



## **ANKENY CITY COUNCIL**

### **Council Action Planning Session**

**Monday, May 9, 2022**

**5:30 PM**

**Ankeny Kirkendall Public Library - City Council Chambers**

**1250 SW District Drive, Ankeny, Iowa**

Mark Holm, Mayor

Bobbi Bentz, Mayor Pro-Tem

Council Members: Jeff Perry, Joe Ruddy, Todd Shafer, Kelly Whiting

---

All City Council meetings are open to the public. Assistive Listening Devices (ALD) are available for persons with impaired hearing. To request information in an alternative format or request an accommodation to participate in a City Council meeting, contact the Office of the City Clerk at 965-6405.

Anyone seeking assistance in communicating with the City should contact Relay Iowa at 1-800-735-2942 (TDY), or 1-800-735-2943 (Voice).

**A. Join Zoom Meeting**

**<https://us06web.zoom.us/j/7604242870?pwd=L2dkVW51NFRLK0pRTUVpOEQ4OFBydz09>**

**Meeting ID: 760 424 2870**

**Passcode: 1234**

**Dial by your location**

**+1 312 626 6799 US (Chicago)**

**Meeting ID: 760 424 2870**

**Passcode: 1234**

**B. Indoor Recreation Center Feasibility Study: Hunden Strategic Partners Report**

**C. Adjournment**

No official action will take place during this planning session.



ANKENY CITY COUNCIL

City Council Action Planning Session

May 9, 2022  
5 : 30 PM

Mark Holm, Mayor  
Bobbi Bentz, Mayor Pro tem

Council Members: Jeff Perry, Joe Ruddy, Todd Shafer, Kelly Whiting

Print

ORIGINATING DEPARTMENT:  
City Manager

COUNCIL GOAL:

ACTION REQUESTED:

LEGAL:  
No Review Required

SUBJECT:  
Indoor Recreation Center Feasibility Study: Hunden Strategic Partners Report

EXECUTIVE SUMMARY:

FISCAL IMPACT: **No**

CITY MANAGER'S RECOMMENDATIONS:

PREVIOUS COUNCIL/COMMISSION/BOARD ACTION(S):

PUBLIC OUTREACH EFFORTS:

ACTION REQUESTED:

ADDITIONAL INFORMATION:

---

ATTACHMENTS:

Click to download

 [Indoor Recreation Center Feasibility Study: Final Report](#)

---

History

Time

5/4/2022 3:15 PM

Who

City Clerks Office

Approval

Yes

# Ankeny Indoor Sports Facility Market & Financial Feasibility Study

---

Final Report  
April 18, 2022



---

# Table of Contents

Executive Summary

Chapter 1: Project Orientation

Chapter 2: Economic & Demographic Analysis

Chapter 3: Local Sports Facility Analysis

Chapter 4: Regional Sports Facility Analysis

Chapter 5: Sport Tournament & Opportunity Analysis

Chapter 6: Support Amenities Analysis

Chapter 7: Case Studies

Chapter 8: Site Analysis & Recommendations

Chapter 9: Demand & Financial Projections

Chapter 10: Economic, Fiscal & Employment Impact Analysis

# Executive Summary

---

The City of Ankeny hired Hunden Strategic Partners (HSP) to conduct a market and financial feasibility study that includes the economic impact of a potential indoor complex (Project) in Ankeny, Iowa.

- What is the Project and why is it compelling?
- What competitive facilities exist both locally and regionally? How will the Project interact with the competitive market?
- What is the viability of the Project to regularly compete for and host regional, sub-regional, or national tournaments and other events that will bring visitors to stay, dine, and shop in Ankeny?
- What is the opportunity for the Project to accommodate recreational needs for the City of Ankeny?
- How will this youth sports complex perform and what will its economic impacts be?
- What value of public expenditures are rationalized by impacts generated by the Project?

	STRENGTHS	OPPORTUNITIES
POSITIVE	<ul style="list-style-type: none"><li>▪ Robust population growth</li><li>▪ Strong untapped demand for indoor athletic space</li><li>▪ Club organization backing</li><li>▪ Size as a competitive advantage</li><li>▪ Tournament brand of Ankeny</li></ul>	<ul style="list-style-type: none"><li>▪ Flexible, indoor court space and artificial turf</li><li>▪ Private sector partnerships</li><li>▪ League/Tournament/Training Programming</li><li>▪ Capture large AAU tournaments</li><li>▪ Indoor recreational programming for Ankeny Youth</li></ul>
NEGATIVE	WEAKNESSES	THREATS
	<ul style="list-style-type: none"><li>▪ Competitive adjacent major tournament markets</li></ul>	<ul style="list-style-type: none"><li>▪ Competing developments</li><li>▪ Seasonality/Scheduling</li><li>▪ Competing interests between club and recreational usage</li></ul>

The following slides summarize the key findings and headlines. In order to assess the viability of any project and make informed recommendations, there are six key elements that must be considered.

## The Local Market

Currently, local sports are accommodated primarily by school facilities and smaller private facilities. Development activity of indoor sports facilities has increased in recent years and there are some in the planning phase in the area.

Supportable amenities are key to enhancing pre- and post-sporting event spending. The Ankeny lodging market is robust and continues to grow. While the area has strong retail and restaurant nodes, the area is lacking major tourism/ entertainment attractions.

## Site Recommendations

General site parameters for a successful youth sports facility include availability of land for current and future development, accessibility, proximity to hotel/restaurant nodes and flat topography.

Roughly 15 acres are typically needed for an indoor facility, depending on future expansion, parking and addition of outdoor fields.

## The Industry

The youth sports industry, specifically facility development, has experienced tremendous growth over the last several years. The industry is driving spending and overnight stays for all types of municipalities around the country.

While many industries that fall under the tourism umbrella have been hurt by the COVID-19 pandemic, the youth sports industry has stayed consistent in terms of driving economic impact for municipalities.

The following slides summarize the key findings and headlines. In order to assess the viability of any project and make informed recommendations, there are six key elements that must be considered.

## The Demand

There is major demand for indoor space in Ankeny and the greater Des Moines area. Scheduling difficulties with the local school district space has highlighted the drastic need for more space.

Several local and regional sporting groups indicated they would utilize indoor court space and artificial turf year-round for training and competition.

Demand for large, quality indoor court space for basketball and volleyball has been highlighted by regional tournament organizers and stakeholders.

## The Supply

The supply of indoor athletic space primarily consists of 4-court or less private spaces, local school gymnasiums and a few single-field indoor fieldhouses.

The West Des Moines RecPlex is close to being completed and will be a strong competitor in the area. Johnston is adding a new facility with Ignite that is proposed to contain 8 basketball courts.

While there is a strong regional supply of indoor facilities within a 3 to 5-hour drive from Ankeny in adjacent mid-size metro areas, a large, flexible indoor facility would fill the need in the market and capture large tournament demand.

## Case Studies

Flexibility is a major ingredient to the success of youth sports developments. The ability to host a diverse mix of sporting events, and potentially non-sporting events will enhance the chances of a facility's success.

Key on-site amenities that complement a major youth sports complex include food and beverage offerings, lounge/play areas for participants and fans, community space and physical therapy/sports performance space.

# Recommendation

Based on the analysis of the youth sports market in the Greater Des Moines area and regionally and interviews with market experts, tournament organizers, and other stakeholders, HSP recommends the development of an indoor youth sports complex in Ankeny.

HSP recommends the following preliminary scenario of space breakdowns:

- 8 basketball courts (16 volleyball)
- 1 full-sized indoor multi-purpose turf fields
- 1 quarter-sized flexible turf space for batting cages, training, practice and rec programming

HSP also recommends considering a phased approach. Phasing will help with initial costs and assist in identifying long-term opportunities. HSP recommends that if a phasing approach is taken, the sport courts be developed before the indoor turf field.

## Ankeny, Iowa Sports Facility Recommendations

Feature	Unit	Unit Size	Max Parking
<i>Sports Spaces</i>			
Basketball/Volleyball (Hardwood)	Courts	8	800
Seating	Seats	250	–
Indoor Turf (Full-Size Soccer)	Fields	1	100
Seating	Seats	250	–
Indoor Turf (Flex Batting Cages, Practice, Training, Rec Programs)	Fields	1/4	25
Seating		50	–
<b>Total Parking</b>			<b>925</b>
<i>Other Key Amenities:</i>		<i>Building Needs:</i>	
Concession/Café/Restaurant/Food Service Area		Team/Changing Rooms	
Play Area/Lounge Space		Offices	
Performance/Physical Therapy Area		Public Restrooms	
Meeting Rooms		Storage	
Lobby Space			

# Recommendation

## Size

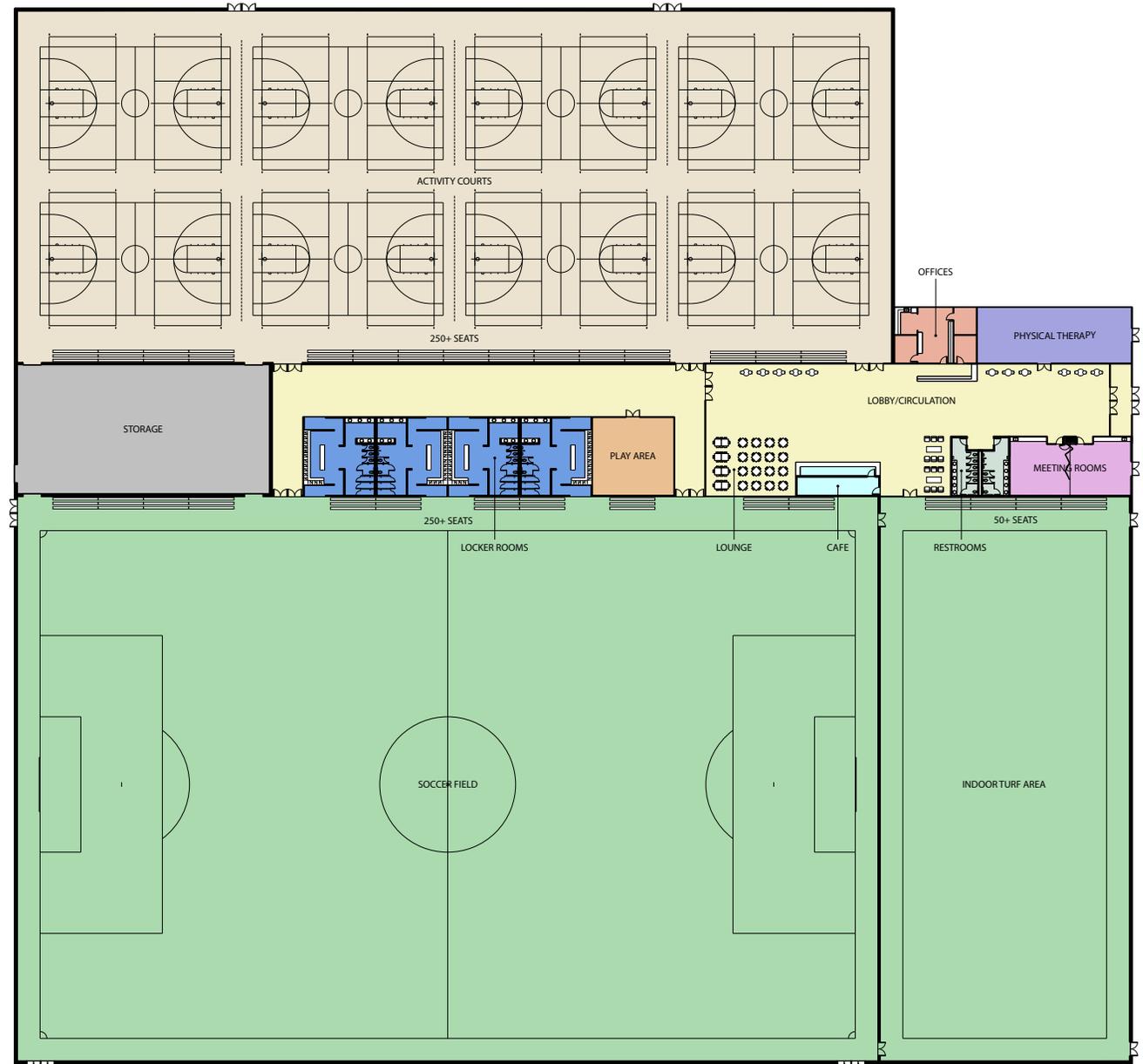
- Total Building Area: 217,000 SF
- Parking Area (925 Cars): 590,000 SF
- Total Estimated Site Area: 807,000 SF

## Minimum Site Acreage:

- ~14 acres

## Sporting Features:

- 8 basketball courts (16 volleyball)
- 1 full-sized indoor artificial soccer field
- 1 ¼ field multipurpose turf space for baseball/softball, rec use, etc.



# Estimated Cost Breakdown

This table details the projected budget for two scenarios, a baseline cost, which assumes pre-engineered buildings, and a high-cost scenario, which assumes conventional construction and higher quality materials.

## High-Cost Construction:

Total Project Cost: ~\$72.8 million

## Baseline Cost Construction:

Total Project Cost: ~\$44.7 million

High-cost construction would be inline with the level of quality of the new Town of Johnstown YMCA, while the baseline cost scenario would be inline with the West Des Moines RecPlex, both shown on the following slide.

## Baseline Cost (Pre-Engineered Buildings)

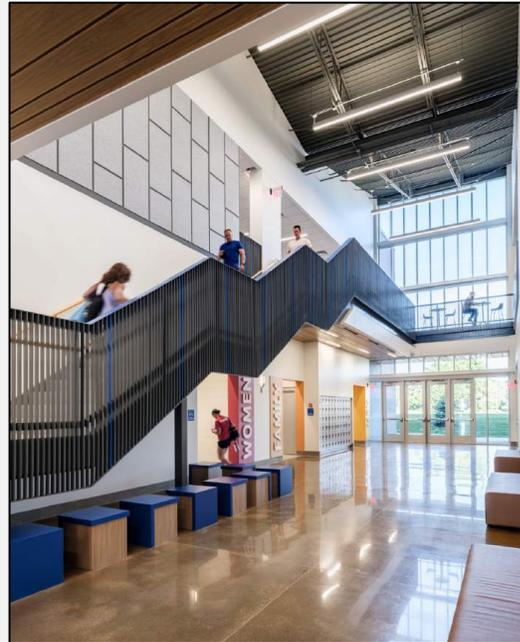
Ankeny Sports & Recreation Complex			
Estimated Construction Costs			
<b>Building Costs</b>			
Soccer Fieldhouse*	96,000 SF	\$125/SF	\$12,000,000
Indoor Turf Field*	28,000 SF	\$125/SF	\$3,500,000
Activity Courts*	61,000 SF	\$135/SF	\$8,235,000
Physical Therapy	1,700 SF	\$225/SF	\$382,500
Storage	6,400 SF	\$150/SF	\$960,000
Locker Rooms	4,500 SF	\$275/SF	\$1,237,500
Cafe/Lounge	2,000 SF	\$300/SF	\$600,000
Play Area	1,200 SF	\$200/SF	\$240,000
Offices	900 SF	\$175/SF	\$157,500
Restrooms	600 SF	\$275/SF	\$165,000
Meeting Rooms	1,400 SF	\$200/SF	\$280,000
Lobby/Circulation	13,300 SF	\$200/SF	\$2,660,000
<b>Building Costs Subtotal</b>			
	217,000 SF	\$140/SF	\$30,417,500
<b>Site Costs</b>			
Parking	925 Stalls	\$3,200/Stall	\$2,960,000
Site Development Allowance	590,000 SF	\$4/SF	\$2,360,000
<b>Construction Cost Subtotal</b>			\$35,737,500
<b>Soft Costs</b> (25% of construction cost, excludes land acquisition costs)			\$8,934,375
<b>Total Estimated Project Cost (in 2021 USD)</b>			<b>\$205/SF \$44,671,875</b>
***Escalation year-to-year is currently between 4-6% of construction costs based on market volatility			
*Assumes pre-engineered buildings			

## High-Cost (Conventional Buildings)

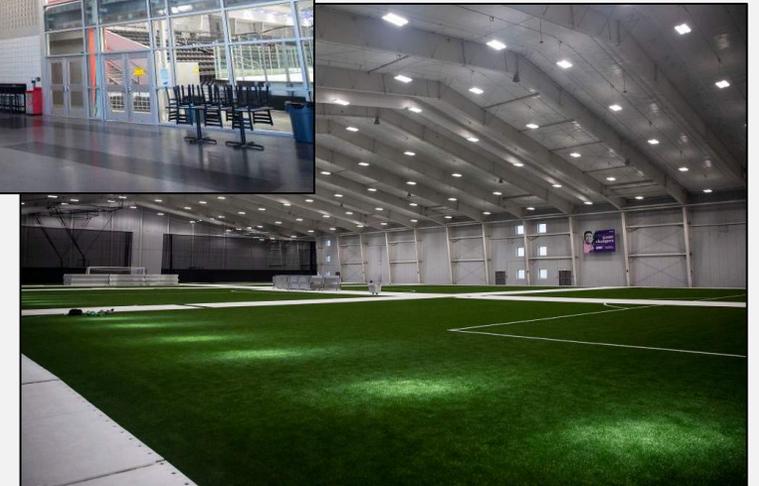
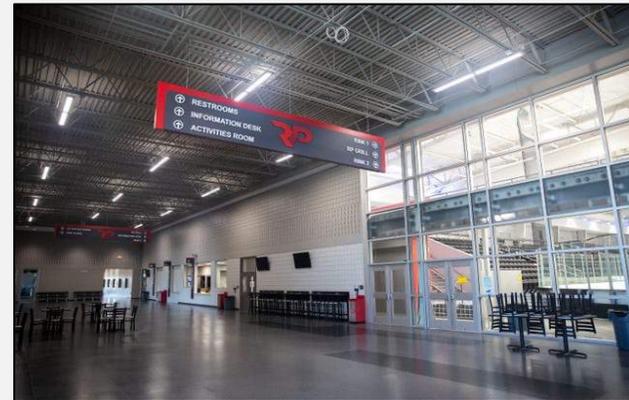
Ankeny Sports & Recreation Complex			
Estimated Construction Costs			
<b>Building Costs</b>			
Soccer Fieldhouse	96,000 SF	\$250/SF	\$24,000,000
Indoor Turf Field	28,000 SF	\$250/SF	\$7,000,000
Activity Courts	61,000 SF	\$250/SF	\$15,250,000
Physical Therapy	1,700 SF	\$225/SF	\$382,500
Storage	6,400 SF	\$150/SF	\$960,000
Locker Rooms	4,500 SF	\$275/SF	\$1,237,500
Cafe/Lounge	2,000 SF	\$300/SF	\$600,000
Play Area	1,200 SF	\$200/SF	\$240,000
Offices	900 SF	\$175/SF	\$157,500
Restrooms	600 SF	\$275/SF	\$165,000
Meeting Rooms	1,400 SF	\$200/SF	\$280,000
Lobby/Circulation	13,300 SF	\$200/SF	\$2,660,000
<b>Building Costs Subtotal</b>			\$52,932,500
			217,000 SF \$244/SF
<b>Site Costs</b>			
Parking	925 Stalls	\$3,200/Stall	\$2,960,000
Site Development Allowance	590,000 SF	\$4/SF	\$2,360,000
<b>Construction Cost Subtotal</b>			\$58,252,500
<b>Soft Costs</b> (25% of construction cost, excludes land acquisition costs)			\$14,563,125
<b>Total Estimated Project Cost (in 2021 USD*)</b>			<b>\$336/SF \$72,815,625</b>
*Escalation year-to-year is currently between 4-6% of construction costs based on market volatility			
Assumes conventional building similar in quality to Johnstown YMCA, Johnstown, CO			

# Quality Comparison

High-Cost Scenario - Town of Johnstown YMCA



Baseline Cost Scenario - West Des Moines Rec Plex



Sports Complex Projection & Proforma												
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
<b>Revenue (000s)</b>												
Rent	\$ 642	\$ 674	\$ 708	\$ 743	\$ 780	\$ 819	\$ 860	\$ 903	\$ 948	\$ 996	\$ 1,622	\$ 2,642
Net Concessions/Catering	\$ 71	\$ 74	\$ 78	\$ 82	\$ 86	\$ 90	\$ 95	\$ 100	\$ 105	\$ 110	\$ 179	\$ 292
Advertising & Sponsorship (net)	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53
Other	\$ 23	\$ 24	\$ 25	\$ 26	\$ 28	\$ 29	\$ 30	\$ 32	\$ 33	\$ 35	\$ 56	\$ 90
<b>Total</b>	<b>\$ 788</b>	<b>\$ 825</b>	<b>\$ 864</b>	<b>\$ 904</b>	<b>\$ 946</b>	<b>\$ 991</b>	<b>\$ 1,038</b>	<b>\$ 1,087</b>	<b>\$ 1,139</b>	<b>\$ 1,193</b>	<b>\$ 1,909</b>	<b>\$ 3,076</b>
<b>Expenses (000s)</b>												
Salaries, Wages & Benefits	\$ 647	\$ 679	\$ 713	\$ 749	\$ 786	\$ 825	\$ 867	\$ 910	\$ 956	\$ 1,003	\$ 1,634	\$ 2,662
General & Admin	\$ 43	\$ 44	\$ 45	\$ 46	\$ 47	\$ 47	\$ 48	\$ 49	\$ 50	\$ 51	\$ 63	\$ 76
Utilities	\$ 244	\$ 256	\$ 269	\$ 282	\$ 296	\$ 311	\$ 326	\$ 343	\$ 360	\$ 378	\$ 616	\$ 1,003
Repairs & Maintenance	\$ 128	\$ 131	\$ 133	\$ 136	\$ 139	\$ 141	\$ 144	\$ 147	\$ 150	\$ 153	\$ 186	\$ 227
Insurance	\$ 92	\$ 97	\$ 102	\$ 107	\$ 112	\$ 118	\$ 124	\$ 130	\$ 137	\$ 143	\$ 233	\$ 380
Advertising & Other	\$ 46	\$ 47	\$ 48	\$ 49	\$ 50	\$ 51	\$ 52	\$ 53	\$ 54	\$ 55	\$ 67	\$ 82
Reserves	\$ 28	\$ 29	\$ 30	\$ 32	\$ 33	\$ 35	\$ 36	\$ 38	\$ 40	\$ 42	\$ 67	\$ 108
<b>Total</b>	<b>\$ 1,227</b>	<b>\$ 1,282</b>	<b>\$ 1,340</b>	<b>\$ 1,400</b>	<b>\$ 1,463</b>	<b>\$ 1,529</b>	<b>\$ 1,598</b>	<b>\$ 1,670</b>	<b>\$ 1,746</b>	<b>\$ 1,826</b>	<b>\$ 2,866</b>	<b>\$ 4,538</b>
<b>Net Operating Income</b>	<b>\$ (439)</b>	<b>\$ (457)</b>	<b>\$ (476)</b>	<b>\$ (496)</b>	<b>\$ (516)</b>	<b>\$ (537)</b>	<b>\$ (560)</b>	<b>\$ (583)</b>	<b>\$ (607)</b>	<b>\$ (633)</b>	<b>\$ (957)</b>	<b>\$ (1,462)</b>

Source: Hunden Strategic Partners

HSP projects that the sports complex will generate total annual revenue of \$788,000 in Year 1 and increase revenues to nearly \$1.2 million by Year 10. Most revenue is expected to come from space rentals, followed by net concessions/catering revenues.

Expenses are expected to total nearly \$1.2 million in Year 1 and increase to more than \$1.8 million by the end of the period.

HSP expects that the facility will operate in a loss of between \$400,000 and \$600,000, this driven by the assumed increase in several operating expense line items at 5 percent on a year-over-year (YOY) basis. By Year 30, the operating loss is much higher due to the 5 percent YOY growth in expenses.

# Summary of 30-Year Impacts

The Project is expected to generate more than \$1.5 billion in net new spending, \$687 million in net new earnings and approximately 475 new full-time equivalent jobs at stabilization.

Capturable fiscal impact is expected to total approximately \$15.8 million from the local hotel tax.

## 30-Yr. Summary of Impacts - Sports Complex

<b>Net New Spending</b>	<b>(millions)</b>
Direct	\$966
Indirect	\$368
Induced	\$206
<b>Total</b>	<b>\$1,540</b>
<b>Net New Earnings</b>	<b>(millions)</b>
From Direct	\$446
From Indirect	\$148
From Induced	\$94
<b>Total</b>	<b>\$687</b>
<b>Net New FTE Jobs</b>	<b>Actual</b>
From Direct	292
From Indirect	118
From Induced	66
<b>Total</b>	<b>475</b>
<b>Capturable Local Taxes</b>	<b>(millions)</b>
Hotel Tax (7.0%)	\$15.8
<b>Total</b>	<b>\$15.8</b>
<b>Capturable Local Total</b>	<b>\$15.8</b>

Source: Hunden Strategic Partners

# Chapter 1: Project Orientation

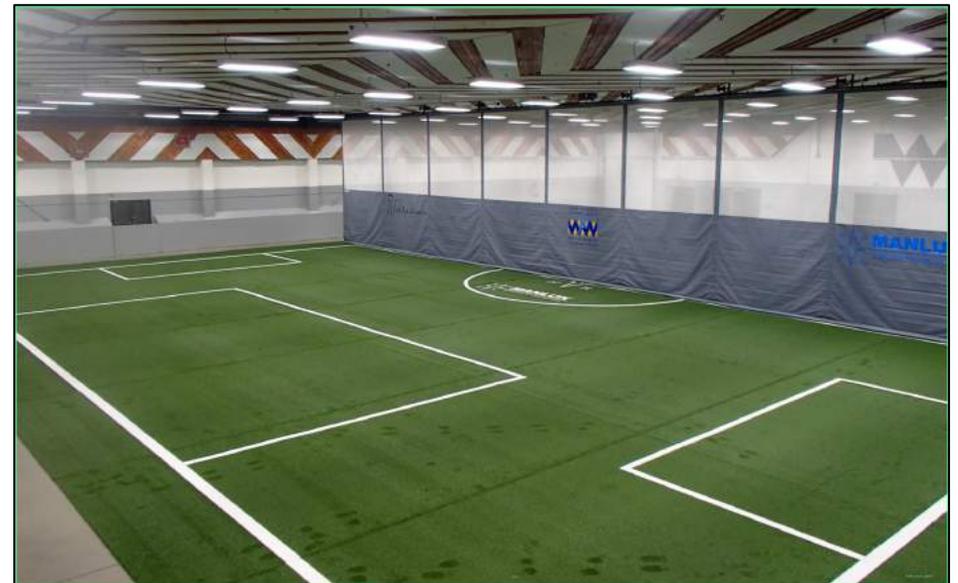
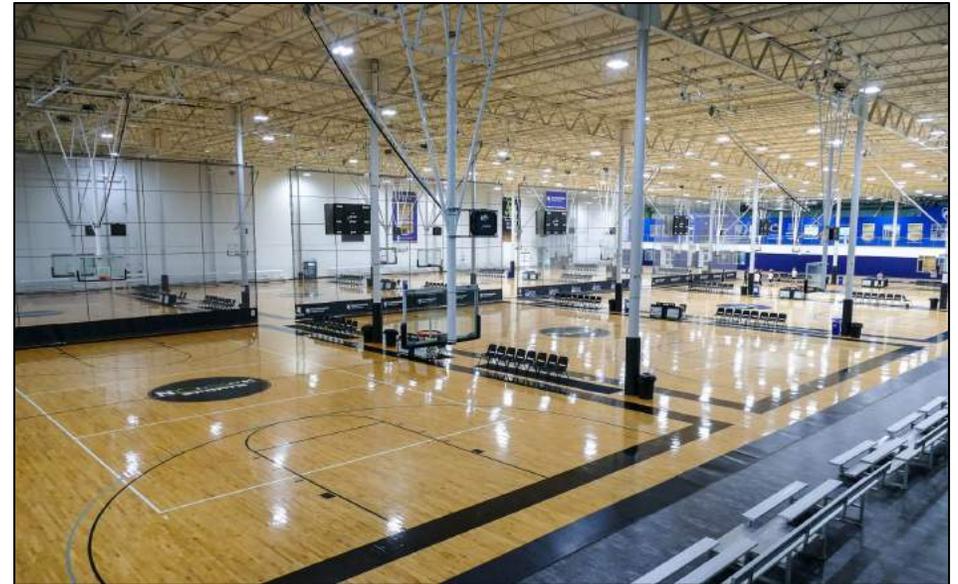
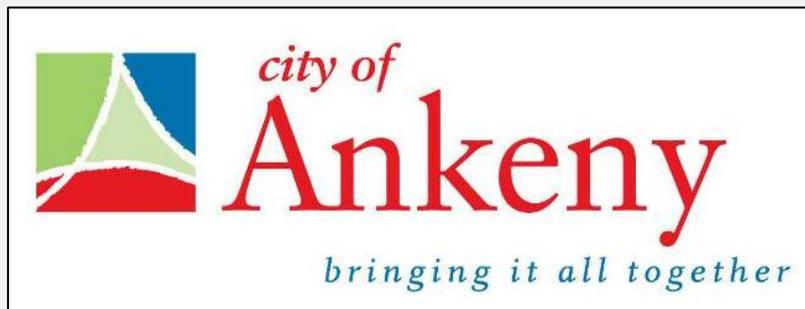
---

# Project Orientation

The Ankeny Parks & Recreation Department wants to determine the opportunity to develop an indoor youth sports complex to accommodate both tournament and recreational needs.

This opportunity was determined by identifying the market supply, conducting demand interviews, and analyzing successful case studies around the country.

The development of major youth sports complexes has been trending around the country. These complexes have been driving significant economic impact for many cities over the last several years.



# Chapter 2: Economic & Demographic Analysis

---

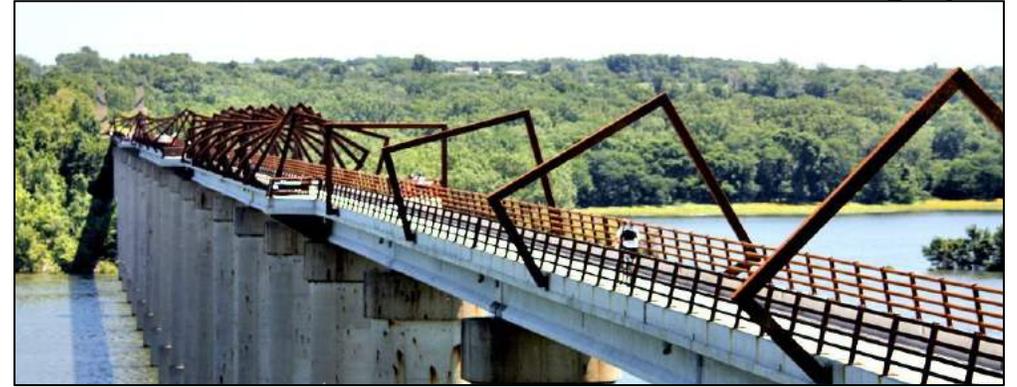
# Ankeny Overview

Ankeny, Iowa is located 13.5 miles (18 minutes) north of Des Moines, Iowa. Ankeny is the fastest growing suburb of the State's Capitol city. Ankeny is located in Polk County and considered part of the Des Moines Metropolitan Area.

The downtown portion of the city has been undergoing lots of construction and revitalization, the most notable portion of this project is the new Ankeny Kirkendall Public Library project.

Ankeny has an excellent education pipeline with:

- 10 Public Elementary Schools
- 4 Public Middle Schools
- 2 Public High Schools

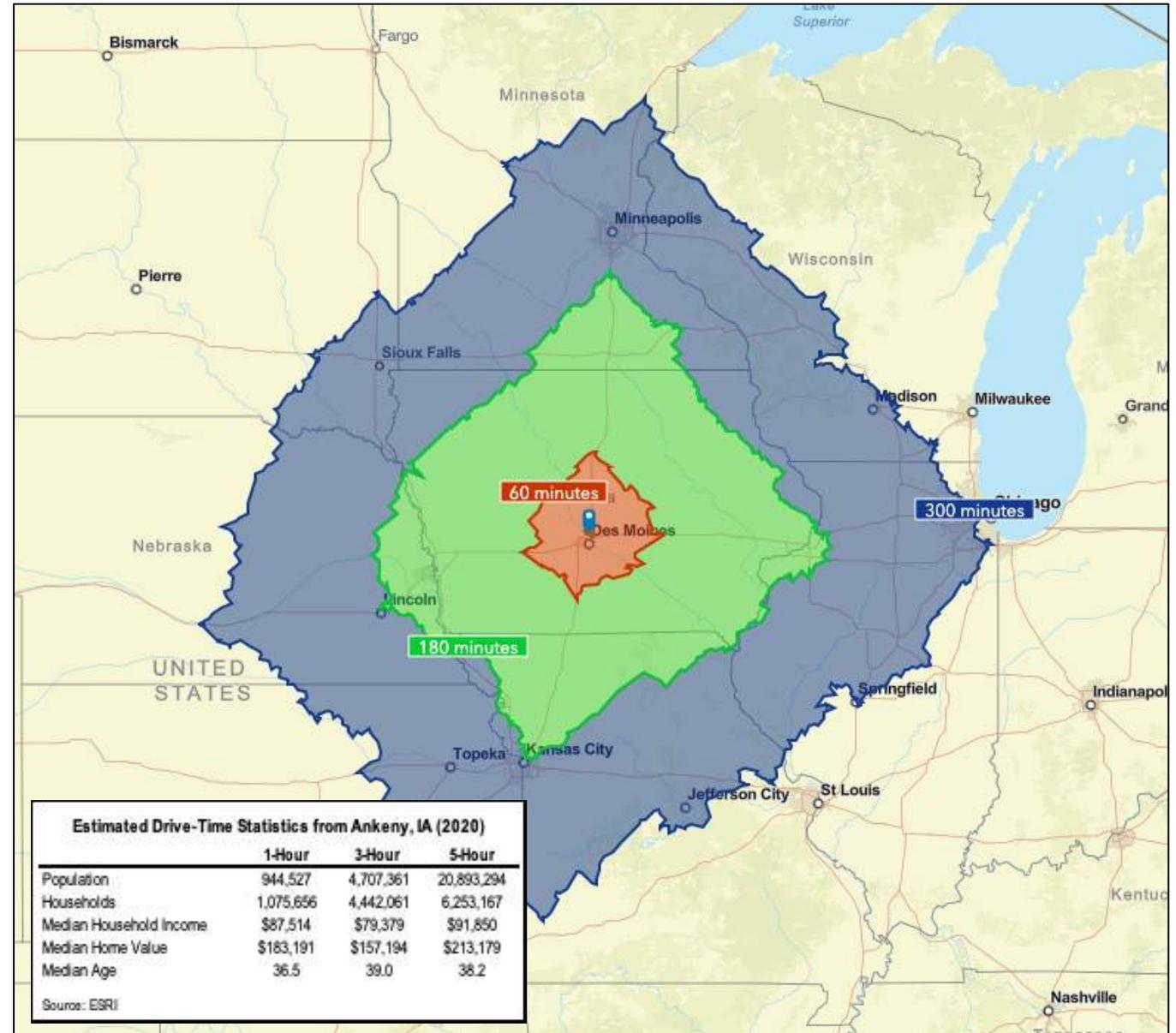


# Drive Times

Understanding the drive-time demographics from Ankeny helps identify major population hubs and the types of people that may travel for a potential sports tournament.

Within an hour drive from Ankeny the population is approximately 944,527 people.

