

428.34 Kino Sports Complex Facility Repurposing and Expansion

Location: Kino Veterans Memorial Stadium, Kino Sports Complex, 2500 E. Ajo Way; Tucson

Scope: Update and repurpose Kino Veterans Memorial Stadium and Kino Sports Complex as a multi-sport, multi-use facility serving youth and amateur baseball, professional soccer, youth and amateur soccer and other field sport leagues and tournaments as well as concerts, gem shows, charities, and other community events.

This repurposing project began in calendar year 2013 when \$3.4 million of Chicago White Sox termination payment and some Stadium District revenue money was used to construct a 2,900 seat North Stadium for professional and amateur soccer and other field events, including permanent conversion of five existing fields and construction of one new field, in strict accordance to professional soccer and rectangular pitch standards. The bond project will include:

- \$1,500,000 to update the seventeen-year-old Kino Veterans Memorial Stadium and make it a more flexible and marketable facility. Improvements include: (a) upgrade and expand electrical and IT infrastructure to better accommodate special events, concerts, fundraisers, sporting events, etc.; (b) remodel outfield wall to better accommodate long field sports and special events; (c) remodel of interior areas of the stadium such as the public restrooms, concessions areas, and suites to improve the ability to market the facility for various types of events; and (d) add digital message signs on Ajo Way to advertise events taking place at the Kino Sports Complex.
- \$450,000 to update south quad building restrooms, concessions, and IT infrastructure to increase the marketability of the south fields and better meet current customer facility expectations. Improvements include: (a) expansion of food and beverage concessions space to provide a more effective food vending experience for the visitors and to increase the ability to generate food and beverage sales revenue; (b) construct additional restroom facilities to better accommodate the visitors who attend events taking place at the South complex facilities; and (c) install IT infrastructure to allow for a media-ready capability which will increase the marketability and the revenue generating opportunity for events.
- \$250,000 for the construction of restrooms and small concessions building to serve the south soccer fields located adjacent to the Kino Veterans Memorial Stadium parking lot. The new building would serve the existing lighted multi-use fields and adjacent parking lot area for sports events and special events, which would better accommodate participants and spectators.
- \$100,000 for installation of way-finding and digital message signage around the Kino Sports Complex to improve the end-user experience and to promote events to all traffic that passes the Complex along Ajo Way and County Club.

Lighting of three existing fields adjacent to the south baseball quad may be included if funds are available.

Benefits: Project will provide high quality fields and facilities for youth and amateur baseball, soccer and other field sport (football, lacrosse, rugby, etc.) teams and leagues throughout Pima County. Fields and facilities will be ideal for regional tournaments.

This Project stimulates the tourism industry in the region because the high quality fields, appropriately sized stadium, and existing clubhouses and practice facilities will attract amateur and professional tournaments and teams from throughout the United States. Tournaments will bring coaches, players, family members and other spectators who will spend money at restaurants, hotels, car rental agencies, museums and other regional attractions. The improvements in this Project will increase the number of Kino Sports Complex events and the associated economic impact from those events, including an expanded number of Major League Soccer spring training teams and year round professional soccer events.

Total Cost Estimate: \$2,300,000

Bond Funding Estimate: \$2,300,000

Other Funding Estimate: None identified at this time.

Implementation Periods: 1, 2

Project Manager: Pima County

Operator: Pima County Stadium District

Future Operating and Maintenance Costs: Maintenance costs for the 3,000-seat stadium, concession stands and restroom additions are estimated at \$40,000 annually, which will be borne by revenue from the stadium fees and a portion of concession sales. Annual stadium maintenance costs will be reduced by the other improvements, which will increase energy efficiency, decrease parking lot operating costs, and provide additional concession and rental revenue. Operation and maintenance of this facility will be provided by revenue from Pima County Stadium District and by Pima County.

Regional Benefits: This facility will serve leagues and tournaments from throughout Pima County as well as attracting teams, family members and spectators for amateur and professional tournaments and events as “tourist visitors” from across the country. The visitors will bring and spend their money, imported from their home communities, on hotels, restaurants, rental cars and local tourist attractions, thereby generating jobs and boosting the local economy. Kino Stadium has also become a major host site for the annual Gem Show. Many of the more expensive improvements (electrical system upgrades, additional paving, and South Complex concession and restroom facilities) are directed at allowing expansion of the Gem Show and related economic impact events.