



# FEASIBILITY STUDY FOR POTENTIAL NEW INDOOR SPORTS FACILITY IN ELMHURST, ILLINOIS

October 11, 2016





## INTRODUCTION

# Study Background and Purpose

To analyze the feasibility of developing and operating a new Indoor Sports Facility in Elmhurst. Such a facility would offer one or more of the following programmatic components:

- Gymnasium space
- Indoor turf
- Pool/Natatorium
- Indoor Ice Rink





## INTRODUCTION

# Study Components

### Phase 1

1. Existing market conditions
2. Competitive & comparable facilities
3. Interviews and survey outreach
4. Industry trends
5. Market demand conclusions
6. Supportable building program
7. Discussion of market findings and agreement of scenarios

### Phase 2

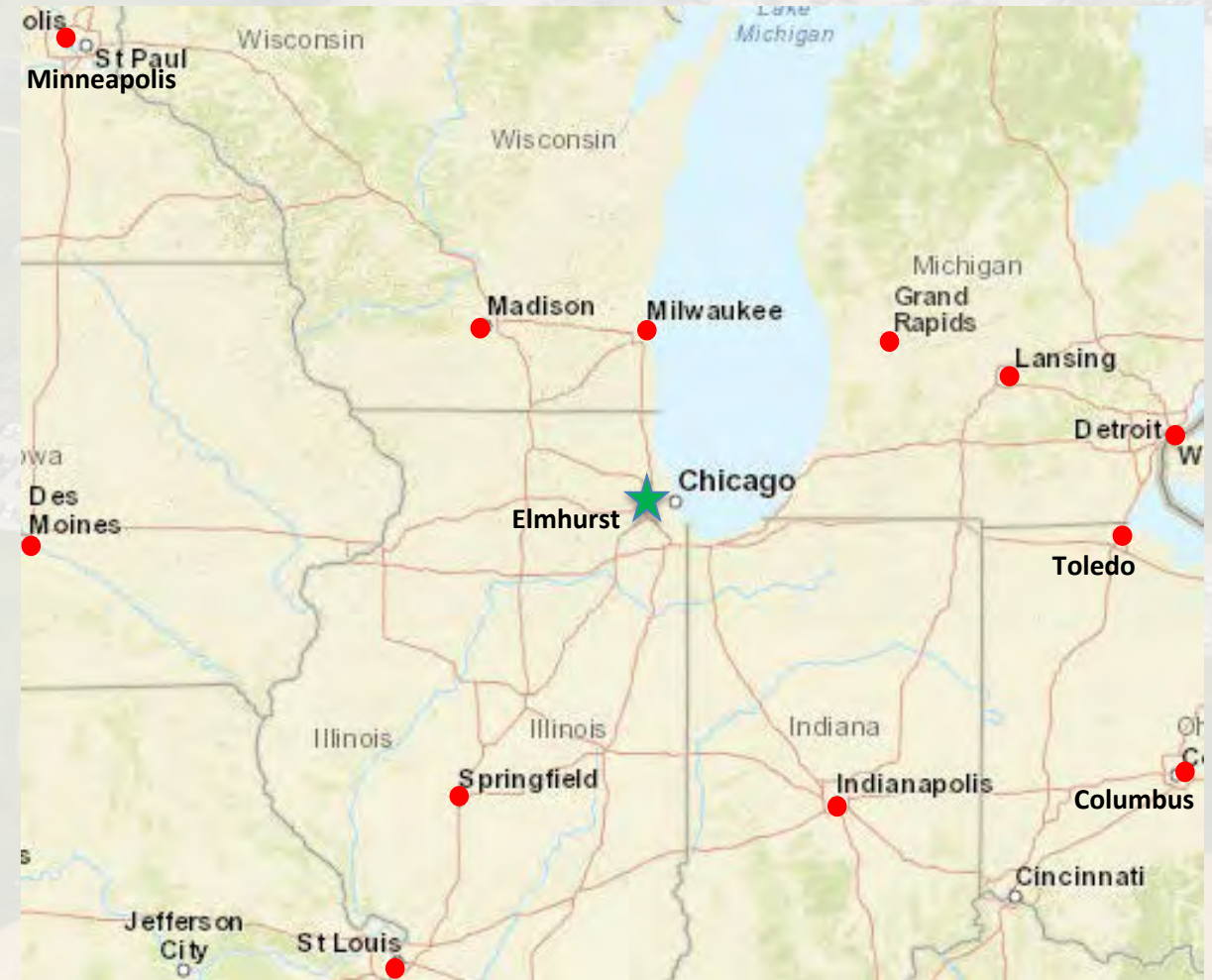
1. Refinement of scenarios
2. Usage and attendance estimates
3. Financial operations
4. Construction costs
5. Economic impacts & cost/benefit
6. Owner/operator/business model
7. Funding alternatives
8. Presentations / report

## LOCAL MARKET CONDITIONS

# Location and Accessibility

## Driving Distance to Regional Cities

City	Distance from Elmhurst	Drive Time	Market Population
Chicago, IL	18 mi.	0:23	9,522,000
Milwaukee, WI	86 mi.	1:18	1,567,000
Madison, WI	136 mi.	2:05	621,000
Grand Rapids, MI	193 mi.	2:48	1,006,000
Springfield, IL	194 mi.	2:47	212,000
Indianapolis, IN	196 mi.	2:52	1,929,000
Lansing, MI	234 mi.	3:20	466,000
Toledo, OH	262 mi.	3:51	609,000
St. Louis, MO	289 mi.	4:03	2,796,000
Detroit, MI	300 mi.	4:14	4,292,000
Des Moines, IA	320 mi.	4:30	589,000
Columbus, OH	369 mi.	5:16	1,944,000
Minneapolis, MN	397 mi.	5:56	3,422,000





## LOCAL MARKET CONDITIONS

# Demographics

## Key Elmhurst Area Metrics

Demographic Variable	Elmhurst	DuPage County	30-Minute	90-Minute	180-Minute	State of Illinois	U.S.
Population (2000)	43,183	904,054	2,354,891	9,623,519	16,158,962	12,419,293	281,421,906
Population (2010)	44,150	916,924	2,315,081	10,026,216	16,850,220	12,830,632	308,745,538
Population (2016)	45,096	932,000	2,352,231	10,212,861	17,165,557	13,022,485	323,580,626
% Change (2000-2016)	4.4%	3.1%	-0.1%	6.1%	6.2%	4.9%	15.0%
Population (2021 est.)	45,993	949,164	2,383,128	10,363,539	17,438,265	13,163,617	337,326,118
% Change (2016-2021)	2.0%	1.8%	1.3%	1.5%	1.6%	1.1%	4.2%
Avg. Household Inc. (2016)	\$123,859	\$107,728	\$89,280	\$86,404	\$79,107	\$80,916	\$77,008
Avg. Household Inc. (2021 est.)	\$133,422	\$116,321	\$96,291	\$93,348	\$85,863	\$87,198	\$84,021
% Change (2016-2021)	7.7%	8.0%	7.9%	8.0%	8.5%	7.8%	9.1%
Median Age (2016, in years)	41.2	39.0	38.7	36.8	37.3	37.5	38.0
Businesses (2016)	2,529	47,992	102,123	394,179	670,897	517,952	13,207,211
Employees (2016)	29,883	715,593	1,525,708	5,511,436	9,443,721	6,983,490	162,998,347
Employee/Residential Population Ratio	0.66:1	0.77:1	0.65:1	0.54:1	0.55:1	0.54:1	0.50:1

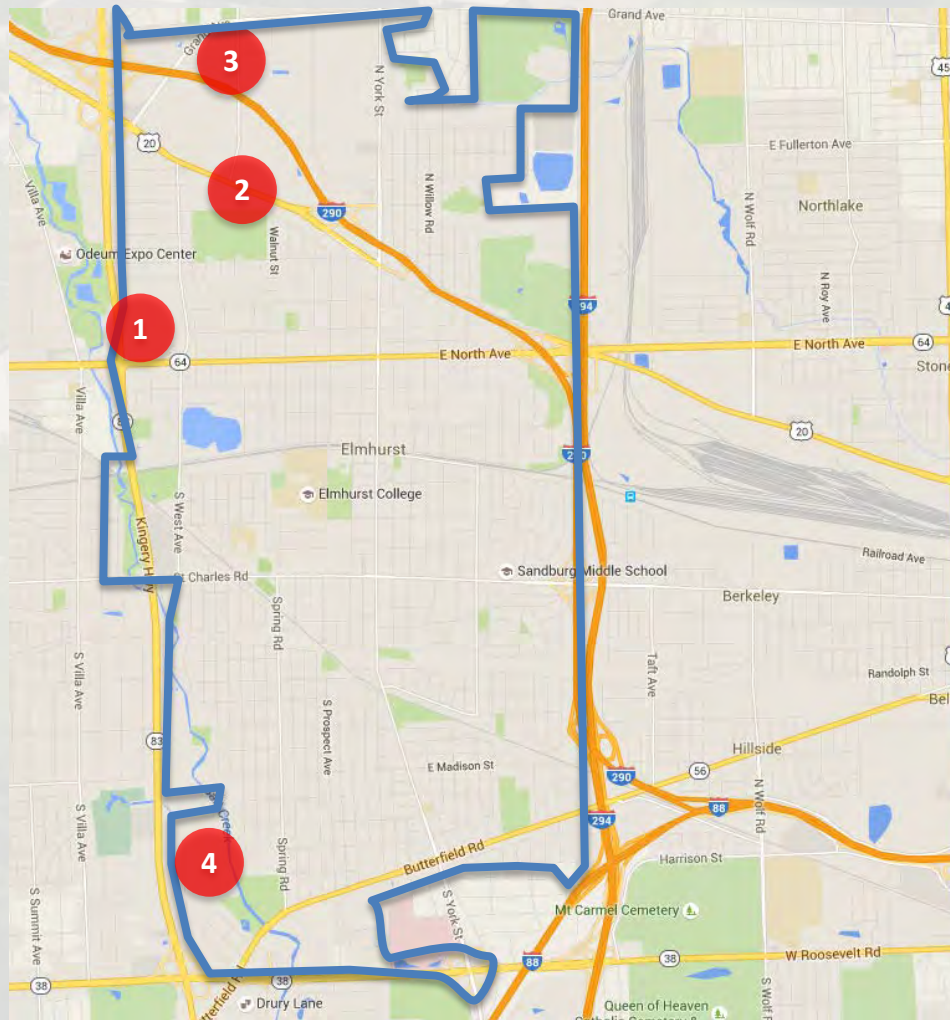
Source: Esri, 2016



## LOCAL MARKET CONDITIONS

# Local Market Overview

## Hotel Rooms in Elmhurst



Map Key	Hotel	# of Rooms
1	Courtyard Chicago Elmhurst/Oakbrook	140
2	Springhill Suites Chicago Elmhurst/Oakbrook	128
3	Extended Stay America - Chicago	117
4	Clarion Inn Waterford Convention Center	104