5 hours is the length of a typical road trip families take for club tournaments. With almost 21 million people within 5 hours, the Ankeny area is well positioned to be a tournament hub on the weekends.



Population and Growth Rates					
	Population				Percent Change
	2000	2010	2020	2025 Projected	2010 - 2020
United States	281,421,906	308,745,538	333,793,107	346,021,282	8.1%
Iowa	2,926,324	3,046,355	3,238,386	3,323,404	6.3%
Des Moines, IA MSA	518,607	606,475	723,233	727,916	19.3%
Polk County	374,601	430,640	504,158	540,411	17.1%
Ankeny, IA	29,750	45,822	67,887	79,395	48.2%

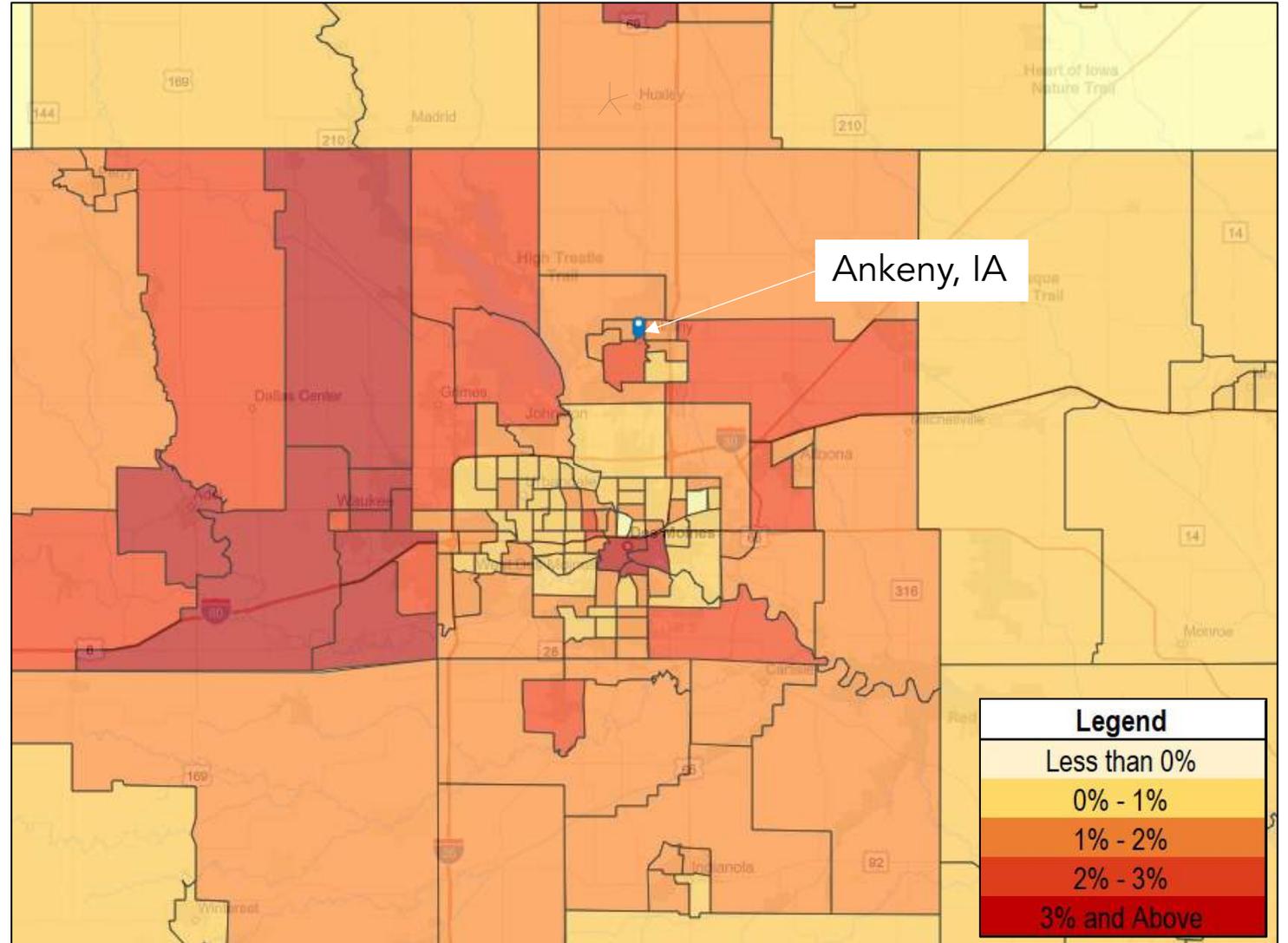
Source: U.S. Census Bureau

Iowa itself is not seeing greater than average growth (6.3% growth rate), but those who are moving to the state are choosing the Ankeny (34.4%) – Polk County (17.1%) area. With a population that has doubled in 20 years, with more expected, the demand for indoor sports facilities increases.

# Projected Annual Growth Rate (2020-2025)

Over the next 5 years Ankeny is projected to grow at 2.21%. As shown in the map, this is greater than the urban areas around Des Moines leading to the conclusion that Ankeny is a commuter's city.

With a growing population the number of kids looking to play sports will continue to increase.



## Income, Spending and Other Demographic Data

Category	United States	Iowa	Polk County	Ankeny
Homeownership rate, 2020	63.80%	64.20%	62.30%	70.70%
Median value of owner-occupied housing units, 2015-19	\$217,500	\$147,800	\$179,900	\$220,100
Persons per household, 2015-19	2.62	2.4	2.51	2.64
Median household income, 2015-19	\$62,843	\$60,523	\$67,637	\$86,486
Persons below poverty level, percent	10.5%	11.2%	10.1%	5.3%
Total employment, 2019	132,989,428	1,380,747	276,067	—
Total employment, percent change, 2017-2018	1.6%	1.2%	0.7%	—

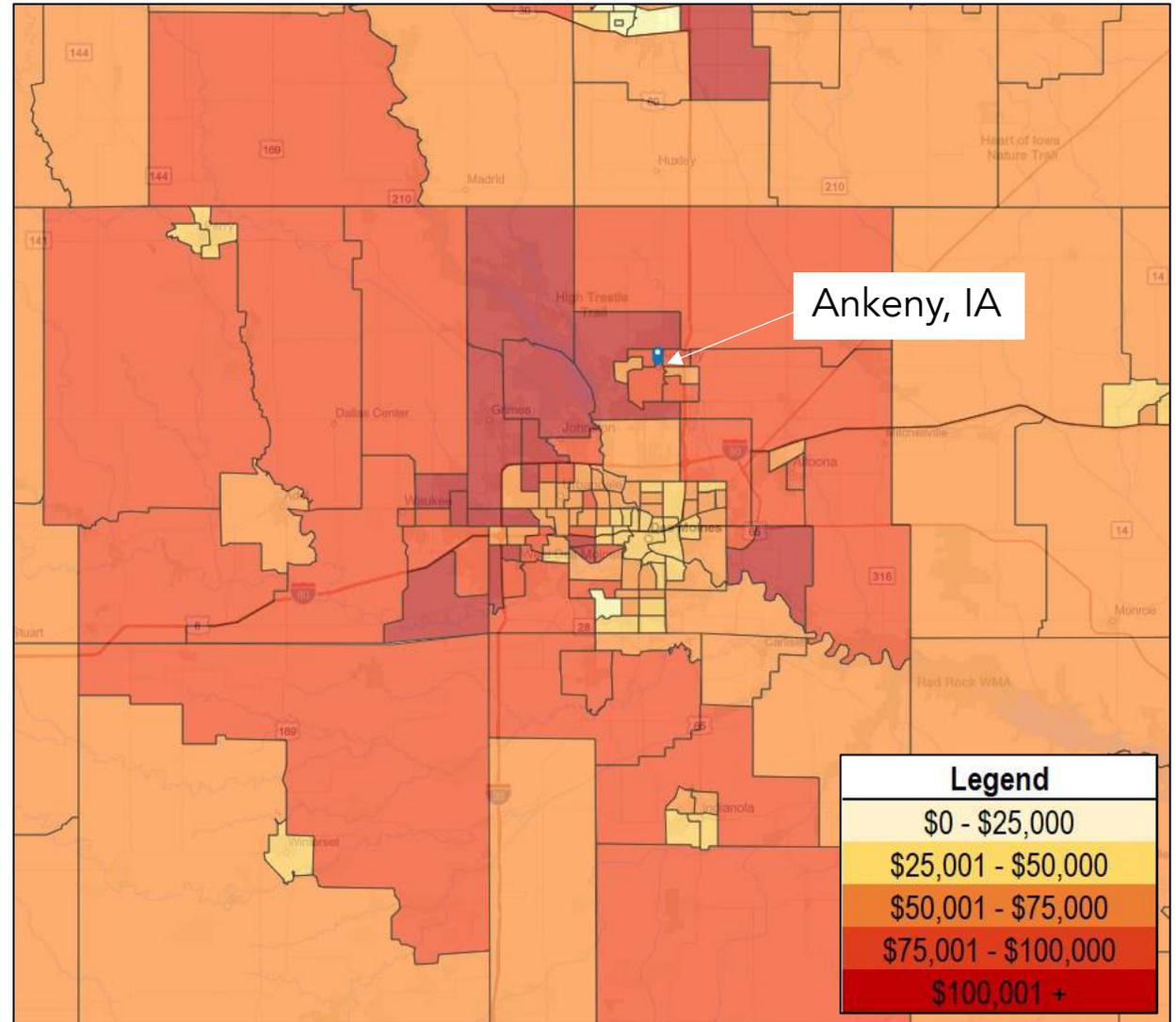
Source: U.S. Census Bureau

The median household income in Ankeny is significantly higher than the country, state and county average. A high median home value and home ownership rate results in an affluent area where people have increasing disposable income and can afford more leisure activities.

# Median Household Incomes

The median household income in Ankeny is \$86,486. However, the map to the right shows the variability in median household incomes in the area with some areas surpassing \$130,000 and others under \$50,000.

The variability in median household incomes in the region can help better understand potential areas where a new facility would be feasible and most successful.



# Education

The total enrollment of the colleges and universities within 25 miles of Ankeny is 66,301 students.

It is important to understand the mix of universities in the area and their associated sports facilities because these may impact the feasibility of a new complex development.

Educational attainment for the city of Ankeny is very strong with over 50% of the 25+ population holding degrees of bachelor and above. Median income and education are highly correlated, which provides disposable income to support youth and other sports.

Population Age 25+	United States	Iowa	Polk County	Ankeny
Did Not Complete High School	12.4%	7.4%	13.4%	2.7%
Completed High School	27.1%	31.0%	34.2%	16.3%
Some College	20.6%	20.4%	21.2%	18.4%
Completed Associate Degree	8.4%	11.9%	10.5%	11.8%
Completed Bachelor Degree	19.4%	19.8%	13.7%	35.8%
Completed Graduate Degree	12.1%	9.5%	7.0%	15.0%

Source: U.S. Census Bureau

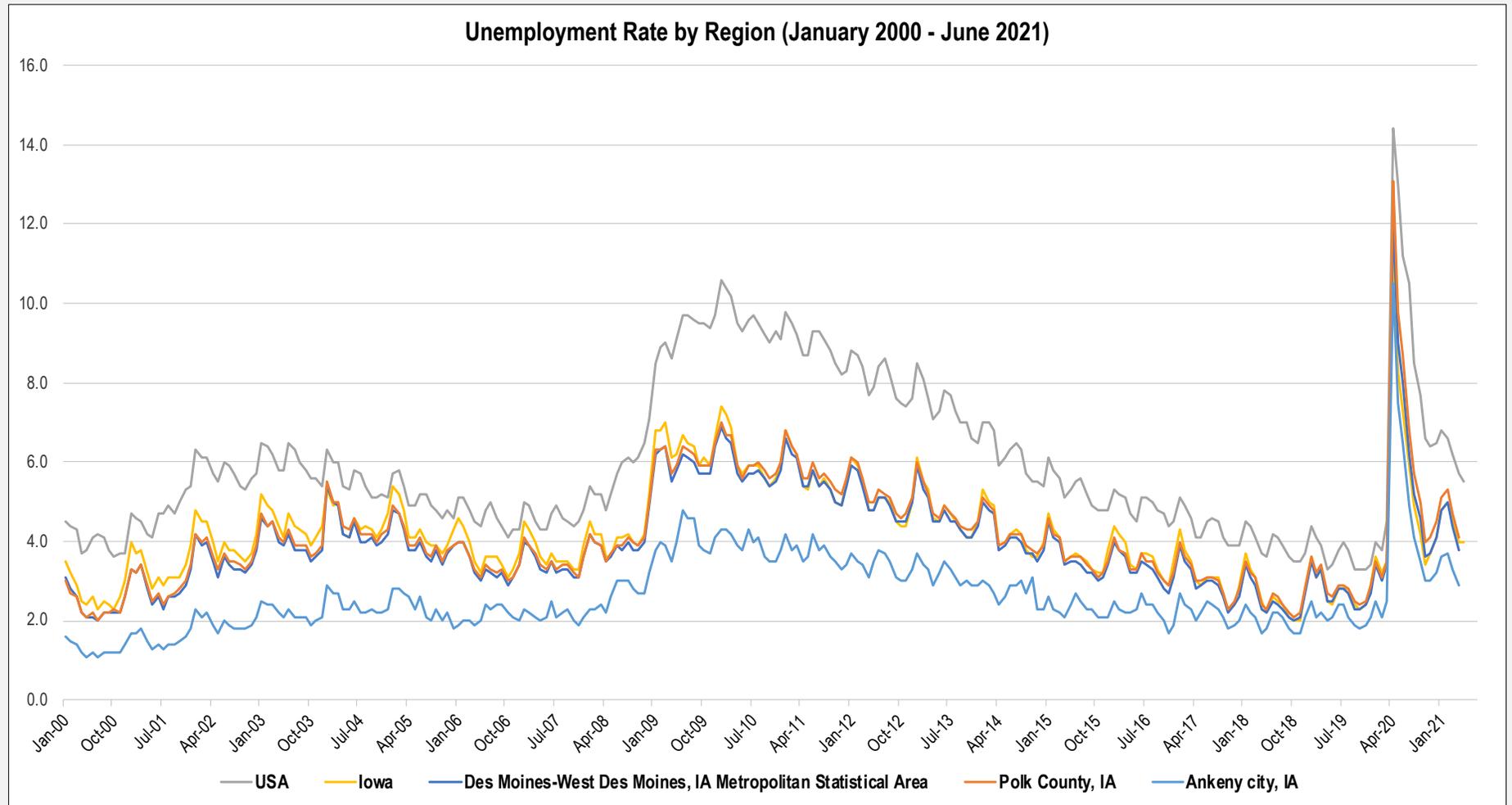
Institution	Location	Distance from 50023 (miles)	Highest Degree Offered	Enrollment
Des Moines Area Community College	Ankeny	0.0 miles	Associates	23,474
Faith Baptist Bible College & Theo.	Ankeny	0.0 miles	Graduate	353
Grand View University	Des Moines	7.0 miles	Graduate	1,886
Drake University	Des Moines	9.0 miles	Graduate	4,869
Mercy College of Health Sciences	Des Moines	9.0 miles	Bachelors	727
Iowa State University	Ames	21.0 miles	Graduate	34,992
<b>Total</b>				<b>66,301</b>

Source: National Center for Education Statistics

# Unemployment

As shown, the unemployment rate for both Ankeny and the United States trend in tandem.

A standout point from this graph shows the substantially low unemployment rate in Ankeny versus other regions.



# Employment

The table to the right provides information on Polk County employment as of 2019. The leading industries in Polk County are finance and insurance, health care and government enterprises.

Polk County has a strong, well-diversified base of industries. Located a short drive from Des Moines, the county is a common choice for commuters into the city.

Polk County Employment by Industry - 2019

Description	Employees	Percentage of Total
Total employment (number of jobs)	378,310	100%
By type		
Wage and salary employment	317,330	83.88%
Proprietors employment	60,980	16.12%
By industry		--
Farm employment	742	<b>0.20%</b>
Nonfarm employment	377,568	99.80%
Private nonfarm employment	339,168	89.65%
Forestry, fishing, and related activities	474	0.13%
Mining, quarrying, and oil and gas extraction	205	0.05%
Utilities	ND	0.00%
Construction	23,153	6.12%
Manufacturing	18,467	4.88%
Wholesale trade	17,265	4.56%
Retail trade	36,073	9.54%
Transportation and warehousing	N/D	0.00%
Information	6,716	1.78%
Finance and insurance	46,283	12.23%
Real estate and rental and leasing	15,559	4.11%
Professional, scientific, and technical services	24,871	6.57%
Management of companies and enterprises	8,694	2.30%
Administrative and support and waste management and remediation services	21,009	5.55%
Educational services	8,267	2.19%
Health care and social assistance	42,455	11.22%
Arts, entertainment, and recreation	9,346	2.47%
Accommodation and food services	26,143	N/A
Other services (except government and government enterprises)	19,955	N/A
Government and government enterprises	38,400	10.15%
Federal civilian	5,993	1.58%
Military	1,875	0.50%
State and local	30,532	8.07%
State government	7,190	1.90%
Local government	23,342	6.17%

Source: Bureau of Economic Analysis, Hunden Strategic Partners

# Top Employers

The three top employers in the Des Moines area are:

- Wells Fargo
- Unity Point Health
- Mercy Medical Center

Des Moines has a few key industries that set it apart. The area is a hub for agribusiness and advanced manufacturing, though their biggest employers are within other sectors (financial services and healthcare).

**Greater Des Moines Major Employers - 2018**

<b>Company Name</b>	<b>Industry</b>	<b>Number of Employees</b>
Wells Fargo & Company	Financial Services	14,500
UnityPoint Health	Healthcare	7,797
Mercy Medical Center	Healthcare	7,055
Hy-Vee, Inc.	Retail, Grocery	6,400
Principal	Financial Services	6,182
Nationwide	Insurance	4,442
John Deere	Agricultural Machinery	3,089
Vermeer Corporation	Agricultural Construction	2,500
DuPont Pioneer	Agribusiness	2,495
JBS USA	Food Processing	2,300
Pella Corporation	Windows & Doors	2,224
Kum & Go	Retail, Grocery	2,043
Wellmark Blue Cross Blue Shield	Health Insurance	1,800
UPS	Logistics, Distribution	1,600
Firestone Agricultural Tire Co.	Agricultural Manufacturing	1,600
YMCA of Greater Des Moines	Non-Profit	1,480
Athene	Financial Services	1,320
EMC Insurance Companies	Insurance	1,300
Casey's General Store	Gasoline, Retail	1,200

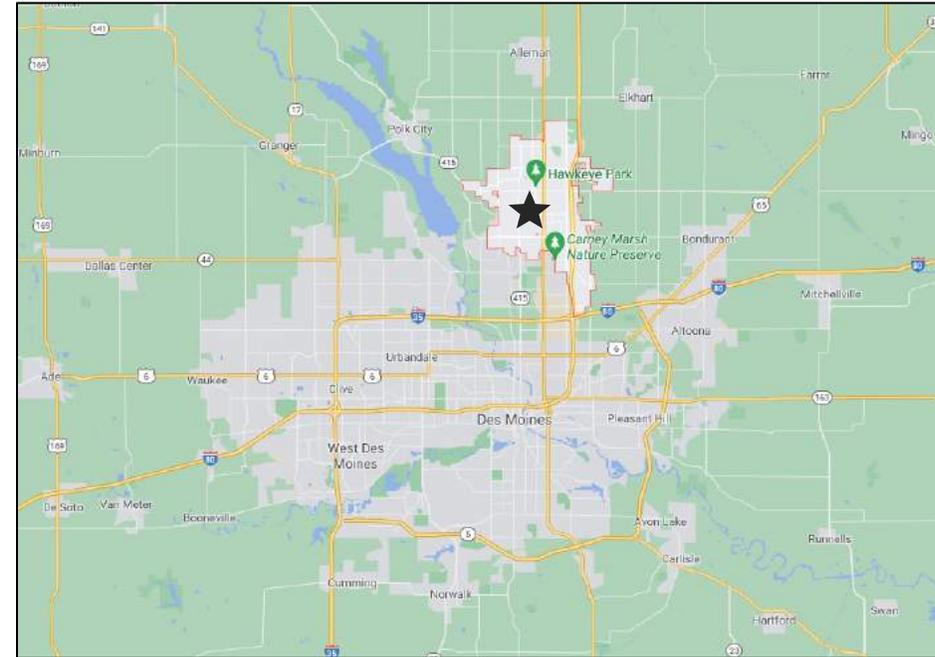
Source: Greater Des Moines Partnership

# Tapestry Segmentation

HSP performed a tapestry segmentation analysis which classifies neighborhoods using 67 unique segments based not only on demographics, but also socioeconomic characteristics.

The five largest segments for the selected Ankeny, Iowa market are Boomburbs, Bright Young Professionals, Up and Coming Families, Soccer Moms and Enterprising Professionals. The top three segments are profiled in more detail on the following slides.

Understanding the segmentation profile of the immediate surrounding area helps to determine the potential developments that would be most attractive to these demographic groups.



**Ankeny Market ESRI Tapestry Segmentation**

Rank	Segment	Percentage
1	Boomburbs	28.8%
2	Bright Young Professionals	14.3%
3	Up and Coming Families	11.4%
4	Soccer Moms	10.1%
5	Enterprising Young Professionals	7.5%
<b>Total</b>		<b>72.1%</b>

Source: ESRI

# Tapestry Segmentation – Cont'd

- Boomburbs make up 28.8% of the Ankeny community.
- This group is comprised of younger, well-educated professionals with families that migrate to affluent suburban living.
- The majority of these individuals are single-family homeowners with a median household income of \$113,400 – far above the American average.



LifeMode Group: Affluent Estates

## Boomburbs

1C

Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: \$113,400

### WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original *Boomburbs* neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the *Boomburbs* neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

### OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 220); average household size is 3.25.
- Home ownership is 84% (Index 134), with the highest rate of mortgages, 71.5% (Index 173).
- Primarily single-family homes, in new neighborhoods, 66% built since 2000 (Index 441).
- Median home value is \$350,000 (Index 169).
- Lower housing vacancy rate at 3.7%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines (Index 141).

### SOCIOECONOMIC TRAITS

- Well educated young professionals, 55% are college graduates (Index 178).
- Unemployment is low at 3.3% (Index 61); high labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

- Bright Young Professionals make up nearly 14.3% of Ankeny's population.
- This segment is well-educated with a median age of 33.0 years and commonly works in STEM occupations.
- 42.8% of this group owns their own home, while 57.2% is still renting.



LifeMode Group: Middle Ground

## Bright Young Professionals

8C

**Households:** 2,750,200

**Average Household Size:** 2.41

**Median Age:** 33.0

**Median Household Income:** \$54,000

### WHO ARE WE?

*Bright Young Professionals* is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

### OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing (Index 178), buildings with 5–19 units (Index 275)); 43% built 1980–99.
- Average rent mirrors the US (Index 100).
- Lower vacancy rate is at 8.2%.

### SOCIOECONOMIC TRAITS

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

- The Up-and-Coming Families segment makes up 11.4% of the population in Ankeny
- These individuals are diverse younger professionals who are starting to have kids.
- The median net worth of this demographic is \$122,700 with an average income of \$72,000.



LifeMode Group: Ethnic Enclaves

## Up and Coming Families

7A

**Households:** 2,901,200

**Average Household Size:** 3.12

**Median Age:** 31.4

**Median Household Income:** \$72,000

### WHO ARE WE?

*Up and Coming Families* is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

### OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

### SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

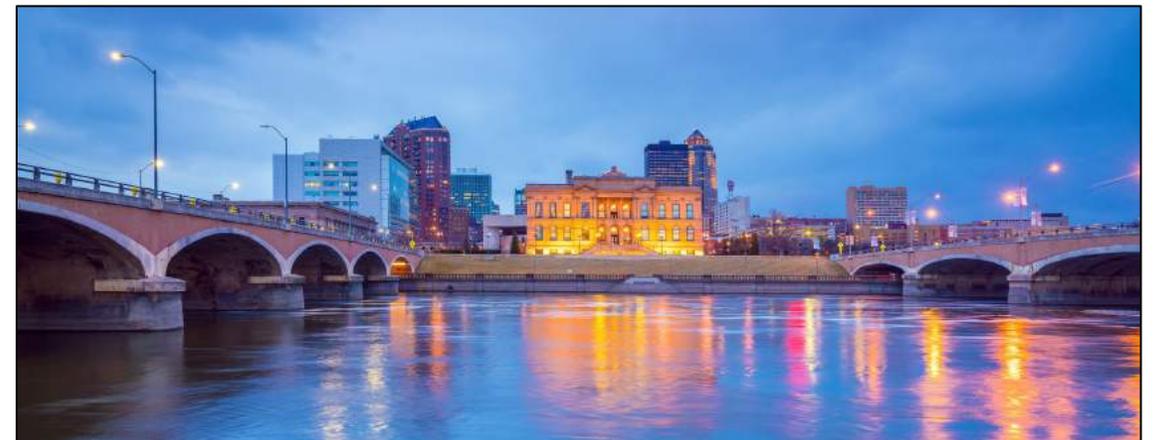


# Tourism & Attractions

## Greater Des Moines Tourism

Attractions serve as support amenities to sports facilities for their ability to keep teams and families entertained throughout tournaments. A city's tourism offerings can increase its tournament capturing abilities. This has been demonstrated in places like Florida, with Disney's Wide World of Sports, as well as Las Vegas which hosts several premier national youth sports tournaments each year. However, suburbs that are near family attractions in any area can be attractive for youth sports trips.

The attraction offerings in the greater Des Moines area will likely be visited by teams and families who will be looking for things to do in the surrounding area during down times. Due to the close proximity to Des Moines, Ankeny benefits from the attractions in the area.



## Greater Des Moines Area Most Visited Attractions - 2019

Rank	Name	2019 Customers	2019 Visitation	Avg. Visits Per Customer	Type of Attraction
1	Iowa State Fairgrounds	1,100,000	2,560,000	2.33	Fairgrounds
2	Wells Fargo Arena	869,300	1,700,000	1.96	Stadium & Arena
3	Adventureland Park	696,600	1,150,000	1.65	Amusement/Waterpark
4	Principal Park	369,800	629,900	1.70	Arena & Stadium
5	Blank Park Zoo	254,800	384,700	1.51	Zoo
6	Science Center of Iowa	156,500	221,600	1.42	Museum
7	Capitol Building	152,900	228,100	1.49	Government Building
8	Greater Des Moines Botanical Garden	91,600	132,800	1.45	Garden
9	Gray's Lake Park	67,400	114,700	1.70	Nature & Park

Source: Various

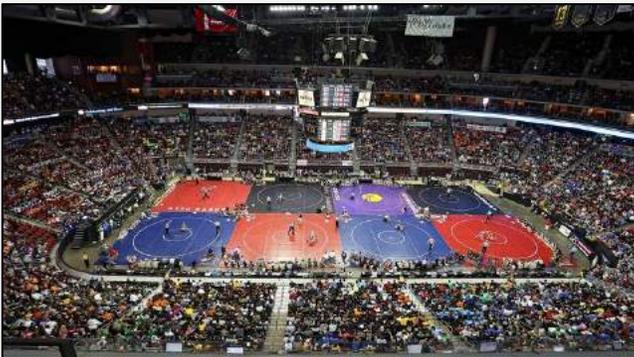
Visitation numbers are estimates based off of geo-fencing data

The above list depicts the top visited attractions in the greater Des Moines area for the 2019 year. Des Moines has great yearly visitation showing people actively come to the city for events such as minor league sports and the annual state fair. There is a plethora of activities for families, including going to the zoo, science museums and theme parks.



## Iowa State Fairgrounds

Located in Des Moines for 11 days each year, citizens of Iowa and states across the country flock to the Iowa State Fairgrounds for a slew of entertainment options. From free concerts to thrill park rides to livestock showings and competitions, this is the most popular event in the state each year.



## Wells Fargo Arena

Located in downtown Des Moines, Wells Fargo Arena is owned by Polk County. Since opening in 2005, the site annually hosts High School State Wrestling, and Girls and Boys Basketball Tournaments. The arena is home to the NBA G-League's Iowa Wolves (basketball), AHL's Iowa Wild (hockey) and IFL's Iowa Barnstormers (indoor football). This stadium is ranked a top 100 venue in terms of concert attendance.



## Adventureland Park

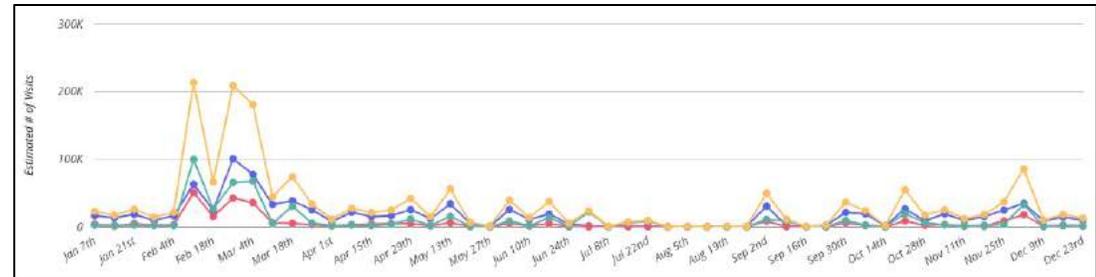
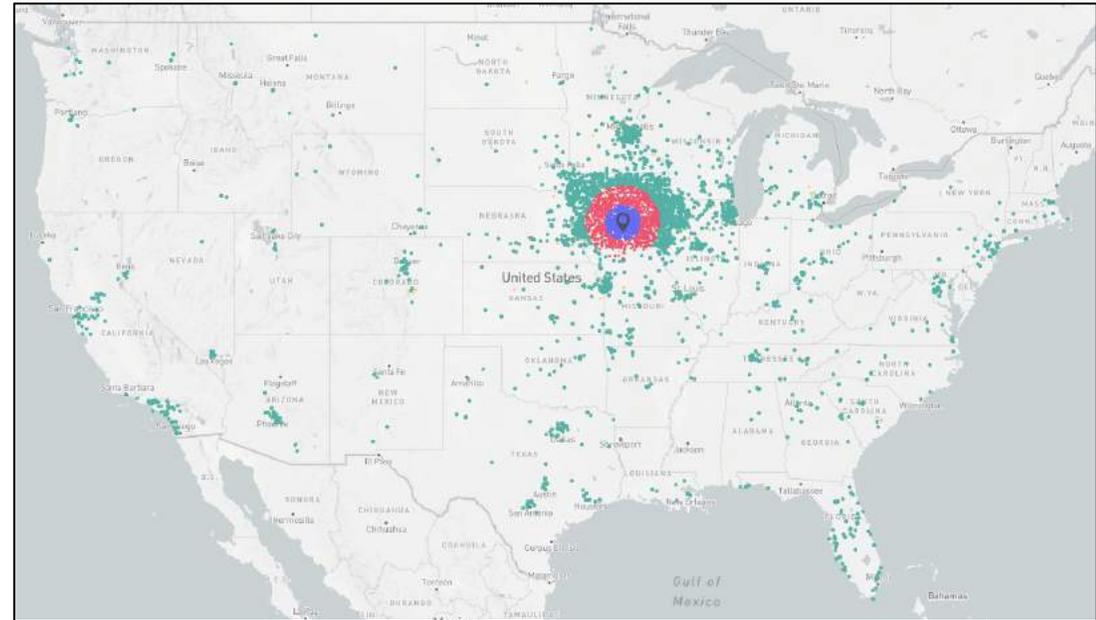
Adventureland Park is a family-owned amusement park in Altoona, Iowa that has been in business since 1974. The park features over 100 rides, shows and attractions. The park is open annually from the end of May to October.

# Visitation to Wells Fargo Arena

Wells Fargo Arena is one of the most visited sites in the state of Iowa. People travel from all over the country to visit the arena for games and tournaments.

The large spike in February reflects the **IHSAA State Wrestling Dual Team and Individual Tournament**. This displays the impact sporting events can have on bringing visitors to the city.

It was indicated in interviews with tournament operators that overflow from Wells Fargo, and smaller regional wrestling tournaments could be held at the proposed facility.



Wells Fargo Arena 2019 - Des Moines, IA January 1st, 2019 - December 31st, 2019					
Visitor Origins by Distance from Site Colors correspond to charts & maps	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 50 miles	905,300	53.1%	407,800	46.9%	2.22
Regional Distance - Over 50 miles & Less Than 100 miles	280,200	16.4%	159,400	18.3%	1.76
Long Distance only - Over 100+ miles	518,900	30.4%	302,200	34.8%	1.72
<b>Total Visits</b>	<b>1,704,400</b>	<b>100.0%</b>	<b>869,400</b>	<b>100.0%</b>	<b>1.96</b>

Source: Placer.ai

# Attractions (Continued)



## Principal Park

Principal Park opened in Des Moines in 1992, and is home to the minor league baseball team, the Iowa Cubs. The team is a Triple-A affiliate with the Chicago Cubs. The field attracted almost 370,000 people during 2019.



## Blank Park Zoo

Blank Park Zoo has been the best zoological park in the state since 1966. The south side zoo is home to over 2,800 animals. One of the most famous animals is Barnaby, a tortoise that has been there since the park opened. In 2019, the park saw just under 255,000 unique visitors.



## Science Center of Iowa

This science-focused museum is centrally located in downtown Des Moines. It features a planetarium, an IMAX theater, everchanging interactive exhibits and regular youth programs. This is a common location for school field trips and family fun.



## Iowa State Capitol Building

Commonly referred to as the Iowa Statehouse, the Capitol building houses the Iowa Senate, House of Representatives, the Offices of the Governor and Attorney General as well as other government officials in the state. It is a common destination for school field trips and historical tours.



## Greater Des Moines Botanical Garden

The Greater Des Moines Botanical Garden is a 14-acre botanical garden that opened in Des Moines in 1979. It is a common venue for smaller concerts, Zumba classes and private events. It has indoor and outdoor components helping bring people closer to nature any time of the year.



## Gray's Lake Park

Gray's Lake is a 167-acre park just outside of downtown Des Moines, it features a 1.9-mile lighted walking path around the lake. Visitors can also rent small boats to float around the lake.

# Chapter 3: Local Sports Facility Analysis

---

## Industry Trends

Throughout the COVID-19 pandemic the youth sports industry has been strikingly resilient. Although numbers of tournaments and team participation scaled back, teams still travelled to tournaments, stayed in hotels and played in local leagues.

In several interviews with hoteliers across the country, youth sports was indicated as a driving force of room nights throughout 2020.

Youth sports facilities can be strong economic drivers for cities for their ability to bring in out-of-town teams to the area. Communities can develop facilities that both cater to local demand while capturing significant impact from weekend tournaments.

The City of Ankeny has Prairie Ridge Sports Complex which provides strong economic impact on the outdoor facility side, however there is a gap on the indoor side to capture sizable impact.



# Local Indoor Sports Supply

The supply of indoor facilities within 30 miles of Ankeny consists of school facilities, training facilities and multi-use complexes that are not tournament ready. When tournaments do happen in the area, they are split up amongst multiple different facilities which limits Ankeny's ability to attract these tournaments.

