



Before

After

Big Box Recreation

The New Anchor
for Redevelopment

IAPD/IPRA Conference
January 23, 2015
8:00 am – 9:15 am
Michigan C, East Tower, Bronze Level
Session 106

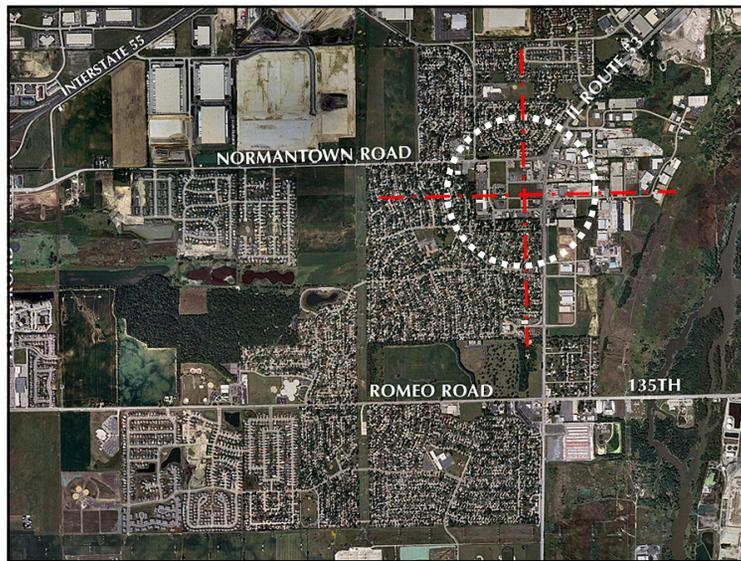


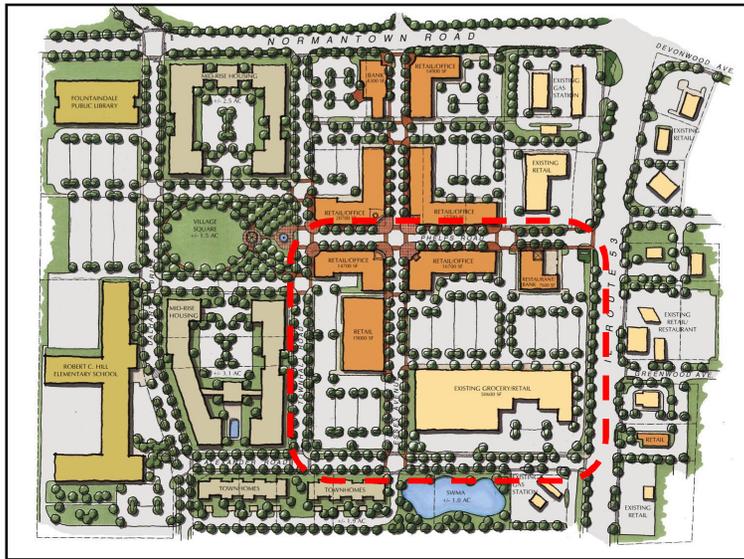
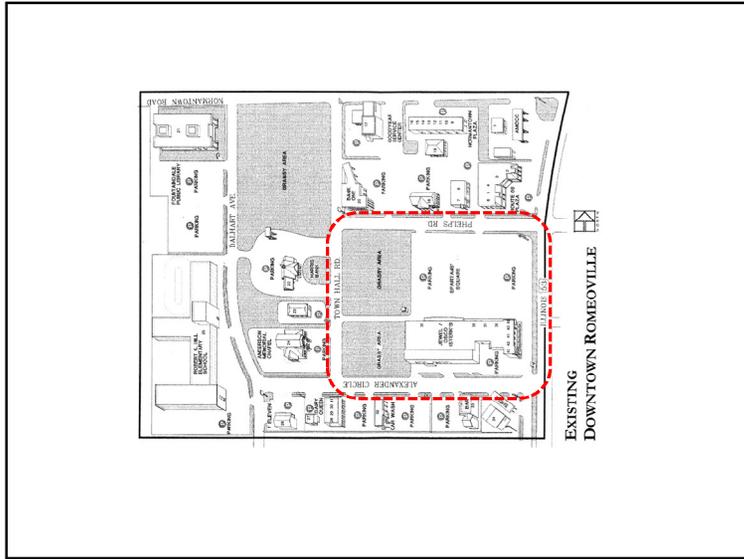
Planning for the Future