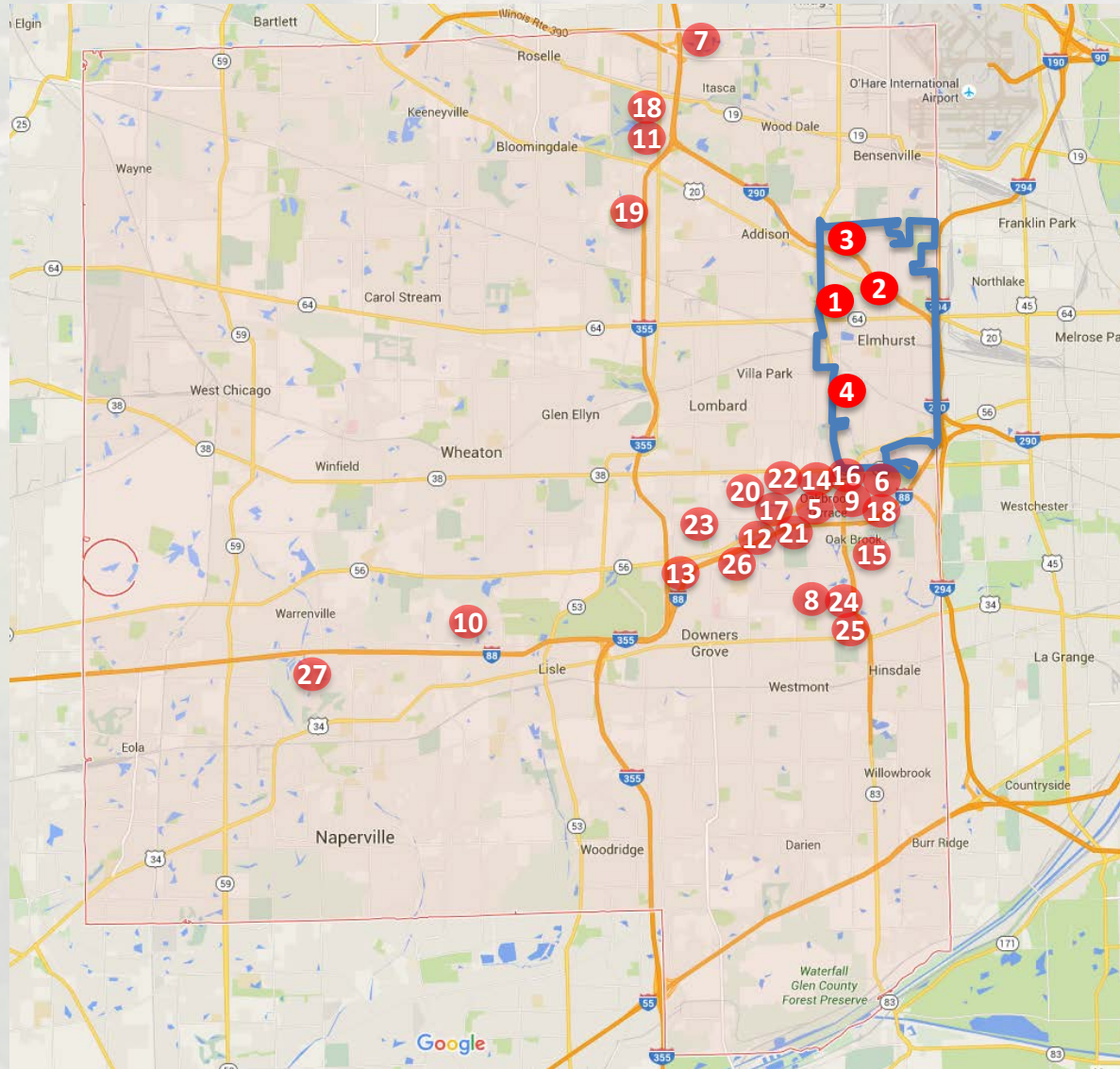
**Total Hotel Rooms in Elmhurst =  
Approximately 490**



## LOCAL MARKET CONDITIONS

## Local Market Overview

## Hotel Rooms in DuPage County



Source: DuPage County CVB Hotel Inventory

Map Key	Hotel	# of Rooms
1	Courtyard Chicago Elmhurst/Oakbrook	140
2	Springhill Suites Chicago Elmhurst/Oakbrook	128
3	Extended Stay America - Chicago	117
4	Clarion Inn Waterford Convention Center	104
5	Westin Lombard Yorktown Center	500
6	DoubleTree by Hilton Chicago-Oak Brook	427
7	Westin Chicago Northwest	408
8	Hilton Chicago Oak Brook Hills Resort and Conference Cent	386
9	Chicago Marriott Oak Brook Hotel	350
10	Hilton Lisle/Naperville	309
11	Eaglewood Resort & Spa	295
12	Embassy Suites Hotel Chicago-Lombard/Oak Brook	262
13	Marriott Suites Downers Grove	254
14	Holiday Inn Chicago Oak Brook	225
15	Hyatt Lodge at McDonald's Campus	218
16	Hilton Chicago Oak Brook Suites	211
17	Le Méridien Chicago - Oakbrook Center	172
18	Holiday Inn Itasca	161
19	Hilton Garden Inn Addison	153
20	Hyatt Place Chicago - Lombard / Oak Brook	151
21	La Quinta Inn Chicago/Oakbrook Terrace	150
22	Courtyard by Marriott Oakbrook Terrace	147
23	Residence Inn by Marriott Chicago Lombard	144
24	Extended Stay America - Chicago - Westmont - Oak Brook	142
25	ClubHouse Inn & Suites Hotel	136
26	Extended Stay America - Chicago - Lombard - Oak Brook	136
27	Hilton Garden Inn Naperville/Warrenville	135

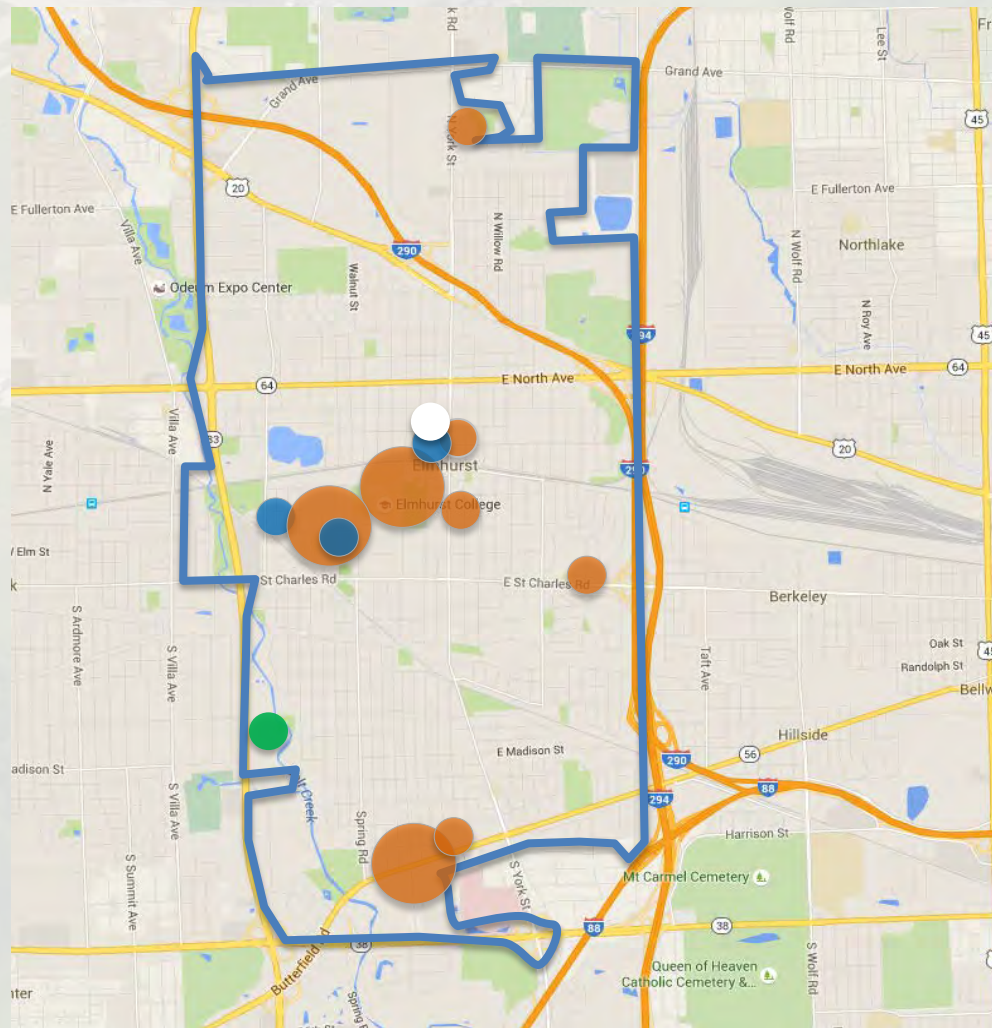
**Total Hotel Rooms in DuPage County =  
Approximately 10,000**



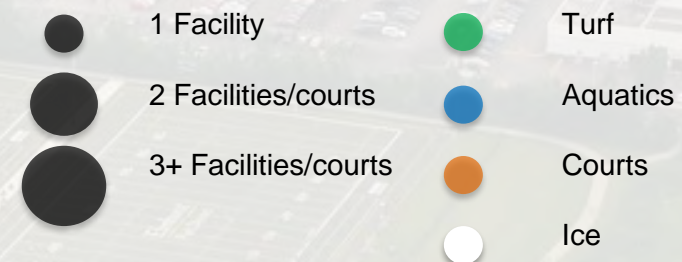
## LOCAL MARKET CONDITIONS

## Local Market Conditions

## Indoor Sports Facilities in Elmhurst



## Map Key



## Facility Name

	Gym	Ice	Turf	Pool	Other
Bryan Middle School	1	-	-	-	
Churchville Middle School	1	-	-	-	
Courts Plus	-	-	-	25yd	
Elmhurst College	3	-	-	-	
Elmhurst YMCA	1	1	-	25yd	[1]
Immaculate Conception Schools	1	-	-	-	
Patriot Fitness	-	-	1	-	[2]
Sandburg Jr. High School	1	-	-	-	
Timothy Christian Schools	4	-	-	-	
York High School	5	-	-	25yd	

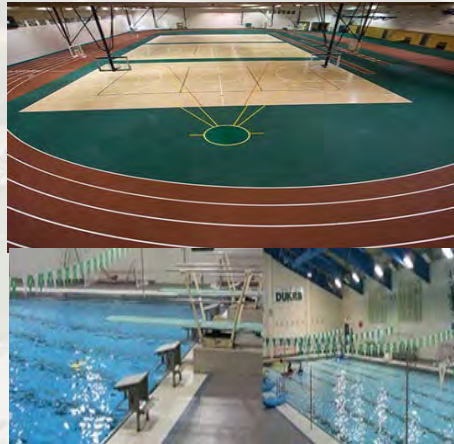
[1] YMCA Hockey rink is an outdoor rink.

