

Operator: Good day everyone and welcome to the U.S. Soccer Foundation/CHA Sports Q&A Conference Call. At this time it is my pleasure to turn the conference over to the U.S. Soccer Foundation.

U.S. Soccer Foundation: Thank you. On behalf of the U.S. Soccer Foundation I just want to welcome everybody to today's call – we really appreciate you taking your time to join us. Today's call is a Q&A session with CHA Sports, which is the U.S. Soccer Foundation's partner for sport facility design and planning services. We are going to spend the next hour or so answering questions and discussing the ins-and-outs of planning and designing a sports field or complex. Joining me on the line today are Ray Rudolph and Ed O'Hara who are both with CHA Sports and are here to answer any questions that you have. So, I'll turn it over to you, Ray, so you can give a quick background on CHA Sports before we go into the questions we received.

CHA Sports: Thank you. CHA Sports, formally Clough Harbour Sports prior to this year, has a proud longstanding relationship with the U.S. Soccer Foundation going back to now over a decade. We are part of CHA overall, which is a large full-service engineering and architectural firm with offices generally in the Midwest and points East, although that may change soon. We have sport design offices in Kansas City, Tampa, Boston, and Albany, New York. Ed and I are co-founders of the group about 13-14 years ago – time flies when you're having fun, so I can't remember the exact year; but we have among our niches design services for soccer is probably about 25-30% of the work we do, so it is our predominant sport of focus from a volume standpoint. At this point we feel we've done a lot of work at the municipal level, private soccer club level, we've done some work for the MLS and WPS facilities, and some international facilities, so we've run the gamut from having to design a \$50,000 upgrade to a small community field all the way up to some more semi-major stadium work. With that, I think I'll turn it back to you.

U.S. Soccer Foundation: Great, thanks Ray. We received several questions prior to the call so we're going to start by answering those questions, and once we've gone through those questions, we will open the line again for any additional questions as long as there is time, which there should be at the end.

Question 1: Where do I start to plan for building an actual field for my soccer club?

CHA Sports: The answer to this will come both selfishly on behalf of CHA Sports, but also selfishly on behalf of design professionals across the world. I would say certainly, when something is leading you to know that you need to solve a problem, generally you have more demand than you have available time and/or you have fields in poor condition telling you need to take some pressure off the fields you do have. We are huge proponents of, as is the whole design profession, of planning. Way too often we see projects develop one field at a time and then before you know it: two, three, four, five fields into your complex development you realize that you should have sat down at the beginning and started with a plan. So we are huge proponents of dreaming big, coming up with an overall concept of what you want to see the property or project develop into five, ten, fifteen years down the road, sequentially biting off the development of that project or projects.

Question 2: When does the Planning Grant application process start? And if a grant is won, what will the U.S. Soccer Foundation provide?

U.S. Soccer Foundation: One of the things we realized at the Foundation, as Ray said, is how important planning is when putting together a successful field/field complex. We started a Planning Grant cycle where we award grants in the form of credit with CHA Sports and that cycle is typically before our general grants cycle. The Planning Grant cycle is generally in March where the application will be open and you can apply for a grant. We will usually award the grant sometime in May and then you will have until the end of the calendar year to complete your work with CHA Sports. The idea is that you will be able to work with CHA Sports to get a plan in place, and have that plan in place to submit a better, more successful application in our general grants cycle, which happens typically in the October. We haven't figured out the exact dates when the Planning Grants cycle will go on, but again, in the past it has been the month of March when you are able to submit the application, awards are given out in May, and then you have until the end of the year to use the grant. The grant will allow you to work with CHA Sports to produce a concept plan for your project. Ray, do you want to go into some more detail about what a concept plan is and what specifically a grant with CHA Sports entails?

CHA Sports: Sure, the first thing we do is sit down with the planning group, whether it's a person, an assemblage of people, a committee – whatever form of governing entity applied for the grant and sit down and discuss what we call the program, which is what they want the project to be: field quantity, support facilities, public toilets, public concessions, whether there is a stadium involved and what the trickle-down affects are, we work out together what the parking demand is together based on the project, find out quickly where utilities may be, public water, public sewers – whether that needs to be accomplished on-site; we look at local issues regarding storm water disposition, quality and quantity – basically trying to unearth all the major potential pitfalls and surprises. The intent is that after that couple-day session we put pen to paper and come out of it with a plan – where all the fields and facilities are located, including parking, and come up with an estimate for the construction of those respective plans. And most often it's broken down into some sort of logical phasing sequence, with estimate being broken down by phase, because almost nobody has the resources to implement and fully construct their ultimate vision.