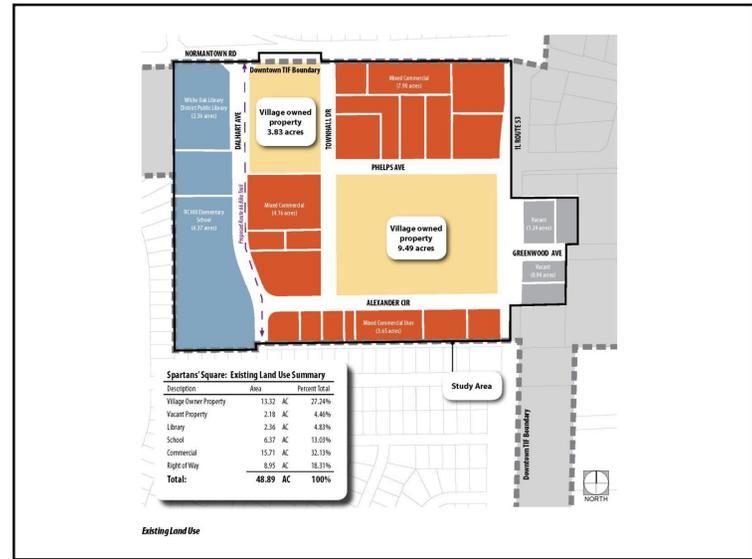
Study Area

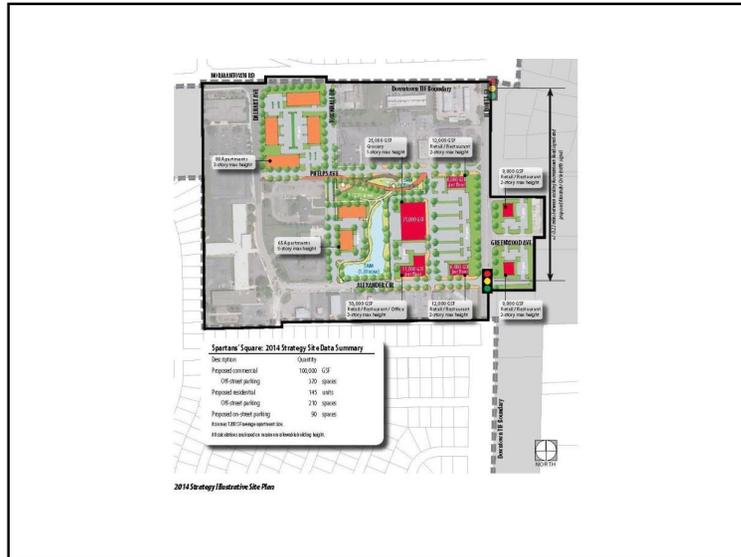
WILKED RD
NORMANTOWN RD
ROME RD

Long Term
Metro Station









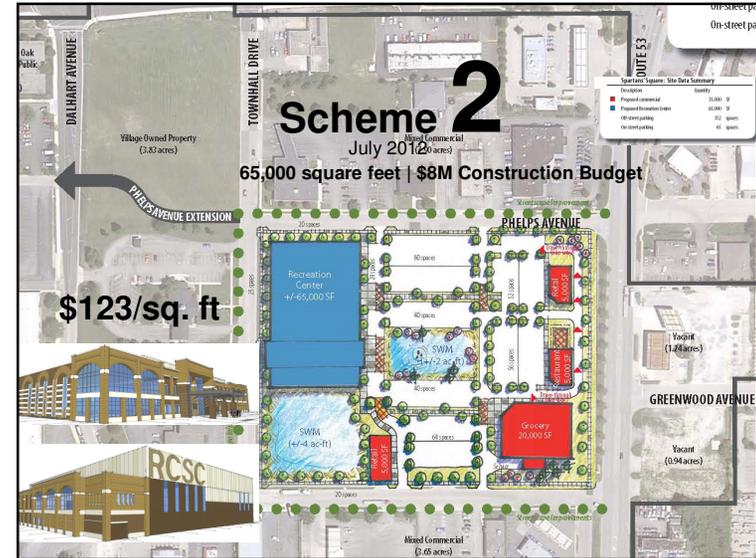
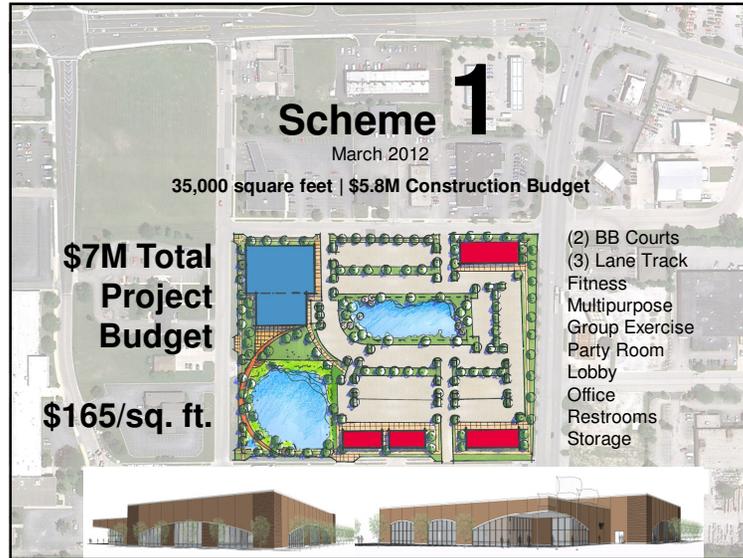
Opportunity Analysis

August 2011

- Marketplace and Retail Development
- Marketplace and Residential Development
- Resources and Stakeholder Interests
- Preliminary Opportunities
- Special Consideration

Making it Work

maximizing services and revenue



Building Program

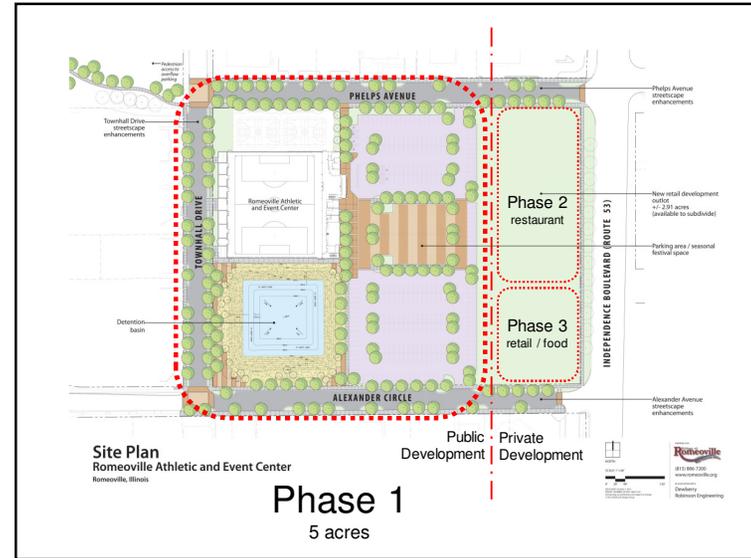
Space Name	Dimensions	Square Footage	Total
Vestibule / Lobby	35' x 44'	1,771	
Control Desk / Offices		1,174	
Restrooms		1,274	
Party Room	19' x 23'	470	
Soccer Field	160' x 200'	35,615	73%
Basketball Courts		11,422	
Mech. Rooms / Elevator		100	
Maintenance Storage		285	
Circulation/Walls/Structure/Storage		6,642	
Total 1st Floor Square Footage			58,753
Concessions/Storage/Seating		1,085	
Viewing Area / Circulation		1,031	
Multipurpose Rooms		1,581	
Restrooms		245	
Storage	12' x 25'	327	
Circulation/Walls/Structure		1,241	
Total Mezzanine Square Footage			5,510
Total Gross Square			64,263

