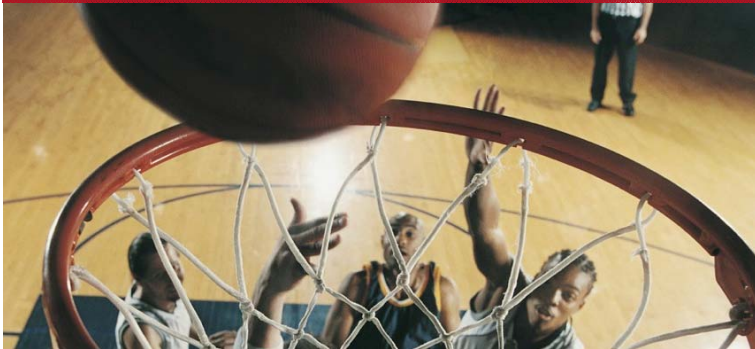


Retain. Regain. Grow.

RECLAIMING FIRST



Sports Tourism as an Economic Stimulus
February 2015

www.reclaimingfirst.org

RECLAIMING FIRST

Reclaiming First!

- **Economic development case and master plan for sports tourism and recreation in the Winnebago County region**
- **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

The Winnebago County Region has been a leaders in sports recreation and tourism for 30 years!

RECLAIMING FIRST

Rockford Park District's Strategic Priorities

Priority Result 1: Well-maintained park space and recreational facilities meet the recreational needs of this and succeeding generations of District residents

B. Park space and facility acquisition and development priorities (contingent on having identified resources to cover incremental maintenance and operational costs):

- i. Highest priority: indoor facilities for year-round use
- ii. Second priorities: outdoor facilities for year-round use

RECLAIMING FIRST

Rockford Park District's Strategic Priorities

Priority Result IV: Residents have exceptional parks and recreation facilities, services, and programs at a reasonable cost

- A. Priority Results achievement reflects a high return on available tax resources
 - iii. Partnership/collaborations with governmental, civic, and private entities contribute to economic growth in the District
- B. There is growth in visitors and tourists using Park District assets in a way that complements use and offsets costs for residents

RECLAIMING FIRST

Research Conducted

Three-step Analysis

1. Peer Group (Competitor) Analysis

- Who do we compete against and what do they offer?

2. Assessment of Our Facilities

- How do our facilities compare to the peer group?
- What upgrades are required for our region to stay competitive?
- Where should the upgrades be located within the region?

3. Assessment of Economic Benefits of Sports Tourism

- What are our regions' economic benefits from hosting ASTs?
- What additional economic benefits will come from upgrades?

RECLAIMING FIRST

Impact of Sports on the Regional Economy

- **Regional sports tourism from hosting amateur sports tournaments is responsible for**
 - \$15.25m in local economic impacts
 - \$1.85m in regionally generated taxes
 - 226 FTE jobs
- **Lost economic impacts: 2007-2010**
 - 11% annual decrease in the number of tournaments due to
 - New facilities elsewhere/increased competition
 - Flooding at Sportscore I
 - Great Recession downturn
 - \$1.47m annual loss in regional income
 - \$178,000 in annual tax dollars lost by local governments

RECLAIMING FIRST

Facilities Needed to Retain, Regain, and Grow Sports Tourism

- **Ingersoll Building**

100,000 sq. ft., indoor multi-sport hard court facility (8 basketball, 16 volleyball, 16 wrestling, 42 pickleball, and any other sport, activity, or trade show space)

- **Sportscore II - Indoor Soccer Building**

Outdoor Improvements: seven artificial turf, lighted, multi-sport fields (e.g. soccer, football, rugby, baseball, softball, and lacrosse); parking, concessions, and restroom facilities.

Indoor Improvements: building expansion of three additional indoor artificial turf fields attached to existing Indoor Sports Center building (5 total indoor soccer fields)

Retain. Regain. Grow.

