

How to Work With Your Park District to Score Big Wins!



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ROCKFORD
PARK DISTRICT



ROCKFORD

The Line Up



Tim Dimke

Executive Director
Rockford Park District



John Groh, CDME

President/CEO
Rockford Area CVB



Paul Nicolosi

Principal
Nicolosi Galluzzo, LLP

Sports Tourism Timeline

1983
Sportscore One
opens



1985
Sports
marketing
begins



1998
Carlson Ice
Arena opens

2001
Sportscore Two
opens

2006
Sportscore visits
surpass 2.5 million
visitors

2004
Sports
Illustrated
names
Rockford
"Sportstown
USA"

1984
RACVB
founded



1991
Aldeen Golf
Club opens



2000
Tiger Woods/
Foundation
Clinic Visits
Rockford

2003
Rivets Stadium
opens

2005
SC2 named
"Soccer Complex
of the Year"
by Sports Turf
Managers
Association

Reclaiming First Timeline

RECLAIMING FIRST

2009
Reclaiming First feasibility begins

2011
Reclaiming First feasibility begins

2012
Regional support formalized

2013
State legislation enacted, funding package finalized

2014
"Best of the Best" Award for Intergovernmental Cooperation by Illinois Association of Park Districts

2014
RF facility planning and construction

2014
New regional tourism facility board forms, begins operation

2016
Expanded SC2 facilities open

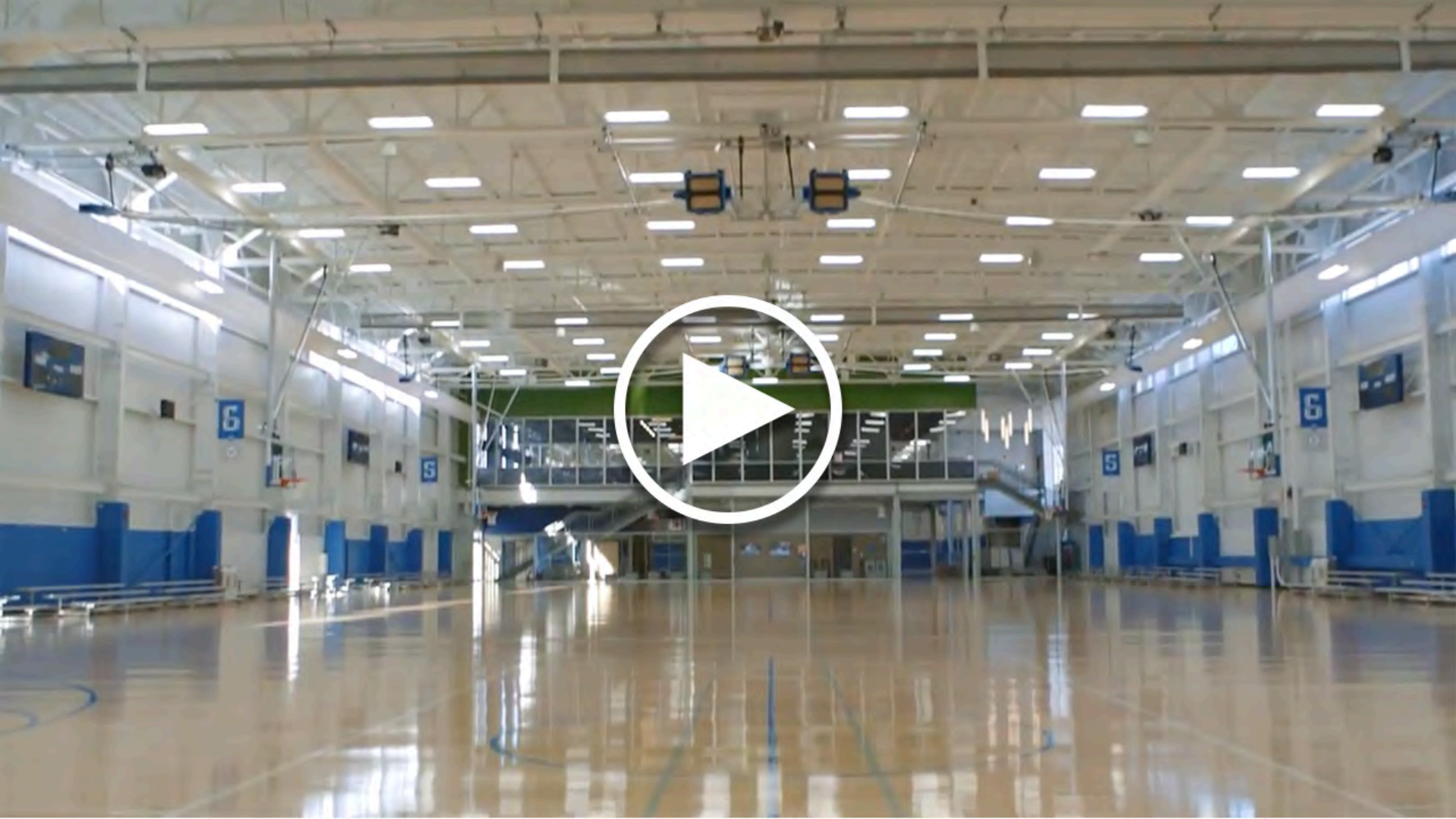
2016
UW Health Sports Factory opens

2016
RACVB named NASC Sports Tourism Organization of the Year

2017
SC2's Indoor Sports Complex expansion opens









Est. 1909

The Rockford Park District helps people **enjoy life** by providing an exceptional park and recreation system.

Est. 1984

The Rockford Area Convention & Visitors Bureau drives **quality of life** and economic growth for our citizens through tourism marketing and destination development.