Question 3: We lack grant writing skills. Do you provide support to write the proposal?

U.S. Soccer Foundation: Unfortunately we do not provide support to write the grant proposal, but from the Foundation's perspective we don't expect applicants to have experienced grant writers submitting these proposals. We are just looking for applicants who can clearly explain the need for their project, some sort of idea of what their project is and how our grant is going to help them achieve that project. So if you can clearly convey that than there is no need to have a professional grant writer.

Question 4: Is there a publication, perhaps a step-by-step timeline or checklist you can recommend for field development?

U.S. Soccer Foundation: First and foremost we recommend working with a planning and design professional, like CHA Sports, who can put you in the right direction, but there are a couple resources we have in addition:

1) We created what we call the *Soccer Field Handbook*, which provides pretty detailed information about how you can build a field or complex in your community. We interviewed and researched a lot of experts in the field and organizations who successfully built fields in their community and organized this handbook in a way that takes you from how you go about planning for a field all the way through construction and what you need down to goals, sideline equipment, etc. You can purchase that Handbook online at www.soccer.com. Information about the Handbook is also at www.ussoccerfoundation.org.

2) There is also information on our website at www.ussoccerfoundation.org in the Community Resources section, which gives general information about building a field, what goes into it, and what partners, in addition to CHA Sports, we have that provide resources that can help make your project a reality.

But again, like Ray mentioned and what we stress at the Foundation, is the importance of working with somebody who has done this in the past and can help you put a real good plan and design together for your project so you don't get half way through and realize you have to start over at the beginning.

Question 5: What methods do you suggest to raise funds for a project?

U.S. Soccer Foundation: It really depends on your community, where you are, how many partners you already have, but there are several fundraising options that I would suggest: pursuing individuals in your local community, local businesses, foundation grants like the Planning Grants we offer from the U.S. Soccer Foundation, even government funding depending on the project and where you are located. I think the key is identifying the need in your community, and being able to clearly explain how your project is going to fulfill that need, and then identifying funding sources whether it is individuals, local businesses, foundations who have expressed interest in supporting those kind of projects; so matching your project with funders who are interested in supporting those projects.

One thing too that will help with fundraising is having a concept plan in place. I'll let Ray speak to this a little more, but I think having a plan shows that you've done your homework, shows what you need to get the project done, and that you are serious about making the project happen. So if you have a plan in place that you can go show potential funders that can be a very important piece in helping funders see that you are actually going to get this project done.

CHA Sports: I think you hit on it, but there is a reason the axiom exists that "a picture is worth a thousand words." The project describes itself once it's on paper. Also from a credibility standpoint it intimates, if not validates, that fact that you've done your homework, and if people do participate, either philanthropically or governmentally from a grant's position, if their exposure is known then the project is more likely to happen and will be less subjected to overruns and problems.

Question 6: In your experience, where is the best place to start when approaching the administration at a school system in regards to the needs of the soccer facilities? Is it the athletic director, principle, or director of sports?

U.S. Soccer Foundation: It really depends on the specific school, the community, and the people you are working with. I would say the key is finding a champion within the school – somebody who understands the importance of having a safe and structured place to play for kids, like a soccer field, and is really going to take the time to push within their administration to get that field done. It could take talking with a few people in the school to find that person who understands what you are trying to do and can help you make that push. But you really need to find that person who is passionate about the project like you are who's in that school system.

Question 7: What are the ideal dimensions for a typical soccer field? Is planning for two fields with the dimensions of 80 yards wide x 120 yards deep, not including the sideline area, correct?

CHA Sports: 80 (yards) x 120 (yards) is kind of the nouveau dimension, generally considered more appropriate for more technical teams – the wider the field, the more technical skills are introduced – and there is a perception that is the European way to go. That being said, the nice thing is I'd make the field as big as you can afford it. The thing with 80 yards wide is that it fits the perpendicular overlays – the smaller-sided, younger aged soccer better. Presuming that there is some safety zone at the edge of the field, you'll end up with a flat plate at right around 250 feet, which is the ideal dimension for some of the smaller-sided soccer. 75 yards x 120 yards is generally considered the American collegiate pitch, so 75 x 120 is far more common. We've done a few 80 yard wide fields for a couple of our more technical collegiate and professional programs.

