

# SANTA FE SOCCER COMPLEX



9/8/2015

MRC Soccer Valley Renovations

This document will provide an overview of the project including a project summary, status report and next steps.

# Santa Fe Soccer Complex

## MRC SOCCER VALLEY RENOVATIONS

### **Project Summary**

The Santa Fe Soccer Complex (Rio Rapids Northern Soccer Club, La Liga, American Youth Soccer Organization and Santa Fe Adult Soccer League) is seeking funding and community support for extensive renovations of the soccer facilities at the MRC. In addition SFSC is pursuing a lease back agreement with the City of Santa Fe to manage the MRC soccer Valley upon completion of the renovations.

Soccer is one of the most rapidly growing sports in the United States. In part this can be attributed to the low cost of participation as well as the highly inclusive nature of the sport.

The Northern New Mexico region, including Santa Fe, has seen a spike in interest for soccer by the general population. An influx of immigrants from countries where soccer is a primary sport has also influenced growth in the soccer community. With the increase in interest in the sport there has been a consequential upsurge in the demand for adequate facilities such as fields and stadiums.

Although the City Of Santa Fe provides designated space specifically for soccer, the space is very limited (5) for a sport population of approximately 3,000 players (approximately 185 teams). Additional challenges related to the quality, safety and program management have increased the level of difficulty for use of these facilities.

These challenges include:

#### Quality and Safety

- Efficient irrigation system
- Drainage
- Turf quality
- Exposed sprinkler heads
- Pocked and uneven fields
- Lack of lighting
- Year round field availability

#### Program Management

- Field availability
- Overlapping need with other sports (baseball football etc.)
- Access to local tournaments
- Complicated permitting and use methodology
- Limited league interaction

## Santa Fe Soccer Complex

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Improving the facilities at Soccer Valley will not only benefit the leagues in the region but it will also provide for sustainable economic growth for the City Of Santa Fe. It is estimated that cities which host soccer tournaments can see a direct benefit of \$600,000 to \$3,500,000 per year (two to three tournaments in a combination of youth and adult leagues). When this project is completed, Santa Fe has the opportunity to become a sports destination for tournaments as well as high elevation training for national and international professional/semi-professional teams.

Finally, New Mexico faces a litany of challenges related to literacy, teen pregnancy and health. Statistically communities, which devote resources to youth programs (in particular sports programs), can see a notable benefit for the general health of at risk populations. Investing in a project of this kind will have a positive impact on the local soccer community and the regional population in its entirety.

## **Project Status**

The project has completed the following goals:

- Established the Santa Fe Soccer Complex 501(c)(3)
- Procured \$450,000 from State of New Mexico (2014 and 2015 Regular legislative sessions)
- Procured \$5,000 from County of Santa Fe
- Identified and contracted Design Office to complete Master Plan and design
- Initiated negotiations for lease back contract for MRC soccer facility and program management
- Top 5 City of Santa Fe ICIP priority status (#1)

## **Soccer in Santa Fe**

The soccer population is an active and engaged member of the City of Santa Fe community. Consisting of players, parents, league management and general supporters, the sports boasts a membership of approx. **8,250** dedicated participants, residing in all City Council districts.

The general philosophies and principals which guide this sport afford a dynamic and affective foundation for community service. The soccer community consistently strives to break social, economic and cultural barriers to provide equal access for all participants.

Community service efforts include:

- La Familia Health Clinic Fitness for Kids Program (\$6,000 per year)
- Communities in Schools at risk youth intervention program
- Equal play scholarship program (\$20,000 per year)
- Equipment donation (\$5,000 per year)
- Charitable donations

## **Economic Benefits and Opportunities**

In an effort to expand its marketing approach to the tourism industry the city is considering targeting a younger population (25 to 40 age group) and more specifically the “clean living” and sports and recreation sectors.

In the last decade soccer has exhibited significant growth in the United States. According to the New York Times, 24 million Americans watched the final game of the 2015 World Cup. This is more than the average audience size for the World Series. In addition Americans buy more tickets to World Cup games than most other fans - second only to South Africans.

In particular there has been notable growth in interest in soccer in young Americans (10 to 25 year olds). This peak has led to an increase in need for leagues and more importantly facilities. Due to the shortage in facilities teams are willing to travel extensively to participate. Local governments which have or are building facilities will likely become permanent destinations for the sport. As soccer is a new market in the United States, the best time to invest in facilities and tournaments, is NOW.

The economic benefit to soccer can be most clearly seen in the direct benefit profited by tournament organizers and host cities. To illustrate the benefit we have provided the following information. It includes tournament demographics, the latest local economic impact data from department of tourism, estimated GRT and a conservative projection of a five year tournament schedule and estimated economic benefit to the City of Santa Fe.