[2] Patriot Fitness turf is 6,000sf; too small to host sporting events



# LOCAL MARKET CONDITIONS

## Primary Elmhurst Sports Facilities



### YORK HIGH SCHOOL

Owner: School District 205  
Operator: School District 205

#### Facilities:

- Five full Basketball courts
- 25 yard, 6-lane indoor pool
- Indoor Track



### COURTS PLUS

Owner: Elmhurst Parks District  
Operator: Elmhurst Parks District

#### Facilities:

- 25 yard, 5-lane indoor pool
- Fitness Center
- 1/9<sup>th</sup> mile indoor track
- Indoor Tennis Courts



### ELMHURST YMCA

Owner: YMCA of Metro Chicago  
Operator: Elmhurst YMCA

#### Facilities:

- 25 yard, 4-lane indoor pool
- One full Basketball court
- Outdoor Hockey Rink



### TIMOTHY CHRISTIAN SCHOOLS

Owner: Private

#### Facilities:

- 4 Basketball Courts



### ELMHURST COLLEGE

Owner: Elmhurst College  
Operator: Elmhurst College

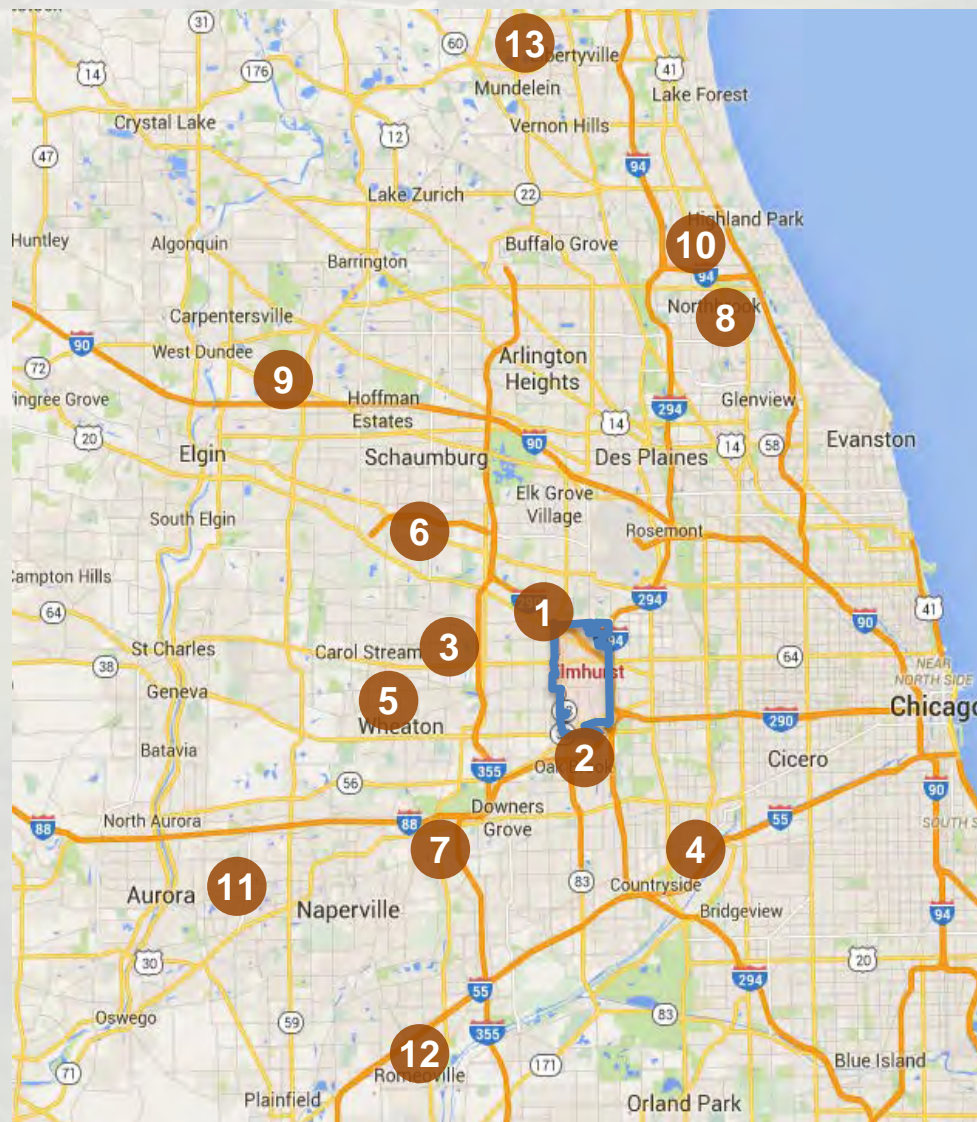
#### Facilities:

- 3 Basketball Courts



# COMPETITIVE FACILITIES

## Gymnasium Spaces



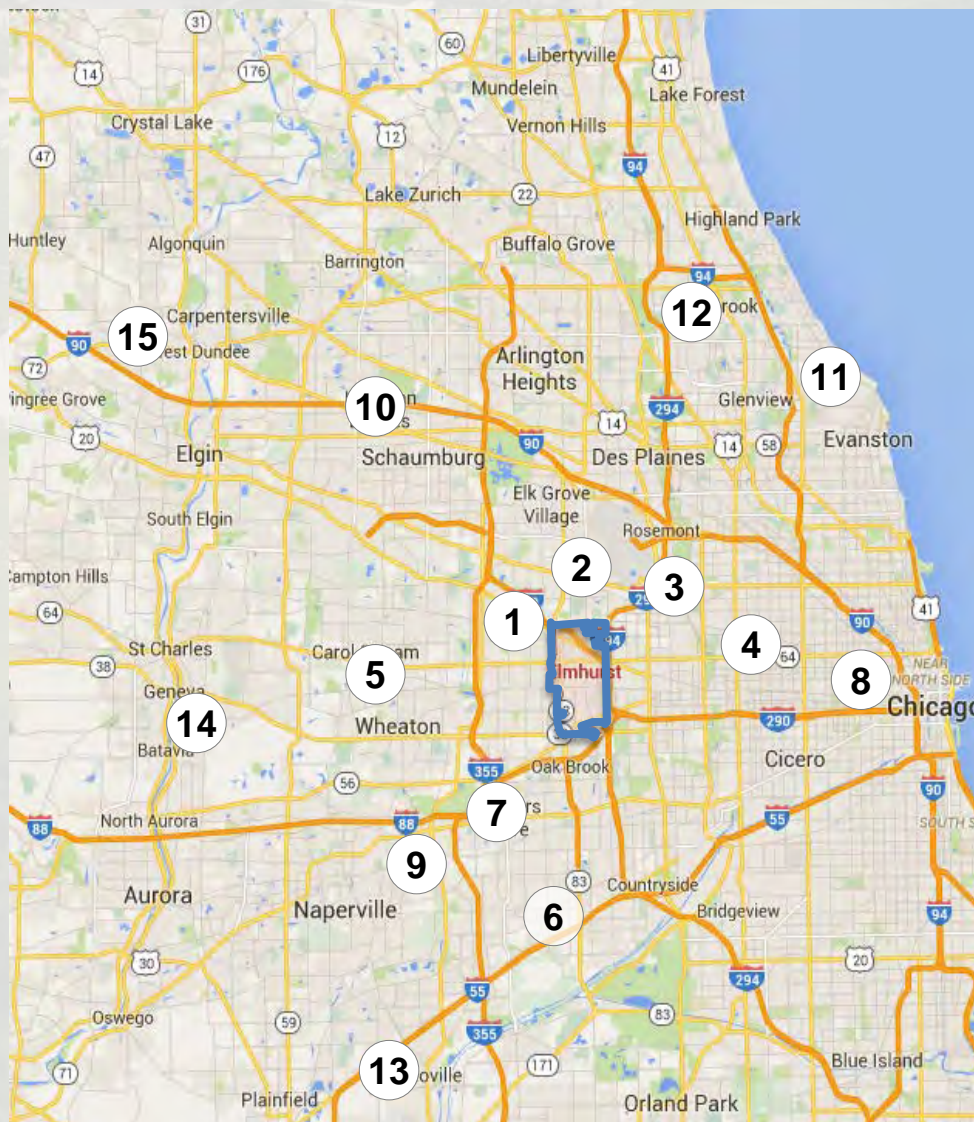
Map Key	Facility	# of courts BB/VB
1	Centennial Rec Center	2/4
2	Oak Brook Park District Family Rec Center	3/6
3	Ackerman Sports & Fitness Center	3/6
4	Max McCook	4/8
5	Wheaton Sport Center	1/2
6	Schaumburg Park District Sports Center	4/8
7	Lisle Academy	3/0
8	Athletico Center	1/2
9	Prairie Stone Sports & Wellness Center	3/6
10	Joy of the Game	4/8
11	Great Lakes Volleyball Center	0/12
12	Romeoville Athletic & Events Center	2/4
13	Libertyville Sports Complex	8/16

Note: Facilities sorted by distance from Elmhurst.



# COMPETITIVE FACILITIES

# Ice Complexes



Map Key	Facility	# of Ice Sheets
1	Addison Ice Center	2
2	The Edge	4
3	Franklin Park Ice Arena	2
4	Ridgeland Commons Recreation Complex	1
5	Carol Stream Ice Rink	1
6	Darien Sportsplex	3
7	Downer's Grove Ice Arena	1
8	Johhny's Ice House	2
9	7 Bridges Ice Arena	2
10	Triphahn Center	2
11	Centennial Park & Recreation Complex	2
12	Northbrook Sports Center & Skating	2
13	Canlan Ice Sports	3
14	Fox Valley Ice Arena	2
15	Leafs Ice Center	3

Note: Facilities sorted by distance from Elmhurst.

