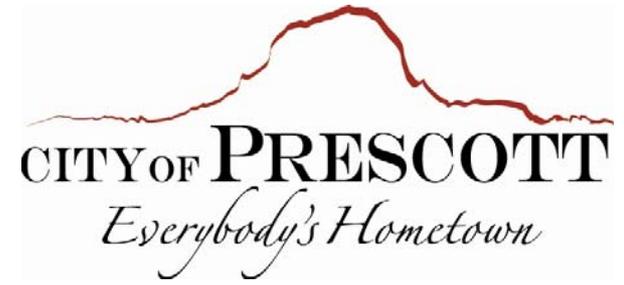


# **Dreams Park Youth Baseball Facility**

City Council Workshop  
October 5, 2010



# The Opportunity for Prescott

# Development of a Dreams Park Baseball Complex Similar to that in Cooperstown, NY



## Cooperstown Dreams Park, Inc.

- Founded in 1995 by Lou Presutti, Sr.
- Their goal: to keep America and its sport baseball alive
- Cooperstown Dreams Park likes Prescott because it's a slice of Americana
- Four (4) additional sites being developed, 3 in the East + 1 in the West
- Prescott is the desired location for the one in the West



## Cooperstown Dreams Park in New York

- 22 fields including the Champion Stadium seating over 5,000
- 24 hour on-site medical care with ambulance
- Barracks can house up to 105 teams each week
- Attractive, well-maintained grounds and facilities
- Kitchen and large tent accommodates up to 2,000 for each meal



CITY OF **PRESCOTT**  
*Everybody's Hometown*

- In operation 13 weeks each summer (Prescott could operate longer due to more favorable weather); more teams are turned away than accepted
- 100 teams each week consisting of about 1,600 players housed on-site
- Families must find housing accommodations off-site
- In 2010 there were 1,172 teams with about 20,800 players accompanied by 46,880 friends and family members, many spending 6 hours/day on-site



## Players receive the following for their tuition of \$750

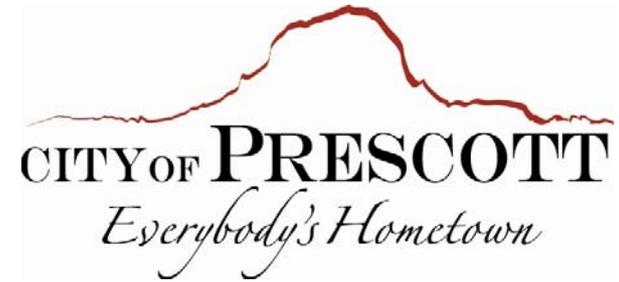
- Room and board (3 squares a day) for 7 days
- “Hall of Fame” ring
- Two full uniforms
- A lifelong memory of disciplined team-building and competition in a unique, first-class setting



## Economic Impact - Tourism, Jobs, and Sales Tax

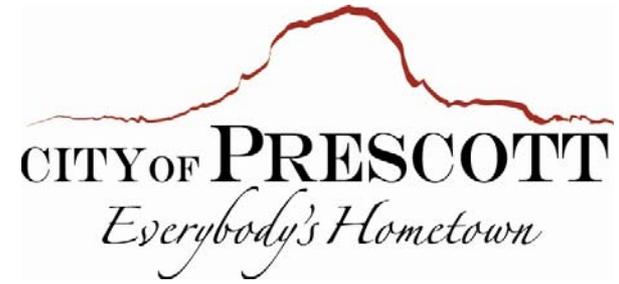
- Hotel nights, shopping, and restaurants
- Possible website
- Sales within the park
- Downtown business
- Tourism/attraction linkages
- Corporate sponsors
- Construction
- Operations and maintenance jobs





