

**Youth Soccer Complex
CAMPAIGN**

**CASE STATEMENT
FOR
CHIPPEWA STRIKERS YOUTH SOCCER COMPLEX CAPITAL CAMPAIGN**

Chippewa Strikers Soccer Club

BACKGROUND

The Chippewa Strikers Soccer Club, founded in 1996, is a non-profit organization that provides an opportunity for boys and girls ages 8 to 18 to play competitive soccer in Wisconsin Youth Soccer Association (WYSA) tournaments and Minnesota Youth Soccer Association (MYSA) leagues. A volunteer board of directors oversees the operations of the club and volunteer members from the club serve in multiple roles such as coaches, team managers, equipment coordinator, tournament director, uniform coordinator, and field coordinator.

GOAL

The goal of the Chippewa Strikers Youth Soccer Complex Capital Campaign is to financially support the construction of a youth soccer complex located at Hallie Park in the Village of Lake Hallie, Wisconsin. The Chippewa Strikers Youth Soccer Complex will include multiple soccer fields that will vary in size to accommodate players ages 8-19.

RATIONALE

The construction of the Chippewa Strikers Youth Soccer Complex in the Village of Lake Hallie will allow our organization to promote participation in youth soccer and better meet the growing demand for competitive youth soccer in the Chippewa Valley. Recently, participation in recreational soccer programs has increased in the Chippewa Valley. In 2012, there were 982 youth soccer players participating in the programs offered by Chippewa Falls Parks and Recreation, Lafayette Parks and Recreation, and the Chippewa Strikers Soccer Club. In comparison, in 2017, there were 1,198 youth soccer players participating in the same 3 organizations.

The higher participation numbers in soccer programs in the Chippewa Valley provide a tremendous growth opportunity for the Chippewa Strikers Soccer Club. Most of the players who participate in the Chippewa Strikers Soccer Club begin playing soccer in the parks and recreational programs. The Chippewa Strikers Soccer Club provides an opportunity for youth soccer players from the local recreational programs to join a competitive travelling soccer team and compete against teams from other cities in western Wisconsin and eastern Minnesota. The Chippewa Strikers Soccer Club works with the parks and recreation groups by offering coaching clinics and skills clinics for players. The Chippewa Strikers Soccer Club players are primarily from Chippewa Falls, with some players from the surrounding communities of Lake Hallie, Wheaton, Lafayette, Cadott, Bloomer, Altoona, Amery, Thorp, Menomonie, and Eau Claire.

Unfortunately, the soccer facilities in the area have not been expanded to meet the growing popularity of youth soccer in the Chippewa Valley. Currently, the Chippewa Strikers Soccer Club does not host any tournaments due to the limited number of fields available. The Chippewa Strikers Soccer Club currently hosts up to 125 MYSA league games per year during the week using a combination of city and school fields in Chippewa Falls. The Kell Soccer Complex at Casper Park was constructed in 1998 and expansion of that complex is limited due to its geographic location. In the spring of 2017, the two full-size soccer fields at Casper Park were shared by six teams for practices and games, with preference given to the McDonnell-Regis High School soccer teams. Similarly, the Chippewa Falls Parks and Recreation soccer teams are given scheduling preference on the small and medium-size fields. While there are 3 medium soccer fields at Casper Park, only one was available to the Chippewa Strikers Soccer Club for use. The Chippewa Falls School District has 4 full-size fields available for the Chippewa Strikers Soccer Club to use along with their own 4 soccer teams. There are no maintained medium or small-sized fields available through the school district. The school teams are given priority for the use of school fields with only two

available to the Chippewa Strikers Soccer Club for games. In the past, the Chippewa Strikers Soccer Club games and practices have had to be rescheduled without advanced notice to accommodate school teams. The Chippewa Falls School District removes all the soccer equipment from the fields at the end of the school year making the fields unusable by the Chippewa Strikers Soccer Club. As secondary users of all these fields, the Chippewa Strikers Soccer Club often has difficulty scheduling field time for both practices and games.

