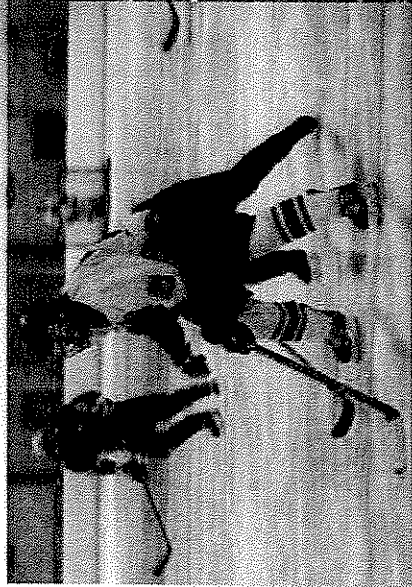




Southwest Minnesota Amateur Sports Commission

MARSHALL, MINNESOTA





## Board of Directors

Jane Willett – Co-Chair  
Family Practice, APMC, Marshall, MN

Roger Madison – Co-Chair  
CEO, Bremer Bank, Marshall, MN

Phil Buysse – Treasurer, US Bank

Jeff Thompson  
The Schwan Food Company

Randy Serreyn – Bremer Bank

Linda Erb – Convention & Visitor's Bureau

Tim Olson, Manager  
Manager Area YMCA

Klint Willert, Superintendent  
Marshall Public Schools

Bruce Remme – Marshall Public Schools

Chris Hmielewski  
Director of Athletics, SMSU

Bob Fenske – Lyon County Commissioner

Jeff Kruse – Marshall Community Services

## Ex Officio Members

Ben Martig – City Administrator

Harry Weilage – Community Services

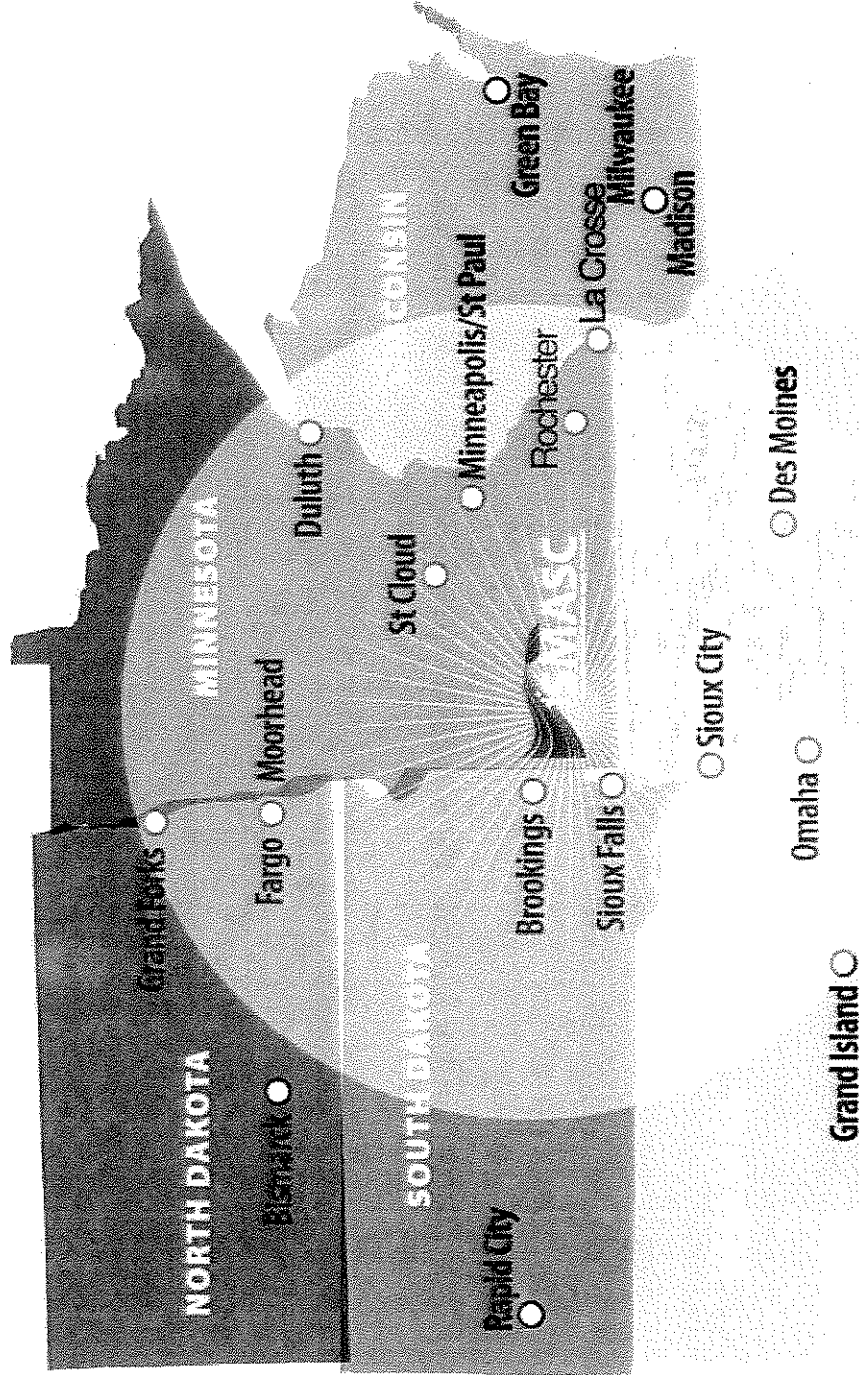


## Historical Timeline

- 2008 Southwest Minnesota Amateur Sports Commission (SMASC) formed to pursue designation by Minnesota Amateur Sports Commission (MASC) as regional center.
