

## A WIN FOR MESA: ELEVATING OUR NATIONAL PROFILE WHILE KEEPING RESIDENT TAXES LOWER

We all know that Mesa is a great place to live, work and play; and is recognized as having a strong family friendly tradition. We also know that to continue to be great we must have the vision and foresight to invest in our future. Creating and improving quality of life for our residents and visitors is an endeavor we work at daily.

One way we can enhance the quality of life is by creating a multi-purpose youth and amateur sports facility right here in Mesa. This facility will allow youth and amateur athletes and their teams to play; soccer, football, lacrosse, rugby as well as other field sports, on multiple fields while bringing in additional tax dollars and new visitors to our area.

Sports tourism is a fast growing, nearly recession-proof marketplace with Mesa ideally suited to attract these sporting events due to our affordability, air access and preferred weather.

According to the Wall Street Journal, youth participation in soccer alone is double that of tackle football, and larger than youth baseball by about 1 million participants, which is the equivalent of an average 20,000 more kids playing youth soccer than youth baseball per state.

Mesa has a rich sports tradition as the spring home of the Chicago Cubs and Oakland A's which brings civic pride, many visitors and new tax revenue. However, the economic and visitor impacts to the community of spring training baseball is felt annually for only a six-week period, or less than a 1/8th of the year. Imagine a premier sport facility

that would 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 through spending on retail, restaurants, hotels, rental cars and entertainment... supporting Mesa businesses.

The indoor fieldhouse provides for great summer programming of indoor sports and related activity. Mesa families will enjoy using the indoor fieldhouse during our summer months for a wide variety of sports related activities such as: volleyball, basketball, gymnastics, and wrestling, along with dance, jazz, and yoga programming, to name a few. And the great thing is that all of this will be in our backyard, eliminating some costs and the hassle of cross valley transport to other venues.

Building the facility would cost less than a half-gallon of milk, all for \$1.67 a month per Mesa household, while becoming a major catalyst for a wide variety of additional economic development projects that will further enhance our great city.

A premier multi-purpose sports venue enhances the brand of our destination and elevates our reputation nationally.

We fully support the efforts to bring this important facility to life, and trust that when you know all the facts, you will too.

- Board of Directors  
Visit Mesa

“ SPORTS TOURISM IS A FAST GROWING, NEARLY RECESSION-PROOF MARKETPLACE WITH MESA IDEALLY SUITED TO ATTRACT THESE SPORTING EVENTS DUE TO OUR AFFORDABILITY, AIR ACCESS AND PREFERRED WEATHER. ”

Net revenues, \$36.9 Million\*, collected by the City of Mesa over the first ten years of operation are equivalent to hiring and sustaining 57 NEW Police and Fire jobs.\*



