



Pella Sports Park Project

Building Community Through Sports

THE MISSION:

To create a recreational complex that strengthens and unites our youth, family and community by providing an exciting, safe and high quality sports park.

FREQUENTLY ASKED QUESTIONS (FAQ)

In order to provide more detailed information on some of the questions we commonly receive about the Pella Sports Park, we have provided responses to the 13 questions below. If they do not provide a sufficient answer for any reason, or you have a question that is not listed, please contact any member of our Pella Sports Park committee (listed under Question 3 below) or email us at: pellasportspark@ymail.com.

Question Index:

1. What is the Pella Sports Park and what does it include?
2. Why do we need a Pella Sports Park?
3. Who is sponsoring this project?
4. Where will the park be located, and why?
5. How much will it cost, and what about long term operational costs?
6. Who is funding the project, and how much funding is still needed?
7. How do I support or give to the project?
8. Are donations tax deductible, and will I get a receipt?
9. Are there recognition levels or naming rights available?
10. Who is managing the construction of the project, and how will firms be determined?
11. What is the timeline for funding & construction?
12. Who will own and manage the park after it is finished?
13. How will future phases be handled?

1. What is the Pella Sports Park and what does it include?

The planned fundraising covers the acquisition of the land, development of the land, and the building of 6 youth baseball/softball fields, 1 Babe Ruth field, and 5 multipurpose fields that can be used for soccer or football, among other things. It also would include a main concession stand, batting cages, a playground area, a few picnic areas, and centralized parking. It also allows for longer term growth as there will be room for additional ball fields, multipurpose fields, or other amenities in future fundraising or city-financed projects.

2. Why do we need a Pella Sports Park?

The primary drivers for a consolidated Pella Sports Park have been laid out in the project's 4 Pillars of Progress 1) places for our youth to play, 2) community involvement, 3) safety and accessibility and 4) economic vitality:

THE FOUR MAIN PILLARS OF THE PELLA SPORTS PARK ARE:

COMMUNITY

PLACES FOR YOUTH TO PLAY	COMMUNITY INVOLVEMENT	SAFETY & ACCESSIBILITY	ECONOMIC VITALITY
 <p>The community of Pella will enjoy increased capacity and availability of fields, good drainage to reduce rain outs, lighting for late games and more fields. This translates to fewer cancelled games and less trouble finding a practice field.</p>	 <p>The sports park provides consolidation of facilities to enable concessions, restrooms, bleachers, picnic tables, play areas, parking and other amenities so everyone will enjoy their time and stay to socialize!</p>	 <p>A consolidated sports park will help safety significantly by eliminating street-side parking areas, adding designated play areas, and improving logistics for parents with 2+ kids. It will also provide better accessibility.</p>	 <p>Better facilities enable more tournaments of higher quality and increased participation in Pella which promotes increased economic activity. In addition, it will help attract and retain a work force for our businesses.</p>

I. Places for Youth to Play

The Little League softball and baseball program has grown to about 650 kids in 2009 (prior to Little League, the 2003 recreational programs had about 350 kids), and the 6 and Under division has doubled in the last 3 years to 192 children indicating the number of children involved with Little League will continue to grow. Other programs including soccer (both City recreational and Club) and basketball have outgrown their facilities as well.

Current facilities vary greatly in quality (affecting their availability due to lighting and drainage) and are spread out through town such that it limits the ability to have centralized features such as concessions, play areas, parking and other features:

existing	FIELD LOCATIONS	LIGHTS	DRAINAGE	CONCESSIONS	SEATING	RESTROOMS	PARKING
	Peace 1,2	No	Poor	No	Side Bleachers	Portable	Street
	Caldwell 1*	Yes	Poor	No	Side Bleachers	Portable	Lot**
	Pella Corp 1	Yes	Poor	No	Tiered Seats	Portable	Street
	High School 1,2	Yes	Good	Limited	Bleachers	Portable	Lot
	Rotary 1	No	Poor	No	Side Bleachers	Indoor	Street
	Swimming Pool 1	No	Poor	No	Grass	Portable	Lot

*The 2nd Caldwell field is primarily adult softball **Lot is across University from fields

II. Community Involvement

Pella’s current facilities are deficient not only in number but in the quality of lighting, drainage, maintenance and overall availability. They are also lacking in amenities for participants and fans including restrooms, bleachers, shelters, tables, parking, concessions, and play areas for children. Many surrounding communities’ facilities far outpace Pella’s, as the photos below illustrate (examples not limited to these).



