

*****ATTACHMENTS*****

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EXECUTIVE SUMMARY

Lakeshore United FC formed the Butzen Sports Complex; LLC with the vision to create the finest athletic facilities in the Midwest that not only provides opportunities for local youth and adult athletes but also to become an economic engine for area communities.

The mission is to create the finest athletic field complex in the Midwest that provides top-tier programming opportunities, not only for local participants but for others in the greater Midwest. The goal is to become the top competitive destination for traveling teams while highlighting our many sponsors.

Once completed, the Butzen Sports Complex will compliment many of the existing area attractions and tourist destinations while having a significant economic impact to the lodging and hospitality community.

The Butzen Sports Complex is planned with the following major facilities:

- 16 clearly identified fields
- Inflatable Dome for winter programming
- 5 turf fields that provide safe, weather-resistant conditions and include illuminated fields for extended playing time
- 7 conveniently located, paved parking lots

- Park Wi-Fi, app and 24/7 texting service to answer questions
- LED signage for scoring and informational updates
- Convenient and high-quality restrooms
- On-site concessions
- Sponsor friendly signage, video and digital opportunities

“Building Butzen” is the theme of this exciting campaign which intends to construct the Midwest’s premiere athletic field and competition venue. This proposal methodically follows an established process used in supporting and funding similar facilities nationwide. It incorporates demographics, market conditions, trends and data that all support the concept of “Building Butzen.”

DEMAND

Local Market Conditions:

Lakeshore United FC has over 1,300 girls and boys participating in its soccer program. In addition, the surrounding communities of Sheboygan Falls, Kohler, Howards Grove, Plymouth, Oostburg, Kiel, Elkhart Lake and Cedar Grove provide an additional 200 plus players. In addition, within a two-hour drive of Butzen Sports Complex the total number of players exceeds over 30,000. However, the Butzen Sports Complex is more than just soccer. It is designed for multiple sports such as Lacrosse, Football, Rugby, Ultimate Frisbee and Golf instruction. Nevertheless the Butzen Sports Complex is designed with a focus on the Midwest Region and the potential of our market.

Regional Market Conditions:

Sports Tourism is not a new concept; however, it is a growing market that with properly designed facilities, coupled with other high quality area attractions has the potential to increase the hospitality and tourism economy within Sheboygan County. Butzen Sports Complex is strategically located along Interstate Highway 43 with easy access and within close proximity of major population centers.

The Butzen Sports Complex will complement the existing area attractions that have already made Sheboygan County a top tourist destination by adding visitors who will not only enjoy their event at Butzen but explore area scenes and attractions.



Cities	Distance Miles	Drive Time Hours	Metro Population
Milwaukee, WI	50	1	1,572,245
Green Bay, WI	55	1	320,050
Madison, WI	96	2	654,230
Chicago, IL	129	2.75	9,533,040
Detroit, MI	257	6.75	4,292,060
Minneapolis, MN	287	5	3,600,618
Des Moines, IA	335	6.4	645,911
Cleveland, OH	345	8	2,055,612
Cincinnati, OH	361	6.75	2,137,406
St. Louis, MO	425	6.5	2,807,338
Kansas City, MO	600	9	2,159,159

PROGRAMMING

The complex will have the opportunity to have diverse and inclusive programming mix. In the planning stage, it is understood that it is not only important to know those programming options that exist, but equally important to know which activities will take place at what times. Additionally, the type and timing of programming will assist in diversifying the economic impact the complex has on local businesses through user spending in the market.

Those programs below include notes indicating timing and hotel night needs, along with a brief description. In addition, the listing provides the overall breadth of programming events and the potential opportunities the Butzen Sports Complex will offer once completed.

Regional Focus:

The Butzen complex will host regional events. While Lakeshore United and the local community will certainly use the complex, there will also be a variety of additional soccer and non-soccer programs that will bring in users from throughout the region. These events will not only generate premium rental revenue, but they will also drive user spending in the surrounding area (hotels, spa, golf, dining, etc.).

Strategic Scheduling:

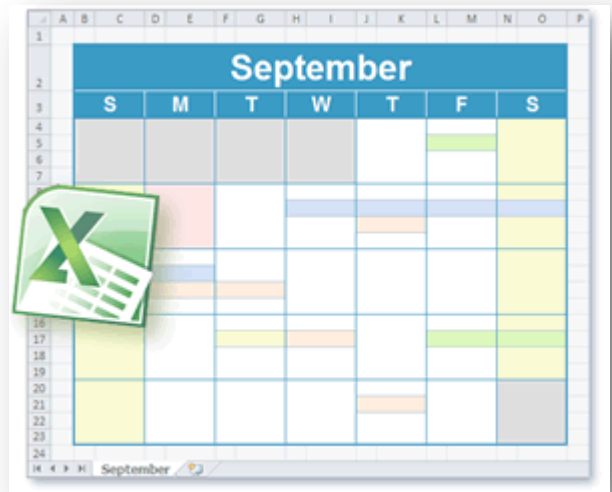
Complex management will target specific programs time to maximize usage and rental revenues. There is a different programming market and user base that will use the facility during the day as compared to the evenings. Further, there will be differences in programs between weekdays and weekends.

Community Partnerships:

It is imperative for facility managers to be good partners within the local community with civic organizations, corporations, and event planners. These stakeholders will facilitate outreach to the general population in and around Sheboygan County.

Program Management:

Butzen management will manage their own in-house programming and also seek rental of the complex to outside event operators. Management will analyze the respective merits of managing events themselves as compared to outsourcing such programs.



Youth Soccer Programming:

Lakeshore United FC:

- Games, practices, camps, clinics, and tournaments
- Weeknights and weekends
- Tournaments and matches will bring in overnight guests



Wisconsin Youth Soccer Association (WYSA):

- State Cup, ODP, Coaching Education, Referee Education, Camps, Clinics, and other programming. Mainly weeknights and weekends
- Events will bring in overnight guests

Wisconsin Interscholastic Athletic Association (WIAA):

- State Championships & local high school games
- Weeknights and weekends (Spring: Girls & Fall: Boys)
- State Cup will bring in overnight guests



Premier High School Showcase/Tournament:

- Opportunity to launch Butzen managed high school showcase tournaments for college coaches.
- Select weekends (one spring, one fall) Events will bring in overnight guests

Soccer Camps:

- Opportunity for both Butzen managed camps and for rentals to externally managed camps.
- Weekdays (summer, fall break, winter break, spring break, etc).
- Camps will bring in overnight guests



Street Soccer:

- Pickup games, tournaments, and leagues in Butzen parking lot
- Weeknights and weekends



Adult Soccer

Leagues/Tournaments:

- Butzen managed leagues (full field, 7v7, men's, women's, co-ed) and cash prize tournaments
- Weeknights and weekends
- Tournaments will bring in overnight guests
- Wisconsin Soccer Leagues, Adult state association games and State Cup Weekends
- State Cup will bring in overnight guests. Rentals to local independent ethnic league operators Weekends



Colleges/Universities:

- Games, training sessions, pre-season camps
- Fall/Spring: Weeknights and weekends (occasional weekdays)
- Games and camps will bring in overnight guests.

Semi-Professional Teams:

- Men's and Women's semi-professional team games and practices
- To occur within Phase 2 once the stadium amenities are constructed
- Weekdays (practices) and weekends (games) Games will bring in overnight guests

Domestic Professional Teams:

- Men's and Women's professional team pre-season camps and exhibition games
 - MLS, NWSL, USL, etc
- Weekdays (camps) and weekends (exhibition games)
- Events will bring in overnight guests
- International Club/National Teams Men's and Women's international professional club teams and national teams training camps
- Weekdays, weeknights, and weekends
- Training camps will bring in overnight guests

Non-Soccer Sports:

- Lacrosse, Rugby, Youth Football, & Ultimate Frisbee
- Games, practices, and tournaments
- Weeknights and weekends
- Tournaments will bring in overnight guests
- Cheerleading, Band, & Sports Camps & Competitions
Weekdays
- Events will bring in overnight guests



Emerging Sports:

- Drone Racing and eSports
- Leagues and tournaments
- Tournaments will bring in overnight guests
- Health & Wellness
- Running club, boot camps, crossfit, yoga, physical therapy, athletic performance
- Winter Sports
- Cross Country Skiing, Ice Skating (parking lot), Indoor Baseball Training (dome)
- Golf Training
- Coaching, Simulator, Putting green



Community & Corporate Events:

- Concerts/Entertainment
- Events will bring in overnight guests
- Festivals
- Ethnic, Food, Beer/Wine
- Events will bring in overnight guests

- Holiday Events
- July 4th, Oktoberfest, Halloween, Christmas, New Years, Easter, etc
- Events will bring in overnight guests
- Viewing Parties (stadium video board)/Drive In Movies



- Packers, Brewers, Badgers, Bucks, USSF Matches, Men's and Women's World Cup, Champions League Finals, etc
- Farmers Market, Flea Market, Garage Sales (Parking Lot)
- Fundraising Run/Walks
- Parties Graduation, Prom, Post-Prom, etc

- Corporate Events
- Off-site meetings, corporate olympics, job fairs, etc
- Conventions/Expos
- Home show, remodeling expo, boat show, comic con, etc
- Events will bring in overnight guests

The Butzen Sports Complex will have professional staff managing programming operations and maintenance of the facility on a full-time basis. It is essential to have full-time, professional staff available to meet the high expectations of visitors and participants to the complex.

As a result, the Butzen Sports Complex LLC has built into its operating budget salaries of full-time and part-time staff required to manage this high quality athletic complex.

STAFFING PROJECTIONS

Assumptions	
Permanent Employee Benefits	15%
Payroll Taxes	22%
Full-Time Equivalent Employee Hours per Week	40

Sports Complex Employment (excluding Concessions)	Number of Jobs	Hours Per Week	FTE Ratio	Number of FTEs	Butzen Salary Expenditures	SBF Adj Salary Expenditures
Permanent Employees	4	40	100%	4.00	\$240,000	\$328,800
<i>Executive Director</i>	1	40			\$100,000	\$137,000
<i>Tournament Operations</i>	1	40			\$40,000	\$54,800
<i>Field Maintenance</i>	1	40			\$50,000	\$68,500
<i>Marketing / Events</i>	1	40			\$50,000	\$68,500
Hourly Employees	15	10	25%	3.75	\$75,000	\$91,500
Referees	NA	NA	NA	NA	\$220,000	\$220,000
Permanent Employee Benefits					\$36,000	--
Payroll Taxes					\$69,300	--
ANNUAL EMPLOYEES, SALARY & BENEFITS EXPENDITURES	19			7.75	\$640,300	\$640,300

Concessions Stand Employment	Number of Jobs	Hours Per Week	FTE Ratio	Number of FTEs	Butzen Salary Expenditures	SBF Adj Salary Expenditures
Permanent Employees	1	40	100%	1.00	\$40,000	\$54,800
Hourly Employees	10	10	25%	2.50	\$55,604	\$67,837
Permanent Employee Benefits					\$6,000	--
Payroll Taxes					\$21,033	--
ANNUAL EMPLOYEES, SALARY & BENEFITS EXPENDITURES	11			3.50	\$122,637	\$122,637



COMPETITIVE ANALYSIS

Executive Summary

For comparison, it is helpful to compare Butzen Sports Complex to facilities that are currently operating within driving distance of Butzen. It is also important to understand how other large complexes across the nation have funded their facility and attracted regional tournaments and events. In addition to programming and operations, Butzen Sports Complex analyzed their fund raising in initiating their corporate partnership campaign.

At Butzen Sports Complex, LLC's request, Small Step Solutions, a marketing firm, conducted interviews with leaders of comparable sports complexes, as well as conducted site visits to complexes in the region. From those interviews and site visits, the following key understandings and observations are essential considerations as the Butzen Sports Complex is designed, built, and operated.

Sponsorship:

Many youth sports facilities are solely funded and run by public organizations. These organizations rarely make proactive sponsorship sales efforts. While a few have acquired naming rights partners, those specific partnerships were often generated from a neighboring corporate entities having a new commercial space near the complex. Others simply do not actively undergo efforts to acquire sponsorships or alternative financial support.

Corporate Partnerships:

Complex managers recommend that the Butzen staff should first target local corporations for mutually beneficial partnerships. Local companies have a direct community interest, and often these principals of these companies children play at the facility. Typically, these local companies enter into partnerships to further their corporate community relations program and to extend their marketing outreach.

Non-Traditional Revenue:

Multiple facility operators have referenced the importance of developing alternative revenue generators outside of typical complex operations. Alternative sources include, state funded grants, which are often given to facilities who have received city/county funding. Another form of non-traditional revenue is renting the complex during non-peak programming periods. Finally, Butzen management will consider leasing space within the footprint for wind-turbines, office space, and a commercial real estate development.

COMPETITIVE ANALYSIS (SIMILAR FACILITIES)

Scheels Overland Park Soccer Complex, Overland Park, Kansas

**Mike Laplante (Manager, Soccer Complex
Operations) - September 13, 2018**

- Facility management initially hired an outsourced agency to evaluate and market the naming rights partnership opportunities.
- That agency valued the facility's naming rights partnership at \$200,000 per year.
- The agency had a few prospects, but they were unable to sell the naming rights partnership.
- The facility operated for five years before Scheels Sporting Goods opened a location nearby the Overland Park Soccer Complex
- Scheels then contacted facility management to acquire the naming rights partnership
- Partnership terms: \$125,000 per year for five years, with a mutual option to renew at the same terms for an additional five years
- Scheels Sporting Goods core market is in strong alignment with the soccer complex user demographics
- Scheels Sporting Goods has three main areas of landmark branding at the complex 'Scheels' is used in all mentions of the complex, including online and within social media
- Facility management has one annual meeting with Scheels Sporting Goods personnel
- Facility is essentially at capacity through soccer based programming only
- Facility does not have video technology to stream games



MESA Soccer Complex, Geenville, South Carolina. Pearse Tomey (Co-Executive Director) - September 17, 2018

- Facility does not have currently a naming rights partner
- Facility management made initial outgoing sales efforts both internally and through an outside agency
- Facility's sponsors have been generated from discussions with the parents of their in-house soccer club
- Facility rents fields to their in-house soccer club (CESA), as well as outside soccer groups
- Facility also has non-soccer sports rental clients (5K/10K, lacrosse, flag football, & ultimate Frisbee)
- Facility is interested in hosting general community and additional non-sports events
- Facility does not have any traditional scoreboards, nor video boards, but individual teams/clubs have the opportunity to hire a third-party provider to record games



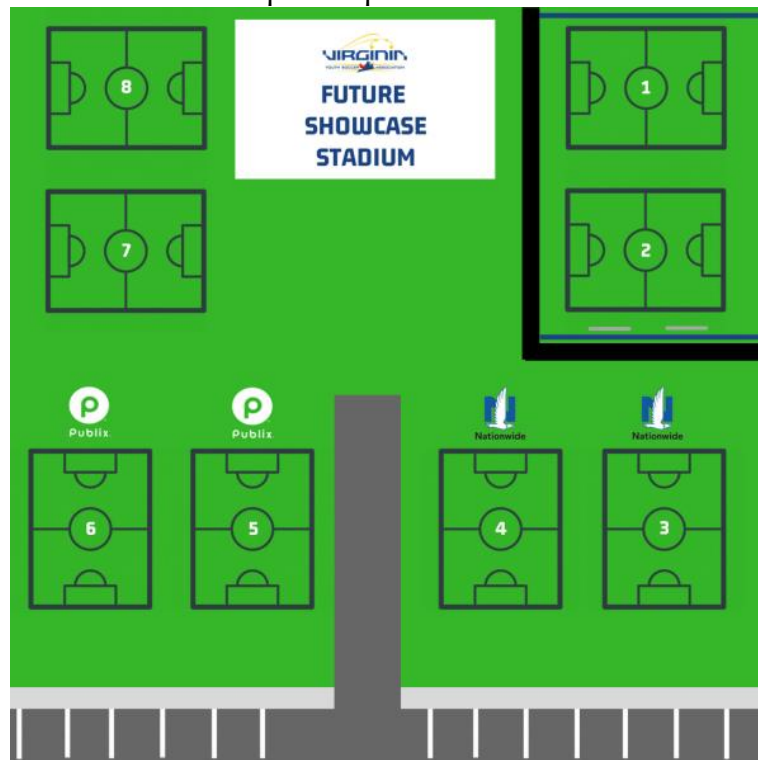
Maryland SoccerPlex, Boyds, Maryland Trish Heffelfinger (Executive Director) - September 17, 2018

- Facility has not sold a naming rights partnership
- Management budgets approximately \$80,000 in annual sponsorship revenue
- Sponsor revenues mainly are generated from parents of youth players who play at the facility
- Facility management does not make proactive sponsorship sales efforts
- Management suggests that a new facility should focus on the largest local corporate prospects, as opposed to large national brands that lack a direct community tie-in
- Facility programming outside of soccer includes baseball, volleyball, golf driving range, splash park, tennis, and swimming
- Management suggests exploring the opportunity to receive state funded grants, in addition to any City/County funding
- In total over 20 years, the facility has received over \$8 million in state funded contributions for roads, sewage, parking, and utilities



Publix Virginia Soccer Training Center, Fredericksburg, Virginia
Phil Summers (Executive Director) - September 21, 2018

- Facility was designed for a two phase build
- They have built 8 fields in phase one and their management is now raising capital ahead of constructing their stadium within phase two
- Sponsors need to understand how many impressions their brand will receive at the complex and the demographics of the complex users
- Facility management bundles facility assets with in-house state association program assets to maximize exposure for their corporate partners
- Management publishes content through in-house websites and social media accounts, which provides additional impressions for their corporate partners
- Facility is sponsored by companies that target family spending: Publix (grocery stores), Nationwide (insurance) and Dick's Sporting Goods (athletic gear)
- Management targets major local companies for comprehensive partnerships, rather than sell a la carte assets to a variety of small businesses
- Sponsors often budget in five year cycles, so facility partnerships have five year initial terms with the options to renew for five additional years



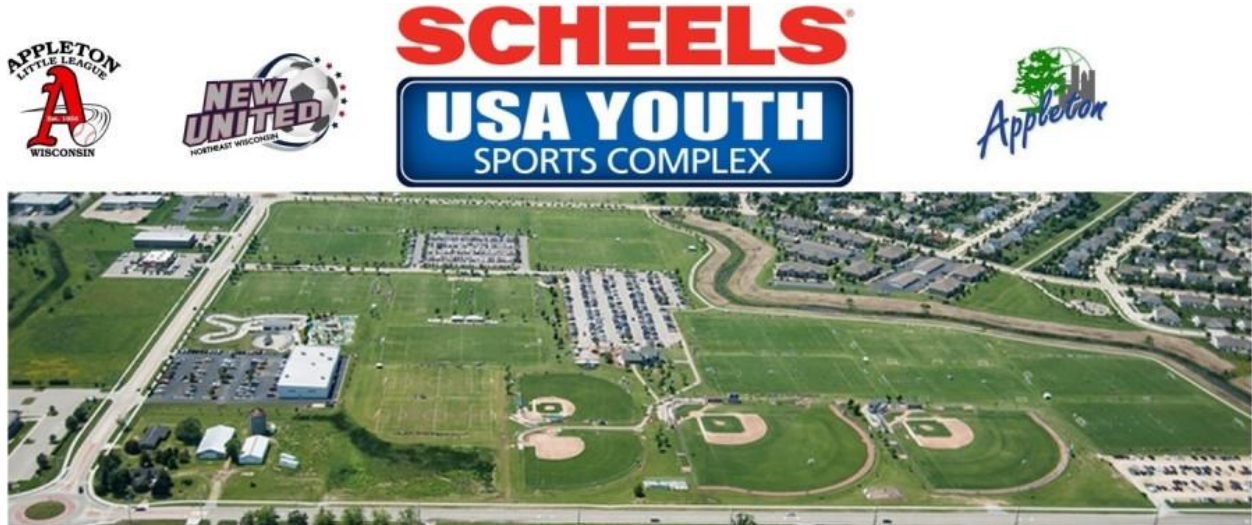
Mercyhealth Sportscore Two Rockford, Illinois - October 11, 2018

- Operated facility for numerous years before landing naming rights partner, Mercyhealth bought land across the street from the existing complex and then contacted the facility to form a partnership
- Naming rights partnership is for \$200,000 per year
- The naming rights partner operates an on-site physical training room inside indoor building
- Facility has 35 outdoor fields, two indoor 6v6 fields, one indoor 11v11 field, and a 2,000 seat outdoor turf stadium
- Facility is adding an indoor golf program on the indoor field for weekday non-peak programming
- The full-field indoor building cost the \$13 million to build Indoor building hosts twelve expos per year (\$7,500 average rental per expo)
- Facility has not sold the following assets: Wi-Fi access, fence line branding, individual field sponsors, restaurant/bar branding, external branding on indoor building walls/roof



Scheels USA Youth Sports Complex

Appleton, Wisconsin - October 12, 2018



- Basic facility without technology or advanced features (no scoreboards or video boards)
- Facility includes 4 outdoor baseball and 15 grass soccer fields (no turf fields)
- Naming rights partner has exposure at two entry/exit points (flagpole/flag, entrance signage in parking lots), but no large entrance statement
- Scheels Sporting Goods (naming rights partner) is located four miles from the complex
- Facility has sold individual field sponsors to small local companies
- Field sponsor signs are cluttered and difficult to read at any reasonable distance
- Facility does not have an indoor building, nor any outdoor sheltering

Uihlein Soccer Park Milwaukee, Wisconsin - October 13, 2018

- Facility houses one indoor building with three 6v6 fields, 15 grass outdoor fields (varying sizes), one grass field with bleachers (Pat Jones Field), and one small stadium
- Facility has both indoor and outdoor concession stands, plus lighting at two outdoor fields
- Stadium field has one sideline of 10 row bleachers, one press box, and static sponsor signage
- Stadium field does not have field board signage on West side, or signage on exterior of indoor building
- Small sponsor signs are attached to the fence line of one field.
- Facility office is well marked and includes meeting area and conference rooms
- Sponsors include: Noodles and Co, Sprecher Brewery, Johnsonville Brats, Miller Lite, Kohl's, Dick's Sporting Goods, Kohler Engines, Sendik's Grocery Stores, Concordia University, and UW-Milwaukee



BUTZEN SPORTS COMPLEX



Using the parameters as provided herein this document, Butzen Sports Complex, LLC was created with the mission to create the finest athletic field complex in the Midwest. It will provide top-tier programming opportunities, not only for local youth but for the greater Midwest. The vision is to design and operate the top competitive destination for traveling teams and sponsors. Upon completion, the Butzen Sports Complex will not only compliment many of the existing area attractions, but will have a significant economic impact to the lodging and hospitality community.