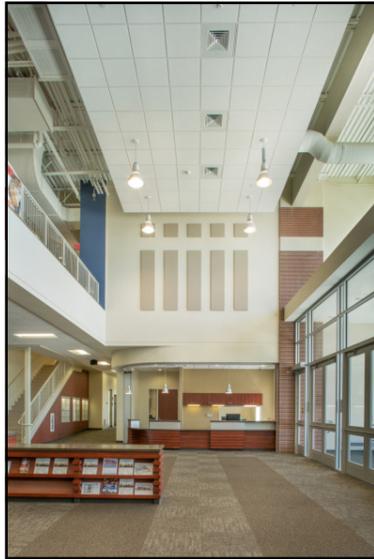
84%
Efficiency Ratio = 84/16

Evaluation for the Demand and Financial Feasibility Study

August 2012

- Demographic Characteristics
- Current Recreational Facilities and Programs
- Characteristics of Existing Indoor Recreational Facilities in Market Area
- Operating Assumptions
- Primary Geographic Area and Consumer Market Potentially Served





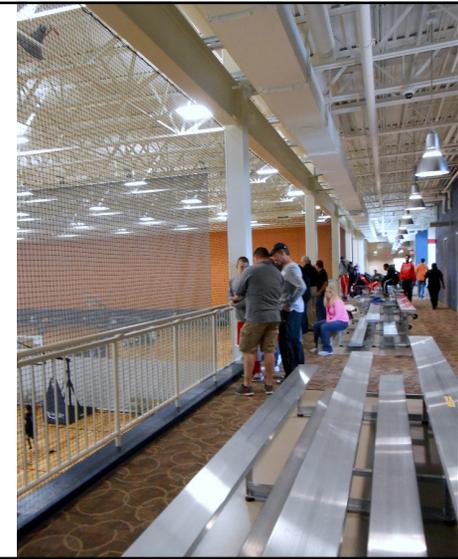
Management, proven programming + event experience are critical to a facility's financial success.

Creative Management

- ✓ Five year agreement (Jan. 1, 2014 – Dec. 31, 2019)
- ✓ Village doesn't pay for management of the facility
- ✓ 1st two years, management co. pays no rent to the village + keeps 100% of profits

Family Friendly

The operator is responsible for the facility maintaining a family friendly atmosphere



Operator Rights

- Promote, advertise and operate the facility
- Exclusive right to charge admission to patrons of all events and to charge for the use of the facility
(residents and groups whose members are comprised of 75% or more Romeoville residents receive a 10% discount on all fees)
- Not responsible for any costs/expenses associated with the construction of the facility



Operator Responsibilities

- ✓ Determine staffing needs for operation + management
- ✓ Provide personnel to fulfill such positions, determine conditions of employment and responsible for paying all compensation, benefits, etc.
- ✓ Control + supervision of its personnel