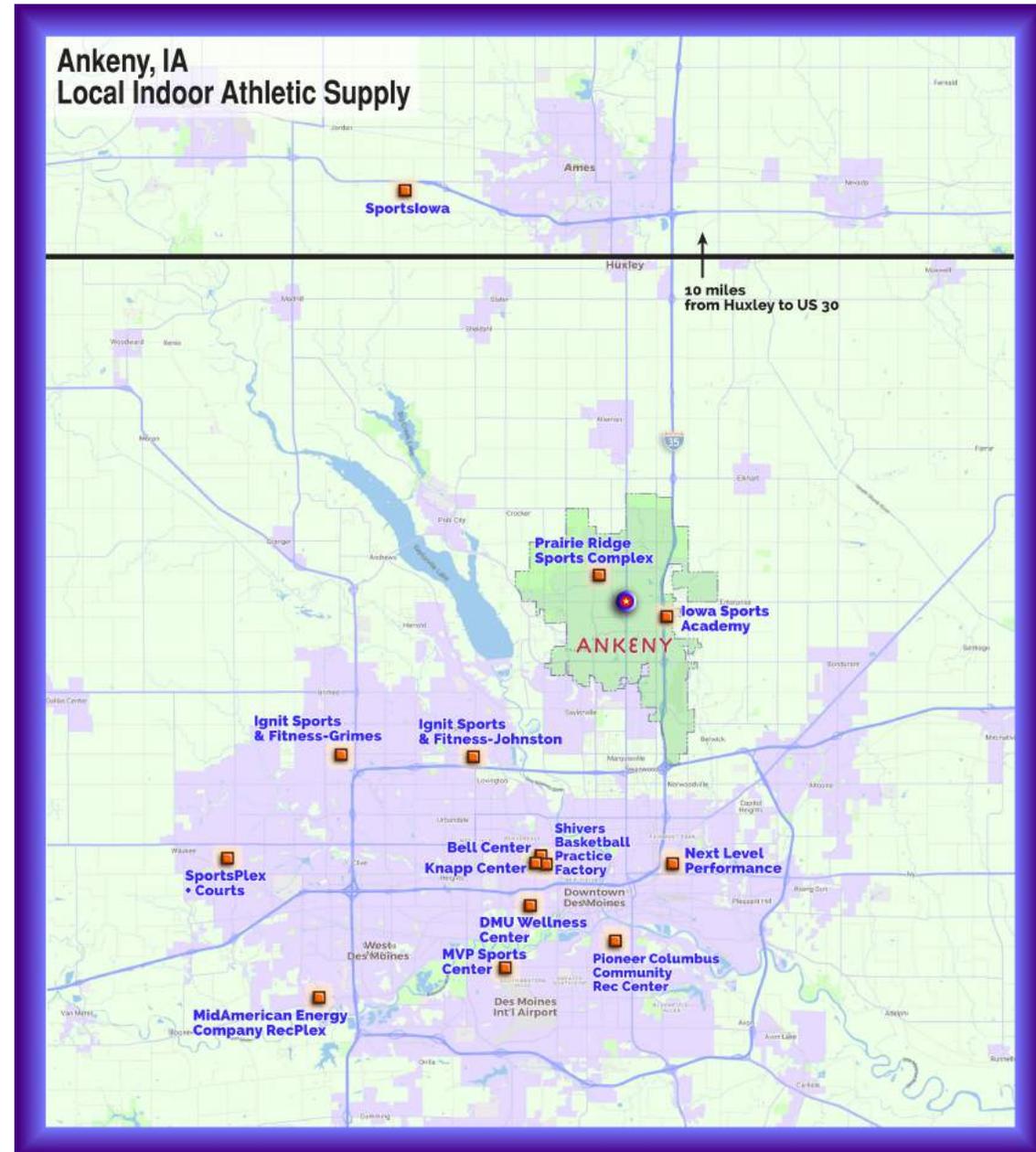
Local Indoor Athletic Complex Supply							
Facility Name	Location	Distance from Ankeny (Miles)	Basketball	Volleyball	Turf/Soccer	Cages	Batting Softball / Baseball
Kingdom Hoops Basketball	Des Moines	6	4	–	–	–	–
Next Level Performance Academy	Des Moines	10	5	–	–	–	–
Shivers Basketball Practice Facility	Des Moines	14.3	1	–	–	–	–
Knapp Center - Drake University	Des Moines	14.4	5	5	–	–	–
Bell Center - Drake University	Des Moines	14.5	3	4	–	–	–
Ignit Sports & Fitness	Grimes	14.6	6	6	0.5	–	–
Des Moines University Wellness Center	Des Moines	15	1	4	–	–	–
MVP Sports Center	Des Moines	17.7	5	5	2	4	2
MidAmerican Energy RecPlex	West Des Moines	23.4	4	4	3	–	–
Sports Plex + Courts	Waukee	23.9	2	2	11	–	–
SportsIowa	Ames	29.6	2	1	–	–	–
Iowa Sports Academy	Ankeny	–	4	4	–	6	–
Prairie Ridge Sports Complex	Ankeny	–	–	–	9	12	15/6
Pioneer - Columbus Community Rec Center	Des Moines	–	1	2	–	–	–
<b>Average</b>			<b>3</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>2</b>

Source: Various Sources

# Indoor Youth Athletic Supply Map

The local supply of indoor athletic facilities is dominated by school/university facilities and smaller training facilities. These facilities are scattered throughout the Ankeny area.

The three major indoor facilities in the local market are the MVP Sports Center, SportsPlex West and in the coming fall, MidAmerican RecPlex. These facilities have the sporting features and capacity to host smaller youth sports tournaments.



# Kingdom Hoops

---

**Location:** Des Moines, IA  
**Opened:** ~2015  
**Operator:** Kingdom Hoops

## Sports Features:

- 20,000 square feet
- 4 basketball courts
- Common tournament site

**Additional Amenities:** None

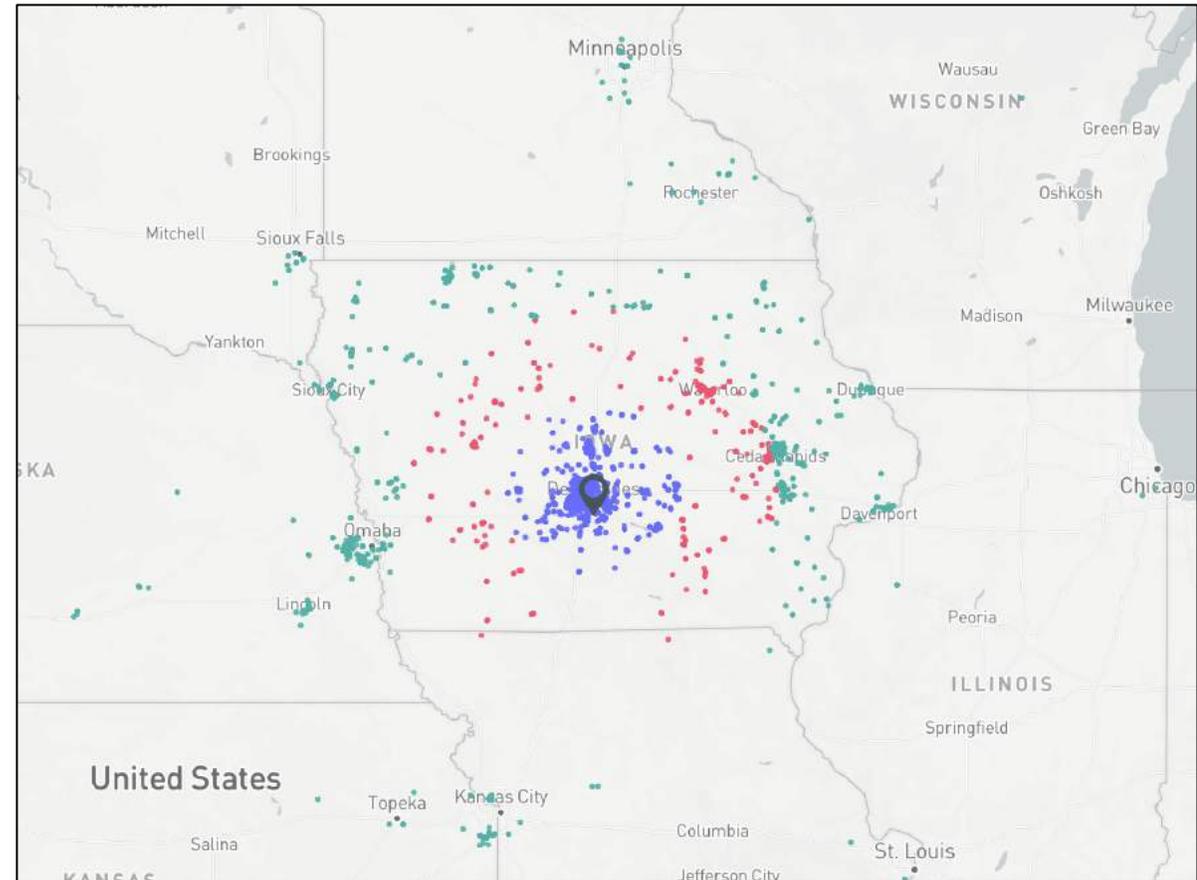


# Local/Regional Visitation Kingdom Hoops

HSP, using data from Placer.ai, analyzed 2019 visitation to the Kingdom Hoops Complex.

Primary visitation is seen from the state of Iowa as well as the close adjacent surrounding metropolitan areas.

Visitation falls off outside of a 5-hour drive time with minimal visitors from Chicago, Milwaukee, St Louis and others.



Kingdom Hoops January 1, 2019 - December 31, 2019 (365 Days)					
Visitor Origins by Distance from Site Colors correspond to charts & maps	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 50 miles	250,600	75.9%	48,300	55.7%	5.19
Regional & Long Distance - 50-100 miles	28,800	8.7%	13,800	15.9%	2.09
Long Distance only - Over 100 miles	50,900	15.4%	24,600	28.4%	2.07
<b>Total Visits</b>	<b>330,300</b>	<b>100.0%</b>	<b>86,700</b>	<b>100.0%</b>	<b>4.56</b>

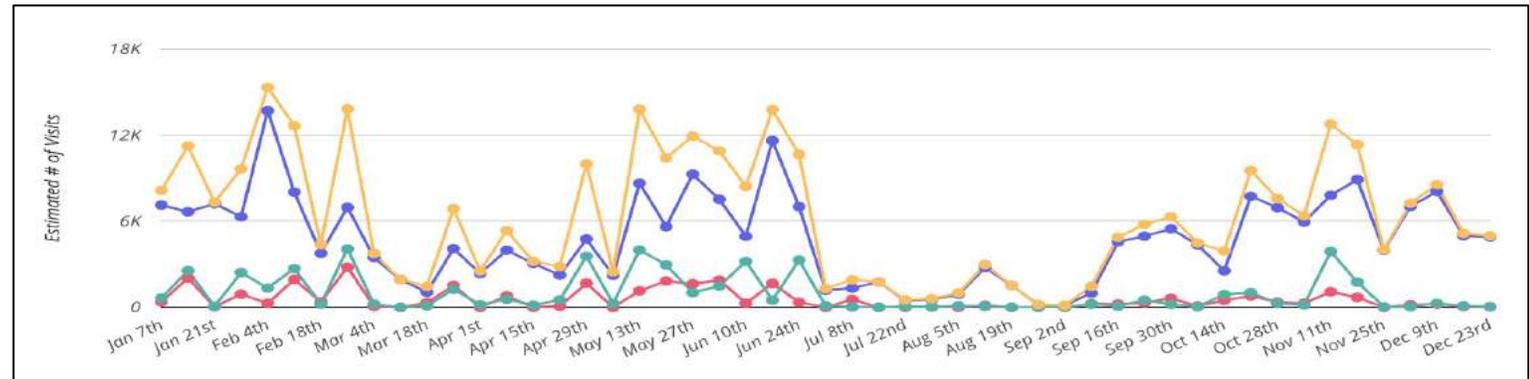
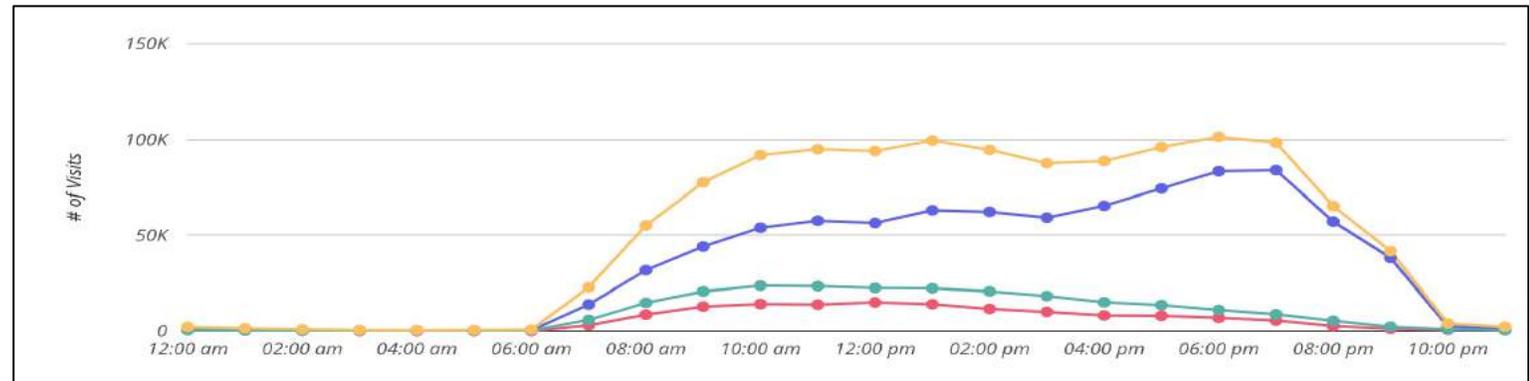
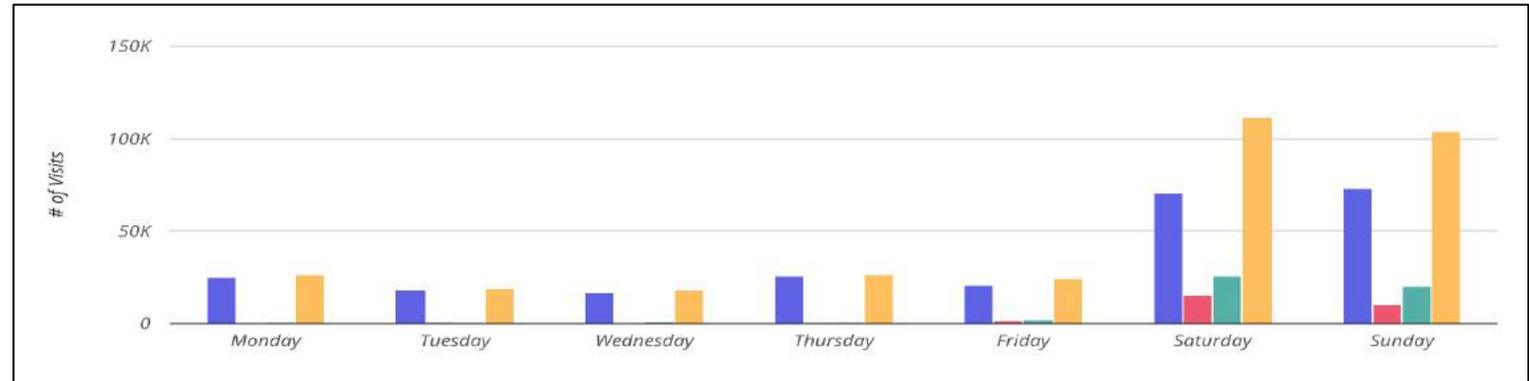
Source: Placer.ai

# Visitation Trends Kingdom Hoops Sports Complex

HSP, using data from Placer.ai, analyzed 2019 visitation to Kingdom Hoops Sports Complex.

Kingdom Hoops sees strong visitation throughout the day beginning at 10:00am and staying strong throughout the day and finishing up around 10:00pm.

The high season for Kingdom Hoops is Fall, Winter and late Spring to early Summer.



# Next Level Performance Academy

Location: Des Moines, IA

Opened: 2016

Operator: NLPA

## Sports Features:

- 52,669 square feet
- 5 basketball courts – rent \$50 / hour
- 2 shooting Skills room – rent \$35 / hour

Additional Amenities: Weightlifting Gym



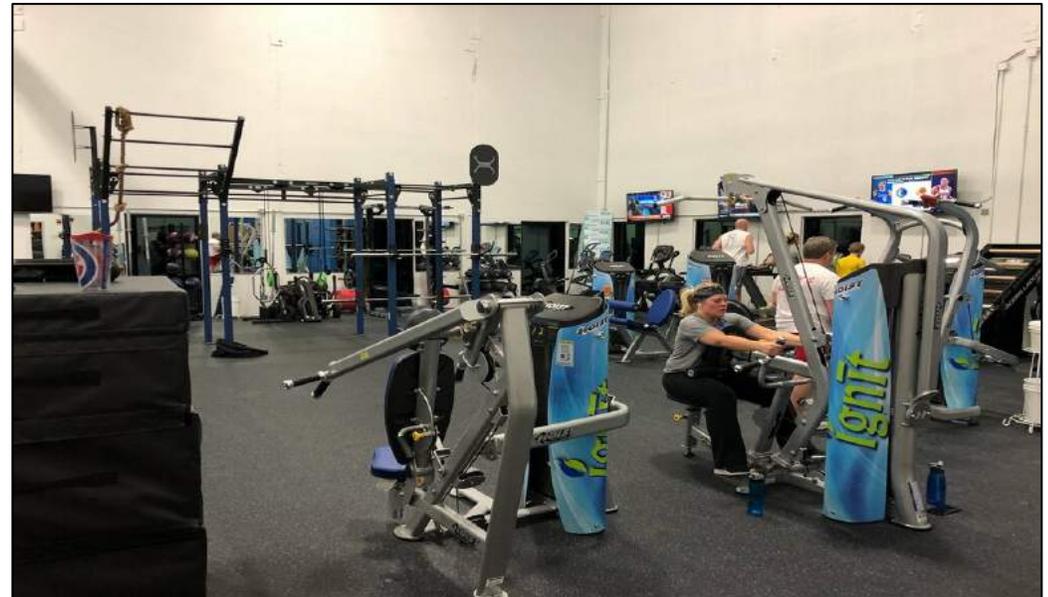
# Ignit Sports & Fitness

**Location:** Grimes, IA  
**Opened:** 2016  
**Owner:** Brian, Chad O'Meara

## Sports Features:

- 62,000 square feet
- 6 basketball/volleyball courts
  - Court Rental - \$80 / hour
- Turf group workout area
  - Turf Rental - \$100 / hour

**Additional Amenities:** Weightlifting Gym, Yoga Studio, Event Room



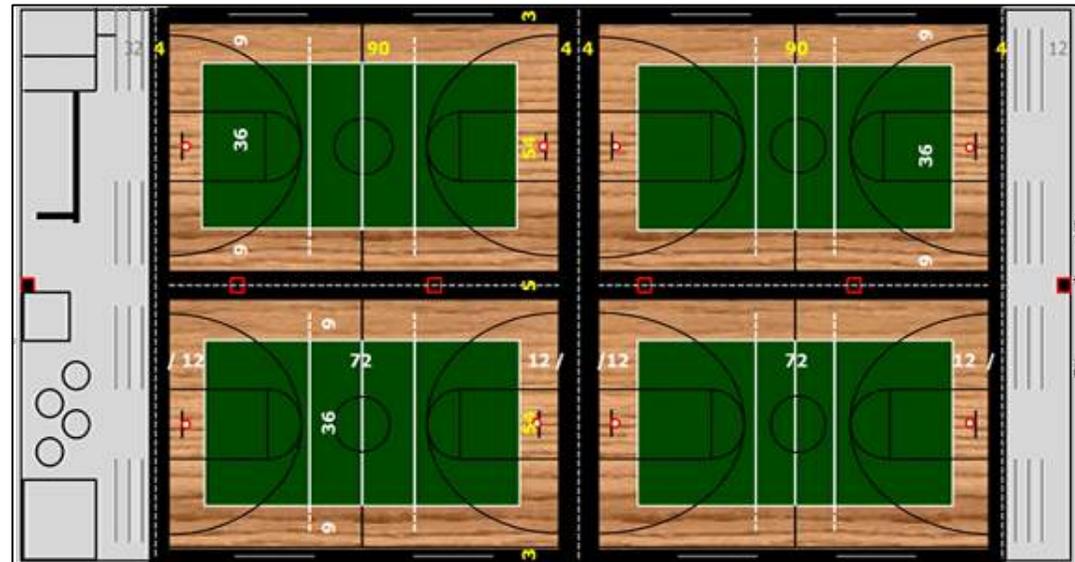
# Ohana Sports Complex

**Location:** Grimes, IA  
**Opened:** 2015  
**Owner/Operator:** Joe Ledesma, Jr

## Sports Features:

- 20,000 square feet
- 4 basketball/volleyball courts
  - Volleyball-centric facility
  - Court rental - \$70 / hour
- 100 spectator spots per court

**Additional Amenities:** 26-foot ceilings, Concession stands, dodgeball tournaments

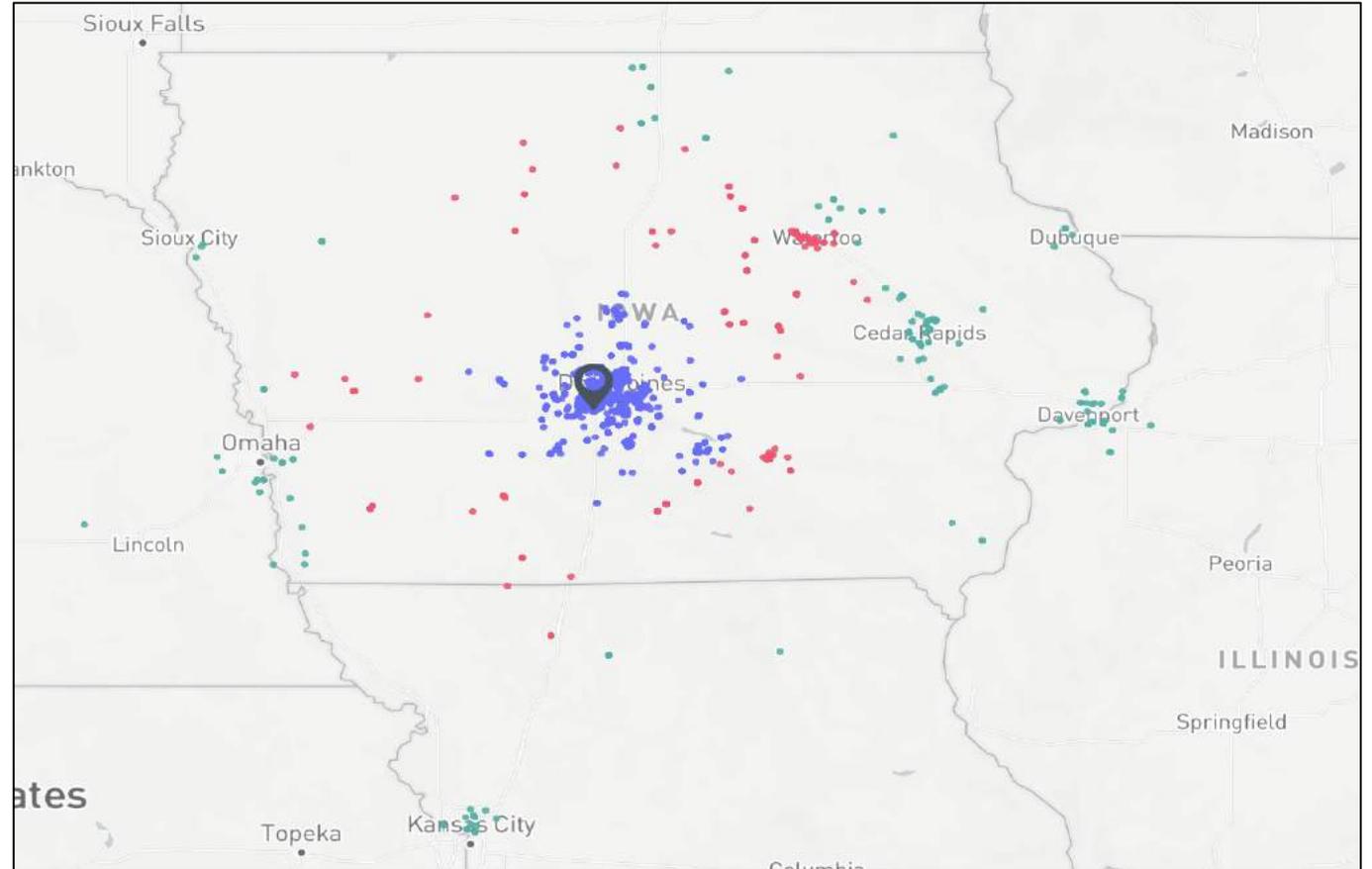


# Local/Regional Visitation Ohana Sports Complex

HSP, using data from Placer.ai, analyzed 2019 visitation to the Ohana Sports Complex.

The data shows that Ankeny has a strong presence of recurring local users (83.8% of total visits), but it also shows that it can also pull from different states for weekend tournaments.

25% of Ohana 2019 visitors came from more than 75 miles away, showing people will travel for a 4-court volleyball facility.



Ohana Sports Complex 2019 - Grimes, IA January 1st, 2019 - December 31st, 2019					
Visitor Origins by Distance from Site Colors correspond to charts & maps	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	178,200	83.8%	26,000	59.2%	6.85
Regional Distance - Over 25 miles & Less Than 75 miles	17,900	8.4%	6,800	15.5%	2.63
Long Distance only - Over 75+ miles	16,600	7.8%	11,100	25.3%	1.50
<b>Total Visits</b>	<b>212,700</b>	<b>100.0%</b>	<b>43,900</b>	<b>100.0%</b>	<b>4.85</b>

Source: Placer.ai

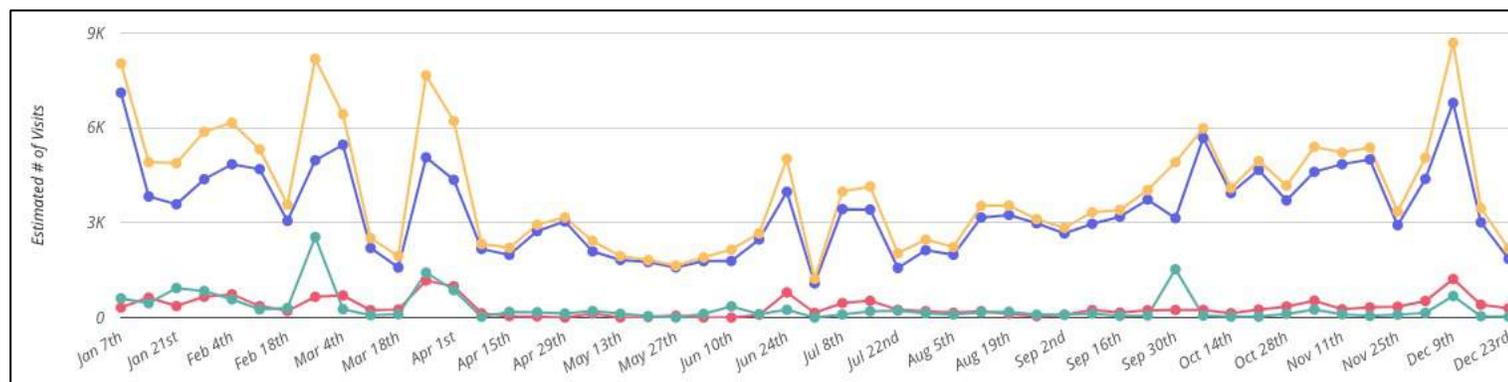
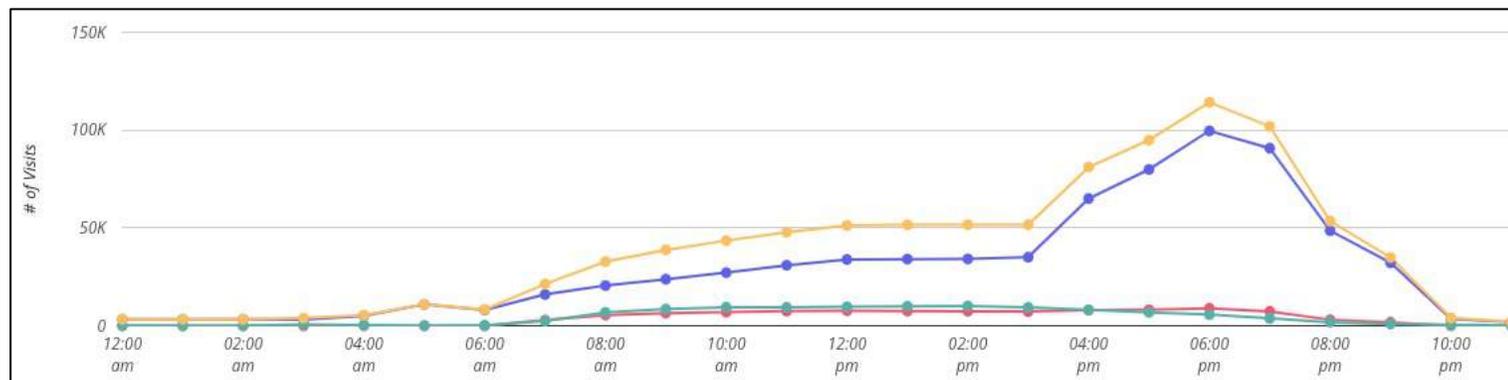
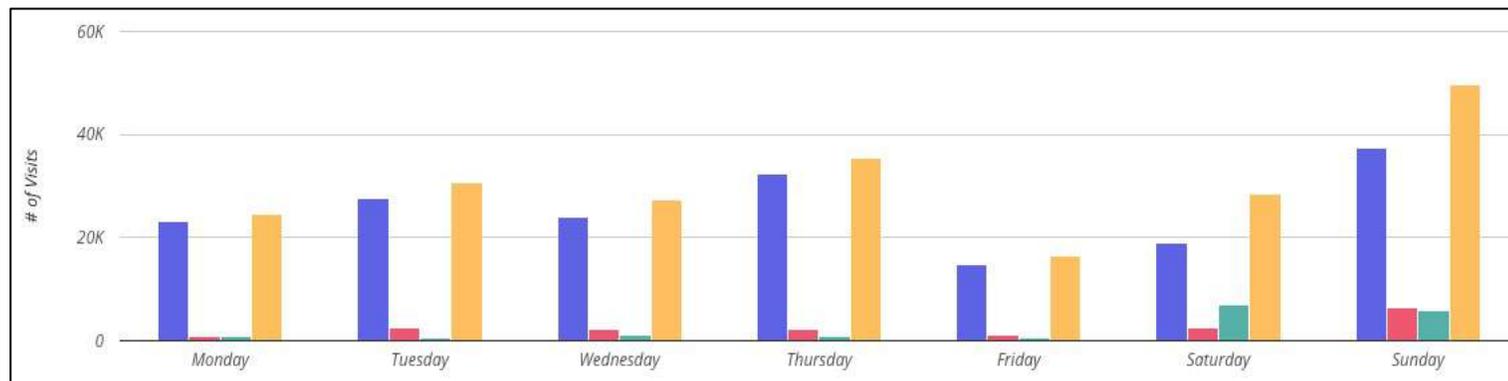
# Visitation Trends Ohana Sports Complex

HSP, using data from Placer.ai, analyzed 2019 visitation to the Ohana Sports Complex in Grimes.

The top chart shows the weekly traffic to the facility. One point to show is the long-distance travelers came on weekends, suggesting tournament days.

The middle chart shows most traffic was heavily concentrated towards the end of the day after school gets out.

The lower chart shows the year-round usage of the complex. Traffic almost triples during winter months, but it can maintain year-round visitors, unlike outdoor Prairie Ridge.



# MVP Sports Center

**Location:** Des Moines, IA  
**Opened:** 2011  
**Owner:** Overtime Sports, LLC

## Sports Features:

- 35,000 SF gym, 12,000 SF turf
  - Turf rental - \$175 / hour
- 5 convertible volleyball courts
- 3 convertible basketball courts
- 2 70-foot batting cages/pitching tunnels
  - Court rental - \$45 / hour

**Additional Amenities:** Dance/yoga studio, fitness room



# Sportsplex West

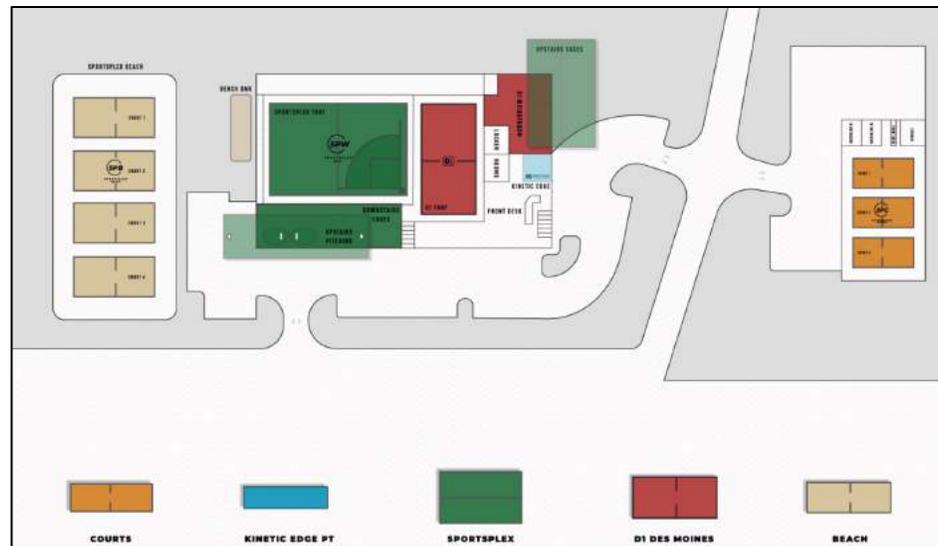
**Location:** Waukee, IA  
**Opened:** 2004  
**Owner:** Mike Mahoney

## Sports Features:

- 12,000 SF hardwood
  - 3 basketball/volleyball courts
- 36,000 SF multipurpose indoor turf

**Additional Amenities:** Batting cages, locker rooms, multi-level features

**Home to:** D1 Training, Iowa Sticks Baseball Club, Kinetic Edge Physical Therapy



# Sports Iowa

---

**Location:** Ames, IA  
**Opened:** Fall 2014  
**Owner:** Dick Jensen

## Sports Features:

- 8,000 SF Basketball/Volleyball Courts
  - 4 courts
  - Court Rental: \$50 /hour
- 20,000 SF turf field
  - Turf Rental: \$225 / hour

**Additional Amenities:** Concessions



# Iowa Sports Academy

---

Location: Ankeny, IA

Opened: 2010

Owner: Dave Lane

## Sports Features:

- 7,200 SF indoor turf
  - 6 batting cages
  - 3 sock nets

Home to: TEAM USA Softball annual All-Skills and Hitting Event



# Prairie Ridge Sports Complex

The biggest attraction in sports within Ankeny is the Prairie Ridge Sports Complex. The outdoor complex contains:

- 15 Baseball Fields, (12 with lights)
- 9 Soccer Fields
- 6 Softball Fields
- 5 Football Fields

**Additional Amenities:** 4 concession stands, 1200 car parking lot

The size and scale of the complex make it a destination for large scale regional tournaments during the summer and spring months.