- 2008 Designation by MASC as seventh and final regional center.
- 2009 Approached State Legislature for \$100 K for pre-design work – did not receive funds.
- 2009 Raised funds to do pre-design and design work. Selected DLR for developing site and building plans.
- 2010 Approached State for inclusion in bonding bill, asking for \$4 M – did not receive. Also requested approval of local option sales tax and increase in hospitality and beverage tax. Received approval for increase in hospitality/beverage.
- 2011 Approached Legislature for local option sales tax approval of .5% to use for Amateur Sports and MERIT. Approved.

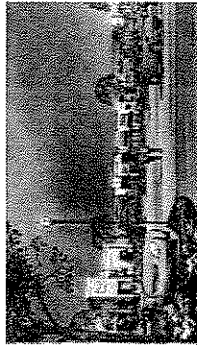


Marshall is strategically positioned for amateur sports in the upper Midwest.

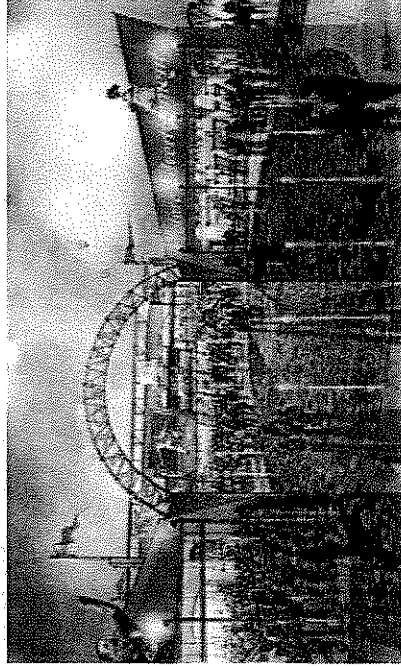
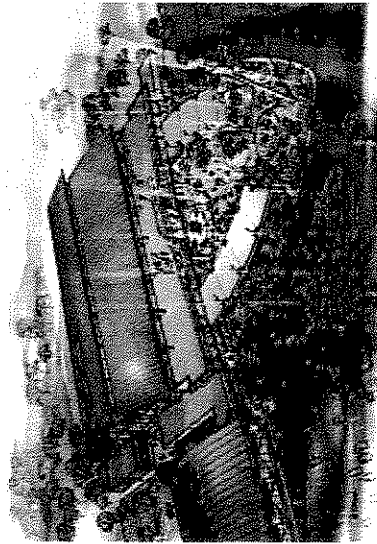