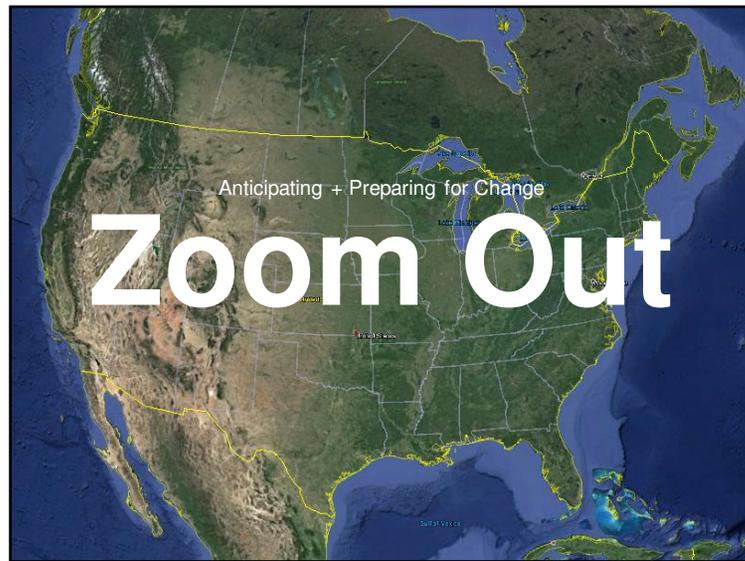
Operator Insurance

- ❑ Indemnifies, defends and hold harmless the Village against any and all claims
- ❑ Provides worker's compensation and employers' liability
- ❑ Provides Dram shop insurance if alcohol is sold



Check + Balance

Village Manager evaluates the services of the operator annually to determine contractual compliance



Big Box Stores

Across America, there is a need to redevelop aging shopping centers and abandoned big box stores. The reason for the change? Online shopping + rising gasoline cost.

There is an ever increasing need to improve our community's health and wellness and to increase the access to programs and facilities

2009, January - **Circuit City** files for bankruptcy, 2nd largest U.S. electronic retailer
 2011, December - **Sears Holdings Corp.** to close 100 to 120 **Kmart** + **Sears** stores
 2012, April - **Best Buy** announced the locations of 50 stores that would close
 2014, March - **Toys "R" Us** announce profits declined past 3 years, \$1.04 billion in 2013
 2014, May - **Sears Holdings Corp.** to close 500 stores in next few years



It's estimated that by 2022, 2.8 million acres of grayfields will be open for redevelopment.

Grayfields

The Great Inversion and the Future of the American City
Alan Ehrenhalt, 2012

Typical Site Characteristics

- ✓ Accessible Location
- ✓ Intersection w/traffic light
- ✓ Street Frontage

The land underneath enclosed shopping centers that were built in the 1960s and 1970s, flourished in the 1980s and 1990s, and were essentially dead by the first decade of the new century.

1 TO 10 ACRES
NEIGHBORHOOD CENTER

10 TO 50 ACRES
COMMUNITY CENTER

50 TO 60 ACRES
REGIONAL CENTER

Annual Higher Ed Costs

Year Range	Private Nonprofit Four-Year	Public Four-Year	Public Two-Year	Private Nonprofit Four-Year	Public Four-Year
1983-84 to 1989-94	4.1%	3.1%	2.3%	4.3%	3.7%
1993-94 to 2003-04	4.2%	5.0%	3.0%	1.9%	3.5%
2003-04 to 2013-14	3.5%	2.6%	2.1%	2.3%	2.9%

Source: The College Board, Annual Survey of Colleges, NCES, Integrated Postsecondary Education Data System

1.5% - 5% annual increase in tuition + fees from 1983 - 2014

What's Changed in Youth Sports?

Parents are willing to spend money, even during a recession, on their children's

sport specific development

in an effort to play on a high school sports team and or gain a college scholarship

U.S. Team Sports Participation

- 53.1%** 2000+, Generation Z
- 32.5%** 1980 - 1999, Generation Y / Millennials
- 19.2%** 1965 - 1979, Generation X
- 8.2%** 1945 - 1964, Baby Boomers