The Butzen Sports Complex vision has been developed and refined over seven years of planning and research. The Butzen Sports Complex, LLC, board of directors has extensive experience and broad knowledge in providing a comprehensive business approach to this proposal. The backgrounds and resumes of the board are included in this proposal as an appendix. However, the following is a brief introduction to the board of directors of Butzen Sports Complex, LLC:

Butzen Sports Complex, LLC - Board of Directors

Tony Klockow, CPA

- President / CEO Kohler Credit Union
- 20 plus years leading area soccer with Sheboygan Area Youth Soccer Association
- Current President SAYSO / LUFC
- 25 years coaching experience, USSF National D license, Current Varsity Assistant Coach NHS Girls coach (last year's WIAA D1 runner up)
- Wisconsin Youth Soccer Board of Directors

Jim Veese

- Captain with the Sheboygan Police Department
- 12 years BOD SAYSO / LUFC
- 15 years coaching experience, USSF National D
- Current Secretary SAYSO / LUFC

Joe Voelkner, JD

- Attorney, Partner at OLSEN, KLOET, GUNDERSON & CONWAY
- 8 years BOD SAYSO / LUFC
- 5 years coaching experience, USSF National E
- Current VP-Counsel SAYSO / LUFC

David Biebel

- Director of Public Works City of Sheboygan
- 11 years BOD SAYSO / LUFC
- 13 years coaching experience, USSF National D
- BOD SAYSO / LUFC

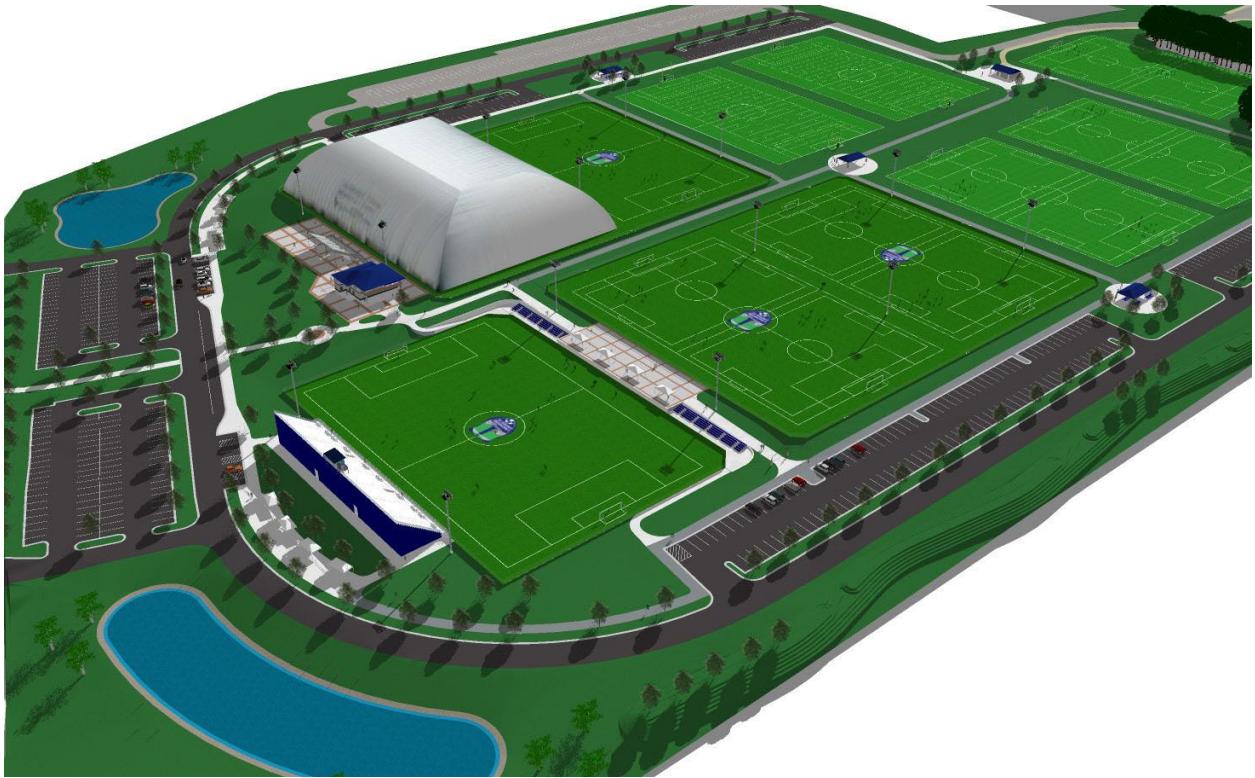
Chris Lacey, CPA

- Sr. Manager Corporate Accounting, Kohler Co.
- President of Wisconsin Youth Soccer Association (56,000-members USSF affiliated)
- USSF Region 2 Council Member
- 11 years BOD SAYSO / LUFC
- 16 years coaching experience, USSF National C
- Current Director Operations SAYSO / LUFC

Mike Thill

- Manager IT, Acuity
- 12 years BOD SAYSO / LUFC
- 12 years coaching experience, USSF National E
- Current Treasurer SAYSO / LUFC

BUTZEN SPORTS COMPLEX SPECIFICATIONS



The Butzen Sports Complex includes with the following amenities and features:

- 16 full-sized (70 yards by 120 yards) fields
- Inflatable Dome for winter and indoor programming
- 5 turf fields that provide safe, weather-resistant conditions and feature illuminated fields for extended playing time
- 7 conveniently located, paved parking lots
- Park Wi-Fi, app and 24/7 texting service to answer questions
- LED signage for scoring and informational updates
- Convenient and high-quality restrooms
- On-site concessions
- Sponsor friendly signage, video and digital opportunities



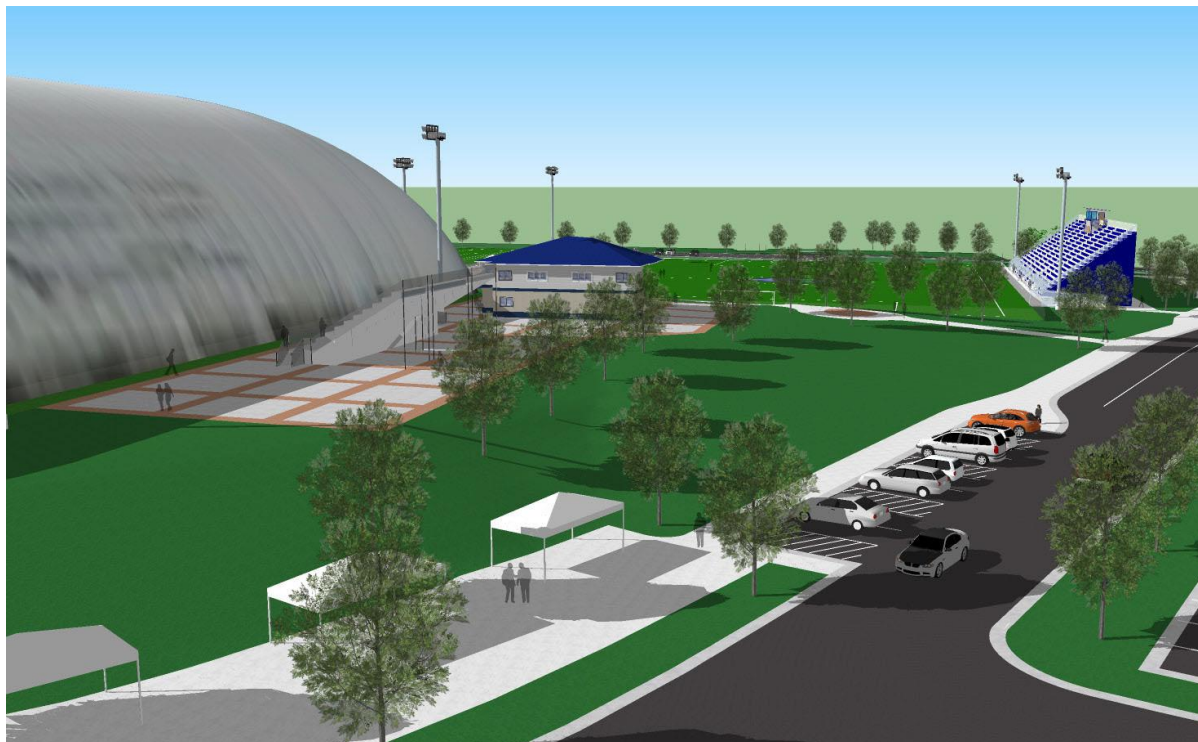
The Butzen Sports Complex is a concept originally conceived many years ago. For the past seven years, LUFC had been actively searching for land to develop a sports complex that would provide high quality soccer and athletic fields in a central location. The Butzen site became available as a result of the Butzen Family’s generous gift of the current parcel which included a restrictive covenant for recreational use. This site and project had early momentum and support with the opportunity to receive financing in the amount of \$2.2 million from the Aurora Medical Group, as part of a new medical center originally proposed at the Sheboygan School District’s Field of Dreams site. Unfortunately, Aurora Medical elected to build its proposed medical center and offices at an alternative site.

The Butzen Sports Complex concept remained viable and a clear community need remained. Although, the project was delayed as a result of the circumstances described above, Butzen Sports Complex, LLC, continued its work, identified opportunities, and now initiates its capital campaign.

The Butzen Sports Complex, LLC, will conduct its capital campaign entitled: “BUILDING BUTZEN” and seeks supports of the City of Sheboygan and Visit Sheboygan (tourism) in partnership to develop the Butzen Sports Complex. A variety of funding sources is proposed to secure the necessary capital to construct the facilities. An operational plan has also been developed to ensure long-term viability and financial stability to ensure timely debt repayment.

The site will include comprehensive earthwork, which includes topsoil stripping and mass grading. Significant mass grading will involve large cuts and fill, perhaps up to 15' in height, due to the existing topography of the site.

Erosion control devices and facilities will be incorporated during construction in accordance with local and state requirements. Storm water management facilities will include storm piping networks, wet detention ponds, and grassy swales. Site paving will include concrete sidewalks, handicap ramps, curb and gutter, etc. Asphalt bituminous paving will be included at all parking and drives. The athletic fields will each contain a crown, sloped at 1%, amended topsoil, under drains.



The entire development at Butzen Sports Complex is estimated at approximately \$25 million as set forth previously. The design concept is flexible and may allow for a phased construction approach that matches funding levels. Ideally, completing the project without phased construction is desired for overall costs and convenience.

CONSTRUCTION BUDGET

Estimated Development Costs	East Parcel	West Parcel	Combined	Percent Local to Sheboygan County
Acquisition Costs	\$0	\$0	\$0	
Site Preparation Costs	\$3,880,000	\$1,410,000	\$5,290,000	
<i>Demolition</i>	\$2,940,000	\$1,010,000	\$3,950,000	100.0%
<i>Utilities</i>	\$940,000	\$400,000	\$1,340,000	100.0%
Hard Construction Costs	\$14,659,700	\$714,400	\$15,345,900	
<i>Surface Parking, Drives</i>	\$2,605,000	\$240,000	\$2,845,000	100.0%
<i>Sports Fields</i>	\$5,669,500	\$180,000	\$5,849,500	50.0%
<i>Inflatable Dome</i>	\$1,600,000	\$0	\$1,600,000	0.0%
<i>Structures (Concession Stand, Restrooms, etc.)</i>	\$2,260,000	\$30,000	\$2,290,000	100.0%
<i>Landscaping</i>	\$120,000	\$20,000	\$140,000	100.0%
<i>Equipment</i>	\$176,500	\$0	\$176,500	100.0%
<i>Contingency</i>	\$1,938,000	\$188,000	\$2,126,000	100.0%
<i>Construction Management</i>	\$290,700	\$56,400	\$318,900	100.0%
Soft Costs	\$974,000	\$136,600	\$1,073,000	
<i>Geotechnical Services</i>	\$5,000	\$5,000	\$10,000	100.0%
<i>Other Professional Services</i>	\$969,000	\$131,600	\$1,063,000	100.0%
Financing Costs	\$0	\$0	\$0	
FF&E	\$3,069,000	\$0	\$3,069,000	
<i>Lighting (Parking)</i>	\$165,000	\$0	\$165,000	0.0%
<i>Lighting (Sports Fields)</i>	\$1,130,000	\$0	\$1,130,000	0.0%
<i>Soccer Goals</i>	\$124,000	\$0	\$124,000	0.0%
<i>Score Boards</i>	\$175,000	\$0	\$175,000	0.0%
<i>Sound Systems</i>	\$45,000	\$0	\$45,000	0.0%
<i>Bleachers, Seating</i>	\$1,320,000	\$0	\$1,320,000	0.0%
<i>Press Box</i>	\$110,000	\$0	\$110,000	0.0%
TOTAL ESTIMATED DEVELOPMENT COSTS	\$22,582,700	\$2,261,000	\$24,777,900	\$17,184,150

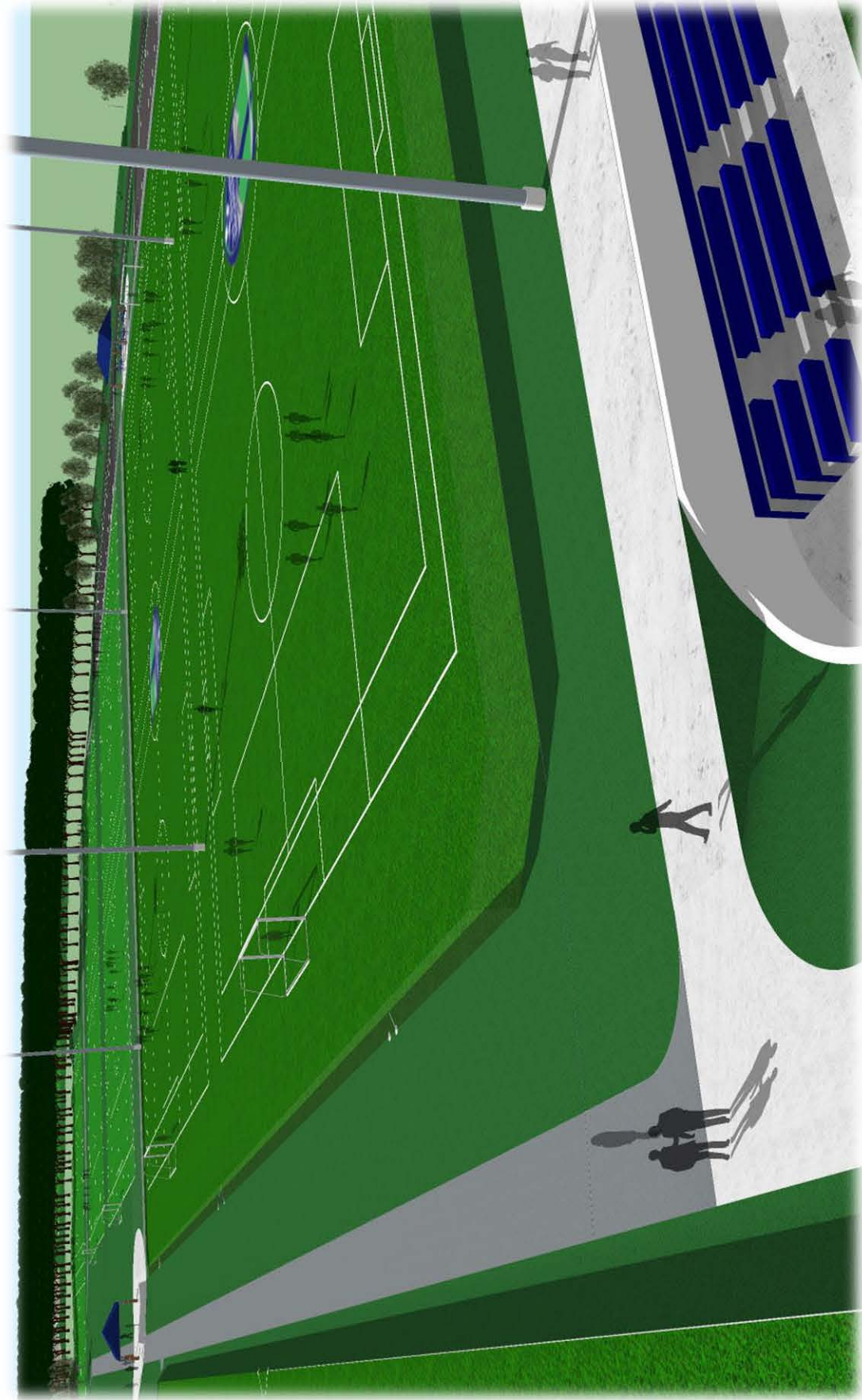
[1] Based on the draft development budget received November 9, 2018 and subsequent conversations with Butzen Sports Complex, LLC.

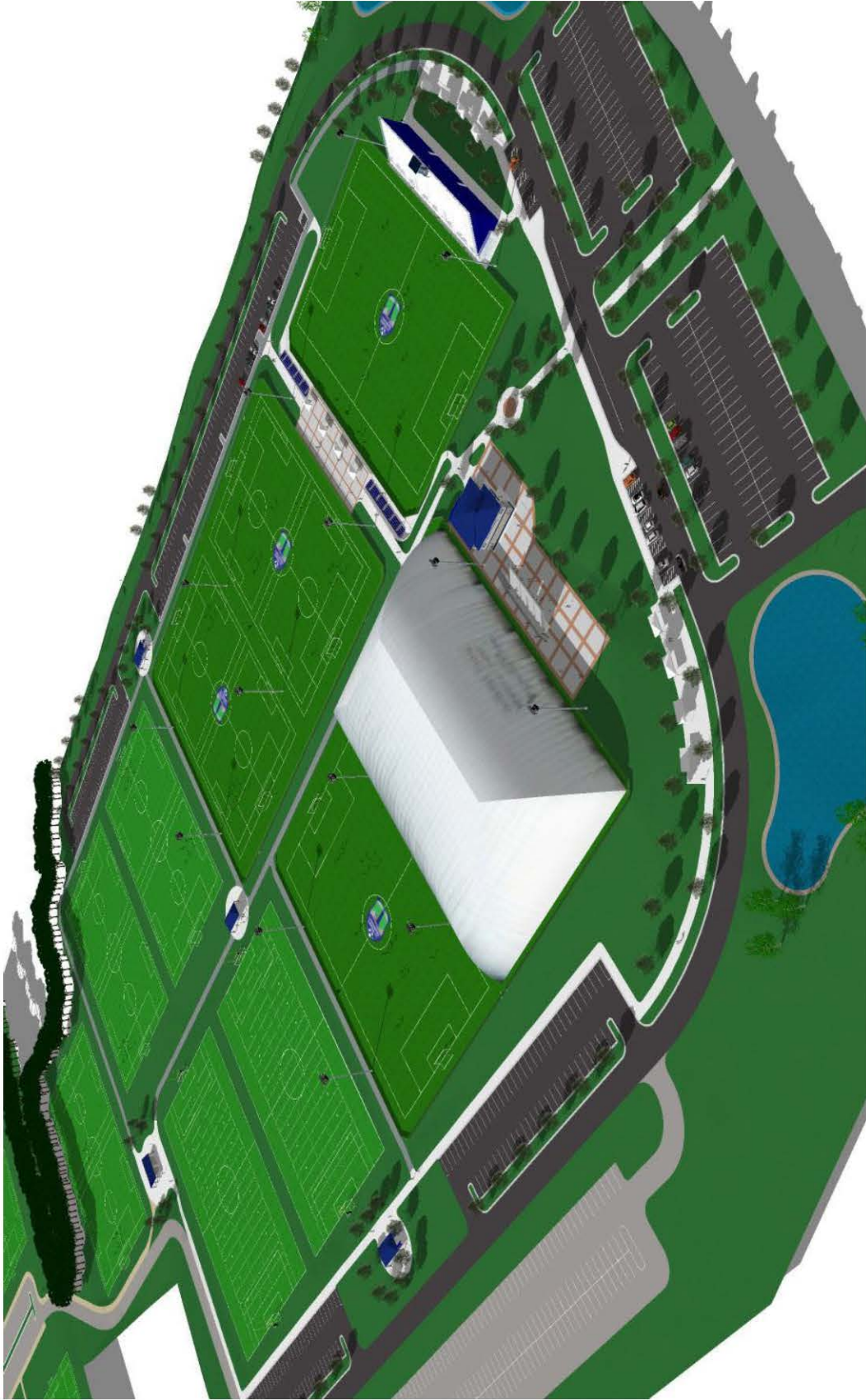
The construction of the Butzen Sports Complex will to enhance the local economy through direct construction salaries as well as indirect spending in the area indicated below. (see appendix B SB Friedman EIS)

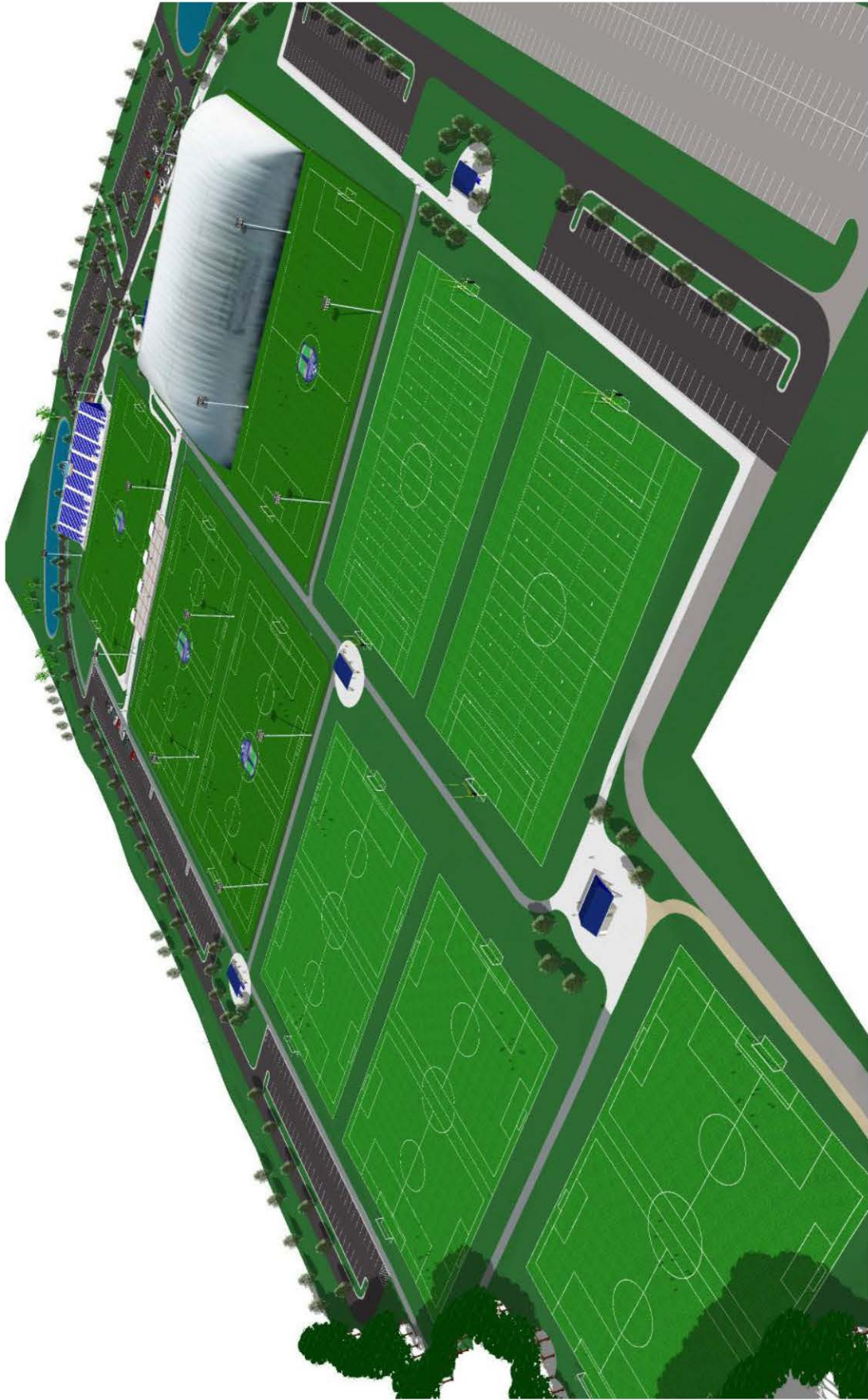
Impact	Jobs (FTEs)	Salaries & Benefits (millions)	Economic Activity (millions)
Direct	113	\$5,592,980	\$16,955,138
Indirect & Induced	49	\$1,970,854	\$6,581,652
TOTAL IMPACTS	162	\$7,563,834	\$23,536,790













ECONOMIC IMPACT ANALYSIS

The Butzen Sports Complex, LLC retained the professional services of SB Friedman Development Advisors to provide analytical and economic impact conclusions on the development of the Butzen Sports Complex. The entire report is found in Appendix A for review. However, in this section, highlighted excerpts are provided for convenience. Sports tourism continues to be a major economic driver and has been successful in bolstering economies in other areas of the country. Butzen Sports Complex leverages the current strengths of Sheboygan County tourism as one of the State's top tourism destinations to compliment the project.

