



## Field Building Q & A Call Transcript

*July 26, 2010*

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**U.S. Soccer Foundation:** I would like to start by welcoming everyone to the U.S. Soccer Foundation's Field Building Q&A Session. You signed up for this particular Q&A call because you are interested in a Field Building Grant from the Foundation. As a reminder, Field Building Grants are awarded for four primary things: irrigation, lighting, field maintenance equipment and modular surfaces. If you are interested in goals or other field equipment (cones, corner flags, etc.) you would apply for a program grant.

Field Building grants are all awarded in the form of credit with our Partners: Irrigation from Hunter Industries, Lighting from Musco Sports Lighting, Field Maintenance Equipment from The Toro Company and Modular Surfaces from Sport Court. We have representatives from each company on the phone with us today. I'm going to turn it over to each of them to give a brief overview and background of their company.

Lynda Wightman is on the line from Hunter Industries. Lynda, can you give us a brief background on Hunter?

**Hunter Industries:** Hunter Industries is one of the world's leading manufacturers of irrigation equipment for turf, landscape, and golf courses. The Company is headquartered in San Marcos, California, and employs over 1,000 people worldwide.

Our customer base includes professional irrigation contractors who install Hunter products in residential properties, commercial complexes, sports fields, parks, and golf courses. Landscape architects and designers who specify Hunter products in their projects are also key customers. Our products are sold exclusively through an international network of professional irrigation distributors who, in turn, sell directly to professional designers and installers.

**U.S. Soccer Foundation:** Thanks Lynda. I'll now turn it over to Mike Shindler from Musco Sports Lighting.

**Musco Sports Lighting:** For over 35 years Musco has been the leader in designing and manufacturing energy efficient athletic and large area lighting-everything from large stadiums to small fields and courts, and all athletic facilities in between. We are a long time partner of the US Soccer Foundation.

**U.S. Soccer Foundation:** Perfect, thanks Mike. Dale Getz is also here from The Toro Company. Dale – can you give us a brief background on Toro?

**The Toro Company:** Hi. I am the Sports Fields and Grounds Sales Manager – US for the Toro Company. Toro manufactures many types of equipment for construction and maintenance of athletic fields, golf courses and landscapes.

**U.S. Soccer Foundation:** Great. And finally, I'll turn it over to Joel McCausland from Sport Court.

**Sport Court:** Connor Sport Court provides a wide variety of quality sports surfaces, including everything from hardwood maple courts for basketball and other sports, to modular multi-sport game courts for the backyard, the gymnasium, and the playground. Sport Court has built over 100,000 courts of every size and shape over the 36 years, and we have the most experienced and largest network of expert Court Builders in the world.

Lynda, Mike, Dale, Joel and I will be here for the next hour to answer any questions you have about our field building grants.

I'm going to start by answering the questions we received prior to the call. Once we've gone through all of those questions, we will open the line for any additional questions. We'll just start right off with the first question which was:

**Question #1: What is the application process? What is included in this grant? Do organizations need to meet certain qualifications in order to receive this grant?**

U.S. Soccer Foundation: The Application Process opens October 1<sup>st</sup> and closes on October 29<sup>th</sup> at 5pm. Your application and supporting documents must be submitted and received within that window. Grants are announced in mid-January. If you are awarded a grant, you will receive a grant agreement by the end of January. You will have one month to sign the grant agreement. Once the grant agreement is signed, we will put you in touch with the appropriate Partners so you can use your credit.

Your organization **MUST** be based in the U.S., **MUST** be a 501c3 organization, and you **MUST** own the land or have a minimum 10 year lease on the land. If applying for lights, you must submit written documentation proving that you have secured approval from the community where your project resides. The grant application also requires you to submit a professional site plan (including all amenities and measurements), full project budget, W-9, and 990 (smaller organizations can provide a current bank statement).

This information is all on our website as well.

**Question #2: What is funding available for and how much money will be awarded?**

U.S. Soccer Foundation: Funding is available for Irrigation from Hunter Industries, Lighting from Musco Sports Lighting, Field Maintenance Equipment from The Toro Company and Modular Surfaces from Sport Court. Grants award amounts will vary depending on the project. Last year we awarded 2.62 million in grants to 32 groups – for all of our grant types.

The amount that is awarded for this particular type of grant will just depend on what applications we receive.