Source: The Sports & Fitness Industry Association

U.S. Team Sports Participation

51M kids between ages 6 – 17 or

54% of age segment participate in team sports

66% boys who play organized sports
52% girls who play organized sports

Source: The Sports & Fitness Industry Association

U.S. Top Team Sport Participation Rates

Boys + Girls ages 6 - 12		Boys + Girls ages 13 - 17	
Soccer (outdoor)	40%	Football	40%
Baseball	37%	Lacrosse	34%
Soccer (indoor)	30%	Rugby	32%
Basketball	23%	Volleyball	31%
Football (flag)	22%		

Source: The Sports & Fitness Industry Association

Partnership Opportunities



Businesses

Corporate Sponsors

Healthcare Providers

Non-Profit Organizations

Community Sports Organizations + Clubs

Higher Education

K-12 Schools

Public Agencies



Financial | Cultural | Social



making your community the
best place to live

amenities
 demographics
 economy
 education
 health care
 housing
 social + civic capital
 transportation

Source: www.inhabity.com | 2014 Top Best Places to Live Ranking Criteria

amenities

In a great community, people engage with that community. **They get out and live in their livable places.** Amenities are more than just fun. They can draw money-spending tourists and help cities differentiate themselves and craft their own identities. Parks, pools, playgrounds and community centers are **gathering places**



Source: www.inhabity.com | 2014 Top Best Places to Live Ranking Criteria

economy

Economic strength of a community and its livability are intertwined. **If you get the economic setting right, the rest will fall into place.** Surveys show that people care more about the economy and job prospects of a place than any other factor – both in terms of evaluating where they live currently and places they would consider relocating.

Source: www.inhabity.com | 2014 Top Best Places to Live Ranking Criteria

health care

Cities with higher **Walk Scores** have residents who weigh less, are happier and spend more time working for the benefit of their communities. **Great communities encourage healthy living by their very structure.**

22 Romeoville is a car-dependent city.

Source: www.inhabity.com | 2014 Top Best Places to Live Ranking Criteria

social + civic

A strong community is a huge factor in quality of life and happiness. A community is a group of people working together to make that space a better place.

Community is an investment. It doesn't just happen. Best places work hard on their communities and invest in them. They work hard to attract and keep people who don't just contribute to a community, but who engage with it. They're developing spaces where people can work + play together, and collaborate and create together as well as live together.

Source: www.habitat.com | 2014 Top Best Places to Live Ranking Criteria

sports programming

tennis | baseball | lacrosse | soccer | basketball | gymnastics | volleyball | sky | badminton | ultimate frisbee

recreation programming

bowling | group exercise | family | walking | hiking | multipurpose | multi-generation

events programming

concert | parties | tournaments | conferences | music | shows | festivals | camps

memorable experience

sense of place
civic pride

sustainable

built to last + profitable

health & wellness
 environment
 social equity

right size
 tailored fit
 balancing space, quality + cost

memorable experience | chic price | sustainable | tailored fit | health & wellness | environment | social equity | economy | value innovation

The New Anchor

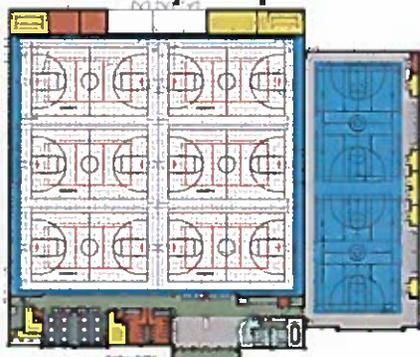
\$11.3M building, construction cost
 76,450 square feet | \$146/sq. ft.

