

LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST

Name of Organization: Lincoln Sports Foundation

Contact Person: Dan Lesoing

Address/City/State/Zip: Physical:
7600 N. 70th
Lincoln, NE 68517

Mailing:
PO Box 22608
Lincoln, NE 68542

Telephone: 402-429-0920

Fax: n/a

Email: dlesoing@gmail.com

Organization Status: Non-Profit

Applicant Government/Organization Federal ID #: 45-0533389

If tax exempt organization, designate IRS classification: 501(c)3

Provide a detailed description of your exhibit/attraction:

The Lincoln Sports Foundation (LSF) has been involved in litigation regarding the property formerly named the Abbott Sports Complex for over a year. That litigation has been officially settled. Documents verifying its status are available upon request. The settlement clarifies LSF's ownership of the property and right to operate the property as a sports complex. As part of the settlement agreement, LSF must re-name the facility and rebrand it, with complete removal of the Ethel S. Abbott name from the property no later than June 30, 2019. The facility will now be known as the *LSF Sports Complex*. This is part of the impetus for our current proposal. We are requesting funds in two parts. First, we are requesting funding to remove and replace all signage as part of a rebranding and relaunch of the facility, and to expand signage to enhance visibility of the complex. Second, we are requesting funds to make necessary enhancements to the LSF MX Track.

With the legal settlement in place, LSF is now in a place to initiate long-overdue upgrades, repairs and renovations to increase regular complex usage and enhance our ability to host sporting events that will bring new visitors to Lincoln and Lancaster County. The location of the sports complex is ideal for attracting out of town visitors and guests for athletic events due to its proximity to I-80 and Highway 77. In addition, the complex has a long history of providing affordable space for sports clubs and groups of all demographics and economic means. We look forward to the opportunity to upgrade the facility and increase the usage to meet the needs of the community.

The complex is comprised of an Indoor Facility, the Championship Field and stadium, the LSF MX Track, the Nebraska Tennis Center, 19 outdoor grass playing surfaces.

The Indoor Facility contains 4 multi-functional areas that can accommodate a number of indoor athletic activities, including:

- volleyball (10 courts: 2 wood courts, 4 sport courts, 4 sport courts with neoshock underlayment)
- basketball (6 courts: 2 wood courts, 4 sport courts)
- futsal (3 fields on sport court surface)
- indoor soccer, rugby, lacrosse, and football (one 85ft x 175ft artificial turf field)
- roller derby (1 full size and 1 youth track on sport court surface)

The Championship Field and stadium is the former home of the UNL soccer program with a full-size playing surface (120 yd x 80 yd), restrooms, concessions, press box, score board, locker rooms, and administration space.

The LSF MX Track consists of a national-caliber MX track, a vintage track, and a pee-wee track. Expansion plans include a mini oval and a UTV track.

The Nebraska Tennis Center is the former home of the UNL tennis program with 12 outdoor tennis courts, a weight room/fitness center, and space currently used for youth gymnastics. The Nebraska Tennis Center formerly also supported 3 indoor tennis courts, indoor baseball, and indoor soccer under the tennis bubble. However, the bubble was destroyed in July 2018 and has not been replaced (see Phase 3 in our future plans regarding replacement of the bubble).

The outdoor facility is comprised of 19 natural grass playing surfaces with team benches and bleachers on most fields. This includes 11 full-size 120yd x 80yd 11v11 soccer fields, 3 75yd x 40yd 9v9 fields, and 4 micro fields. Many of the fields can be dual-purposed to permit multiple sport usage including soccer, lacrosse, field hockey, and football.

Number of attendees estimated:

Local:	15,000
Outside of Lincoln	7,500

Check all that apply:

- Expanding and improving any existing visitor attraction.
- Planning or developing such expansion improvements, exhibits or additions.
- Acquiring or expanding exhibits for existing visitor attractions.
- Promotion and advertising costs associated with such exhibits.
- New Construction

Please describe project as indicated above.

First, we are requesting funding to remove and replace all signage as part of a rebranding and relaunch of the facility, and to expand signage to enhance visibility of the complex.

Second, we are requesting funds to make necessary enhancements to the LSF MX Track. We are hiring Shane Shaefer from Shaefer Tracks to come in for a complete rebuild of the MX track and to construct new oval and UTV courses.