Butzen Sports Complex, LLC, increases tourism in Sheboygan County, especially in off-peak periods such as early spring and winter seasons. SB Friedman analyzed data on proposed events and visitors to develop the economic benefits the Butzen Sports Complex has on the area hospitality and tourism industry. The data below indicates a tremendous increase in area visitors resulting in more room nights at area hotels, as well as hospitality, restrarunts, and retail establishments.

Impact Assessment Methodology:

For the purpose of determining the proposed project's economic impacts, Butzen Sports Complex, LLC provided the following empirical data to assist SB Friedman in analysis:

- Conceptual site plans (Rettler Corporation)

- Estimated development budget, including site preparation, hard and soft costs (Rettler Corporation)

- Operating pro forma

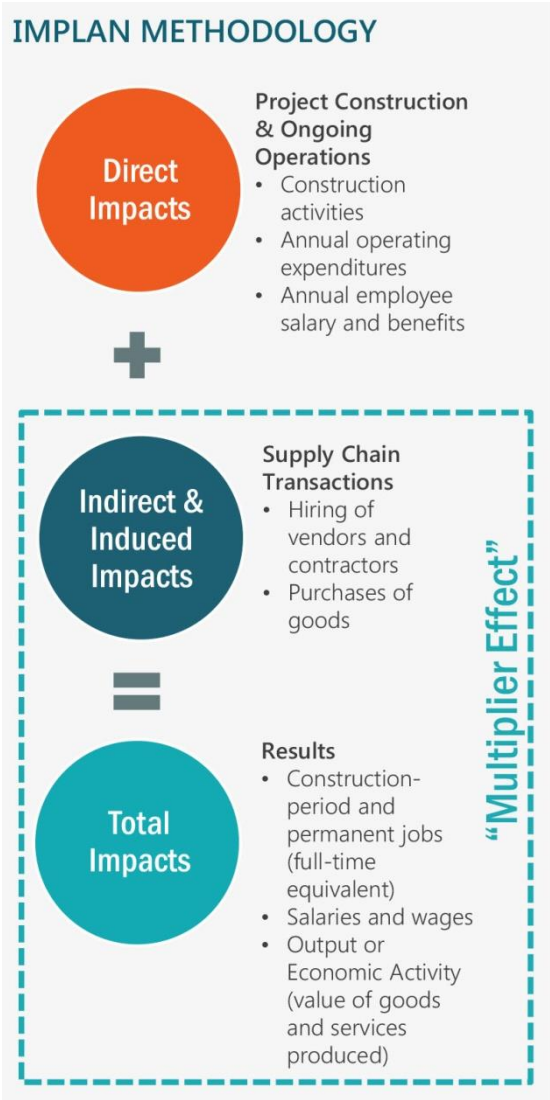
- Estimated employee counts and salaries

- Preliminary event and visitation projections for Sheboygan County

SB Friedman projected the economic impact related to the development of the proposed Complex, annual operations of the Complex once it is completed, and the spending activity of visitors to the County associated with events at the Complex.

Direct impacts related to construction activities, employee salaries and annual expenses were projected using the information provided by Butzen Sports Complex, LLC. SB Friedman projected direct impacts related to visitor spending using daily spending assumptions and Butzen Sports Complex LLC's event and visitation data.

IMPLAN Professional® software, an economic impact assessment program, was used to project indirect and induced impacts at the Sheboygan County level. As direct impacts enter the economy, they support additional jobs, payroll and economic activity in the region, creating a multiplier effect. Impact estimates from IMPLAN are projections and are subject to change with the broader economy. The impact numbers in this report are presented in 2018 dollars. SB Friedman worked with Butzen Sports Complex, LLC to verify and adjust assumptions for the study. To benchmark and validate these assumptions, SB Friedman conducted conference calls with operators of existing sports complexes throughout the nation. SB Friedman confirmed Butzen Sports Complex LLC’s assumptions are reasonable and appropriate based on the number of soccer fields in the proposed Complex and Butzen Sports Complex, LLC’s operational capacity, as set forth in its operational pro forma.



Benchmark Survey Data:

Complex	Butzen Sports Complex Sheboygan, WI	Uihlein Soccer Park Milwaukee, WI	Scheels Soccer Complex Overland Park, KS	Mercyhealth Sportscore I & II Rockford, IL
Program & Operations				
Acreage	82	60+	96	180+
Year-Round Operations	Yes	No	Yes	Yes
Soccer Fields	16	13	12	45
Concessions Stands	1	2	3	6
Parking Spaces	600	800	1,350	2,500
Operating Entity Type	Local Soccer Club	Local Soccer Club	City of Overland Park	Rockford Park District
Estimated FTE Employees	11	16	34	45
Events & Visitation				
Estimated Annual Visitors (Non-Local)	227,000 [1]	NA	275,000-330,000	2,240,000
Estimated Hotel Room Nights	23,500	NA	18,000-20,000 [2]	NA
Estimated Annual Events (Tournaments / Cups Only)	12	6	18-22	100
Average Number of Teams per Event	75-100	NA	225-250	175-250

[1] Visitation estimates only account for events at the Complex. Estimates provided by comparable complexes include regular weekly activity.
 [2] Hotel room nights associated with the Scheels Overland Park Soccer Complex are lower than might be anticipated to due limited local supply.

Sports Tourism and Butzen Sports Complex will have a tremendous economic impact on the greater Sheboygan area. The Butzen Sports Complex will leverage the area’s world class facilities by offering visitors to the sports center opportunities to visit the area’s other attractions. This distinguishes Butzen Sports Complex from other sports complexes. Similar sports complexes do not have the adjacent world-class amenities that Sheboygan County has to offer.

Typically, complexes are built too remote from infrastructure between games or events. The Butzen Sports Complex is different. Butzen Sports Complex, LLC, focused on duplicating the success of other complexes and through enhancements and best practices will build upon those methodologies.

The proposed Complex will establish Sheboygan County as a regional sports tourism destination. It is anticipated that more than 250,000 people will participate in or attend sporting events at the Complex each year. Over 227,000 people, approximately 90%, will travel from outside Sheboygan County. These visitors will generate more than \$3.2million in hospitality, retail and food and beverage expenditures annually.

Impact	Jobs (FTE)	Salaries & Benefits (millions)	Economic Activity (millions)
Direct	11	\$0.8	\$3.2
Indirect & Induced	46	\$1.4	\$4.9
Total	57	\$2.2	\$8.1

Source: Butzen Sports Complex, LLC, IMPLAN, and SB Friedman

The timing of this proposal is optimal as recent data from Travel Wisconsin indicates Sheboygan County is lagging behind our peers in Wisconsin. The Butzen Sports Complex has the features and demand to increase tourism and drastically improve the area economy.

Total Tourism Impacts 2017																
Wisconsin and Counties - Ranked																
	County	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
		Millions	Millions	%	Millions	Millions	%	Total	Total	%	Millions	Millions	%	Millions	Millions	%
		2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
	Wisconsin	\$12,310.7	\$12,701.1	3.17%	\$19,967.7	\$20,607.4	3.20%	193,454	195,255	0.93%	\$5,273.5	\$5,368.1	1.79%	\$1,503.8	\$1,536.8	2.20%
1	Milwaukee County	\$1,931.3	\$1,990.7	3.07%	\$3,441.1	\$3,550.7	3.19%	31,891	32,141	0.78%	\$1,104.7	\$1,121.2	1.50%	\$231.4	\$237.2	2.50%
2	Dane County	\$1,213.7	\$1,246.8	2.73%	\$2,074.2	\$2,136.3	2.99%	21,653	21,918	1.22%	\$634.9	\$653.6	2.95%	\$155.5	\$159.4	2.54%
3	Sauk County	\$1,048.0	\$1,086.5	3.67%	\$1,329.5	\$1,377.5	3.61%	11,000	11,093	0.85%	\$240.9	\$240.9	0.00%	\$121.3	\$124.2	2.45%
4	Waukesha County	\$743.7	\$776.4	4.40%	\$1,388.7	\$1,442.0	3.84%	14,372	14,575	1.42%	\$409.8	\$420.7	2.66%	\$91.8	\$94.5	2.92%
5	Brown County	\$638.0	\$671.0	5.17%	\$1,063.1	\$1,110.2	4.42%	11,588	11,877	2.49%	\$429.1	\$447.5	4.31%	\$90.8	\$94.7	4.22%
6	Walworth County	\$528.9	\$544.2	2.88%	\$708.2	\$729.3	2.98%	6,935	6,938	0.04%	\$178.8	\$179.7	0.51%	\$65.2	\$66.2	1.55%
7	Door County	\$347.8	\$358.7	3.14%	\$442.8	\$456.9	3.18%	3,178	3,225	1.50%	\$75.2	\$78.5	4.37%	\$37.4	\$38.5	2.95%
8	Outagamie County	\$338.8	\$348.0	2.74%	\$592.9	\$610.6	2.98%	6,424	6,395	-0.45%	\$166.7	\$164.2	-1.53%	\$43.0	\$43.4	0.80%
9	La Crosse County	\$248.1	\$263.8	6.34%	\$405.7	\$426.5	5.13%	4,274	4,387	2.66%	\$106.5	\$109.6	2.97%	\$31.6	\$33.0	4.65%
10	Eau Claire County	\$228.4	\$257.0	12.53%	\$371.0	\$404.3	8.97%	4,299	4,578	6.49%	\$102.4	\$107.2	4.68%	\$29.2	\$32.0	9.54%
11	Rock County	\$235.2	\$244.7	4.05%	\$384.2	\$398.5	3.70%	4,052	4,146	2.31%	\$96.0	\$96.5	0.54%	\$28.4	\$29.4	3.62%
12	Winnebago County	\$242.3	\$240.7	-0.67%	\$463.6	\$469.4	1.25%	4,876	4,806	-1.43%	\$133.9	\$131.8	-1.63%	\$30.8	\$30.6	-0.81%
13	Marathon County	\$234.6	\$237.9	1.40%	\$409.5	\$418.5	2.19%	4,141	4,110	-0.74%	\$102.4	\$103.9	1.39%	\$29.4	\$29.6	0.59%
14	Racine County	\$229.3	\$236.7	3.23%	\$424.0	\$437.7	3.21%	4,012	4,025	0.31%	\$110.3	\$112.1	1.62%	\$26.6	\$27.0	1.56%
15	Oneida County	\$221.8	\$229.8	3.64%	\$294.3	\$304.7	3.55%	2,173	2,208	1.61%	\$50.4	\$52.2	3.39%	\$21.8	\$22.4	2.79%
16	Sheboygan County	\$223.2	\$223.2	-0.02%	\$372.5	\$377.3	1.29%	3,511	3,500	-0.31%	\$82.3	\$83.7	1.75%	\$27.6	\$27.7	0.43%
17	Vilas County	\$212.5	\$219.3	3.18%	\$273.9	\$282.7	3.21%	1,941	1,961	1.05%	\$42.2	\$44.0	4.40%	\$21.7	\$22.3	2.37%
18	Kenosha County	\$209.0	\$213.6	2.19%	\$344.6	\$353.4	2.56%	3,248	3,286	1.17%	\$83.4	\$85.2	2.13%	\$23.2	\$23.7	2.01%
19	Adams County	\$208.7	\$196.7	-5.76%	\$264.2	\$254.1	-3.85%	2,300	2,121	-7.76%	\$50.0	\$47.9	-4.27%	\$24.2	\$22.8	-6.07%
20	Marinette County	\$153.1	\$153.1	-0.02%	\$216.5	\$218.6	0.94%	1,591	1,558	-2.10%	\$31.2	\$31.8	1.83%	\$15.3	\$15.1	-1.14%
21	Fond du Lac County	\$141.1	\$146.9	4.07%	\$239.9	\$248.8	3.70%	2,665	2,698	1.21%	\$64.9	\$65.2	0.51%	\$17.9	\$18.4	3.00%
22	Columbia County	\$133.4	\$133.5	0.05%	\$192.3	\$194.2	0.99%	1,894	1,926	1.69%	\$41.6	\$42.4	1.91%	\$15.6	\$15.9	1.64%
23	Portage County	\$124.7	\$128.1	2.76%	\$219.2	\$225.7	2.97%	2,215	2,234	0.83%	\$47.8	\$48.9	2.33%	\$16.1	\$16.4	1.76%
24	Washington County	\$118.1	\$119.8	1.46%	\$235.9	\$241.4	2.32%	2,397	2,414	0.70%	\$60.5	\$62.4	3.04%	\$14.3	\$14.5	1.50%
25	Manitowoc County	\$112.1	\$113.3	1.09%	\$192.2	\$196.0	1.98%	2,052	2,033	-0.91%	\$46.6	\$46.7	0.26%	\$14.9	\$14.8	-0.62%
	Average			2.71%			2.87%			0.60%			1.67%			1.88%

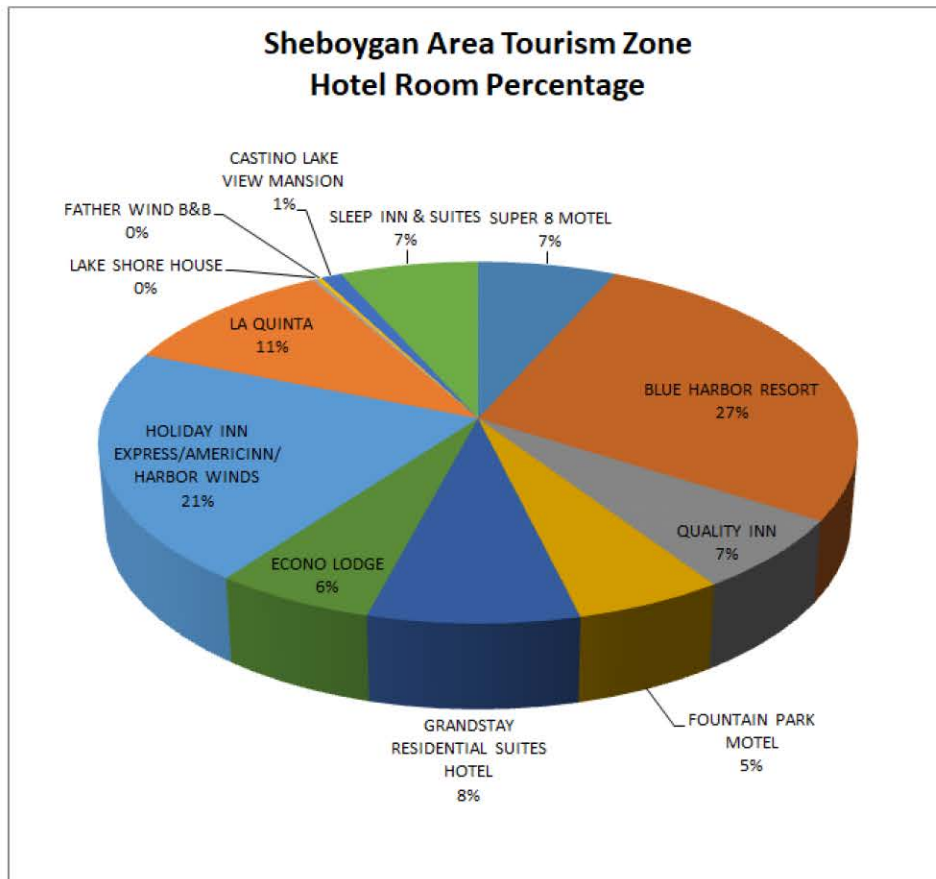
Source: <http://industry.travelwisconsin.com/research/economic-impact>

In reviewing the data above, please note Sheboygan County had a decrease in direct visitor spending from 2016 to 2017 while the average for the top 25 Counties in tourism spending had an average increase of 2.71 percent. The Butzen Sports Complex provides the needed impetus to reverse that trend.

This Economic Impact Study highlights those benefits and provides supporting examples and existing cases of sports tourism and its positive economic impacts. Additionally, the Butzen Sports Complex will increase hotel room stays in off-peak seasons further maximizing the benefit to the tourism industry and return on their investment

SHEBOYGAN AREA HOTEL DATA (ROOM NIGHT AVAILABILITY)

Hotel	Rooms per night
SUPER 8 MOTEL	60
BLUE HARBOR RESORT	244
QUALITY INN	59
FOUNTAIN PARK MOTEL	50
GRANDSTAY RESIDENTIAL SUITES HOTEL	71
ECONO LODGE	54
HOLIDAY INN EXPRESS/AMERICINN/HARBOR WINDS	187
LA QUINTA	96
LAKE SHORE HOUSE	2
FATHER WIND B&B	2
CASTINO LAKE VIEW MANSION	9
SLEEP INN & SUITES	60
	894



Sheboygan County Hotels/Rooms

Name	Type	Total # of Rooms	Average Price
Baymont - Plymouth	Hotel	63	\$101
The Osthoff Resort - Elkhart Lake	Resort	237	\$235 +
Days Inn by Wyndham - Falls	Hotel	45	\$59-90
Rochester Inn - Falls	B&B	6	\$100-150
Siebkins Resort - Elk Lake	Resort	48	\$95-650
Americinn by Wyndham-Ply	Hotel	38	\$100
Inn on Hillwind - Ply	B&B	5	\$160
Plymouth Inn	Hotel	25	\$79
Wisconsin-Aire Motel - Ran Lake	Motel	9	
Kohler Water Spa/Carriage	Hotel & Spa	55	
Red Fox Cabin - Kohler	Cabin		
The American Club	Resort	241	
Inn on Woodlake - Kohler	Hotel	138	
Christi's Inn - Elk Lake	B&B + Rental Houses	4 B&B rm's / 6 houses	\$100-350 +
Jay Lee Inn - Elk Lake	B&B	7	\$90-225
Gilbert Huson House	B&B	5	\$105-135
Plymouth Rock Camping Resort	Cabins		
The Fringe, A Country Inn - Falls	B&B		
Maple Leaf Motel - Ply	Motel	12	\$55
Westward Ho RV Resort	Cabin		
		934	Grand Total



The table below identifies the type and number of events, number of days, average expected teams, players, families and overall number of visitors as well as room nights. Annual average hotel nights generated by Butzen Sports Complex programming is an additional 23,451.

Event Type	League Games	Hosted Tournaments, Soccer	Hosted Tournaments, Other Sports	Cups / Championships	Camps	Totals/ Weighted Averages
Frequency (Events per Year) [1]	60	8	4	5	6	
Typical Duration of Events (Number of Days) [2]	1	2	2	3	4	
Average Number of Teams per Event [2]	139	100	100	74	27	
Average Number of Players per Team [2]	11.5	15	15	16	16	
Average Number of Families per Team [2]	11.5	10	6	10	2	
Typical Family Size (including 1 player) [1]	2.0	2.8	2.5	1.5	2.0	
Number of Players per Event [3]	1,596	1,500	1,500	1,187	446	
Number of Spectators per Event [4]	1,596	2,700	2,250	594	45 [5]	
Number of Visitors per Event [6]	3,192	4,200	3,750	1,781	491	
Total Annual Participants & Spectators [7]	191,542	33,600	15,000	8,904	2,947	251,992
Percent of Visitors Not Local to Sheboygan County [2]	88%	100%	100%	92%	99%	90%
Number of Hotel Rooms Booked per Event [2]	0	1,000	600	1,165	87	
Typical Hotel Stay per Event (Number of Days) [2]	0	1	1	2	3	
Average Hotel Room Nights per Event	0	1,000	600	2,331	233	
Total Annual Hotel Room Nights	0	8,000	2,400	11,655	1,397	23,451

[1] Input provided directly by Butzen Sports Complex, LLC.

[2] SB Friedman assumption and/or calculation based on inputs provided by Butzen Sports Complex, LLC.

[3] The number of players per event is equal to the average number of teams per event multiplied by the average number of players per team per event.

[4] The number of spectators per event is equal to the number of players per event multiplied by the typical family size per event less one.

[5] Butzen Sports Complex, LLC estimates that only 10% of camp participants will have family/spectators present at the Complex.

[6] The number of visitors per event is equal to the number of players per event plus the number of spectators per event.

[7] The number of annual visitors per event type is equal to the number of visitors per event multiplied by the projected annual events, as projected by Butzen Sports Complex, LLC.

A Regional Sports Tourism Destination



80-85 EVENTS per year

- Soccer Tournaments | **8 Events** per year with **100 Teams** per event
- Other Sports Tournaments | **4 Events** per year with **100 Teams** per event
- Tournament Cups | **5 Events** per year with approximately **75 Teams** per event (average)
- Camps | **6 Events** per year with approximately **25 Teams** per event (average)
- Leagues | **60 Events** per year with approximately **140 Teams** per event (average)



227,000 VISITORS to Sheboygan County per year



23,500 ADDITIONAL ROOM NIGHTS in Sheboygan County per year



\$3.2 MILLION in additional annual direct expenditures for the hospitality, retail, food and beverage sectors

Further evidence of sports tourism impact on local economies identified by Sports Destination Management.

WFDF 2018 World Ultimate Club Championships

Warren County Convention & Visitors Bureau

Location: Lebanon, Ohio

Total Room Nights: 14,860

Total Economic Impact: \$10,558,496

The World Ultimate Club Championships, sanctioned by the World Flying Disc Federation (WFDF) made an enormous impact on the host community, according to the Warren County Convention and Visitors Bureau. The event had an average visitor spend of \$2,000 and used more than 550 volunteers. Officials at the CVB noted the championship, 10 days in duration, “really moved the needle in a variety of places and showcased what sports tourism can do to benefit our mid-market community in a huge way.”



GPS Memorial Day Tournament

Massachusetts Sports Marketing Office

Location: Massachusetts (multiple venues)

Total Room Nights: 6,000

Total Economic Impact: \$5,000,000

Organizers note this event has become the largest youth soccer tournament in North America, if not the world, with 1,050 teams playing. The event experienced 30 percent growth from 2017 to 2018. The economic impact also grew between \$1 and 1.5 million over that same period. More than 23,000 spectators attend the event, which uses more than 100 fields throughout the state. It has also pressed fields into service as far away as New Hampshire and Rhode Island. The average visitor spend was tracked at \$215 in 2018.