Question 8: Outside of a full-sized field, what is a good size to build for most community use? Are there smaller sized fields that are appropriate and still work?

CHA Sports: That National Federation of Athletic Administration sets the high school standard at 195 (feet) x 330 (feet). That again is a commonly played dimension because it is the size of the field that fits in your typical high school track. Beyond the full sized the 225 (feet) x 360 (feet), you can really play soccer on anything. So I would suggest making the field as large as possible, while still being practical and the one thing I would say in our planning is that we try to avoid specific designs of smaller pitches for smaller-sided soccer, because that restricts the use to only the age group you designed it for and reduces flexibility. Do we do it? Absolutely. Will we do it tomorrow? Absolutely. But if you have a choice I would do a full sized pitch and sub-divide it by perpendicular dimensions as your needs dictate on any given day.

Question 9: How much land is needed to build an official sized, natural grass field? How much is required outside of the actual field – end line to sideline?

CHA Sports: Generally a full sized pitch with safety zones is right around 2.5 acres. On the maintenance side of it, depends how much you are willing to put into it. We can see a variety of maintenance costs from \$10,000 where people just basically mow the facility and do nothing

else, all the way up to \$60,000 where people are mowing, irrigating, fertilizing, and top dressing, so it depends on your situation.

Question 10: Assuming we go natural turf is there a special type of grass that would be planted?

CHA Sports: That is the one million dollar question. I would say the caveat is where you are. Obviously there are hot weather, warm weather, and cool weather grasses, so it depends where you are, also there is a lot of experimental fescues that are drought resistant and don't irrigation necessarily, so low end to high end there is now stock answers, but it does need to meet your performance, expectations, your maintenance commitment, and your use need.

Question 11: What would be the most durable design for natural turf? And how many hours of use per week, month, year can it handle without deterioration?

CHA Sports: A general rule we use is about 3-4 hours a day. Obviously there are a number of factors that go into that, probably the most significance the amount maintenance you are willing to put into your facility. The next one is what is the age of players and the intensity level of it. Obviously if you have small kids running around in sneakers you can play a lot longer on it. If you have adults running around in spikes that has a huge impact, but generally we say 3-4 hours a day on a generally maintained grass field.

Question 12: What is a good budgeting number for the cost of artificial turf on a dollar/square foot basis and what does that include? Site preparation, disposal fees, irrigation, drainage, etc.?

CHA Sports: Generally what we tell people for planning purposes on artificial turf is \$7-\$9/square foot. That includes turf, stone base, site work, and then that will include getting water to accommodate both artificial and cooling needs. It does not include any lighting costs – generally on a regular size field we tell people to plan for \$300,000 for lighting.

And most people who choose to install synthetic, assuming that the neighborhood impacts are non-existent or can be mitigated, that in order to have the cost-benefit curve work in your favor you generally need to play into the evening hours and lights are part of the commitment you make when you choose synthetic.

Question 13: What are the issues when it comes to installing an artificial turf field?

CHA Sports: I think one of the big things we are seeing around the country is how each municipality handles storm-water impacts. You have to be very careful about that these days. You need to check out, early on, how your municipality will evaluate this when it comes to storm-water management, and what you need to mitigate any runoff that may occur.

Question 14: What is the approximate total cost of building a full sized indoor field? Do costs vary based on permanent structures versus inflatable domes? How much do costs increase if you want to build two fields in a single structure?

CHA Sports: We are working on a couple of these projects right now and they have basically run the gamut and there are three basic structure types: the air supported (the bubble if you will) – those are the least capital cost but the most operations and maintenance cost. They are a energy intensive – it is like blowing up a balloon – you need air exchange to keep the pressure differential for the dome to be inflated, so regardless of the weather condition, air needs to be moving, and inevitably you are either heating or cooling the air in order to do that. So there is the energy that goes with that – low capital, high operation and maintenance cost – you can be your own judge on the life cycle cost for that particular type project. The next step up of from that is a tension fabric structure. It's a relatively light gage, generally a truss frame with a fabric stretched over it. If you are thinking about it in Layman's terms it is an upside-down bowl. If you push on an upside down bowl, the bowl distributes the pressure you put on it throughout, to support itself while you push; the same thing is true for a tension fabric structure. Lastly is a more conventional steel building, whether it is custom steel, which is considered pre-engineered product, affectionately known as a Butler Building – they were one of the first in the industry, and like FieldTurf they have become the brand name, but there are dozens of pre-engineered metal building companies. Generally, the warehouse look, if you will.

