



DESTINATION NEBRASKA...COME PLAY WITH US!

NEBRASKA MULTISPORT COMPLEX: A 501(c)(3) NONPROFIT AMATEUR SPORTS FACILITY

AGENDA

- Project Mission
- Project Specifications
- Project Feasibility and Economic Evaluation Studies
- Project Impact
- Project Timeline

PROJECT TEAM

- Project Management, Fundraising and Marketing: your Community Catalysts
- Architect: Holland Basham Architects
- Land Planner: Olsson Associates
- Construction Management: JE Dunn Construction
- Owner's Representative: America First Real Estate Group
- Feasibility Study: Isaac Sports Group
- Economic Impact Evaluation: UNL Business Research Group
- Financial Institution: First National Bank
- Financial Advisor: Piper Jaffray
- Legal: Koley Jessen PC, LLO

VISION

To inspire healthy living and strengthen community through a state-of-the-art, championship athletic park accessible to all.



MISSION

We strive to facilitate healthy living and athletic excellence to people of all ages, abilities and backgrounds.

- To host local, regional and national amateur athletic events
 - To raise the level of participation, performance and opportunity for athletes
 - To serve Nebraskans from cradle to grave by ensuring accessibility regardless of age, ability and socioeconomic status
 - To make a positive economic impact on Nebraska
-

ACCESSIBILITY

- Classes for all ages and abilities
- Training and technology support for local teams and athletes
- Equipment and training programs for the disabled and those with special needs
- Partnerships with schools, youth and social service agencies and faith-based organizations
- A scholarship fund to support learn-to-play and learn-to-swim programs

THE NEED

- Area lacks suitable regulation facilities in swimming, tennis and soccer
- Number of athletes, clubs and teams exceed available training and play space
- Collegiate and club teams in swimming and soccer consistently travel outside of the state to practice and compete
- Aspiring athletes leave Nebraska to pursue elite training
- Local fans are known to embrace amateur sports
- Nebraska needs to act now to take advantage of the rapid rise in sports tourism