The current facilities are not centralized (see map), which limits the ability to offer or upgrade many of these features. The Pella Sports Park will centralize these fields and this enables things like dedicated parking, dedicated play areas, centralized and staffed concession stand, shelter areas and other items that will drive more people to attend – and to stay longer. The effect of all this is higher Community Involvement, which is something that fits Pella quite well.



III. Safety & Accessibility

The current facilities for many youth sports are spread throughout town, with differing levels of accessibility and safety. Some locations, such as the Peace Street fields, are especially susceptible to kids being exposed to traffic as well as roadside parking on a congested street, without an adjacent, safe play area. Other locations have similar challenges. The Pella Sports Park can offer dedicated parking, dedicated play areas, convenient restrooms and other features that improve both the accessibility and safety of the attendees.



IV. Economic Vitality

An added benefit is the economic benefits. As discussed in the 2000 Chamber Report and in other similar reports prepared for other communities - the ability to attract talented people to businesses, schools and the hospital is greatly enhanced by quality recreational facilities. Pella Corporation’s head of recruiting says “a sports complex will have a positive impact on influencing a person or family decision to relocate to Pella.” In addition, the ability to hold large, high quality tournaments will bring in significant numbers from outside of the community which will benefit a number of local businesses through higher retail traffic.

3. Who is sponsoring this project?

The City of Pella and Fields for Our Future, Inc. have partner together with support from the Keystone Contributors Pella Rolscreen Foundation and Peter H. and E. Lucille Gaass Kuyper Foundation and the Vermeer Charitable Foundation and others such as the Kyle Korver Foundation, Marion County Bank , and Sports Page Sporting Goods.

The Fields for Our Future members are listed below:

Fields for our Future

BOARD MEMBERS

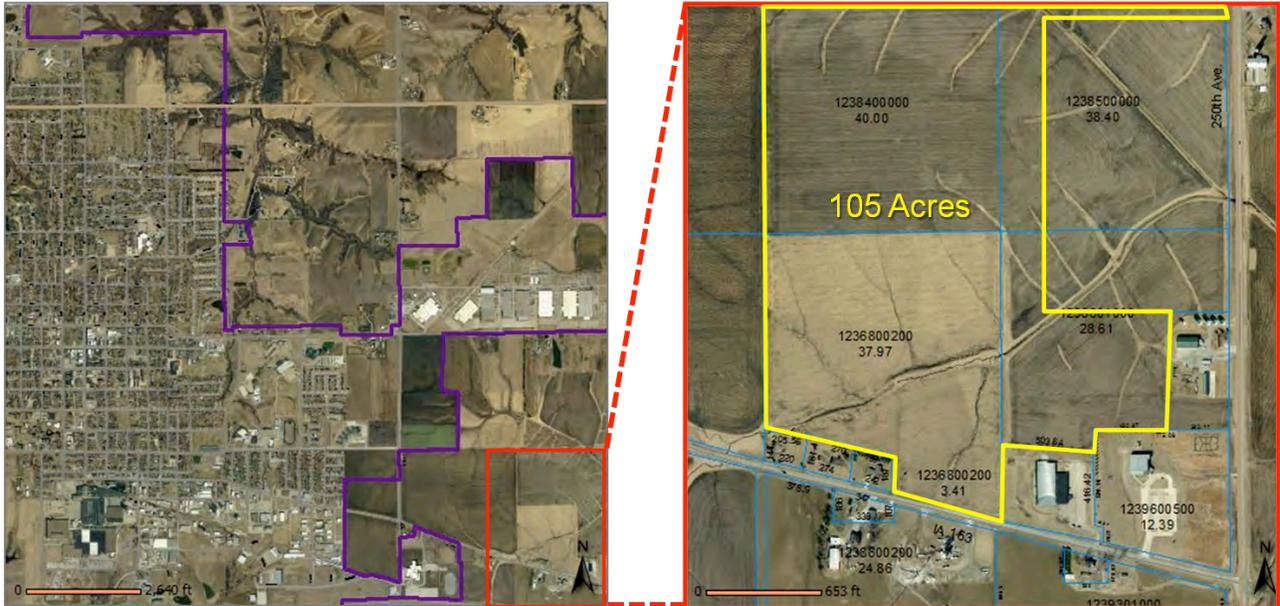
Tim Brackin	641-780-1003	tszsbrackin@iowatelecom.net
Rob Bradley	641-204-1041	rbradley@pella.com
Tony Briggs	641-621-9509	tbriggs@vermeer.com
Jerry Brummel	641-620-1220	rjztbrum@lisco.com
Ryan Davis	641-628-2979	davisrl@pella.com
Bill DeMeulenaere	641-628-2797	wjdemeulenaere@yahoo.com
Joel Dorman	641-621-0304	jhdorman@pella.com
Verlan Nikkel	641-628-9482	nikkels4@iowatelecom.net
Dan Tauke	641-620-8913	djtauke@pella.com
Sam Van Maanen	641-780-1544	svanmaanen@vermeer.com
Craig Wassenaar	641-628-1871	craig.wassenaar@lpl.com
Wendy Sims	641-628-3561	wsims@sucpa.com