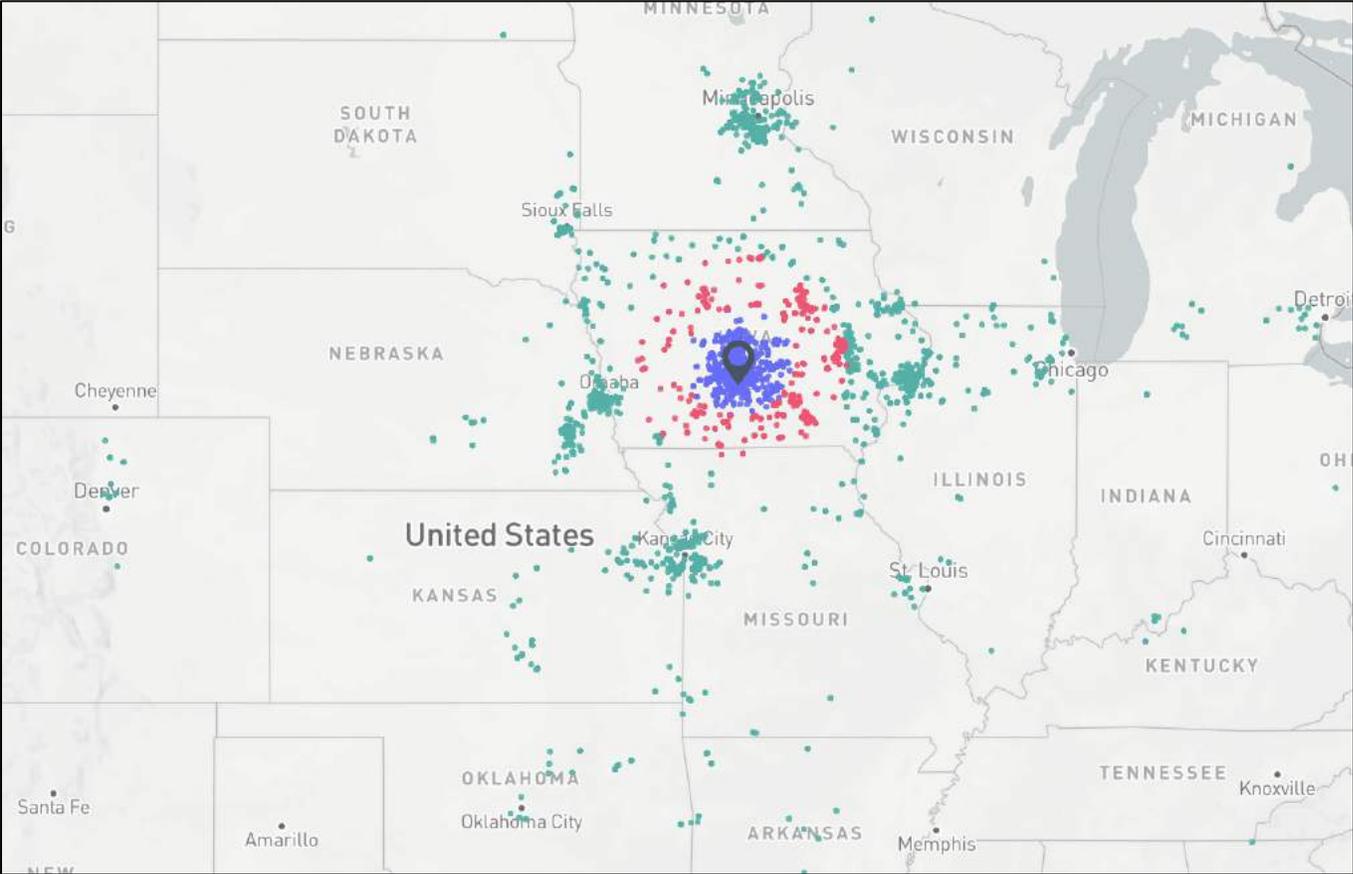


# Local/Regional Visitation Prairie Ridge Complex

HSP, using data from Placer.ai, analyzed 2019 visitation to the Prairie Ridge Sports Complex.

The data shows that Ankeny has a strong presence of recurring local users and that it can also pull from different states across the Midwest region for tournaments on the weekends.

More than 40% of Prairie Ridge’s unique visitors in 2019 came from more than 75 miles away. This demonstrates the pull total package facilities can have for tournaments.



Prairie Ridge Sports Complex 2019 - Ankeny, IA January 1st, 2019 - December 31st, 2019					
Visitor Origins by Distance from Site Colors correspond to charts & maps	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	524,000	68.2%	103,900	46.7%	5.04
Regional Distance - Over 25 miles & Less Than 75 miles	71,700	9.3%	28,700	12.9%	2.50
Long Distance only - Over 75+ miles	172,900	22.5%	90,000	40.4%	1.92
<b>Total Visits</b>	<b>768,600</b>	<b>100.0%</b>	<b>222,600</b>	<b>100.0%</b>	<b>3.45</b>

Source: Placer.ai

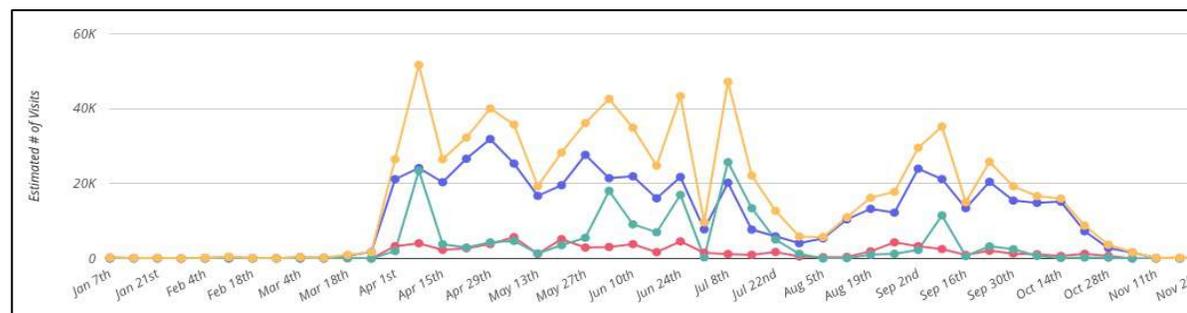
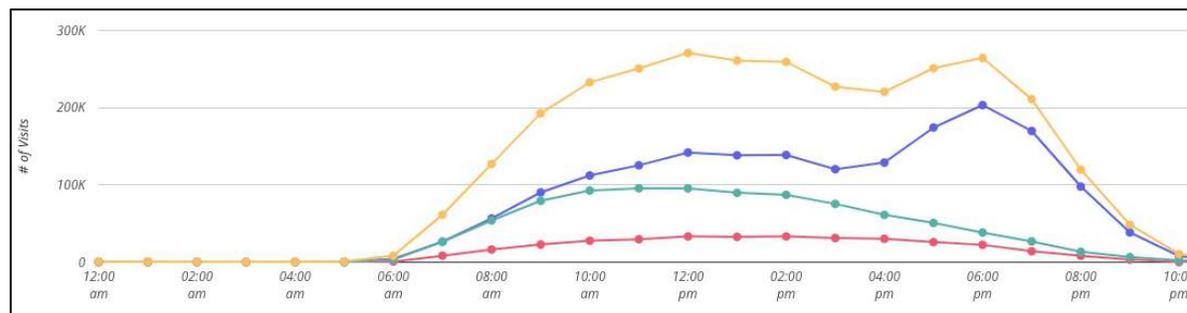
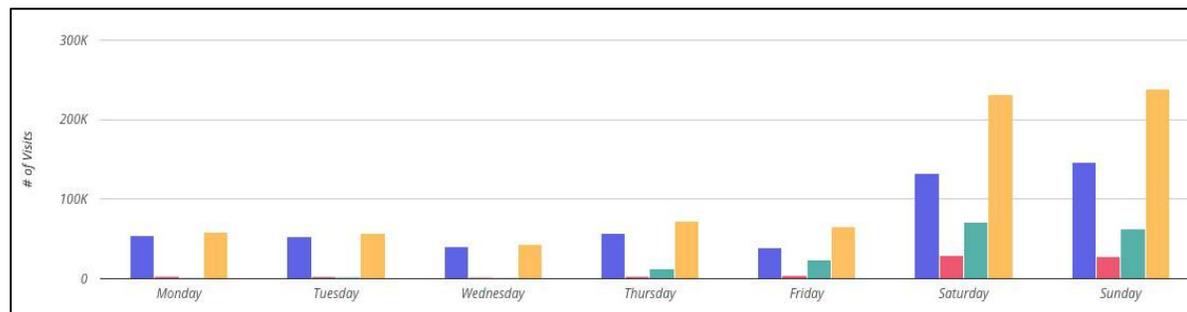
# Timing of Visitation – Prairie Ridge Complex

HSP, using data from Placer.ai, analyzed 2019 visitation to the Prairie Ridge Sports Complex in Ankeny. These charts show the concentration and timing of traffic to the complex.

The top chart shows the strong weekend presence of visitors, and the increase of long distance travelers suggest regular tournaments.

The middle chart shows field usage is heavily centered around daylight, with only a few fields having lights.

Chart three shows the timing of traffic is centered around warm weather seasons.





**Under Development**

# Proposed Facility at Prairie Trail

**Location:** Ankeny, IA

**Open:** TBD

**Phase 1:** Building 1 “Fieldhouse” will provide four basketball/volleyball courts. The courts can also be used for pickleball.

**Phase 2:** Building 2 “Diamond” will provide six batting cages for softball and baseball teams.

**Phase 3:** Building 3 “Coliseum” will provide a turfed area for soccer, lacrosse, softball, or baseball teams to use. There will also be space for wrestling and e-Sports.



# MidAmerican RecPlex

**Location:** West Des Moines, IA  
**Open:** Coming Fall 2021  
**Owner:** City of West Des Moines

## Sports Features:

- Hyvee Fieldhouse – 70,000 SF
  - 4 basketball/volleyball courts
  - 1 full size field, dividable into 3 smaller fields
- Esports Center
- Two Indoor Ice Arenas

**Additional Amenities:** Multipurpose rooms for small events/birthdays, thirty gaming computers and six gaming consoles

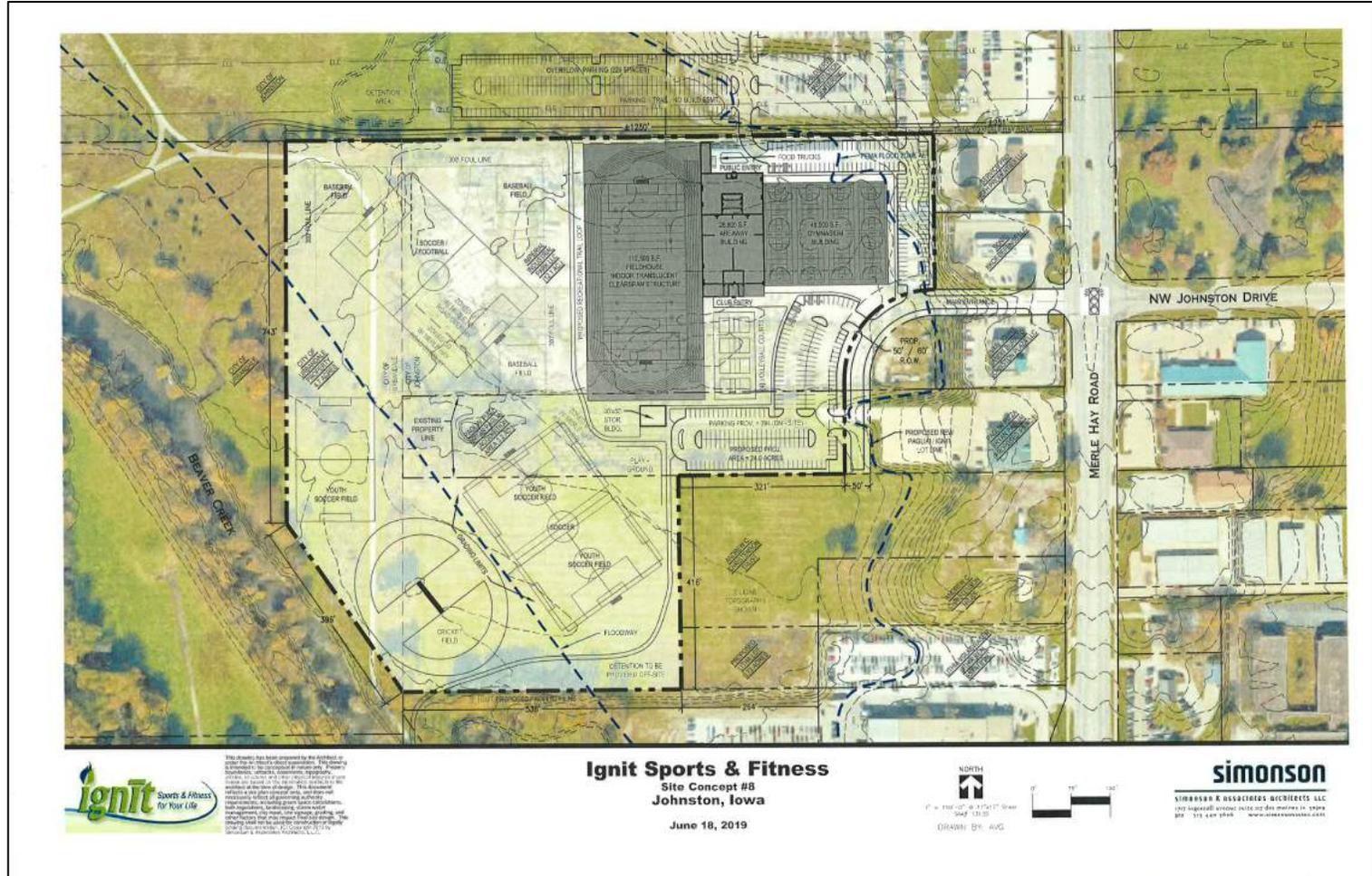


# Ignit Sports & Fitness

**Location:** Johnston, IA  
**Open:** TBD  
**Owner:** City of Johnston & Ignit Sports & Fitness

## Sports Features:

- 8 Basketball Courts
- Fieldhouse – 112,500 SF
  - Indoor track surrounding
- Outdoor Fields





# Demand Interviews

HSP interviewed ownership of SportsPlex West to gain insight into the operation and supply of sports facilities in the local market. The interview indicated the following:

- The Sportsplex West offers 4 sand volleyball courts, 36,000 SF of turf space and 3 indoor basketball courts. Basketball courts 1 and 2 combine to make a high school full-sized court.
  - The facility was designed to be a training facility with the end-user in mind, preparing to bring clubs as the main users.
    - SportsPlex hosts a 140-team basketball league with half of the cities basketball teams, but they use other facilities (schools, churches, other for-profit sports facilities, etc.) to accommodate the large demand.
    - When they host tournaments, they must split games between other facilities in the area.
  - They are a training facility 60% of the time, a host for tournaments 30% of the time and the other 10% is miscellaneous events.
- It was noted that baseball, basketball and volleyball are expected to maintain their dominance as the most popular sports in the region.
- Lacrosse shares a seasonal schedule, which he pointed out has limited the growth of the sport in the region and has suggested it will continue to do so.
- Most events spaces have begun to cater to club sports who can pay more for court rentals, which has squeezed out people without financial stability.

HSP hosted a stakeholder meeting with a variety of leaders within local sports leagues around the city. The following insight was gathered from a representative of Iowa Rush Soccer:

- Iowa Rush Soccer Club has 1,500 kids annually in their Ankeny program, ranging from ages 3 to 19.
  - There is plenty of demand for soccer year-round, but they don't have enough supply for indoor field space during the winter. Currently during winter, the program goes to SportsIowa (1 field).
  - The club's ideal facility would be indoor space with an outdoor component next door.
  - Not having outdoor turf space immediately takes them out of the running for tournaments.
- 2021 marked their 8<sup>th</sup> annual College Combine which offers players an opportunity to play in front of college coaches in the area. Last February the event sold 2,000 hotel rooms in the area for this event.
- Iowa Rush indicated that there is high need in the region for indoor turf space which would be utilized during the colder months significantly.
- The program would entertain having office space in the facility to accommodate some of their coaches and permanent staff.

# Interview – Centennial Basketball

HSP interviewed Centennial Basketball to gain insight into the local basketball market and potential demand in the area for tournaments. The interview indicated the following:

- There are 275 kids in the Centennial Basketball across 30 teams which feed into the local high school. The program has a relationship with Kingdom Hoops which allows them to practice there two nights out of the week. On the other nights the program requests 16-20 hours of gym time from the local schools. The program operates year round with only August and September as dead months.
- All of the facilities in the greater Des Moines area are the same size, however the demand is there for facilities with more courts.
- Eight courts is the ideal minimum number to accommodate local use but also capture large tournaments.
- There would be strong demand by tournament organizers and other groups to host tournaments in the facility if it reaches over eight courts.
- The program has been growing substantially in recent years and expects to reach 350 – 400 kids in the next two to three years.

# Interview – Centennial Volleyball

HSP interviewed Centennial Volleyball to gain insight into the local volleyball market and potential demand in the area for tournaments. The interview indicated the following:

- A majority of the facilities in the area are 3 – 5 courts, with several of them being basketball focused, such as Kingdom Hoops.
- For major tournaments in the area the Iowa State Fairgrounds and Drake University are used. Omaha, Council Bluffs, and Iowa City are the predominant areas that win larger tournaments in the larger regional area.
- This year the major tournaments utilized over eight facilities to accommodate court needs. The local school facilities are not dependent which has highlighted the need for a new facility. Eight courts is the minimum number necessary to garner larger tournaments with 12 or more being the optimal number.
- It was indicated that storage, space between courts, and drop nets are of the highest priority for the program when it comes to a facility.

# Interview – Ankeny Girls Softball

HSP hosted a stakeholder meeting with a variety of leaders within local sports leagues around the city. The following insight was gathered from Ankeny Girls Softball representatives:

- The Ankeny Girls Softball Program runs youth programs that span from 6u to 18u.
- During the winter months and early spring there is nowhere in the local area to go to train and play. This forces all the teams to go to Bettendorf.
- Iowa Sport Academy is a 6-cage facility in the area which accommodates all of the teams, and it is busting out of the seams. Girls' softball runs from 6PM to 8PM and boys' baseball runs from 8PM to 10PM.
- Indoor training space for batting cage use and training is in high demand by both baseball and softball and will most definitely be utilized.

The following implications were drawn from HSP's analysis of the local market and demand interviews and stakeholder feedback:

- There is a strong demand locally for indoor facility usage due to the inability of the local schools to accommodate the need from private clubs and the local rec programs.
- The local supply primarily consists of four courts or less facilities which makes tournament organization difficult. This forces organizers to use multiple facilities and span across a wide geographic area. No singular facility has the capability to host tournaments without using other facilities, most of which were designed to be training facilities and accommodate local weekday usage.
- Several local clubs expressed strong interest in being anchor tenants of the facility.
- Basketball, volleyball, soccer and softball/baseball will be the groups with the strongest demand for space followed by other sports such as cheer, dance, lacrosse, pickleball and futsal.
- There are some planned developments in Ankeny as well as the surrounding area that could be strong competitors to the proposed development in the future.

# Chapter 4: Regional Sports Facilities Analysis

---

# Regional Indoor Athletic Supply

The regional supply of indoor facilities, within 300 miles of Ankeny, presents a significant supply of major court facilities. Hiawatha, Council Bluffs, Bettendorf, Elkhorn, Minneapolis, Blaine and Rockford all have large court facilities.

However, TBK Banks and Sports Complex and UW Health Sports Factory are the only facilities with 8 basketball courts and 16 volleyball courts along with other athletic uses within their premises .

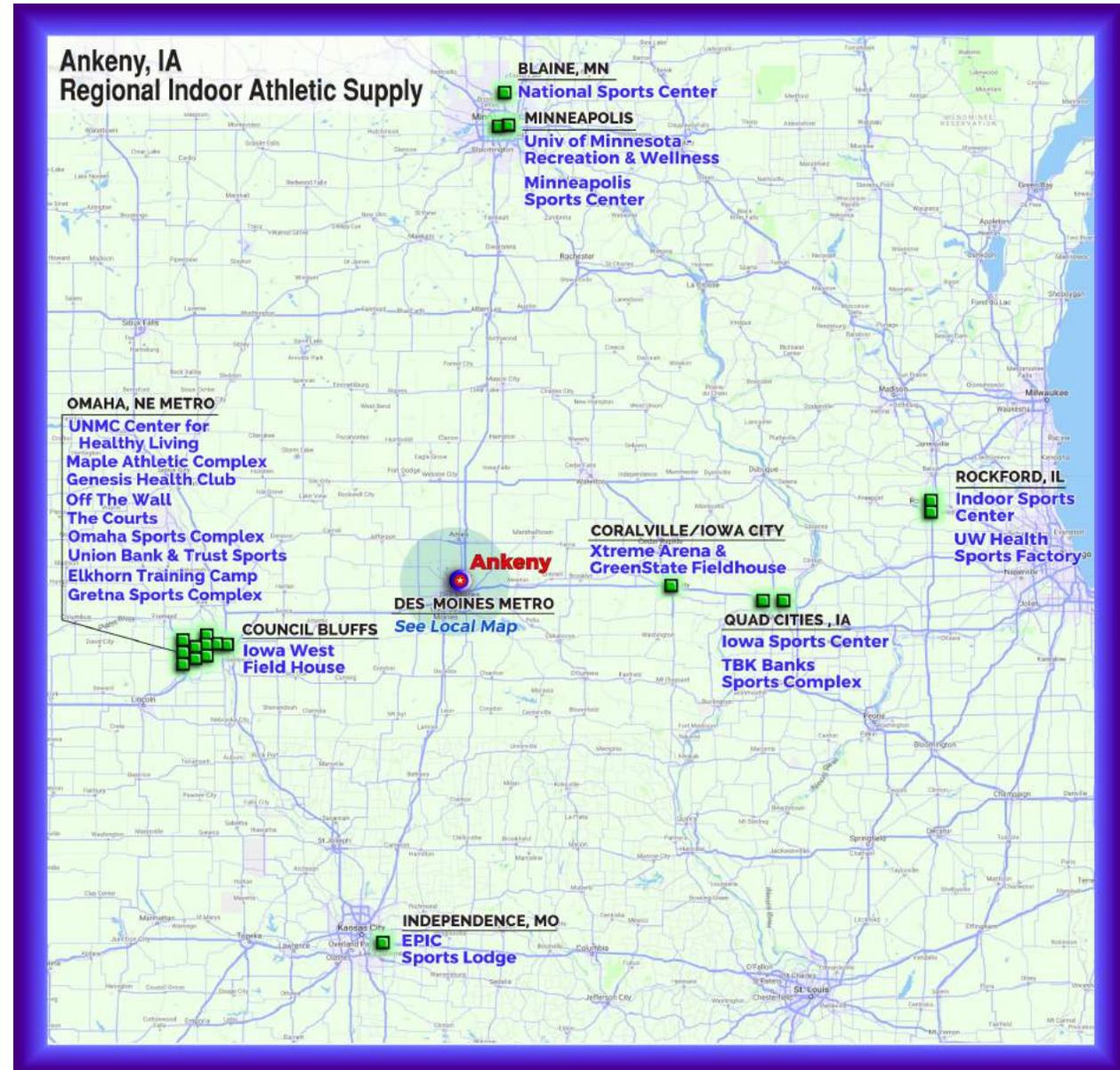
Indoor turf facilities are scattered throughout the region, but the facility with the highest number of turf fields is the TBK Banks Sports Complex.

Regional Indoor Athletic Complex Supply								
Facility Name	Location	Distance from Ankeny (Miles)	Basketball	Volleyball	Turf/Soccer	Tennis	Batting Cages	Baseball / Softball
Xtreme Arena & GreenState Family Fieldhouse	Coralville, IA	112	5	10	-	-	-	-
Iowa Sports Center	Haiwantha, IA	136	4	4	-	-	-	-
Iowa West Field House	Council Bluffs, IA	143	8	12	1	-	-	-
UNMC Center for Healthy Living	Omaha, NE	149	2	2	-	-	-	-
Maple Athletic Complex	Omaha, NE	154	-	-	1	4	2	2
Genesis Health Club - Westroads	Omaha, NE	156	1	1	-	7	-	-
Off the Wall Indoor Soccer	Omaha, NE	157	-	-	1	-	-	-
The Courts Volleyball	Omaha, NE	158	-	8	-	-	-	-
Omaha Sports Complex	Omaha, NE	159	-	-	1	-	-	-
Union Bank & Trust Sports Complex	Elkhorn, NE	165	6	8	-	-	-	-
Elkhorn Training Camp	Elkhorn, NE	166	-	-	-	-	4	4
Gretna Sports Complex	Gretna, NE	166	-	-	1	-	-	-
TBK Banks Sports Complex	Bettendorf, IA	171	8	16	8	-	9	6
EPIC Sports Lodge	Independence, MO	214	2	2	3	-	-	-
Minneapolis Sports Center	Minneapolis, MN	233	8	8	2	2	-	-
University of Minnesota - Recreation and Wellness	Minneapolis, MN	235	2	2	2	1	-	-
National Sports Center - Sports Expo Center	Blaine, MN	251	2	3	1	-	-	1
Indoor Sports Center	Rockford, IL	290	-	-	1	-	-	-
UW Health Sports Factory	Rockford, IL	290	8	16	-	-	-	-
<b>Average</b>			<b>5</b>	<b>7</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>3</b>
Source: Various Sources								

# Regional Indoor Athletic Supply Map

The regional indoor youth sports market, within a 3-hour drive time from Ankeny, has an abundant supply of court facilities. The areas that have a strong supply of indoor facilities are Omaha, Council Bluffs and Minneapolis metro area. The Rockford market has established itself as a very strong youth sports market.

The regional youth sports facility market is lacking full-sized indoor turf space.



# Union Bank & Trust Sports Complex

**Location:** Elkhorn, NE  
**Opened:** 2018  
**Cost:** \$88 million  
**Owner:** Union Bank & Trust  
**Operator:** Omaha Sports Academy

## Sports Features:

- 135,000 square feet
- 6 basketball courts (8 volleyball courts)
- 8,000 square feet of Motivera 360 Training Facility
- 2,000 square feet Essential Motion Spine & Sport

**Additional Amenities:** Nebraska Pickleball, Cabana Coffee & Smoothies, CKF Sports Grill and Sports Lounge



# Minneapolis Sports Center

---

<b>Location:</b>	Blaine, MN
<b>Opened:</b>	1990
<b>Cost:</b>	\$45 million
<b>Owner:</b>	National Sports Center Foundation
<b>Operator:</b>	National Sports Center Foundation

## Sports Features:

- 50,000 square feet
- 8 basketball courts (8 volleyball courts)
- 200-meter track
- Accommodates Track & Field sports such as long jump and pole vault pit

**Additional Amenities:** Within the National Sports Center community, accommodates to immigrant-favored sports such as cricket



# Xtreme Arena & GreenState Fieldhouse

**Location:** Coralville, IA  
**Opened:** September 2020  
**Cost:** \$50 million  
**Owner:** City of Coralville  
**Operator:** Spectra  
**Sports Features:**

- 5,100 seat arena (6,600 concert) for the University of Iowa Volleyball and the Iowa Heartlanders ECHL hockey tenant
- 30,000 SF 5-court fieldhouse



# UW Health Sports Factory

**Location:** Rockford, IL  
**Opened:** 2016  
**Cost:** \$24.4 million  
**Owner:** City of Rockford  
**Operator:** Rockford Park District

## Sports Features:

- 96,000 square feet
- 8 basketball courts (16 volleyball courts)
- Seating for up to 3,700 spectators
- Five meeting rooms

**Additional Amenities:** Events Plaza, restaurant/bar, riverfront boardwalk

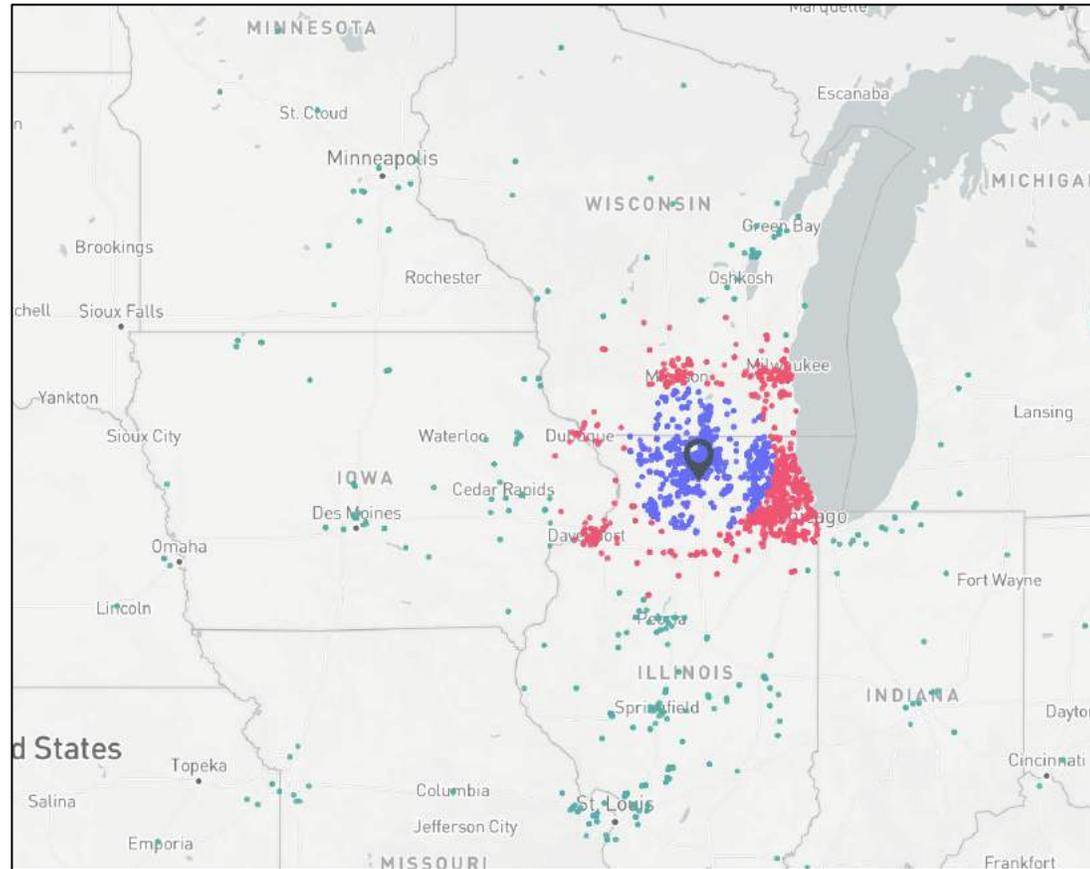


# Local/Regional Visitation

HSP, using data from Placer.ai, analyzed 2019 visitation to the UW Health Sports Factory in Rockford, IL.

This local/metro map shows that the Sports Factory generates major local use, but also attracts visitors from Madison, Milwaukee, Davenport, and Chicago.

More than 30% of visitors to the Sports Factory in 2019 came from more than 25 miles away.



UW Health Sports Factory 2019 - Rockford, IL January 1st, 2019 - December 31st, 2019						
Visitor Origins by Distance from Site correspond to charts & maps	Colors	Total Visits		Total Unique Customers		Avg. Visits per Customer
		Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	Blue	385,400	67.4%	75,500	44.2%	5.10
Regional Distance - Over 25 miles & Less Than 75 miles	Red	121,300	21.2%	63,100	36.9%	1.92
Long Distance only - Over 75+ miles	Green	64,800	11.3%	32,400	18.9%	2.00
<b>Total Visits</b>		<b>571,500</b>	<b>100.0%</b>	<b>171,000</b>	<b>100.0%</b>	<b>3.34</b>

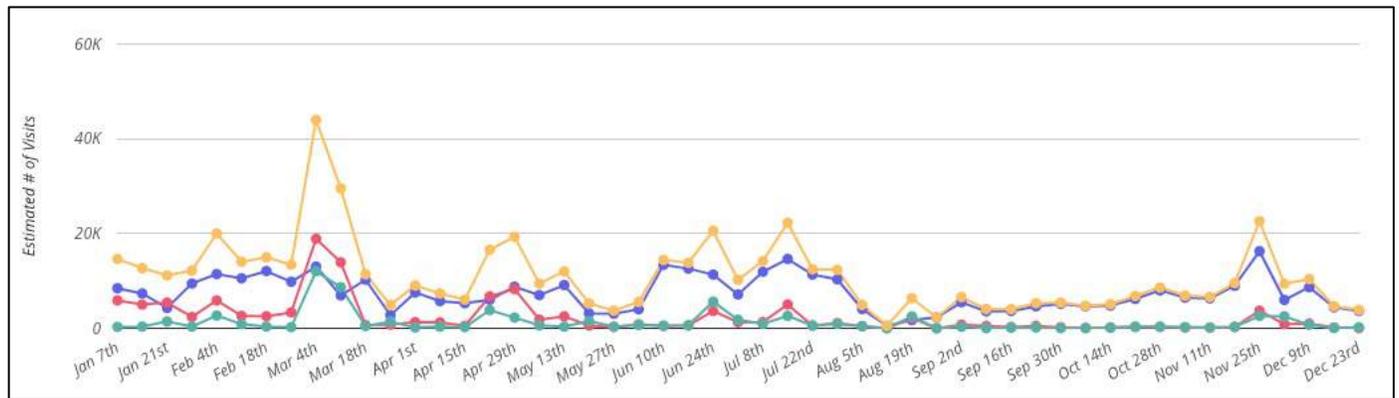
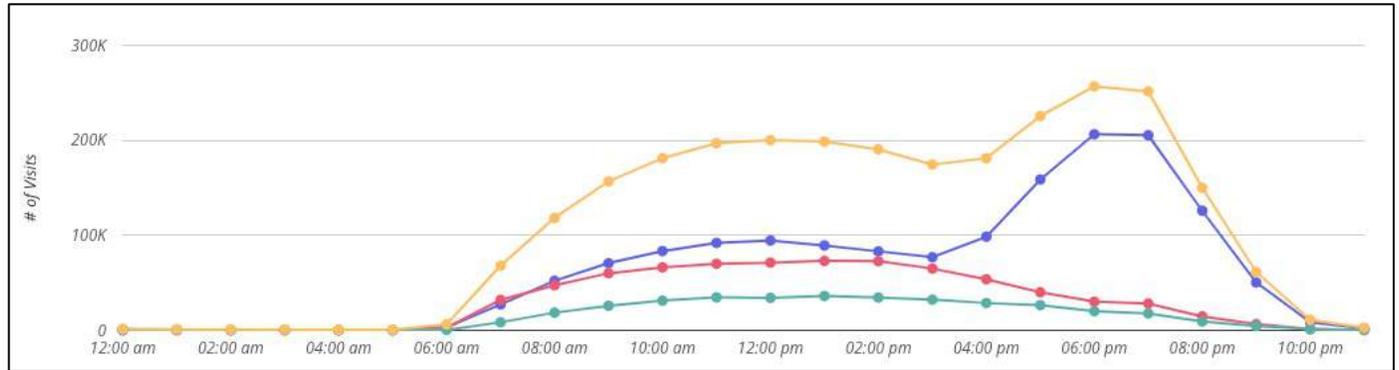
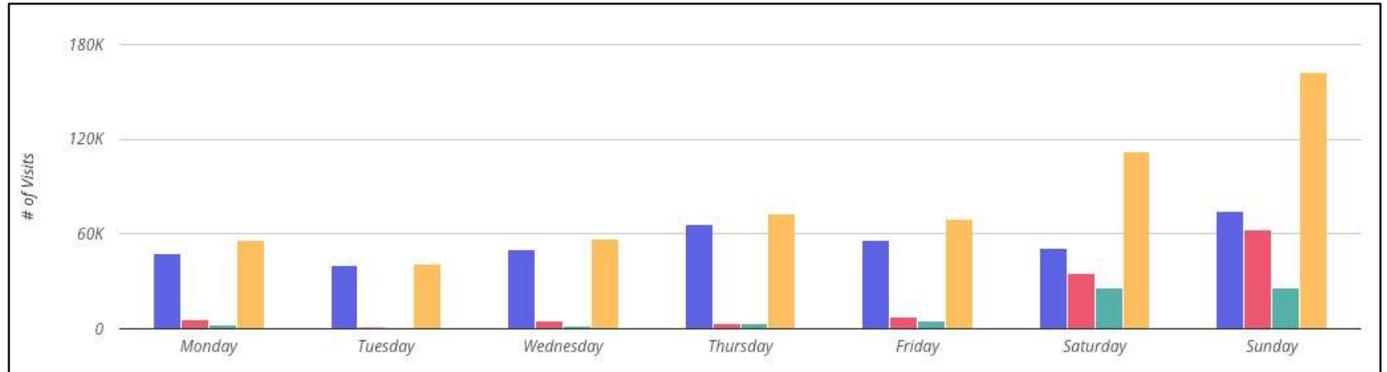
Source: Placer.ai

# Visitation

The following figures detail the local and regional visitation to the UW Health Sports Factory.