North Shore/
Werner Park

Prairie
Queen
Rec Area

120th St

Giles Rd

Natatorium

Cabela's

Tennis
Center

La Vista
Conference
Center

PayPal
Campus

Soccer Stadium

Interstate-80

Giles Rd

Harrison St

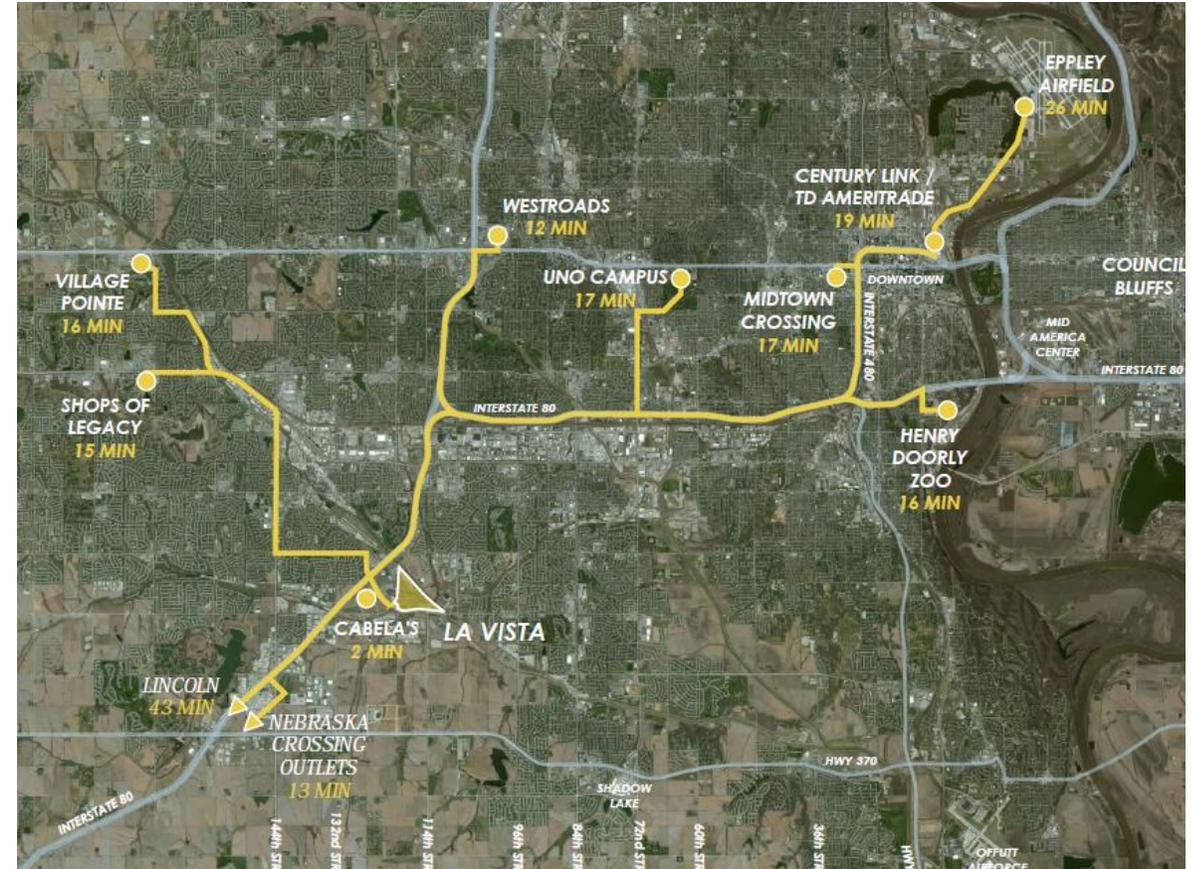
NEBRASKA MULTISPORT COMPLEX

La Vista, Nebraska

Harrison St

DRIVING DISTANCES

- Century Link / TD Ameritrade 19 minutes
- Creighton University: 18 minutes
- Eppley Airfield: 26 minutes
- Henry Doorly Zoo: 16 minutes
- Lincoln, Nebraska: 43 minutes
- Nebraska Crossing Outlets: 13 minutes
- UNO Campus: 17 minutes
- Village Point: 16 minutes
- Westroads: 12 minutes



HOTELS, PARKING & FUTURE DEVELOPMENT

- 2,069 Hotel Rooms
 - 860 rooms within 1 mile
 - 1209 rooms with 3 miles
- Parking
 - 2,530 Stalls in Office Parking Lots
 - 756 Stalls in La Vista Parking
 - 1,335 stalls available for event parking
- New Retail Development



Nebraska Multisport Complex



NMSC SPECTATOR ENTRANCE EXTERIOR



NEBRASKA MULTISPORT COMPLEX | LA VISTA, NEBRASKA

ATHLETIC CENTER



NATATORIUM

- Fastest Pool in North America
 - 54 meter x 26 meter X 3 meter X 10 Lane Indoor Championship Pool
 - New FINA standards for international competition
- 2012 US Swim Trials Olympic Pool
 - 52 meter X 25 yard x 10 Lane Outdoor Recreational Pool
- Warm-up, Diving, Deep Water Pool
 - 2 x 1 meter and 2 x 3 meter boards
- Teaching and Fitness Warm Water Pool
- Therapy and Rehab Pool
- 3,000 permanent seats



TENNIS CENTER

- 12 Indoor courts
- 12 Outdoor courts
- Locker rooms
- Office space
- Squash Courts
 - Exhibition court
 - 3 Single courts
 - 1 Double court
- 800 permanent seats