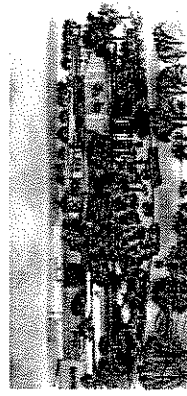
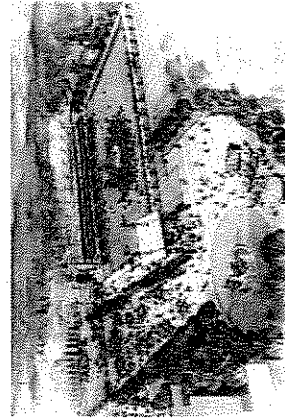
# Creating a Destination



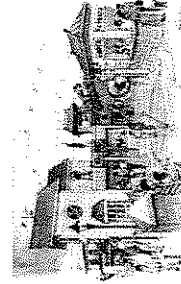
Creating continuity for retail, sports, education and hospitality!



Integrated event and service venues

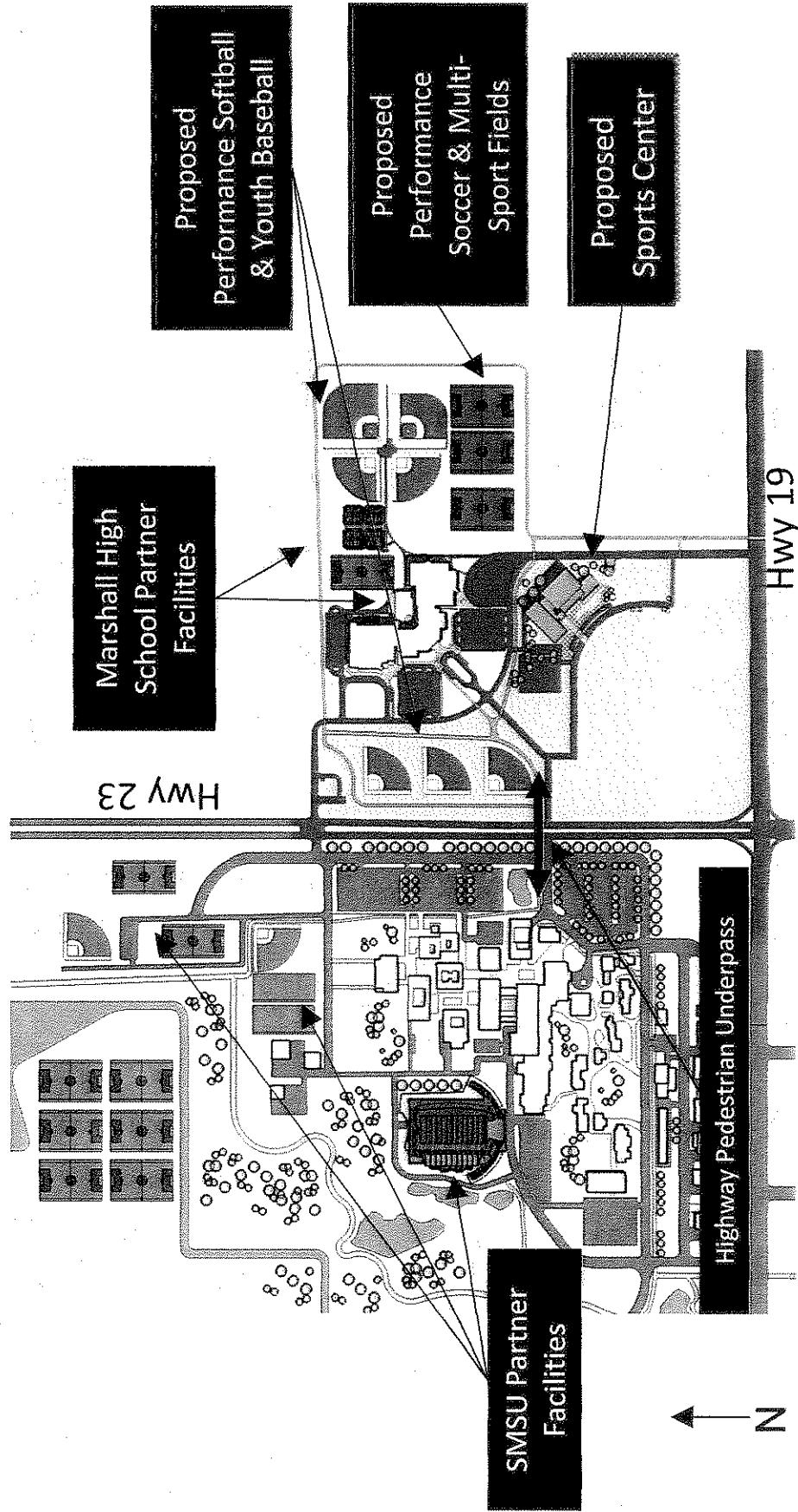


Creating a User Experience for all!