2018 Maverik National Lacrosse Classic Delaware Sports Commission and Kent County Convention and Visitors Bureau

Location: Frederica, Delaware

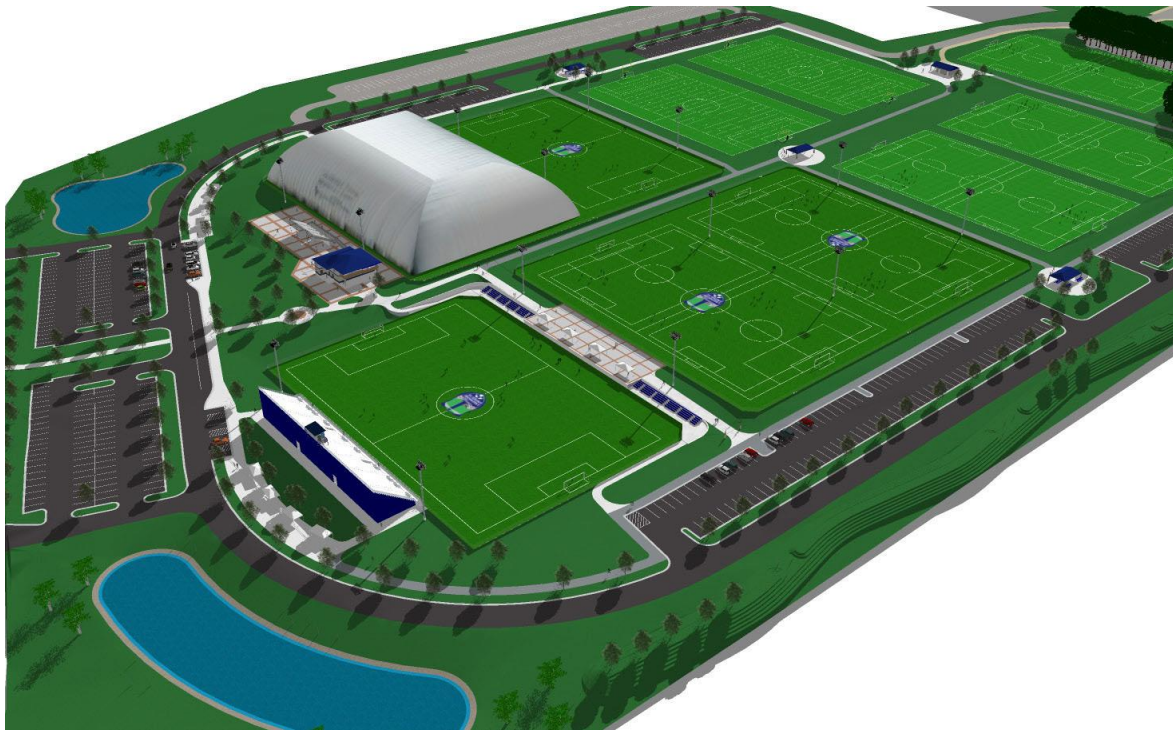
Total Room Nights: 8,000

Total Economic Impact: \$3,000,000

The Maverik National Lacrosse Classic drew 3,000 spectators and 2,000 athletes in grades 5 through 12 from 20 states and Canada to enjoy a world-class event that is now in its twelfth year. The event, which offers an extremely high level of competition, also provides athletes with exposure to 200-plus college coaches. In addition, the Classic is unique in its ability to offer a vendor village, guest speakers, and eSports area to provide interesting diversions when athletes are not on the



BUILDING BUTZEN - FINANCING



Estimated Development Costs	East Parcel	West Parcel	Combined	Percent Local to Sheboygan County
Acquisition Costs	\$0	\$0	\$0	
Site Preparation Costs	\$3,880,000	\$1,410,000	\$5,290,000	
<i>Demolition</i>	\$2,940,000	\$1,010,000	\$3,950,000	100.0%
<i>Utilities</i>	\$940,000	\$400,000	\$1,340,000	100.0%
Hard Construction Costs	\$14,659,700	\$714,400	\$15,345,900	
<i>Surface Parking, Drives</i>	\$2,605,000	\$240,000	\$2,845,000	100.0%
<i>Sports Fields</i>	\$5,669,500	\$180,000	\$5,849,500	50.0%
<i>Inflatable Dome</i>	\$1,600,000	\$0	\$1,600,000	0.0%
<i>Structures (Concession Stand, Restrooms, etc.)</i>	\$2,260,000	\$30,000	\$2,290,000	100.0%
<i>Landscaping</i>	\$120,000	\$20,000	\$140,000	100.0%
<i>Equipment</i>	\$176,500	\$0	\$176,500	100.0%
<i>Contingency</i>	\$1,938,000	\$188,000	\$2,126,000	100.0%
<i>Construction Management</i>	\$290,700	\$56,400	\$318,900	100.0%
Soft Costs	\$974,000	\$136,600	\$1,073,000	
<i>Geotechnical Services</i>	\$5,000	\$5,000	\$10,000	100.0%
<i>Other Professional Services</i>	\$969,000	\$131,600	\$1,063,000	100.0%
Financing Costs	\$0	\$0	\$0	
FF&E	\$3,069,000	\$0	\$3,069,000	
<i>Lighting (Parking)</i>	\$165,000	\$0	\$165,000	0.0%
<i>Lighting (Sports Fields)</i>	\$1,130,000	\$0	\$1,130,000	0.0%
<i>Soccer Goals</i>	\$124,000	\$0	\$124,000	0.0%
<i>Score Boards</i>	\$175,000	\$0	\$175,000	0.0%
<i>Sound Systems</i>	\$45,000	\$0	\$45,000	0.0%
<i>Bleachers, Seating</i>	\$1,320,000	\$0	\$1,320,000	0.0%
<i>Press Box</i>	\$110,000	\$0	\$110,000	0.0%
TOTAL ESTIMATED DEVELOPMENT COSTS	\$22,582,700	\$2,261,000	\$24,777,900	\$17,184,150

[1] Based on the draft development budget received November 9, 2018 and subsequent conversations with Butzen Sports Complex, LLC.

A major regional sports complex is certainly an ambitious undertaking both financially and operationally. But with the proper mix of financing and community support, the Butzen Sports Complex will establish and reinforce the Sheboygan area as a world class destination to visit, play and relax. In addition, the Butzen Sports Complex will also assist in recruiting professional talent to the area for prospective employers as a community asset.

The information provided within this proposal only underscores the fundamental principal that Sports Complexes fill the demand for sports tourism via hosted competitions, camps, exhibitions and other quality sporting opportunities. It further establishes a direct and indirect economic impact to the Sheboygan area hospitality and tourism industry. As a result, tourism can be a major source of funding to construct the Butzen Sports Complex.

Room Taxes, pursuant to Wisconsin Statutes, generate significant dollars for municipalities. Sheboygan alone collects approximately \$1.6 million annually. Capital projects that generate tourism are eligible for allocation of the room tax revenue. For example, the Blue Harbor Convention Center was funded with approximately \$800,000 (plus) annual allocation of room tax revenue for debt service.

A recent article in the Appleton Post Crescent further provides supports to the success of large regional sports complexes and the impact on tourism and the use of room tax monies to fund the construction of such complexes. Attached is a link to the article:

<https://www.postcrescent.com/story/news/2018/09/13/fox-cities-champion-center-30-m-sports-complex-boost-tourism/1195988002/>



\$30 Million - Fox Cities Champion Center Rendering (Appleton Post Crescent)

Bonding:

The Butzen Sports Complex operational budget includes \$600,000 in operational revenues earmarked for debt repayment. By comparison, the Fox Cities Champion Center is 100 percent funded by room tax revenues. The Butzen Sports Complex is estimated at \$25 million to fully construct. Currently, the Sheboygan room tax is levied at 8 percent of the cost of the room rate a hotel charges (\$100 per night = \$8 room tax revenue). Total annual room tax revenue for Sheboygan is approximately \$1.6 million.

Over the past 15 years \$800,000 (plus) in room tax revenue has been used to pay the debt service on the Blue Harbor Convention Center. This recently retired allocation is now available for other projects that increase tourism and hotel stays. It is important to note, that room tax revenue is generated and paid by out of town visitors and adds no additional tax burden to local residents.

The Butzen Sports Complex fills this next chapter in supporting and increasing the tourism and hospitality industry of the Sheboygan area. Sports tourism is an economic driver that matched with world class golfing, auto racing and sailing will establish Sheboygan County as a preferred destination. Data, from Travel Wisconsin, indicates that since 2016 and 2017, tourism in the area has remained flat. The Butzen Sports Complex will reverse this trend and provide significant stimulus in local tourism and hospitality especially during off season periods indoor programming and extended programming made possible by artificial turf fields, a dome facility, and sufficient flexibility in programming.



Sheboygan County is already a top 20 tourist market in the State of Wisconsin and with its proximity to major population centers and convenient locations near Interstate Highway 43, now positions itself to become a major destination throughout the Midwest and the Country. Room tax revenue has been utilized by other communities to fund complexes or venues similar to the Butzen Sports Complex that directly increase tourism and hospitality spending. In addition, many of the top tourist areas assess a 10 percent rate on room tax as compared with Sheboygan's eight percent.

A two percent increase in room tax rate (10%) referenced above allows for the Butzen Sports Complex could be strategically funded with little or no impact on tourism spending in the area. Raising the room tax from eight percent (8%) to ten percent (10%) results in an

additional \$400,000 annually at today's room tax revenue and current revenue totals absent the Butzen Sports Complex additional room nights of (23,451). Once fully constructed and operational the Butzen Sports Complex will add over \$234,512 at the new ten (10%) percent rate in additional room tax revenue. The full impact from the Butzen Sports Complex results in a grand total of over \$634,512 in new room tax revenues once Butzen Sports Complex is fully developed and operating.

As stated earlier, the Butzen Sports Complex has built into its operational budget an annual payment of \$600,000 for debt service. Using this figure along with the \$634,512 of additional revenue resulting from an increase in room tax from eight (8%) percent to 10 (10%) percent provides the project a total of \$1.234 million for debt repayment. Based on terms and conditions of a revenue bond the \$1.234 million will finance up to \$15 million to construct the Butzen Sports Complex.



The remaining \$10 million for the complex's construction would be secured through a direct capital campaign, sustaining sponsorships, grants, and in-kind donations during construction. Additionally ambitious, the plan is based on sound models and the supporting data.

Currently, the Butzen Sports Complex, LLC, has a 25 year lease with the City of Sheboygan to develop and operate the proposed sports complex. Using an 18 year bond term and debt service being paid by room tax allocations and operational revenue, the revenue bond would fund up to \$15 million of construction costs. The pro forma by Butzen Sports Complex LLC has reserves and will provide \$600,000 in debt service payments as part of its operating expenses annually. That total, together with \$634,512 in room tax revenues, will safely secure a \$15 million revenue bond.

The above financial package is an established concept and is the preferred method of funding tourist related capital projects, particularly convention centers and sports facilities. . This is the exact method used by the Fox Cities Tourism Commission and the Fox Cities Champions Center Sports Facility to finance the entirety of \$30 million project. The Butzen Sports Complex is not requesting the full \$15 million to be financed through room tax revenues. Specifically alternative funding sources are being solely identified as part of the overall development plan.

Fox Cities Tourism specifically allocated three (3%) percent of its room tax revenues for sports related tourism projects. The Butzen Sports Complex, LLC is requesting allocation of two (2%) percent of the requested increase associated with the complex development. This two (2%) percent represents additional revenue and will have no impact on current allocations for others. Nevertheless, the additional revenue generated by the construction and operation of the Butzen Sports Complex will represent an additional source of room tax revenue which is deserving of allocation corresponding to the Butzen Sports Complex in order to provide additional revenue to support Bonding and debt payments. The allocation of room tax revenue should be reviewed after a two year period upon completion of the complex reaching full operational capacity and the amount of room tax allocation to the complex revisited.

BUILDING BUTZEN CAMPAIGN



FINANCING OF BUTZEN SPORTS COMPLEX OUTLINE

1. MUNICIPAL BONDING

-\$15,000,000 Revenue Bond

PAYABLE OVER 18 YEARS WITH DEBT SERVICE TO BE PAID AS FOLLOWS:

1. 2% increase in room tax bringing rate to 10%
2. Rate Increase results in room tax revenue increasing by \$400,000 to be applied to debt service.
3. 23,500 additional room nights generated by Butzen Sports Complex programming results in \$234,512 in additional room tax revenue.
4. Butzen Sports Complex, LLC provides annual debt service payments of \$600,000.
5. Total Payments of \$1,234,512 annually for debt service.

2. CAPITAL CAMPAIGN- CORPORATE AND PRIVATE DONORS

-\$5,000,000 in donations and pledges

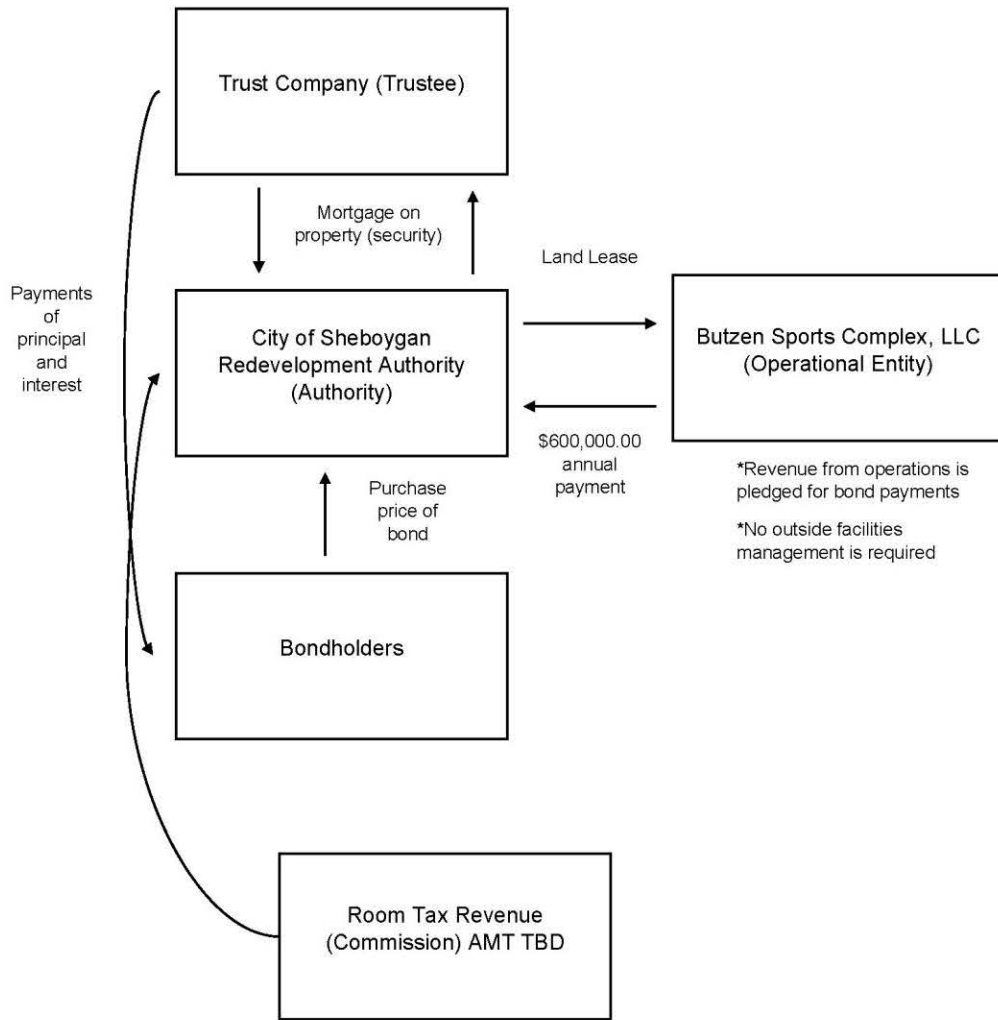
1. Corporate Donors- local, Statewide, and National
2. Private Donors

3. SUSTAINING PARTNERSHIPS AND GRASSROOTS FUNDRAISING

-\$2,500,000

1. Sustaining Partnerships- Initial Corporate Pledges
2. In-Kind services, products, supplies, and vendor services to reduce overall construction costs
3. Grassroots Fundraising

Flow-Chart of Revenue Bond Process



Capital Campaign:

In indicated, in addition to bonding, the Butzen Sports Complex, LLC is proposing to raise construction capital through a capital campaign. The campaign will include naming rights for direct contributions as well as sustainable sponsorship opportunities, while providing high visibility and consumer exposure. It is anticipated that the capital campaign will raise between \$5 to \$8 million. The Butzen Sports Complex, LLC in conjunction with Small Step Solutions have identified several naming rights opportunities as well as exclusivity on logo placements. For example:

The Title Partner will receive:

- Exclusivity on the grounds within specified industry category
- Brand's Name & Logo placement
- Logo and name included in official complex logo featured prominently on Facility Entrance
- External Walls of Restroom Buildings and Shelters
- Interior Walls of Restroom Buildings and Shelters
- Featured prominently on Facility Map
- Displayed on Mesh Banners of Facility's Fence line
- Displayed on Parking Lot and Facility Light Pole Banners
- Displayed at Parking Lot Entrances
- Displayed at Champions Photo Area
- Displayed within Facility Digital App
- Brand's Logo displayed on Facility Website
- Printed on the center of all Lakeshore United game jerseys
- Displayed on pop up tent distributed to each Lakeshore United team
- Displayed on Lakeshore United website
- Displayed on a permanent advertising board located at each facility field



Brand's Name mentioned:

- Within website streaming of facility's games
- Displayed within Facility Wi-Fi
- Displayed within website streaming of facility's games
- Displayed on facility's scheduling software
- Included within Lakeshore United social media posts and email blasts
- Included within facility social media posts and email blasts
- Displayed on digital video board on stadium field
- Brand's messaging displayed within rotating ads throughout facility digital LED boards
- Brand will have the ability to build out one on-site experiential asset
- Brand's Name will be featured within branding of two annual facility managed tournaments



Dome Partner Relationship Opportunities:



The Dome Partner will receive:

- Exclusivity on the grounds within specified industry category
- Brand's Name & Logo placement:
- Displayed on Exterior and Interior walls of Dome structure
- Featured prominently on Dome field's Entrance Statement
- Printed on arm sleeve of all Lakeshore United game jerseys
- Displayed on Facility Website
- Displayed on Lakeshore United website
- Displayed on pop up tent distributed to each Lakeshore United team
- Brand Name placement:
- Featured within branding of one annual facility managed tournament
- Included within Lakeshore United social media posts and email blasts
- Mentioned within website streaming of facility's games
- Brand Messaging placement:
- Displayed on digital video board on stadium field
- Included within facility social media posts and email blasts
- Displayed within rotating ads throughout facility digital LED boards
- Brand will have the ability to build out one on-site experiential asset



Stadium Partnership:



The Stadium Partner will receive:

- Exclusivity on the grounds within specified industry category
- Brand's Name & Logo placement:
 - Displayed throughout Interior and Exterior of stadium
 - Displayed on stadium seating section banners
 - Displayed on stadium entrance ways
 - Displayed on Mesh Banners of stadium's fence line
 - Displayed on stadium team benches
 - Displayed on stadium scoreboard standing
 - Displayed on a permanent advertising board located at stadium field
 - Printed on arm sleeve of all Lakeshore United game jerseys
- Brand Name placement:
 - Featured within branding of one annual facility managed tournament
 - Mentioned within website streaming of stadium's games
- Brand Messaging placement:
 - Displayed on digital video board on stadium field
 - Included within facility social media posts and email blasts
 - Within rotating ads throughout facility digital LED boards
- Brand will have the ability to build out one on-site/experiences/asset

Additional Naming or Sponsorship opportunities:

- Concession Stand – Locker Room – Office – Training Room
- Individual Field Sponsor
- First Aid Station – Referee Headquarters
- Comfort Station – Restrooms



In-kind donations and support:

In addition to the capital campaign and sponsorship opportunities; Butzen Sports Complex, LLC, has identified several areas for in-kind donations to help offset direct costs to build and operate the sports complex.

- Donated Labor and Equipment during construction
- Donated fixtures or furniture
- City labor and Materials for utilities and parking lots/walking paths
- Generator
- Lawn Mowers/Maintenance Equipment

Grants:

- Economic Development – Tourism Grants
- US Soccer Grants
- Corporate Grants



Overall, the gap in funding between bonding and the total project cost is anticipated to be bridge with opportunities for community and corporate support set forth in the preceding pages. The naming rights and established considers projected exposure with visitors results in a sponsorship opportunities as appropriate and affordable. This mix of public/private partnerships has been successfully deployed in other sport facilities throughout the country and will support the Butzen Sports Complex and its contributions to the area economy.

BUILDING BUTZEN CONSTRUCTION

PRELIMINARY COST ESTIMATE

LAKESHORE UNITED F.C.