The new youth soccer complex will allow the Chippewa Strikers Soccer Club to host Wisconsin Youth Soccer Association (WYSA) tournaments and Minnesota Youth Soccer Association (MYSA) league soccer games without conflict with the Chippewa Falls Parks and Recreation and Chippewa Falls School District teams' schedules. The MYSA league games are typically played during the week against teams from western Wisconsin and eastern Minnesota, including the twin cities areas. The WYSA tournaments are typically played on Saturdays and Sundays and include multiple teams throughout northwestern Wisconsin.

The construction of a new youth soccer complex will be able to attract teams and families from western Wisconsin and eastern Minnesota for soccer games and tournaments. The league games and tournaments will provide tourism dollars to the Chippewa Valley through the sales of gas, food, and lodging in the area. The Chippewa Strikers Soccer Club is one of the few youth sports organizations in the Chippewa Valley without its own space to schedule practices and games. A new youth soccer complex will allow the Chippewa Strikers Soccer Club to meet the growing demand for youth soccer in the Chippewa Valley and even more importantly, the club will be able to provide a safe environment for Chippewa Valley youth to participate in an outdoor sport under the guidance of an established organization.

FUTURE FACILITIES AND LOCATION

The Chippewa Strikers Youth Soccer Complex will include multiple soccer fields, a parking lot, and a building for storage, concessions, and bathrooms (Figure 1). The Chippewa Strikers Youth Soccer Complex will be located at Hallie Park, 4902 117th Street, in the Village of Lake Hallie, Wisconsin. The Village of Lake Hallie has generously offered the land for use by the Chippewa Strikers Soccer Club under a land use agreement.