The top graphic details how impactful major tournaments, on Saturday and Sunday, can be for communities.

The middle graphic highlights how critical a strong balance of local and regional usage is for the success of these sports complexes.



HSP interviewed representatives of UW Health Sports Park in Rockford, IL to understand the dynamic of their facility, the demand for space, and their regional draw for indoor tournaments. This interview indicated the following:

- The facility opened in 2016 with 8 full-sized basketball courts, which can accommodate 16 volleyball courts.
- The facility added pickleball lines on 4 courts, allowing for a maximum of 12 pickleball games being played at a time.
- It took the facility awhile to foster and build a strong base of tournament demand.
- There is a dead season at the end of July and into August where there is not a lot of basketball and volleyball demand.
- For the larger basketball/volleyball tournaments, the facility collaborates with the local schools and parks district.
- Basketball prime-time rental rates are \$60/hr, while non-prime-time is \$40/hr. or even \$20/hr.
- The rental rate for volleyball is typically \$30/hr.
- If they were to change one thing it would be to get a confirmed commitment from an anchor basketball and volleyball program before opening.
- The key is to stay flexible, with a diversity of activities going on to keep the facility filled and continual cash flows coming in.

# Iowa Sports Center

**Location:** Hiawatha, IA  
**Opened:** 1979  
**Cost:** \$72 million  
**Owner:** Team Iowa Athletics  
**Operator:** Team Iowa Athletics  
**Sports Features:**

- 30,000 square feet
- 4 basketball courts (4 volleyball courts)
- Plays host to the Adrenaline Volleyball Academy and Team Iowa Basketball
- Full-size common area for gatherings

**Additional Amenities:** Concession areas, Corporate Training Events.

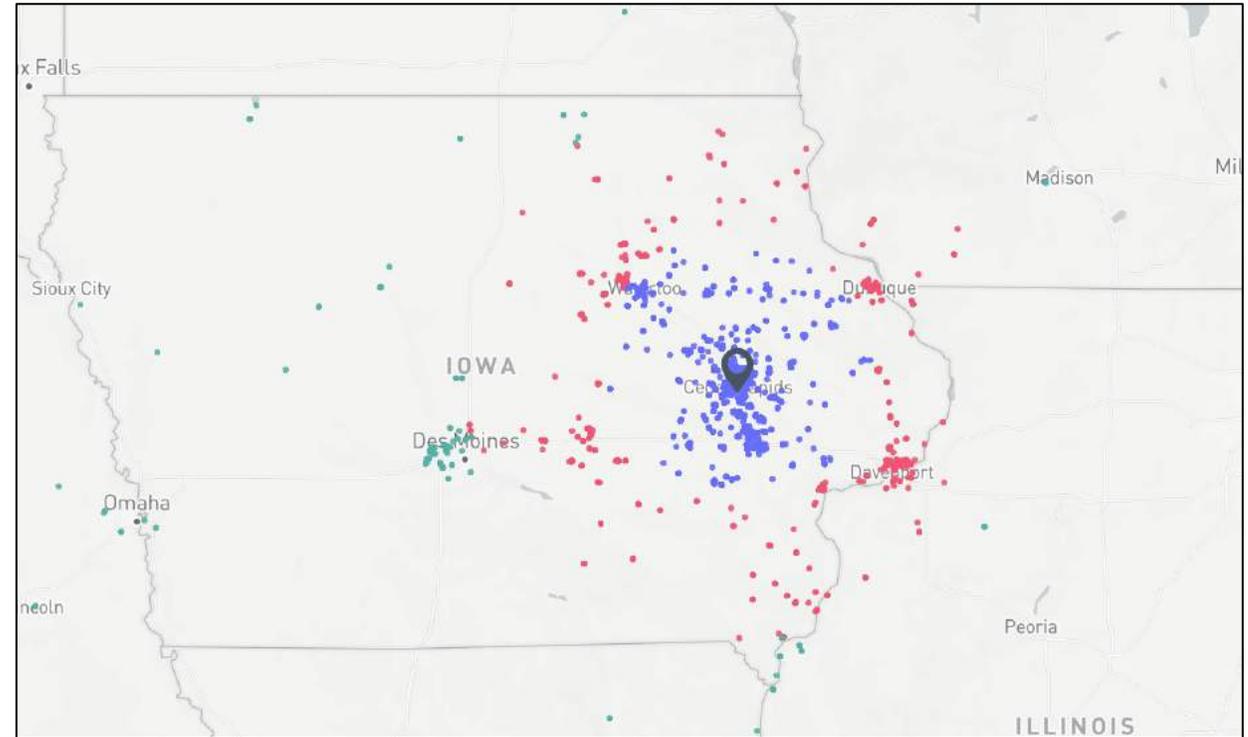


# Local/Regional Visitation

HSP, using data from Placer.ai, analyzed 2019 visitation to the Iowa Sports Center in Hiawatha, IA.

This local/metro map shows that the Sports Center generates major local use, owing to the facility playing host to local youth sports organizations such as Adrenaline Volleyball Academy and Team Iowa Basketball.

More than 20% of visitors to the Sports Factory in 2019 came from within a 25 mile to 75-mile range.



Iowa Sports Center 2019 - Hiawatha, IA January 1st, 2019 - December 31st, 2019						
Visitor Origins by Distance from Site Colors correspond to charts & maps	Total Visits		Total Unique Customers		Avg. Visits per Customer	
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers		
Locals - Within 25 miles	175,600	64.6%	30,900	47.1%	5.68	
Regional Distance - Over 25 miles & Less Than 75 miles	78,700	28.9%	26,300	40.1%	2.99	
Long Distance only - Over 75+ miles	17,700	6.5%	8,400	12.8%	2.11	
<b>Total Visits</b>	<b>272,000</b>	<b>100.0%</b>	<b>65,600</b>	<b>100.0%</b>	<b>4.15</b>	

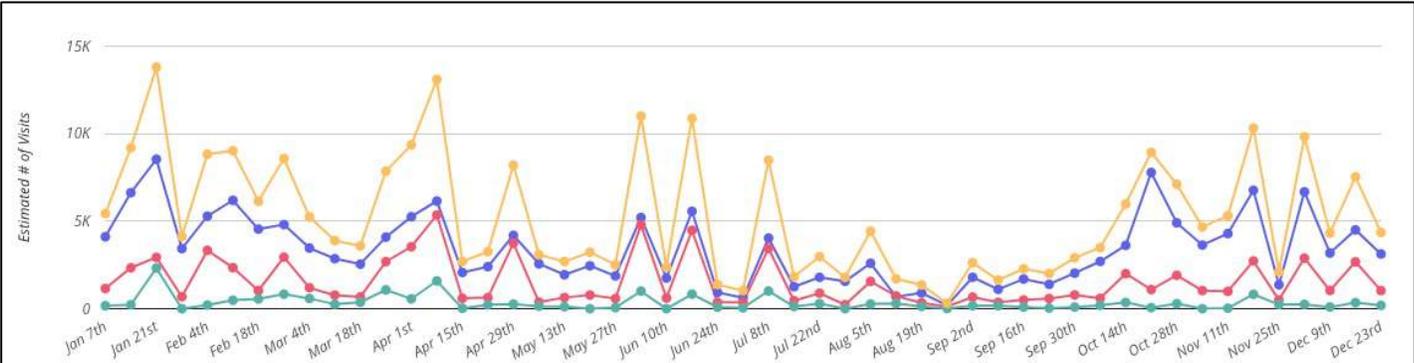
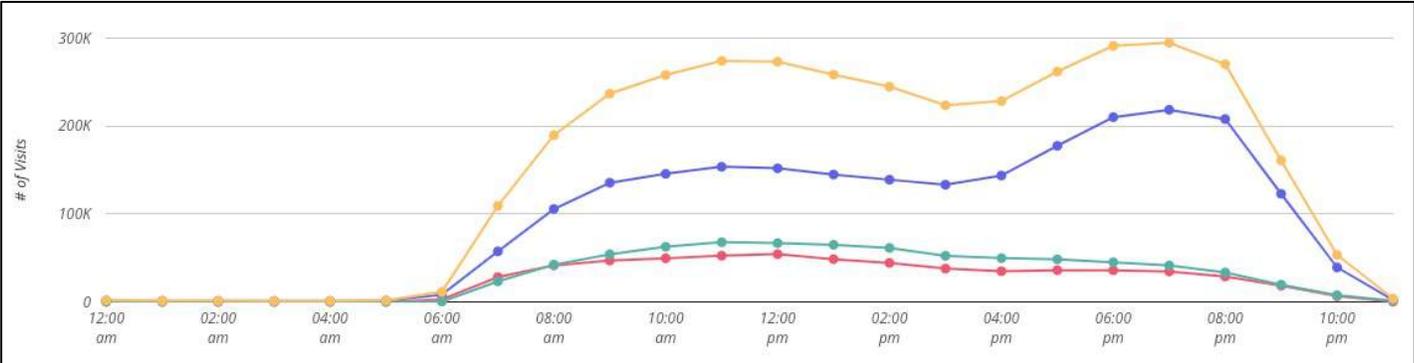
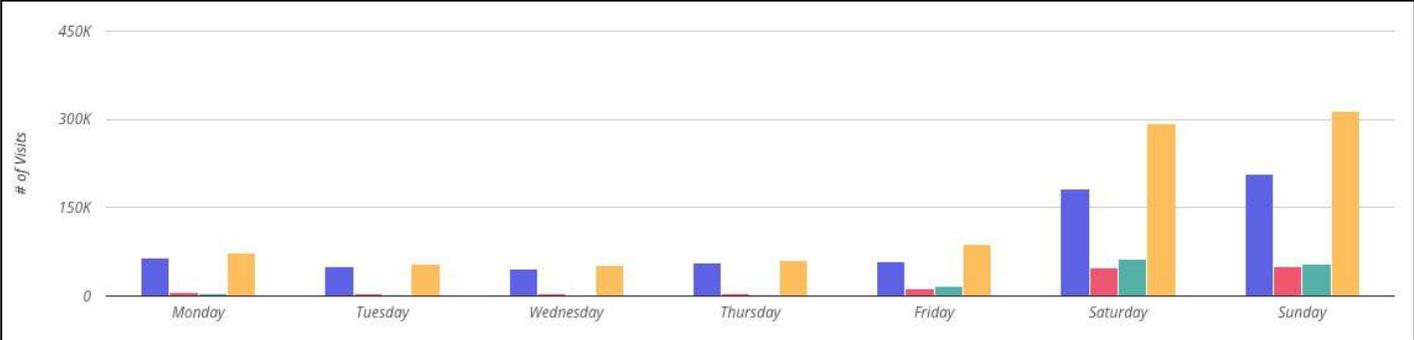
Source: Placer.ai

# Visitation

The following figures detail the local and regional visitation to the Iowa Sports Center.

The top graphic details how impactful major tournaments, on Saturday and Sunday, can be for communities.

The bottom graphic highlights how seasonality is big driver for the success of the facility which can affect demand attraction during off-season periods.



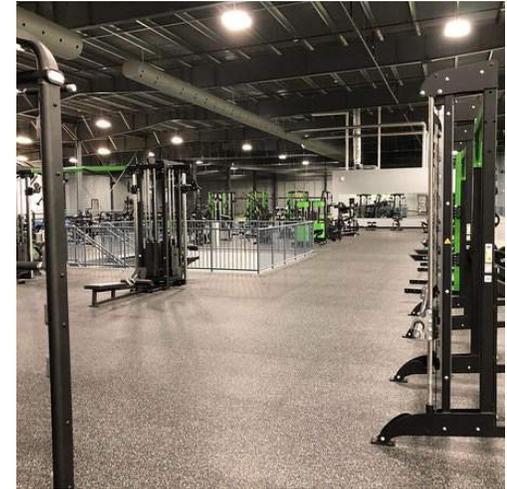
# TBK Banks Sports Complex

**Location:** Bettendorf, IA  
**Opened:** 2017  
**Cost:** \$50 million  
**Owner:** BettPlex LLC  
**Operator:** BettPlex LLC

## Sports Features:

- 3,354,120 square feet
- 8 basketball courts (8 volleyball courts)
- 5 additional sand-volleyball courts
- 11 v 11 Multipurpose Turf Field

**Additional Amenities:** Physical Therapy Center, Retail Shop, Office space, High 5 Lanes and Games Facility

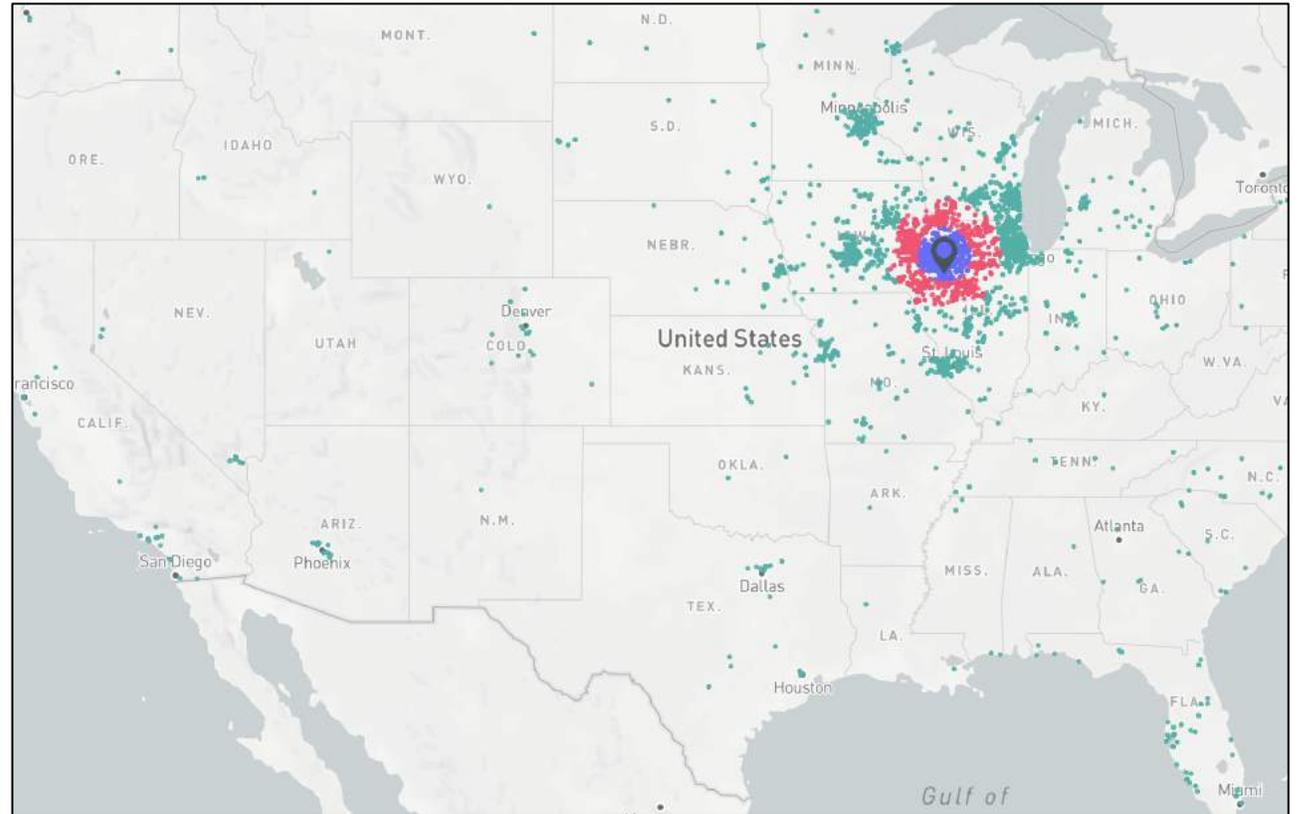


# Local/Metro Visitation

HSP, using data from Placer.ai, analyzed 2019 visitation to the TBK Banks Sports Complex in Bettendorf, IA.

This local/metro map shows that the Sports Factory generates major local use, but also attracts visitors from Dubuque, Cedar Rapids, Iowa City, and Peoria.

More than 30% of visitors to the Sports Factory in 2019 came from more than 25 miles away.



TBK Banks Sports Complex 2019 - Bettendorf, IA January 1st, 2019 - December 31st, 2019						
Visitor Origins by Distance from Site Colors correspond to charts & maps	Colors	Total Visits		Total Unique Customers		Avg. Visits per Customer
		Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	Blue	1,260,000	64.3%	172,800	38.9%	7.29
Regional Distance - Over 25 miles & Less Than 75 miles	Red	351,800	18.0%	113,400	25.5%	3.10
Long Distance only - Over 75+ miles	Green	346,800	17.7%	158,300	35.6%	2.19
<b>Total Visits</b>		<b>1,958,600</b>	<b>100.0%</b>	<b>444,500</b>	<b>100.0%</b>	<b>4.41</b>

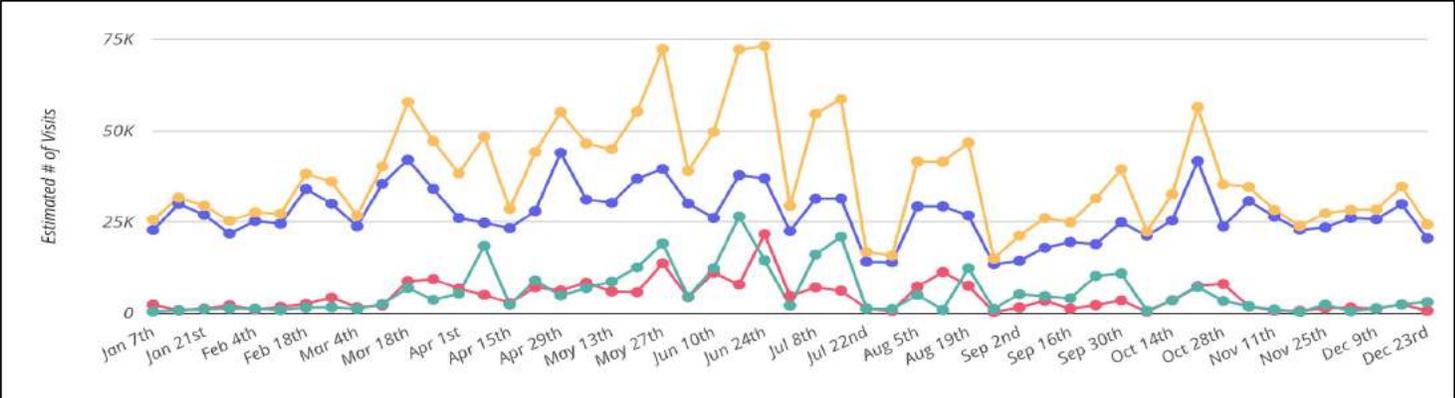
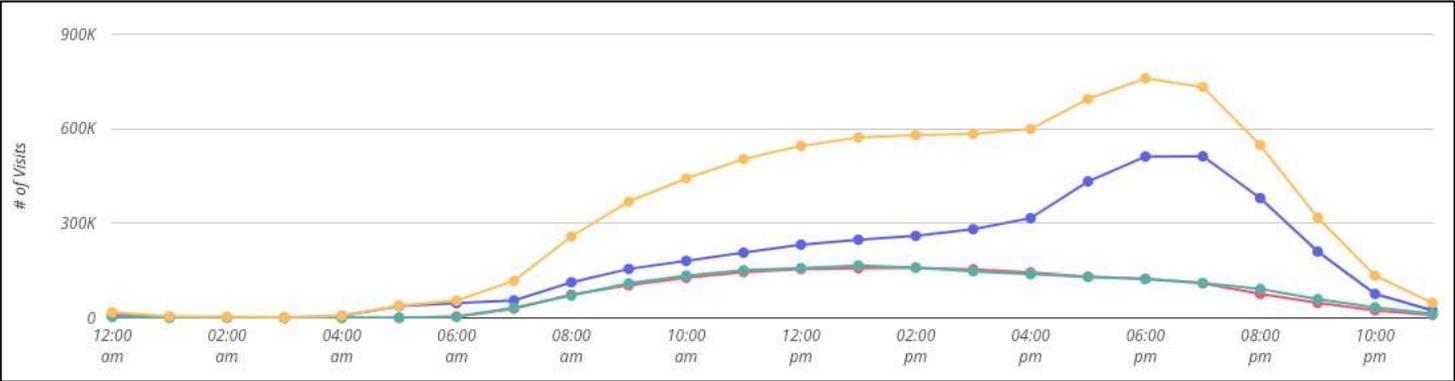
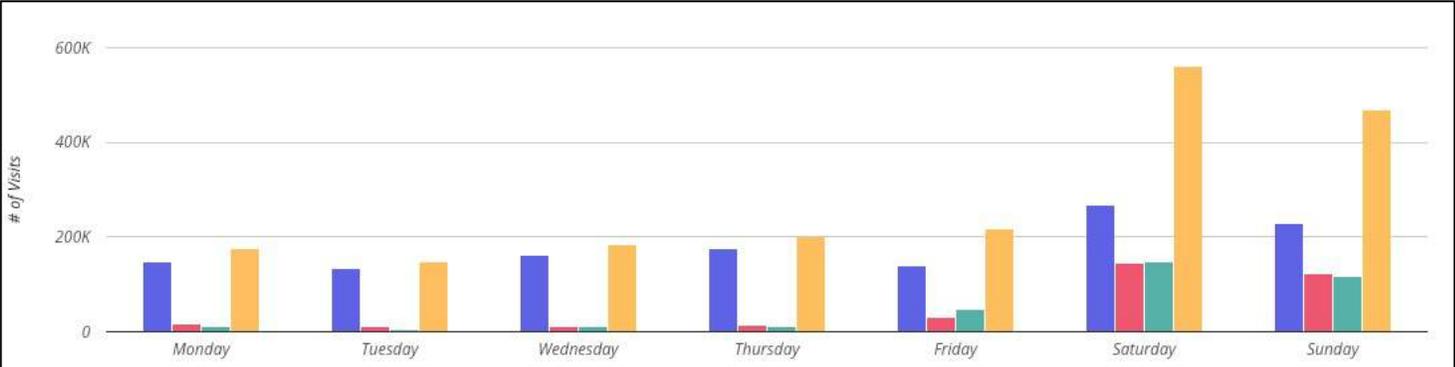
Source: Placer.ai

# Visitation

The following figures detail the local and regional visitation to the TBK Banks Sports Complex.

The top graphic details how impactful major tournaments, on Saturday and Sunday, can be for communities.

The middle graphic highlights how critical a strong balance of local and regional usage is for the success of these sports complexes.



# Iowa West Field House

**Location:** Council Bluffs, IA  
**Opened:** 2017  
**Cost:** \$45 million  
**Owner:** Iowa West Foundation  
**Operator:** Omaha Sports Academy

## Sports Features:

- 66,000 square feet
- 8 basketball courts (12 volleyball courts)
- 6 Pickleball Courts
- Convertible space for futsal, wrestling and gymnastics

**Additional Amenities:** Proximal to various hotel chains as well as restaurant/dining options

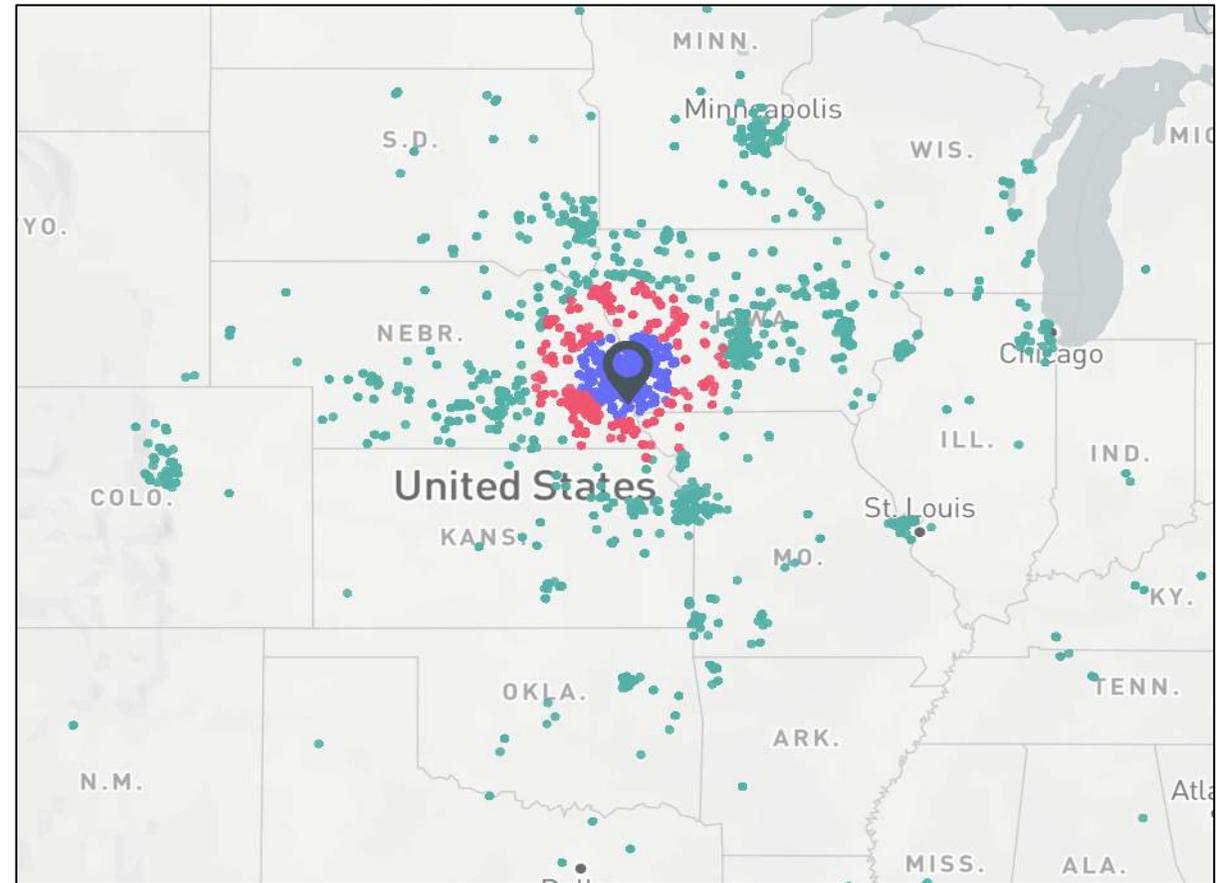


# Local/Metro Visitation

HSP, using data from Placer.ai, analyzed 2019 visitation to the Iowa West Field House in Council Bluffs, IA.

This local/metro map shows that the Sports Factory generates major local use, but also attracts visitors from Lincoln City, Wahoo, Ashland and Freemont in Nebraska.

More than 20% of visitors to the Sports Factory in 2019 came from more than 75 miles away.



Iowa West Field House 2019 - Council Bluffs, IA January 1st, 2019 - December 31st, 2019						
Visitor Origins by Distance from Site Colors correspond to charts & maps	Total Visits		Total Unique Customers		Avg. Visits per Customer	
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers		
Locals - Within 25 miles	458,000	62.1%	100,000	45.8%	4.58	
Regional Distance - Over 25 miles & Less Than 75 miles	118,500	16.1%	40,600	18.6%	2.92	
Long Distance only - Over 75+ miles	160,900	21.8%	77,600	35.6%	2.07	
<b>Total Visits</b>	<b>737,400</b>	<b>100.0%</b>	<b>218,200</b>	<b>100.0%</b>	<b>3.38</b>	

Source: Placer.ai

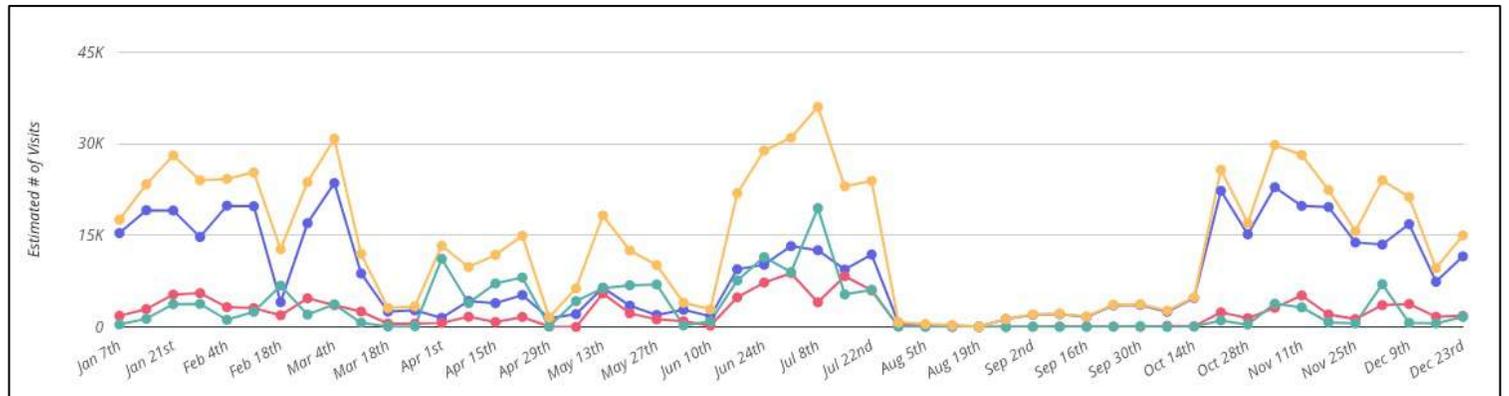
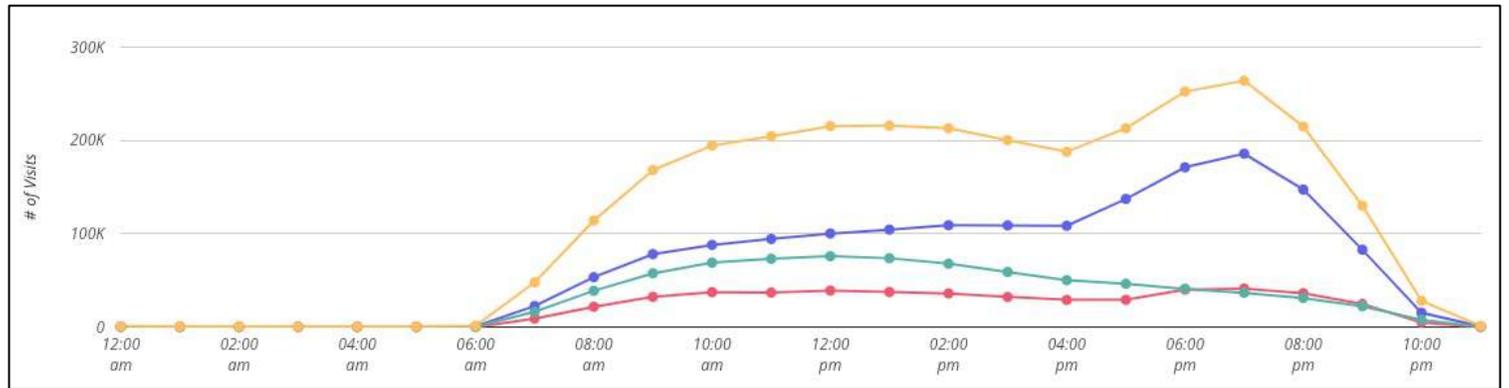
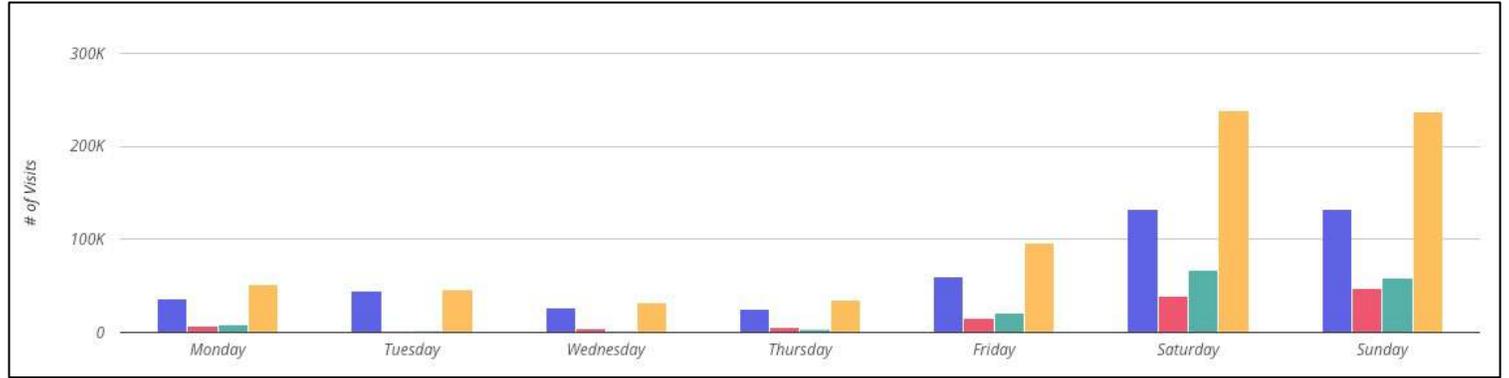
# Visitation

The following figures detail the local and regional visitation to the Iowa West Field House.

The top graphic details how impactful major tournaments, on Saturday and Sunday, can be for communities.

The middle graphic highlights how critical a strong balance of local and regional usage is for the success of these sports complexes.

The bottom graphic highlights the seasonality of visitation that shows untapped demand during the summer months.



After analyzing the regional landscape of major youth sports facilities HSP determined the following implications:

- There is an abundant supply of major youth sports complexes within a 3-hour drive from Ankeny.
- Omaha, Council Bluffs, and Bettendorf are the closest regional threats. It is critical that a new facility differentiate itself from what the other facilities offer to garner large tournament interest.
- Major metro areas, such as the Minneapolis MSA and the Kansas City MSA, introduce an array of youth sports facilities.
- Demand for at least 8 basketball courts (12+ volleyball courts) to attract regional court tournaments.
- The supply of indoor facilities with at least one full-sized turf field presents an opportunity.
- The seasonality of the region and the increasing number of youth sports participants creates major demand for indoor court space and turf fields for competition and training.

# Chapter 5: Sports Opportunity Analysis

---

## Multipurpose

Whether it be an indoor or outdoor facility, multipurpose usage is becoming a necessity at all facilities. It is important for facility developers and cities to listen and understand all potential user groups to capture as much usage out of a potential facility as possible.