## August Trip to Cooperstown - What We Heard

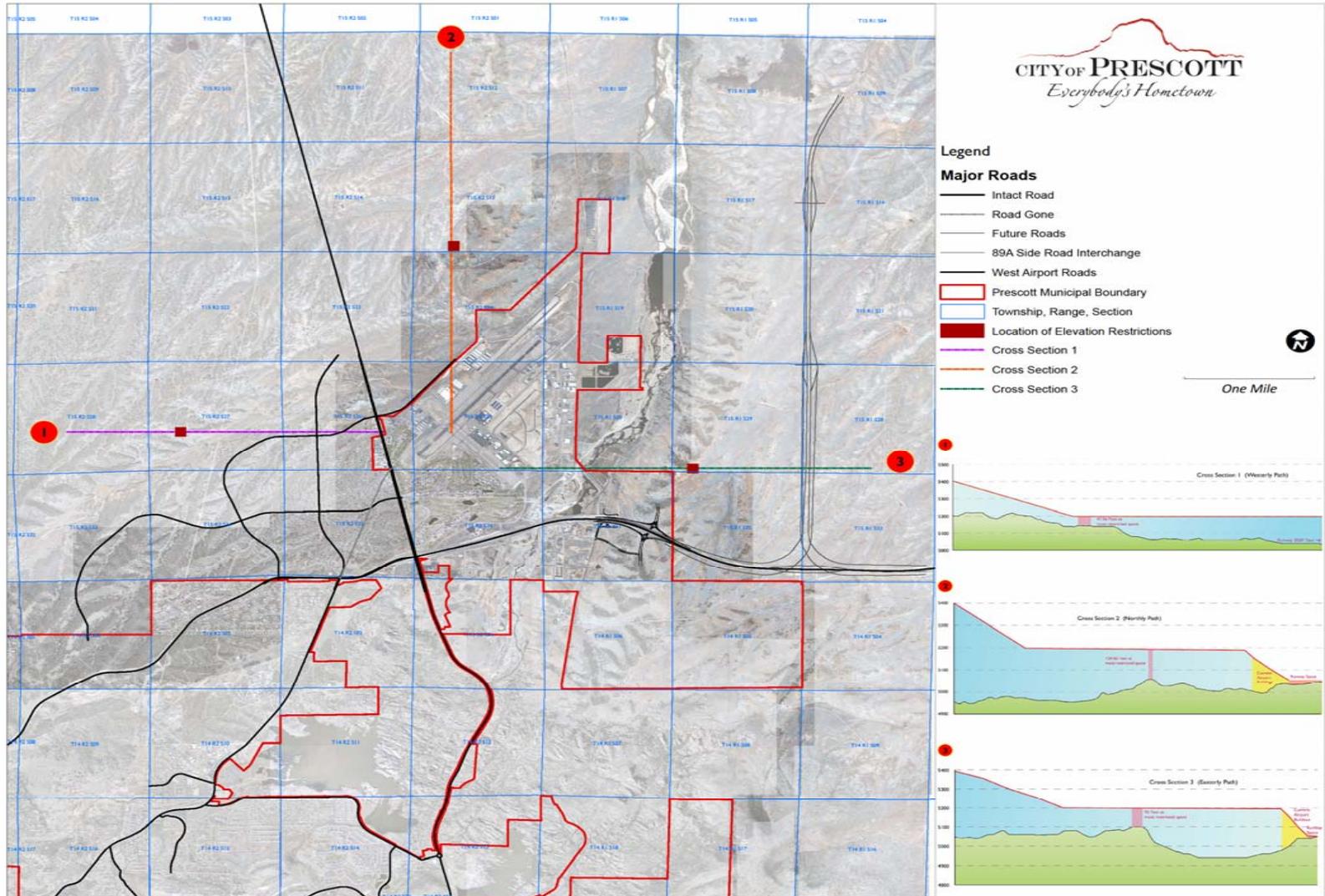
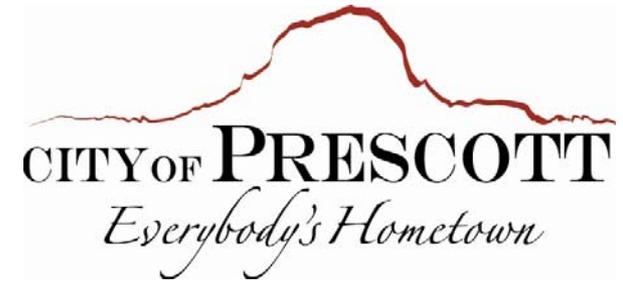
- “Glad you came on Thursday, Friday is packed with families checking in at Cooperstown Dreams Park.”  
*Enterprise Rental Agent, Albany Airport (84 miles from the park)*
- “It’s packed all summer long. We even have a separate banquet room for the players and families.”  
*Waitress at a restaurant 25 miles away from park*
- “If it wasn’t for the Dreams Park we wouldn’t have a town.”  
*Cashier at a restaurant*
- “Summer is crazy and packed, especially hotels and restaurants.”  
*College Student*