ADVISORY MEMBERS

Curtis Baugh, Darryl De Ruyter, Fred Kreykes

4. Where will the park be located, and why?

The park will be located on the east side of town past Pella Christian High School, on the north of Oskaloosa Street. The initial entrance will be off of Oskaloosa street, although in the long run there will be access from the North side off of University once (and if) it is extended further east to 250th Ave. The Fields For Our Future committee reviewed 12-20 different locations over the last 7 years, and looked at many factors including the size of acreage available (60-120 desired), the contouring of the land, the convenience of the location, the fit with the City's long term Comprehensive Plan, the total cost of the land & infrastructure, the impact on traffic, and many other factors. With the City's input, the current location was eventually chosen and gives the Pella Community a location that has room for growth, is easily accessible and visible for people from outside town, and area that will develop around it and fits well with the long term vision for the City.



5. How much will it cost, and what about long term maintenance costs?

The current phase of the project will cost \$8.5 million dollars, of which a significant portion is for land (105 acres), field development (7 baseball/softball, 5 multipurpose), pavement (entrance, parking, sidewalks) and structures (concession stand, utility building). It also includes costs for

items like grading, infrastructure, light landscaping, architectural fees and other items. Costs were benchmarked using other facilities such as Oskaloosa, Nevada, Indianola, Grinnell as well as consultation with various construction and athletic firms.

The long term maintenance will be supported by the City of Pella. There is also a small Endowment that Fields For Our Future, Inc. will use to make small scale upgrades in the future as needs dictate.

6. Who is funding the project, and how much funding is still needed?

Fundraising for the project has started with the identification of some Keystone Contributors, which make up the Base Plan. The Keystone Contributors are the City of Pella, Contributors Pella Rolscreen Foundation and Peter H. and E. Lucille Gaass Kuyper Foundation and the Vermeer Charitable Foundation. Combined, they have contributed \$6.0 Million towards the \$8.5 Million project.

The balance of the funds - \$2.5 Million – will come through the General Fundraising campaign which kicks off in May, 2012 and continues for about 18 months. Currently we have identified about \$200,000 of the \$2.5 Million, with \$2.3 Million to go.

Partner	Target Commitment	Base Plan	Comments
City of Pella	\$2.5	\$2.5	• City Contribution is from Local Option Sales Tax funds
Pella Rolscreen Foundation & Peter H. and E. Lucille Gaass Kuyper Foundation	\$2.0	\$2.0	
Vermeer Charitable Foundation	\$1.5	\$1.5	
General Fundraising & Grants	\$2.5	\$ 0.2	<ul style="list-style-type: none"> • Field For Our Future, Inc. – Board has pledged \$100 with matching gifts. • Korver Foundation, Sports Page Sporting Goods, Marion County Bank, Cargill, and others have already donated to the project and indicated a willingness to increase donation when campaign is kicked off • General fund raising campaign to begin in Spring of 2012
TOTAL	\$8.5 Million	\$6.2 Million	• Well within benchmark

7. How do I support or give to the project?

You can contribute donations by requesting a Donation Packet through the website (preferred), by contacting a Board Member, or by emailing pellasportspark@ymail.com.

Other methods to support the project including getting the word out to others and showing your support, or by volunteering to help in the General Fundraising campaign – please email us or contact a Board Member if you wish to volunteer.

