


COUNCIL COMMUNICATION

	Number:	19-454	Meeting:	October 14, 2019
	Agenda Item:	Ex 1	Roll Call:	[]
	Submitted by:	Benjamin R. Page, Park and Recreation Director		

AGENDA HEADING:

Receive and file the expansion feasibility study of the James W. Cownie Soccer Park and direct the City Manager to propose next steps to implement the proposed expansion and current site improvements.

SYNOPSIS:

Receive and file the report prepared by the Conventions, Sports & Leisure International (CSL), (520 Nicollet Mall, Suite 520 Minneapolis, MN 55402), which includes information on the feasibility of expansion and specific financial estimates and metrics in direct connection to James W. Cownie Soccer Park and the City of Des Moines, and direct the City Manager to propose next steps to implement the proposed expansion and current site improvements.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

- During the City Council Workshop on Monday, October 14, 2019, CSL shared their findings and information from their overall report with City Council. A request from City Council was made to move quickly with additional research about the steps to activate a potential plan for development.
- On January 28, 2019, by Roll Call No. 19-0140, the City Council accepted the proposal of CSL to conduct an Expansion Feasibility Study of the James W. Cownie Soccer Park. This was to investigate and evaluate the feasibility of expanding the existing James W. Cownie Soccer 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 2, with safe traffic flow in and out of the James W. Cownie Soccer Park.

- An internal review team comprised of employees from multiple City departments including: City Manager's Office, Parks and Recreation Department, and Finance Department will be formed to address the specific items identified by the City Manager.
- Since opening in 1998, the James Cownie Soccer 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 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 create an estimated \$7,000,000 direct impact to the regional economy annually.
- City staff will use this report and the recommendations from City Council as a guide to develop a follow-up report that provides an implementation plan for consideration that includes recommendations 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.
- CSL estimates the order of magnitude construction costs at approximately \$35M, if all options are implemented, including upgrades of the existing site.

PREVIOUS COUNCIL ACTION(S):

Date: January 28, 2019

Roll Call Number: [19-0140](#)

Action: [Accepting](#) proposal of Conventions, Sports & Leisure International for consultant services to conduct an expansion feasibility study of the James W. Cownie Soccer Park. ([Council Communication No. 19-030](#)) Moved by Coleman to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

A follow-up report will be shared with the City Council, after a determined period, to answer questions or receive additional instruction on next steps of the process.

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