Master-Plan to create a destination!

# Amateur Sports Facilities





# Capital Project Financing

Cost Description	Cost in dollars (\$)
Land Acquisition	640,000
Pre-design/Design	660,000
Project Management	180,000
Construction	11,300,300
<u>Furniture/Fixtures/Equipment</u>	<u>160,000</u>
Total	12,940,000
Funding Source	Funding Amount (\$)
State of MN Bonding	4,000,000
Private Donations	1,500,000
<u>Local Share</u>	<u>7,440,000</u>
Total	12,940,000



# Regional Amateur Sports Centers

## Key Elements

- Sports Facilities
  - State of the art
  - Critical mass of fields or courts
  - State university, city, school district facilities
- Hospitality Infrastructure
  - Hotels
  - Restaurants
- Tourism Amenities
  - Shopping
  - Museums
  - Local attractions
- Regional Sports Commission
  - History of hosting events
  - Staff and resources to create and bid for events







## Out of State Economic Impact from 2007 Tournaments

(Generated from out of state visitors to Marshall)

Sport	Teams	Local	MN	OOS		# of		Direct Spending	Total Econ. Impact
				OOS	MN	Players	Part. Spectators		
Dance	14	1	11	2	20	80	160	\$ 16,800	\$ 26,880
Soccer	14	2	12	0	18	0	0	\$ ---	\$ ---
Swimming	16	1	11	4	25	200	400	\$ 42,000	\$ 67,200
Wrestling	30	1	24	5	18	180	360	\$ 37,800	\$ 60,480
Hockey	32	4	20	8	18	288	864	\$ 80,640	\$ 129,024
Softball (y)	48	8	36	4	15	120	360	\$ 33,600	\$ 53,760
Softball (a)	12	4	4	4	15	120	120	\$ 16,800	\$ 26,880
Baseball	100	8	84	12	15	360	1,080	\$ 100,800	\$ 161,280
Volleyball	260	12	228	20	18	720	2,160	\$ 201,600	\$ 322,560
Basketball	231	20	155	16	12	384	1,152	\$ 107,520	\$ 172,032
<b>Totals</b>					<b>2,452</b>	<b>6,656</b>		<b>\$ 637,560</b>	<b>\$ 1,020,096</b>

Spending per participant is \$70 for every sport.  
 OOS = Out of State (y) = Youth (a) = adult



# Out of State Economic Impact from 2011 Tournaments

(Generated from out of state visitors to Marshall)

Sport	Teams	Local	MN	OOS		# of OOS		OOS Spectators	Direct Spending	Total Econ. Impact
				OOS	MN	Players	Part.			
Dance	21	1	16	4	20	160	320	\$ 25,200	\$ 40,320	
Soccer	16	2	10	4	18	144	288	\$ 35,100	\$ 56,160	
Swimming	16	1	11	4	25	200	400	\$ 42,750	\$ 68,400	
Wrestling	38	1	33	4	18	144	288	\$ 40,320	\$ 64,512	
Hockey	35	4	21	10	18	360	1,080	\$ 97,560	\$ 156,096	
Softball	52	12	36	4	15	120	360	\$ 35,400	\$ 56,640	
Baseball	80	6	62	12	15	360	1,080	\$ 101,400	\$ 162,240	
Volleyball	200	10	178	12	18	432	1,296	\$ 118,800	\$ 190,080	
Basketball	309	20	239	50	12	1,200	3,600	\$ 240,660	\$ 385,056	
<b>Totals</b>						<b>3,120</b>	<b>8,712</b>	<b>\$ 737,190</b>	<b>\$ 1,179,504</b>	

OOS = Out of State



## Regional Significance & Priority Funding

- ▶ Marshall is the economic engine for Southwest Minnesota. Marshall's population of 14,000 grows to over 22,000 during the work day.
- ▶ Growing Marshall as a regional hub, pulling state and outstate dollars to Marshall by hosting state and regional athletic tournaments, camps and activities.
- ▶ Creating capacity within the Marshall sports facilities cooperatively between the city, university and high school.
- ▶ Implementing new development strategies for increased retail and economic growth in Southwestern Minnesota and the Marshall community.
- ▶ Utilizing Southwest Minnesota State's facilities through amateur sports to promote enrollment growth and regional visibility.