Project Start Date:

Phase I:	March 1, 2019 through	December 31, 2019
** Signage	<i>May 1, 2019 through</i>	<i>June 30, 2019</i>
** MX Track	<i>May 1, 2019 through</i>	<i>November 1, 2019</i>
Phase II:	Spring 2020 through	Winter 2021
Phase III:	2021 through	2022
Phase 4:	2022 through	2023

Completion Date: See above

Is this project part of a larger renovation project? Yes

If yes, please describe the entire project:

The Lincoln Sports Foundation (LSF) plans to improve the formerly named Abbott Sports Complex in four phases. In this proposal, we are requesting funds to assist with Phase 1. A brief description of Phases 2-4 are included here as well to provide reviewers with a scope of the planned improvements to the complex.

We continue to work with The Clark Enerson Partners on a 3D model of the entire project as well as sight pictures.

Phase 1: 2019

The initial and immediate phase would consist of:

- (1) External improvements include enhancing safety, establishing new branding, and enhancing facility visibility.
- (2) Expansion of the current facilities in the LSF MX Track.
- (3) Restoration of outdoor field-sport playing areas.
- (4) Remodeling the Indoor Facility lobby area and renovation of the restrooms.
 - We are seeking matching funds through a separate organization to support initial renovation of the Indoor Facility.

Both the indoor and outdoor projects will include necessary improvements to the parking lot and parking lot lighting shared by the facilities, necessary improvements to the roadways and the removal/replacement of all previous signage from the Abbott Sports Complex to reflect the new branding of the facility as the ***LSF Sports Complex***.

Expansion of the LSF MX Track facility include developing a separate UTV course and a mini oval track, as well as a total rebuild of the existing MX track. This will allow for a minimum of 4 new user groups: flat track motorcycles, go-carts, UTV's and quads.

Eleven full-size fields located to the east of the retention pond (currently numbered 9-19), and the Championship Field, will be restored to competition-ready playing conditions for use by soccer, lacrosse, field hockey, and football organizations and leagues. This work will include repairing underlying surfaces as needed; re-sodding goal, end zone, and/or center areas as needed; over seeding, fertilizing, and applying weed control to all areas; and purchasing new goal equipment or repairing existing damaged/deteriorated equipment. The field area improvement process will also include peripheral irrigation system repair (sprinkler heads, valves, command boxes, etc.), brush removal from surrounding areas, repair of existing fencing and gating, and sidewalk repair/replacement as necessary.

With these improvements, LSF can attract local, state and regional teams for tournaments. See letters of support included in the Appendix. Restoration of the outdoor fields will immediately provide the region with the largest outdoor field space available, including 3 full-size lighted fields for extended usage. No other facility in Lincoln has lighted fields.

Phase 2: 2020-2021

Phase 2 consists of plans to completely renovate the Indoor Facility of the sports complex. This project will include new lighting (both inside and outside), a new HVAC system, additional remodeling of the lobby area, expansion of restrooms, the addition of a mezzanine where concessions will be located, and the addition of spectator seating in the court areas. The project will also include the remodel of indoor playing surfaces to allow space for 12 basketball or volleyball courts for practice and tournaments. When completed this facility will be one of the largest in the region, and among the best athletic facilities in the Midwest.

LSF also intends to collaborate with community partners to completely overhaul the Championship Stadium and Field. We will be remodeling the grandstands, restrooms, concessions, ticket booth and press box. This would include repair/improvements to the outdoor lights for the Stadium, installation of field turf, relocation of the press box to the east side above the concession stands and restroom areas, and installation of a new scoreboard.

Phase 3: 2021-2022

Phase 3 would consist of continued improvements and necessary maintenance to the existing outdoor fields/playing surfaces including, but not limited to, playing fields and tennis courts. We will convert existing grass fields 13-16 (known as the "quad") to field turf as well as adding lights on fields 15-16 (13 & 14 are already lighted). This phase would entail installation of additional fencing around the playing field areas for crowd and motor vehicle enforcement and along the north edge of the property. A central

shelter, concessions, and restroom building will be built to service the outdoor field areas; and necessary maintenance, repair, or upgrading of the central irrigation system and pumps will be completed.

This phase would include a plan to address the tennis bubble that, prior to storm damage, was being utilized by indoor baseball, soccer and tennis. Our intention is to construct a new permanent structure to replace the bubble, ensuring the continued opportunities for activities previously held in the facility.

During this phase of the project, we will resurface the entire drive around the complex, add additional parking lot and street lights around the complex, perform necessary maintenance and repair of irrigation systems, and complete installation of the new water line from 70th Street to the motocross track.

