

How to Work With Your Park District to Score Big Wins!



NASC Symposium
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ROCKFORD
PARK DISTRICT



ROCKFORD

The Line Up



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Sports Tourism Timeline

1983
Sportscore One opens



1985
Sports marketing begins

1984
RACVB founded



1991
Aldeen Golf Club opens



1998
Carlson Ice Arena opens



2000
Tiger Woods/
Foundation
Clinic Visits
Rockford

2001
Sportscore Two opens

2003
Rivets
Stadium
opens

2004
Sports Illustrated names
Rockford
"Sportstown
USA"

2005
SC2 named "Soccer
Complex of the
Year" by Sports
Turf Managers
Association

2006
Sportscore
visits surpass
2.5 million
visitors

Reclaiming First Timeline

RECLAIMING FIRST

2009
Reclaiming
First feasibility
begins

2011
Reclaiming
First feasibility
begins

2012
Regional
support
formalized

2013
State
legislation
enacted,
funding
package
finalized

2014
"Best of the
Best" Award for
Intergovernmental
Cooperation by
Illinois Association
of Park Districts

2014
RF facility
planning and
construction

2014
New regional
tourism
facility board
forms, begins
operation

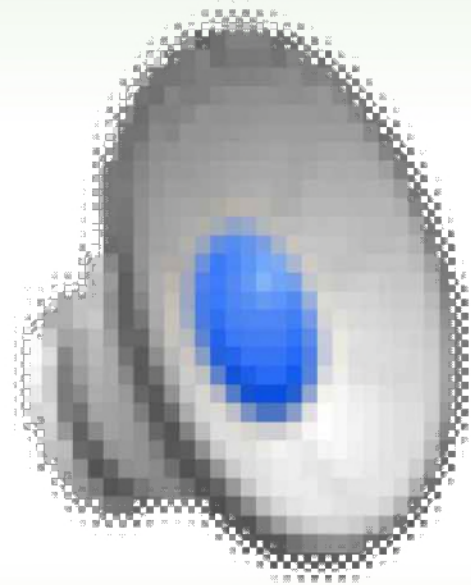
2016
Expanded SC2
facilities open

2016
UW Health
Sports Factory
opens

2016
RACVB named
NASC Sports
Tourism
Organization of
the Year

2017
SC2's Indoor
Sports Complex
expansion
opens







Est. 1909

The Rockford Park District helps people **enjoy life** by providing an exceptional park and recreation system.

Est. 1984

The Rockford Area Convention & Visitors Bureau drives **quality of life** and economic growth for our citizens through **tourism marketing** and destination development.



1.0 Park space and recreation are essential to the quality of life in the Rockford Park District, contributing to the transformation of the region into a Top 25 Community

1.1 Park space and recreational facilities meet the recreational needs of this and succeeding generations

1.2 Residents value and are involved in diverse, well-supported, safe recreational activities for their health, well-being, fun, and entertainment

1.3 Residents have exceptional parks and recreational facilities, services, and programs that reflect a high return on available resources

1.1 Create economic wealth: the Rockford region experiences growth in tourism's leading indicators

1.2 Enhance tourism product: the Rockford region offers unique and marketable experiences and venues that meet or exceed visitor expectations and enhance quality of life for citizens

1.3 Engage constituents on behalf of tourism: RACVB tourism marketing and destination development efforts have broad support among key stakeholders

The First 30 Years

Roles & Responsibilities



Own/operate facilities

Onsite facility management

Support/organize feeder programs

Internal coordination with RPD facilities/programs

Research/development

Advocate for citizen and RPD

Market, sell, promote

Onsite servicing

**Logistical coordination
(e.g. traffic, EMT, signage)**

Hotel/industry coordination

Research/development

Advocate for client and destination

RECLAIMING FIRST



Reclaiming First

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.