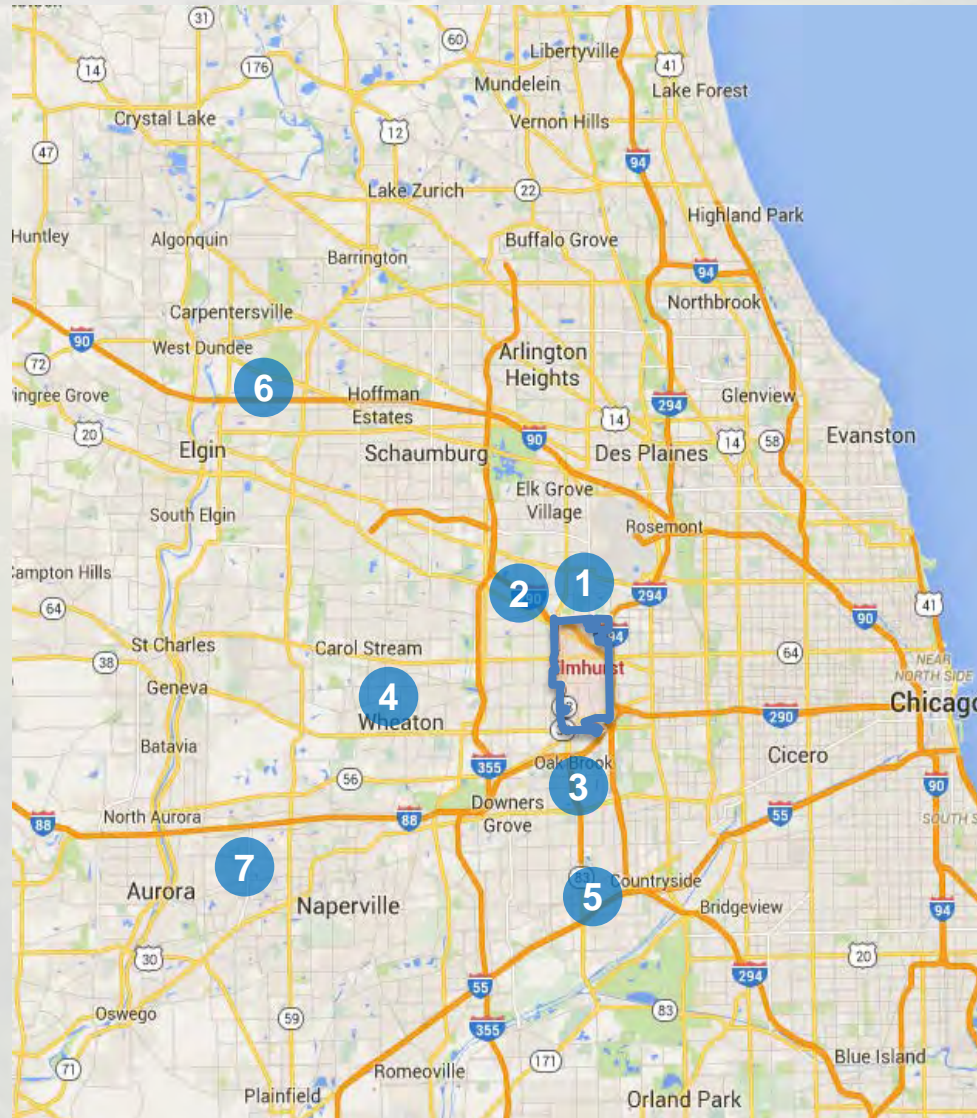
[1] Johnny's Ice House is two separate facilities within a mile apart.



## COMPETITIVE FACILITIES

# Competitive Market Facilities

## Indoor Pools



Map Key	Facility	Length of Pool
1	The Edge	25Y
2	Centennial Rec Center	25Y
3	Oak Brook Park District Family Rec Center	25Y
4	Wheaton Sport Center	25Y
5	West Superior Training	25Y
6	Prairie Stone Sports & Wellness Center	25Y
7	DuPage Swimming Center	25Y

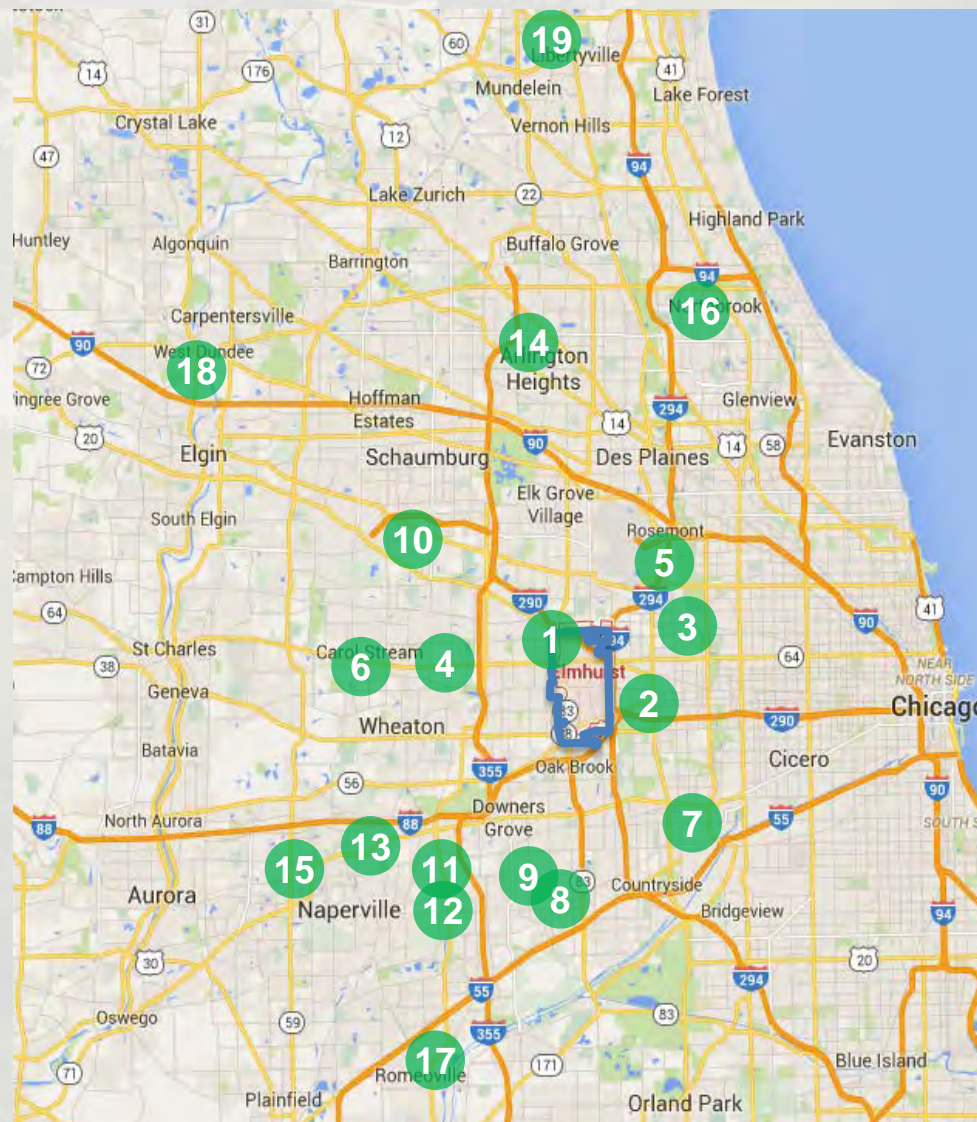
Note: Facilities sorted by distance from Elmhurst.



## COMPETITIVE FACILITIES

# Competitive Market Facilities

## Indoor Turf Facilities



Map Key	Facility	# of turf fields
1	The Odeum	3
2	Grasshopper Indoor Soccer Club	4
3	Sports Zone	1
4	Ackerman Sports & Fitness Center	1
5	The Dome	1
6	Dupage Training Academy	1
7	Max McCook	1
8	Darien Sportsplex	1
9	Westmont Yard Indoor Sports Complex	1
10	Schaumburg Park District Sports Center	3
11	7 Bridges Arena	1
12	Lisle Academy	1
13	Naperville Yard Indoor Sports Complex	3
14	Soccer City	3
15	Players Indoor Sports Center	3
16	Athletico Center	1
17	Romeoville Athletic & Events Center	1
18	Lifzone360	3
19	Libertyville Sports Complex	2

Note: Facilities sorted by distance from Elmhurst.



## COMPARABLE FACILITIES

# Comparable Gymnasium Facilities

## Facilities Summary

Facility	Location	ST	Sq. Ft.	BB Courts	VB Courts
Fieldhouse USA	Frisco	TX	145,000	12	24
Incrediplex	Indianapolis	IN	175,000	9	18
Pleasant Prairie Rec Plex	Pleasant Prairie	WI	302,000	9	18
UW Health Sports Factory	Rockford	IL	108,000	8	16
Greensboro Sportsplex	Greensboro	NC	106,000	8	16
Sports Pavilion Lawrence	Lawrence	KS	181,000	8	16
Myrtle Beach Sports Center	Myrtle Beach	SC	N/A	8	16
Howard M. Terpenning Recreation Complex	Beaverton	OR	N/A	6	12
Willamalane Center	Springfield	OR	97,000	6	12
Round Rock Sports Center	Round Rock	TX	82,800	6	12
Max McCook	McCook	IL	150,000	4	8
St. Peters Rec-Plex	St. Peters	MO	N/A	4	8
Cool Springs Sports Complex	Pittsburgh	PA	169,000	4	8

Notes: Facilities sorted by largest amount of total court space.  
Source: facility floor plans, management, and industry publications, 2016



## COMPARABLE FACILITIES

# Comparable Ice Facilities

## Facilities Summary

Facility	Location	ST	Year Opened/ rennovated	SF	# of Ice Sheets	Size of Ice Sheet
St. Peters Rec-Plex	St. Peters	MO	2007	236,000	5	NHL
Braemar Field & Arena	Edina	MN	N/A	N/A	3	NHL
Oaks Center Ice	Oaks	PA	1997	61,000	3	NHL
7 Bridges Arena	Woodridge	IL	N/A	97,000	2	NHL/Olympic
Franklin Nelson Recreation Center	Springfield	IL	1973	78,000	2	NHL
Aviator Sports & Events	Brooklyn	NY	N/A	175,000	2	NHL
Pleasant Prairie Rec Plex	Pleasant Prairie	WI	2000	302,000	2	NHL
Norway Savings Bank Arena	Auburn	ME	2014	N/A	2	NHL
Sunder Ice Arena	Evansville	IN	2002	90,000	2	NHL
Arctic Coliseum	Chelsea	MI	2000	85,000	2	NHL
Hyannis Youth and Community Center	Hyannis	MA	2009	N/A	2	NHL

Notes: Facilities sorted by number of ice sheets.