\*Data based on entry-level salaries with full benefits. Source: City of Mesa

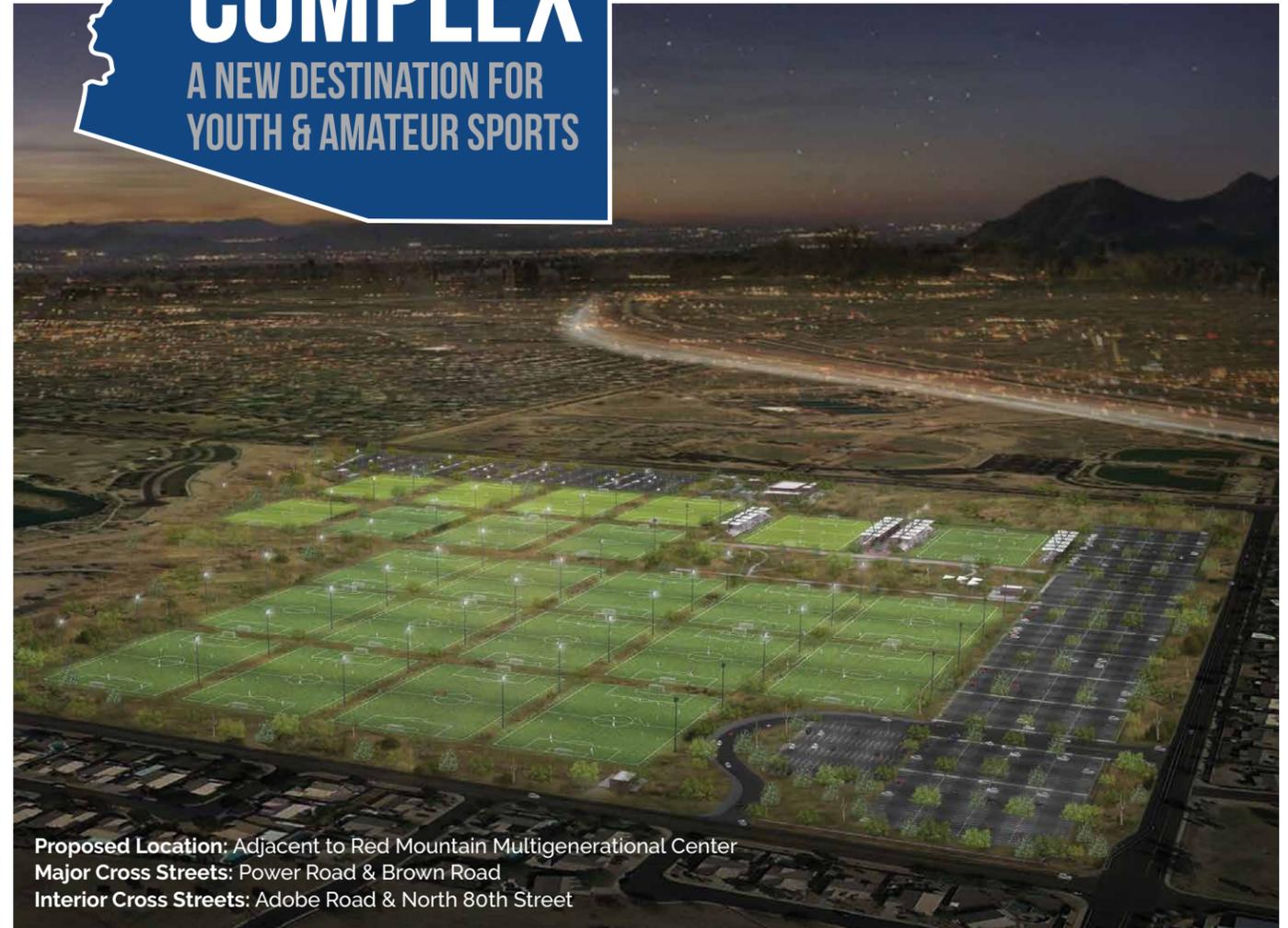
# MESA SPORTS COMPLEX

A NEW DESTINATION FOR YOUTH & AMATEUR SPORTS

FIELD HOCKEY  
LACROSSE  
GYMNASTICS  
FOOTBALL  
ULTIMATE

VOLLEYBALL  
BASKETBALL  
MARTIAL ARTS  
WRESTLING  
WEIGHT LIFTING

RUGBY  
CHEER  
SOCCER  
FENCING  
K-9



Proposed Location: Adjacent to Red Mountain Multigenerational Center  
Major Cross Streets: Power Road & Brown Road  
Interior Cross Streets: Adobe Road & North 80th Street

“ 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



“ THERE IS A HUGE DEMAND FOR FIELDS IN MARICOPA COUNTY FOR OUR YOUTH. SHOULD A LARGE ENOUGH PARK BE CONSTRUCTED IN MESA, AYSA WOULD COMMIT TO SECURE ALL, IF NOT MANY OF OUR EVENTS AT THIS FACILITY. ”

-Mark Thede, Immediate Past President  
Arizona Youth Soccer Association

## A DYNAMIC POINT OF PRIDE FOR MESA RESIDENTS

INSIDE: ELLIOTT D. POLLACK MARKET FEASIBILITY & ECONOMIC IMPACT STUDY



- 24 Multi-Purpose Fields
- Dual Stadium Concept with Clubhouses
- Seating for up to 4,000 per stadium
- Indoor Fieldhouse (110,000 square feet)
- Operations Center
- 2,600 Parking Spaces, Restrooms & Amenities
- Destination Driver
- Facility could bring over 400K visitors to Mesa every year at full potential

**BASED ON THE ASSUMPTIONS OF THE MARKET FEASIBILITY AND ECONOMIC IMPACT STUDY, ONGOING ANNUAL REVENUES CREATED BY THE MESA YOUTH & AMATEUR SPORTS COMPLEX ARE FORECASTED TO EXCEED THE EXPECTED ANNUAL OPERATING EXPENSES OF THE FACILITY.\***

\*Elliott D. Pollack & Company, Economic and Fiscal Impact Study

# THE FUTURE OF SPORTS IN MESA

CITY OF MESA OFFICIALS are currently reviewing a proposed Mesa Youth & Amateur Sports Complex. This 24-field, multi-purpose sports complex which includes a 110,000-square-foot indoor field house and numerous fields for resident use, has been identified for the vacant land adjacent to Red Mountain Multigenerational Center located in east Mesa. According to Elliott D. Pollack & Company, leaders in economic analysis, this new development would generate significant benefits to the City of Mesa during every stage - from construction, daily operations and the anticipated future

spending of visitors attending tournaments year-round. As designed, the Mesa Youth & Amateur Sports Complex is expected to be a travel destination for youth leagues and elite athletes across the U.S. and represents a unique opportunity for our community. A venue of this quality would position the City of Mesa as a superior sports destination and create a competitive advantage in attracting more events, visitors and their dollars. These visitors will spend their disposable incomes in the area and help stimulate economic development. The following data estimates the economic and fiscal impacts of the proposed complex.

Indoor Fieldhouse rendering



Upon completion, the indoor field house will become Mesa's largest meeting and event venue. The facility could accommodate the following\*:

- 5,000 attendees, banquet style
- 6,200 attendees, classroom style
- 9,000 attendees, theatre-style or reception
- 650, 10x10 tradeshow booths

\*All estimates are approximate.