It is common to see facilities with easily changeable lines, overlapping fields, side training areas, peripheral dynamic spaces, and other small features that can elevate a facility to the next level.

## Strong Amenities

### On-site

Facilities have continued to up their game with creative on-site amenities for both players and spectators: comfortable viewing areas, higher-end concessions or restaurants, play areas for children, training spaces, skate parks, entertainment spaces, and much more.

### Off-site

A strong mix of off-site amenities including food and beverage, grocery stores, restaurants, hotels and entertainment attractions is critical to the viability of youth sports venues.

## Playing Surfaces

Tournament caliber facilities across the country are continually elevating the standard when it comes to playing surfaces. Whether it be a mixture of artificial turf and grass, fully artificial or the introduction of one championship artificial field, these options increase the tournament pull to a facility while benefiting the local residents.

The same can be said for indoor facilities which must have adequately sized courts, enough space between courts for viewers, and contain surrounding warm up spaces for teams and players.

## Specialty Sports & Play Areas

Facilities have begun introducing new spaces for non-traditional sports such as Pickleball, Cricket, Cornhole, and many others to increase versatility and cater to resident desires.

These spaces can be multipurpose spaces and accommodate a variety of uses, however being able to offer these both to tournament visitors and local residents is important.

Some facilities have begun to offer e-sports area, or high-end children's play structures to entertain the brothers and sisters of players.

## Factors Driving Tournament Demand & Activity

There are several factors that impact a city's ability to capture large tournaments. These factors include the following:

- Number and quality of fields and playing surfaces
- Strong on/off-site amenities and attractions
  - Food & Beverage
  - Retail
  - Hotels
  - Entertainment
- Accessibility, by Air and by Car

Cities with stronger packages of the above listed items will be more successful in attracting major tournament groups. These major tournament groups garner a nationwide pull for tournaments which bring in teams from surrounding states and across the country.

## Opportunity in Ankeny

- Ankeny has a strong tournament draw to its cluster of strong hotels, retail and restaurant offerings, accessibility and proximity to Downtown Des Moines
- Prairie Ridge has demonstrated this potential on the outdoor landscape
- 8 courts will lead the local market and be very attractive for tournament operators

# Tournament Operators

HSP spoke with several tournament organizations that operate in the area across several indoor sports. Across basketball and volleyball, tournaments are typically run by local clubs or facility owners, however, there are a few large governing bodies that run tournaments as well. A few of these organizations include the Amateur Athletic Union (AAU) and USA Volleyball.

Understanding the tournament landscape for each sport is important to maintain an efficient tournament facility.



**US YOUTH  
SOCCER**

# Alternative Sport Opportunities

HSP has identified other sports that are growing significantly that can utilize indoor space to fill times and keep the facility efficient.

## Pickleball

Pickleball is a fast-growing sport that has gained significant popularity recently. The sport can be played on hard courts surfaces or tennis courts. The indoor courts can be utilized for pickleball during the morning and afternoon hours when youth programs are slow. This optimizes facility usage and mitigates down time.

## Futsal

Futsal is a very popular sport that is typically played on hard court space and fits within a basketball court. Futsal tournaments at the facility can fill in slow seasons where basketball and volleyball slow up.

## Lacrosse

Lacrosse is a major sport that operates in the Spring that is growing across the country. Indoor space for training and practice can be utilized by teams throughout the year as well as the potential for local tournaments.

HSP interviewed Catch Des Moines to better understand the regional tournament demand in the area and any implications that can be drawn for the Ankeny market. The interview indicated the following:

- Catch Des Moines is comprised of the Convention and Visitors Bureau and the Des Moines Area Sports Commission. The organization oversees capturing large tournaments in the area.
- Iowa did not shut down completely during the pandemic and captured several tournaments from other surrounding cities. One of these was the Nike Championship Tournament which accommodated 250 teams across the regional area over one weekend.
- The main capture area for tournaments is a 3-hour drive time. Tournament operators are seeking contiguous court space that has easy set up and break down. The fairgrounds can accommodate a up to 16 volleyball courts; however, it mandates costly and time intensive set up of temporary courts.
- The area is in need of a larger facility that is 6+ courts that can accommodate the growing demand in the region.

HSP interviewed the director of Iowa AAU Volleyball to better understand the demand for space in the area for large tournaments and the potential of the proposed Project. The interview indicated the following:

- The larger volleyball tournaments in Des Moines are held at the Fairgrounds, Drake University and several other smaller local facilities. Many of the tournament's span across many smaller facilities in the area, which include school facilities.
- With 4 – 8 volleyball courts you need to utilize multiple facilities in a given area. When you increase that number to potentially 12 – 16 courts you are able to accommodate full tournaments in one predominant location.
- AAU likes to see facilities with ample space between courts, sufficient spectator seating as well as dividing nets to keep balls on their courts.
- The proposed Ankeny facility at eight to potentially 16 volleyball courts would be ideal for regional Grand Pre Events. These tournaments are two to three days long and consist of 80 plus teams. These tournaments capture teams from surrounding states if planned on favorable dates.
- Boys' volleyball is an untapped market that is steadily growing.
- There are approximately 8,000 members registered in AAU volleyball in Iowa.

HSP interviewed the Director of Iowa AAU to understand the basketball tournament landscape in Iowa and the potential demand in the region for a large tournament caliber facility. The interview indicated the following:

- There is a sizeable need in the state of Iowa for facilities due to the strong population growth in recent years in the state. Recently, partially due to COVID, AAU basketball numbers are down, however they are beginning to rebound.
- AAU runs on a membership basis where teams pay an annual fee and then have access to the leagues and tournaments.
- Girl's tournaments are run out of Kingdom Hoops and accommodate approximately 40 teams while boy's tournaments are held at Iowa Attack in Ames and accommodate approximately 70 teams. Typically, these tournaments run on four court facilities and then utilize nearby school gyms and private facilities.
- The facility must be at least four courts to hold tournaments.
- A large facility with eight courts would be able to capture larger regional and national tournaments in Des Moines
- For basketball there are approximately 2,000 members across both boys and girls.

# Interview – Iowa AAU Wrestling

HSP interviewed the Director of Iowa AAU to understand the wrestling tournament landscape in Iowa and the potential demand in the region for a large tournament caliber facility. The interview indicated the following:

- Wrestling is a major sport in the state of Iowa. The state tournaments which are held by the Iowa AAU in the Wells Fargo Arena garner a massive audience.
- There are over 8,000 wrestlers in the AAU organization in the state of Iowa.
- The proposed facility could host district tournaments and wrestling leagues, which are making a comeback in the area.
- It is becoming more and more popular to host entire events under one roof, which currently is difficult in the greater Des Moines area.
- Wrestling can be set up on turf as well which expands the capabilities of the facility. It is important that the facility be as flexible as possible to accommodate multiple needs.

# Interview – Iowa Attack Basketball

HSP interviewed Iowa Attack Basketball to better understand the demand for sports in the area, the local supply of facilities and any potential gaps in the market. The interview indicated the following:

- Iowa Attack has a facility in Ames that contains four courts and it utilized by their program which contains 350 kids. The peak times are between 5pm and 9pm, while 8am to 5pm are extremely slow.
- Throughout the year the program hosts 25 weekend events with 5 to 6 occurring in the Des Moines area.
- Ankeny is in dire need of new facilities due to the area's reliance on the school facilities.
- There are two boys, and two girls events every weekend across several venues. Approximately 75 percent of the teams come within Iowa, with 25 percent coming from predominantly Omaha and Kansas City.
- The program has 120 boys and 120 girl's teams across central Iowa.
- Ankeny needs at least six basketball courts. Four would fill up easily and only serve local demand. It is very important that the proposed facility be creative in filling up the morning and early afternoon hours to remain efficient.

HSP interviewed representatives of US Youth Soccer to understand what their tournament facility needs are and the organizational structure of their programming. This interview indicated the following:

- There are 3-7 premier regional events per year across the Midwest, with an additional 5-8 additional that include regional president's cups, national league games, and other regional events.
  - Typically, these events draw 10-20 teams per state from each of the 14 states in the Midwest (This is only US Youth Soccer events, there are other regional and state tournaments that are run by other organizations).
- There are only a few facilities that can host major indoor tournaments : Grand Park, University of Nebraska's old football practice facility, and Ultimate Soccer Arenas in Michigan.
- The Grand Park facility is a huge draw due to their flexibility of indoor and outdoor space, however other than this there is not much else in the Midwest that can accommodate both outdoor and indoor tournaments of this size.
- The minimum number of outdoor fields for a US Youth Soccer tournament is five. However, with only five fields they would have to operate at several facilities which is not as ideal.
- On-site training and physical therapy is normally brought in or sourced to a local company.
- Grab-and-go food options are preferred.

# Tournament Opportunity Implications & Recommendations

HSP analyzed the local and regional youth sports facility market to understand where any potential gaps exist for the potential development of a large recreational and tournament facility in Ankeny. The section also dove into industry trends that are consistent of top performing facilities across the nation to identify any opportunities in this area. The following implications were drawn:

- The local supply of facilities is not meeting the current demand for court space in the City of Ankeny. The introduction of a new large indoor facility will cater to both local use as well as drive tournament demand on the weekends. An opportunity exists for more indoor multipurpose space that can be used for basketball, volleyball, cheer, dance and many other flat-floor sports and activities.
- The central location of Des Moines lends itself well to capturing large regional tournaments. Metro areas located farther north find it difficult to capture southern cities.
- Eight courts and one turf field will have the ability to capture regional tournaments that will drive significant impact for the City of Ankeny.

# Chapter 6: Support Amenities Analysis

---

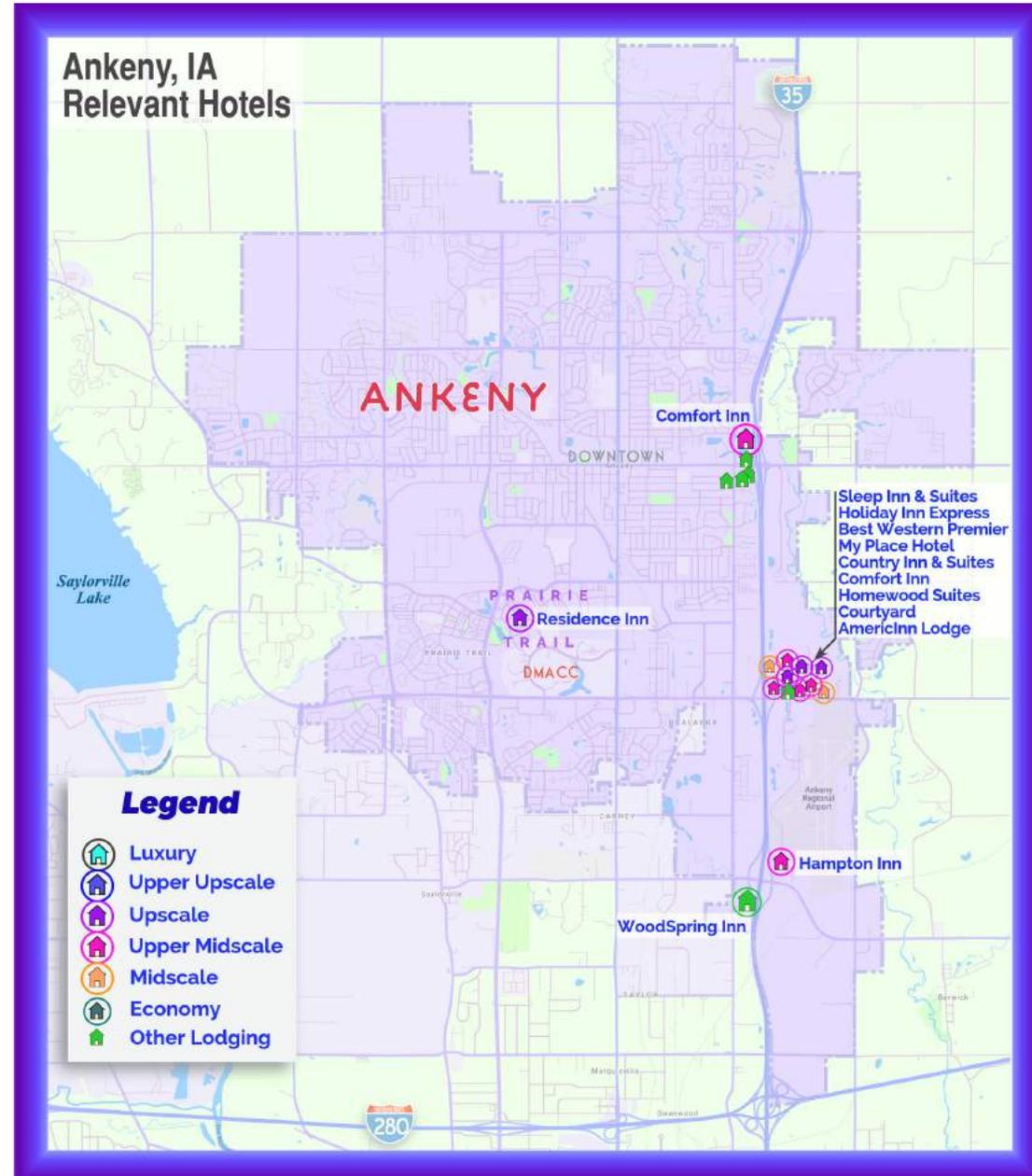


# Lodging

# Local Hotel Map

The largest clusters of competitive set properties are located along I-35 and Oralabor Road.

Downtown Ankeny has a new Residence Inn which lends itself well to youth sports tournaments due to the walkable retail and restaurant. The rest of the relevant properties are spread throughout Des Moines to the south.



# Local Hotel Competitive Set

HSP identified this Ankeny hotel competitive set by conducting market research and interviewing local hoteliers.

HSP believes that this hotel's competitive set best reflects the sports lodging market in Ankeny and its performance. The competitive set contains 13 hotels that range from Economy to Upscale and from 46 rooms to 119 rooms.

Ankeny City Hall was used as the point of interest to determine the distances of each hotel in the competitive set.

Property	Distance	# of Rooms	Chainscale	Open Date
Comfort Inn & Suites Ankeny	1.3	67	Upper Mid	May-02
Residence Inn Des Moines Ankeny	1.5	90	Upscale	Oct-19
Sleep Inn & Suites Ankeny Des Moines	2.4	67	Midscale	Mar-18
Holiday Inn Express & Suites Ankeny Des Moines	2.4	74	Upper Mid	Jun-05
Best Western Premier Ankeny Hotel	2.5	84	Upscale	Jul-18
My Place Hotel Ankeny	2.6	46	Upper Mid	Dec-17
Country Inn & Suites Ankeny	2.6	63	Upper Mid	Jun-97
Comfort Inn Ankeny Des Moines	2.6	56	Upper Mid	Nov-95
Homewood Suites by Hilton Ankeny	2.7	92	Upscale	May-15
Courtyard Des Moines Ankeny	2.7	119	Upscale	Aug-08
AmericInn Lodge & Suites Ankeny	2.7	57	Midscale	Nov-01
Hampton by Hilton Inn & Suites Ankeny	3.9	77	Upper Mid	Nov-08
<b>Total/Average</b>	<b>2.5</b>	<b>892</b>	<b>-</b>	<b>Feb-09</b>

Source: Smith Travel Research

# Competitive Hotel Performance

Historical Supply, Demand, Occupancy, ADR, and RevPar for Competitive Hotels											
Year	Annual Avg. Available Rooms	Available Room Nights	% Change	Room Nights Sold	% Change	% Occ.	% Change	ADR	% Change	RevPar	% Change
2013	513	187,245	--	123,092	--	65.7	--	\$101.73	--	\$66.87	--
2014	513	187,245	0.0%	125,209	1.7%	66.9	1.7%	\$106.39	4.6%	\$71.14	6.4%
2015	575	209,785	12.0%	137,076	9.5%	65.3	-2.3%	\$110.71	4.1%	\$72.34	1.7%
2016	605	220,825	5.3%	147,391	7.5%	66.7	2.1%	\$116.80	5.5%	\$77.96	7.8%
2017	609	222,251	0.6%	139,054	-5.7%	62.6	-6.3%	\$115.63	-1.0%	\$72.35	-7.2%
2018	750	273,573	23.1%	162,090	16.6%	59.2	-5.3%	\$113.30	-2.0%	\$67.13	-7.2%
2019	825	301,010	10.0%	176,200	8.7%	58.5	-1.2%	\$106.98	-5.6%	\$62.62	-6.7%
2020	892	325,580	8.2%	127,517	-27.6%	39.2	-33.1%	\$91.74	-14.2%	\$35.93	-42.6%
2021 YTD (May)	892	134,692	0.0%	62,787	43.4%	46.6	43.4%	\$92.10	-4.3%	\$42.93	37.2%
CAGR* (2013-2020)	10.6%	10.6%	--	0.5%	--	-5.8%	--	-1.4%	--	-6.6%	--

\*Compound Annual Growth Rate  
Sources: Smith Travel Research, Hunden Strategic Partners

The local competitive set generally experienced slow growth during the past eight years. From 2013 to 2019, the ADR grew roughly 5% and RevPAR decreased by 6%. During the same time period, occupancy decreased by nearly 11%. In 2017 and 2018, occupancy and ADR both experienced declines because of the opening of two new hotels. The addition of four hotels, with a combined room count of 377 new guest rooms, to be delivered in 2022 – 2023 may cause another decline in the metrics again.

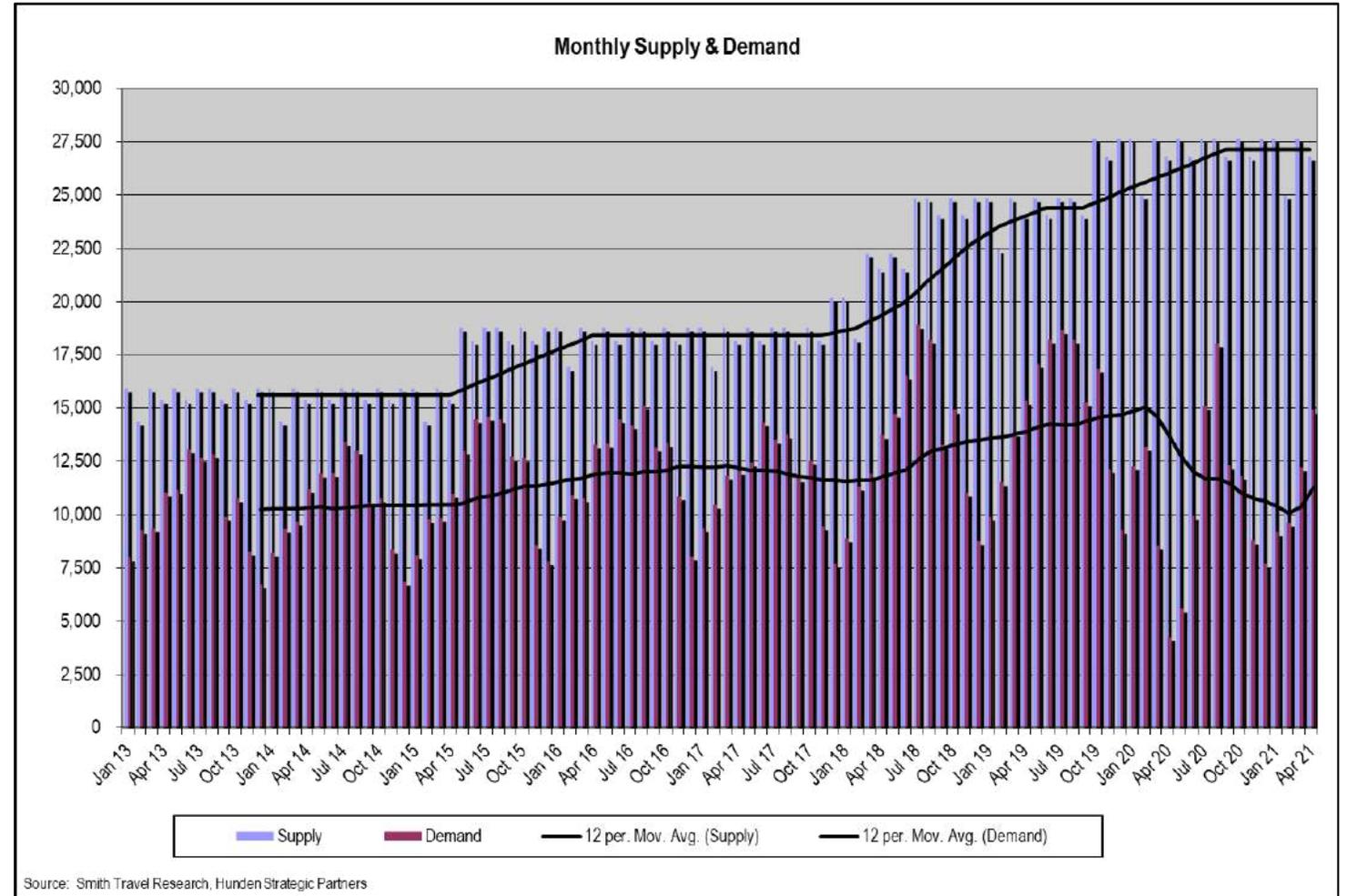
# Supply & Demand Hotel Room Nights

The supply of room nights in the local area was stagnant from 2013 until mid-2015 through late 2019, when the market experienced incremental increases in room nights due to the opening of four new hotels in the competitive set.

The introduction of the Residence Inn, Sleep Inn & Suites and My Place Hotel that opened from 2017 through 2019 brought a total of 203 new rooms to the market, which is the reason for the sizable supply increase from 2017 to 2019.

Demand followed supply at a slow pace when the new, high-quality hotel rooms were added to the local market. The impacts of COVID-19 severely impacted the demand amongst the competitive set.

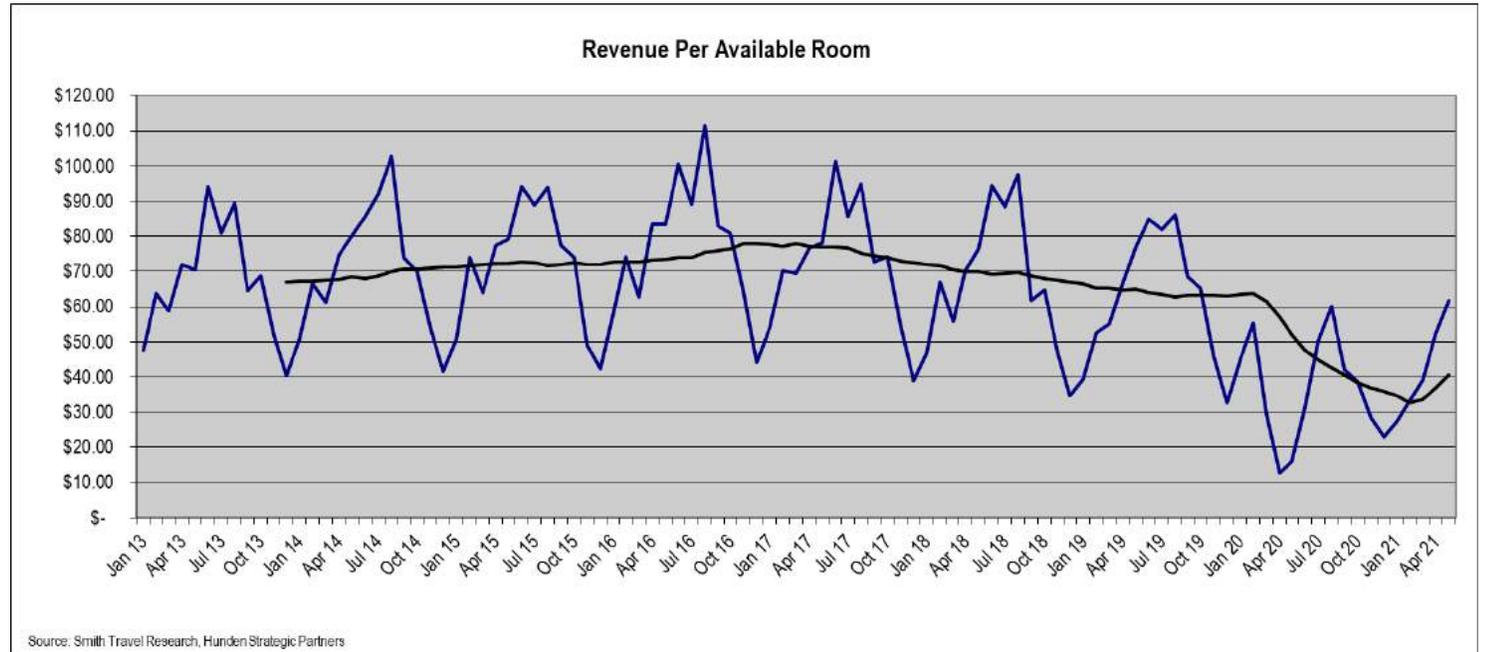
A steady recovery in the market has been recorded in the early months for the year 2021.



# Revenue per Available Room

The trend line shows that RevPAR has notably increased from the beginning of 2014 to early 2017. From early-2017 to early-2020, the RevPAR has slightly declined due to the three new hotels opening and the increased saturation of the hotel market.

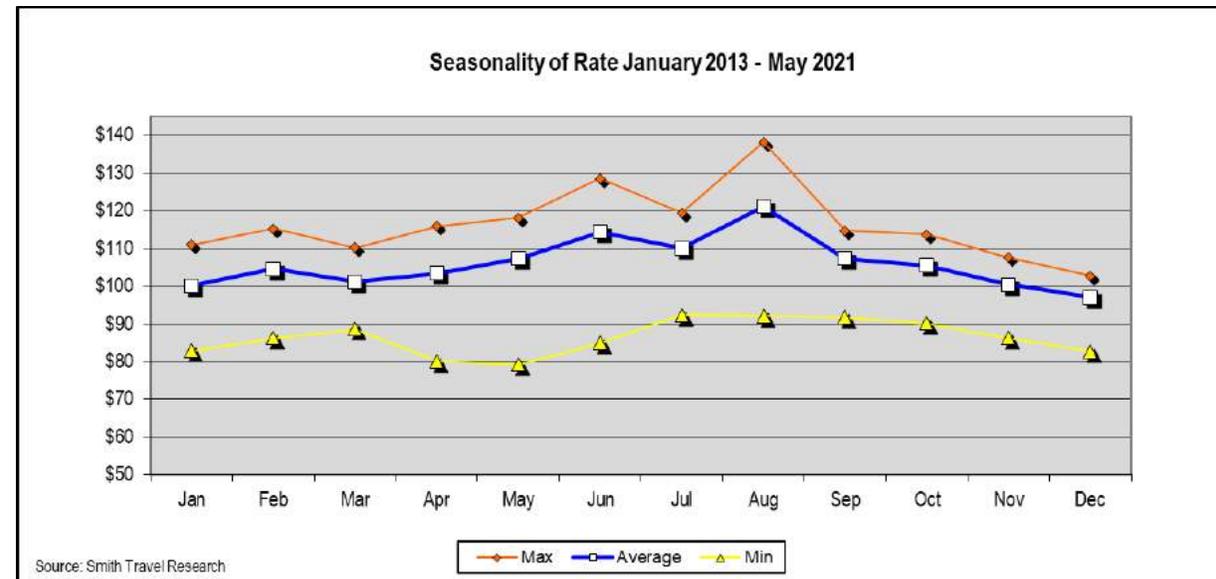
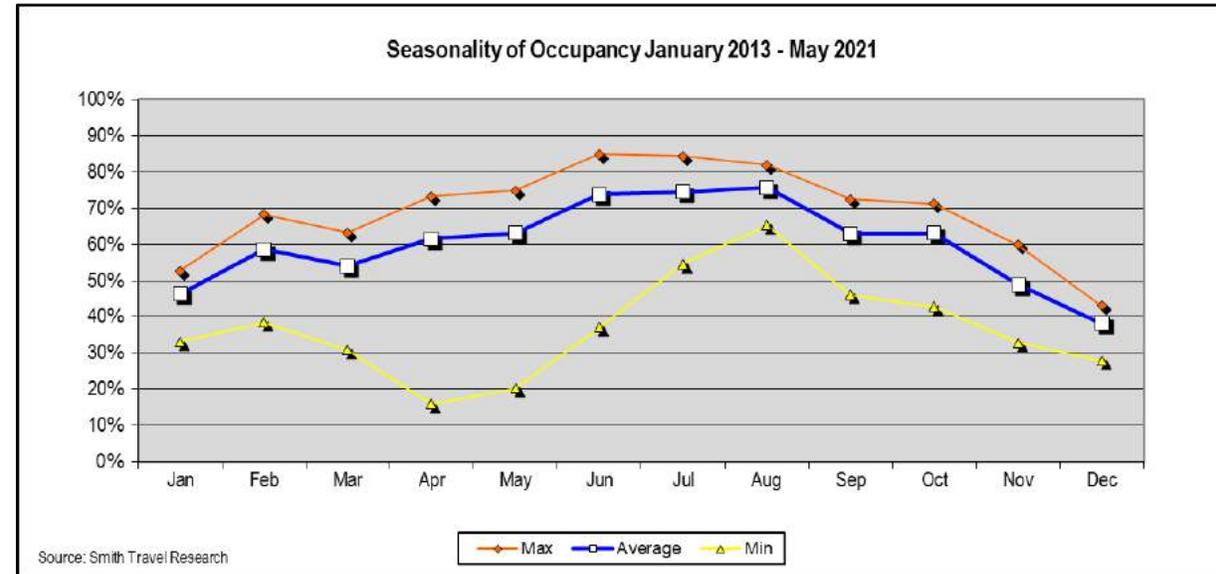
The overall decrease in RevPAR is an indicator of a declining market. As with most cities that have distinct seasons, RevPAR was lowest for the local competitive set during the winter months.



# Seasonality – Occupancy and ADR

The adjacent tables detail the seasonal performance of the competitive hotel set over the last eight years. As shown, the local hotels experienced tremendous occupancy from June to August, which lines up with leisure as well as youth sports season and warm weather. The lowest occupancy period is during the winter and spring months.

Rate generally mirrors occupancy (shown in the bottom chart) demonstrating that local hotels experience rate compression when demand is highest.

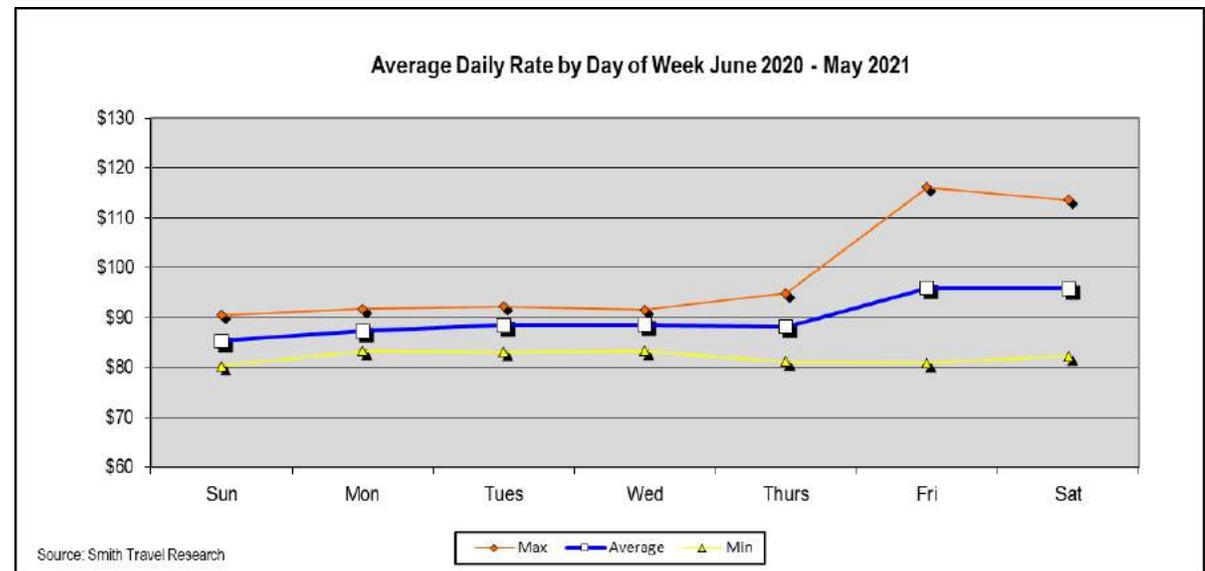
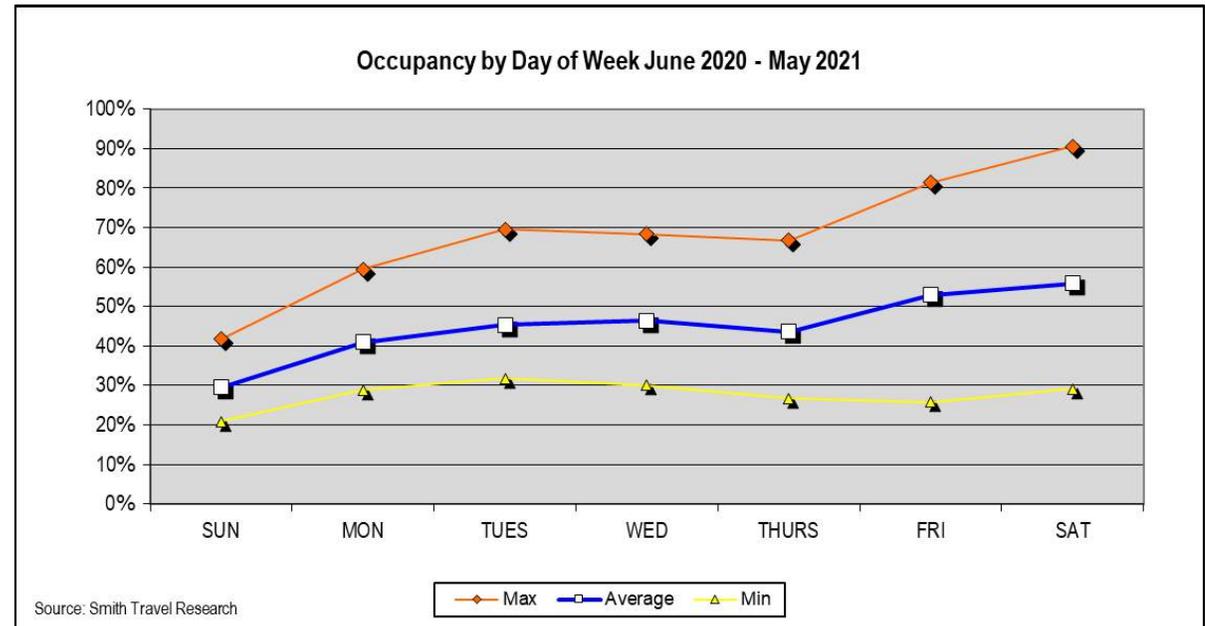


# Day of Week – Occupancy and ADR

The adjacent figures demonstrate the day of week performance of the competitive hotel set from June 2020 through May 2021.

The occupancy trends throughout the week see incremental increases as the weekend days approach. Increased occupancy during the weekends indicate a strong leisure market.

Average rates are generally low during weekdays and only marginally higher over the weekend, reemphasizing the strong leisure demand. The ADR chart has lower weekday numbers than usual because corporate travel dried up due to COVID-19.



# Hotel Charts

The adjacent heat charts summarize the day of week by month performance of the hotel market over the last calendar year.

