimated to have a direct economic impact of
\$365 million annually*

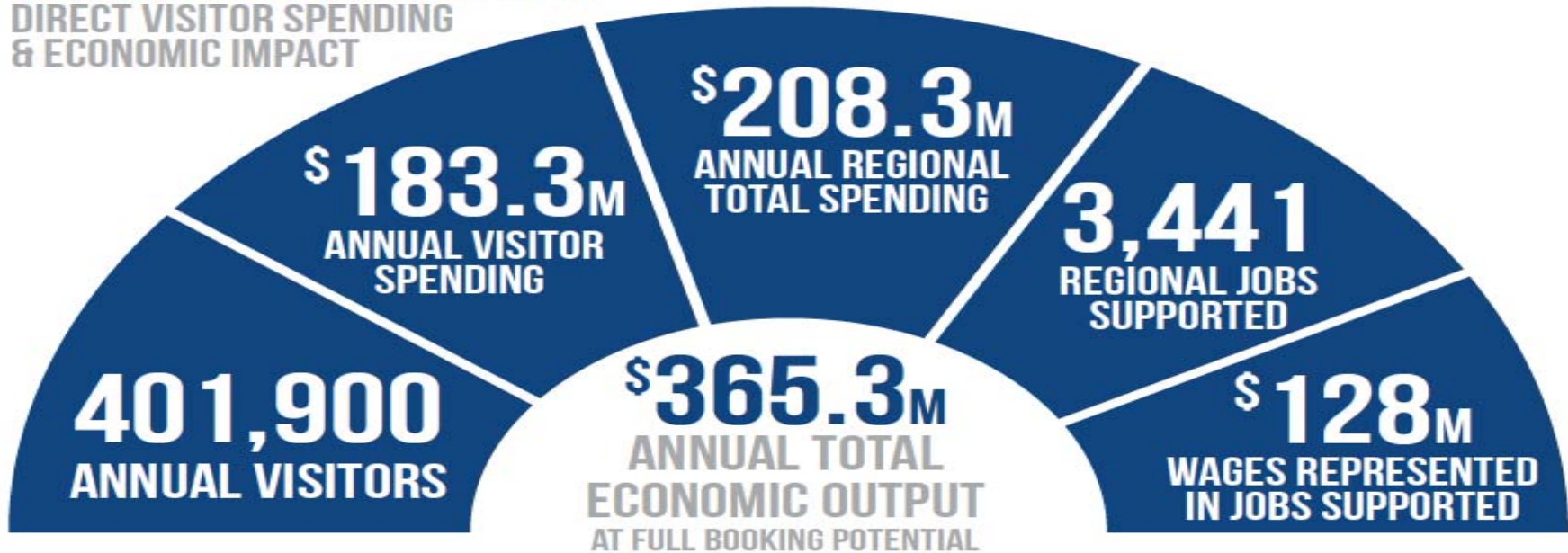
This complex can be used year round, attracting youth and amateur sports tournaments and events from around the country, bringing in visitors with new dollars to the local economy.....

Supporting Mesa Businesses!



VISITOR INDUSTRY IMPACTS

DIRECT VISITOR SPENDING
& ECONOMIC IMPACT



70% BOOKING POTENTIAL	281,260 ANNUAL VISITORS	\$128.3M ANNUAL VISITOR SPENDING	2,408 REGIONAL JOBS SUPPORTED	\$255.7M ANNUAL TOTAL ECONOMIC IMPACT
50% BOOKING POTENTIAL	200,000 ANNUAL VISITORS	\$91.7M ANNUAL VISITOR SPENDING	1,720 REGIONAL JOBS SUPPORTED	\$182.7M ANNUAL TOTAL ECONOMIC IMPACT



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FUNDING

The development costs for Mesa Plays are projected to be approximately \$60 million.

The project can be funded by:

- Parks Bond Initiative
- Possible Public Private Partnership





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NEXT STEPS

- Continue Coalition Building
 - Grow Mesa Plays Association made of various stakeholders and supporters
 - Expand on the 40 community and regional meetings already conducted
- Fundraising to support Mesa Plays
- Rollout Campaign
 - Micro-targeting
 - Polling
 - Ballot Language Development



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SUPPORT

Mesa Plays has significant support from stakeholders, community leaders and economic development professionals.

Here's how you can help:

- ✓ Add your name to the growing list of supporters at **mesaplays.com**
- ✓ Write a letter of support
- ✓ Have us present to your business or organization
- ✓ Tell your friends, family and colleagues to support **MESA PLAYS!**





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**QUESTIONS &
ANSWERS**

THANK YOU