Sheboygan, Wisconsin

February 1, 2019

Sheboygan Butzen Recreation Campus - Master Plan

Rettler Project No.: 14.072

blue hard surface
green fields
red structures
violet misc



Item No.	Item Description	Units	Estimated Quantity	Unit Price	Rounded Extension	Rounded Category Sub Total
EAST PARCEL						
EARTHWORK/DEMOLITION (55 ACRES)						\$2,404,000.00
1.	Mobilization, Testing, Layout & Staking	L.S.	1	\$747,000.00	\$747,000.00	
2.	Clearing and Grubbing	L.S.	1	\$12,000.00	\$12,000.00	
3.	Demolition (including removing existing buildings, etc.)	L.S.	1	\$45,000.00	\$45,000.00	
4.	Common Excavation	C.Y.	215,000	\$4.00	\$860,000.00	
5.	Excavation below Subgrade with 12" Breaker Run	C.Y.	10,000	\$20.00	\$200,000.00	
6.	Stripping Topsoil (6-in depth)	C.Y.	43,880	\$2.50	\$110,000.00	
7.	Place Screened Topsoil (6-in depth)	C.Y.	17,350	\$2.25	\$40,000.00	
8.	Seed/Fertilize/Mulch Common Green Space	S.F.	936,710	\$0.25	\$235,000.00	
9.	Seed and Sod Turf Maintenance	L.S.	1	\$100,000.00	\$100,000.00	
10.	Erosion Control	L.S.	1	\$50,000.00	\$50,000.00	
11.	Tracking Pad	EACH	3	\$1,500.00	\$5,000.00	
UTILITIES						\$940,000.00
12.	Stormwater Management Allowance	L.S.	1	\$95,000.00	\$95,000.00	
13.	Storm Sewer	L.F.	8,910	\$50.00	\$446,000.00	
14.	Storm Basin	EACH	61	\$2,250.00	\$138,000.00	
15.	Storm Endwall	EACH	6	\$1,750.00	\$11,000.00	
16.	Electrical Underground Service	L.S.	2	\$30,000.00	\$60,000.00	
17.	Sanitary Service	L.F.	1,726	\$55.00	\$95,000.00	
18.	Water Service	L.F.	1,726	\$55.00	\$95,000.00	
HARD SURFACE - PARKING LOT 1 - 62 SPACES (NORTHWEST)						\$142,000.00
19.	3.5" Hot Mixed Asphalt	S.Y.	2,507	\$25.00	\$63,000.00	
20.	Dense Graded Base @ 12" depth	S.Y.	2,615	\$12.50	\$33,000.00	
21.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,200.00	\$3,000.00	
22.	Striping	L.S.	1	\$1,500.00	\$2,000.00	
23.	24" Curb and Gutter	L.F.	835	\$25.00	\$21,000.00	
24.	Parking Lot Lighting	EACH	3	\$6,500.00	\$20,000.00	
HARD SURFACE - PARKING LOT 2 - 119 SPACES (NORTHEAST LOT)						\$254,000.00
25.	3.5" Hot Mixed Asphalt	S.Y.	4,570	\$25.00	\$115,000.00	
26.	Dense Graded Base @ 12" depth	S.Y.	4,763	\$12.50	\$60,000.00	
27.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,200.00	\$3,000.00	
28.	Striping	L.S.	1	\$1,500.00	\$2,000.00	
29.	24" Curb and Gutter	L.F.	1,625	\$25.00	\$41,000.00	
30.	Parking Lot Lighting	EACH	5	\$6,500.00	\$33,000.00	
HARD SURFACE - PARKING LOT 3 - 66 SPACES (NORTH ENTRANCE & PARKING)						\$221,000.00
31.	3.5" Hot Mixed Asphalt	S.Y.	4,087	\$25.00	\$103,000.00	
32.	Dense Graded Base @ 12" depth	S.Y.	4,253	\$12.50	\$54,000.00	
33.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,200.00	\$3,000.00	
34.	Striping	L.S.	1	\$1,500.00	\$2,000.00	
35.	24" Curb and Gutter	L.F.	1,320	\$25.00	\$33,000.00	
36.	Parking Lot Lighting	EACH	4	\$6,500.00	\$26,000.00	
HARD SURFACE - PARKING LOT 4 - 66 SPACES (SOUTH ENTRANCE & PARKING)						\$224,000.00
37.	3.5" Hot Mixed Asphalt	S.Y.	4,157	\$25.00	\$104,000.00	
38.	Dense Graded Base @ 12" depth	S.Y.	4,328	\$12.50	\$55,000.00	
39.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,200.00	\$3,000.00	
40.	Striping	L.S.	1	\$1,500.00	\$2,000.00	
41.	24" Curb and Gutter	L.F.	1,350	\$25.00	\$34,000.00	
42.	Parking Lot Lighting	EACH	4	\$6,500.00	\$26,000.00	
HARD SURFACE - PARKING LOT 5 - 13 SPACES (DROP-OFF AND ADA PARKING)						\$74,000.00
43.	3.5" Hot Mixed Asphalt	S.Y.	785	\$25.00	\$20,000.00	
44.	Dense Graded Base @ 12" depth	S.Y.	905	\$12.50	\$12,000.00	
45.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	4	\$1,200.00	\$5,000.00	
46.	Striping	L.S.	1	\$1,500.00	\$2,000.00	
47.	24" Curb and Gutter	L.F.	586	\$25.00	\$15,000.00	
48.	Parking Lot Lighting	EACH	3	\$6,500.00	\$20,000.00	
HARD SURFACE - PARKING LOT 6 - 62 SPACES (SOUTHEAST LOT)						\$145,000.00
49.	3.5" Hot Mixed Asphalt	S.Y.	2,555	\$25.00	\$64,000.00	
50.	Dense Graded Base @ 12" depth	S.Y.	2,670	\$12.50	\$34,000.00	
51.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,200.00	\$3,000.00	

PRELIMINARY COST ESTIMATE

LAKESHORE UNITED F.C.

Sheboygan, Wisconsin

February 1, 2019

Sheboygan Butzen Recreation Campus - Master Plan

Rettler Project No.: 14.072

blue hard surface

green fields

red structures

violet misc



Item No.	Item Description	Units	Estimated Quantity	Unit Price	Rounded Extension	Rounded Category Sub Total
52.	Striping	L.S.	1	\$1,500.00	\$2,000.00	
53.	24" Curb and Gutter	L.F.	851	\$25.00	\$22,000.00	
54.	Parking Lot Lighting	EACH	3	\$6,500.00	\$20,000.00	
HARD SURFACE - PARKING LOT 7 - 62 SPACES (SOUTHWEST LOT)						\$142,000.00
55.	3.5" Hot Mixed Asphalt	S.Y.	2,507	\$25.00	\$63,000.00	
56.	Dense Graded Base @ 12" depth	S.Y.	2,615	\$12.50	\$33,000.00	
57.	Concrete Curb Ramp w/ Detectable Warning Field	EACH	2	\$1,200.00	\$3,000.00	
58.	Striping	L.S.	1	\$1,500.00	\$2,000.00	
59.	24" Curb and Gutter	L.F.	835	\$25.00	\$21,000.00	
60.	Parking Lot Lighting	EACH	3	\$6,500.00	\$20,000.00	
HARD SURFACE - DRIVES						\$486,000.00
61.	3.5" Hot Mixed Asphalt	S.Y.	10,542	\$25.00	\$264,000.00	
62.	Dense Graded Base @ 12" depth	S.Y.	11,365	\$12.50	\$143,000.00	
63.	Striping	L.S.	1	\$4,000.00	\$4,000.00	
64.	24" Curb and Gutter	L.F.	2,966	\$25.00	\$75,000.00	
HARD SURFACE - WALKS & BUILDING PLAZAS (CONCRETE)						\$616,000.00
65.	5" Reinforced Concrete	S.F.	80,230	\$7.00	\$562,000.00	
66.	Dense Graded Base, 6-inch depth	S.Y.	9,000	\$6.00	\$54,000.00	
HARD SURFACE - WALKS (ASPHALT)						\$212,000.00
67.	3" Hot Mixed Asphalt	S.Y.	6,200	\$22.00	\$137,000.00	
68.	Dense Graded Base, 8-inch depth	S.Y.	7,440	\$10.00	\$75,000.00	
HARD SURFACE - VENDOR SPACES						\$84,000.00
69.	5" Reinforced Concrete	S.F.	10,805	\$7.00	\$76,000.00	
70.	Dense Graded Base, 6-inch depth	S.Y.	1,300	\$6.00	\$8,000.00	
SYNTHETIC TURF SOCCER FIELDS & STADIUM D3 & D4 (SOUTH)						\$2,811,000.00
71.	Synthetic Turf w/ Field Markings	S.F.	222,930	\$3.65	\$814,000.00	
72.	Center Logo (synthetic turf)	EACH	2	\$10,000.00	\$20,000.00	
73.	Synthetic Turf - Base Drainage Stone, 6" depth	S.Y.	24,770	\$8.00	\$199,000.00	
74.	Synthetic Turf - Finish Drainage Stone, 2" depth	S.Y.	24,770	\$4.00	\$100,000.00	
75.	Geotextile Fabric	S.Y.	24,770	\$1.50	\$38,000.00	
76.	Turf Pad and Alternate Infill	S.F.	222,930	\$2.50	\$558,000.00	
77.	12" HDPE Storm Pipe w/ Stone Trench	L.F.	1,855	\$100.00	\$186,000.00	
78.	Flat Panel Underdrain 1"x12"	L.F.	7,435	\$6.00	\$45,000.00	
79.	48" Concrete Manhole	L.S.	8	\$2,500.00	\$20,000.00	
80.	Turf Utility Boxes	EACH	8	\$1,500.00	\$12,000.00	
81.	12" x 12" Concrete Curb and Nailer	L.F.	1,880	\$24.00	\$46,000.00	
82.	Dense Graded Base, 6" depth (below curb)	S.Y.	418	\$6.00	\$3,000.00	
83.	Turf Maintenance Equipment	L.S.	0	\$11,000.00	\$0.00	
84.	Soccer Goal Set	EACH	2	\$10,000.00	\$20,000.00	
85.	6' H Vinyl Coated Chain Link Fence	L.F.	1,610	\$40.00	\$65,000.00	
86.	4' H Vinyl Coated Chain Link Fence	L.F.	275	\$35.00	\$10,000.00	
87.	12' W 6' H Vinyl Coated Service Gate	EACH	2	\$1,500.00	\$3,000.00	
88.	4' W 6' H Vinyl Coated Service Gate	EACH	4	\$950.00	\$4,000.00	
89.	Athletic Field Lighting (6 poles; 8 fixtures)	L.S.	1	\$375,000.00	\$375,000.00	
90.	Field Electrical Outlets (Boxes, Conduits, GFIs, Etc.)	L.S.	1	\$15,000.00	\$15,000.00	
91.	Electrical Service	L.S.	1	\$35,000.00	\$35,000.00	
92.	Score Board	L.S.	2	\$35,000.00	\$70,000.00	
93.	Sound System	L.S.	1	\$15,000.00	\$15,000.00	
94.	500 Capacity Grand Stand Bleacher System	SEAT	500	\$315.00	\$158,000.00	
DOMES						\$1,600,000.00
95.	Air Supported Dome Grade Beam / Nailer (2.5' W x 6' Deep)	L.S.	1	\$500,000.00	\$500,000.00	
96.	Dome structure & Equipment	L.S.	1	\$1,100,000.00	\$1,100,000.00	
SYNTHETIC TURF COMPETITION SOCCER FIELDS D1 & D2 (NORTH)						\$2,574,000.00
97.	Synthetic Turf w/ Field Markings	S.F.	215,260	\$3.65	\$786,000.00	
98.	Center Logo (synthetic turf)	EACH	2	\$10,000.00	\$20,000.00	
99.	Synthetic Turf - Base Drainage Stone, 6" depth	S.Y.	23,918	\$8.00	\$192,000.00	
100.	Synthetic Turf - Finish Drainage Stone, 2" depth	S.Y.	23,918	\$4.00	\$96,000.00	
101.	Geotextile Fabric	S.Y.	23,918	\$1.50	\$36,000.00	
102.	Turf Pad and Alternate Infill	S.F.	215,260	\$2.50	\$539,000.00	
103.	12" HDPE Storm Pipe w/ Stone Trench	L.F.	1,816	\$100.00	\$182,000.00	

PRELIMINARY COST ESTIMATE

LAKESHORE UNITED F.C.

Sheboygan, Wisconsin

February 1, 2019

Sheboygan Butzen Recreation Campus - Master Plan

Rettler Project No.: 14.072

blue hard surface
green fields
red structures
violet misc



Item No.	Item Description	Units	Estimated Quantity	Unit Price	Rounded Extension	Rounded Category Sub Total
104.	Flat Panel Underdrain 1"x12"	L.F.	7,435	\$6.00	\$45,000.00	
105.	48" Concrete Manhole	L.S.	8	\$2,500.00	\$20,000.00	
106.	Turf Utility Boxes	EACH	8	\$1,500.00	\$12,000.00	
107.	12" x 12" Concrete Curb and Nailer	L.F.	1,850	\$24.00	\$45,000.00	
108.	Dense Graded Base, 6" depth (below curb)	S.Y.	410	\$6.00	\$3,000.00	
109.	Turf Maintenance Equipment	L.S.	0	\$11,000.00	\$0.00	
110.	Soccer Goal Set	EACH	2	\$10,000.00	\$20,000.00	
111.	6' H Vinyl Coated Chain Link Fence	L.F.	1,850	\$40.00	\$74,000.00	
112.	12' W 6' H Vinyl Coated Service Gate	EACH	3	\$35.00	\$1,000.00	
113.	4' W 6' H Vinyl Coated Service Gate	EACH	3	\$950.00	\$3,000.00	
114.	Athletic Field Lighting (4 poles; 6 fixtures)	L.S.	1	\$375,000.00	\$375,000.00	
115.	Field Electrical Outlets (Boxes, Conduits, GFIs, Etc.)	L.S.	1	\$35,000.00	\$35,000.00	
116.	Electrical Service	L.S.	1	\$5,000.00	\$5,000.00	
117.	Score Board	L.S.	2	\$35,000.00	\$70,000.00	
118.	Sound System	L.S.	1	\$15,000.00	\$15,000.00	
225'x360' COMPETITION SOCCER FIELD & STADIUM (E1)						\$2,449,000.00
119.	Synthetic Turf w/ Field Markings	S.F.	106,850	\$3.65	\$391,000.00	
120.	Center Logo (synthetic turf)	EACH	1	\$10,000.00	\$10,000.00	
121.	Synthetic Turf - Base Drainage Stone, 6" depth	S.Y.	11,872	\$8.00	\$95,000.00	
122.	Synthetic Turf - Finish Drainage Stone, 2" depth	S.Y.	11,872	\$4.00	\$48,000.00	
123.	Geotextile Fabric	S.Y.	11,872	\$1.50	\$18,000.00	
124.	Turf Pad and Alternate Infill	S.F.	106,850	\$2.50	\$268,000.00	
125.	12" HDPE Storm Pipe w/ Stone Trench	L.F.	420	\$100.00	\$42,000.00	
126.	Flat Panel Underdrain 1"x12"	L.F.	3,900	\$6.00	\$24,000.00	
127.	48" Concrete Manhole	L.S.	4	\$2,500.00	\$10,000.00	
128.	Turf Utility Boxes	EACH	4	\$1,500.00	\$6,000.00	
129.	12" x 12" Concrete Curb and Nailer	L.F.	1,310	\$24.00	\$32,000.00	
130.	Dense Graded Base, 6" depth (below curb)	S.Y.	200	\$6.00	\$2,000.00	
131.	Turf Maintenance Equipment	L.S.	1	\$12,000.00	\$12,000.00	
132.	Score Board	L.S.	1	\$35,000.00	\$35,000.00	
133.	Sound System	L.S.	1	\$15,000.00	\$15,000.00	
134.	4' H Vinyl Coated Chain Link Fence	L.F.	500	\$35.00	\$18,000.00	
135.	6' H Vinyl Coated Chain Link Fence	L.F.	835	\$40.00	\$34,000.00	
136.	4' W 6' H Vinyl Coated Service Gate	EACH	4	\$950.00	\$4,000.00	
137.	12' W 6' H Vinyl Coated Service Gate	EACH	2	\$1,500.00	\$3,000.00	
138.	Soccer Goal Set	EACH	1	\$10,000.00	\$10,000.00	
139.	Soccer Netting @ each goal	L.S.	1	\$45,000.00	\$45,000.00	
140.	Athletic Field Lighting (4 poles; 4 fixtures)	FIELD	1	\$235,000.00	\$235,000.00	
141.	Electrical Service	L.S.	1	\$20,000.00	\$20,000.00	
142.	Retaining Walls	F.F.	2,295	\$65.00	\$150,000.00	
143.	Railing (for retaining walls)	L.F.	510	\$22.00	\$12,000.00	
144.	Portable Bleacher System (2 sections of 250 seats each)	SEAT	500	\$120.00	\$60,000.00	
145.	2,500 Capacity Grand Stand Bleacher System	SEAT	2,500	\$300.00	\$750,000.00	
146.	Press Box	L.S.	1	\$100,000.00	\$100,000.00	
225'x360' PRACTICE SOCCER FIELDS W/ IRRIGATION & UNDERDRAIN (A1)						\$230,000.00
147.	Sod	S.Y.	9,000	\$8.00	\$72,000.00	
148.	Topsoil Amendment	S.Y.	9,000	\$9.50	\$86,000.00	
149.	4" Underdrain w/sock	L.F.	3,130	\$10.00	\$32,000.00	
150.	Soccer Goal Set	L.S.	1	\$10,000.00	\$10,000.00	
151.	Irrigation	FIELD	1	\$30,000.00	\$30,000.00	
225'x360' PRACTICE SOCCER FIELDS W/ IRRIGATION & UNDERDRAIN (A2)						\$230,000.00
152.	Sod	S.Y.	9,000	\$8.00	\$72,000.00	
153.	Topsoil Amendment	S.Y.	9,000	\$9.50	\$86,000.00	
154.	4" Underdrain w/sock	L.F.	3,130	\$10.00	\$32,000.00	
155.	Soccer Goal Set	L.S.	1	\$10,000.00	\$10,000.00	
156.	Irrigation	FIELD	1	\$30,000.00	\$30,000.00	
225'x360' PRACTICE SOCCER FIELDS W/ IRRIGATION & UNDERDRAIN (A3)						\$230,000.00
157.	Sod	S.Y.	9,000	\$8.00	\$72,000.00	
158.	Topsoil Amendment	S.Y.	9,000	\$9.50	\$86,000.00	
159.	4" Underdrain w/sock	L.F.	3,130	\$10.00	\$32,000.00	

PRELIMINARY COST ESTIMATE

LAKESHORE UNITED F.C.

Sheboygan, Wisconsin

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160.	Soccer Goal Set	L.S.	1	\$10,000.00	\$10,000.00	
161.	Irrigation	FIELD	1	\$30,000.00	\$30,000.00	
225'x360' MULTIUSE FIELD W/ IRRIGATION & UNDERDRAIN (B1)						\$252,000.00
162.	Sod	S.Y.	9,000	\$8.00	\$72,000.00	
163.	Topsoil Amendment	S.Y.	9,000	\$9.50	\$86,000.00	
164.	4" Underdrain w/sock	L.F.	3,130	\$10.00	\$32,000.00	
165.	Football Goal Post and Soccer Goal Set	L.S.	1	\$32,000.00	\$32,000.00	
166.	Irrigation	FIELD	1	\$30,000.00	\$30,000.00	
225'x360' MULTIUSE FIELD W/ IRRIGATION & UNDERDRAIN (B2)						\$252,000.00
167.	Sod	S.Y.	9,000	\$8.00	\$72,000.00	
168.	Topsoil Amendment	S.Y.	9,000	\$9.50	\$86,000.00	
169.	4" Underdrain w/sock	L.F.	3,130	\$10.00	\$32,000.00	
170.	Football Goal Post and Soccer Goal Set	L.S.	1	\$32,000.00	\$32,000.00	
171.	Irrigation	FIELD	1	\$30,000.00	\$30,000.00	
BUILDINGS & MISCELLANEOUS						\$2,000,000.00
172.	Entry Feature (Arch w/ Masonry Columns & Ticket Booth)	L.S.	1	\$48,000.00	\$48,000.00	
173.	Entry / Donor Recognition Monument	L.S.	1	\$8,500.00	\$9,000.00	
174.	Restroom/Shelter/Concessions Building - 40'x82' (east, by syn turf stadium)	S.F.	3,648	\$315.00	\$1,150,000.00	
175.	Restroom / Shelter Building (central)	L.S.	1	\$100,000.00	\$100,000.00	
176.	Restroom / Shelter Building (west)	S.F.	1,181	\$315.00	\$373,000.00	
177.	Shelter (25'x40') (north)	L.S.	1	\$100,000.00	\$100,000.00	
178.	Shelter (25'x40') (south)	L.S.	1	\$100,000.00	\$100,000.00	
179.	Landscaping Allowance (east)	L.S.	1	\$120,000.00	\$120,000.00	
SUMMARY						
CONSTRUCTION ITEMS TOTAL:						\$18,572,000.00
CONTINGENCY at 10%:						\$1,857,200.00
CONSTRUCTION ESTIMATE SUBTOTAL:						\$20,429,200.00
GEOTECHNICAL SERVICES						\$5,000.00
DESIGN DEVELOPMENT/ CONSTRUCTION DOCUMENTS /						
STORMWATER DESIGN / PERMITTING / BIDDING /						
CONTRACT ADMINISTRATION at 5%						\$928,600.00
CONSTRUCTION MANAGEMENT @ 1.5%						\$278,580.00
BASE PROJECT TOTAL						\$21,642,000.00

WEST PARCEL						
EARTHWORK/DEMOLITION (27 ACRES)						\$1,008,000.00
1.	Mobilization, Testing, Layout & Staking	L.S.	1	\$70,000.00	\$70,000.00	
2.	Clearing and Grubbing	L.S.	1	\$10,000.00	\$10,000.00	
3.	Demolition	L.S.	1	\$15,000.00	\$15,000.00	
4.	Common Excavation (at 24")	C.Y.	85,950	\$6.00	\$516,000.00	
5.	Excavation below Subgrade with 12" Breaker Run	C.Y.	3,500	\$20.00	\$70,000.00	
6.	Stripping Topsoil (6-in depth)	C.Y.	21,500	\$2.50	\$54,000.00	
7.	Place Screened Topsoil (6-in depth)	C.Y.	19,000	\$2.25	\$43,000.00	
8.	Seed/Fertilize/Mulch Common Green Space	S.F.	537,255	\$0.25	\$135,000.00	
9.	Seed and Sod Turf Maintenance	L.S.	1	\$60,000.00	\$60,000.00	
10.	Erosion Control	L.S.	1	\$30,000.00	\$30,000.00	
11.	Tracking Pad	EACH	3	\$1,500.00	\$5,000.00	
UTILITIES						\$391,000.00
12.	Stormwater Management Allowance	L.S.	1	\$45,000.00	\$45,000.00	
13.	Storm Sewer	L.F.	6,400	\$35.00	\$224,000.00	
14.	Storm Basin	EACH	49	\$1,750.00	\$86,000.00	
15.	Storm Endwall	EACH	3	\$1,750.00	\$6,000.00	
16.	Electrical Underground Service	L.S.	1	\$30,000.00	\$30,000.00	
HARD SURFACE - WEST PARCEL GRAVEL DRIVE AND PARKING - @158 SPACES						\$113,000.00
17.	Dense Graded Base @ 12" depth	S.Y.	11,285	\$10.00	\$113,000.00	
HARD SURFACE - WEST PARCEL WALKS						\$110,000.00
18.	Crushed Granite @ 8" depth	S.Y.	4,255	\$25.00	\$107,000.00	

PRELIMINARY COST ESTIMATE

LAKESHORE UNITED F.C.

Sheboygan, Wisconsin

February 1, 2019

Sheboygan Butzen Recreation Campus - Master Plan

Rettler Project No.: 14.072

blue hard surface

green fields

red structures

violet misc



Item No.	Item Description	Units	Estimated Quantity	Unit Price	Rounded Extension	Rounded Category Sub Total
HARD SURFACE - VENDOR AREA						\$0.00
19.	Dense Graded Base @ 8" depth	S.Y.	890	\$8.00	\$0.00	
225'x360' WEST PARCEL SOCCER FIELD (C1)						\$21,000.00
20.	Athletic Field Seeding	S.F.	81,000	\$0.25	\$21,000.00	
225'x360' WEST PARCEL SOCCER FIELD (C2)						\$21,000.00
21.	Athletic Field Seeding	S.F.	81,000	\$0.25	\$21,000.00	
225'x360' WEST PARCEL SOCCER FIELD (C3)						\$21,000.00
22.	Athletic Field Seeding	S.F.	81,000	\$0.25	\$21,000.00	
225'x360' WEST PARCEL SOCCER FIELD (C4)						\$21,000.00
23.	Athletic Field Seeding	S.F.	81,000	\$0.25	\$21,000.00	
225'x360' WEST PARCEL SOCCER FIELD (C5)						\$21,000.00
24.	Athletic Field Seeding	S.F.	81,000	\$0.25	\$21,000.00	
225'x360' WEST PARCEL SOCCER FIELD (C6)						\$21,000.00
25.	Athletic Field Seeding	S.F.	81,000	\$0.25	\$21,000.00	
BUILDINGS & MISCELLANEOUS						\$44,000.00
26.	Shelter (west parcel)	S.F.	144	\$160.00	\$24,000.00	
27.	Landscaping Allowance (west)	L.S.	1	\$20,000.00	\$20,000.00	
SUMMARY						
CONSTRUCTION ITEMS TOTAL:						\$1,792,000.00
CONTINGENCY at 10%:						\$179,200.00
CONSTRUCTION ESTIMATE SUBTOTAL:						\$1,971,200.00
GEOTECHNICAL SERVICES						\$5,000.00
DESIGN DEVELOPMENT/ CONSTRUCTION DOCUMENTS /						
STORMWATER DESIGN / PERMITTING / BIDDING /						
CONTRACT ADMINISTRATION at 7%						\$125,440.00
CONSTRUCTION MANAGEMENT @ 3%						\$53,760.00
BASE PROJECT TOTAL						\$2,155,400.00

NOTES:

Geotechnical study not completed at time of study. Soil conditions may impact cost estimate.