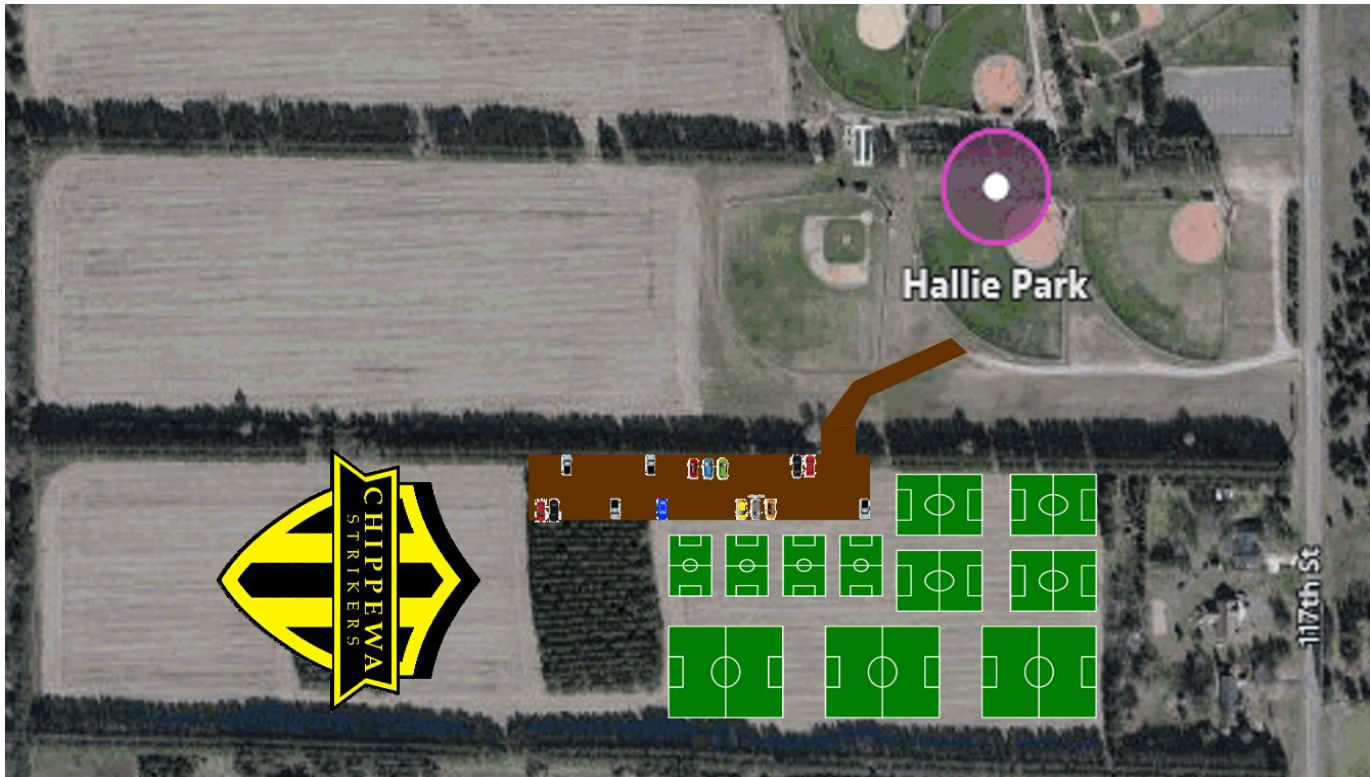


Figure 1. The Chippewa Strikers Youth Soccer Complex.

This location is currently home to both baseball and softball fields, and includes a concession stand, restrooms, two pavilions, two playgrounds, and three parking lots. The Village of Lake Hallie has agreed to support the Chippewa Strikers Soccer Club to develop and use the currently unused land at Hallie Park to the south of the current softball and baseball fields. This location will support the construction of a large green space where the Chippewa Strikers Soccer Club can develop multiple soccer fields to meet the growing demand for league and tournament games for players ages 8-19. The location will be convenient for families from the Chippewa Falls and Eau Claire area due to its central location between both cities.

TIMELINE

The Chippewa Strikers Youth Soccer Complex is projected to be completed by the fall of 2019. The Village of Lake Hallie offered the Chippewa Strikers Soccer Club the use of the land in the fall of 2016. The land was surveyed and an estimate was received from Green Oasis on April 25, 2017. The Capital Campaign started in the fall of 2017 and will continue as needed. In the spring of 2019, the land will be leveled and seeded. The irrigation system will also be installed at that time along with the parking lot and fencing. In the summer of 2020, a storage/concession building may be constructed. In the fall of 2020, the goals and additional equipment will be purchased for each field.

EVENTS AND OPERATIONS

The Chippewa Strikers Soccer Club can host up to 125 league games on weekdays and plans to host 1-2 tournaments on weekends each spring. The Chippewa Strikers Soccer Club has maintained the operation of a competitive youth soccer organization for ages 8-19 since 1996. This includes the management of player registration, team assignments, league registration, uniform purchasing, soccer equipment purchasing, practice scheduling, game scheduling, and coaching education and licensing. The Village of Lake Hallie has agreed to mow, fertilize, irrigate, and line the soccer fields.

INCOME AND EXPENSE

The Chippewa Strikers Soccer Club currently requires a registration fee of approximately \$120 per player, as compared to a cost of \$550 to \$2350 per player for other local competitive clubs in the same league. The Chippewa Strikers is committed to maintaining lower costs to allow children and families from all socioeconomic levels the opportunity to participate in a competitive soccer league. Soccer is a relatively inexpensive sport, with the additional cost of the uniform, shin guards, and cleats totaling approximately \$100 per year per player. The current (2017) and projected (2022) income is provided in Table 1.

Table 1. Income.

Income	Current Income (2017)			Projected Income (2022)		
	Cost	Players	Total Income	Cost	Players	Total Income
Player Registration Fee	\$120	124	\$14,880	\$150	200	\$30,000
Tournament Registration Fee	\$0	0	\$0	\$450	110	\$49,500
Advertising Banners	\$0	0	\$0	\$1500	72	\$108,000

The construction of the Chippewa Strikers Youth Soccer Complex may require a modest increase in the registration fee for each player. The new soccer complex will also allow the Chippewa Strikers Soccer Club to grow the program and increase the number of participating players. With the construction of the new soccer complex, the club will be able to collect an additional income from hosting tournaments and selling the rights to display advertising banners along the outer edge of the soccer complex.