Source: facility floor plans, management, and industry publications, 2016



## COMPARABLE FACILITIES

# Comparable Aquatic Facilities

## Facilities Summary

Aquatic Center	Location	Year Opened / Renovated	Const. Cost (in millions)	50M Pool	# Lanes	Additional Pool
Capitol Federal Natatorium	Topeka, KS	2010	\$3.2	Yes	8	Yes
Greensboro Aquatic Complex	Greensboro, NC	2011	\$19.0	Yes	8	Yes
Holland Community Aquatic Center	Holland, MI	1990	\$11.3	Yes	8	25Y
Indiana University Natatorium	Indianapolis, IN	1982	\$20.0	Yes	8	25Y
Lawrence Aquatic Center	Lawrence, KS	2001	\$9.5	Yes	10	Rec
Osborn Aquatic Center	Corvallis, OR	2000	\$8.2	Yes	8	No
Pleasant Prairie Rec Plex	Pleasant Prairie, WI	2010	N/A	Yes	10	Yes
SPIRE Institute	Geneva, OH	2011	N/A	Yes	10	25Y
St. Peters Rec Plex	St. Peters, MO	2007	\$18.5	Yes	6	Rec
Tualatin Hills Aquatic Center	Beaverton, OR	1978	N/A	Yes	10	No
Weyerhaeuser King County Aquatic Center	Federal Way, WA	1990	\$13.5	Yes	8	Rec

Notes: Facilities sorted alphabetically.

Source: facility floor plans, management, and industry publications, 2016



## COMPARABLE FACILITIES

# Comparable Turf Facilities

## Facilities Summary

Facility	City	Sq. Ft.	Number of Turf Fields	Largest Contiguous Field	Total Turf Sq.Ft.
Braemar Field & Arena	Edina, MN	N/A	1	100,000	100,000
Max McCook	McCook, IL	150,000	1	80,000	80,000
Fieldhouse USA	Frisco, TX	145,000	1	31,500	31,500
Sports Pavilion Lawrence	Lawrence, KS	181,000	1	19,000	19,000
Lifeline360	West Dundee, IL	125,000	3	16,000	38,000
Incrediplex	Indianapolis, IN	175,000	7	13,500	59,200
Aviator Sports & Events	Brooklyn, NY	175,000	1	10,000	10,000
Greensboro Sportsplex	Greensboro, NC	106,000	4	5,100	16,800
Cool Springs Sports Complex	Pittsburgh, PA	169,000	3	N/A	N/A

Notes: Facilities sorted by largest contiguous field space.

Source: facility floor plans, management, and industry publications, 2016



## COMPARABLE FACILITIES

# Comparable Indoor Facility Examples

Fieldhouse USA, Frisco, TX



Pleasant Prairie RecPlex, Pleasant Prairie, WI





# Market Surveys & Outreach

## 1. **Local Outreach (in-person)**

In-person interviews of more than 50 local individuals, representatives of sports organizations/clubs, government and academic institution officials, and local sports, tourism and business leaders.

## 2. **Local Outreach (telephone)**

Follow-up telephone interviews with local individuals/groups.

## 3. **Local Outreach (web-based)**

Conducted an online community survey to assess local opinions/interest/use potential. 767 completed surveys.

## 4. **Local/Non-Local User Groups (telephone)**

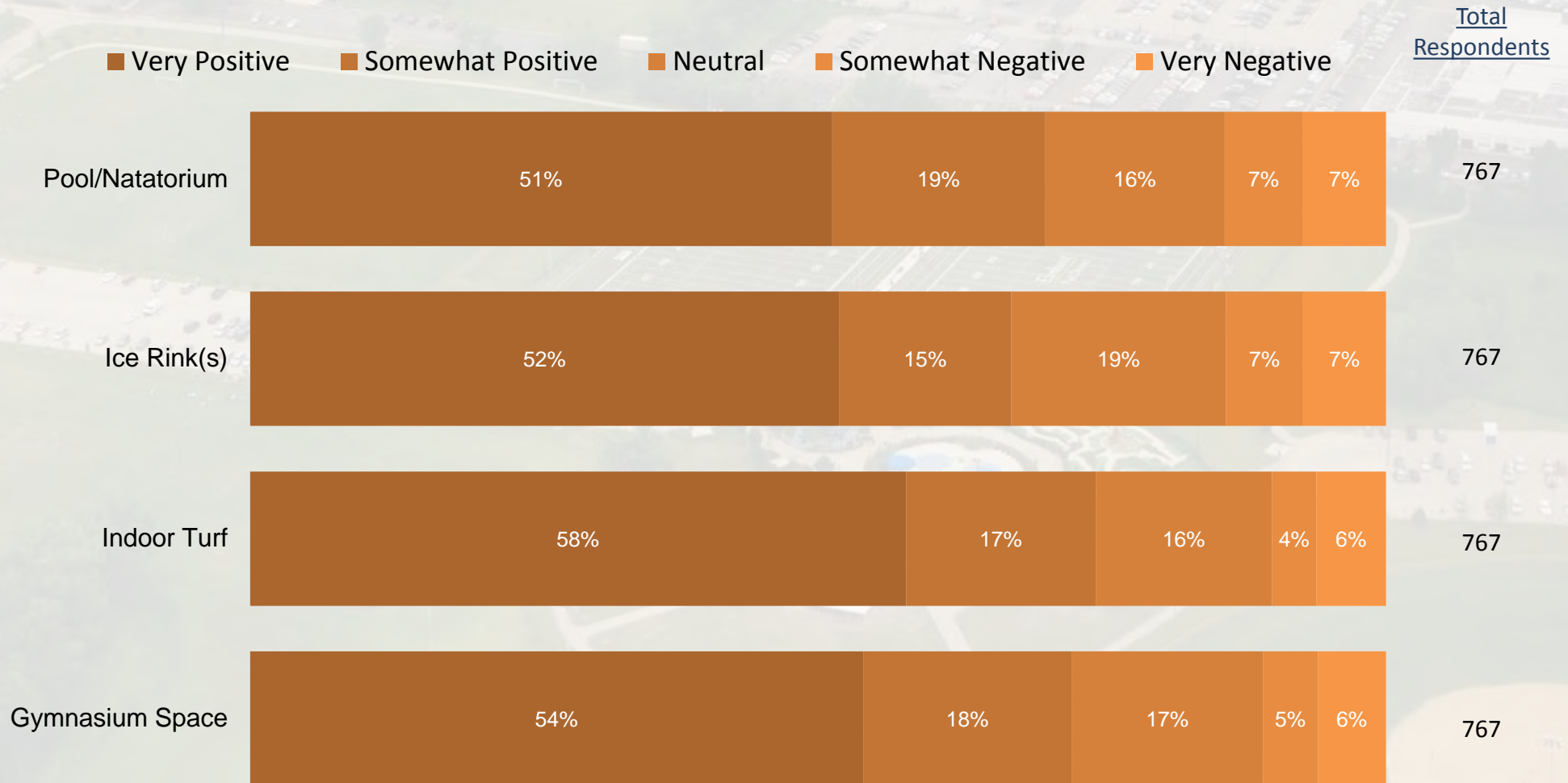
Conducted surveys/interviews with nearly 50 representatives of organizations/associations that run leagues and/or produce tournaments/meets throughout the region.