8. Are donations Tax Deductible, and will I be getting a receipt?

Fields For Our Future, Inc is a 501 (c)(3) non profit organization, are tax deductible as allowed by law. After receipt of your commitment form you will receive a copy of your commitment for future reference, and after receiving a payment you will receive a receipt. These will be done electronically by email where an email is provided.

9. Are there Recognition Levels or Naming Rights available? – need to get from Rob

There are both Recognition Levels (below) and Naming Rights (please contact a Fields for Our Future Board Member for details).

Recognition Levels begin at \$1,000 (not including matching gifts), and Naming Rights at \$25,000.

Recognition Levels:

Platinum	\$10,000
Gold	\$5,000
Silver	\$2,500
Bronze	\$1,000

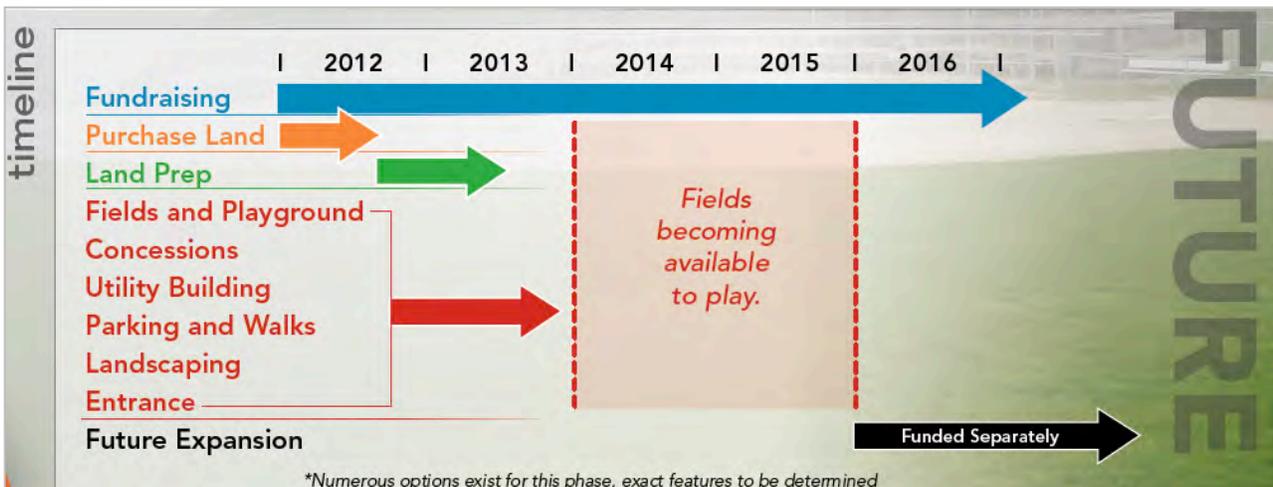
10. Who is managing the construction of the project, and how will firms be determined?

The City of Pella will be managing the construction of the project and work with Fields for our Future, Inc. to ensure the intent the partnership agreement between the parties is met.

9. Because Garden & Associates has already completed a significant amount of work on the project in the early phases, so long as their fees are deemed reasonable by both the City and FOF, Garden & Associates will be selected as the Project Engineer. If their fees are not deemed to be reasonable, the Project Engineer will be selected according to the City’s procurement policy through a Request for Proposals process subject to FOF reasonable approval. The contractor for the project will be chosen in accordance with laws of the State of Iowa. The responsible City official and representative(s) from FOF (“Steering Committee”) will meet regularly during the planning and construction of the project to keep all parties abreast of the progress and ensure the intent of this agreement is carried out. FOF and its representatives will arrange through the responsible City Official, access to the construction site, project engineer, the contractors, subcontractor and documentation to help ensure the intent of the agreement is carried out. Any changes from the specifications in Exhibit 3 must be approved in writing by both FOF and the City.

11. What is the timeline for funding and construction?

The timeline for construction is shown below. Purchase of the land will occur in 2012, with grading and field construction starting in the fall of 2012 and through 2013, resulting in games beginning to



be played in the 2014-2015 timeframe.

12. Who will own and manage the park after completion?

The City of Pella will own the land and facilities and take on the responsibility for the maintenance of the Park. The City and Fields For our Future, Inc, will agree on operating procedures by December 31. 2103.

13. How will future phases be handled?

Future phases beyond this one will be handled by a combination of local interest groups (including, but not limited to Fields for Our Future, Inc.) and the City of Pella.