

# Multi-Purpose Sports Park Operations



## Request for Qualifications

Prepared by:



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## **COMPANY PHILOSOPHY AND DEVELOPMENT/ OPERATION/ USE PLAN**

Sportsplex USA is a firm that specializes in the financial feasibility, design and operation of multi-purpose sports complexes serving both adults and youth.

Sportsplex USA approaches the initial development of a sports park from an operator's perspective. In other words, the sports complex should be designed so as to operate in an efficient manner and generate the maximum amount of revenue. The facility can be functional and still be pleasing aesthetically. Our objective is to ensure the development of a sports park that can be built and operated in a cost effective manner and meet the recreational needs of the community.

### *SERVICES TO BE PROVIDED*

#### Preliminary Re-Design/Development

Sportsplex USA will work closely with the City on the design and implementation of the following:

- Additional facilities to be included within the sports park
- Location of the facilities for operational efficiencies and enhanced revenue
- Access to sports park and pedestrian flow within the park
- Office space requirements
- Review of safety issues (seating areas, netting etc.)

Sportsplex USA will provide input through the final re-design of the project. Critical core elements will be identified to insure that operational efficiencies and overall park functionality are met. We firmly believe that "operation drives design" and hence find it productive to provide input throughout the design process.

Based on the approved site plan, Sportsplex USA will provide the City of Costa Mesa with a projected Revenue and Expense Analysis. The detailed report will be based on a combination of the site plan, input from potential users and City staff, an analysis of the market and the reliance of Sportsplex USA's over 18 years of experience in this detail oriented sports park business. All sources of revenue and expense will be enumerated and put into a comprehensible format. This will include a description of the assumptions upon which the analysis is based. The analysis will cover the first five years of operation.

### *OPERATIONS*

Sportsplex USA has operated the Poway Sports Park since it opened in January 1994. The members of the firm have experience in all aspects of operating a sports complex. This includes experience in day to day operations, league administration, weekend tournaments, corporate outings, food and beverage operations, special events and facility maintenance.

In order to maximize participation and revenue generation, Sportsplex USA will develop a Marketing Plan to consist of the following elements:

- Identify potential uses based on a 12 month period of operation
- Advice on how to expand league participation and overall attendance
- Identify methods of communication in order to publicize park activities
- Advice on how to attract tournaments and corporate events

Financial management is a real area of strength for Sportsplex USA. Numerous internal controls have been implemented for this cash business (cup counts, \$ counts, spot inventories, closely watched food and beverage %, etc.).

Sponsorships and advertising will actively be solicited. Companies that are geographically in the market as well as companies in the industry will be targeted for sponsorship and advertising sales. Naming rights to each of the softball fields will be sold. Signage will be sold along the homerun fences, the foul poles, the restrooms, dugouts and other visible locations throughout the park. Sponsors will have the ability to sell and promote their goods and services. This will be accomplished by exposure on our website, their logos being placed on league champion awards, feature articles on sponsors in our quarterly e-newsletter and onsite promotions and give-aways.

Stakeholder relations are critical in contributing to the success of the facility. At the Poway Sports Park, we host the annual City Council vs. Chamber of commerce softball game and provide a free BBQ dinner for over 100 chamber members and city officials after the game. Ensuring that Sportsplex USA is visible in the community, the firm has sponsored youth baseball teams, hosted monthly Chamber of Commerce meetings and hosted City of Poway summer camps free of charge.

Sportsplex USA realizes the importance of the economic impact it has on the local community and businesses. Sportsplex USA is a member of the San Diego Industrial Recreation Council and actively solicits large events. Sportsplex USA currently works with the San Diego Sports Commission to attract major amateur sporting events to San Diego. These events include local, regional, and national events. Sportsplex USA can maximize TOT created by the new sports complex by special hotel rates, advertising agreements, exposure on our website and requiring tournament directors to utilize our "host hotels."

Sportsplex USA realizes the importance of providing quality facility maintenance and has successfully maintained the Poway Sports Park for over 18 years. An extremely detailed list of maintenance standards is utilized to ensure the long term viability of the sports park.

## **RELEVANT EXPERIENCE**

Sportsplex USA is a strong proponent of the use of a public/private partnership in the development of sports parks. Projects undertaken by Sportsplex USA have involved extensive interaction with the public at large, public agencies, and architectural and development firms. All of the team members of Sportsplex USA have considerable experience in participating in both the public and private sector.