## MARKET DEMAND

# Community Survey Analysis

## Attitude Towards New Elmhurst Facility

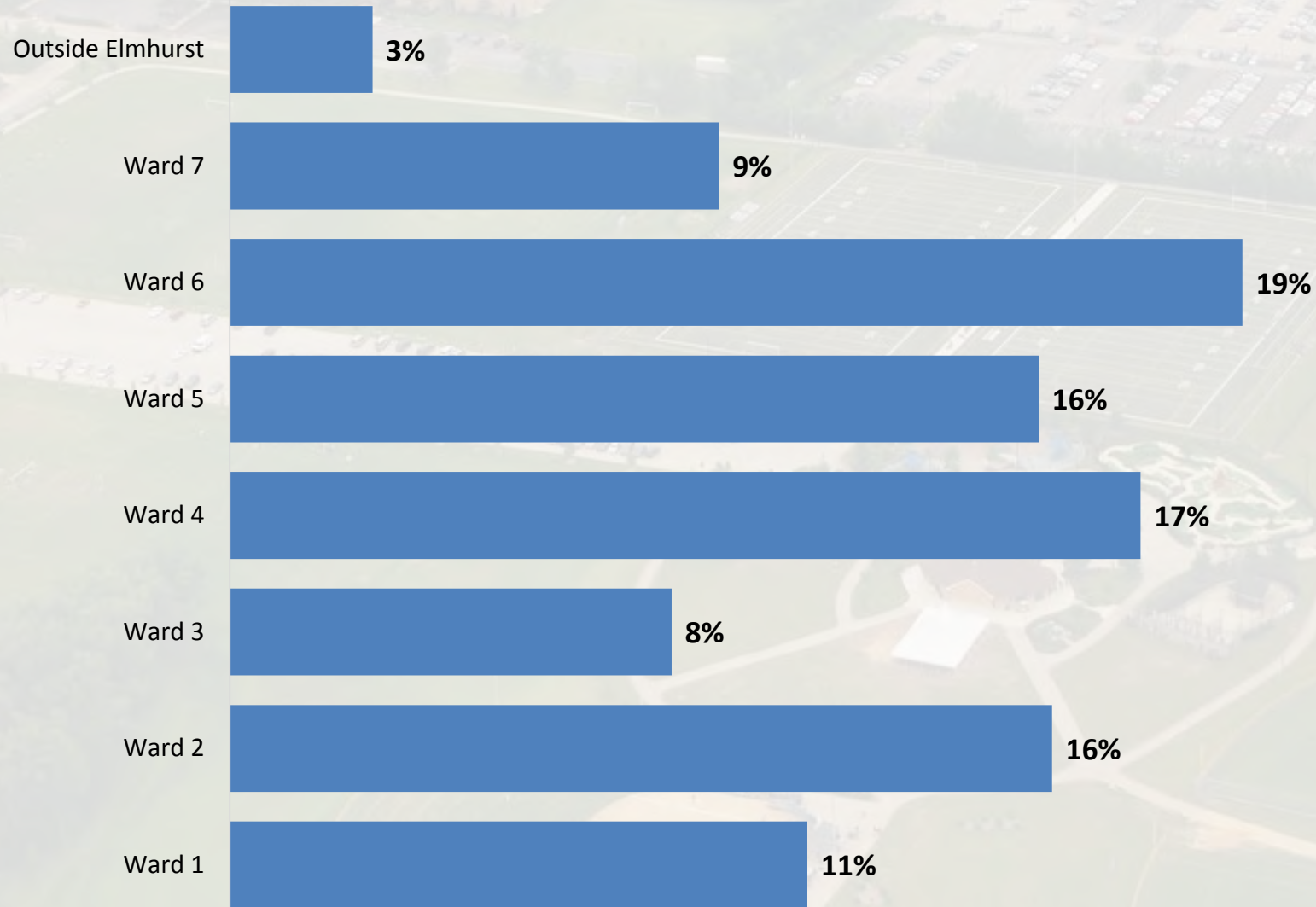


Source: CSL Community Survey, 2016



# Community Survey Analysis

## Location of Survey Respondents

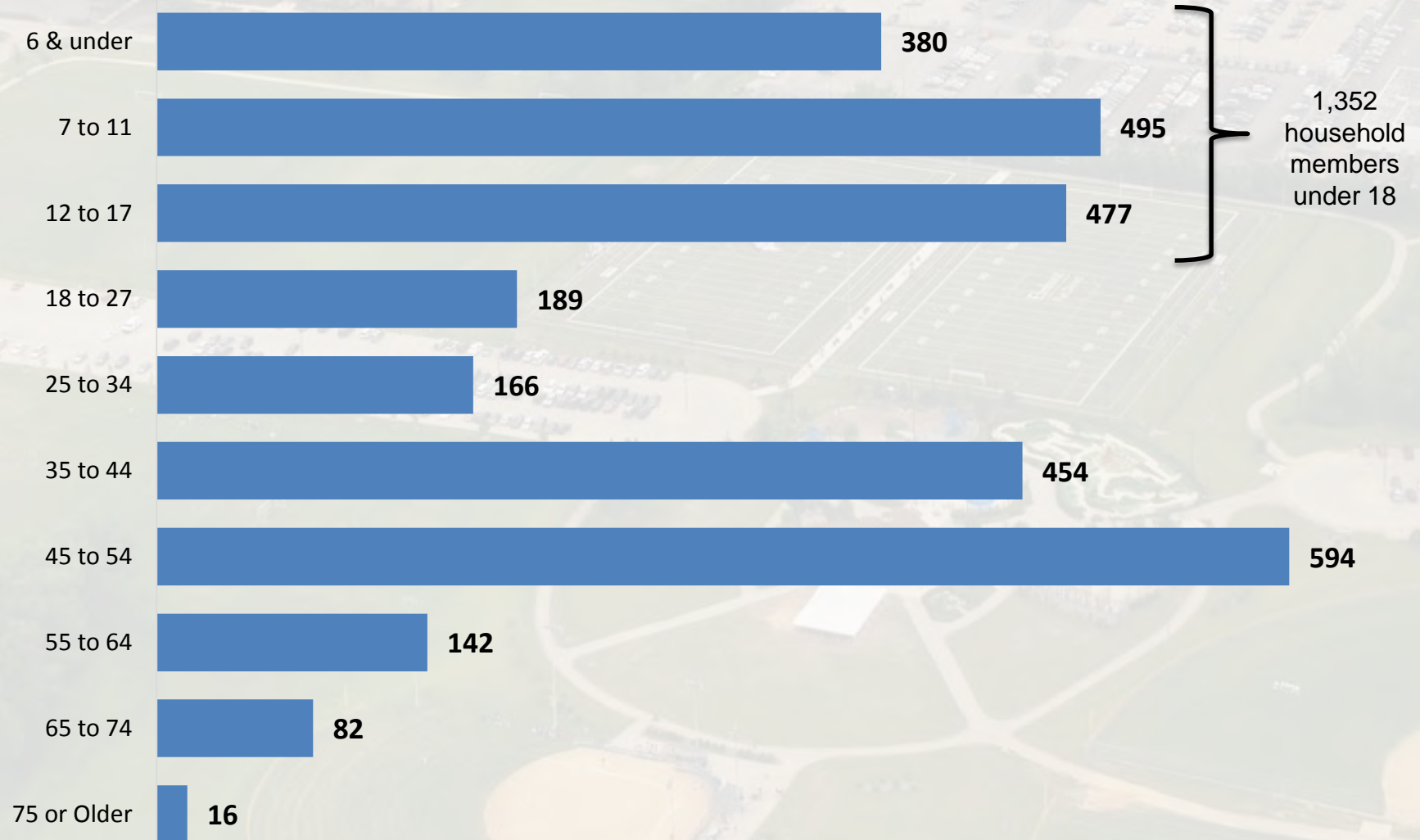


Note: Results shown representative of 767 survey respondents.  
Source: CSL Community Survey, 2016



# Community Survey Analysis

## Number of Household Members by Age



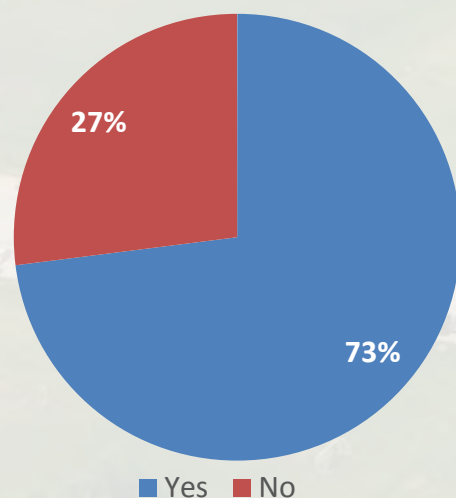
Note: Results shown representative of 767 survey respondents and 2,995 household members.  
Source: CSL Community Survey, 2016