The heat charts further indicate a weakened corporate and leisure demand due to the impacts of COVID-19 through the late-summer and fall of 2020. Occupancy peaks in April, May and August, exceeding 75% in all months over the weekend days. Rate peaks generally occur in the early spring and summer months, but not by a significant amount.

As shown on the previous slide, occupancy is typically high during weekends when leisure travel is popular. Average daily rate tends to mirror occupancy.

	75% - 80%
	80% - 90%
	> 90%

	\$110 - \$120
	\$120 - \$130
	> \$130

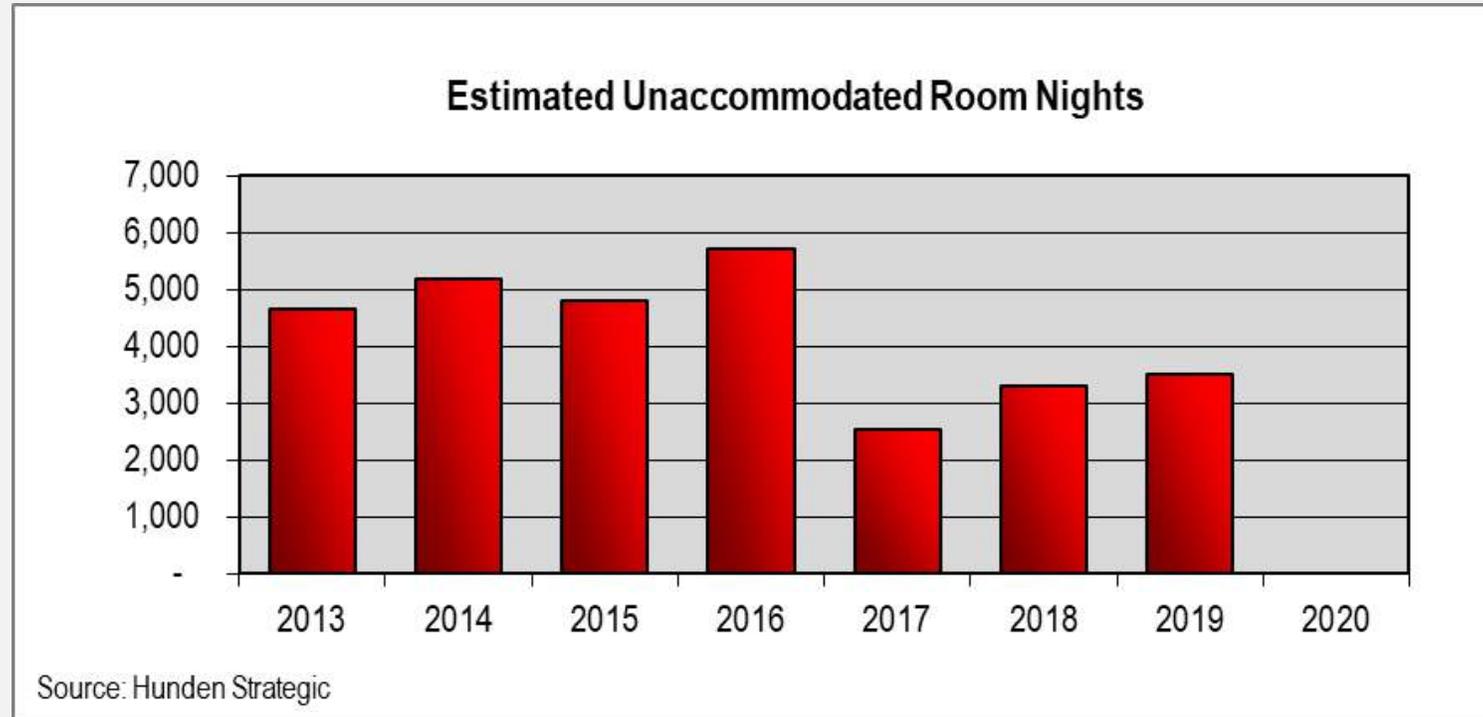
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Avg
Jun - 20	26.8%	34.9%	37.0%	37.4%	33.9%	41.1%	49.2%	37.2%
Jul - 20	33.3%	46.4%	51.0%	53.4%	53.5%	70.3%	70.9%	54.1%
Aug - 20	41.8%	59.5%	69.6%	68.4%	66.7%	76.8%	78.2%	65.8%
Sep - 20	32.8%	37.6%	46.5%	47.0%	42.1%	53.0%	62.9%	46.0%
Oct - 20	29.1%	41.1%	45.3%	45.1%	41.5%	48.4%	46.8%	42.5%
Nov - 20	22.9%	33.7%	36.4%	35.5%	32.9%	39.5%	31.6%	33.2%
Dec - 20	21.5%	28.9%	31.7%	30.1%	26.7%	25.8%	29.1%	27.7%
Jan - 21	20.9%	36.1%	36.7%	40.3%	36.7%	32.0%	33.0%	33.7%
Feb - 21	21.6%	31.9%	38.2%	42.9%	42.9%	43.7%	48.1%	38.5%
Mar - 21	29.2%	41.6%	44.8%	47.5%	42.7%	50.3%	53.3%	44.2%
Apr - 21	35.1%	53.1%	53.1%	52.0%	45.9%	72.5%	76.9%	55.5%
May - 21	39.3%	46.8%	53.9%	57.4%	58.4%	81.4%	90.6%	61.1%
<b>Average</b>	<b>29.5%</b>	<b>41.0%</b>	<b>45.4%</b>	<b>46.4%</b>	<b>43.6%</b>	<b>52.9%</b>	<b>55.9%</b>	

Sources: Smith Travel Research

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Avg
Jun - 20	81.71	84.67	85.19	84.57	83.67	86.10	86.85	84.68
Jul - 20	87.17	88.20	87.61	90.25	92.07	96.65	97.31	91.32
Aug - 20	87.19	89.20	91.77	91.55	90.89	95.17	95.30	91.58
Sep - 20	85.80	88.08	91.09	91.13	89.72	94.86	96.67	91.05
Oct - 20	83.79	87.65	90.23	89.69	88.81	96.47	89.71	89.48
Nov - 20	84.31	84.94	86.34	86.36	85.16	90.50	84.48	86.01
Dec - 20	82.50	83.28	83.12	84.12	81.56	80.91	82.26	82.54
Jan - 21	80.30	84.17	85.44	83.33	81.21	81.97	82.88	82.76
Feb - 21	81.54	85.30	86.83	87.19	86.41	85.68	87.40	85.76
Mar - 21	87.22	87.92	88.76	89.46	87.88	88.54	88.95	88.39
Apr - 21	84.59	87.47	87.73	87.08	86.31	104.17	105.38	91.82
May - 21	90.50	91.76	92.26	91.49	94.92	116.14	113.58	98.67
<b>Average</b>	<b>85.36</b>	<b>87.34</b>	<b>88.44</b>	<b>88.56</b>	<b>88.19</b>	<b>95.91</b>	<b>95.82</b>	

Sources: Smith Travel Research

# Unaccommodated Room Nights



Based on existing occupancy levels, HSP estimates that there were 5,723 to 3,495 unaccommodated room nights in the competitive set between 2016 and 2019. The continued development of new hotels during the past three years has been decreasing the total number of unaccommodated room nights.

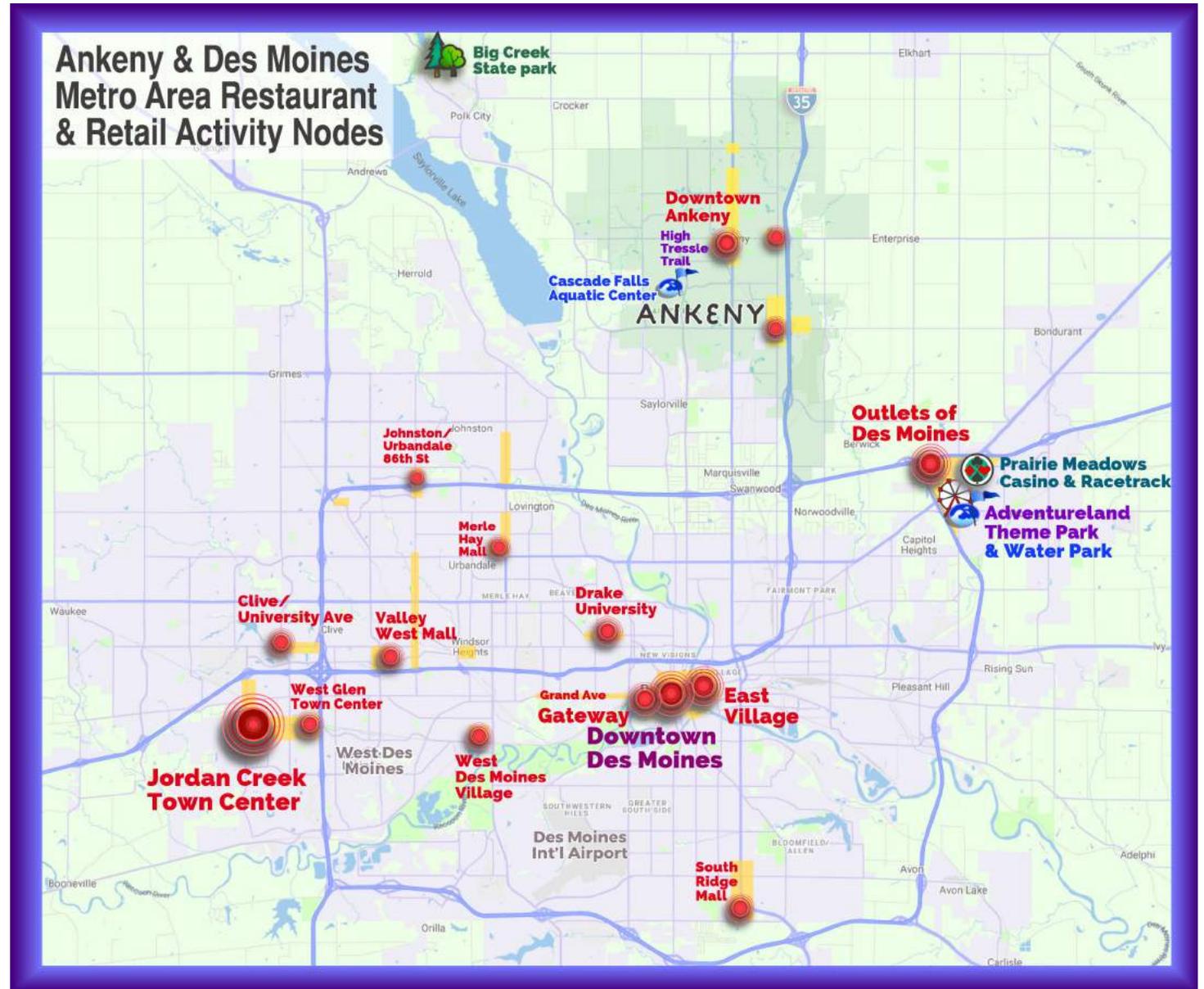


# Retail & Restaurant

# Retail & Restaurant Supply

This map describes the current local environment for retail and restaurant offerings in the greater Des Moines area. There are numerous restaurant nodes spread throughout the central region of the city, which allows visitors and residents to constantly have easy access to many unique dining options.

In addition, the location of the Outlets of Des Moines, Prairie Meadows Casino & Racetrack and Adventureland Theme Park & Water Park lends itself well to use by families and teams coming to Ankeny.



# Ankeny Retail/Restaurant Supply

The major restaurant and leisure cluster within Ankeny is the Uptown cluster which consists of four brewery sites. These sites are located close to each other and are a part of a strong leisure market within Ankeny.

Other restaurant sites around Ankeny consists of primarily fast food, fast casual and local stand-alone restaurants including Chipotle, The Grumpy Goat Tavern, El Mocajete, Applebee's and iHop along Delaware and Ankeny Boulevard.

This entertainment and restaurant presence can serve or pull visitation for regional visitors coming in for sports tournaments while the brewery district can serve as options for parents of out-of-state or regional tournament participants in various sports.



# Des Moines Retail/Restaurant Supply

The Des Moines MSA has a 10-minute drive time from the city of Ankeny. The strong retail, restaurant and entertainment market has much to offer for its visitors and appeals to all ages.

The Jordan Creek Mall retail and restaurant offerings along with the Adventure Park and Prairie Meadows portrays a diversified portfolio of entertainment/leisure options that can drive longer stay times.

Out-of-state visitors that are participating in regional tournaments can avail of such options which can drive tourism and hotel demand.



HSP examined the retail & restaurant dynamics in Ankeny and the greater Des Moines area as well as comparable developments and found that:

- A cluster of retailers and restaurants creates critical mass, which makes a city like Ankeny much more attractive to live, work and play.
- Retail & restaurant nodes are very important because they provide youth sports participants and attendees with an array of offerings before and after sports practices/tournaments.
- Ankeny has numerous sizeable retail and restaurant clusters that are large enough to support a new sports facility development.
- Specifically, sports facilities benefit from using in-house versus 3<sup>rd</sup> party food vendors. A trend in youth sports food options has been the introduction of healthier, “grab n go” concession options as opposed to the traditional concession options. However, the dining options should ultimately be catered to the wants of the most frequent users.

HSP analyzed the current lodging market conditions in Ankeny and how a proposed sports facility development would perform and complement these lodging properties. Key takeaways from numerous interviews indicated the following:

- There is a continual supply of new hotels coming to market each year and there is a risk of oversaturation if this trend continues. There is added competition from the new hotel developments, home rentals and other lodging options.
- Hotels in Ankeny generally thrive from mid-June to mid-October. The market struggles during the remaining months of the year.
- Weekday demand is generated from a strong commercial base. Weekend demand also stems from sports teams and wedding groups.
- Youth sports teams typically stay in affordable, select-service hotels and desire amenities such as a pool, complimentary breakfast and double-queen rooms.
- Sports team groups usually pay anywhere from \$80 to \$100 a key per night, depending on the quality of the property.
- In the spring and summer, sports demand comes from youth baseball and softball.

# Chapter 7: Case Studies

---

# Grand Park (Indoor)

Location: Westfield, Indiana  
Opened: 2011  
Owner: City of Westfield  
Operator: City of Westfield/Various

## Notes:

- 8 basketball courts
- 8 volleyball courts
- 3 indoor multipurpose turf fields

**Key Takeaways:** Although much larger scale than our recommendation, this facility puts into perspective the size, features, and mix that draws in a national audience for tournaments and events.



# Grand Park (Indoor)

The Grand Park broke ground in 2007 and is a master planned sports complex/destination created by the city of Westfield, Indiana. Once an empty field on the outskirts of Indianapolis, The 400 plus Grand Park now sees over 2.5 million visitors a year and over \$1.5 billion in economic development money, which includes capital investments by some large companies in the surrounding area.

The sports complex is now home to the Indianapolis Colts training camp and the Indiana Pacers Athletic Center.



# Round Rock Sports Center

**Location:** Round Rock, Texas  
**Opened:** 2011  
**Owner:** City of Round Rock  
**Operator:** City of Round Rock  
**Notes:**

- 6 basketball courts
- 12 volleyball courts

**Key Takeaways:** The Round Rock Sports Center has 6 indoor basketball courts which translates to 12 indoor volleyball courts. The facility is used for a number of activities including wrestling, cheer, futsal, and many other flat floor sports. The facility has great amenities, youth camps, and visitor elevated viewing areas for parents and spectators.



HSP interviewed management at Round Rock Sports Center to better understand the demand for sports in the area, the local supply of facilities and any potential gaps in the market. The interview indicated the following:

- Volleyball and basketball are the two major sports that occupy indoor court space for tournaments, practices and league games. Falling behind this is cheer, dance and other indoor sports such as futsal.
- A number of new facilities are in the planning stages in the greater Austin/San Antonio area due to the growth witnessed in the region in the past several years. It is important to build the facility or space to suit what the needs will be five or ten years into the future. Focusing on the uses of the facility rather than the space is a must.
- How the facility is managed is critical to its success. The Round Rock Sports Center is managed by the city and rented out to major tournament operators and teams in the area.

# Myrtle Beach Sports Center

**Location:** Myrtle Beach, SC  
**Opened:** 2015  
**Owner:** City of Myrtle Beach  
**Operator:** Sports Facilities Advisory (SFA)

- 8 regulation basketball courts
- 16 volleyball courts
- Seating for 1,500 (portable bleachers)
- Seven team rooms
- Private mezzanine for elevated viewing
- Café for indoor/outdoor dining

**Key Takeaways:** The Myrtle Beach Sports Center's value comes from its attractive location, newness, and size. Although Ankeny is not next to a beach, it does have a strong population base that is growing and centrally located.



# Myrtle Beach Sports Center

Opened in 2015, the \$13.8 million 100,000-square foot Myrtle Beach Sports Center was developed by the City of Myrtle Beach to drive tourism to the area during the beach's offseason. In addition to sports, the venue is designed to host conventions, trade shows, and other flat floor events.

The facility is managed by Sports Facilities Advisors (SFA), one of the premier third party operation companies in the country.

## Myrtle Beach Sports Center Events

	2015 - 2016	2016 - 2017	2017 - 2018
Basketball Tournaments	48	36	40
Volleyball Tournaments	9	13	12
Cheer Events	3	5	6
Gymnastics Events	4	8	4
Other Tourism Events	7	9	8
<b>Total Events Per Year</b>	<b>71</b>	<b>71</b>	<b>70</b>

Source: SFM

## Max McCook Athletic & Exposition

Location: Chicago, IL

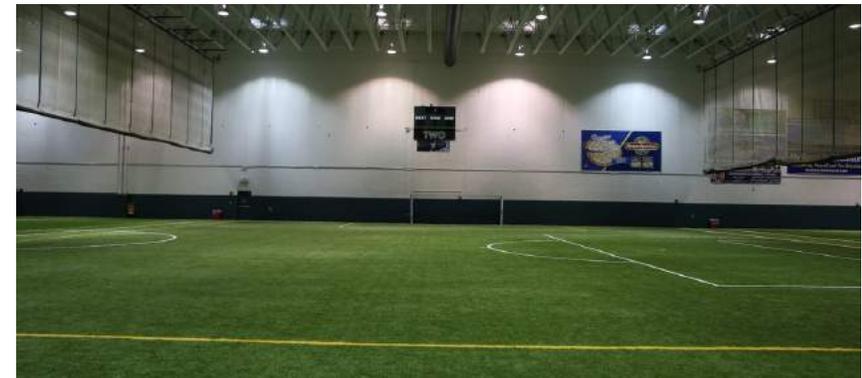
Opened: 2006

Owner: Private

Operator: Private

- 150,000 sq. ft. multi-purpose facility
- Full-sized soccer field under a 40 ft. tall roof
- 2 full-sized basketball courts
- A private wood court gymnasium
- Elevated private deck for viewing

**Key Takeaways:** Maxx McCook's multi-purpose features and layout make it an excellent facility. Although smaller than our recommendation, the features and uses are a great example of what we recommend in the facility in Ankeny.



# Max McCook Athletic & Exposition

The Max McCook Athletic & Exposition Center, located in Chicago, Illinois, is a 150,000-square foot indoor facility. The complex opened in 2006 and is home to several camps, clubs, and tournaments.

The Max McCook complex also hosts other events such as birthday parties and the Brew Moon Beer and Band Festival.



HSP analyzed national case studies to understand how other similar facilities across the country have succeeded. Understanding the organizational structure, amenities, programming, and tournament reach is critical. From these case studies our team concluded the following:

- Major youth sports complexes draw in from all across the nation for major tournaments and cover hundreds of acres, have numerous fields and playing surfaces and have high-end supplemental amenities.
- It is critical to form partnerships with organizations to keep the facility rented out consistently and receive a stable stream of cash flows.
- The feasibility and success of these complexes hinges on the organizational structure, whether it be privately funded, city owned and operated, or set up as a non-profit organization.
- Indoor facilities must be flexible, be open to a variety of event types and uses, and always be creative with branding and exposure.
- The medium-sized facilities with playing surfaces under ten per type, commonly attract local, state-wide, and regional audiences.
- Support amenities for the families that are travelling to watch their children play are crucial, including food and beverage, entertainment, and hotels and accommodations.

# Chapter 8: Site Analysis & Recommendations

---

# Recommendation

Based on the analysis of the youth sports market in the Greater Des Moines area and regionally and interviews with market experts, tournament organizers, and other stakeholders, HSP recommends the development of an indoor youth sports complex in Ankeny.

HSP recommends the following preliminary scenario of space breakdowns:

- 8 basketball courts (16 volleyball)
- 1 full-sized indoor multi-purpose turf field
- 1 quarter-sized flexible turf space for batting cages, training, practice and rec programming

HSP also recommends considering a phased approach for the development of this youth sports complex. Phasing will help with initial costs and assist in identifying long-term opportunities. HSP recommends that if a phased approach is taken, the sport courts be developed before the indoor turf field.

## Ankeny, Iowa Sports Facility Recommendations

Feature	Unit	Unit Size	Max Parking
<i>Sports Spaces</i>			
Basketball/Volleyball (Hardwood)	Courts	8	800
Seating	Seats	250	–
Indoor Turf (Full-Size Soccer)	Fields	1	100
Seating	Seats	250	–
Indoor Turf (Flex Batting Cages, Practice, Training, Rec Programs)	Fields	1/4	25
Seating		50	–
<b>Total Parking</b>			<b>925</b>
<i>Other Key Amenities:</i>		<i>Building Needs:</i>	
Concession/Café/Restaurant/Food Service Area		Team/Changing Rooms	
Play Area/Lounge Space		Offices	
Performance/Physical Therapy Area		Public Restrooms	
Meeting Rooms		Storage	
Lobby Space			

# Recommendation

## Size

- Total Building Area: 217,000 SF
- Parking Area (925 Cars): 590,000 SF
- Total Estimated Site Area: 807,000 SF

## Minimum Site Acreage:

- ~14 acres

## Sporting Features:

- 8 basketball courts (16 volleyball)
- 1 full-sized indoor artificial soccer field
- ¼ field multipurpose turf space for baseball/softball, rec use, etc.



# Test Fit 1

## ANKENY SPORTS AND RECREATION COMPLEX

### PROPOSED AREA:

TOTAL BUILDING AREA	217,000 SF
PARKING AREA FOR 925 CARS	590,000 SF
TOTAL ESTIMATED SITE AREA	807,000 SF
MINIMUM SITE ACREAGE	+/- 14 ACRES

### SITE TEST FIT LOCATION

SITE 1: NW 26TH STREET & NW 36TH STREET



# Test Fit 2

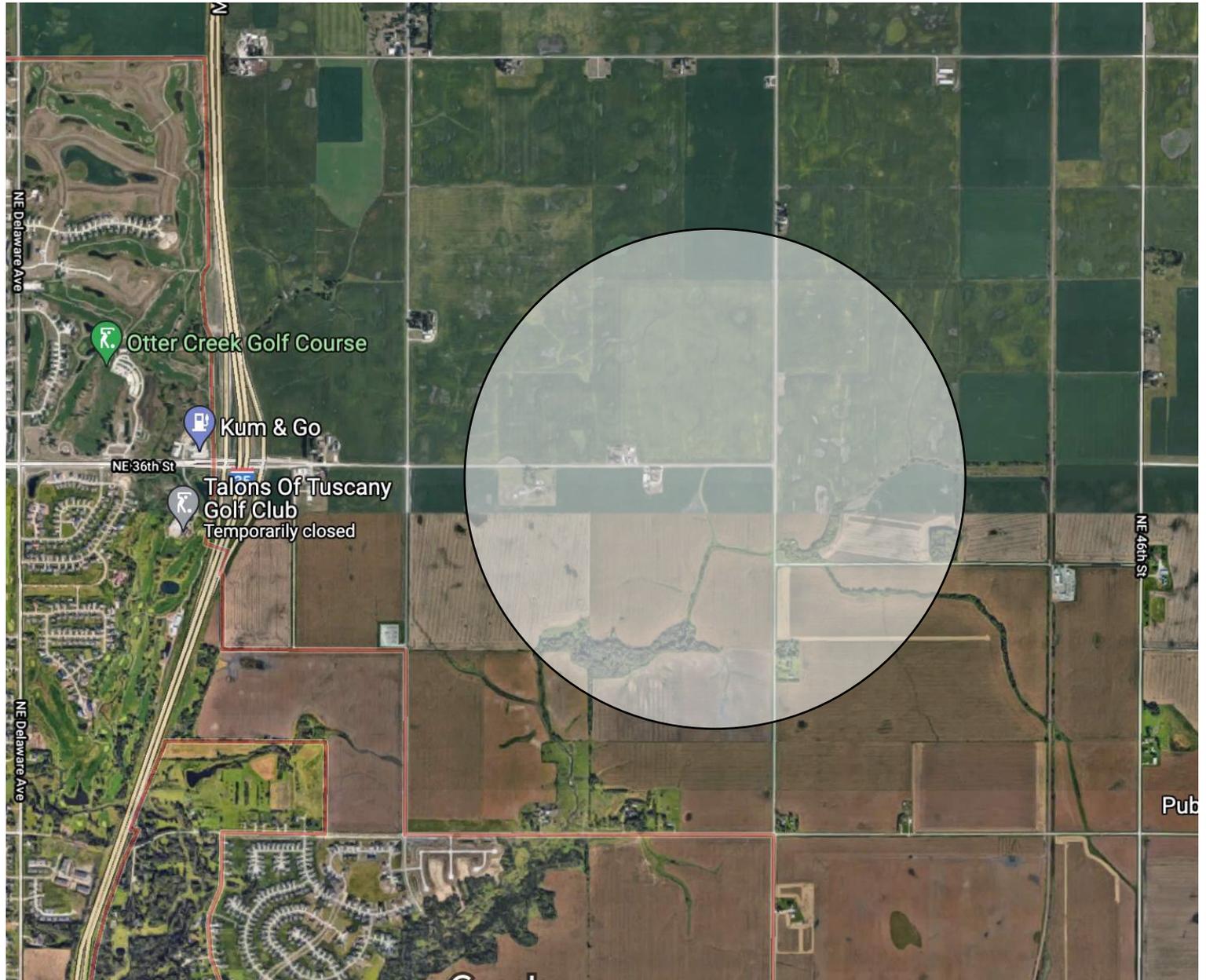
## ANKENY SPORTS AND RECREATION COMPLEX

### PROPOSED AREA:

TOTAL BUILDING AREA	217,000 SF
PARKING AREA FOR 925 CARS	590,000 SF
TOTAL ESTIMATED SITE AREA	807,000 SF
MINIMUM SITE ACREAGE	+/- 14 ACRES

### SITE TEST FIT LOCATION

SITE 2: NE 29TH STREET & NE 110TH AVE



# Test Fit 3

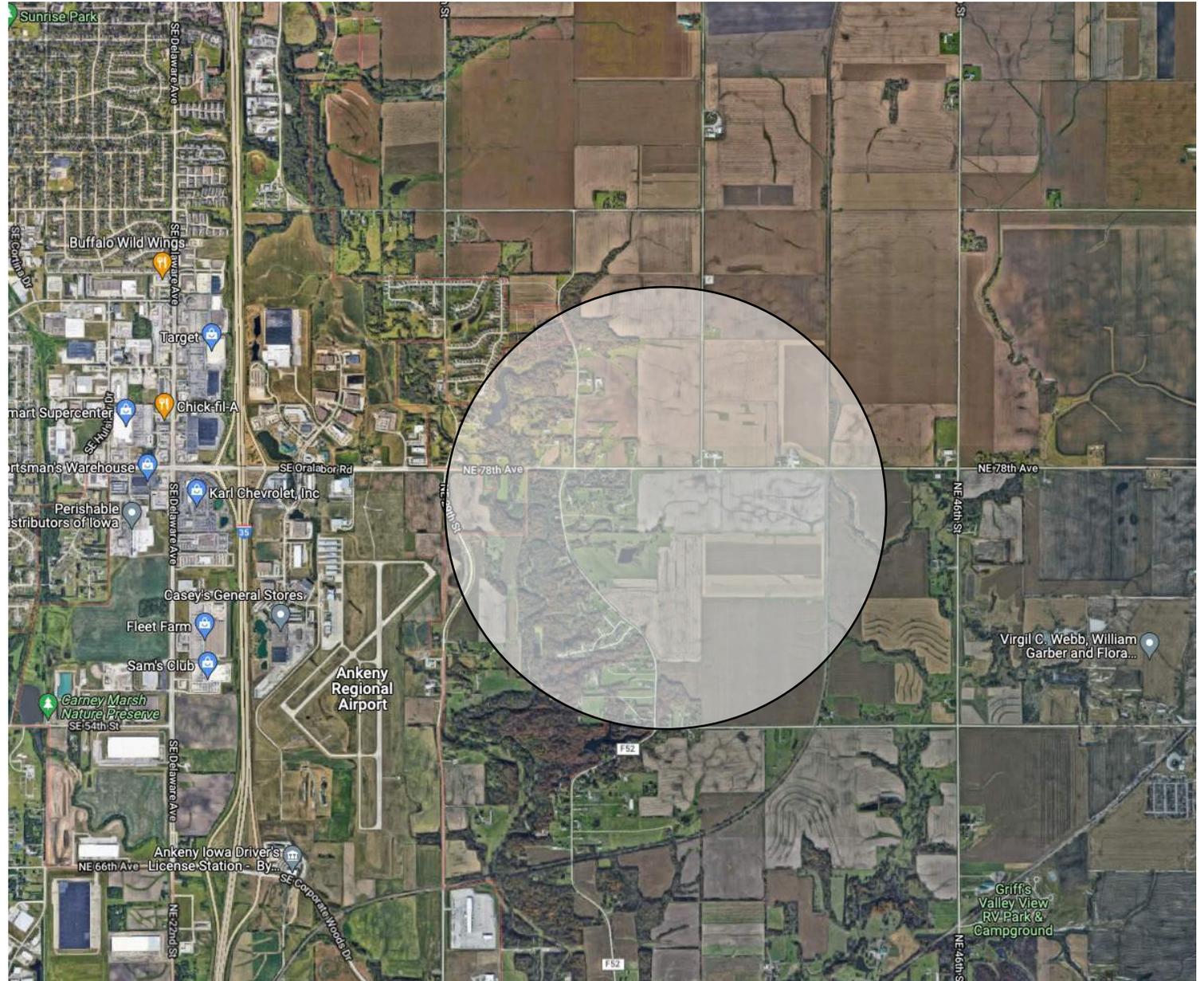
## ANKENY SPORTS AND RECREATION COMPLEX

### PROPOSED AREA:

TOTAL BUILDING AREA	217,000 SF
PARKING AREA FOR 925 CARS	590,000 SF
TOTAL ESTIMATED SITE AREA	807,000 SF
MINIMUM SITE ACREAGE	+/- 14 ACRES

### SITE TEST FIT LOCATION

SITE 3: NE 38TH STREET & NE 78TH AVENUE



# Test Fit 4

## ANKENY SPORTS AND RECREATION COMPLEX

### PROPOSED AREA:

TOTAL BUILDING AREA 217,000 SF

PARKING AREA FOR 925 CARS 590,000 SF

TOTAL ESTIMATED SITE AREA 807,000 SF

MINIMUM SITE ACREAGE +/- 14 ACRES

### SITE TEST FIT LOCATION

SITE 4: NW STATE STREET & NW 36TH STREET

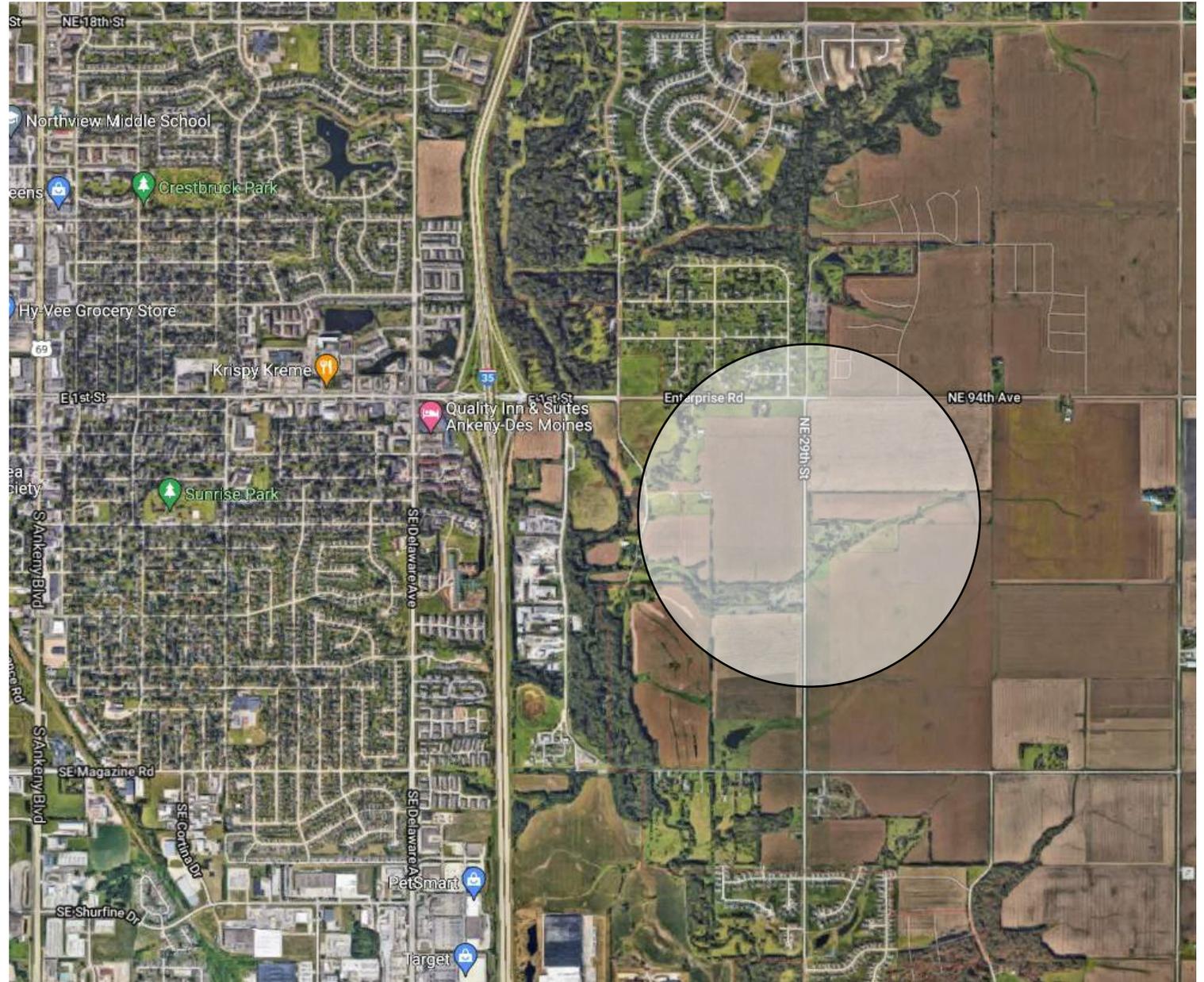


# Test Fit 5

## ANKENY SPORTS AND RECREATION COMPLEX

### PROPOSED AREA:

TOTAL BUILDING AREA	217,000 SF
PARKING AREA FOR 925 CARS	590,000 SF
TOTAL ESTIMATED SITE AREA	807,000 SF
MINIMUM SITE ACREAGE	+/- 14 ACRES



# Recommendation Estimated Cost

This table details the projected budget for the recommended scenario. The development of the fieldhouse and connected court facility is expected to be approximately \$72.8 million. This scenario assumes high quality of materials on par with those from the Town of Johnstown YMCA. The prior \$44.7 million estimate was assuming the same quality as the West Des Moines RecPlex. This assumes conventional steel structure, brick, and concrete masonry construction.