**Healthy community.
 Strong economy.**



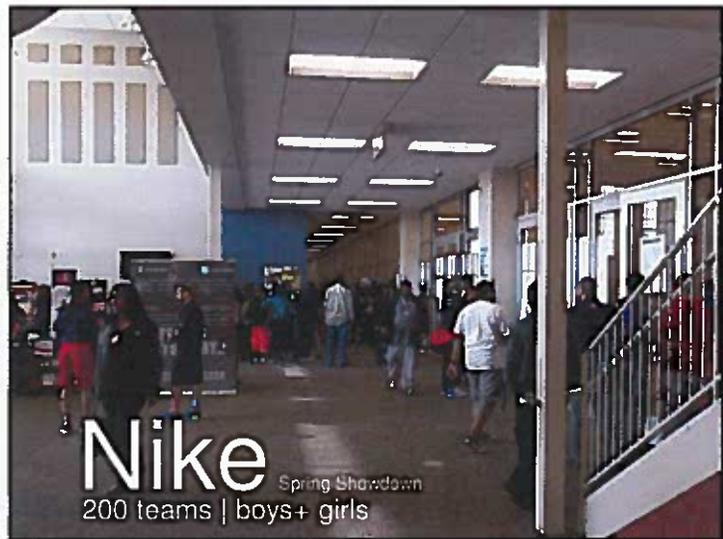
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 12-men

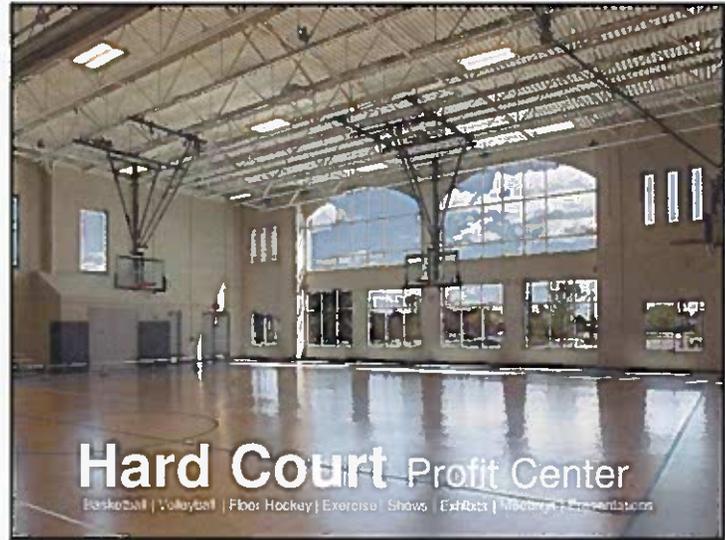
multipurpose



Soccer in the U.S. is the third most played team sport, behind only basketball and baseball.







the ripple effect
community benefits

"... this facility will be a catalyst for economic development by attracting attendees from around the region who will contribute to the local economy."

Mayor John Hahn, Romeoville, IL

increases
tourism

with more sports, activities + events during November – March

Average leisure visitors spend **\$110/person/day**
Year-round family activities and a magnet attraction

Source: State Department of Commerce & Economic Opportunity

supports spending

cross-marketing

increases
lodging stays

5 Romeoville motels

increases
food service
sales
+/- **52** Romeoville restaurants

increases
gasoline
sales
+/- **15** Romeoville gas stations

increases
retail
sales
Travel spending related taxes save an average household over
\$1,100 in taxes each year
Source: State Department of Commerce & Economic Opportunity

increased April 2014
sales tax

Hotel Tax	14.3%
Food & Beverage Tax	6.2%
Gas Tax	4.1%
Retail Sales Tax	14.5%

Sales tax increases are based on April 2013 versus April 2014. Of the \$125,382 sales tax increase, the Village of Romeoville estimated that \$13K-\$17K was a result of the Nike Tournament.

increases
jobs
... from construction, operations and through room
nights and daily expenditures
1 in 10 jobs is directly or indirectly supported by travel expenditures
Source: State Department of Commerce & Economic Opportunity

improves
infrastructure
... by making improvements that may be required to support
ingress and egress, substructure, utilities, etc.

improves
property value
for both Village and surrounding area

improves
quality of life
... by developing and enhancing recreation facilities in
the most cost-effective manner
health & wellness | social equity | conservation

improves
business
retention & recruitment

provides
something for everyone
multipurpose / multi-sport / multi-event center
local + regional events
estimated 250,000 – 300,000 annual visits