So those three have a range in costs and a range in replacement costs, for instance the tension fabric structure has less than a 20 year life, where as a pre-engineered building may be a little more expensive at first cost, but has a much longer life in its cladding system. So that's generally the range of products available. How big do you make it? Again it goes to costs – these projects are probably going to cost somewhere between \$20-\$50/square foot depending on how nice you need to make and how big a field you are trying to put in it. I will tell you there is a tipping point where it gets very expensive to do a field beyond a certain width because the building becomes a custom size. Each of those products I described has a different tipping point within the pricing structure. So it is very much project-specific.

Question 15: We are having a hard time getting on grass on the fields we developed at a reclaimed mine site we own. What steps should we take to develop our site into a quality field? How often and at what times of the year should we roll the fields as they tend to sink and shift at an abandoned mine site?

CHA Sports: The most important thing you can do is test your soils. There are a couple of things that are considered: 1) check to see if there is anything from the mine site to see if it is contaminating your soil; and 2) you want to know exactly what you are dealing with in terms of soil issues. As far as developing a quality site that is where you have to start. The soil is the basis of growing grass. You talk about rolling the field – rolling the field is a very dangerous proposition because basically what that does is compact your soil and makes it more difficult to grow the soil. So the first thing you need to do is check the soil before you start rolling it. A better way to get undulations out of a field is to aerate and top-dress it to make it a smooth site.

The other I would say, depending on what your reclaimed mine site infers that it is, we do a lot of work in areas that have sink holes. Before you build your field and to check if you are in a sink hole susceptible location, you should put down an impervious, thin line before you build your field on top of it. It is generally water moving through your soil, the water is carrying your

soil with it as it goes, so water doesn't come in contact. In sink hole locations water degrades limestone and carries your soil through the limestone, so you need to seal that off and get rid of your water through a constructed drainage system.

Question 16: We have some badly damaged soccer fields. They were planted with a common Bermuda and are about 40% dirt now. What products do I need to use to get the fastest results in order to use the fields? I've gotten a recommendation premium quality Bermuda grass seed of the cultivar transcontinental.

CHA Sports: From that perspective, I'm not sure where in the country you are, but in most places this time of year you are going to have a hard time growing Bermuda. At this point if you are looking to play in the Spring there is not a lot you can do with Bermuda. The only thing you can do is over-seed with Rye, or some kind of grass like that to get your field to green up. But obviously a lot of development to get your Bermuda going for the Spring is highly unlikely this time of year.

Question 17: Are there current models of urban schools that have worked with the U.S. Soccer Foundation to develop a soccer program and complex we should look to as outstanding examples?

U.S. Soccer Foundation: The truth is we work with a ton of successful organizations who have built complexes and fields. I'll give you two examples and if you want to get in touch with these groups who started from the beginning, built successful fields, then you can let us know and we can put you in touch with the appropriate people. One example is a grantee named LA Red Shield. They basically had a patch of dirt next to a community center in the Pico Union area of Los Angeles. They received a grant from the Foundation and they put in a smaller sized, artificial grass field and with the new field, they revamped their entire soccer program and now provide soccer programs multiple days a week for youth, and they just opened the field up to the adult community at night. They rent the field out and have managed to pay some of the maintenance fees by allowing the adult community to use the field. They are just a really great success story that went from a patch of dirt to a soccer facility that has a huge impact on the community.

More recently, we have a grantee from last year: The Howe School in Chicago. They received a grant last year and have already built their field, so I think they had a really good plan in place before they went into applying for a grant. They got a grant and were able to complete their field quickly and they are now partnering with Illinois Youth Soccer and other local soccer clubs to create soccer programs that are going to take place on the field after school during the weekend. They see themselves getting a lot of use out of the field during the Spring season.

