


COUNCIL COMMUNICATION

	Number:	19-030	Meeting:	January 28, 2019
	Agenda Item:	30	Roll Call:	19-140
	Submitted by:	Benjamin R. Page, Park and Recreation Director		

AGENDA HEADING:

Accepting proposal of Conventions, Sports & Leisure International (CSL) to conduct an expansion feasibility study of the James W. Cownie Soccer Park (Cownie Park) and authorizing City Manager to negotiate and execute a contract for the provision of same.

SYNOPSIS:

Recommend approval of the proposal from CSL (520 Nicollet Mall, Suite 520 Minneapolis, MN 55402) to conduct an expansion feasibility study of the Cownie Park for the City of Des Moines and authorizing the City Manager to negotiate and execute a contract for the provision of the same.

FISCAL IMPACT:

Amount: \$72,900

Funding Source: 2018-19 CIP, Park Improvements – 16, Sports Complexes, PK176, \$300,000

ADDITIONAL INFORMATION:

- Since opening in 1998 the Cownie Park has been considered one (1) of the top soccer facilities in the nation and has hosted over 190 regional and national level tournaments featuring 20,000 teams from 35 different states. Additionally, the Cownie Park is home to the Drake and Grand View Universities Men and Women soccer programs, Roosevelt and Lincoln High School boys and girls soccer teams, and both the girls and boys high school soccer state championships, along with several locally hosted youth soccer tournaments. Events at Cownie Park create an estimated \$7,000,000 direct impact to the regional economy annually.
- With only 12 fields, Cownie Park is no longer considered large enough to be eligible for most regional and national tournaments, as larger complexes have been built since the opening of Cownie Park. As a result, on October 31, 2018 the City of Des Moines sent out a Request for Proposals (RFP) to qualified consulting firms to investigate and evaluate the feasibility of expanding the existing Cownie Park to meet three (3) goals:
 1. Continue to qualify for regional and national signature events while also meeting and serving local needs.
 2. Recommendation for best financial investment and use of current and potential additional land resources.

3. Resolve entry and exit constraints due to the challenges associated with the proximity of the railroad line in front of the only entrance/exit or provide an alternate solution in line with goal number two (2), with safe traffic flow in and out of the Cownie Park.
- It is the City's goal to use the findings as a guide to achieve an optimal plan to meet the current and future demands of the local community and sports organizations, as well as potential regional, state and national tournaments for both adults and youth.
 - A 10-person selection committee, comprised of employees from multiple City departments including: City Manager's Office, Park and Recreation, Finance, and Engineering along with a member of the Catch Des Moines staff reviewed and scored the proposals that produced the recommendation that CSL be awarded the contract to conduct the expansion feasibility study of the Cownie Park for the City of Des Moines.
 - Four (4) proposals were received. CSL was selected based on their response to the RFP, their scope of professional experience and proposed innovative engagement strategies.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

City Council adoption of the expansions feasibility study for the Cownie Park upon completion.

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