Topographic Survey not completed at time of study. Final existing base map may impact cost estimate.

GRAND SUMMARY	
CONSTRUCTION ITEMS TOTAL:	\$20,364,000.00
CONTINGENCY at 10%:	\$2,036,400.00
CONSTRUCTION ESTIMATE SUBTOTAL:	\$22,400,400.00
GEOTECHNICAL SERVICES	\$10,000.00
DESIGN DEVELOPMENT/ CONSTRUCTION DOCUMENTS /	
STORMWATER DESIGN / PERMITTING / BIDDING /	
CONTRACT ADMINISTRATION at 5%	\$1,018,200.00
CONSTRUCTION MANAGEMENT @ 1.5%	\$305,460.00
BASE PROJECT TOTAL	\$23,740,000.00

INFLATION	
2020 INFLATION #3.0%	\$24,453,000.00
2021 INFLATION #3.0%	\$25,187,000.00
2022 INFLATION #3.0%	\$25,943,000.00
2023 INFLATION #3.0%	\$26,722,000.00

APPENDIX A – FINANCIAL PRO FORMA

Butzen Sports Complex Profit & Loss 2020-2031

LUFZ BFSP
P&L
2020-2031

Revenue Programming	1st Fully Stable Year											
	Fall Only 2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Memberships	\$ 54,250	\$ 80,375	\$ 90,350	\$ 104,158	\$ 111,222	\$ 116,783	\$ 136,247	\$ 143,059	\$ 150,212	\$ 173,495	\$ 190,845	\$ 209,929
League Fees	\$ 90,574	\$ 282,620	\$ 293,925	\$ 305,682	\$ 317,909	\$ 330,625	\$ 343,850	\$ 357,604	\$ 371,909	\$ 386,785	\$ 402,256	\$ 418,347
New Tournaments/Cups Fees	\$ 36,796	\$ 110,400	\$ 110,400	\$ 126,400	\$ 161,600	\$ 161,600	\$ 161,600	\$ 161,600	\$ 177,600	\$ 177,600	\$ 177,600	\$ 177,600
Referee Fees	\$ 90,000	\$ 180,000	\$ 220,000	\$ 220,000	\$ 231,000	\$ 242,550	\$ 254,678	\$ 267,411	\$ 280,782	\$ 294,821	\$ 309,562	\$ 325,040
Hosted Camps	\$ -	\$ 45,900	\$ 45,900	\$ 57,900	\$ 57,900	\$ 64,200	\$ 70,200	\$ 70,200	\$ 78,600	\$ 78,600	\$ 78,600	\$ 78,600
Fundraising	\$ 8,500	\$ 48,000	\$ 55,250	\$ 62,213	\$ 70,206	\$ 79,411	\$ 90,047	\$ 102,378	\$ 116,720	\$ 133,462	\$ 133,462	\$ 133,462
Sponsorships	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000	\$ 313,000
Hosted Events	\$ 126,000	\$ 275,000	\$ 381,000	\$ 424,000	\$ 424,000	\$ 507,000	\$ 550,000	\$ 593,000	\$ 593,000	\$ 593,000	\$ 593,000	\$ 593,000
Grants	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
BFSC TEAM Store	\$ 6,975	\$ 12,150	\$ 12,758	\$ 28,800	\$ 30,240	\$ 28,800	\$ 30,240	\$ 28,800	\$ 30,240	\$ 28,800	\$ 30,240	\$ 28,800
Hold Overtime (From Hotel nights)	\$ 58,146	\$ 121,123	\$ 139,323	\$ 162,257	\$ 172,337	\$ 188,745	\$ 196,993	\$ 203,993	\$ 218,609	\$ 218,609	\$ 218,609	\$ 218,609
Room Tax Revenue (2% Room Tax)	\$ 75,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000	\$ 600,000
Concessions	\$ 165,854	\$ 267,828	\$ 311,237	\$ 331,277	\$ 336,897	\$ 368,014	\$ 388,946	\$ 410,212	\$ 417,131	\$ 424,426	\$ 432,119	\$ 440,235
Rentals	\$ 37,025	\$ 121,000	\$ 137,500	\$ 142,250	\$ 142,250	\$ 160,000	\$ 163,750	\$ 163,750	\$ 184,750	\$ 184,750	\$ 184,750	\$ 221,700
Total Revenues	\$ 1,112,120	\$ 2,507,376	\$ 2,760,642	\$ 2,927,936	\$ 3,018,561	\$ 3,210,729	\$ 3,349,551	\$ 3,465,007	\$ 3,582,554	\$ 3,657,348	\$ 3,714,043	\$ 3,808,322

Expense Operating	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Salaries/Wages	\$ 225,000	\$ 305,000	\$ 305,000	\$ 317,200	\$ 379,888	\$ 395,084	\$ 410,887	\$ 427,322	\$ 444,415	\$ 462,192	\$ 480,680	\$ 499,907
Hourly Wages	\$ 20,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 82,500	\$ 90,750	\$ 99,825	\$ 109,808	\$ 120,788	\$ 132,867	\$ 146,154	\$ 160,769
Hourly Wages concessions	\$ 49,756	\$ 80,348	\$ 93,371	\$ 99,383	\$ 110,404	\$ 110,404	\$ 116,684	\$ 123,064	\$ 125,139	\$ 127,328	\$ 129,636	\$ 132,071
Benefits (15%)	\$ 33,750	\$ 45,750	\$ 45,750	\$ 47,580	\$ 56,983	\$ 59,263	\$ 61,633	\$ 64,098	\$ 66,662	\$ 69,329	\$ 72,102	\$ 74,986
Payroll Taxes (22%)	\$ 64,846	\$ 101,277	\$ 104,142	\$ 108,148	\$ 123,961	\$ 131,172	\$ 138,027	\$ 145,243	\$ 151,875	\$ 158,925	\$ 166,423	\$ 174,404
Scholarship Awards	\$ 8,500	\$ 48,000	\$ 55,250	\$ 62,213	\$ 70,206	\$ 79,411	\$ 90,047	\$ 102,378	\$ 116,720	\$ 133,462	\$ 133,462	\$ 133,462
Professional Fees	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Referees	\$ 90,000	\$ 180,000	\$ 220,000	\$ 220,000	\$ 231,000	\$ 242,550	\$ 254,678	\$ 267,411	\$ 280,782	\$ 294,821	\$ 309,562	\$ 325,040
Advertising	\$ 40,000	\$ 25,000	\$ 26,000	\$ 27,000	\$ 28,122	\$ 29,246	\$ 30,416	\$ 31,633	\$ 32,898	\$ 34,214	\$ 35,583	\$ 37,006
Office Supplies	\$ 6,000	\$ 6,000	\$ 6,240	\$ 6,490	\$ 6,749	\$ 7,019	\$ 7,300	\$ 7,592	\$ 7,896	\$ 8,211	\$ 8,540	\$ 8,881
IT	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,816	\$ 11,249	\$ 11,699	\$ 12,167	\$ 12,653	\$ 13,159	\$ 13,686	\$ 14,233	\$ 14,802
Field Maint	\$ -	\$ 40,000	\$ 90,000	\$ 93,600	\$ 97,344	\$ 101,238	\$ 105,287	\$ 109,499	\$ 113,879	\$ 118,434	\$ 123,171	\$ 128,098
Field Replacement reserve	\$ -	\$ -	\$ 150,000	\$ 150,000	\$ 175,000	\$ 200,000	\$ 225,000	\$ 250,000	\$ 275,000	\$ 300,000	\$ 325,000	\$ 350,000
Concessions	\$ 49,756	\$ 80,348	\$ 93,371	\$ 99,383	\$ 110,404	\$ 110,404	\$ 116,684	\$ 123,064	\$ 125,139	\$ 127,328	\$ 129,636	\$ 132,071
Online	\$ 4,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
Utilities	\$ 32,000	\$ 100,000	\$ 104,000	\$ 108,160	\$ 112,486	\$ 116,986	\$ 121,665	\$ 126,532	\$ 131,593	\$ 136,857	\$ 142,331	\$ 148,024
Equipment	\$ 35,000	\$ 10,000	\$ 20,000	\$ 50,000	\$ 20,000	\$ 20,000	\$ 50,000	\$ 20,000	\$ 50,000	\$ 20,000	\$ 20,000	\$ 20,000
Financing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Interest	\$ 18,000	\$ 40,000	\$ 40,000	\$ 41,200	\$ 42,436	\$ 43,709	\$ 45,020	\$ 46,371	\$ 47,762	\$ 49,195	\$ 50,671	\$ 52,191
Insurance	\$ 2,520	\$ 5,500	\$ 7,620	\$ 8,480	\$ 8,480	\$ 10,140	\$ 11,000	\$ 11,860	\$ 11,860	\$ 11,860	\$ 11,860	\$ 11,860
Card Processing	\$ 400,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000
Debt Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ 1,099,129	\$ 2,374,223	\$ 2,668,144	\$ 2,746,692	\$ 2,870,541	\$ 2,981,075	\$ 3,118,320	\$ 3,275,526	\$ 3,387,570	\$ 3,500,708	\$ 3,546,043	\$ 3,625,573

Net Income	\$ 12,991	\$ 133,172	\$ 92,498	\$ 181,244	\$ 148,020	\$ 229,654	\$ 231,231	\$ 189,481	\$ 194,984	\$ 156,640	\$ 168,000	\$ 182,749
v5	\$ 12,385	\$ 139,446	\$ 54,198	\$ 40,077	\$ 114,952	\$ 90,019	\$ 68,680	\$ 157,326	\$ 168,770	\$ 114,652	\$ 104,039	\$ 135,016
v3	\$ (606)	\$ 6,273	\$ (38,301)	\$ (141,167)	\$ (33,068)	\$ (139,636)	\$ (162,552)	\$ (32,155)	\$ (26,215)	\$ (41,988)	\$ (63,962)	\$ (47,734)
v4	\$ 11,983	\$ 125,858	\$ 83,400	\$ 156,249	\$ 121,737	\$ 204,970	\$ 205,272	\$ 165,133	\$ 169,374	\$ 132,655	\$ 142,768	\$ 159,157
	\$ 1,008	\$ 7,314	\$ 9,099	\$ 24,995	\$ 26,282	\$ 24,684	\$ 25,960	\$ 24,348	\$ 25,610	\$ 23,985	\$ 25,232	\$ 23,592

**LUFC BFSC
Expense Notes**

Butzen Sports Complex Expense Notes

Operating

Salaries/Wages	Executive Director 100K / Tournament Operations 40K / Field Maint 50K Marketing / Events 50 K / Concessions 40K/25K Referee Assignor
Hourly Wages	50 weeks of operations / 15 partime employees at 10 hours per week @\$10/hr
Hourly Wages concessions	Estimated at 30% of concession sales for labor costs
Benefits	Estimated at 15% of Wages
Payroll Taxes	Estimated at 22% of Wages
Scholarship Awards	Equal to 100% of fundraising
Professional Fees	Accounting and Legal
Referees	This is an in and an out to recognize the payment of the referees, teams bring fees to games that are then forwarded on to referees. Based on anticipated games Will be using local firm for website and social media plan
Advertising	
Office Supplies	
IT	
Field Maint	About 65% of this amount is estimated to be spent on the grass fields using local
Field Replacement reserve	About 35% of this amount is estimated to be spent on the grass fields using local
Concessions	Food cost is estimated to be 30% of sales
Online	
Utilities	
Equipment	To be purchased from local vendors such as tractors / goals / gators.....

Financing

Interest	
Insurance	
Card Processing	
Debt Payments	

Butzen Sports Complex Membership Projections

**LUFC BFSP
Membership**

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Annual Membership Cost \$\$\ (including dome)	\$ 25	\$ 25	\$ 25	\$ 27	\$ 27	\$ 27	\$ 30	\$ 30	\$ 30	\$ 33	\$ 33	\$ 33
Members												
LUFC Rec	\$ 800	\$ 840	\$ 882	\$ 926	\$ 972	\$ 1,021	\$ 1,072	\$ 1,126	\$ 1,182	\$ 1,241	\$ 1,303	\$ 1,368
Other Rec	\$ 200	\$ 300	\$ 450	\$ 473	\$ 496	\$ 521	\$ 547	\$ 574	\$ 603	\$ 633	\$ 665	\$ 698
Academy	\$ 120	\$ 135	\$ 150	\$ 158	\$ 166	\$ 174	\$ 183	\$ 192	\$ 202	\$ 212	\$ 222	\$ 233
Select	\$ 300	\$ 315	\$ 331	\$ 347	\$ 365	\$ 383	\$ 402	\$ 422	\$ 443	\$ 465	\$ 489	\$ 513
Adult	\$ 650	\$ 1,100	\$ 1,250	\$ 1,375	\$ 1,513	\$ 1,588	\$ 1,668	\$ 1,751	\$ 1,838	\$ 1,930	\$ 2,027	\$ 2,128
	\$ 2,070	\$ 2,690	\$ 3,063	\$ 3,279	\$ 3,512	\$ 3,687	\$ 3,872	\$ 4,065	\$ 4,268	\$ 4,482	\$ 4,706	\$ 4,941
Camps	\$ 100	\$ 525	\$ 551	\$ 579	\$ 608	\$ 638	\$ 670	\$ 704	\$ 739	\$ 776	\$ 814	\$ 855
Total	\$ 2,170	\$ 3,215	\$ 3,614	\$ 3,858	\$ 4,119	\$ 4,325	\$ 4,542	\$ 4,769	\$ 5,007	\$ 5,257	\$ 5,520	\$ 5,796

Total Membership Revenue \$ 54,250 \$ 80,375 \$ 90,350 \$ 104,158 \$ 111,222 \$ 116,783 \$ 136,247 \$ 143,059 \$ 150,212 \$ 173,495 \$ 182,170 \$ 191,278

Notes

Membership includes players insurance, membership discounts, parking.....

Members would provide emails, social media information and review a Butzen Farms Soccer Park APP for their families phones

**LUFCAFSP
League Info**

Butzen Sports Complex Leagues/Participants Revenue

Teams	NOTE: Assumes 4% growth in league teams each year with consistent per team numbers											
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
3v3	300	312	324	337	351	365	380	395	411	427	444	462
5v5	300	312	324	337	351	365	380	395	411	427	444	462
9v9 HS/MS	40	42	43	45	47	49	51	53	55	57	59	62
11v11 HS/MS	40	42	43	45	47	49	51	53	55	57	59	62
Adult- Social	160	166	173	180	187	195	202	211	219	228	237	246
Corporate	40	42	43	45	47	49	51	53	55	57	59	62
Street Soccer	125	130	135	141	146	152	158	164	171	178	185	192
Winter/Dome	100	104	108	112	117	122	127	132	137	142	148	154
Ultimate	30	31	32	34	35	36	38	39	41	43	44	46
Other	100	104	108	112	117	122	127	132	137	142	148	154

Players League Visits	NOTE : This is the number of teams x players per team x games per league. Assumes each player is alone and does not stay. Players also are anticipated to participate in multiple teams/sessions											
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
3v3	6	6	6	6	6	6	6	6	6	6	6	6
5v5	10	10	10	10	10	10	10	10	10	10	10	10
9v9 HS/MS	14	14	14	14	14	14	14	14	14	14	14	14
11v11 HS/MS	16	16	16	16	16	16	16	16	16	16	16	16
Adult- Social	18	18	18	18	18	18	18	18	18	18	18	18
Corporate	8	8	8	8	8	8	8	8	8	8	8	8
Street Soccer	10	10	10	10	10	10	10	10	10	10	10	10
Winter/Dome	16	16	16	16	16	16	16	16	16	16	16	16
Ultimate	18	18	18	18	18	18	18	18	18	18	18	18
Other	12	12	12	12	12	12	12	12	12	12	12	12
Total	84,680	88,067	91,590	95,253	99,064	103,026	107,147	111,433	115,890	120,526	125,347	130,361

League Revenue	NOTE: 2020 is discounted 50% as park to open in Summer 2020																																					
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031																										
Fees	\$ 36,000	\$ 37,440	\$ 38,938	\$ 40,495	\$ 42,115	\$ 43,800	\$ 45,551	\$ 47,374	\$ 49,268	\$ 51,239	\$ 53,289	\$ 55,420																										
3v3	\$ 45,000	\$ 46,800	\$ 48,672	\$ 50,619	\$ 52,644	\$ 54,749	\$ 56,939	\$ 59,217	\$ 61,586	\$ 64,049	\$ 66,611	\$ 69,275																										
5v5	\$ 10,000	\$ 10,400	\$ 10,816	\$ 11,249	\$ 11,699	\$ 12,167	\$ 12,653	\$ 13,159	\$ 13,686	\$ 14,233	\$ 14,802	\$ 15,395																										
9v9 HS/MS	\$ 10,000	\$ 10,400	\$ 10,816	\$ 11,249	\$ 11,699	\$ 12,167	\$ 12,653	\$ 13,159	\$ 13,686	\$ 14,233	\$ 14,802	\$ 15,395																										
11v11 HS/MS	\$ 56,000	\$ 58,240	\$ 60,570	\$ 62,992	\$ 65,512	\$ 68,133	\$ 70,858	\$ 73,692	\$ 76,640	\$ 79,705	\$ 82,894	\$ 86,209																										
Adult- Social	\$ 20,000	\$ 20,800	\$ 21,632	\$ 22,497	\$ 23,397	\$ 24,333	\$ 25,306	\$ 26,319	\$ 27,371	\$ 28,466	\$ 29,605	\$ 30,789																										
Corporate	\$ 18,750	\$ 19,500	\$ 20,280	\$ 21,091	\$ 21,935	\$ 22,812	\$ 23,725	\$ 24,674	\$ 25,661	\$ 26,687	\$ 27,755	\$ 28,865																										
Street Soccer	\$ 40,000	\$ 41,600	\$ 43,264	\$ 44,995	\$ 46,794	\$ 48,666	\$ 50,613	\$ 52,637	\$ 54,743	\$ 56,932	\$ 59,210	\$ 61,578																										
Winter/Dome	\$ 6,000	\$ 6,240	\$ 6,490	\$ 6,749	\$ 7,019	\$ 7,300	\$ 7,592	\$ 7,896	\$ 8,211	\$ 8,540	\$ 8,881	\$ 9,237																										
Ultimate	\$ 30,000	\$ 31,200	\$ 32,448	\$ 33,746	\$ 35,096	\$ 36,500	\$ 37,960	\$ 39,478	\$ 41,057	\$ 42,699	\$ 44,407	\$ 46,184	Total	\$ 271,750	\$ 282,620	\$ 293,925	\$ 305,682	\$ 317,909	\$ 330,625	\$ 343,850	\$ 357,604	\$ 371,909	\$ 386,785	\$ 402,256	\$ 418,347	Yr 1 Discount 4 months	\$ 90,574											
Total	\$ 271,750	\$ 282,620	\$ 293,925	\$ 305,682	\$ 317,909	\$ 330,625	\$ 343,850	\$ 357,604	\$ 371,909	\$ 386,785	\$ 402,256	\$ 418,347																										
Yr 1 Discount 4 months	\$ 90,574																																					

Note: These player visits will be factored in the concessions numbers (see concessions tab). They will not generate any room nights though.