**Total SF: 217,000**

**Total Project Cost: ~\$72.8 million**

## Ankeny Sports & Recreation Complex

### Estimated Construction Costs

#### Building Costs

Soccer Fieldhouse	96,000 SF	\$250/SF	\$24,000,000
Indoor Turf Field	28,000 SF	\$250/SF	\$7,000,000
Activity Courts	61,000 SF	\$250/SF	\$15,250,000
Physical Therapy	1,700 SF	\$225/SF	\$382,500
Storage	6,400 SF	\$150/SF	\$960,000
Locker Rooms	4,500 SF	\$275/SF	\$1,237,500
Cafe/Lounge	2,000 SF	\$300/SF	\$600,000
Play Area	1,200 SF	\$200/SF	\$240,000
Offices	900 SF	\$175/SF	\$157,500
Restrooms	600 SF	\$275/SF	\$165,000
Meeting Rooms	1,400 SF	\$200/SF	\$280,000
Lobby/Circulation	13,300 SF	\$200/SF	\$2,660,000

#### Building Costs Subtotal

	217,000 SF	\$244/SF	\$52,932,500
--	------------	----------	--------------

#### Site Costs

Parking	925 Stalls	\$3,200/Stall	\$2,960,000
Site Development Allowance	590,000 SF	\$4/SF	\$2,360,000

#### Construction Cost Subtotal

\$58,252,500

**Soft Costs** (25% of construction cost, excludes land acquisition costs)

\$14,563,125

**Total Estimated Project Cost (in 2021 USD\*)**

**\$336/SF**

**\$72,815,625**

\*Escalation year-to-year is currently between 4-6% of construction costs based on market volatility

Assumes conventional building similar in quality to Johnstown YMCA, Johnstown, CO

# Comparable Facility – Town of Johnstown YMCA

**City:** Town of Johnstown, CO

**Size:** ~70,000 Square Feet

**Completion Date:** June 2020

**Project Cost:** \$29 million

**Notes:** The facility for the Town of Johnstown is used as a comparable on a quality basis. The recommended Ankeny facility would cost more due to its size, but on a \$/SF it would be slightly less.



# Town of Johnstown YMCA



## Estimated Cost of Lower Quality Scenario

This table details the projected budget for the scenario with lower quality buildout. This development of the fieldhouse and connected court facility is expected to be approximately \$44.7 million. This scenario assumes similar to slightly better quality than RecPlex in West Des Moines.

Total SF: 217,000

Total Project Cost: ~\$44.7 million

### Ankeny Sports & Recreation Complex

#### Estimated Construction Costs

##### Building Costs

Soccer Fieldhouse*	96,000 SF	\$125/SF	\$12,000,000
Indoor Turf Field*	28,000 SF	\$125/SF	\$3,500,000
Activity Courts*	61,000 SF	\$135/SF	\$8,235,000
Physical Therapy	1,700 SF	\$225/SF	\$382,500
Storage	6,400 SF	\$150/SF	\$960,000
Locker Rooms	4,500 SF	\$275/SF	\$1,237,500
Cafe/Lounge	2,000 SF	\$300/SF	\$600,000
Play Area	1,200 SF	\$200/SF	\$240,000
Offices	900 SF	\$175/SF	\$157,500
Restrooms	600 SF	\$275/SF	\$165,000
Meeting Rooms	1,400 SF	\$200/SF	\$280,000
Lobby/Circulation	13,300 SF	\$200/SF	\$2,660,000

##### Building Costs Subtotal

	217,000 SF	\$140/SF	\$30,417,500
--	------------	----------	--------------

##### Site Costs

Parking	925 Stalls	\$3,200/Stall	\$2,960,000
Site Development Allowance	590,000 SF	\$4/SF	\$2,360,000

##### Construction Cost Subtotal

\$35,737,500

##### Soft Costs (25% of construction cost, excludes land acquisition costs)

\$8,934,375

##### Total Estimated Project Cost (in 2021 USD)

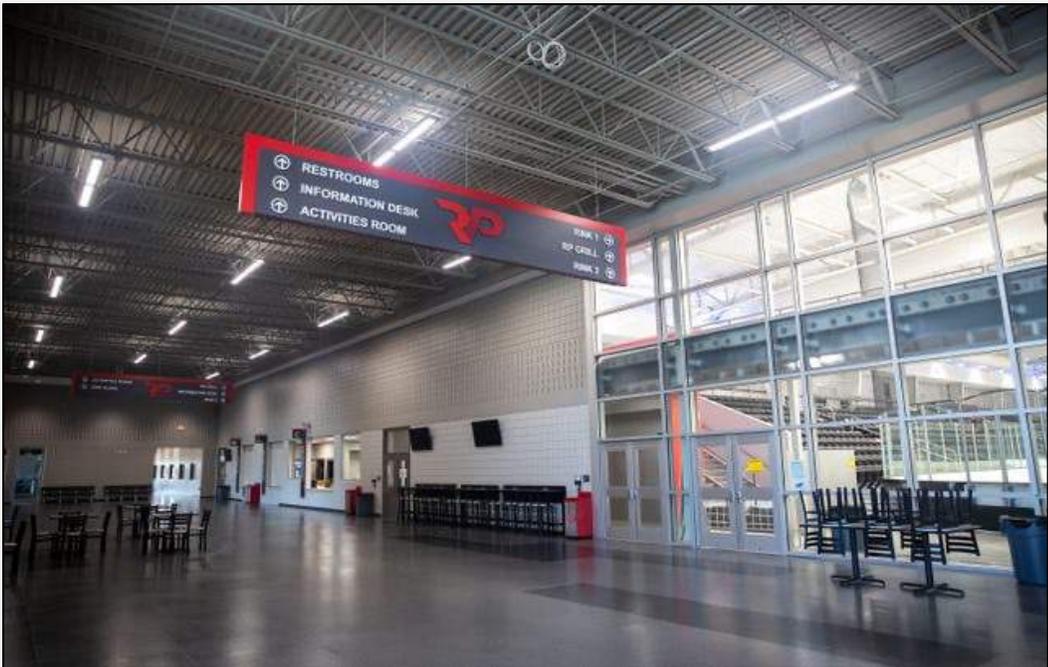
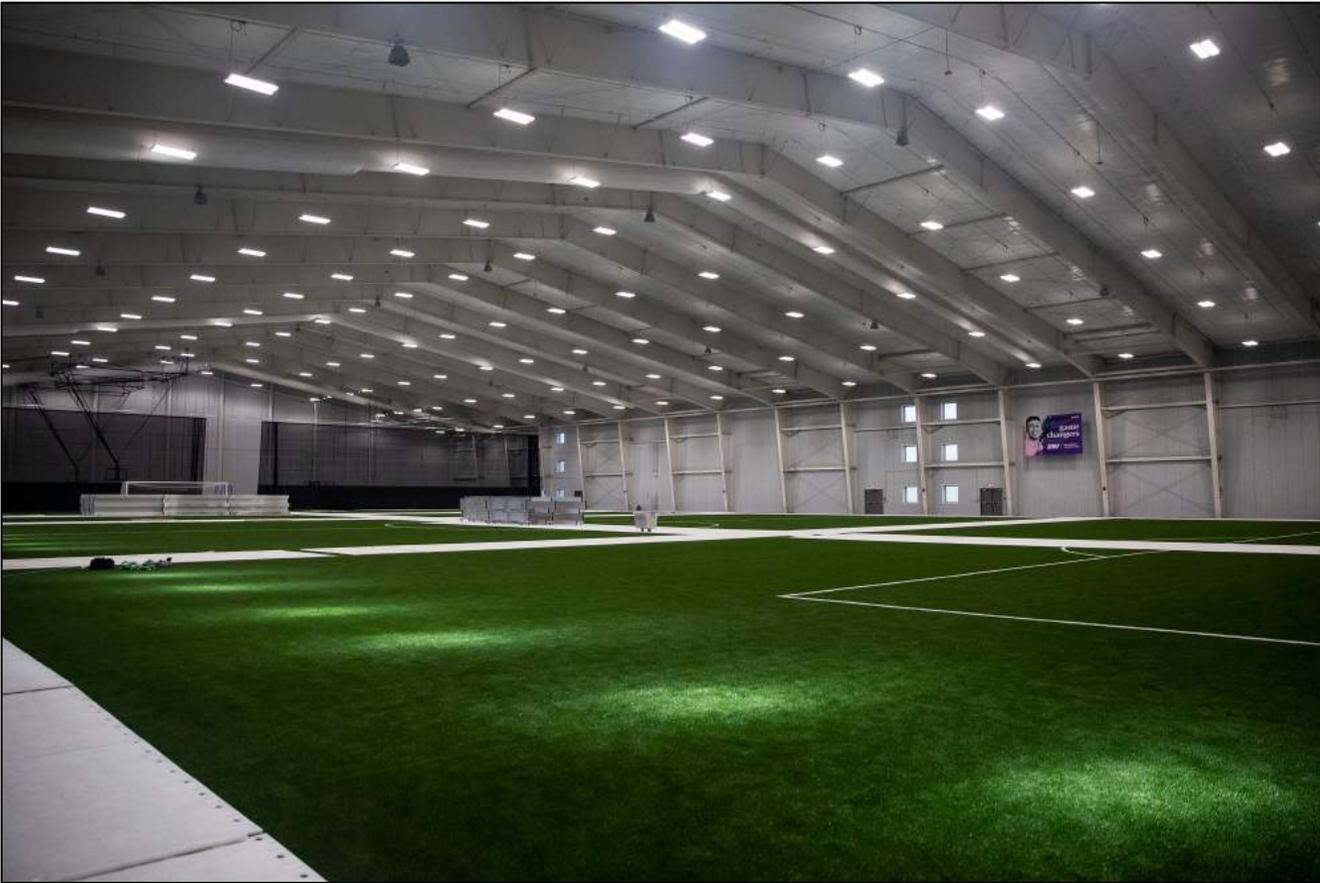
\$205/SF

\$44,671,875

\*\*\*Escalation year-to-year is currently between 4-6% of construction costs based on market volatility

\*Assumes pre-engineered buildings

# West Des Moines RecPlex



# Implications & Recommendation

- To accommodate the local use both from the club side and recreational side as well as capture tournament demand in the region, eight courts is the ideal number of spaces.
- One full-sized indoor turf field has the capability of catering to local clubs and rec use. There is an undersupply of fieldhouse space in the area and the demand for these spaces is continually growing.
- The adjacent multipurpose quarter-sized turf space lends the facility to be operating with dual uses at one time on the field. While soccer is practicing the softball and baseball clubs can be hitting in cages in the adjacent space or rec programs can be going on with the Ankeny youth.
- To build the facility to the quality standards expected from the Ankeny community, there will be higher materials and associated construction costs. If the facility were to be built on par with that of the West Des Moines RecPlex, the total cost would be approximately \$44.7 million, while a facility of better quality with premium materials would cost approximately \$72.8 million.

# Chapter 9: Demand & Financial Projections

---

# Event & Event Days

Sports Complex Projection & Proforma												
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
<b>Events by Type</b>												
Soccer Tournaments	3	5	5	6	6	6	6	6	6	6	6	6
Basketball Tournaments	10	12	12	14	16	16	16	16	16	16	16	16
Volleyball Tournaments	6	8	8	10	12	12	12	12	12	12	12	12
Lacrosse Tournaments	2	4	4	6	6	6	6	6	6	6	6	6
Wrestling Meets	6	6	7	7	8	8	8	8	8	8	8	8
Cheer/Dance	2	3	3	4	5	5	5	5	5	5	5	5
Pickle Ball	2	3	4	5	6	6	6	6	6	6	6	6
Meetings/Seminars	12	14	18	20	22	22	22	22	22	22	22	22
Banquets/Special Events	15	17	20	22	24	24	24	24	24	24	24	24
<b>Total</b>	<b>58</b>	<b>72</b>	<b>81</b>	<b>94</b>	<b>105</b>							
<b>Rental Hours</b>	<b>4,608</b>											
<b>Event Days by Type</b>												
Soccer Tournaments	8	13	13	15	15	15	15	15	15	15	15	15
Basketball Tournaments	25	30	30	35	40	40	40	40	40	40	40	40
Volleyball Tournaments	15	20	20	25	30	30	30	30	30	30	30	30
Lacrosse Tournaments	5	10	10	15	15	15	15	15	15	15	15	15
Wrestling Meets	15	15	18	18	20	20	20	20	20	20	20	20
Cheer/Dance	4	6	6	8	10	10	10	10	10	10	10	10
Pickle Ball	3	5	6	8	9	9	9	9	9	9	9	9
Meetings/Seminars	12	14	18	20	22	22	22	22	22	22	22	22
Banquets/Special Events	15	17	20	22	24	24	24	24	24	24	24	24
<b>Total</b>	<b>102</b>	<b>129</b>	<b>140</b>	<b>165</b>	<b>185</b>							

Source: Hunden Strategic Partners

The sports complex is expected to host between 58 and 105 events per year during the first 30 years of operation. Majority of the sporting events will be soccer, basketball, volleyball, and wrestling tournaments. Other events will include meetings, banquets, and special events. Rental hours during the week will play a key role in generating revenue for the facility.

The sports complex is also expected to be utilized between 102 and 185 days per year. Majority of the event days are expected to be a result of multi-day events.

Sports Complex Projection & Proforma												
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
<b>Average Attendance by Event Type</b>												
Soccer Tournaments	461	461	461	461	461	461	461	461	461	461	461	461
Basketball Tournaments	1,104	1,104	1,104	1,104	1,104	1,104	1,104	1,104	1,104	1,104	1,104	1,104
Volleyball Tournaments	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650	2,650
Lacrosse Tournaments	883	883	883	883	883	883	883	883	883	883	883	883
Wrestling Meets	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320
Cheer/Dance	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
Pickle Ball	1,613	1,613	1,613	1,613	1,613	1,613	1,613	1,613	1,613	1,613	1,613	1,613
Meetings/Seminars	30	30	30	30	30	30	30	30	30	30	30	30
Banquets/Special Events	100	100	100	100	100	100	100	100	100	100	100	100
<b>Total Attendance by Event Type</b>												
Soccer Tournaments	1,382	2,304	2,304	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765
Basketball Tournaments	11,040	13,248	13,248	15,456	17,664	17,664	17,664	17,664	17,664	17,664	17,664	17,664
Volleyball Tournaments	15,898	21,197	21,197	26,496	31,795	31,795	31,795	31,795	31,795	31,795	31,795	31,795
Lacrosse Tournaments	1,766	3,533	3,533	5,299	5,299	5,299	5,299	5,299	5,299	5,299	5,299	5,299
Wrestling Meets	7,920	7,920	9,240	9,240	10,560	10,560	10,560	10,560	10,560	10,560	10,560	10,560
Cheer/Dance	12,000	18,000	18,000	24,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Pickle Ball	3,226	4,838	6,451	8,064	9,677	9,677	9,677	9,677	9,677	9,677	9,677	9,677
Meetings/Seminars	360	420	540	600	660	660	660	660	660	660	660	660
Banquets/Special Events	1,500	1,700	2,000	2,200	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400
<b>Total</b>	<b>55,092</b>	<b>73,160</b>	<b>76,513</b>	<b>94,120</b>	<b>110,820</b>							

Source: Hunden Strategic Partners

HSP projects that the sports complex will attract nearly 111,000 attendees once it stabilizes. Most attendees are expected to come from basketball and volleyball tournaments and wrestling and cheer/dance events.

Sports Complex Projection & Proforma												
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
<b>Revenue (000s)</b>												
Rent	\$ 642	\$ 674	\$ 708	\$ 743	\$ 780	\$ 819	\$ 860	\$ 903	\$ 948	\$ 996	\$ 1,622	\$ 2,642
Net Concessions/Catering	\$ 71	\$ 74	\$ 78	\$ 82	\$ 86	\$ 90	\$ 95	\$ 100	\$ 105	\$ 110	\$ 179	\$ 292
Advertising & Sponsorship (net)	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53	\$ 53
Other	\$ 23	\$ 24	\$ 25	\$ 26	\$ 28	\$ 29	\$ 30	\$ 32	\$ 33	\$ 35	\$ 56	\$ 90
<b>Total</b>	<b>\$ 788</b>	<b>\$ 825</b>	<b>\$ 864</b>	<b>\$ 904</b>	<b>\$ 946</b>	<b>\$ 991</b>	<b>\$ 1,038</b>	<b>\$ 1,087</b>	<b>\$ 1,139</b>	<b>\$ 1,193</b>	<b>\$ 1,909</b>	<b>\$ 3,076</b>
<b>Expenses (000s)</b>												
Salaries, Wages & Benefits	\$ 647	\$ 679	\$ 713	\$ 749	\$ 786	\$ 825	\$ 867	\$ 910	\$ 956	\$ 1,003	\$ 1,634	\$ 2,662
General & Admin	\$ 43	\$ 44	\$ 45	\$ 46	\$ 47	\$ 47	\$ 48	\$ 49	\$ 50	\$ 51	\$ 63	\$ 76
Utilities	\$ 244	\$ 256	\$ 269	\$ 282	\$ 296	\$ 311	\$ 326	\$ 343	\$ 360	\$ 378	\$ 616	\$ 1,003
Repairs & Maintenance	\$ 128	\$ 131	\$ 133	\$ 136	\$ 139	\$ 141	\$ 144	\$ 147	\$ 150	\$ 153	\$ 186	\$ 227
Insurance	\$ 92	\$ 97	\$ 102	\$ 107	\$ 112	\$ 118	\$ 124	\$ 130	\$ 137	\$ 143	\$ 233	\$ 380
Advertising & Other	\$ 46	\$ 47	\$ 48	\$ 49	\$ 50	\$ 51	\$ 52	\$ 53	\$ 54	\$ 55	\$ 67	\$ 82
Reserves	\$ 28	\$ 29	\$ 30	\$ 32	\$ 33	\$ 35	\$ 36	\$ 38	\$ 40	\$ 42	\$ 67	\$ 108
<b>Total</b>	<b>\$ 1,227</b>	<b>\$ 1,282</b>	<b>\$ 1,340</b>	<b>\$ 1,400</b>	<b>\$ 1,463</b>	<b>\$ 1,529</b>	<b>\$ 1,598</b>	<b>\$ 1,670</b>	<b>\$ 1,746</b>	<b>\$ 1,826</b>	<b>\$ 2,866</b>	<b>\$ 4,538</b>
<b>Net Operating Income</b>	<b>\$ (439)</b>	<b>\$ (457)</b>	<b>\$ (476)</b>	<b>\$ (496)</b>	<b>\$ (516)</b>	<b>\$ (537)</b>	<b>\$ (560)</b>	<b>\$ (583)</b>	<b>\$ (607)</b>	<b>\$ (633)</b>	<b>\$ (957)</b>	<b>\$ (1,462)</b>

Source: Hunden Strategic Partners

HSP projects that the sports complex will generate total annual revenue of \$788,000 in Year 1 and increase revenues to nearly \$1.2 million by Year 10. Most revenue is expected to come from space rentals, followed by net concessions/catering revenues.

Expenses are expected to total nearly \$1.2 million in Year 1 and increase to more than \$1.8 million by the end of the period.

HSP expects that the facility will operate in a loss of between \$400,000 and \$600,000, this driven by the assumed increase in several operating expense line items at 5 percent on a year-over-year (YOY) basis. By Year 30, the operating loss is much higher due to the 5 percent YOY growth in expenses.

# Staffing Summary

The adjacent table outlines the potential staffing summary for the facility and the estimated payroll cost.

There will likely be additional staffing needs of general staff, program coordinators and support staff.

Facility Staffing Summary		
		40%
<b>Position</b>	<b>Salary</b>	<b>Benefits</b>
General Manager	\$82,250	\$32,900
Director of Operations	\$50,000	\$20,000
Marketing & Business Development	\$48,500	\$19,400
Sales Coordinator	\$40,000	\$16,000
Program Coordinator 1	\$32,000	\$12,800
Program Coordinator 2	\$30,000	\$12,000
Facility Manager	\$37,500	\$15,000
Finance Manager	\$40,000	\$16,000
General Staff (Concessions, Maintenance, etc.)	\$27,500	\$11,000
General Staff (Concessions, Maintenance, etc.)	\$27,500	\$11,000
Admin Support	\$25,000	\$10,000
<b>Total</b>	<b>\$440,250</b>	<b>\$176,100</b>
<b>Combined Total</b>		<b>\$616,350</b>

Source: HSP

# Daytrips & Overnights

Impact Inputs & Projections												
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
<b>% and # Daytrips</b>												
Daily Rental	43,776	43,776	43,776	43,776	43,776	43,776	43,776	43,776	43,776	43,776	43,776	43,776
Soccer Tournaments	1,901	3,168	3,168	3,802	3,802	3,802	3,802	3,802	3,802	3,802	3,802	3,802
Basketball Tournaments	17,940	21,528	21,528	25,116	28,704	28,704	28,704	28,704	28,704	28,704	28,704	28,704
Volleyball Tournaments	23,846	31,795	31,795	39,744	47,693	47,693	47,693	47,693	47,693	47,693	47,693	47,693
Lacrosse Tournaments	2,429	4,858	4,858	7,286	7,286	7,286	7,286	7,286	7,286	7,286	7,286	7,286
Wrestling Meets	7,920	7,920	9,240	9,240	10,560	10,560	10,560	10,560	10,560	10,560	10,560	10,560
Cheer/Dance	8,400	12,600	12,600	16,800	21,000	21,000	21,000	21,000	21,000	21,000	21,000	21,000
Pickle Ball	4,113	6,169	8,225	10,282	12,338	12,338	12,338	12,338	12,338	12,338	12,338	12,338
Meetings/Seminars	288	336	432	480	528	528	528	528	528	528	528	528
Banquets/Special Events	1,350	1,530	1,800	1,980	2,160	2,160	2,160	2,160	2,160	2,160	2,160	2,160
<b>Total</b>	<b>111,963</b>	<b>133,680</b>	<b>137,422</b>	<b>158,506</b>	<b>177,847</b>							
<b>% and # Overnights</b>												
Daily Rental	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304	2,304
Soccer Tournaments	1,555	2,592	2,592	3,110	3,110	3,110	3,110	3,110	3,110	3,110	3,110	3,110
Basketball Tournaments	9,660	11,592	11,592	13,524	15,456	15,456	15,456	15,456	15,456	15,456	15,456	15,456
Volleyball Tournaments	15,898	21,197	21,197	26,496	31,795	31,795	31,795	31,795	31,795	31,795	31,795	31,795
Lacrosse Tournaments	1,987	3,974	3,974	5,962	5,962	5,962	5,962	5,962	5,962	5,962	5,962	5,962
Wrestling Meets	11,880	11,880	13,860	13,860	15,840	15,840	15,840	15,840	15,840	15,840	15,840	15,840
Cheer/Dance	15,600	23,400	23,400	31,200	39,000	39,000	39,000	39,000	39,000	39,000	39,000	39,000
Pickle Ball	726	1,089	1,452	1,814	2,177	2,177	2,177	2,177	2,177	2,177	2,177	2,177
Meetings/Seminars	72	84	108	120	132	132	132	132	132	132	132	132
Banquets/Special Events	150	170	200	220	240	240	240	240	240	240	240	240
<b>Total</b>	<b>59,832</b>	<b>78,282</b>	<b>80,679</b>	<b>98,610</b>	<b>116,016</b>							

Source: Hunden Strategic Partners

HSP projects that the sports complex will induce daytrips and overnights stays through events. Daytrips are projected to increase from 112,000 in Year 1 to nearly 178,000 in Year 30 with daily rentals attracting the most. Overnight trips are expected to total between 60,000 in Year 1 to nearly 116,000 in Year 30.

# Room Nights

Impact Inputs & Projections												
	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9	Yr 10	Yr 20	Yr 30
<b>Total Room Nights Generated</b>												
Soccer Tournaments	819	1,364	1,364	1,637	1,637	1,637	1,637	1,637	1,637	1,637	1,637	1,637
Basketball Tournaments	5,084	6,101	6,101	7,118	8,135	8,135	8,135	8,135	8,135	8,135	8,135	8,135
Volleyball Tournaments	6,624	8,832	8,832	11,040	13,248	13,248	13,248	13,248	13,248	13,248	13,248	13,248
Lacrosse Tournaments	1,046	2,092	2,092	3,138	3,138	3,138	3,138	3,138	3,138	3,138	3,138	3,138
Wrestling Meets	5,400	5,400	6,300	6,300	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200
Cheer/Dance	6,500	9,750	9,750	13,000	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250
Pickle Ball	454	680	907	1,134	1,361	1,361	1,361	1,361	1,361	1,361	1,361	1,361
Meetings/Seminars	60	70	90	100	110	110	110	110	110	110	110	110
Banquets/Special Events	115	131	154	169	185	185	185	185	185	185	185	185
<b>Total</b>	<b>26,102</b>	<b>34,420</b>	<b>35,590</b>	<b>43,636</b>	<b>51,263</b>							

Source: Hunden Strategic Partners

Annual room night demand from events at the sports complex is expected to stabilize at more than 51,000 room nights, with more than 98% of room nights coming from sports events.

# Chapter 10: Economic, Fiscal, & Employment Impact Analysis

---

# Direct Net New & Recaptured Spending

Direct Net New/Recaptured Spending to the City of Ankeny (000s) - Sports Complex

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 20	Year 30	Total
Food & Beverage	\$ 3,075	\$ 3,921	\$ 4,117	\$ 4,992	\$ 5,860	\$ 5,977	\$ 6,096	\$ 6,218	\$ 6,343	\$ 6,470	\$ 7,886	\$ 9,613	\$ 213,407
Lodging	\$ 2,923	\$ 3,932	\$ 4,147	\$ 5,186	\$ 6,215	\$ 6,339	\$ 6,466	\$ 6,595	\$ 6,727	\$ 6,862	\$ 8,364	\$ 10,196	\$ 225,444
Retail	\$ 1,614	\$ 2,049	\$ 2,151	\$ 2,601	\$ 3,047	\$ 3,108	\$ 3,170	\$ 3,234	\$ 3,298	\$ 3,364	\$ 4,101	\$ 4,999	\$ 111,011
Transportation	\$ 3,429	\$ 4,354	\$ 4,571	\$ 5,528	\$ 6,475	\$ 6,604	\$ 6,736	\$ 6,871	\$ 7,009	\$ 7,149	\$ 8,714	\$ 10,623	\$ 235,898
Other	\$ 2,622	\$ 3,330	\$ 3,495	\$ 4,227	\$ 4,951	\$ 5,050	\$ 5,151	\$ 5,254	\$ 5,360	\$ 5,467	\$ 6,664	\$ 8,123	\$ 180,393
<b>Total</b>	<b>\$ 13,664</b>	<b>\$ 17,586</b>	<b>\$ 18,481</b>	<b>\$ 22,535</b>	<b>\$ 26,548</b>	<b>\$ 27,079</b>	<b>\$ 27,620</b>	<b>\$ 28,173</b>	<b>\$ 28,736</b>	<b>\$ 29,311</b>	<b>\$ 35,730</b>	<b>\$ 43,554</b>	<b>\$ 966,153</b>

Source: Hunden Strategic Partners

Direct net new, including recaptured, spending falls into five categories: food & beverage, lodging, retail, transportation and other.

The total for these categories during the 30-year period shown is more than \$966 million. \$225 million of this total is expected to come from lodging spending, while transportation is expected to generate \$236 million.

# Direct, Indirect & Induced Net New Spending

Direct, Indirect & Induced Spending to the City of Ankeny (000s) - Sports Complex

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 20	Year 30	Total
Direct	\$ 13,664	\$ 17,586	\$ 18,481	\$ 22,535	\$ 26,548	\$ 27,079	\$ 27,620	\$ 28,173	\$ 28,736	\$ 29,311	\$ 35,730	\$ 43,554	<b>\$ 966,153</b>
Indirect	\$ 5,201	\$ 6,695	\$ 7,036	\$ 8,580	\$ 10,108	\$ 10,310	\$ 10,516	\$ 10,727	\$ 10,941	\$ 11,160	\$ 13,604	\$ 16,583	<b>\$ 367,861</b>
Induced	\$ 2,937	\$ 3,764	\$ 3,954	\$ 4,809	\$ 5,655	\$ 5,768	\$ 5,884	\$ 6,001	\$ 6,122	\$ 6,244	\$ 7,611	\$ 9,278	<b>\$ 205,884</b>
<b>Total</b>	<b>\$ 21,801</b>	<b>\$ 28,045</b>	<b>\$ 29,471</b>	<b>\$ 35,924</b>	<b>\$ 42,311</b>	<b>\$ 43,157</b>	<b>\$ 44,021</b>	<b>\$ 44,901</b>	<b>\$ 45,799</b>	<b>\$ 46,715</b>	<b>\$ 56,945</b>	<b>\$ 69,416</b>	<b>\$1,539,898</b>

Source: Hunden Strategic Partners

All three levels of spending are expected to combine for more than \$1.5 billion during the Project's first 30 years. As mentioned on the previous slide, nearly \$966 million of spending will come directly from onsite visitation, while indirect and induced spending are projected to produce \$368 million and \$206 million, respectively.

# Net New Earnings & Full-Time Equivalent Jobs

Net New Earnings & FTE Jobs from Direct, Indirect & Induced Spending (000s) - Sports Complex

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 20	Year 30	Total
<b>Net New Earnings</b>													
From Direct	\$ 6,344	\$ 8,143	\$ 8,556	\$ 10,416	\$ 12,256	\$ 12,502	\$ 12,752	\$ 13,007	\$ 13,267	\$ 13,532	\$ 16,496	\$ 20,108	\$ 446,145
From Indirect	\$ 2,051	\$ 2,663	\$ 2,800	\$ 3,432	\$ 4,058	\$ 4,139	\$ 4,222	\$ 4,306	\$ 4,392	\$ 4,480	\$ 5,461	\$ 6,657	\$ 147,580
From Induced	\$ 1,325	\$ 1,705	\$ 1,792	\$ 2,186	\$ 2,575	\$ 2,627	\$ 2,679	\$ 2,733	\$ 2,787	\$ 2,843	\$ 3,466	\$ 4,225	\$ 93,715
<b>Total</b>	<b>\$ 9,719</b>	<b>\$ 12,511</b>	<b>\$ 13,148</b>	<b>\$ 16,034</b>	<b>\$ 18,890</b>	<b>\$ 19,267</b>	<b>\$ 19,653</b>	<b>\$ 20,046</b>	<b>\$ 20,447</b>	<b>\$ 20,856</b>	<b>\$ 25,423</b>	<b>\$ 30,990</b>	<b>\$ 687,441</b>
<b>Net New FTE Jobs</b>													<b>Average</b>
From Direct	165	207	213	253	292	292	292	292	292	292	292	292	<b>281</b>
From Indirect	67	83	86	102	118	118	118	118	118	118	118	118	<b>113</b>
From Induced	37	47	48	57	66	66	66	66	66	66	66	66	<b>63</b>
<b>Total</b>	<b>269</b>	<b>337</b>	<b>347</b>	<b>413</b>	<b>475</b>	<b>458</b>							

Source: Hunden Strategic Partners

Jobs will be created onsite as well as onsite and offsite from the direct, indirect and induced spending, which are expected to produce net new earnings of \$687 million during the period shown.

Net new full-time equivalent jobs are expected to be created directly within the Project, as well as direct, indirect and induced jobs from earnings. During the 30-year period, the Project is expected to support an average of 458 jobs.

# Construction Impact

Based on the estimated construction costs provided by Perkins & Will, construction impact is expected to total \$29 million for materials spending, \$44 million for labor spending.

## Construction Impacts - Sports Complex

### Development Cost (000s)

Labor (60%)	\$ 43,690
Materials (40%)	\$ 29,126
Total	\$ 72,816

% Labor in County	77%
% Materials in County	77%

**Job-Years From Construction**      **465**

Fiscal Impact - Tax Impacts from New Spending (000s) - Sports Complex													
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 20	Year 30	Total
<b>Capturable Local Taxes</b>													
<i>Ankeny</i>													
Hotel Tax (7.0%)	\$ 204.6	\$ 275.3	\$ 290.3	\$ 363.0	\$ 435.0	\$ 443.7	\$ 452.6	\$ 461.7	\$ 470.9	\$ 480.3	\$ 585.5	\$ 713.7	\$ 15,781
<b>Total</b>	<b>\$ 204.6</b>	<b>\$ 275.3</b>	<b>\$ 290.3</b>	<b>\$ 363.0</b>	<b>\$ 435.0</b>	<b>\$ 443.7</b>	<b>\$ 452.6</b>	<b>\$ 461.7</b>	<b>\$ 470.9</b>	<b>\$ 480.3</b>	<b>\$ 585.5</b>	<b>\$ 713.7</b>	<b>\$ 15,781</b>
<b>Total</b>	<b>\$ 204.6</b>	<b>\$ 275.3</b>	<b>\$ 290.3</b>	<b>\$ 363.0</b>	<b>\$ 435.0</b>	<b>\$ 443.7</b>	<b>\$ 452.6</b>	<b>\$ 461.7</b>	<b>\$ 470.9</b>	<b>\$ 480.3</b>	<b>\$ 585.5</b>	<b>\$ 713.7</b>	<b>\$ 15,781</b>

Source: Hunden Strategic Partners

HSP estimated the potential tax collections within Polk County and the City of Ankeny from spending due to the Project. The Project is expected to generate nearly \$16 million for the County and Cities in taxes collected in the first 30 years.

# Summary of 30-Year Impacts

The Project is expected to generate more than \$1.5 billion in net new spending, \$687 million in net new earnings and approximately 475 new full-time equivalent jobs at stabilization.

Capturable fiscal impact is expected to total approximately \$15.8 million from the local hotel tax.

## 30-Yr. Summary of Impacts - Sports Complex

<b>Net New Spending</b>	<b>(millions)</b>
Direct	\$966
Indirect	\$368
Induced	\$206
<b>Total</b>	<b>\$1,540</b>
<b>Net New Earnings</b>	<b>(millions)</b>
From Direct	\$446
From Indirect	\$148
From Induced	\$94
<b>Total</b>	<b>\$687</b>
<b>Net New FTE Jobs</b>	<b>Actual</b>
From Direct	292
From Indirect	118
From Induced	66
<b>Total</b>	<b>475</b>
<b>Capturable Local Taxes</b>	<b>(millions)</b>
Hotel Tax (7.0%)	\$15.8
<b>Total</b>	<b>\$15.8</b>
<b>Capturable Local Total</b>	<b>\$15.8</b>

Source: Hunden Strategic Partners



For further information about Hunden Strategic Partners, please contact:

Hunden Strategic Partners  
213 W. Institute Place, Suite 707  
Chicago, Illinois 60610  
312.643.2500  
[www.hundenpartners.com](http://www.hundenpartners.com)

Hunden Strategic Partners is a full-service real estate development advisory practice specializing in destination assets.

With professionals in Chicago, San Diego, Seattle and Minneapolis, HSP provides a variety of services for all stages of destination development in:

- Real Estate Market & Financial Feasibility
- Economic, Fiscal & Employment Impact Analysis (Cost/Benefit)
- Organizational Development
- Public Incentive Analysis
- Economic and Tourism Policy/Legislation Consulting
- Research & Statistical Analysis
- Developer Solicitation & Selection

The firm and its principal have performed more than 850 studies over the past 20 years, with more than \$6.5 billion in built, successful projects.