### *PROJECT EXPERIENCE*

#### **Poway Sports Park – Poway, CA**



Sportsplex USA has operated the Poway Sports Park since it opened in January 1994. The facility, which was developed as a public-private partnership, is owned by the City of Poway and operated under a long term lease agreement with Sportsplex USA. The fifteen acre complex which is utilized by both adults and youth includes 3 tournament size lighted softball fields, 2 arena soccer fields, batting cages, children's playground and a first class sportspub. Sportsplex USA is responsible for every aspect of operating the facility including marketing, league management, facility maintenance, accounting, food and beverage service, and overall administration.

### **Town Center Community Park – Santee, CA**



Sportsplex USA's newest location opened June 1, 2010 in Santee, CA. The facility has 3 softball fields, batting cages, 2 arena soccer rinks, and a 5000 sq. ft. building housing the league office, park administration and a 1600 sq. ft. sportpub. Sportsplex USA was selected from a national pool of firms to be the operator of the complex and has executed a Management Services Agreement for the operation and maintenance of the facility. Sportsplex USA is responsible for every aspect of operating the facility including marketing, league management, facility maintenance, accounting, food and beverage service, and overall administration.

### **Lakeside Sports Complex – Lakeside, CA**



Sportsplex USA provided consulting services to the County of San Diego in the planning, design and operation of the 10 acre Lakeside Sports Complex which exclusively serves youth programs. Design consultation, revenue and expense projections, a marketing plan and operations plan all were provided to the County. The facility which opened in Spring 2009 is operated by the Lakeside Little League.

#### **Fairfield Sports Complex – Fairfield, CA**



Sportsplex USA has executed an Exclusive Negotiating Agreement and a Consultant Services Agreement with the City of Fairfield for design assistance and eventual operation and maintenance of the 43 acre Fairfield Sports Complex. The development of the complex is on hold until such time the City can conclude a development agreement with a private residential development company.

#### **Fallbrook Sports Park – Fallbrook, CA**

Sportsplex USA completed a revenue and expense analysis for the renovated and expanded Fallbrook Sports Park. Under contract with the non-profit Fallbrook Sports Association, the scope of work also included administrative, operational, and maintenance consulting services.

#### **City of Imperial – Imperial, CA**

Sportsplex USA completed an Economic Feasibility Study for a Multi-Use Sports Complex in the City of Imperial. The study included a detailed market analysis and recommendations on a phased development with revenue and expense projections.

The above cited projects undertaken by Sportsplex USA have all involved extensive interaction with the public sector. Exclusive Negotiating Agreements, Consultant Service

Agreements and Long Term Lease Agreements all have been executed by the firm with various public agencies. Moreover, the principals of Sportsplex USA cited in this RFQ have been the team members involved in every one of these projects.

## **OPERATING QUALIFICATIONS**

Sportsplex USA was established to provide governmental agencies and private organizations with the knowledgeable resources for the design, development, operation and maintenance of sports parks. Our primary goal is to provide the best quality service to our client.

### **Project Team**

#### Paul Berghoff, Chairman

Paul has extensive experience in the restaurant business. His long term involvement with the Berghoff Restaurant, Chicago's largest and oldest restaurant, began in 1960 and continued through 1990 when he was Chairman of the Board and majority owner. The main thrust of his business career however has been as an investment banker. The last 30 years he has been president and majority stockholder in his Chicago based bond firm, dealing exclusively in municipal and corporate financing. While Chairman of Sportsplex USA, his management team developed the Poway Sports Park into a premier facility. Paul's experience in business management and development, finance, and restaurant operation is an invaluable resource.

#### Bill Berghoff, President

Bill has held various positions over his 18 year career at Sportsplex USA. The first two years, Bill focused exclusively on marketing and building a customer base at the Poway Sports Park. As softball reached capacity, he turned his attention to operations and took over as the General Manager. Bill's responsibilities increased to include accounting, staffing, budgeting, and marketing, as well as being Sportsplex USA's liaison with the City of Poway. Acting as a project manager, Bill oversaw the financing, design, and construction of the roller hockey rink in 1997, the first arena soccer rink in 2003 and the second arena soccer rink in 2008. Bill assumed the position of President of Sportsplex USA in 2000. Bill provides expertise in the design components, financial viability, marketing and overall operation of sports complexes.