### **Tournament Demographics:**

#### *Youth Tournaments:*

Team size: Approx. 16 players

Tournament sizes and team participation levels: small-50, medium-80, large-132

Economic impact per participant per day: \$265

Percentage of out of town teams participating: 80%

#### *Adult Tournaments:*

Team Size: Approx. 18

Tournament size team participation levels: small-25, medium-50, large-80

Economic impact per participant per day: \$265

Percentage of out of town teams participating: 80%

### **Projected Tournament schedule**

Year	Tournament size
1	1 Youth (small) 1 Adult (small)
2	1 Youth (medium) 1 Adult (medium)
3	1 Youth (medium) 1 Youth (large) 1 Adult (large)
4	1 Youth (medium) 1 Youth (large) 1 Adult (large)
5	2 Youth (large) 1 Adult (large)

**Economic Benefit including GRT**

Applied Formula-Direct Economic Benefit per tournament:

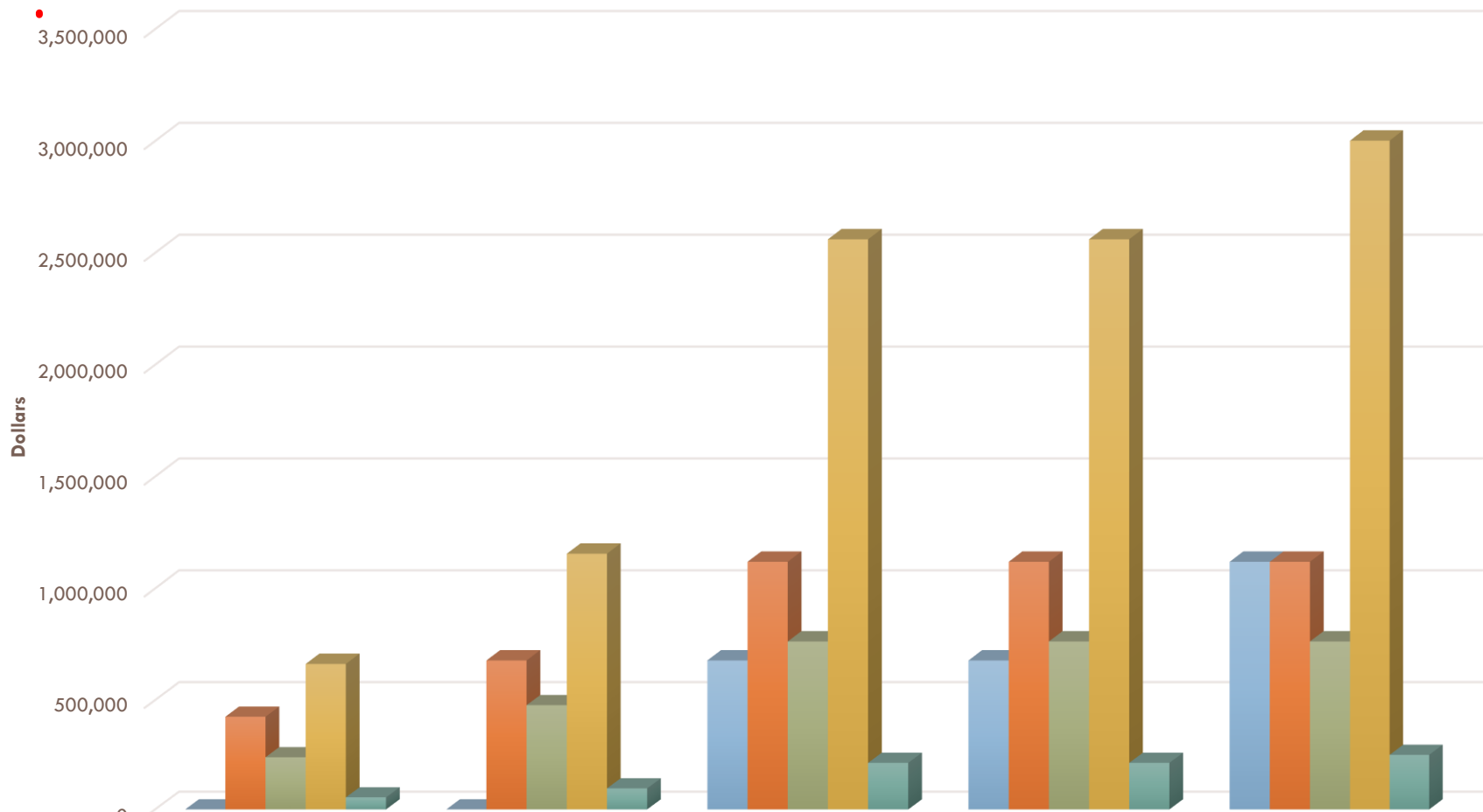
Number of teams x number of players per team x estimated economic impact per participant per day (State of New Mexico projection for City of Santa Fe for FY 2015/2016) x 2 days per tournament

Example:

1 Youth (small) tournament

$$50 \text{ teams} \times 16 \text{ players} \times \$265 \text{ per day} \times 2 \text{ days} = \$424,000$$

### Direct and Indirect Revenue Projection



	Year 1	Year 2	Year 3	Year 4	Year 5
■ Youth	0	0	678,400	678,400	1,119,360
■ Youth	424,000	678,400	1,119,360	1,119,360	1,119,360
■ Adult	238,500	477,000	763,200	763,200	763,200
■ Total	662,500	1,155,400	2,560,960	2,560,960	3,001,920
■ GRT	55,070	96,043	212,880	212,880	249,535

**CONCEPT**

Upon completion the Soccer Valley renovations should result in the changes illustrated below. Although the combination of artificial turf (dark green) and grass (light green) fields has yet to be identified, it will be a combination relatively similar.









PROJECT NEEDS

**MAKE THE RIGHT CALL...**

**SOCCER FOR SANTA FE!**

**SUPPORT THE  
2016 MRC  
SOCCER VALLEY  
BOND**