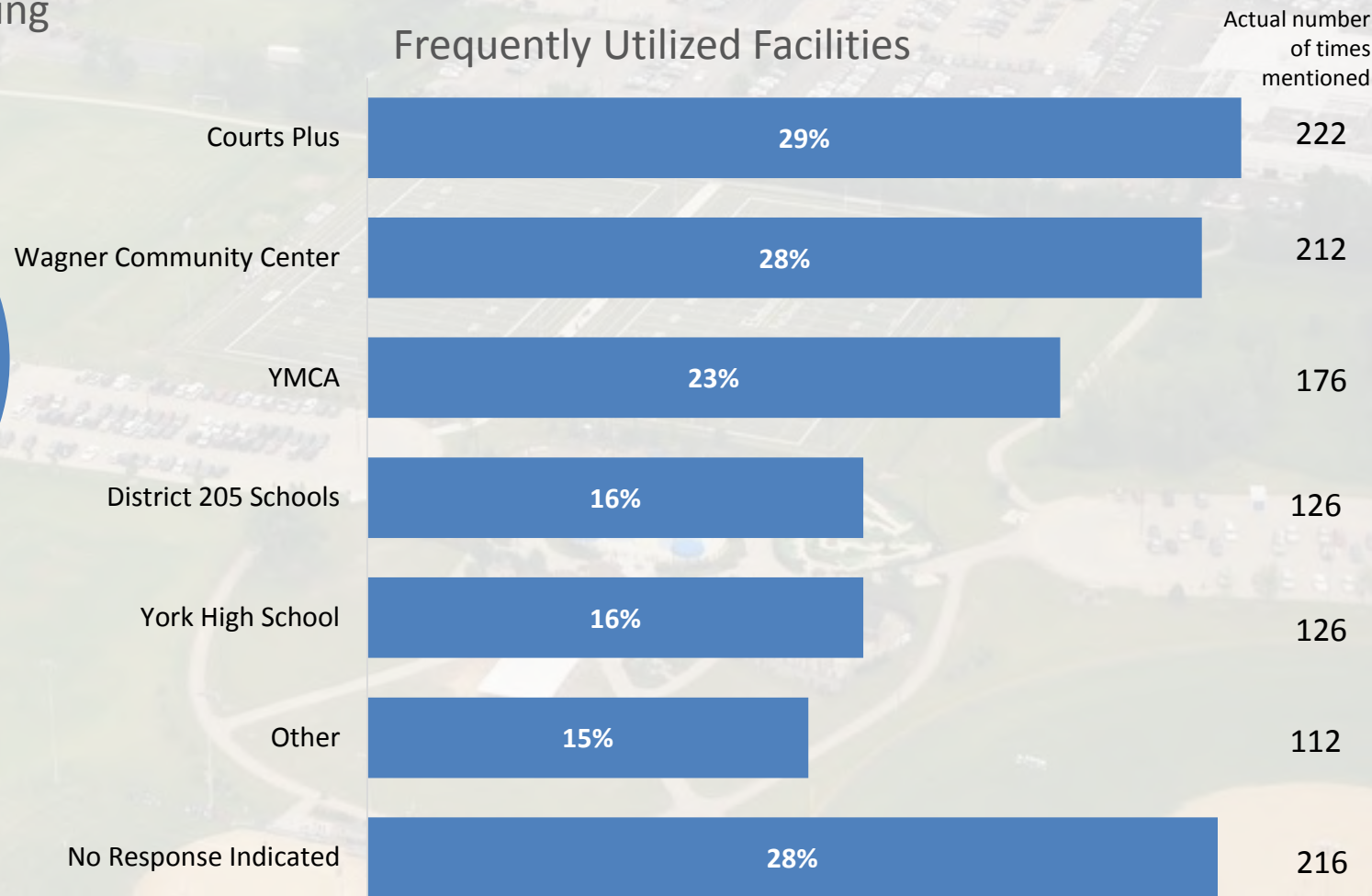
# Community Survey Analysis

## Frequently Used Elmhurst Facilities

### Respondents Currently Using Elmhurst Facilities



### Frequently Utilized Facilities



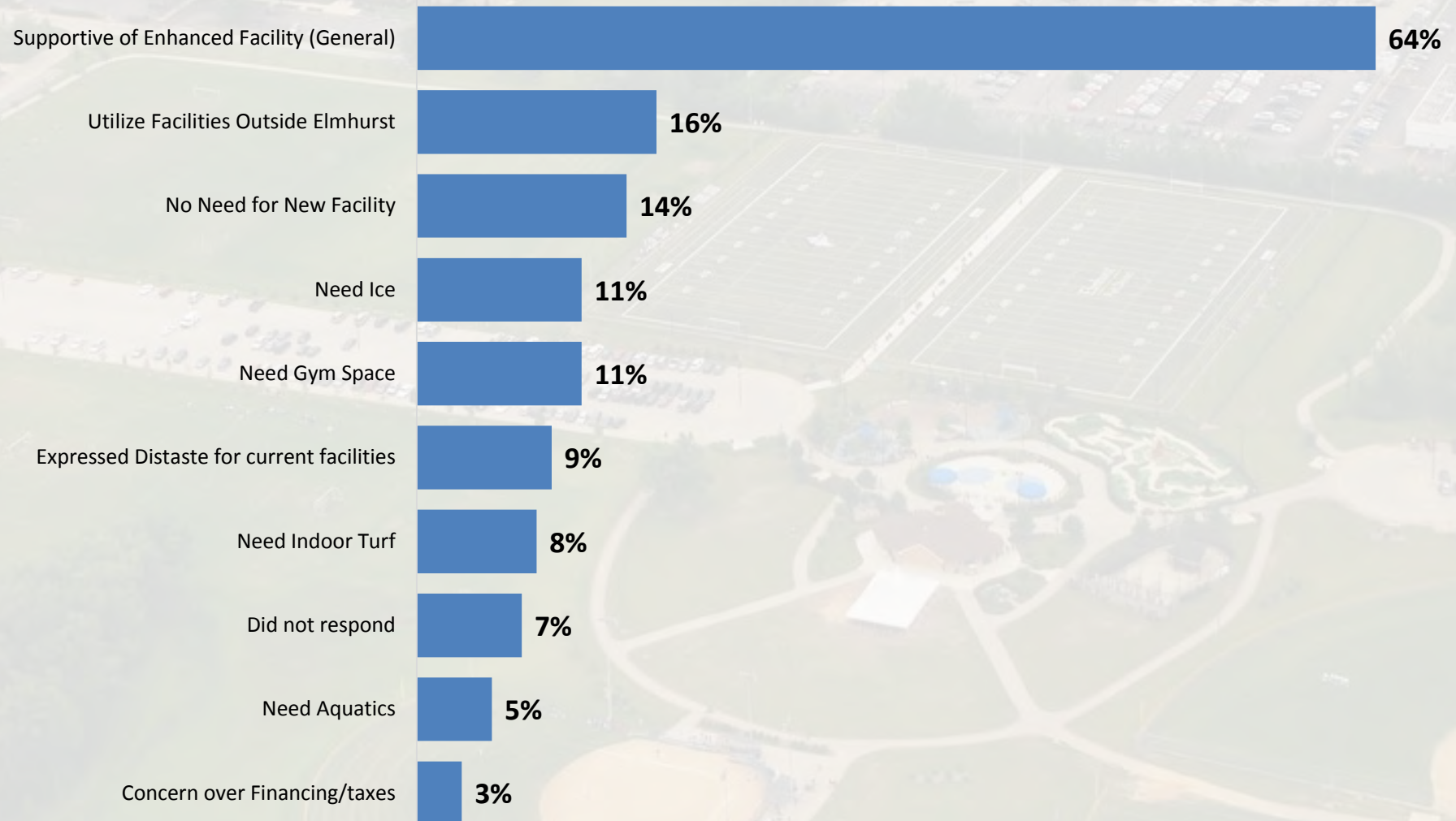
Note: Results shown representative of 767 survey respondents.  
Source: CSL Community Survey, 2016

Note: Other section includes: Patriot Fitness, Beyond Center Stage, Orange Fitness, Elmhurst College, Various Private Schools.



# Community Survey Analysis

## Opinions on Current Indoor Facilities (*Open Ended*)



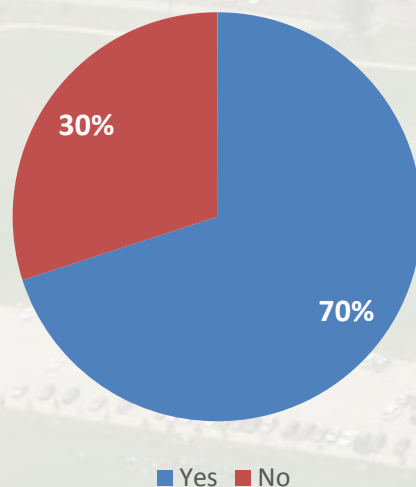
Note: Results shown representative of 767 survey respondents.  
Source: CSL Community Survey, 2016



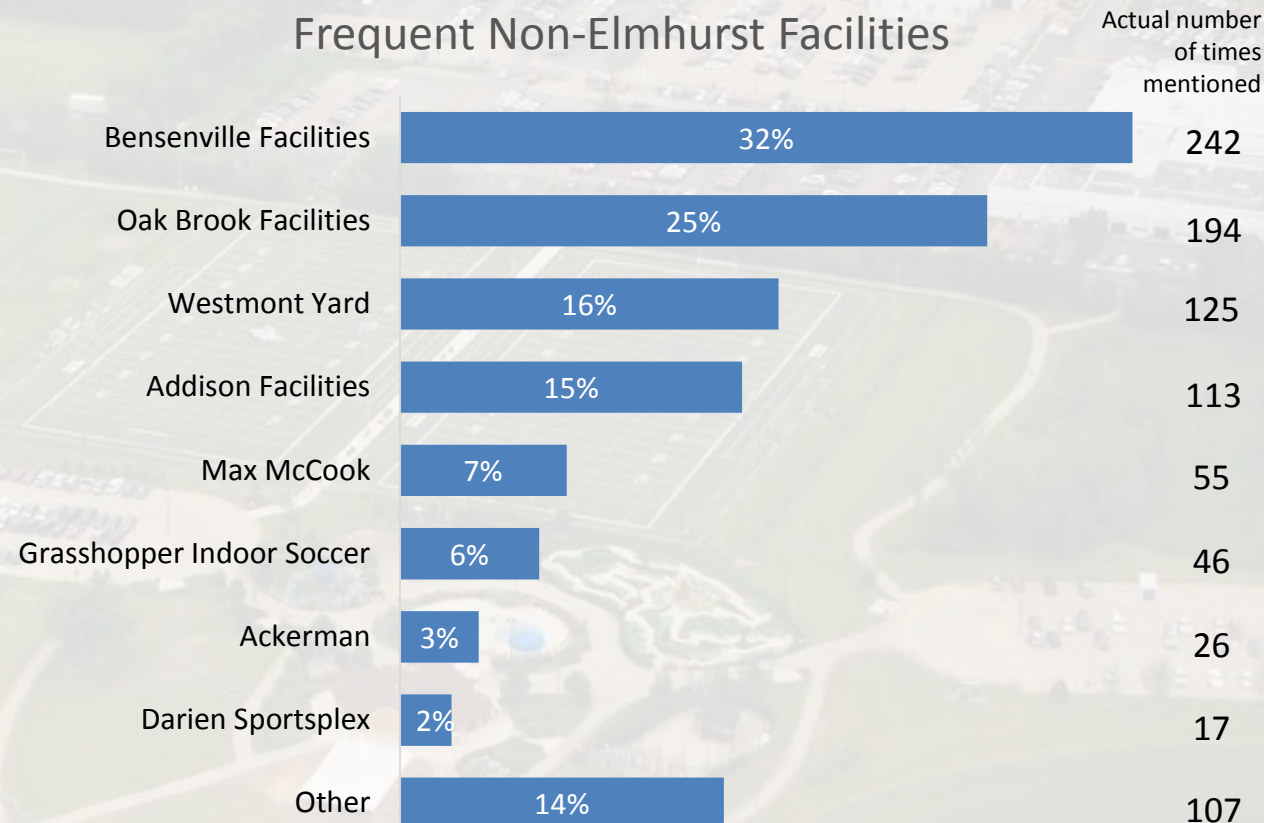
# Community Survey Analysis

## Facility Utilization Outside of Elmhurst

Non-Elmhurst Facility Utilization



Frequent Non-Elmhurst Facilities



Note: "Other" includes The Odeum, LA Fitness, Center Ice of DuPage, Franklin Park Ice Arena, Wheaton Athletic Center, Seven Bridges, Downer's Grove Ice, Romeoville Athletic Center, Schaumburg Sport Center, Melrose Park District and others.

Note: Results shown representative of 767 survey respondents.  
Source: CSL Community Survey, 2016



## MARKET DEMAND

# Market Demand Analysis

## Organizations Contacted

Blue Chip Tournaments  
1st Lions Alliance  
200x85 Hockey tournaments  
3on3 Elmhurst  
AAU Boys Basketball  
AAU Gymnastics  
AAU Volleyball  
AAU Wrestling (National)  
ACA Hoops  
Airbourne Basketball  
All American - 7 on 7  
Alligator Aquatics  
American Tae Kwon Do Association  
Belusa United Volleyball Club  
Big Foot Hoops  
Breakaway Basketball  
British School Swim Elmhurst  
Bull-Sox Youth Academy  
Canlan Classic Tournamens  
Chang's Martial Arts Academy  
Cheer Ltd, Inc.  
Chicagoland Indoor soccer

Chicagoland Youth Basketball Network  
Chicagoland Youth Football League  
Delaney Hockey  
DuPage Training Academy  
Eclipse Soccer Club  
Elmhurst Explosion  
Elmhurst Extreme  
Elmhurst FC Soccer Club  
Elmhurst Jr Dukes Wrestling Club  
Elmhurst Royals  
Elmhurst Sports  
Epic School of Wrestling  
Fencing Center of Chicago  
Gameday USA  
Hockey Time Productions  
Hoops Intensity Training  
Ice Skating Institute  
ICE Volleyball club  
Illinois AAU Girls  
Illinois Baseball Academy  
Illinois Curling Association  
Illinois High School Association

Illinois Hockey AAU  
Illinois Recreational Cheerleading Association  
Illinois Swimming  
Illinois Water Polo  
Junior Volleyball Association - National  
Karen Russ  
Knights Basketball  
Lil' Kickers  
Lyons Township Soccer Club  
Midwest Badminton Association  
MyHockey Tournaments  
National Cheerleaders Association  
National Collegiate Table Tennis Association  
Netlynx Sports  
New Wave Club Volleyball (Travel)  
New Wave Lacrosse  
New Wave Lacrosse (Girls)  
North American Youth Sports  
Oak Park Curling Club  
Parisi Speed School  
Premier Volleyball League  
Team Illinois Cheer

The Chicagoland Youth Football League  
Top Flight Volleyball Club  
Top Tier Baseball & Softball  
Ultimate Hockey Tournaments  
United States Youth Volleyball League  
Universal Cheerleaders Association  
Universal Dance Association  
US Basketball Association  
USA Gymnastics  
USA Swimming  
USA Table Tennis  
USA Taekwondo National Championships  
USA Volleyball  
USA Wrestling  
USSSA Boys Basketball  
USSSA Taekwondo  
Varsity All Star Cheerleading  
Wheaton Swim Club  
YMCA  
Youth Basketball of America



# Market Demand Conclusions

- Strong estimated local and nonlocal demand:

## A. Gym Sports & Rec:

- Existing Elmhurst gymnasium becoming increasingly difficult to access
- Demand for a minimum of four (4) courts to accommodate latent local demand
- Potential exists to attract larger, non-local tournaments with a larger facility

## B. Ice Sports & Rec:

- Only existing local facility is outdoor YMCA rink; all local user groups forced to utilize ice facilities outside of Elmhurst
- Demand for a two (2)-sheet ice facility to accommodate local demand
- Potential exists to attract non-local tournaments at a two-sheet facility
- Site planning should consider allowing for potentially developing a third sheet in the future; however, sufficient demand does not currently exist



# Market Demand Conclusions

- Moderately-strong estimated local and nonlocal demand:

## C. Indoor Turf Sports & Rec:

- Only existing indoor turf facility in Elmhurst is not large enough to accommodate practice, game, training and other demand
- Strong demand noted for early-Spring months and summer/fall months as a back-up location when inclement weather forces practices indoors