1.0 Park space and recreation are essential to the quality of life in the Rockford Park District, contributing to the transformation of the region into a Top 25 Community

1.1 Park space and recreational facilities meet the recreational needs of this and succeeding generations

1.2 Residents value and are involved in diverse, well-supported, safe recreational activities for their health, well-being, fun, and entertainment

1.3 Residents have exceptional parks and recreational facilities, services, and programs that reflect a high return on available resources

1.1 Create economic wealth: the Rockford region experiences growth in tourism's leading indicators

1.2 Enhance tourism product: the Rockford region offers unique and marketable experiences and venues that meet or exceed visitor expectations and enhance quality of life for citizens

1.3 Engage constituents on behalf of tourism: RACVB tourism marketing and destination development efforts have broad support among key stakeholders

The First 30 Years

Roles & Responsibilities



Own/operate facilities

Onsite facility management

Support/organize feeder programs

Internal coordination with RPD facilities/programs

Research/development

Advocate for citizen and RPD

Market, sell, promote

Onsite servicing

**Logistical coordination
(e.g. traffic, EMT, signage)**

Hotel/industry coordination

Research/development

Advocate for client and destination

RECLAIMING FIRST



Reclaiming First

VISION

Provide world-class amateur sports facilities that serve local residents and stimulate the region's economy.

MISSION

Retain, regain, and grow the region's benefits from amateur sports and tournaments and provide new facilities for citizens.