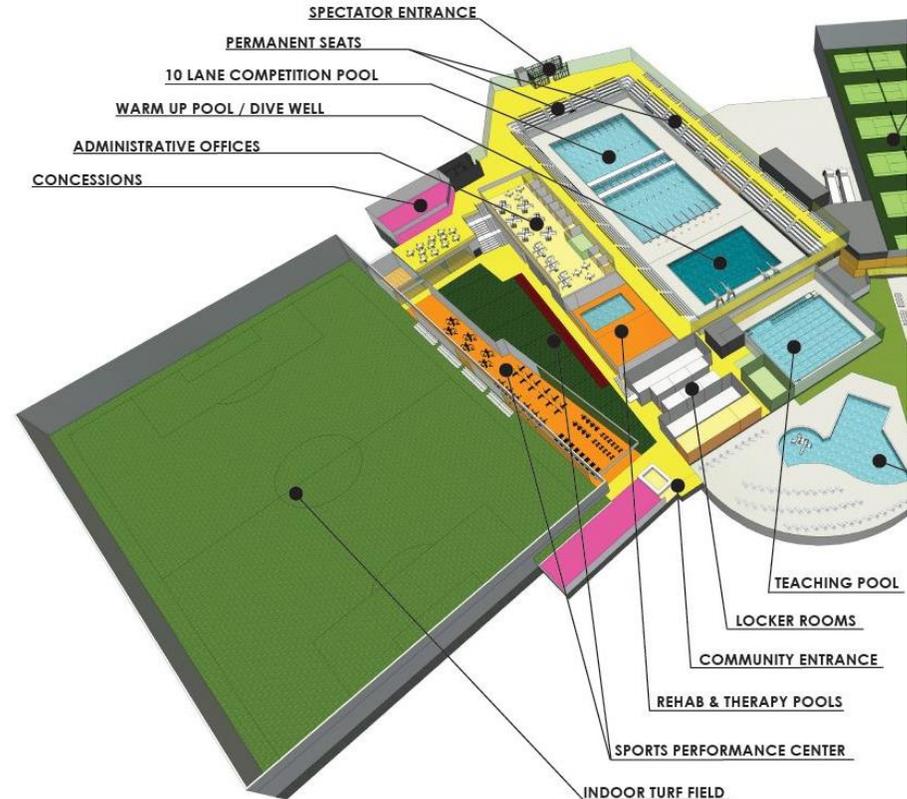
SOCCER & PLAYING FIELDS

- 12 regulation fields
 - Field turf
 - Lighted fields
- 3 Pavilions
 - Indoor restrooms
 - Concessions
 - Playgrounds
- Hub parking



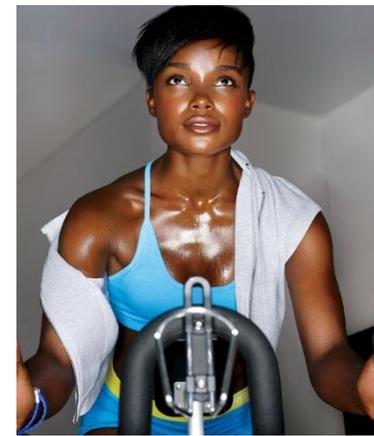
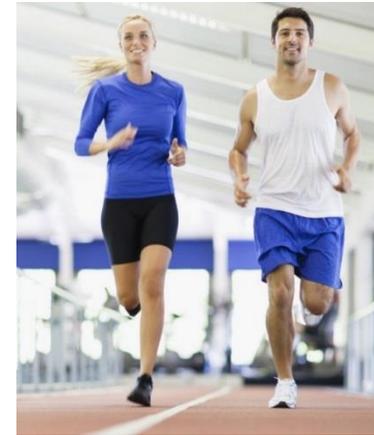
FIELDHOUSE PROGRAMMING

- Soccer and Lacrosse Showcase Events and Clinics
- Field Hockey
- Baseball (year-round use)
- Softball
- Ultimate Frisbee
- Cheerleading
- Overflow event support and spectator areas for large swimming and soccer tournaments



SUPPORT CENTER WITHIN NATATORIUM

- Cardio, strength and exercise studios
- Classrooms, meeting and function space
- Office space and shared support services
- Locker rooms
- Concessions and restrooms
- Sports science and performance center
- Pro shop



SPORTS PERFORMANCE CENTER

- Corrective and restorative exercise
- Strength training
- Conditioning and cardiovascular training
- Sports specific techniques and drills
- Injury prevention
- Nutrition and diet
- Performance analysis
- Mental and psychological training
- Sports science



FEASIBILITY STUDY

- Conducted by Isaac Sports Group (ISG) Ann Arbor, Michigan
- Methodology
 - User group meetings with public stakeholders
 - Reviewed comparable facilities and identified best practices
 - Explored existing multisport, tennis, soccer and aquatic facilities and programming in the Greater Metro Area
 - Interviews with representatives of the city, county and state