## Regional Investment

Estimated that 40% of total sales revenue is from outside of Marshall.

Marshall brings in more sales revenue than predicted (96% more than the state average).

Marshall was 3<sup>rd</sup> of 26 comparable cities for a “pulling power” index related to actual taxable sales compared to expected taxable sales.

Area communities committed with a resolution of support include Tracy, Granite Falls, Cottonwood, Minneota, Slayton, Redwood Falls and Ghent.



## Population Growth

With about 25,850 people, Lyon County remains the largest county in Southwest Minnesota. According to 2010 U.S. Census, Lyon County's population increased about 1.7% from 2000 to 2010, an increase of 432 people, while the state's population gained 7.8%.

Lyon County was the only county in the 9-county Southwest Minnesota economic development region that peaked in population in 2010.

This growth in Lyon county was fueled by the city of Marshall growing by 7.4%.

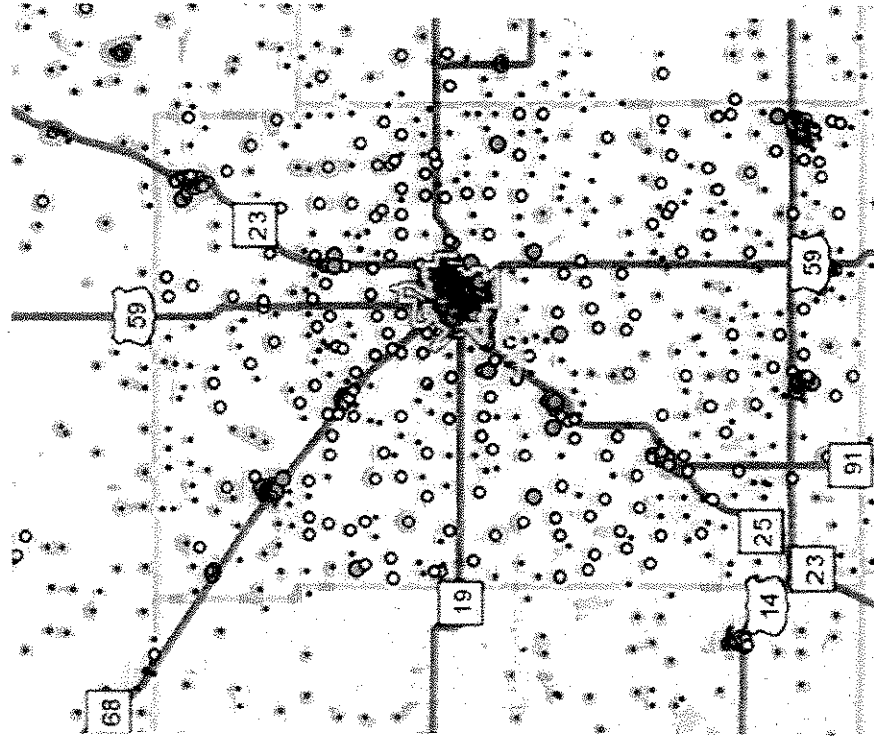


## Lyon County Employment Statistics 2008 to 2010

- Healthcare increased 106 jobs
- Educational services increased 61 jobs
- Finance and Insurance increased 32 jobs
- Manufacturing increased 18 jobs