So those are just a couple of examples, but we have a ton of grantees who have gone through this process and have successfully built fields, so if you are interested in being connected with any of them let us know after the call and we'll pass along that information. There are a lot of other success stories on our website as well.

Question 18: Who are some of the companies I can work with to help make my dream become a reality?

U.S. Soccer Foundation: I would say CHA Sports is a great place to start. I think you can see from this call that they are a wealth of knowledge and can really be a valuable resource to get a plan and design for your project in place. We do also work with a lot of other field building partners who are all experts in their respective fields. We have a lighting partner, an irrigation partner, a field maintenance partner, etc., all of whom are listed on our website and if you're interested in getting in touch with any of those specific partners we'd be happy to put you in touch with them, but I think CHA Sports is the best place to start if you are in the beginning stages of your project and could use their knowledge and resources to get started.

Question 19: Can you tell me the maximum dollar your grant offers?

U.S. Soccer Foundation: Typically we award up to \$8,000 per grant in credit with CHA Sports towards a concept plan.

CHA Sports: Generally, we try to craft our services so we are providing that amount of service. Occasionally a client will want us to go deeper into the project details than the Planning Grant was intended, and in that case the \$8,000 is credited towards the higher cost of those services. But generally to do a concept plan, give you a budget, and get you beyond square one – that amount is a net \$0.00.

Question 20: Does the U.S. Soccer Foundation or CHA Sports have any experience getting in front of sponsors for funding purposes?

U.S. Soccer Foundation: I would say: 1) Apply for a Planning Grant and then in the Fall we offer what we call our general grant cycle in which we award grants for all the other field building aspects of a project like lighting, irrigation, etc. – so we are one resource where you can come and apply for a grant. Beyond that, to be successful in fundraising, I would get in front of people within your community, and like I said before, find those champions who are passionate about your project and have connections with other people that they know can help. It is a lot of networking, talking to people and finding people who would be interested in your project. I think the fundraising has to start months or years before your project begins. And like we said before, having a concept plan can really help. Having something in your hand that you can show people, tells them that you are serious about the project and are taking the correct steps to move forward. It gives some legitimacy to your project and shows potential funders that you are serious about making your project happen.

Question 21: What is the lifespan of an artificial pitch if it is being used 8-10 hours a day?

CHA Sports: The warranties on those products are generally 8 years. We are finding that 10 years is a reasonable number +/- 1 year, but generally it is 8 years.

Question 22: What are the principle companies that would be involved with a project from start to finish?

CHA Sports: Well there is you, there is us. There is a general contractor, and depending on your project, if it is mostly horizontal, there are a lot of companies that self-perform the work –

specialty sports construction firms, sports fields construction firms, so in that case the number of parties involved would be less. If you start to get into more vertical construction: buildings, bleachers . . . either that company, or another construction company would hire the trades that are required to execute the project – electrical contractors, mechanical and plumbing contractors, sheet rock people. It really depends on the scope of your project. Some people then choose to hire somebody for operational assistance. You can do contact operations and contract maintenance, or you can do that on your own depending on the scope of your project. If it is an indoor project you would hire a construction management contractor or general contract depending on your preferred contract and they would hire the respective trades. Somebody would build your foundations, you would have an earth-work moving guy to prep the site, you'll buy the building from a building company, an electrical contractor to hang your lights and get power to the building, a mechanical person to move air through it and heat it and/or air condition it. Inevitably, you'll have a little bit of support space that needs to be supervised, so you need a caretakers office, some public toilets, so inevitably you'll end up with a whole bunch of trades.

Question 23: Are there any other alternative companies you partner with for synthetic turf other than FieldTurf?

U.S. Soccer Foundation: FieldTurf is our official partner for artificial turf surfaces. So when we award a grant for artificial turf, it is in the form of credit with FieldTurf.

Question 24: Do you have any financing options for a project in a city that has fallen into a higher median income bracket?

U.S. Soccer Foundation: Right now we have a financing program with our lighting partner, Musco. FieldTurf is also in the process of putting together a financing option for their product as well.

Question 25: How many Planning Grants does the U.S. Soccer Foundation and CHA Sports award annually?

U.S. Soccer Foundation: Typically 5, but it can vary year to year.

Question 26: How many Planning Grants applications did you receive in 2010?