#### Sean Melvin, Senior Vice President

Sean has a well rounded background in the sporting industry. In the 18 years Sean has been with Sportsplex USA, he has been a softball coordinator, a hockey coordinator, a tournament director, a facility manager and ultimately in 2000 became the General Manager at the Poway Sports Park. In Sean's 20 years of involvement in softball, he has been a Director with USSSA (United States Sports Specialty Association), NSA (National Softball Association) and is currently with ASA (Amateur Softball

Association) as the Southern Adult Slow Pitch Commissioner. In January 2008, Sean was selected to be the National Chairman of the ASA Slow Pitch National Ad-hoc Committee. Sean has visited numerous sports complexes and developed an extensive network of contacts nationwide.

## **REFERENCES**

### **City of Poway – Poway Sports Park**

Tina White, Assistant City Manager  
City of Poway  
P.O. Box 789  
13325 Civic Center Drive  
Poway, Ca. 92064  
(858) 668-4500

### **City of Santee – Town Center Community Park**

Bill Maertz, Director of Community Services  
City of Santee  
10601 Magnolia Avenue  
Santee, Ca. 92071  
(619) 258-4100

### **City of Fairfield – Fairfield Sports Complex**

Mayor Harry T. Price  
City of Fairfield  
1000 Webster Street  
Fairfield, Ca. 94533-0672  
(707) 429-6296

### **City of Imperial**

Marlene Best, City Manager  
City of Imperial.  
420 South Imperial Avenue  
Imperial, Ca. 92251  
(760) 355-4373

### **San Diego County – Lakeside Sports Complex**

Brain Albright, Director of Parks and Recreation  
County of San Diego  
9150 Chesapeake Dr., Suite 200  
San Diego, Ca. 92123  
(858) 966-1301

## **PRELIMINARY IDEAS OF PROPOSED UPGRADES**

### **Minimal Renovation**

- Completely enclose the facility with chain link fence and install entrance booth
- Install better bathrooms fixtures
- Explore expanding the building to accommodate small food and beverage operation
- Obtain a Beer and Wine license
- Install wireless scoreboards
- Skin the baseball infield so that you could play multiple sports on that field
- Purchase 4 temporary mounds to accommodate baseball
- Install shade awnings over dugouts and spectator bleachers
- Replace grass areas walkways with DG to cut back on watering and maintenance

### **Major Renovation (Referring to fields entering thru Arlington entrance)**

Everything listed above under “Minimal Renovation” plus :

- Install 70ft high netting for safety
- Install infield watering system for better maintenance of the infields
- Bottom right parking, construct additional parking spaces.

#### **Baseball Field**

- Remove infield grass and level the mound.
- Bring outfield fencing into 300 ft all around.

#### **Back right field**

- Extend homerun fencing out to 300ft all around

#### **Back Left Field**

- Extend left field fence to 290ft
- Extend remainder of the fencing to 300ft

#### **Front left field**

- Remove this field entirely
- In the current infield area construct a 5500 square foot clubhouse for food and beverage operation with exterior patios along with inside dining.
- In the right field area construct an arena soccer facility to add an additional sport
- In the current left field area construct a 4 station batting cages with baseball and softball.

In the above scenario, Sportsplex USA would partner with the City of Costa Mesa. Sportsplex USA would sign a 30 year management contract and be responsible for the entire operation of the sports complex. Sportsplex USA would negotiate with the City of Costa Mesa on options to obtain funding for the upgrades to the facility along with a repayment schedule to be paid back over the 30 year lease.

## **FINANCIAL QUALIFICATIONS AND HISTORY**

Sportsplex USA and its principals have considerable financial resources. Sportsplex USA has banked at the Union Bank of California's Poway branch for over 15 years. The manager of the branch, Mike Celeste, can be reached at (858) 748-8710. As a privately held company we do not release our financial statements, however our independent CPA Ken Hugins can be reached at (760) 741-3200) to discuss any financial information the City may require. Mr. Hugins is also the City Treasurer for the City of Escondido so he knows what the City of Costa Mesa may want to discuss and is well versed in the public sector

The Poway Sports Park and its \$3.5 million of capital improvements was built in 1993 with City of Poway funds. Sportsplex USA has invested over \$1 million in improvements to the facility since then, namely financing the construction of 1 roller hockey rink and 2 indoor soccer rinks. The Santee Town Center Community Park cost approximately \$19 million to build and was financed by park impact fees.

## **LITIGATION HISTORY**

Sportsplex USA, its principals and team members are not currently in any litigation nor is any pending. There are no legal matters whatsoever that would prevent Sportsplex USA from successfully completing the tasks of consulting on and operating the proposed sports facilities.