Feasibility Analysis

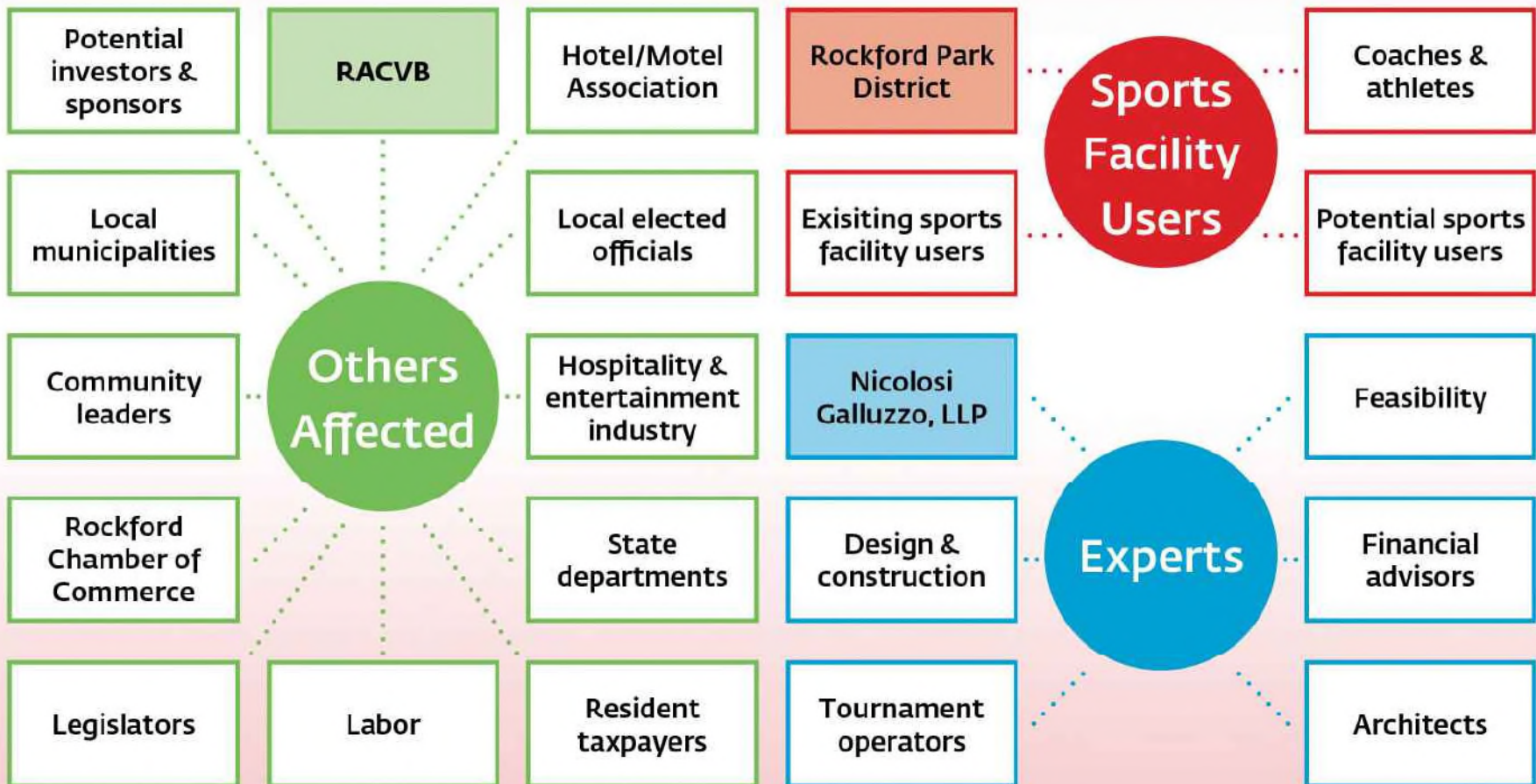
**Case
for
Change**

**Regional
Economic
Impact at
Risk**

**Projected
Local
Economic
Benefit,
Within 5
Years**

Feasibility Reality

Collective Endorsement from Stakeholders Required



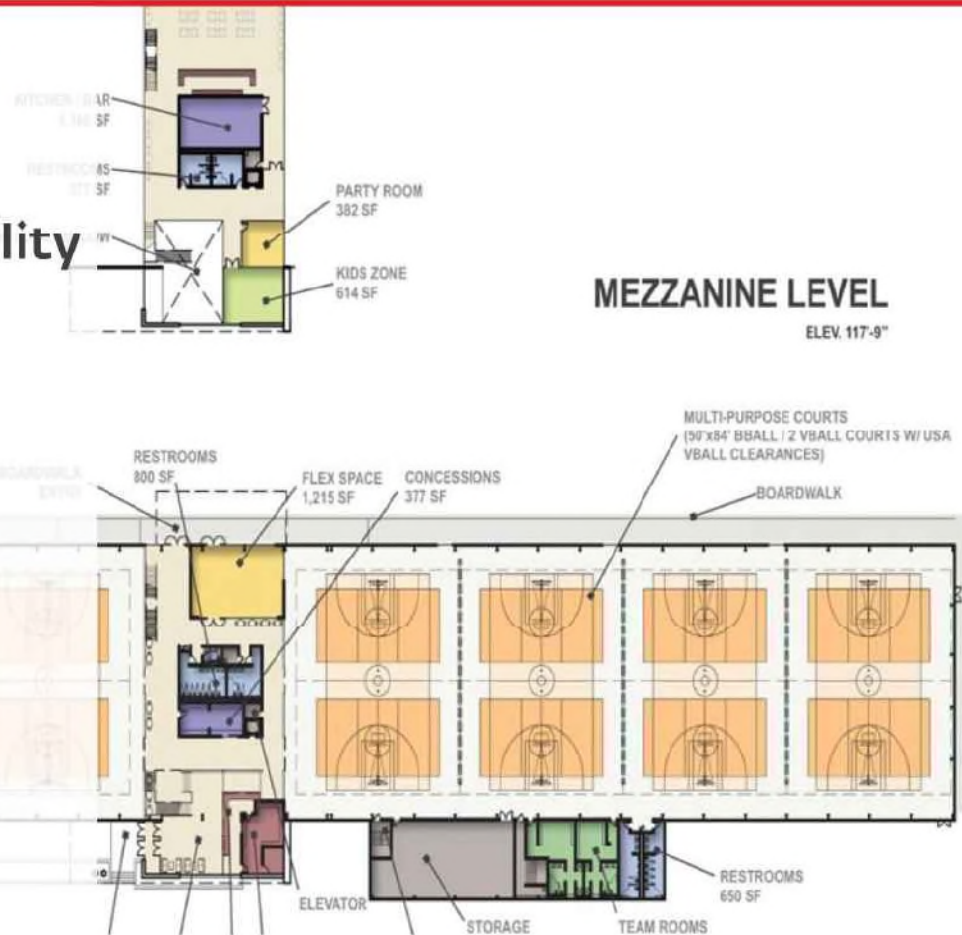
Feasibility Study Results

Capacity and Demand For:

HARDCOURTS

100,000 sq. ft. indoor
multi-sport hard court facility

- 8 basketball
- 16 volleyball
- 16 wrestling
- 42 pickleball
- Other sport, activity,
or trade show space



Feasibility Study Results

Capacity and Demand For:

OUTDOOR TURF

7 artificial turf, lighted, multi-sport hard court facility

- Soccer, football, rugby, baseball, softball, lacrosse
- Parking, concessions, restrooms



Feasibility Study Results

Capacity and Demand For:

INDOOR TURF

5 additional indoor artificial turf fields, expanding existing facility

- 6 indoor fields total

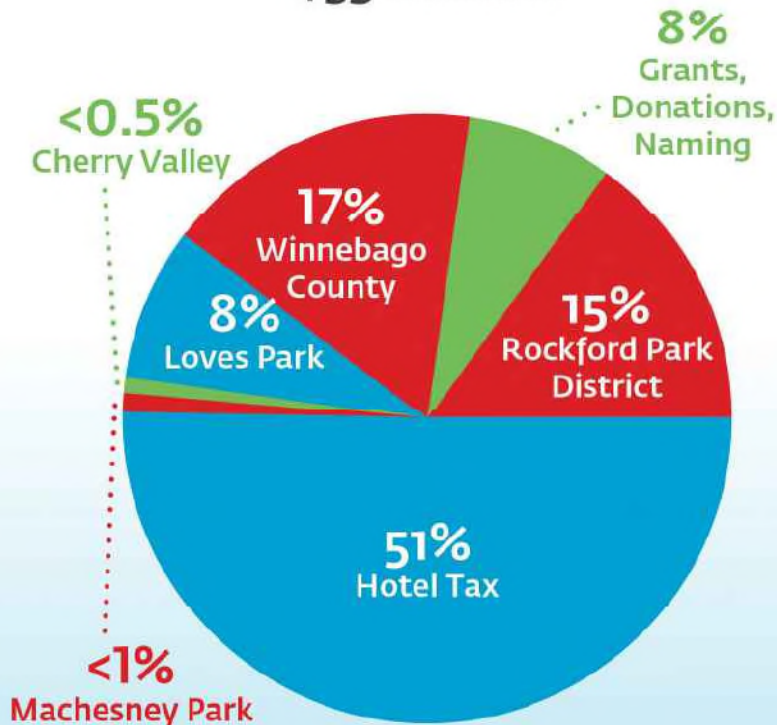




Cost & Sources of Funding

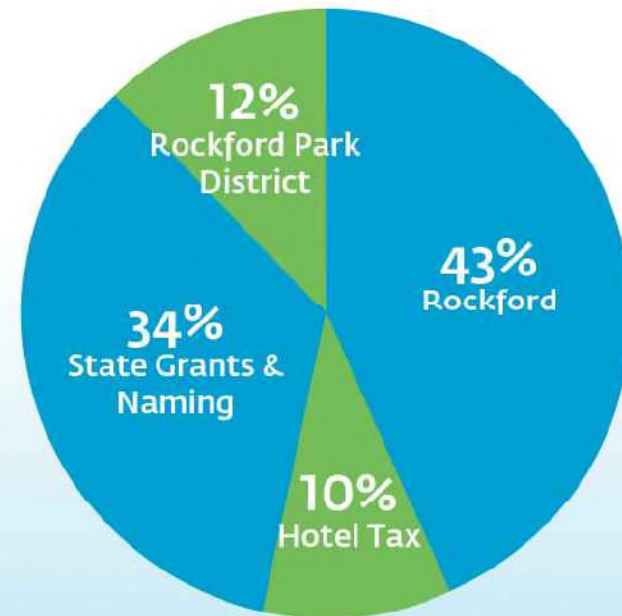
MERCYHEALTH SPORTSCORE TWO & MEGA CENTER

\$33 million



UW HEALTH SPORTS FACTORY

\$24 million



VIEW

More is better in downtown Rockford

As a longtime restaurant 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 and spectacular Coronado 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

redevelopment of the vacant... back by... and property into... room hotel and co...

I also strongly support the proposal by James Partners, Peter Provenzano and two long-time buildings on the Main streets.

The building smack-dab in the middle of North Main Street enters the city's urban core.

Both will be a proposal to turn the Amerock/Zion...

OUR VIEW

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/Zion...

Downtown development looking up

...would complement... Reports are all... but what do... Gury

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.

Monday Register

Newspaper of the Rock River Valley

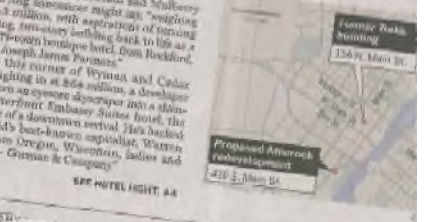
ORDER ONLINE

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



Joseph James Buffett-Gorman

Hotel fight... Developer Gary Gorman is... to a 26-story hotel at 134N...



MY VIEW

Vibrant he... last week's "Our...

Dozens of emerging development projects in the immediate area including restaurants, lofts, retail, hotels, transportation, entertainment, renovations, and more!



**UW HEALTH
SPORTS FACTORY**





UW HEALTH
SPORTS
FACTORY





Mercyhealth
Sportscore
— TWO —



Mercyhealth
Sportscore
— TWO —



Key Takeaways

Long-term RPD/RACVB Partnership

- Seek out organizations with similar culture, values, and approach to business
- Find your common ground in your mission
- Build joint, aligned systems, processes, and project teams
- Ensure your mission and vision are clear and aligned

Intergovernmental Collaboration

- Do your homework and prepare to demonstrate the cost benefit
- Be inclusive of wide range of stakeholders to build the coalition and community of advocates
- Sell the mutual benefits and make it sizzle!
- Leverage a wide range of resources including private and public opportunities

For updates and presentation materials,
visit www.ReclaimingFirst.org



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