**LUFCC BFSC
Tournaments / CUPS
New and Run by Facility**

Butzen Sports Complex Tournaments/Cups Detailed Projections

Notes:

These all are new tournaments that the BFSC organization will run. All visitors/players will be new to the area. 95% or greater of participants will be from out of town for these events

Teams	Most of the teams for these events will be from outside the area and will have hotel and other stay activities															
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031				
Invites	64	64	64	64	64	64	64	64	64	64	64	64				
HS Boys&Girls Preseason	128	128	128	192	192	192	192	192	256	256	256	256				
Adult	64	64	64	64	96	96	96	96	96	96	96	96				
Adult Majors	16	16	16	16	32	32	32	32	32	32	32	32				
U23	32	32	32	32	32	32	32	32	32	32	32	32				
Hotel Stays	NOTE: This is the number of teams x (players + fans) x discounted for persons per room ratio x number of nights for the event. Year one discounted further 50% based on months open in 2020.															
	Players Per Team	Fans Per Team	Hotel Room Ratio *	Event Nights	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
HS Boys&Girls Preseason	20	40	0.33	2	2,534	2,534	2,534	2,534	2,534	2,534	2,534	2,534	2,534	2,534	2,534	2,534
REC	15	15	0.50	2	3,840	3,840	3,840	5,760	5,760	5,760	5,760	5,760	7,680	7,680	7,680	7,680
Adult	15	15	0.50	2	1,920	1,920	1,920	1,920	2,880	2,880	2,880	2,880	2,880	2,880	2,880	2,880
Adult Major:	15	45	0.25	2	480	480	480	480	960	960	960	960	960	960	960	960
U23	18	9	0.33	2	570	570	570	570	570	570	570	570	570	570	570	570
Total	Hotel Stays==>				4,872	9,345	9,345	11,265	12,705	12,705	12,705	12,705	14,625	14,625	14,625	14,625

League Revenue	NOTE: 2020 is discounted 50% as park to open in summer 2020															
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031				
HS Boys&Gir	400	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600	25,600				
REC	250	32,000	32,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000	64,000				
Adult	350	22,400	22,400	22,400	33,600	33,600	33,600	33,600	33,600	33,600	33,600	33,600				
Adult Major:	1500	24,000	24,000	24,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000	48,000				
U23	200	6,400	6,400	6,400	6,400	6,400	6,400	6,400	6,400	6,400	6,400	6,400				
Total	Revenue==>	\$ 110,400	\$ 110,400	\$ 110,400	\$ 126,400	\$ 126,400	\$ 161,600	\$ 161,600	\$ 161,600	\$ 161,600	\$ 161,600	\$ 161,600	\$ 177,600	\$ 177,600	\$ 177,600	\$ 177,600
	Yr 1 Discount 4 months	\$ 36,796														

outside teams	Players	cars/team	park rate	parking revenue	
				cars/team	parking revenue
4 WIAA divisions boys and girls (4 each)	48	15	1.5	1,080	
4 Age groups boys and girls (8 each)	112	15	1.5	2,520	12,800
Open, U30, U40, Corporate (8 each)	60	15	1.5	1,350	-
NPSL and WPSL teams	16	15	1.5	360	16,000
none exist in WI	30	15	1.5	675	-

Butzen Sports Complex Annual Fund Raising Projections

	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>	<u>2028</u>	<u>2029</u>	<u>2030</u>	<u>2031</u>
\$	1,000	\$ 3,000	\$ 5,000	\$ 6,000	\$ 7,200	\$ 8,640	\$ 10,368	\$ 12,442	\$ 14,930	\$ 17,916	\$ 21,499	\$ 25,799
\$	7,500	\$ 40,000	\$ 44,000	\$ 48,400	\$ 53,240	\$ 58,564	\$ 64,420	\$ 70,862	\$ 77,949	\$ 85,744	\$ 94,318	\$ 103,750
\$	-	\$ 5,000	\$ 6,250	\$ 7,813	\$ 9,766	\$ 12,207	\$ 15,259	\$ 19,073	\$ 23,842	\$ 29,802	\$ 37,253	\$ 46,566
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1
\$	8,500	48,000	55,250	62,213	70,206	79,411	90,047	102,378	116,720	133,462	153,070	176,116

@ \$25 Fee												
Out of town w/hotel	40	120	200	240	288	346	415	498	597	717	860	1,032
Run Participants	0	0	20	24	29	35	41	50	60	72	86	103

**LUFCC BFSC
Hosted Events**

Butzen Sports Complex Hosted Event Projections

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Other Events	2	3	4	4	4	6	6	6	6	6	6	6
Soccer Tournaments	2	5	7	8	8	9	10	11	11	11	11	11
Events	4	8	11	12	12	15	16	17	17	17	17	17
Soccer Tournaments Rental	\$ 36,000	\$ 90,000	\$ 126,000	\$ 144,000	\$ 144,000	\$ 162,000	\$ 180,000	\$ 198,000	\$ 198,000	\$ 198,000	\$ 198,000	\$ 198,000
\$25 Parking Cars	\$ 50,000	\$ 125,000	\$ 175,000	\$ 200,000	\$ 200,000	\$ 225,000	\$ 250,000	\$ 275,000	\$ 275,000	\$ 275,000	\$ 275,000	\$ 275,000
100 Teams with 10 cc	\$ 86,000	\$ 215,000	\$ 301,000	\$ 344,000	\$ 344,000	\$ 387,000	\$ 430,000	\$ 473,000	\$ 473,000	\$ 473,000	\$ 473,000	\$ 473,000
Other Events Rental	\$ 10,000	\$ 15,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
120 turf hours @\$150	\$ 30,000	\$ 45,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000	\$ 90,000
600 Cars @\$25**	\$ 40,000	\$ 60,000	\$ 80,000	\$ 80,000	\$ 80,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000
TOTAL HOSTED EVENTS	\$ 126,000	\$ 275,000	\$ 381,000	\$ 424,000	\$ 424,000	\$ 507,000	\$ 550,000	\$ 593,000	\$ 593,000	\$ 593,000	\$ 593,000	\$ 593,000
EVENTS	1,200	1,800	2,400	2,400	2,400	3,600	3,600	3,600	3,600	3,600	3,600	3,600
From Row (6 player rooms per 100 teams per event with 15 players)	6	6	6	6	6	6	6	6	6	6	6	6
Tournament Projected rooms ****	2,000	5,000	7,000	8,000	8,000	9,000	10,000	11,000	11,000	11,000	11,000	11,000
From Row (10 player rooms per 100 teams per event with 15 players)	10	10	10	10	10	10	10	10	10	10	10	10
TOTAL ROOMS HOSTED EVENTS	3,200	6,800	9,400	10,400	10,400	12,600	13,600	14,600	14,600	14,600	14,600	14,600
Weekends Regular play	14	34	34	34	34	34	34	34	34	34	34	34

* Soccer tournaments this size average over 100 teams conservatively. There is an estimate that at least 10 families (cars) would come to the tournament, assumes some carpools

** Other events would include other sport tournaments such as LaCrosse, Rugby 7's or Ultimate Frisbee

*** This is an estimate that for each event it would generate 6 room nights per team as a conservative

**** This is an estimate that was used for the other new tournaments of 10 rooms per team

LUFC BFSC
Holdovers

Buizen Sports Complex Negotiated Hotel Holdover Revenue Projections

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
New Tournaments Cups	4,672	9,345	9,345	11,265	12,705	12,705	12,705	12,705	14,625	14,625	14,625	14,625
Camps	434	1,159	1,159	1,515	1,515	1,659	1,837	1,837	2,005	2,005	2,005	2,005
Hosted Events	3,200	6,800	9,400	10,400	10,400	12,600	13,600	14,600	14,600	14,600	14,600	14,600
TOTAL	8,307	17,303	19,903	23,180	24,620	26,964	28,142	29,142	31,230	31,230	31,230	31,230
Rate	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00
Holdover	\$ 58,146	\$ 121,123	\$ 139,323	\$ 162,257	\$ 172,337	\$ 188,745	\$ 196,993	\$ 203,993	\$ 218,609	\$ 218,609	\$ 218,609	\$ 218,609

Note: this will be negotiable and will flex based on number of stays
These room nights are calculated on the individual tabs and just summarized here.

Butzen Sports Complex Field/Facility Rental Revenue Projections

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Turf												
Games soccer												
/ game												
HS -	\$ 250	20	20	20	20	20	20	20	20	20	20	20
HS - Lts	\$ 300	8	15	20	20	20	20	20	20	20	20	20
	\$ 7,400	\$ 9,500	\$ 11,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 11,000	\$ 11,000
Football												
\$ 400	0	0	0	0	0	0	0	0	0	0	0	0
\$ 500	0	4	4	6	6	6	6	6	6	6	6	6
	\$ -	\$ 2,000	\$ 2,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000
Other (Lacrosse)												
\$ 300	5	30	30	30	30	30	30	30	30	30	30	30
\$ 350	5	20	20	20	20	20	20	20	20	20	20	20
	\$ 3,250	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000
Both												
Field Rentals												
/ Hour												
Grass/Lights	\$ 85	25	200	200	200	300	300	300	350	350	350	350
Turf	\$ 185	50	150	150	150	200	200	200	250	250	250	250
Dome Daytime / hou	\$ 150	50	200	225	225	225	250	250	300	300	300	300
Dome /90	\$ 375	20	50	90	90	90	90	90	90	90	90	90
	\$ 26,375	\$ 93,500	\$ 108,500	\$ 112,250	\$ 112,250	\$ 130,000	\$ 133,750	\$ 133,750	\$ 154,750	\$ 154,750	\$ 154,750	\$ 154,750

Total Rentals Revenue \$ 37,025 \$ 121,000 \$ 137,500 \$ 142,250 \$ 142,250 \$ 160,000 \$ 163,750 \$ 163,750 \$ 184,750 \$ 184,750 \$ 184,750 \$ 184,750

No hotel overnights generated from this.

Butzen Sports Complex Concessions Revenue Projections

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Concessions												
Leagues*	\$ 84,680	\$ 88,067	\$ 91,590	\$ 95,253	\$ 99,064	\$ 103,026	\$ 107,147	\$ 111,433	\$ 115,890	\$ 120,526	\$ 125,347	\$ 130,361
Hosted Tournaments**	\$ 29,400	\$ 73,500	\$ 102,900	\$ 117,600	\$ 117,600	\$ 132,300	\$ 147,000	\$ 161,700	\$ 161,700	\$ 161,700	\$ 161,700	\$ 161,700
Hosted Events***	\$ 10,500	\$ 15,750	\$ 21,000	\$ 21,000	\$ 21,000	\$ 31,500	\$ 31,500	\$ 31,500	\$ 31,500	\$ 31,500	\$ 31,500	\$ 31,500
New Tournaments/Cup	\$ 10,474	\$ 15,711	\$ 20,948	\$ 22,623	\$ 24,433	\$ 26,388	\$ 28,499	\$ 30,779	\$ 33,241	\$ 35,900	\$ 38,772	\$ 41,874
Weekends****	\$ 30,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800	\$ 74,800
	\$ 165,853.75	\$ 267,827.83	\$ 311,237.39	\$ 331,276.78	\$ 336,896.79	\$ 368,013.98	\$ 388,946.06	\$ 410,211.85	\$ 417,131.48	\$ 424,426.38	\$ 432,119.45	\$ 440,235.12

* Assumes League players spend on average \$1 on concessions per visit

** Number of hosted tournaments times the number of cars times the average players per car times \$3.50 per person

*** Number of hosted events times the number of cars times the average players per car times \$3.50 per person

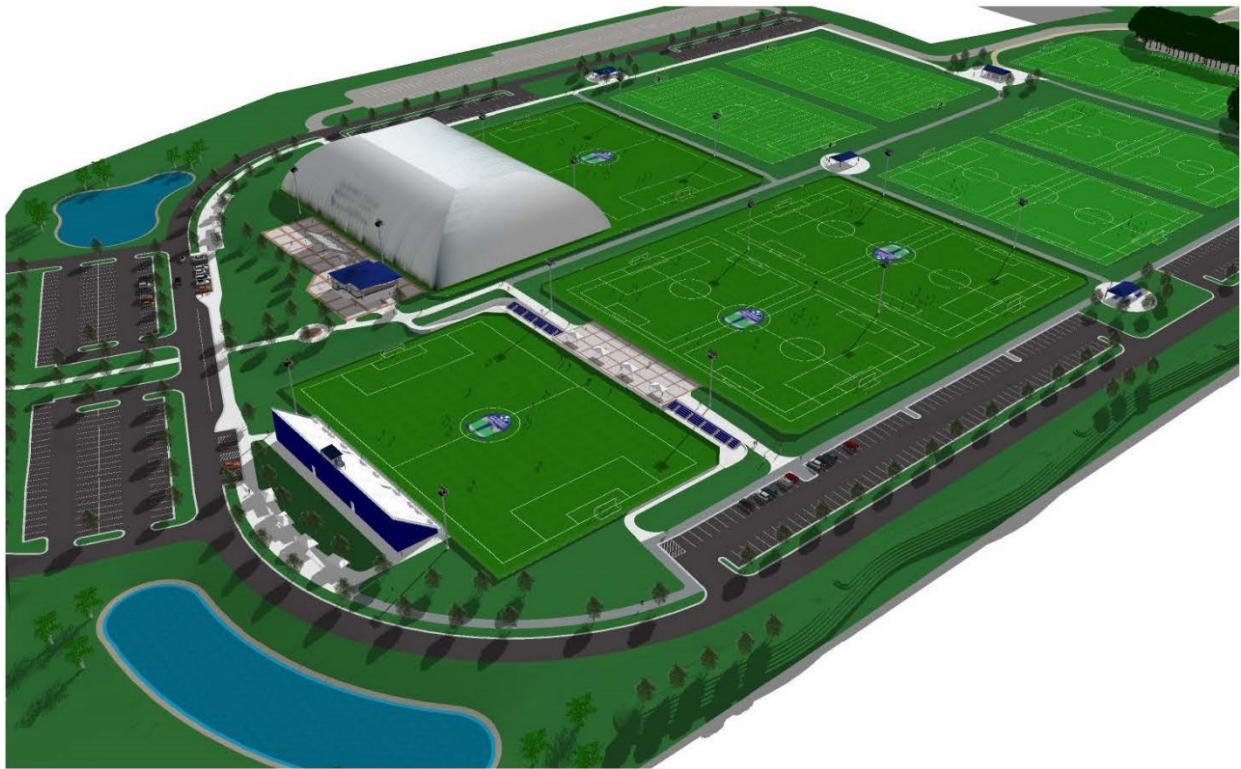
**** Estimated sales for week/week sales of \$2,200 (44 hours at \$50 per hour of concessions) Estimate

LUFC BFSP
TEAM Store

Butzen Sports Complex TEAM Store Sales Revenue Projections

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Tournament Merch*	\$ 4,000	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000
Rain gear/Chairs/Tents	\$ 500	\$ 4,000	\$ 4,200	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000
BFSP Merch	\$ 10,000	\$ 2,000	\$ 2,100	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000
Soccer Gear	\$ 1,000	\$ 5,000	\$ 5,250	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000	\$ 16,800	\$ 16,000
Total	\$ 15,500	\$ 27,000	\$ 28,350	\$ 64,000	\$ 67,200	\$ 64,000	\$ 67,200	\$ 64,000	\$ 67,200	\$ 64,000	\$ 67,200	\$ 64,000
0.55 Cost	\$ 8,525	\$ 14,850	\$ 15,593	\$ 35,200	\$ 36,960	\$ 35,200	\$ 36,960	\$ 35,200	\$ 36,960	\$ 35,200	\$ 36,960	\$ 35,200
Net proceeds	\$ 6,975	\$ 12,150	\$ 12,758	\$ 28,800	\$ 30,240	\$ 28,800	\$ 30,240	\$ 28,800	\$ 30,240	\$ 28,800	\$ 30,240	\$ 28,800

APPENDIX B – ECONOMIC IMPACT STUDY



Source: Butzen Sports Complex, LLC

BUTZEN SPORTS COMPLEX, LLC

Butzen Sports Complex

Economic Impact Assessment

FINAL REPORT | March 6, 2019



Butzen Sports Complex

Proposed Multi-Purpose Community Sports Facility

SB Friedman Development Advisors (SB Friedman) was engaged by the Lakeshore United Football Club (“LUFC”) to project the economic impacts of the proposed development of the former Butzen farm property, located at 3900 South Business Drive, Sheboygan, Wisconsin (the “Site”). The Butzen estate donated 55 acres of the total potential 82-acre property, located in southwest Sheboygan, to the City with the condition that future uses would be restricted to recreational purposes.

LUFC has created Butzen Sports Complex, LLC (“Butzen LLC”) to oversee the activities associated with development and management of the proposed sports complex.

Vision for Butzen Sports Complex

As a not-for-profit youth soccer organization in Sheboygan, LUFC currently serves over 1,300 players and their families by providing sports skill development at various skill and competition levels. They have established themselves as an asset and partner in the Sheboygan community for over 30 years. Butzen LLC is proposing the development of a multi-purpose community sports facility, or the Butzen Sports Complex (the “Complex” or the “Project”), on the Butzen property. In addition to fulfilling a need for new, high-quality soccer facilities, the Complex will bring Sheboygan into the fold as a regional sports tourism destination. Butzen LLC is envisioning a sports facility that provides Sheboygan the opportunity to compete with other Midwest communities to host regional and state soccer tournaments and provide youth training and competition at high-level facilities without the need for expensive travel. The facility will also be available for other sports programming, including leagues and tournaments for football, lacrosse, and Ultimate Frisbee.

The Complex is expected to attract visitors from surrounding counties, the State of Wisconsin and the Midwest region. This will provide enhanced tourism and positive economic benefits for both the City and County of Sheboygan.

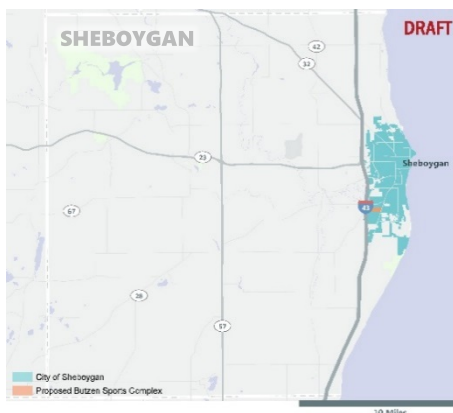
When fully operational, the proposed Project is projected to create 57 full-time equivalent (FTE) permanent jobs in Sheboygan County and generate over \$8.1 million (2018 dollars) of annual economic activity for Sheboygan County households and businesses.

Proposed Project – Building Butzen

The proposed Project includes two phases of development on the east and west parcels of the Site. Phase 1, on the east parcel, is envisioned to include five synthetic turf soccer fields, three natural grass soccer fields, two natural grass multipurpose (soccer, football, lacrosse, etc.) fields, five structures (one with concessions and restrooms, two with restrooms only, and two shade shelters), paved driveways and 450 paved parking spaces. Phase 1 also includes the purchase and installation of an inflatable dome that will allow events to occur year-round, as well as soccer goals, score boards, sound systems and bleacher seating for each of the turf soccer fields. Phase 2, on the west parcel, is anticipated to consist of six natural grass soccer fields, an area for vendors, one shade structure, a gravel driveway and 158 gravel parking spaces.

Significant site preparation, including topsoil stripping, mass grading, and the installation of erosion control devices, will be required for the Project due to the existing topography of the site. Adequate stormwater management facilities are also necessary for the sports fields and will include storm piping networks, underdrains, wet detention ponds, and grassy swales. **The Project is anticipated to have a total development cost of approximately \$24.8 million (2018 dollars).** After accounting for non-local construction related purchases, the direct investment in Sheboygan County is projected to be approximately \$17.0 million dollars.

FIGURE 1: IMPACT STUDY AREA



Source: Esri, SB Friedman

FIGURE 2: PROPOSED SITE PLAN



Source: Butzen Sports Complex, LLC

Impact Assessment Methodology

For the purpose of determining the proposed project’s economic impacts, Butzen LLC provided the following initial inputs to the analysis:

- Conceptual site plans
- Estimated development budget, including site preparation, hard and soft costs
- Operating proforma
- Estimated employee counts and salaries
- Preliminary event and visitation estimates for Sheboygan County

SB Friedman estimated the economic impact related to the development of the proposed Complex, annual operations of the Complex once it is completed, and the spending activity of visitors to the County associated with events at the Complex.

Direct impacts related to construction activities, employee salaries and annual expenses were estimated using the information provided by Butzen LLC. SB Friedman estimated direct impacts related to visitor spending using daily spending assumptions and Butzen LLC’s event and visitation estimates.

IMPLAN Professional® software, an economic impact assessment program, was used to estimate indirect and induced impacts at the Sheboygan County level. As direct impacts enter the economy, they support additional jobs, payroll and economic activity in the region, creating a multiplier effect. Impact estimates from IMPLAN are projections and are subject to change with the broader economy. The impact numbers in this report are presented in 2018 dollars.

SB Friedman worked with Butzen LLC to verify and adjust assumptions for the study. To benchmark and validate these assumptions, SB Friedman conducted conference calls with operators of existing sports complexes throughout the Midwest. SB Friedman determined Butzen LLC’s assumptions appear reasonable based on the number of soccer fields in the proposed Complex and Butzen LLC’s operational capacity.

IMPLAN METHODOLOGY

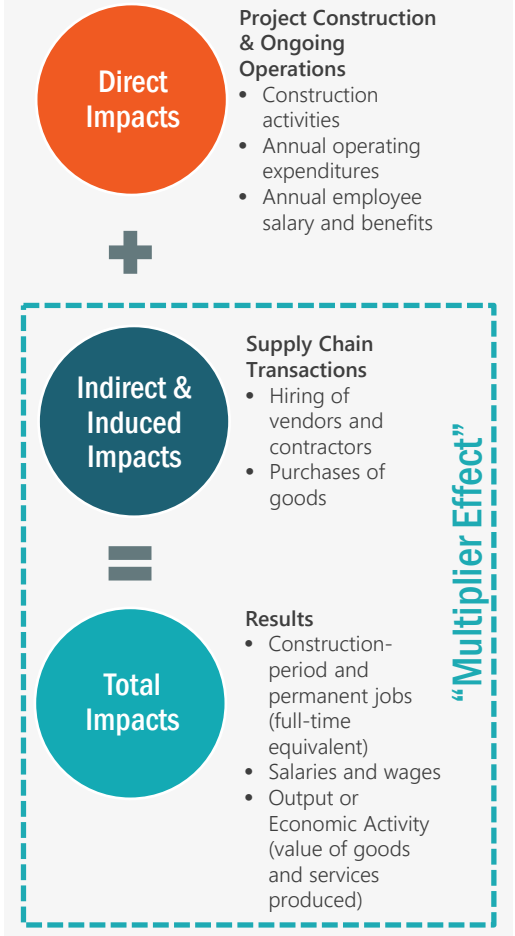


FIGURE 3: BENCHMARK SUMMARY

Complex	Butzen Sports Complex Sheboygan, WI	Uihlein Soccer Park Milwaukee, WI	Scheels Soccer Complex Overland Park, KS	Mercyhealth Sportscore I & II Rockford, IL
Program & Operations				
Acreage	82	60+	96	180+
Year-Round Operations	Yes	No	Yes	Yes
Soccer Fields	16	13	12	45
Concessions Stands	1	2	3	6
Parking Spaces	600	800	1,350	2,500
Operating Entity Type	Local Soccer Club	Local Soccer Club	City of Overland Park	Rockford Park District
Estimated FTE Employees	11	16	34	45
Events & Visitation				
Estimated Annual Visitors (Non-Local)	227,000 [1]	NA	275,000-330,000	2,240,000
Estimated Hotel Room Nights	23,500	NA	18,000-20,000 [2]	NA
Estimated Annual Events (Tournaments / Cups Only)	12	6	18-22	100
Average Number of Teams per Event	75-100	NA	225-250	175-250

[1] Visitation estimates only account for events at the Complex. Estimates provided by comparable complexes include regular weekly activity.

[2] Hotel room nights associated with the Scheels Overland Park Soccer Complex are lower than might be anticipated to due limited local supply.

Economic Impact Projection

Sports Tourism to Boost Local Economy

As envisioned by Butzen LLC, the proposed Sports Complex presents an opportunity to generate significant economic impact for the County. The Project is expected to serve as an important new recreation facility in the City of Sheboygan and Sheboygan County. With the proposed Complex, Butzen LLC will be able to meet LUFC's programming needs and respond to needs for additional facilities at the state and regional level, while also enhancing the amenities available for local residents.

Construction Period Impacts

Construction of the proposed Complex is anticipated to create significant, positive economic impacts for Sheboygan County. The nearly \$25 million investment in the Project is expected to create **162 annual FTE jobs** over the course of a one-year construction period, including direct, indirect and induced jobs. An estimated 106 of 113 annual direct FTE jobs are projected to be in the construction sector, while the other seven annual direct FTE jobs are projected to be in the architectural, engineering, and related services sector. Forty-nine annual indirect and induced jobs are projected to be created across a variety of sectors, including wholesale trade, employment services, full-service restaurants, real estate, truck transportation and retail. The average annual compensation for all jobs created during the construction period is projected to be \$46,800.

Based on the development budget provided by Butzen LLC, construction activity will generate **\$23.5 million of economic activity for local businesses and households** during the construction period in addition to jobs. These projected construction impacts are further summarized in the table below.

FIGURE 4: CONSTRUCTION PERIOD ESTIMATED ANNUAL ECONOMIC IMPACT

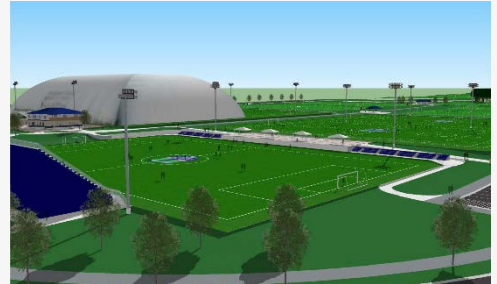
Impact	Jobs (FTE)	Salaries & Benefits (millions)	Economic Activity (millions)
Direct	113	\$5.6	\$17.0 [1]
Indirect & Induced	49	\$2.0	\$6.6
Total	162	\$7.6	\$23.5 [2]

[1] The direct impact figure from IMPLAN does not match the estimated local development costs shown in Appendix Figure 2A due to rounding used in the IMPLAN inputs, as shown in Appendix Figure 1B.

[2] Economic activity numbers do not add up due to rounding.