Phase 4: 2022-2023

Phase 4 would consist of adding baseball/softball complex to the facility. This new facility would be located either at the east edge of the complex between the soccer fields and the motocross track or along the 70th Street corridor in the northwest corner of the complex.

As it pertains to the grant related project, provide breakdowns of radio and television advertising, showing individual costs, call letters and cities of origin. Also give breakdowns of magazine advertising by individual publications and costs. Similarly, separate the costs for brochures, travel shows by location, billboard advertising, etc. Include target market demographics

This information is not available at this time. The initial legal settlement agreement was reached on January 4, 2019. Final settlement occurred on 4-5-19 by all parties. We are in the process of pursuing a strategic marketing and advertising campaign. In order to capitalize on the positive press generated as the settlement was announced in the media, we are hoping to secure funding to make an immediate impact on the state of the complex to generate enthusiasm for future usage, fundraising, and advertising.

Do you anticipate submitting future applications for projects relating to this project?

Yes, we intend to submit future proposals as we move forward further into Phases 1-4.

Total projected budget (attach detailed budget):

<u>Total Revenue (requested):</u>	\$10,000.00
<u>Total Expense:</u>	\$26,900.48
<u>Remaining needs/in-kind:</u>	\$16,900.48

LSF MX Track	
Schaefer Tracks	\$ 10,000.00
Diesel Fuel	\$ 3,000.00
LSF Complex Signage	
Plastic inserts (front entrance & main building)	\$ 926.90
Plastic inserts (Championship Field)	\$ 635.60
Vinyl for signage	\$ 1,200.00
LED light replacement	\$ 750.00
Marquee Motion LED Sign (front entrance)	\$ 5,193.99
Marquee Motion LED Sign (MX track)	\$ 5,193.99
	\$ 26,900.48

How will your project impact new visitor recruitment and lodging tax revenues?

Enhancements and expansions to the LSF MX Track will increase the number of users. Dealers sell approximately 13 times more UTVs than MX bikes. Currently, there are no facilities designed for flat track and UTV, so the planned expansion will fill a need within the MX community.

The change in complex signage is required as a settlement condition. More importantly, it will generate continued enthusiasm for the complex’s new direction and renewed place in the broader community.

The general complex improvements, enhancements, and expansions described in Phases 1-4 would bring the LSF Sports Complex (formerly Abbott Sports Complex) back in line with facilities in other communities which regularly attract sports tournaments, sports club rental of facilities, community and regional events, collaboration with other sports and recreation related activities (*such as Cornhusker State Games, Special Olympics, YMCA youth sports, and multiple school associated sporting events*). The multi-use capabilities of this facility would allow for year round usage by a number of activities and bring diverse groups to Lincoln who would positively impact the local economy through hotel stays, restaurants, shopping and other local businesses.

Estimated annual visitors:

Local:	15,000
Outside of Lincoln	7,500

Estimated Annual economic impact of your facility and/or project based on lodging tax use
(Use multipliers listed below)

Is this based on annual use of the facility or for a specific event/exhibition?

Both. It is based on total usage estimates from current tenants and includes both regular club/program membership, MX Track use, AND tournament (or other special event) usage

of hotel overnights utilized:

Outside of Lincoln: 2,500 x \$375 = \$ 937,500

Assuming 3 person per room, 7,500 out of town visitors = 2,500 rooms.

- * National/Regional event Multiplier - \$375 per night
- * State event - \$350 per night
- * Local event (no overnight stays expected) - \$245 per night

TOTAL ECONOMIC IMPACT BASED ON FORMULA: \$937,500

Is this grant request in addition to other project related grant requests?

Yes, Lincoln Sports Foundation currently has a \$50,000 matching grant for 2019. Consistent with the overall Phase I (described above), the matching \$50,000 grant will be used to begin renovations and improvements to the Indoor Facility lobby, Indoor Facility bathrooms, and main parking lot lights.

Grant amount requested from Visitors Promotion Committee: \$10,000

The requested \$10,000 will be used to update the complex signage and add video message boards, and enhance the LSF MX Track.

Signature of Applicant: _____

Date: _____

Return your completed Application to:

Lincoln Convention and Visitors Bureau
Attn: Jeff Maul, Executive Director
1128 Lincoln Mall, Suite 100
Lincoln, NE 68508

For more information:

(402) 434-5343
jmaul@lincoln.org