FEASIBILITY STUDY FINDINGS

- Pent-up demand ensures long-term sustainability with revenue generated by:
 - Rental fees from local clubs, teams, leagues and events
 - Membership and daily use fees
 - Office rental
 - Concessions, event parking and merchandise sales
- Summary of anticipated local and regional events by sport
 - 30 Tennis Events / 14 weekends
 - 11 Soccer Events / 11 weekends
 - 30 Aquatic Events / 29 weekends
 - 4 Diving Events / 4 weekends
- Scheduling that allows for daily use during events

FEASIBILITY STUDY FINANCIAL FORECAST

- Capital replacement and deferred maintenance budget
- Scholarship endowment at \$50k and growing to **\$100k**
- Assumes 750 year round and 300 summer memberships **Year 3**
- New **local events** generate annual direct and rental revenue totaling **\$1.6MM by Year 3.**
- Forecasts a positive net operating income of **\$823k by Year 3**
- Pro forma **DOES NOT** include semi-annual and annual regional or national swimming, tennis or soccer events.

FEASIBILITY STUDY: SAMPLING OF EVENTS*

- Aquatic
 - Midwestern LSC Championship
 - US Grand Prix
 - US National and Junior Nationals
 - NCAA Division II and III Men's and Women's Swimming and Diving Championships
 - NCAA Division I Men's or Women's Swimming Championships
 - US Masters Swimming Nationals
 - USA Diving Invitationals and USA Diving age group regionals
- Soccer
 - US Youth Soccer Region II Tournament
 - US Youth Soccer National
- Tennis
 - Summit League Conference Tournament
 - ITA Collegiate Indoor regionals and nationals
 - NCAA regionals
 - USTA regionals and nationals

****These events are NOT included in the 5-Year Financial Pro Forma***

ECONOMIC IMPACT (EI)

- Conducted by Dr. Eric Thompson of UNL Bureau of Business Research
- Methodology
 - Temporary Economic Impact during construction
 - Ongoing annual Economic Impact from operations and off-site spending by visitors
 - Direct EI results from “new” money attracted or retained from outside of the Omaha MSA
 - Multiplier EI results when NMSC purchases services locally and NMSC employees spend their paychecks

ECONOMIC IMPACT

Construction Period and Annual Economic Impact on the Omaha MSA (Nebraska Portion)

| Type of Impact | Construction Period | Annual Operations |
|-----------------------------|---------------------|-------------------|
| Output | \$214,818,000 | \$17,779,000 |
| Employee Compensation | \$100,697,000 | \$6,272,000 |
| Jobs | 1,606 | 198 |
| Property Taxes | \$0 | \$214,000 |
| Sales and Lodging Taxes | \$793,000 | \$612,000 |
| Equivalent State Income Tax | \$2,831,168 | \$695,800 |

Source: Authors' calculation using the IMPLAN Model and estimates from the Isaacs Sports Group