Source: Butzen Sports Complex, LLC, IMPLAN, and SB Friedman

ANTICIPATED EVENTS



Source: Butzen Sports Complex, LLC

Soccer Tournaments | The High School Boys & Girls Preseason Invitation Tournament is held annually. Butzen LLC similarly anticipates hosting statewide tournaments for youth and adult teams.

Other Tournaments | Opportunities to host tournaments for other sports include statewide and regional tournaments for football, rugby, lacrosse, Ultimate Frisbee and more.

Cups | Butzen LLC plans on competing to host the State Cup, Presidents Cup, and the Midwest Regional Championships, which are held annually by the Wisconsin Youth Soccer Association and US Youth Soccer. The first annual Wisconsin Open Cup, between the state's three new professional teams and the US Amateur Champion team, will be held in 2020.

Camps | The Olympic Development Program holds camps throughout the year for players from throughout Wisconsin and surrounding states. Butzen LLC also has agreements with College D3 programs to host their camps at the Complex.

Leagues | Outside of local, regional, state and national soccer organizations, Butzen LLC anticipates that a variety of leagues will be able to use the proposed Complex. Leagues include, but are not limited to, high school and middle school soccer leagues, adult social soccer leagues, corporate leagues, winter leagues, and Ultimate Frisbee leagues.

The Complex is projected to fully stabilize in its third year of operations (in 2022). After stabilization, Butzen LLC anticipates holding approximately 80-85 events annually (approximately 120 days of the year). When the Complex is fully operational, Butzen LLC expects to employ 30 people in full- and part-time jobs (approximately 11 annual direct FTE jobs) with approximately \$760,000 in annual salaries and benefits. Employees will be split between operations and programming at the Complex and the concessions stand.

The proposed Complex will help establish Sheboygan County as a regional sports tourism destination. It is anticipated that more than 250,000 people will participate in or attend sporting events at the Complex each year. Over 227,000 people, approximately 90%, will travel from outside Sheboygan County. These visitors will generate more than \$3.2 million in hospitality, retail and food and beverage expenditures annually.

Operations & Visitor Spending Impacts

The proposed Project and associated visitor spending are expected to create further economic benefits for Sheboygan County. **Upon stabilization, the Complex is projected to create 46 annual indirect and induced FTE jobs and generate \$4.9 million in annual indirect and induced economic output for the County.** Of the indirect and induced jobs created, approximately 23 annual FTE jobs are anticipated to be in the hospitality sector, while others are anticipated in a number of sectors including, but not limited to, full-service restaurants, real estate, employment services, and retail. Projected impacts are further summarized in the table below.

THE PROPOSED COMPLEX IS PROJECTED TO GENERATE:

80-85 EVENTS per year

227,000 VISITORS to Sheboygan County per year

23,500 ADDITIONAL room nights in Sheboygan County per year

\$3.2 MILLION in additional annual direct expenditures for the hospitality, retail, food and beverage sectors

\$4.9 MILLION in indirect and induced annual economic output in Sheboygan County

57 FTE ANNUAL JOBS in Sheboygan County



Source: Butzen Sports Complex, LLC

FIGURE 5: OPERATIONS & VISITOR SPENDING ESTIMATED ANNUAL ECONOMIC IMPACT

Impact	Jobs (FTE)	Salaries & Benefits (millions)	Economic Activity (millions)
Direct	11	\$0.8	\$3.2
Indirect & Induced	46	\$1.4	\$4.9
Total	57	\$2.2	\$8.1

Source: Butzen Sports Complex, LLC, IMPLAN, and SB Friedman

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Appendix A

Development Information

Figure 1A: Proposed Development Program

Proposed Development Program	East Parcel			West Parcel			Combined		
	Unit Count	GSF		Unit Count	GSF		Unit Count	GSF	
Sports Fields	10	Fields	943,125	6	Fields	486,000	16	Fields	1,429,150
<i>Synthetic Turf</i>	5		538,150	0		0	5		538,150
<i>Natural Grass</i>	5		405,000	6		486,000	11		891,000
Surfacing Parking	450	Spaces	190,500	158	Spaces	101,600	608	Spaces	292,100
Structures (Concession Stand, Restrooms, etc.)	5	Structures	9,010	1	Structures	144	6	Structures	9,154
<i>Restroom/Shelter/Concessions</i>	1		3,648	0		0	1		3,648
<i>Restroom/Shelters</i>	2		2,362	0		0	2		2,362
<i>Shade Structures</i>	2		3,000	1		144	3		3,144
Other Pavement			245,060			46,312			291,372
		NSF	1,387,720		NSF	634,056		Project SF	2,021,776
		GSF	2,395,800		GSF	1,176,100		Site GSF	3,571,900
		Acres	55		Acres	27		Site Acres	82

Source: Butzen Sports Complex, LLC and SB Friedman

Figure 2A: Detailed Development Budget [1]

Estimated Development Costs	East Parcel	West Parcel	Combined	Percent Local to Sheboygan County
Acquisition Costs	\$0	\$0	\$0	
Site Preparation Costs	\$3,880,000	\$1,410,000	\$5,290,000	
<i>Demolition</i>	\$2,940,000	\$1,010,000	\$3,950,000	100.0%
<i>Utilities</i>	\$940,000	\$400,000	\$1,340,000	100.0%
Hard Construction Costs	\$14,659,700	\$714,400	\$15,345,900	
<i>Surface Parking, Drives</i>	\$2,605,000	\$240,000	\$2,845,000	100.0%
<i>Sports Fields</i>	\$5,669,500	\$180,000	\$5,849,500	50.0%
<i>Inflatable Dome</i>	\$1,600,000	\$0	\$1,600,000	0.0%
<i>Structures (Concession Stand, Restrooms, etc.)</i>	\$2,260,000	\$30,000	\$2,290,000	100.0%
<i>Landscaping</i>	\$120,000	\$20,000	\$140,000	100.0%
<i>Equipment</i>	\$176,500	\$0	\$176,500	100.0%
<i>Contingency</i>	\$1,938,000	\$188,000	\$2,126,000	100.0%
<i>Construction Management</i>	\$290,700	\$56,400	\$318,900	100.0%
Soft Costs	\$974,000	\$136,600	\$1,073,000	
<i>Geotechnical Services</i>	\$5,000	\$5,000	\$10,000	100.0%
<i>Other Professional Services</i>	\$969,000	\$131,600	\$1,063,000	100.0%
Financing Costs	\$0	\$0	\$0	
FF&E	\$3,069,000	\$0	\$3,069,000	
<i>Lighting (Parking)</i>	\$165,000	\$0	\$165,000	0.0%
<i>Lighting (Sports Fields)</i>	\$1,130,000	\$0	\$1,130,000	0.0%
<i>Soccer Goals</i>	\$124,000	\$0	\$124,000	0.0%
<i>Score Boards</i>	\$175,000	\$0	\$175,000	0.0%
<i>Sound Systems</i>	\$45,000	\$0	\$45,000	0.0%
<i>Bleachers, Seating</i>	\$1,320,000	\$0	\$1,320,000	0.0%
<i>Press Box</i>	\$110,000	\$0	\$110,000	0.0%
TOTAL ESTIMATED DEVELOPMENT COSTS	\$22,582,700	\$2,261,000	\$24,777,900	\$17,184,150

[1] Based on the draft development budget received November 9, 2018 and subsequent conversations with Butzen Sports Complex, LLC.

Source: Butzen Sports Complex, LLC and SB Friedman

Figure 3A: Detailed Expenditures [1]

Soccer Complex Expenditures		Percent Local to Sheboygan County
Insurance	\$40,000	100%
Professional Fees	\$10,000	100%
Advertising	\$26,000	100%
Office Supplies	\$6,240	100%
IT	\$10,400	100%
Online	\$12,000	100%
Field Maintenance	\$90,000	65%
Field Replacement Reserve	\$150,000	35%
Equipment	\$20,000	100%
Utilities - Electric	\$79,000	100%
Utilities - Water	\$25,000	100%
Debt Payments	\$1,200,000	100%
Card Processing	\$7,620	100%
Scholarship Awards	\$55,250	100%
ANNUAL EXPENDITURES	\$1,731,510	

Concessions Stand Expenditures		Percent Local to Sheboygan County
Insurance	\$55,604	100%
ANNUAL EXPENDITURES	\$55,604	

[1] Excluding salary & benefits expenditures.

Source: Butzen Sports Complex, LLC and SB Friedman

Figure 4A: Employment and Salary & Benefits Expenditures

Assumptions	
Permanent Employee Benefits	15%
Payroll Taxes	22%
Full-Time Equivalent Employee Hours per Week	40

Sports Complex Employment (excluding Concessions)	Number of Jobs	Hours Per Week	FTE Ratio	Number of FTEs	Butzen Salary Expenditures	SBF Adj Salary Expenditures
Permanent Employees	4	40	100%	4.00	\$240,000	\$328,800
<i>Executive Director</i>	1	40			\$100,000	\$137,000
<i>Tournament Operations</i>	1	40			\$40,000	\$54,800
<i>Field Maintenance</i>	1	40			\$50,000	\$68,500
<i>Marketing / Events</i>	1	40			\$50,000	\$68,500
Hourly Employees	15	10	25%	3.75	\$75,000	\$91,500
Referees	NA	NA	NA	NA	\$220,000	\$220,000
Permanent Employee Benefits					\$36,000	--
Payroll Taxes					\$69,300	--
ANNUAL EMPLOYEES, SALARY & BENEFITS EXPENDITURES	19			7.75	\$640,300	\$640,300

Concessions Stand Employment	Number of Jobs	Hours Per Week	FTE Ratio	Number of FTEs	Butzen Salary Expenditures	SBF Adj Salary Expenditures
Permanent Employees	1	40	100%	1.00	\$40,000	\$54,800
Hourly Employees	10	10	25%	2.50	\$55,604	\$67,837
Permanent Employee Benefits					\$6,000	--
Payroll Taxes					\$21,033	--
ANNUAL EMPLOYEES, SALARY & BENEFITS EXPENDITURES	11			3.50	\$122,637	\$122,637

Source: Butzen Sports Complex, LLC and SB Friedman

Figure 5A: Events and Visitation

Event Type	League Games	Hosted Tournaments, Soccer	Hosted Tournaments, Other Sports	Cups / Championships	Camps	Totals/ Weighted Averages
Frequency (Events per Year) [1]	60	8	4	5	6	
Typical Duration of Events (Number of Days) [2]	1	2	2	3	4	
Average Number of Teams per Event [2]	139	100	100	74	27	
Average Number of Players per Team [2]	11.5	15	15	16	16	
Average Number of Families per Team [2]	11.5	10	6	10	2	
Typical Family Size (including 1 player) [1]	2.0	2.8	2.5	1.5	2.0	
Number of Players per Event [3]	1,596	1,500	1,500	1,187	446	
Number of Spectators per Event [4]	1,596	2,700	2,250	594	45 [5]	
Number of Visitors per Event [6]	3,192	4,200	3,750	1,781	491	
Total Annual Participants & Spectators [7]	191,542	33,600	15,000	8,904	2,947	251,992
Percent of Visitors Not Local to Sheboygan County [2]	88%	100%	100%	92%	99%	90%
Number of Hotel Rooms Booked per Event [2]	0	1,000	600	1,165	87	
Typical Hotel Stay per Event (Number of Days) [2]	0	1	1	2	3	
Average Hotel Room Nights per Event	0	1,000	600	2,331	233	
Total Annual Hotel Room Nights	0	8,000	2,400	11,655	1,397	23,451

[1] Input provided directly by Butzen Sports Complex, LLC.

[2] SB Friedman assumption and/or calculation based on inputs provided by Butzen Sports Complex, LLC.

[3] The number of players per event is equal to the average number of teams per event multiplied by the average number of players per team per event.

[4] The number of spectators per event is equal to the number of players per event multiplied by the typical family size per event less one.

[5] Butzen Sports Complex, LLC estimates that only 10% of camp participants will have family/spectators present at the Complex.

[6] The number of visitors per event is equal to the number of players per event plus the number of spectators per event.

[7] The number of annual visitors per event type is equal to the number of visitors per event multiplied by the projected annual events, as projected by Butzen Sports Complex, LLC.

Source: Butzen Sports Complex, LLC, City of Sheboygan, and SB Friedman

Figure 6A: Visitor Spending

Daily Spending Assumptions		
Meal Types	Meals Per Night	Cost
Breakfast	1	\$5.00
Lunch	1	\$7.50
Dinner	1	\$10.00
Percent of Hotel Guests	75%	--
Gasoline	Gallons Per Stay	Cost
Gasoline	13	\$1.66 [1]
Percent of Hotel Guests	50%	--
Hotel ADR		\$100 [2]

[1] Based on gasoline price listings in Automobile Magazine.

[2] Based on City of Sheboygan Tourism Fund historical data and inflated by 3.0%.

Estimated Annual Spending	League Games	Hosted Tournaments, Soccer	Hosted Tournaments, Other Sports	Cups / Championships	Camps	Totals
Concessions (at BFSC) [3]	\$83,597	\$78,400	\$21,000	\$20,705	\$0	\$203,702
Food & Beverage (outside of BFSC) [4]	\$0	\$135,000	\$40,500	\$196,673	\$23,567	\$395,740
Gasoline [4]	\$0	\$86,268	\$25,880	\$62,839	\$5,647	\$180,635
Retail (Clothing) [3]	\$0	\$74,400	\$0	\$42,558	\$0	\$116,958
Hotels [4]	\$0	\$800,000	\$240,000	\$1,165,469	\$139,656	\$2,345,125
ESTIMATED TOTAL ANNUAL SPENDING	\$83,597	\$1,174,068	\$327,380	\$1,488,244	\$168,870	\$3,242,160

[3] SB Friedman assumption and/or calculation based on inputs provided by Butzen Sports Complex, LLC.

[4] SB Friedman calculation based on hotel room nights per event type and daily spending assumptions.

Source: Butzen Sports Complex, LLC, City of Sheboygan, Automobile Magazine, and SB Friedman

Appendix B

IMPLAN Inputs

Figure 1B: Construction Inputs

Sector	Description	Cost	Local Purchase Percentage (LPP)
58	Construction of other new nonresidential structures	\$18,859,400	84%
396	Retail - Motor vehicle and parts dealers	\$176,500	100%
449	Architectural, engineering, and related services	\$1,073,000	100%
TOTAL		\$20,108,900	

Figure 2B: Operations Inputs – Soccer Complex Expenditures [1]

Sector	Description	Cost	LPP
49	Electric power transmission and distribution	\$79,000	100%
62	Maintenance and repair construction of nonresidential structures	\$240,000	46.25%
396	Retail - Motor vehicle and parts dealers	\$20,000	100%
406	Retail - Miscellaneous store retailers	\$6,240	100%
427	Wired telecommunications carriers	\$22,400	100%
434	Nondepository credit intermediation and related activities	\$7,620	100%
437	Insurance carriers	\$40,000	100%
447	Legal services	\$5,000	100%
448	Accounting, tax preparation, bookkeeping, and payroll services	\$5,000	100%
457	Advertising, public relations, and related services	\$26,000	100%
TOTAL [2]		\$451,260	

[1] Excluding salary & benefits expenditures.

[2] Sectors 51 (Water, sewage and other systems) and 433 (Monetary authorities and depository credit intermediation) were excluded from the analysis, as were expenditures associated with scholarship awards.

Figure 3B: Operations Inputs – Concessions Stand Expenditures [1]

Sector	Description	Cost	LPP
395	Wholesale trade	\$55,604	100%
TOTAL		\$55,604	

[1] Excluding salary & benefits expenditures.

Figure 4B: Operations Inputs – Soccer Complex Salary & Benefits Expenditures

Salary Bracket	Cost
Less than \$15,000	\$91,500
\$15,000-30,000	\$191,800
\$30,000-\$50,000	\$0
\$50,000-70,000	\$191,800
\$70,000-100,000	\$0
\$100,000-150,000	\$137,000
TOTAL	\$640,300
LPP	100%

Figure 5B: Operations Inputs – Concessions Stand Salary & Benefits Expenditures

Salary Bracket	Cost
Less than \$15,000	\$0
\$15,000-30,000	\$67,837
\$30,000-\$50,000	\$0
\$50,000-70,000	\$54,800
\$70,000-100,000	\$0
\$100,000-150,000	\$0
TOTAL	\$122,637
LPP	100%

Figure 6B: Visitor Spending Inputs

Sector	Description	Cost	LPP
502	Limited-service restaurants	\$0 [1]	--
501	Full-service restaurants	\$395,740	100%
402	Retail - Gasoline stores	\$180,635	100%
403	Retail - Clothing and clothing accessories stores	\$116,958	100%
499	Hotels and motels, including casino hotels	\$2,345,125	100%
TOTAL		\$3,038,457	

[1] Visitor spending inputs in IMPLAN allow for the projection of indirect and induced spending in the local economy spurred by direct visitor spending. To avoid double-counting the direct impacts of operating the Concessions Stand, visitor spending at the Concessions Stand was removed from this activity. It is still included in the Direct Impact figure (as seen in Appendix Figures 6A and 2C).

Sources: Butzen Sports Complex, LLC, City of Sheboygan and SB Friedman

Appendix C

IMPLAN Outputs

Figure 1C: Construction Period Estimated Annual Economic Impact

Impact	Jobs (FTEs)	Salaries & Benefits (millions)	Economic Activity (millions)
Direct	113	\$5,592,980	\$16,955,138
Indirect & Induced	49	\$1,970,854	\$6,581,652
TOTAL IMPACTS	162	\$7,563,834	\$23,536,790

Source: Butzen Sports Complex, LLC, IMPLAN and SB Friedman

Figure 2C: Operations Estimated Annual Economic Impact

Impact	Jobs (FTEs)	Salaries & Benefits (millions)	Economic Activity (millions)
Direct	11 [1]	\$762,937 [1]	\$3,242,160 [2]
Indirect & Induced	46	\$1,421,036	\$4,903,711
TOTAL IMPACTS	57	\$2,183,973	\$8,145,871

[1] See Appendix Figure 4A.

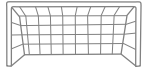
[2] See Appendix Figure 6A.

Source: Butzen Sports Complex, LLC, IMPLAN and SB Friedman

Appendix D: Economic Impact Summary

Butzen Sports Complex | Sheboygan, Wisconsin

Multi-Purpose Community Sports Facility



16 sports fields & **3,000** seat capacity



Over **600** parking spaces

Boosting the Local Economy



\$24.8 MILLION Total Project Investment

162 ANNUAL CONSTRUCTION JOBS

in Sheboygan County

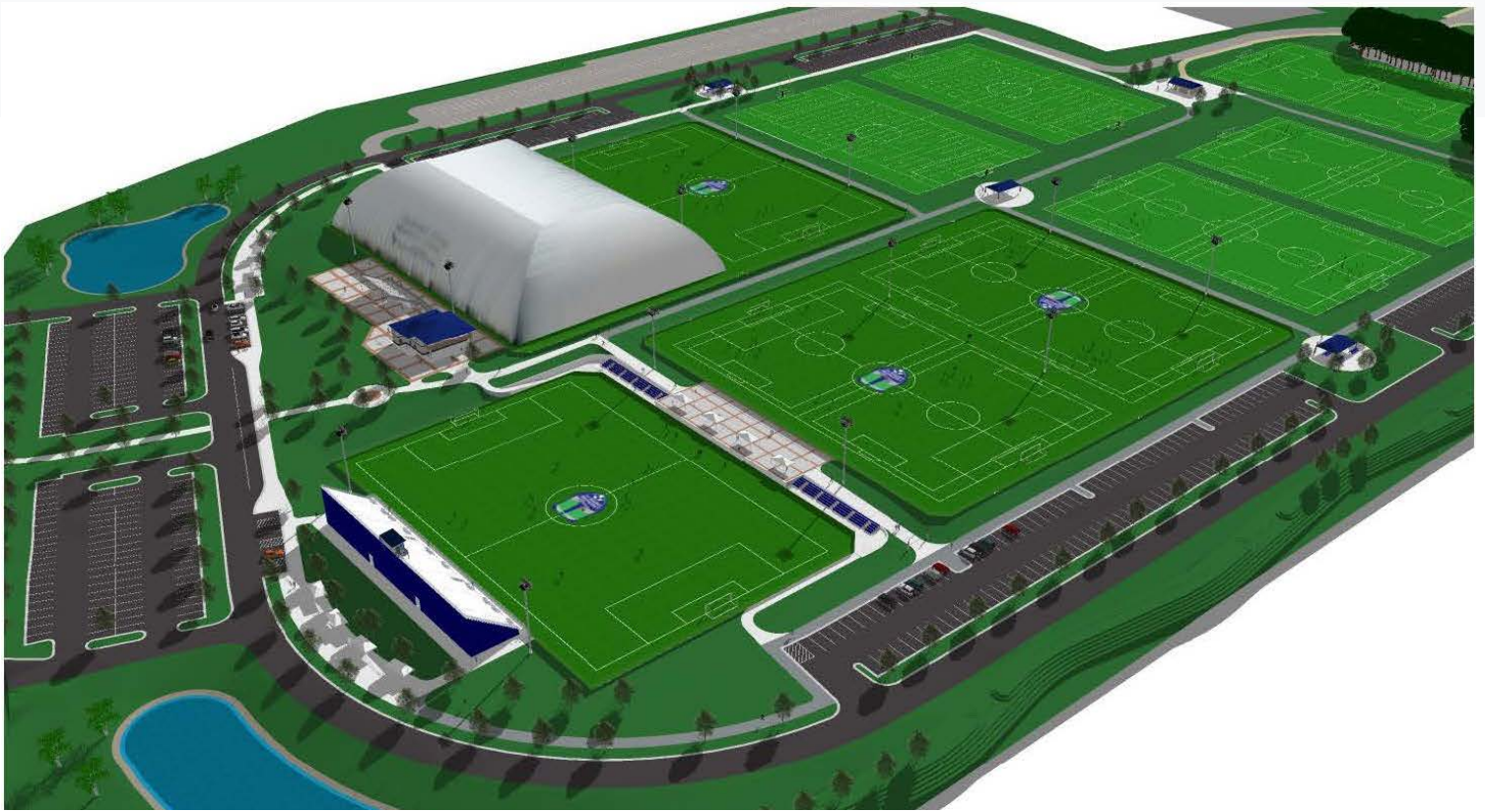


\$4.9 MILLION Annual Induced & Indirect Economic Activity in Sheboygan County

57 ANNUAL PERMANENT JOBS in Sheboygan County



Source: Butzen Sports Complex, LLC
Note: All figures are presented in 2018 dollars.



Source: Butzen Sports Complex, LLC

A Regional Sports Tourism Destination



80-85 EVENTS per year

- Soccer Tournaments | **8 Events** per year with **100 Teams** per event
- Other Sports Tournaments | **4 Events** per year with **100 Teams** per event
- Tournament Cups | **5 Events** per year with approximately **75 Teams** per event (average)
- Camps | **6 Events** per year with approximately **25 Teams** per event (average)
- Leagues | **60 Events** per year with approximately **140 Teams** per event (average)



227,000 VISITORS to Sheboygan County per year



23,500 ADDITIONAL ROOM NIGHTS in Sheboygan County per year



\$3.2 MILLION in additional annual direct expenditures for the hospitality, retail, food and beverage sectors





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APPENDIX C - RESERVED