



Agenda Item:

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COUNCIL COMMUNICATION

City Manager's Office

GENERAL INFORMATION

Agenda Date: 01/23/06
Agenda Item Type: Resolution

Communication No.: 06-029
Roll Call No.:

Submitted by: Donald M. Tripp, Park and Recreation Director

SUBJECT—

Authorizing action related to the 2006 U.S. Youth Soccer National Championships and 2007 U.S. Youth Soccer Region II Championships.

SYNOPSIS—

This action appoints the Local Organizing Committee (LOC) and authorizes the Park and Recreation Director to sign agreements related to the 2006 U.S. Youth Soccer National Championships and the 2007 U.S. Youth Soccer Region II Championships. The LOC will coordinate with the U.S. Youth Soccer Association to provide local support for both events. Agreements that may be signed by the Park and Recreation Director include those related to hotel rebates, local sponsors, in-kind donations, and others needed to carry out the activities to host successful events.

FISCAL IMPACT—

The operating budgets for both events will break even. The economic impact of the 2006 U.S. Youth Soccer National Championships is estimated by the Greater Des Moines Convention and Visitors Bureau (CVB) at \$3,000,000. The 2007 U.S. Youth Soccer Region II Championships is estimated at \$7,000,000, for a combined total of \$10,000,000 in economic activity for both events.

RECOMMENDATION—

Approval

BACKGROUND—

On February 20 and 21, 2004, a delegation from the City of Des Moines presented a proposal to host the 2006 U.S. Youth Soccer National Championships to the U.S. Youth Soccer Associations' Board of Directors. After hosting a successful regional soccer championship in 2003 (SNICKERS U.S. Youth Soccer Region II Championships), the U.S. Youth Soccer Association selected Des Moines to host the 2006 U.S. Youth Soccer National Championships. This event will be held July 25 - 30, 2006.

The Park and Recreation Department teamed with the Iowa Soccer Association, the Greater Des Moines Convention and Visitors Bureau and the local soccer community to win the bid for this event. More than 3,000 athletes and fans are expected during the weeklong championships at the James W. Cownie Soccer Park. This championship tournament is expected to generate over 4,000 motel room nights and have an economic impact of \$3.0 million.

The U.S. Youth Soccer National Championships has a national scope bringing in teams and media from the entire nation. Over 1,000 athletes representing 48 teams participate in the U.S. Youth Soccer National Championships. The 48 teams advance to the national championships by winning their regional tournament in their respective age divisions. The age divisions range from "under 14" to "under 19" for both boys and girls. The 2007 U.S. Youth Soccer Region II Championships in June 2007 will draw over 5,000 athletes representing 220 teams and 14 state soccer associations in the Midwest. The economic impact of the Region II championships is estimated at \$7 million.

In bidding the 2006 U.S. Youth Soccer National Championships, Des Moines competed against first tiered cities, which included Portland, Oregon; Frisco/Dallas, Texas; St. Charles/Chicago, Illinois and Milwaukee, Wisconsin.

This action by the City Council will appoint and authorize the Local Organizing Committee. The LOC will coordinate with the U.S. Youth Soccer Association to provide local support for the 2006 U.S. Youth Soccer National Championships and the 2007 U.S. Youth Soccer Region II Championships. The LOC is comprised of Kim Walker, Chairperson; Tim Pearson, President of the Iowa Soccer Association; Harold Kahler, Executive Director of the Iowa Soccer Association; Tiffany Spinner and Scott Koch of the Convention and Visitors Bureau; and Doug Romig and Brian Becker from the City's Park and Recreation Department. The roles and responsibilities of the LOC, in the form of Committee By-laws, are on file in the City Clerk's Office.

The LOC is responsible for securing the hotels for teams, securing local sponsors and arranging for site amenities (tents, signage, volunteers, etc.). In 2003, the City's Finance Department set up a Special Revenue Fund to manage these types of tournaments, allowing for the deposit of revenues and payment for expenses incurred by the LOC. As in 2003, the LOC is requesting approval for the Park and Recreation Director to sign agreements related to hotel rebates, local sponsors, in-kind donations, etc. to carry out the activities to host a successful national championship and region II championship.

The budget for the 2006 U.S. Youth Soccer National Championships is estimated at \$133,000, with revenues coming from hotel rebates, concessions and novelty sales, and local sponsors. To date the LOC has received \$30,000 in donations from the Iowa Soccer Association and the State of Iowa Economic Development Department. The LOC is currently recruiting additional local sponsors and anticipates that it will reach the \$100,000 goal.

In 2003 the net fiscal impact of the Regional Championship was a \$33,000 profit with an economic impact of \$7,000,000 as estimated by the CVB. Expenses for the event include local advertising, video

production for all preliminary matches played at “Coach” Cownie Stadium to be aired on City Cable Channel 7, on-site signage, tents, hospitality, and a Friday night player event at the Simon Estes Amphitheater.