U.S. Soccer Foundation: Again, it varies. We had a big year recently that got over 100 last year.

CHA Sports: It was well over 100 this past year.

Question 27: What are the deciding factors?

U.S. Soccer Foundation: From the Foundation's perspective, our preference is projects in urban economically disadvantaged areas, so will give priority to those projects; and then also programs and projects that are working to incorporate some youth development component. If you work with municipalities or schools to run programming on your field that has a healthy lifestyle

component or programs that stress anti-drug or anti-gang messages, we'll consider your application more favorably.

The Foundation and CHA Sports work very much together to review all the applications to award grantees that fulfill both of our interests. We work very much together.

CHA Sports: It's obviously a very subjective format unfortunately. Last year we got a lot of single, synthetic fields, and candidly that is not our preference. If you had a situation where five sites were being considered and you needed to pick which one, that is where we can bring some value. If you know the type and size of field you want and are looking for someone to get you started with the design process that really is not the intent of the planning grant.

Question 28: Our league uses field that are owned by the state. Do you award grants to this type of situation or does the land need to be privately owned by the league itself?

U.S. Soccer Foundation: In order to get a grant from the Foundation you either need to own the land or have a 10 year lease on the land, or a 10 year land-use agreement. If you have written authorization from whoever owns the land to use that space for 10 years, that works.

Question 29: Without applying for a Planning Grant, can CHA evaluate an existing plan, make suggestions, corrections, etc.? And what would the cost be?

CHA Sports: Yes, we do things like this all the time. You can do anything from a one day consult that will run around \$1,500, but we think the most value is for us to see the site. Recently I went to see a client for two days and it was \$4,500 to come out and spend two very intense days looking at the plan, going out to the site, and in the evening and the next day to improve upon it. Generally people tend to engage us in some capacity, whether that be working with the existing design firm that created the original plan or sometimes people want to engage a new firm. If you are developing a multi-field project you are working with a budget that has a lot of zeros. I can assure you at the end, the cost of what you paid us will disappear, and you will be happy you did it.

Question 30: I'm dealing with the gang/drug/alcohol crowd and in New Orleans, where I am, these underserved areas do not have one soccer field in the entire parish. We currently have \$9.5 million in funding to develop these projects. Is there any advice you can give me?

U.S Soccer Foundation: It sounds like your program aligns with some the priorities of the Foundation so I would encourage you to apply for a grant – either a Planning Grant or a Program/Field Grant (through our regular grant cycle). It sounds like your project would qualify.

Question 31: Would CHA Sports help with this \$9.5 million project and be willing to work with contractors who have already been awarded the project? Collaborate?

CHA Sports: Absolutely, almost always if we are not very approximate to the project site we affiliate with another firm. It is a situation where we check our egos at the door for the advancement of the game.

Question 31: You mentioned something earlier about artificial fields that blew my mind. You mentioned storm-water management would be an issue with synthetic turf. Are artificial fields considered impervious surfaces? Do you have to have storm-water management for artificial fields?

CHA Sports: You're not the only one who has had their mind blown by that issue. Generally we are able to convince the regulators that the product and the systems are in fact pervious, however that success has not been unanimous. We have run into a couple areas where, as a matter of practice, they consider them to be impervious surfaces and have us deal with them in that manner.

Question 32: From a practical point of view, does some of the water go through artificial surfaces or does it all run off?

CHA Sports: It goes through the surface, and then the question is when it goes through the turf itself and goes into the general stone base, down to the existing soil material. In a situation where there is rock or heavy clay, it is unlikely the water will get through that any time soon, so it will run horizontally and get picked up in collector pipes. Regardless, our computations and empirical data shows that the stone base acts as its own detention basin - that the time the water travels through that system is the same, or better than, if it were a parking lot that goes through a conventional municipal storm-water detention facility.

U.S. Soccer Foundation: I think that brings us right to the end, so I just want to give a big thanks to CHA Sports for participating in the call today. They offered some really valuable advice and information. As a reminder if you have any additional questions that pop up, we will have a form on our website where you can submit questions, and we'll make sure the appropriate people respond. I would also encourage you to visit our website for grant information, like the exact date you can start applying for Planning Grants. We will have all of that posted in the New Year. So with that, we look forward to seeing your applications and thanks again to everybody for participating.