ONGOING ECONOMIC IMPACT



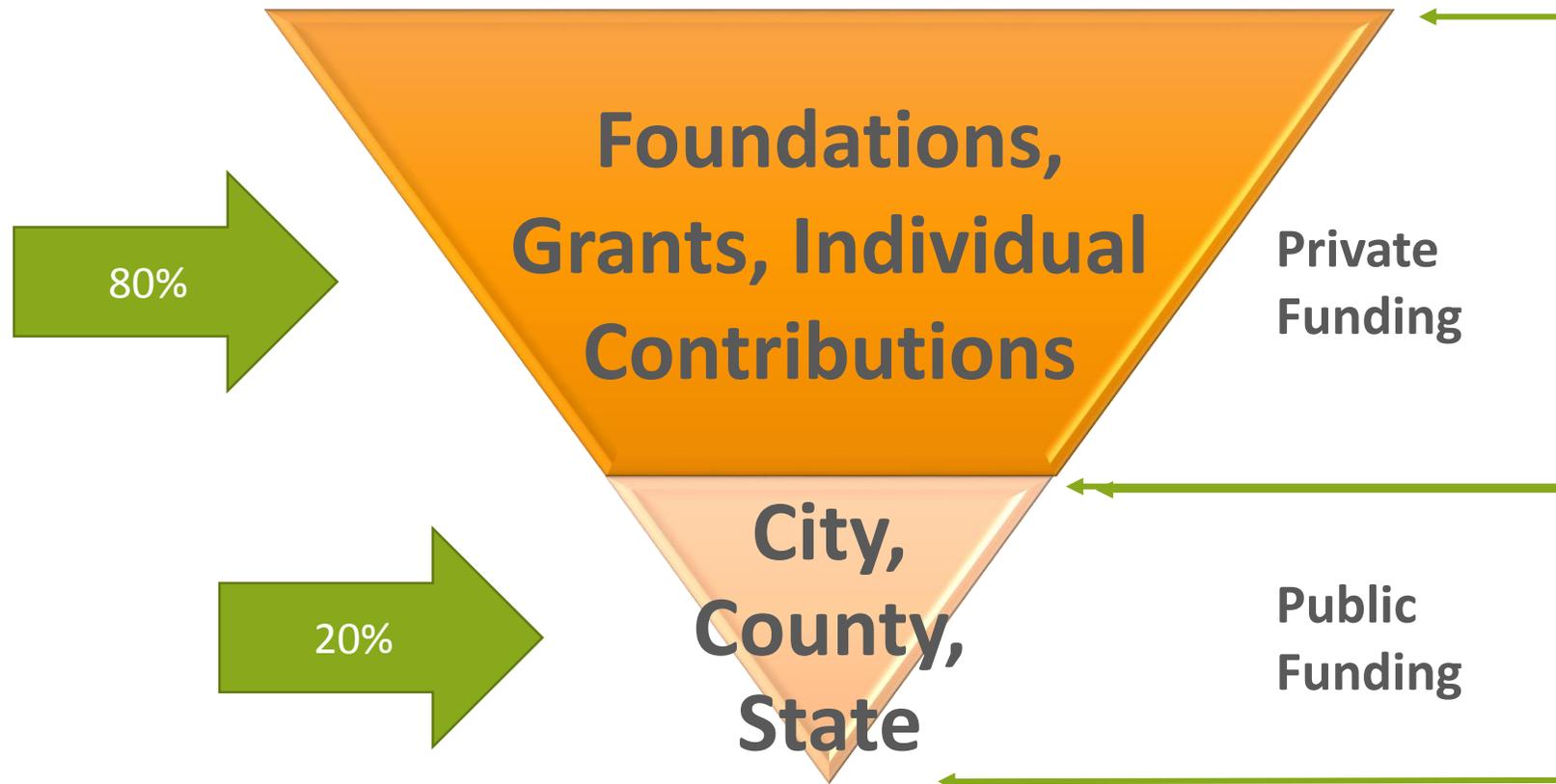
- \$17,779 million in new economic impact from annual operations includes:
 - \$6.3 million in employee compensation spread over nearly 200 job-years
 - Property Taxes of \$214,000
 - Local sales tax revenue impact of \$612,000
 - Equivalent state income tax of \$696,000
- Summary of anticipated local events by sport
 - 30 Tennis Events / 14 weekends
 - 11 Soccer Events / 11 weekends
 - 30 Swimming Events / 29 weekends
 - 4 Diving Events / 4 weekends
- Scheduling that allows for daily use during events

Visitors will exceed **1.2 million** annually*

**Estimated of total number of daily facility users, including visitors*

BUSINESS MODEL: PUBLIC PRIVATE PARTNERSHIP

- Structure: a **private, 501(c)(3) nonprofit institution** funded through a **partnership** of **public**, government subsidies and **private**, philanthropic contributions.