# Planning a Potential Prescott Facility

## Current Activities

# Map of Airport Area City Limits, Highways, and Terrain



## Site Requirements

- 100 acres able to be annexed into the City (relatively flat or graded with no major drainage issues; opportunities for creative use of terrain; undivided by current or future streets)
- Street access from nearby major thoroughfare
- Potable water for living and dining
- Treated effluent for watering fields
- Wastewater collection and treatment
- Buffered from residential areas (noise, lighting, traffic)
- Compatible with FAA height regulations in proximity to Airport
- Compatible with adjacent present/future land uses

## Infrastructure Required

- Potable Water
- Treated Effluent
- Wastewater (Sewer) Collection/Conveyance
- Wastewater Treatment
- Electricity
- Natural Gas
- Telecommunications
- Streets
- Site Grading and Drainage

## Infrastructure Costs (Conceptual)

Range: \$5 – \$10 Million

- Site proximity to existing facilities will directly affect costs
- Site grading requirements depend upon terrain/topography at the selected location
- The conceptual estimate above excludes
  - a wastewater treatment package plant  
(if ADEQ requires immediate Airport plant capacity augmentation)
  - site grading
  - other utilities/infrastructure for which the developer is typically responsible (natural gas and electricity; telecommunications)

## Potable Water and Treated Effluent Planning Estimates

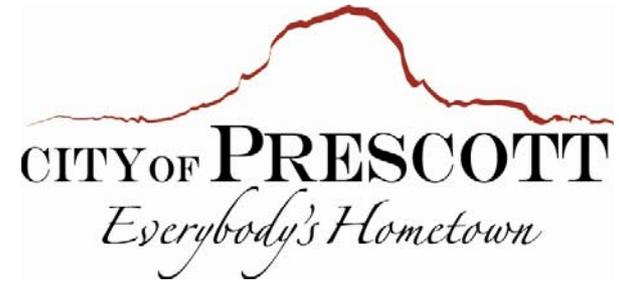
Potable Water (living, dining, laundry)	20-25 acre-feet/year
Treated Effluent (watering 25 fields)	100 acre-feet/year

### Notes

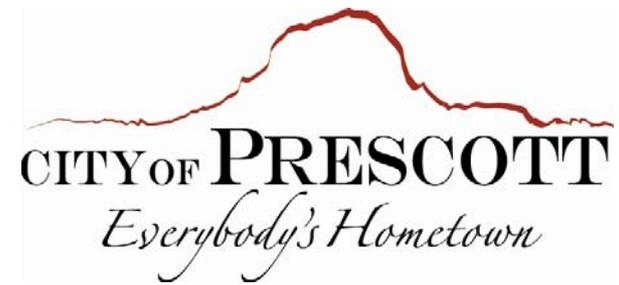
1. Potable water estimate is for 13-week operational season
2. Treated effluent requirement is for year-round turf management
3. Artificial turf infields; natural turf outfields
4. Extensive xeriscaping/use of drought-tolerant native plants within the grounds is contemplated

## Proximity to Airport and FAA Regulations Principal Considerations

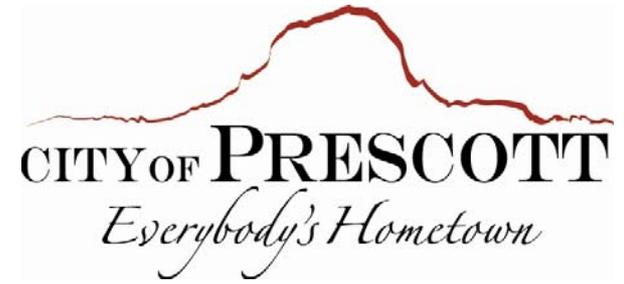
- Land use compatibility (consistency with General Plan, Airport Area Specific Plan, and Airport Master Plan)
- Maximum height restrictions (preliminary indication is that 65' high lighting poles and fixtures will be less than maximum allowable height in general areas being evaluated for siting Dreams Park)
- Proper focusing and shielding of lighting for the 25 baseball fields