The Chippewa Strikers Soccer Club is able to offer players the opportunity to participate in a competitive soccer league at a relatively low cost by minimizing the expenses for the operation of the organization. The annual expenses are shown in Table 2.

Table 2. Expenses.

Item	Expense (2016)	Projected Expenses (2022)
WYSA/MYSA Fees	\$2,500	\$5,040
MYSA Team Fees	\$2,500	\$5,040
Field Fees	\$1,500	\$3,750
Referee Fees	\$4,500	\$9,072
Coaching Fees	\$1,000	\$2,016
State Tournament Entry Fees	\$2,000	\$4,032
Soccer Equipment/Supplies	\$2,000	\$4,032
Total Expenses	\$16,000	\$32,982

PROJECT COST

The anticipated total cost for the construction of the Chippewa Strikers Youth Soccer Complex is \$967,721.84. The projected annual cost for maintenance of the soccer complex is \$7,463 per year. The itemized expense projections are shown in Table 3. To date, the Chippewa Strikers Soccer Club has raised \$653,347.62 (Figure 2) which includes cash donations, discounted services from contractors, and land use agreements. An additional \$3832.67 has been promised towards the project.

Table 3. Cost.

Item	Cost
Land – Phase 1 @ 13.36 acres	\$278,120
Surveying	\$2,500
Field & Parking Lot Construction	\$119,813.87
Water Supply	\$20,000
Irrigation	\$25,947.56
Goals	\$74,528
Goal Backstops	\$22,290
Team Benches	\$20,800
Field Corner Flags	\$1270
Fencing/Gate	\$19,634.22
Storage, Concession, & Bathroom Building	\$359,238.57
Concession Equipment	\$11,608.77
Misc. Equipment and Supplies	\$4508
Field Maintenance	\$7,227.85/year
Irrigation Maintenance	\$235/year
Advertising Material	\$1,485.68



Figure 2. Progress toward the total project cost.

PARTNERS

The Chippewa Strikers Soccer Club is currently engaged in a capital campaign to seek additional donations from generous donors within the Chippewa Valley to support this project. Some of the current, committed partners include:

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|------------------------|----------------------------|--------------------------------------|--------------------------|
| Ayres Associates | Chippewa Falls Kiwanis | Chippewa Falls Lions | Chippewa Falls Elks |
| Village of Lake Hallie | Charter Bank | Wipfli LLP | Kids USA Learning Center |
| Green Oasis | Markquart Motors | Fries Financial Group | TTM Technologies |
| Visit Eau Claire | Presto Foundation | William & Gertrude Casper Foundation | |
| Northwestern Bank | B.A. Mason Foundation | Culver's | CCF Bank |
| Plank Enterprises | Visit Eau Claire | Bauman Construction | Preston Foundation |
| Markquart Motors | Chippewa Veterinary Clinic | Northwest Reading Clinic | |

DONATIONS

The Chippewa Strikers Soccer Club is recognized by the Internal Revenue Service as a 501c(3) organization. We welcome your generous donations to promote youth soccer throughout the Chippewa Valley through the construction of a new soccer complex in Lake Hallie, Wisconsin. Donations can be made in one payment or distributed over a period of up to three years.

Checks should be made payable and mailed to:

Chippewa Strikers Soccer Club
P.O. Box 67
Chippewa Falls, WI 54729

QUESTIONS

If you have questions about this project or the Chippewa Strikers Soccer Club, please email
chippewastrikers@gmail.com

Youth Soccer Complex Committee

Ryan Normand
(715) 577-7188

Garret Bresina
(715)577-0875

Sasha Pynch
(715)577-5538

Kevin Mason
(715)559-6133

Tracie Dallas
(715) 829-9504

Michael Pynch
(715)828-5784





www.chippewastrikers.com
@chipstrikers



@chippewastrikersoccerclub