Feasibility Analysis

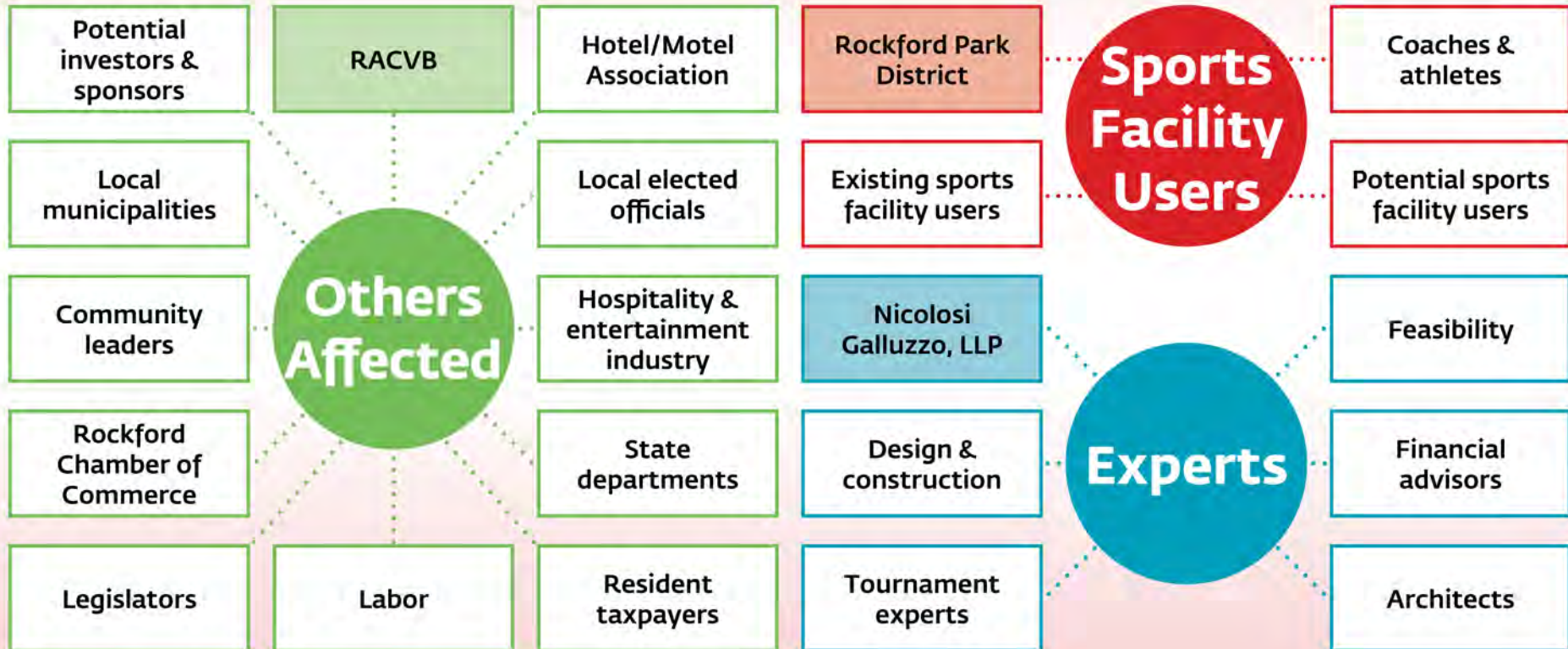
**Case
for
Change**

**Regional
Economic
Impact at
Risk**

**Projected
Local
Economic
Benefit,
Within 5
Years**

Feasibility Reality

Collective Endorsement from Stakeholders Required



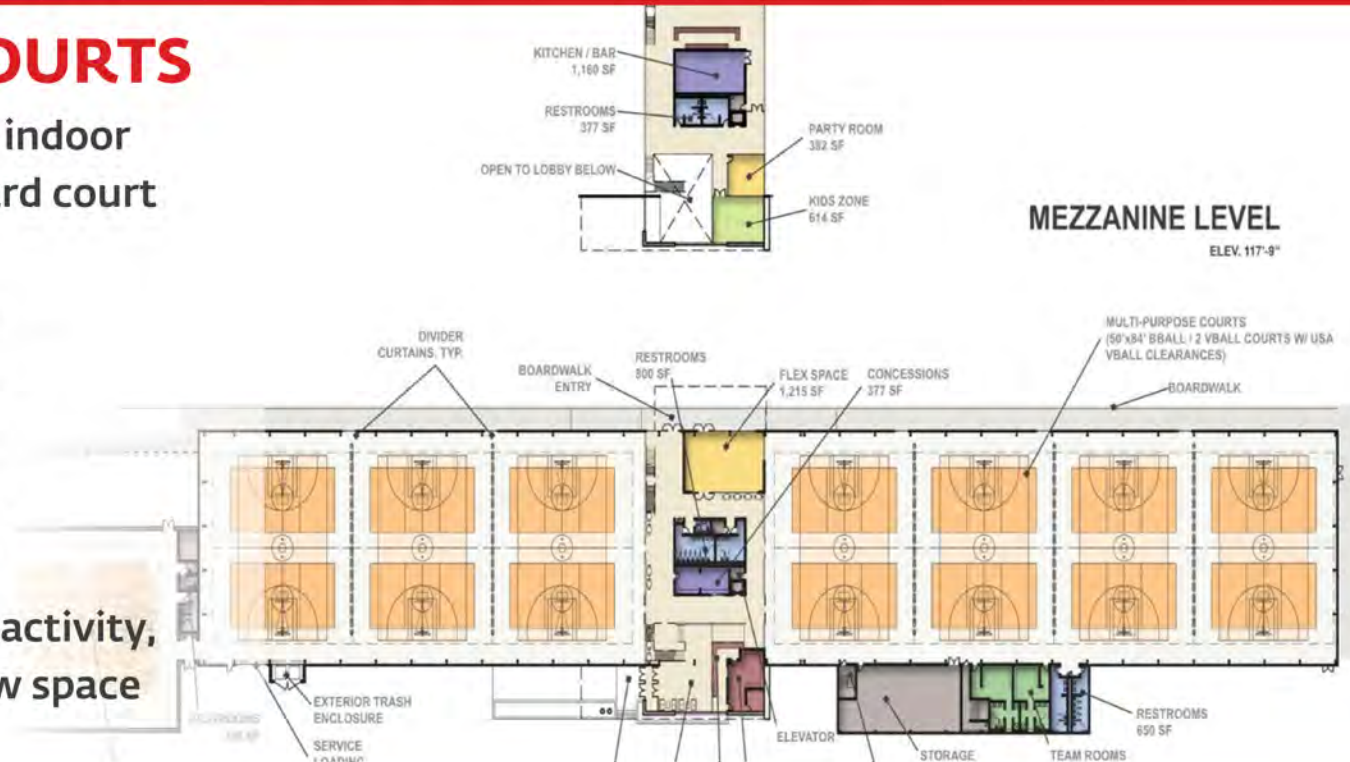
Feasibility Study Results

Capacity and Demand For:

HARDCOURTS

100,000 sq. ft. indoor
multi-sport hard court
facility

- 8 basketball
- 16 volleyball
- 16 wrestling
- 42 pickleball
- Other sport, activity,
or trade show space



Feasibility Study Results

Capacity and Demand For:

OUTDOOR TURF

7 artificial turf, lighted,
multi-sport hard court
facility

- Soccer, football, rugby,
baseball, softball,
lacrosse
- Parking, concessions,
restrooms



Feasibility Study Results

Capacity and Demand For:

INDOOR TURF

5 additional indoor artificial turf fields, expanding existing facility

- 6 indoor fields total

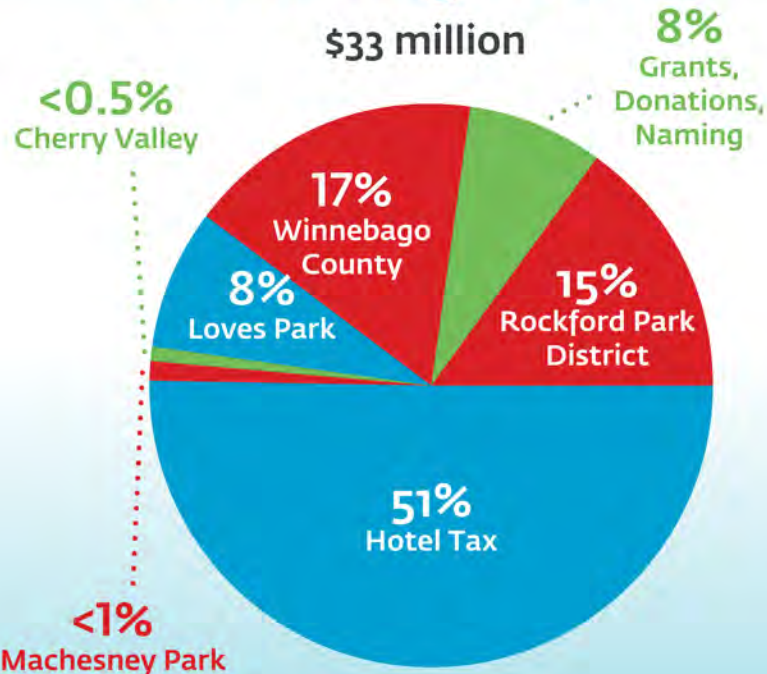




Cost & Sources of Funding

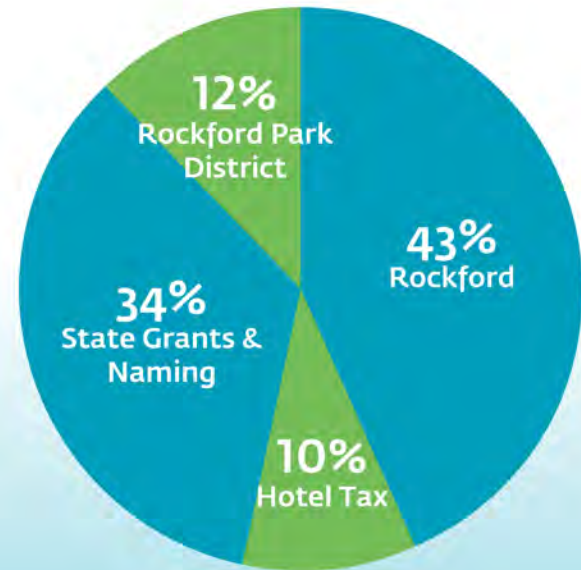
Mercyhealth Sportscore Two & Mega Center

\$33 million



UW Health Sports Factory

\$24 million



More is better in downtown Rockford

As a longtime restaurant and bar owner in downtown Rockford, I have witnessed many attempts to promote our urban center and bring new attractions to draw visitors to our community.



DAN MINICK

Many of these efforts are now bearing real fruit. Rockford's emergence as a regional destination is buttressed by several factors: successful community events (Stroll on State, Screw City Beer Fest and Rockford City Market), professional entertainment venues (BMO Harris Bank Center, Nordlof Center and spectacular Coronado Theater), and a strong local business presence in the city's urban core.

redevelopment of the vacant Amerock building and property into a 150-room hotel and convention center.

I also strongly support the proposal by Joseph James Partners, owned by Peter Provenzano, to renovate two longtime vacant buildings on the pedestrian-friendly streetscape along North and South Main streets.

The buildings are smack-dab in the Main Street entertainment corridor, and would provide a 20-room extended-stay hotel (South Main), and a 57-room boutique hotel (North Main). Both properties would offer on amenities such as restaurants and retail. Both would feature hospitality suites.

brand... Why develop... comb... room... to ac... ing... our... wh... se...

important to our city as it works its way back from unemployment. The... ated

OUR VIEW

Reclaiming First drives economic development

You can't overstate the importance of the Reclaiming First sports project to downtown Rockford. The Stenstrom company could begin work Monday transforming the old Ingersoll building into an indoor sports

Downtown development looking up

...ould complement each

Monday Register

Newspaper of the Rock River Valley

rrstar.com

DOWNTOWN HOTELS



develop the former Amerock factory in downtown Rockford. GORMAN & COMPANY

Rockford Park District and the Rockford Area Convention & Visitors Bureau have pushed Reclaiming First since 2011.

The reason for creating the Reclaiming First plan was for Rockford to regain its




Times vs. Gorman

I fight Gary Gorman is concerned that his plan for a hotel/office center at 416 S. Main St. and Joseph James Partners' plan for a boutique hotel at 134 N. Main St. will flood a



Dozens of emerging development projects in the immediate area including restaurants, lofts, retail, hotels, transportation, entertainment, renovations, and more!



**UW HEALTH
SPORTS  
FACTORY **



UW HEALTH
SPORTS
FACTORY





Mercyhealth
Sportscore
— TWO —



Mercyhealth
Sportscore
— TWO —





Key Takeaways

Long-term RPD/RACVB Partnership

- Seek out organizations with similar culture, values, and approach to business
- Find your common ground in your mission
- Build joint, aligned systems, processes, and project teams
- Ensure your mission and vision are clear and aligned

Intergovernmental Collaboration

- Do your homework and prepare to demonstrate the cost benefit
- Be inclusive of wide range of stakeholders to build the coalition and community of advocates
- Sell the mutual benefits and make it sizzle!
- Leverage a wide range of resources including private and public opportunities

For updates and presentation materials,
visit www.ReclaimingFirst.org



Tim Dimke

815.987.8800

timdimke@rockfordparkdistrict.org

John Groh

815.489.1656

jgroh@gorockford.com

Paul Nicolosi

815.265.6122

pnicolosi@nicgal.com