PROVEN ECONOMIC IMPACT

- Nebraska is in the national spotlight because of amateur sporting events like:
 - 2015 College World Series – **\$55 million** in Economic Impact
 - 2012 US Swim Trials - **\$30 million** in Economic Impact
 - 2015 NCAA Volleyball Championships - **\$12 million** in Economic Impact
- Overland Park Soccer Complex (12 playing fields)
 - 1.0 million visitors annually
 - 38% from out of the region
 - 46,000 – 48,000 hotel rooms booked annually
- Sanford Sports Complex (15 playing fields)
 - 63,000 athletes and visitors annually
 - **\$10 million** in economic impact

NEW ECONOMIC IMPACT

- Nebraska Multisport Complex
 - **\$18 million** in new Economic Impact year over year over year
 - **200** new jobs
 - **37,000** estimated hotel rooms annually
 - **1.2 million** visitors annually
 - **CONSERVATIVE ESTIMATE**

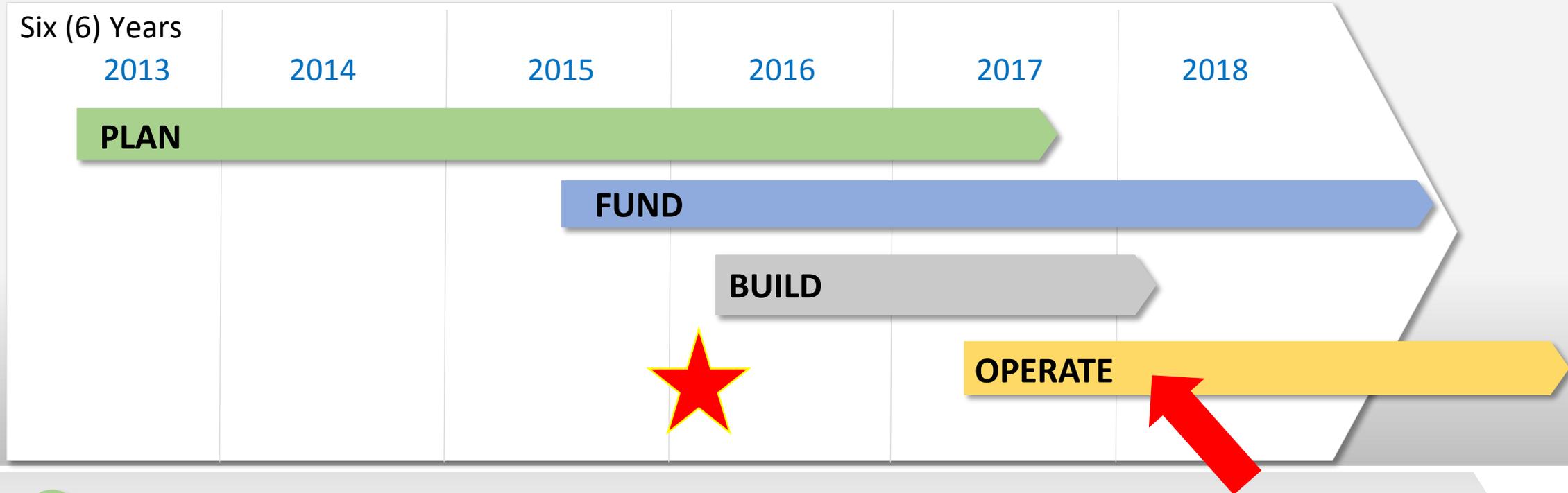
ENHANCES QUALITY OF LIFE

- Enhances quality of life for all Nebraskans
- Helps to attract new businesses, employees and their families to Nebraska
- Helps to keep existing businesses and families
- Helps to build Nebraska's image, making a positive impression nationally and internationally

SETS NEBRASKA APART

- Image and Reputation
 - Generates an immeasurable level of regional, national and international attention
 - Strengthens civic pride
 - Fortifies identity and community
 - Changes how we feel about our neighborhoods, cities and state
- Public Private Partnerships
 - Encourages private sector participation
 - Nebraska becomes the example for strong public private partnerships

NMSC TIMELINE PROJECT PLANNING



Plan: Research, Feasibility & Economic Impact Studies, and Pre-construction Services



Fund: Public funding, Private Contributions and Bond Financing



Build: Construction Management, Site Preparation, Site Infrastructure, and Construction



Operate: Recruit and train staff, Implement Programming, Marketing and Communications Plan, Fundraising Plan, IT Systems and support



DESTINATION NEBRASKA. COME PLAY WITH US.