RECLAIMING FIRST



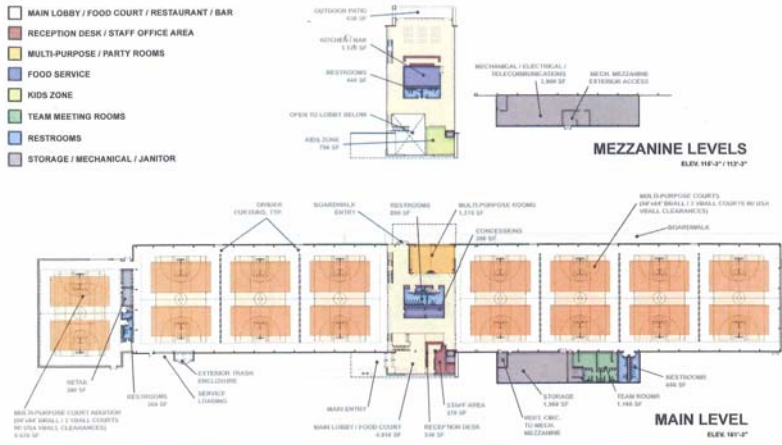
Rendering - Mezzanine Option

View from Chestnut Street Bridge

Ingersoll Sports Facility
SINKCOMB|DETHLEFS Reclaiming First Program
 Rockford, Illinois
 September 20, 2013



Larson & Darby Group
 Architecture & Engineering



Overall Building Plan - Mezzanine Option

Scale: 1" = 50'-0"



98,143 SF

Ingersoll Sports Facility
SINKCOMB|DETHLEFS Reclaiming First Program
 Rockford, Illinois
 October 4, 2015



ROCKFORD
 PARK DISTRICT

Real Original
ROCKFORD
 ILLINOIS

WCRTFB
 Winnebago County Regional Tourism Facility Board

McClure
 Engineering Associates, Inc.

HINSHAW
 & COLBERTSON LLP
 CONSULTING LLC

Retain. Regain. Grow.

RECLAIMING FIRST

How will we compare to our competition?

Outdoor & Multi-purpose Fields						
Location	Total Fields (including lighted fields)			Lighted Fields		
	Artificial	Natural	Total	Artificial	Natural	Total
Grand Park, IN	16	42	58	16	0	16
Rockford/Winnebago County (SC I & II - New)	7	56	63	7	0	7
Rockford/Winnebago County	0	33	33	0	8	8
Rapid City, SD	0	21	21	0	7	7
Overland Park, KS	12	0	12	12	0	12
Commerce City, CO	2	22	24	2	0	2
Waukegan, IL	1	17	18	1	4	5
Blaine, MN	0	52	52	?	?	?
Rockford/Winnebago County (SC I & II - Existing)	0	58	58	0	1	1
Elgin, IL	0	20	20	0	10	10
Disney/ESPN	0	18	18	0	4	4

RECLAIMING FIRST

How will we compare to our competition?

Indoor Soccer & Hard Court			
Location	Fields/Courts		
	Soccer	Basketball	Volleyball
Rockford/Winnebago County (ISC & Ingersoll - New)	6	8	16
Wisconsin Dells, WI	4	14	14
Sioux Falls, SD	0	9	11
Rapid City, SD	1	0	0
Disney/ESPN	0	6	12
Libertyville, IL	2	8	8
Aurora, IL	0	0	8
Waukegan, IL	3	6	6
Rockford/Winnebago County (ISC - presently)	1	1	4
Crystal Lake, IL	2	2	2
Naperville, IL	3	0	0

RECLAIMING FIRST

Economic impact and Benefit for Local Residents

The improvements will...

- Provide **thousands** of local residents use of world-class recreation facilities
Including over 500 local traveling teams with 8-10,000 youth participants in tournaments in their own community
- Produce new annual private sector revenue
\$16.5 million (within 5 years)
- Produce new annual local government tax revenue
\$1.9 million (within 5 years)
- Prevent further loss of economic benefits
\$500,000 annually
- Create jobs
210 Construction
250 FTE (within 5 years)

RECLAIMING FIRST

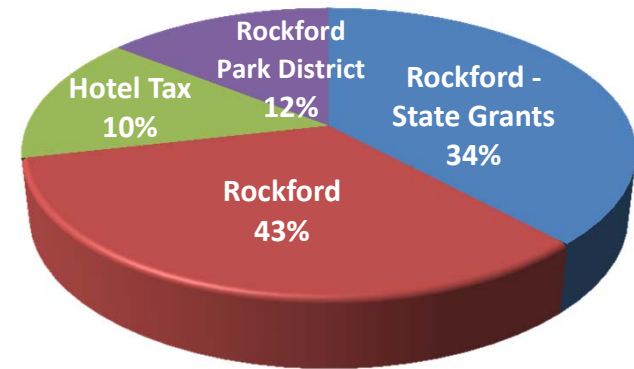
Cost and Sources of Funding

- Ingersoll Building**

Construction Cost (Uses): Estimated \$22 million

Sources of Funding will (approximately) include:

City of Rockford (State grants)	\$10.309 million
City of Rockford	\$13.076 million
Hotel Tax	\$3 million
Rockford Park District	\$3.750 million
Total	\$30.135 million