# Due Diligence and Procedural Considerations



- Pro-Formas for Cooperstown Dreams Park, Inc.
- Project Financial Feasibility Analysis
- Annexation Requirements/Proposition 400 if applicable
- Land Use, Zoning/Rezoning, Code Amendment
- Development Agreement
- Funding and Budgeting



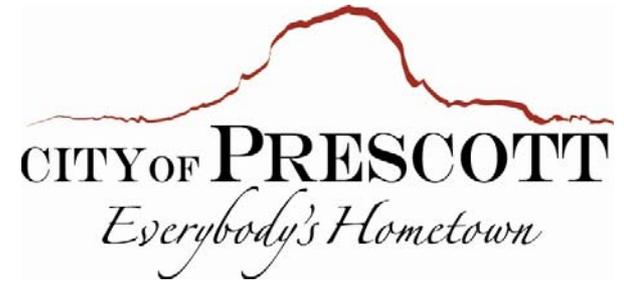
# Preliminary Planning Stage Pros & Cons

## Pros - Supporting a Dreams Park in Prescott

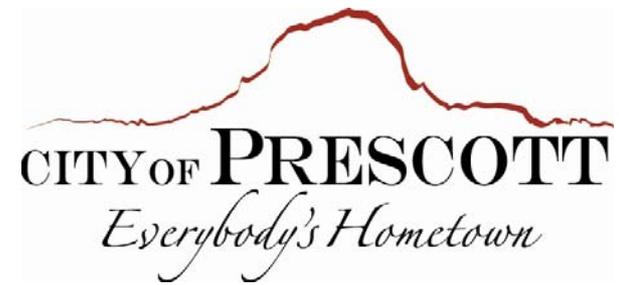
- Great exposure for Prescott, the region, and state - 163,000,000 hits on their website to date (#1 in world for youth sports)
- Tourism and linkages - potential of 50,000 new visitors/year associated with the Dreams Park
- Potential for high-end, multi-season RV park in proximity
- 500+ seasonal employees at facility; retiree and college student jobs
- Direct spending of \$30-35 million/year according to economic impact studies done for similar facilities in North Carolina and Florida; with a conservative 2.5 multiplier it could generate \$75+ million in new economic activity
- Construction, operations, and maintenance jobs
- Customers for recent investments in Airport area public infrastructure
- Prescott's weather could support up to 30 weeks of use for the complex (Little League, softball, etc.)
- Good, clean development; no rooftops or urban sprawl

## Cons

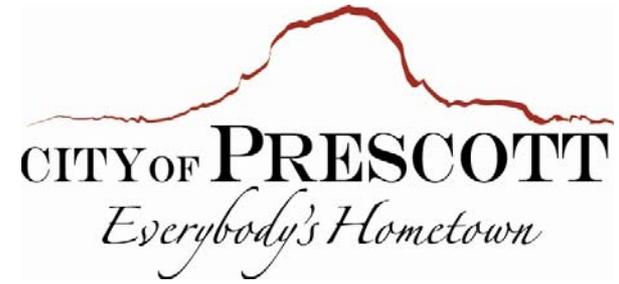
- Infrastructure costs including possible requirement for interim wastewater treatment package plant
- Seasonal jobs
- Availability of lodging for visitors during peak season, and feasibility of new hotels rooms being developed to accommodate 13-week Dreams Park schedule
- Potable water and treated effluent demand
- Facility effectively limited to Little League baseball (field dimensions and configuration, including artificial turf infield); complex would not attract large scale softball tournaments which use skinned infield; fields too small for regulation soccer



# Upcoming Activities and Milestones



- Workshop #2 - November 16, 2010 (tentative)  
Cooperstown Dreams Park, Inc., in attendance  
Site alternatives and evaluation; public input
- Workshop #3 - Date TBD  
Decision to proceed  
Site selection
- Financial Feasibility Analysis
- Annexation Process and Development Agreement
- Target for opening season - June 2012



# Council Discussion and Public Comments