## \$56.6M PROJECTED CONSTRUCTION COST

### FACILITY IMPACTS

- 17 direct full and part-time employees
- 9 indirect and induced jobs
- \$1.1M annual wages
- \$3.1M total annual economic activity
- \$50,790 city tax collections annually

### FISCAL IMPACTS

- \$1.5M operating revenues (field rentals, concessions)
- \$4.3M net visitor spending tax revenues
- \$4.5M net annual revenues to city during first 3 years
- \$3.2M net annual revenues to city after year 3 (based on 50% of total booking potential, which is extremely conservative)

## TOTAL CITY OF MESA NET REVENUE PER YEAR

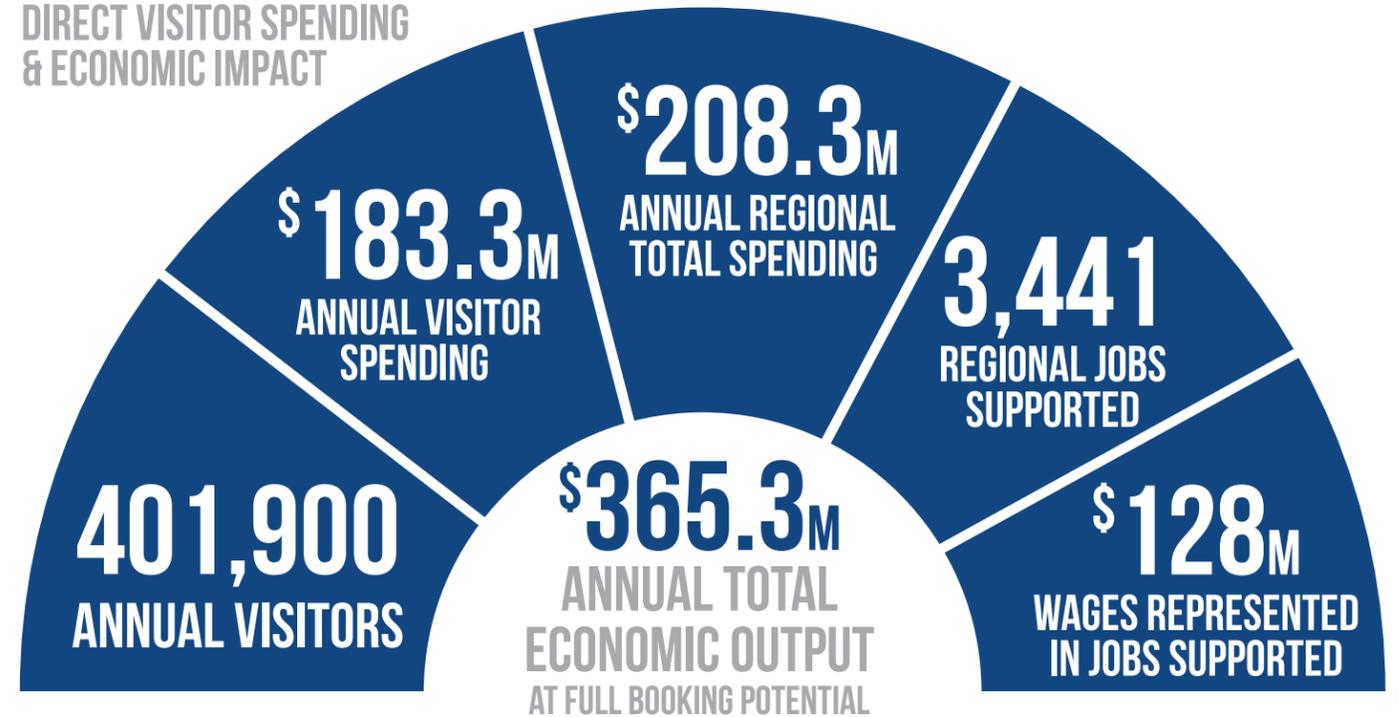


City of Mesa Revenues: Comprised of facility rental fees, concessions, operational revenues plus visitor tax revenues. All figures are intended only as a general guideline as to how the City of Mesa could be impacted by the project and assumes no incentives or exemptions are provided.

## 12-YEAR FISCAL IMPACT SUMMARY

## 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

## VISITOR ASSUMPTIONS

### REVENUE BASED ON TOTAL POTENTIAL

This complex will be a catalyst for additional economic development projects including hotel(s), retail and nearby dining and entertainment.



- 3.3 NIGHTS LENGTH OF STAY
- \$50 SPENDING PER PERSON, PER DAY-LOCAL
- 3.3 PERSONS PER ROOM
- \$201 SPENDING PER PERSON, PER DAY-OVERNIGHT VISITOR
- 249.5k TOTAL ROOM NIGHTS
- \$23.4M TOTAL MESA LODGING REVENUE
- 187.2k MESA-ONLY ROOM NIGHTS
- \$159.9M TOTAL MESA NON-ROOM SPENDING\*

\*Spending assumptions include Lodging (10.5%), Food & Beverage (39.5%), Entertainment (19.5%), Transportation (16.5%), Retail (14%)