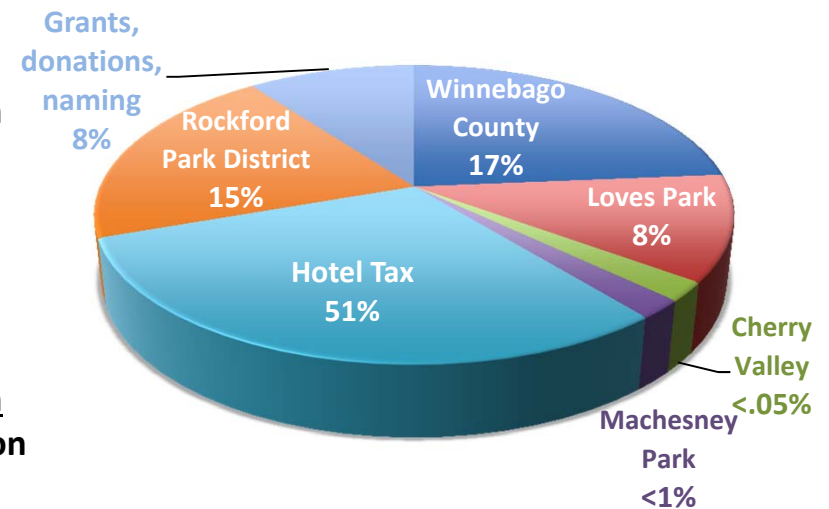


- Sportscore II - Indoor Soccer Building**

Construction Cost (Uses): Estimated \$30 million

Sources of Funding will (approximately) include:

Municipal contributions	\$10.98 million
▪ \$7 million - Winnebago County	
▪ \$3.38 million - Loves Park	
▪ \$10,000 - Cherry Valley	
▪ \$50,000 - Machesney Park	
Hotel tax	\$20 million
Rockford Park District	\$6 million
Grants, donations, naming	\$3.141 million
Total	\$40.121 million



*Includes interest

RECLAIMING FIRST

Collection and Disbursement of Funds

- **SB1859** enabled the County to impose a county-wide 2% hotel tax for:
 - Sports, arts and entertainment facilities
 - Tourism and tourism promotion
 - Competitiveness for job growth
 - Debt service on bonds issued for these purposes
- The 2% hotel tax was approved (11/26/2013) by the County for implementation; collection began 1/1/2014
- The **Winnebago County Regional Tourism Facility Board (WCRTFB)** oversees the expenditure of the tax

RECLAIMING FIRST

Formal Support for the 2% Hotel Tax

- IGA and Ordinances/Resolutions unanimously approved by:
 - City of Rockford (approved 11/4/2013).....51.8%
 - County of Winnebago (approved 11/26/2013).....19.6%
 - City of Loves Park (approved 10/28/2013).....8.1%
 - Village of Roscoe (approved 2/27/2014).....3.7%
 - City of South Beloit (approved 10/21/2013).....2.7%
 - Village of Machesney Park (approved 10/21/2013).....8.0%
 - Village of Rockton (approved 10/8/2013)2.6%
 - Village of Cherry Valley (approved 11/19/2013)1.1%
 - Rockford Area Convention & Visitors Bureau (approved 11/20/2013)
 - Rockford Park District (approved 10/8/2013)

97.6%

Each have a voting seat on the Winnebago County Regional Tourism Facility Board (WCRTFB).

**The remaining 2.4% is represented by townships and villages who do not currently have hotels/motels. However, they may elect to participate in the WCRTFB by passing the IGA and Resolution.*

RECLAIMING FIRST

What's Next

Ingersoll Building – Downtown Sports Complex

- Construction beginning February 2015
- Opening July 2016

Sportscore II/Indoor Sports Center Expansion

- Finalize design, bid project, begin construction April/May 2015
- Outdoor fields open April 2016
- Indoor facility opens August 2016

Prepare for Operations

- Marketing plan rollout
- Programs and partnerships serving local residents
- Tournament recruitment
- Community-wide customer service strategy
- I-90/Riverside corridor development
- Downtown development

More is better in downtown Rockford

As a longtime restaurateur 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 Theater), and a strong local business presence in the city's urban core.

The coming Indoor Sports Center is an exciting development that will draw families downtown year-round from all over the Midwest. Our city is on track and buzzing with economic potential.

This momentum is exciting — to business owners, customers and developers. Working together is crucial to capitalize on this momentum. How? By focusing on developing a vibrant hospitality market downtown. To that end, I am a strong supporter of the riverfront

MY VIEW

Vibrant heart of downtown Rockford

Last week's "Our View" column about downtown development in the Rockford

Downtown Rockford

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 complex that could host basketball, volleyball, and other tournaments and events.