## D. Water Sports & Rec:

- No existing 50m competitive pool in Elmhurst or Chicago metro area
- Overflow demand from existing pools/aquatic centers; however, limited incremental club or program demand, limited existing opportunities for one or more significant anchor tenants
- Recreation/leisure, classes, fitness, therapy demand could be high
- Plans to develop a 50m natatorium in Westmont would pose significant competition to new pool/aquatic center in Elmhurst



## DEVELOPMENT OPTIONS

# Market Supportable Facilities

## 1. Ice

- 2 sheets (NHL-sized, 200' x 85'), seating for 1,500 and 250
- Four to six locker rooms
- Basic support facilities – pro-shop with available emergency necessities, concession stands with basic food and beverage offerings, etc.
- 60,000 SF

## 2. Gym

- 6 hardwood courts (6 basketball/12 volleyball)
- Bleachers, netting, equipment, scoreboards, and other standard amenities
- Walking track, fitness/wellness facilities and other recreation center amenities
- 80,000 SF

## 3. Indoor Turf

- 2 full sized fields (185' x 75' or 180' x 80', configurable down to smaller fields)
- Minimum 30' ceiling height
- Dropdown batting cages for baseball/softball
- 40,000 SF



## DEVELOPMENT OPTIONS

# Identified Facility Scenarios

Scenario 1:  
Hardcourt Sportsplex

Scenario 2:  
Hardcourt Sportsplex Plus Turf

Scenario 3:  
Ice Complex



## COST/BENEFIT ANALYSIS

# Estimated Utilization

By Scenario, Upon Stabilization (year 4)

	SCENARIO 1 Hardcourt Sportsplex	SCENARIO 2 Hardcourt Plus Turf	SCENARIO 3 Ice Complex
<b>Tournaments</b>			
Annual Tournaments	30	40	16
Average Teams per Tournament	32	28	14
Total Annual Teams	960	1,120	224
Players Per Team	10	12	18
Spectators Per Player	2.0	2.0	2.0
Average Days Per Tournament	2.1	2.1	2.1
Total Annual Attendance	60,480	84,672	25,402
Percent Elmhurst Teams/Residents	40%	40%	40%
Percent Non-Resident Day Trippers	25%	25%	25%
Percent Non-Residents Overnight Stay	35%	35%	35%
Total Elmhurst Resident Attendance	24,192	33,869	10,161
Total Day Trippers	15,120	21,168	6,350
Total Overnight Guests	21,168	29,635	8,891



## COST/BENEFIT ANALYSIS

# Estimated Utilization

By Scenario, Upon Stabilization (year 4)

	SCENARIO 1 Hardcourt Sportsplex	SCENARIO 2 Hardcourt Plus Turf	SCENARIO 3 Ice Complex
<b>Leagues</b>			
Number of League Sessions	24	32	—
Avg. Number of Teams per Session	24	22	—
Total Annual Teams	576	704	—
Games Per Session	10	10	—
Total Annual Team Games	5,760	7,040	—
Players Per Team	10	12	—
Spectators Per Player	0.5	0.5	—
Total Annual Attendance	86,400	126,720	—
Number of League Hours	—	—	4,400
Avg. Participants & Spectators Per Hour	—	—	35
Total Annual Attendance	—	—	154,000
Percent Elmhurst Residents	60%	60%	60%
Percent Non-Resident Day Trippers	40%	40%	40%
Percent Non-Residents Overnight Stay	0%	0%	0%
Total Elmhurst Resident Attendance	51,840	76,032	92,400
Total Day Trippers	34,560	50,688	61,600
Total Overnight Guests	0	0	0



## COST/BENEFIT ANALYSIS

# Estimated Utilization

By Scenario, Upon Stabilization (year 4)

	SCENARIO 1 Hardcourt Sportsplex	SCENARIO 2 Hardcourt Plus Turf	SCENARIO 3 Ice Complex
<b>Lessons/Clinics/Misc.</b>			
Number of Hours	4,500	5,700	4,000
Avg. Participants & Spectators Per Hour	15	15	15
Total Annual Attendance	67,500	85,500	60,000
Percent Elmhurst Residents	60%	60%	60%
Percent Non-Resident Day Trippers	30%	30%	30%
Percent Non-Residents Overnight Stay	10%	10%	10%
Total Elmhurst Resident Attendance	40,500	51,300	36,000
Total Day Trippers	20,250	25,650	18,000
Total Overnight Guests	6,750	8,550	6,000



# Estimated Utilization

By Scenario, Upon Stabilization (year 4)

	SCENARIO 1 Hardcourt Sportsplex	SCENARIO 2 Hardcourt Plus Turf	SCENARIO 3 Ice Complex
<b>ESTIMATED ATTENDANCE</b>			
Local:			
Elmhurst Residents	116,532	161,201	138,561
Non-Local:			
Non-Resident Day Trippers (Tournaments)	15,120	21,168	6,350
Non-Resident Day Trippers (Other)	54,810	76,338	79,600
Non-Resident Overnight Stay	<u>27,918</u>	<u>38,185</u>	<u>14,891</u>
<b>Total Attendance</b>	<b>214,380</b>	<b>296,892</b>	<b>239,402</b>
<b>ESTIMATED HOTEL ROOMS</b>			
<b>Total Hotel Room Nights</b>	<b>11,167</b>	<b>15,274</b>	<b>5,956</b>

Note: 'Other' Day Trippers refers to non-Elmhurst resident attendees of leagues, lessons, clinics, etc.



## COST/BENEFIT ANALYSIS

# Estimated Economic Impacts

(annual by scenario, stabilized year of operations, 2016\$)

	SCENARIO 1 Hardcourt Sportsplex	SCENARIO 2 Hardcourt Plus Turf	SCENARIO 3 Ice Complex
Direct Spending by Type			
Hotel	\$1,908,036	\$2,645,978	\$1,966,399
RestaurantMeals	3,816,072	5,291,957	3,932,797
Entertainment/Leisure	513,702	712,379	529,415
Retail/Shopping	880,632	1,221,221	907,569
Other	<u>220,158</u>	<u>305,305</u>	<u>226,892</u>
Total	\$7,338,600	\$10,176,840	\$7,563,072
Indirect/Induced Spending	<u>\$4,549,932</u>	<u>\$6,309,641</u>	<u>\$4,689,105</u>
Total Economic Output	\$11,888,532	\$16,486,481	\$12,252,177
Personal Earnings	\$5,944,266	\$8,243,240	\$6,126,088
Employment (full & part-time jobs)	153	212	158



## COST/BENEFIT ANALYSIS

# Estimated Financial Operations

(annual by scenario, excluding debt service, stabilized year, 2016\$)

	SCENARIO 1 Hardcourt Sportsplex	SCENARIO 2 Hardcourt Plus Turf	SCENARIO 3 Ice Complex
<b>Operating Revenues</b>			
League, Practice, Rec Rentals	\$812,000	\$1,047,000	\$975,000
Tournament Rental Income	\$247,000	\$324,000	\$130,000
Camps and Clinics	\$188,000	\$254,000	\$188,000
Sponsorship	\$260,000	\$296,000	\$200,000
Concessions (Net)	\$302,000	\$380,000	\$295,000
Other Revenue	\$50,000	\$75,000	\$135,000
<b>Total Operating Revenues</b>	<b>\$1,859,000</b>	<b>\$2,376,000</b>	<b>\$1,923,000</b>
<b>Operating Expenses</b>			
Salaries & Wages	\$434,000	\$556,000	\$475,000
League Operations/Programming	\$311,000	\$392,000	\$220,000
Utilities	\$294,000	\$347,000	\$610,000
Repairs & Maintenance	\$137,000	\$182,000	\$240,000
Materials and Supplies	\$98,000	\$134,000	\$150,000
Insurance	\$274,000	\$301,000	\$280,000
General & Administrative	\$162,000	\$194,000	\$150,000
<b>Total Operating Expenses</b>	<b>\$1,710,000</b>	<b>\$2,106,000</b>	<b>\$2,125,000</b>
<b>Net Operating Profit/(Loss)</b>	<b>\$149,000</b>	<b>\$270,000</b>	<b>(\$202,000)</b>



## COST/BENEFIT ANALYSIS

# Hypothetical Construction Costs

(order-of-magnitude, in millions, 2016\$)

	SCENARIO 1 Hardcourt Sportsplex	SCENARIO 2 Hardcourt Plus Turf	SCENARIO 3 Ice Complex
<b>Construction Costs</b> (order-of-magnitude, excluding site)			
<i>Gross square feet</i>	100,000	150,000	85,000
<i>Cost per GSF</i>	\$175	\$165	\$215
<i>Soft cost rate</i>	30%	30%	30%
Hard costs	\$17,500,000	\$24,750,000	\$18,275,000
Soft costs	\$5,250,000	\$7,425,000	\$5,482,500
<b>Total Costs</b>	<b>\$22,750,000</b>	<b>\$32,175,000</b>	<b>\$23,757,500</b>

Note: Figures are hypothetical, order-of-magnitude construction costs associated with the general parameters of the facility development scenarios outlined herein, presented in 2016 dollars. Detailed architectural concept, design and costing studies would be required to specifically estimate construction costs for any facility development.



## FUNDING OPTIONS

# Funding Options

## Typically Used Sources

- Public Sources
  - Sales taxes
  - Property taxes
  - TIF
  - Hotel/motel taxes
  - Restaurant/entertainment taxes
- Private Sources
  - Equity partner
  - Grants/donations
  - Naming rights/sponsorships
  - Vendor rights
  - Registration fee surcharge
  - Parking fee
  - Other sources

## Elmhurst Opportunities

- GO Bonding
- TIF Funding
  - Four (4) existing TIF Districts
  - Districts I, II and III are all operating with a greater than budgeted fund balance
  - Districts I, II and III are all scheduled to close by 2021
- Hotel/motel tax – 1.0 percent increase could generate approximately \$100,000 annually
- Naming rights opportunities could generate \$50,000 to \$175,000 annually



## FUNDING OPTIONS

# Funding Options

## Potential Partnership Opportunities

1. Partnership with Education
  - a) Elmhurst College
  - b) Immaculate Conception
2. Partnership with Health
  - a) Edward-Elmhurst Health
3. Partnership with private equity partner
  - a) Example: Bo Jackson Elite Sports / SFM
    - Privately built model comprising 115,000 SF hard/soft indoor facility, turf focused
    - Ideally co-located at larger complex (i.e., next to courts facility and/or ice complex)
    - Public contribution would be limited (from as little as land, to land plus incentives, depending on negotiations and outcome/use expectations), opportunity to leverage \$7 million or more in private investment
    - Negotiated midweek availability could be protected
    - Consolidated management of larger complex could be an opportunity