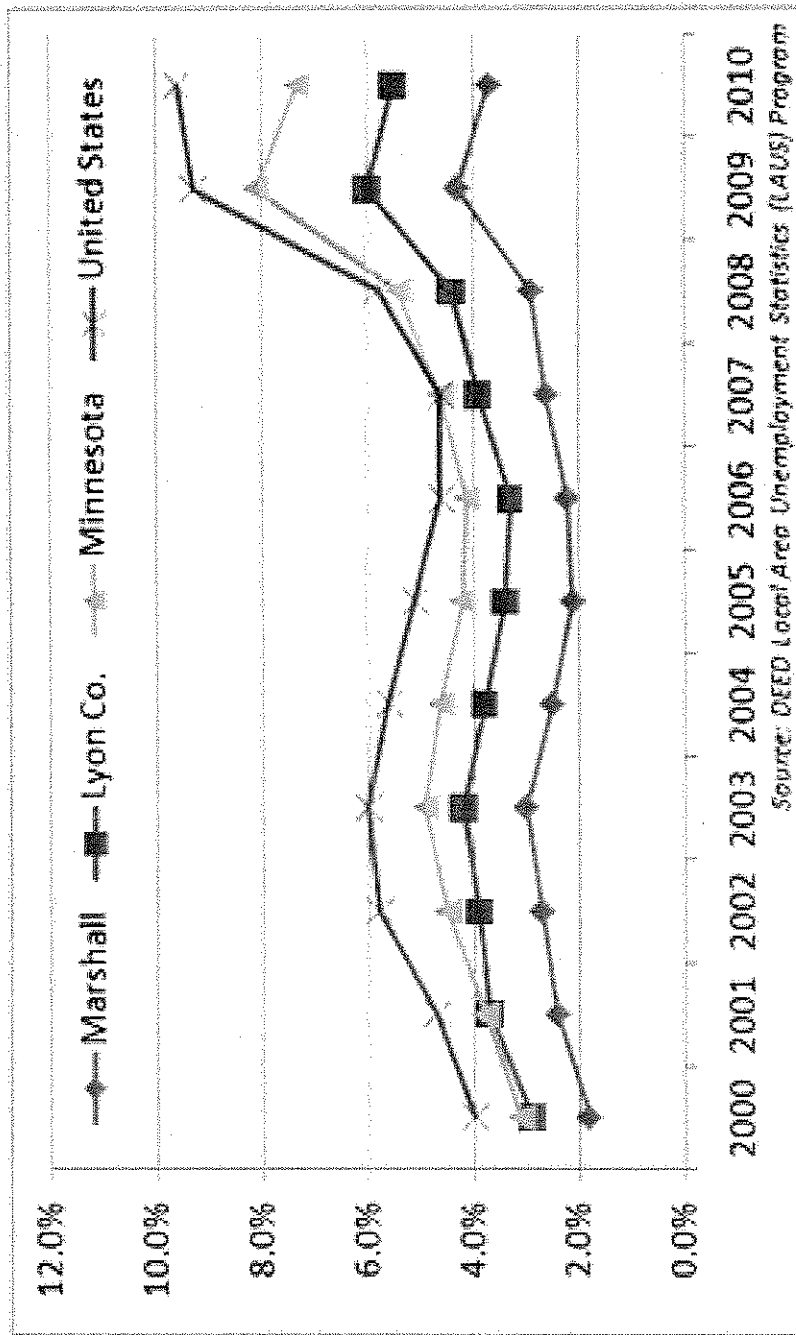
With 536 firms and 11,259 jobs, the city of Marshall had 78% of total countywide employment.

# Marshall/Lyon County Jobs



- 20,260 Jobs in Lyon County (2009)
- 17,569 Jobs in Marshall (2009)
- 48% of Marshall workers reside in Marshall (2006)

**FIGURE 2-3: UNEMPLOYMENT RATES, 2000 to 2010**





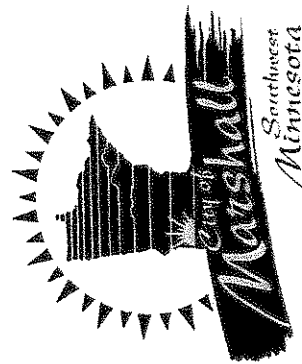


# 2012 Timeline

January 1	Solicit town meeting participation
January 19	Town Meeting with community and media
January	Bonding request to State Legislature
February	Start speakers' bureau Marshall City Council update Fogarty raffle
March	Report results of bonding request
April	Present total financial package to media, etc.
May	Town meeting Solicit volunteers for fall Education/calling efforts
June	Plan calling effort/fall Communications Finalize coordination with MERIT
August	Solicit business/employee level support through Chamber
September 1	Present current development plan for site.
September 15	Organize calling effort.
October	Calling effort
November	Vote



# THANK YOU FOR YOUR TIME AND CONSIDERATION



MARSHALL PUBLIC SCHOOLS