Without that project, there probably wouldn't be a proposal to turn the Amerock/Ziock building into a hotel and conference center. Without Amerock, redevelopment projects such as the former Trekk building, the old Chick Hotel and the old Hanley Furniture building probably would not be on any developer's radar.

It's like a huge Jenga game in which if you remove the wrong piece — Ingersoll — everything comes tumbling down.

But all that's moving forward because the

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 standing as the top place to go for amateur sports tournaments, but a byproduct of that vision has been to create a downtown Rockford revival unlike anything we've seen in the past 40 years.

Rockford Mayor Larry Morrissey agrees: "In my lifetime, I don't think we've had more energy around (redeveloping downtown)."

A few weeks ago we published a series of articles whose theme was "Wait until next year," touting the aforementioned developments plus more that are scheduled to be finished in 2016.

Next year will begin when the first hammer is lifted at the Ingersoll building.

their homes; grants program to help Swedish American employees purchase primary residences near our hospital campus; and a home res-

Downtown development looking up

Did you ever imagine that thousands of people would come to downtown Rockford every Friday during the summer to take in all that City Market has to offer?

Did you ever imagine that a one-day event like Stroll on State would bring 20,000 people to downtown in its first year and then see 60,000 the next year?

Did you ever imagine you'd see the day when developers were actually fighting over downtown Rockford property?

The reason here is not to underestimate the potential of downtown Rockford.

So when a consultants report says that downtown can handle 77 more hotel rooms than the 150 proposed in the Amerock/Ziock project, it's difficult to doubt that conclusion.

The latest opportunity in competing plans is the former Trekk property on N. Main St.

Urban Equity Properties, led by Justin Fern, wants to turn that space into office lofts and a restaurant that sounds like a great idea.

These new places, along with downtown staples such as Capri restaurant and Octane lounge and newer entries such as Prairie Street Brewhouse, will attract visitors from near and far.

There still are plenty of empty, blighted buildings that detract from the downtown experience. However, if Rockford embraces the opportunities that are coming forward, those empty buildings will be turned into thriving businesses.

These new places, along with downtown staples such as Capri restaurant and Octane lounge and newer entries such as Prairie Street Brewhouse, will attract visitors from near and far.

There still are plenty of empty, blighted buildings that detract from the downtown experience. However, if Rockford embraces the opportunities that are coming forward, those empty buildings will be turned into thriving businesses.

These new places, along with downtown staples such as Capri restaurant and Octane lounge and newer entries such as Prairie Street Brewhouse, will attract visitors from near and far.

There still are plenty of empty, blighted buildings that detract from the downtown experience. However, if Rockford embraces the opportunities that are coming forward, those empty buildings will be turned into thriving businesses.

These new places, along with downtown staples such as Capri restaurant and Octane lounge and newer entries such as Prairie Street Brewhouse, will attract visitors from near and far.

Monday Register

Newspaper of the Rock River Valley
rstar.com

On the card at Monday's City Council meeting ...



Gorman & Company, the Wisconsin developer planning to redevelop the former Amerock/Ziock building in downtown Rockford, released this rendering of the project Thursday. GORMAN & COMPANY

Joseph James Buffett-Gorman

If it were a boxing match, the hype would be huge at this week's City Council meeting.

"In this corner of North Main and Mulberry streets," a ring announcer might say, "weighing in at \$14.5 million, with aspirations of turning a crumbling, two-story building back to life as a five-floor, 76-room boutique hotel, from Rockford, Illinois — Joseph James Buffett-Gorman."

And in this corner of Woman and Cedar streets, weighing in at \$64 million, a developer pining to turn an eyesore skyscraper into a shimmering waterfront Embassy Suites hotel, the cornerstone of a downtown revival, is the world's best-known capitalist, Warren Buffett. From Oregon, Wisconsin, ladies and gentlemen — Gorman & Company"

Thursday that a subsidiary of Buffett's Berkshire Hathaway is investing \$16 million in the project, which has swelled to \$64 million.

Plans for the hotel will be finished Friday and bidding for construction contracts will be completed by the end of the week, he said.

Gorman's interest was catalyzed by the \$21 million indoor sports center being built in another vacant factory across the Rock River

Hotel fight

Developer Gary Gorman is concerned that his conference center at 416 S. Main St. and a set for a 76-room boutique hotel at 124 N. Main St. market that's unproven.