**Question #3: The priority for the grant is in communities encompassing 50,000 or more – would a community of 30,000 have an opportunity to receive funding?**

U.S. Soccer Foundation: Yes. Anyone can apply for and receive a grant – even if you are not in an area with a population of 50,000 or more. However, our focus for this year is economically disadvantaged urban areas with populations of 50,000 or more and priority will be given to groups in those areas.

**Question #4: Is the field building grant the same as the Footprint grant?**

U.S. Soccer Foundation: No. There are three different types of grant you can apply for. Field Building grants are what we are talking about today where you can apply for irrigation, lighting, field maintenance equipment and modular surfaces. Footprint Field grants are awarded for the construction of artificial turf fields. There is also a third type of grant – program grants – which are awarded for program-related things like equipment (shoes, shin guards, uniforms, traveling goals, balls, cones, etc.), Travel Costs for Games and Practices, Facility Rental Costs, Registration Costs, Training for Coaches and Referees, etc.

**Question #5: What are the expectations of U.S. Soccer Foundation for grantees?**

U.S. Soccer Foundation:

- Must utilize product credit in one year's time
- Must provide follow up reports on the impact of the grant on your community, as well as pictures, stories, testimonials
- We will occasionally ask to use the field for Foundation events

**Question #6: Our high school and middle school, as well as the 5/6 and K-4 programs, utilize the same open space which is in desperate need of upgrade and expansion. How do we go about this?**

U.S. Soccer Foundation: For any project that's in the very beginning stages, I would suggest contacting our Partner, CHA Sports, who specializes in creating designs and plans for sports facilities, including soccer. They will be able to help you determine the best next steps.

**Question #7: Are there size requirements on new field construction?**

U.S. Soccer Foundation: No. We will fund projects/fields of all sizes.

**Question #8: Can this grant be utilized to form a new soccer league?**

U.S. Soccer Foundation: No. This grant is only for the field-related things we talked about before (irrigation, lighting, maintenance equipment and modular surfaces). If you are in need of funding to help start a new league, I would suggest applying for a program grant. That type

of grant can help with anything from Travel Costs to Facility Rental Costs, Registration Costs, Training for Coaches and Referees, etc.

**Question #9: Will you provide resources to help build indoor facilities?**

U.S. Soccer Foundation: Again – this grant type is for irrigation, lighting, maintenance equipment and modular surfaces, but we would definitely award grants for any of these things for an indoor facility if the project is a good one.

**Question #10: We are in need of additional parking. Does this match up with the available grants?**

U.S. Soccer Foundation: No. We are only awarding grants for irrigation, lighting, maintenance equipment and modular surfaces.

**Question #11: We intend to install a synthetic field, however, can we apply under this grant for lighting? If yes, can an organization apply for both a Field and Footprint Field grant at the same time?**

U.S. Soccer Foundation: Yes. The same organization can apply for both a Footprint Field grant and a field building grant. Same with program grants. You can apply for as many of the three different grant types as you want. You would just have to fill out different applications for each one.

**Question #12: What is roughly the cost of putting up a set of lights for a regulation soccer field? What, aside from a source of electricity and community permission is required?**

Musco Sports Lighting: Depending on field size, installation and labor cost for your location, soil conditions, desired light levels, tight environmental spill light concerns, wind building code zones, etc., cost can range between \$100,000 to \$300,000. It is important that you contact a local Musco representative to survey your site and give you a cost estimate relevant to your specific soccer facility. We can get you into contact with your local Musco rep at 800-825-6020.

**Question #13: What is the recommended distance for lighting to be installed from the outside touchlines of a soccer field?**

Musco Sports Lighting: No specific requirement, but we would recommend that you have at least 10 foot lighting pole “set-backs” from your field. Thirty (30) feet is optimal for safety AND light fixture aiming onto your field. If needed, poles can be close to field, but protective padding is recommended on the poles in this instance.

**U.S. Soccer Foundation:** Those are all the questions we received prior to call so I think at this time we’ll open it up to any additional questions that people have.

**Operator:** Thank you, at this time I would like to remind everyone that in order to ask a question press \* and the number 1 on your telephone key pad. We'll pause for just a moment to compile the Q&A roster. Again, that is \*1. Your first question comes from Raft Hollingsworth.

**Raft Hollingsworth: Does Toro supply field maintenance equipment for synthetic grass fields?**

The Toro Company: Yes, we offer a brush for synthetic fields made by Rahn Industries.

Operator: Your next question comes from Anna-Lesa Calvert.

**Anna-Lesa Calvert: Can a basketball court be transitioned into a Sport Court for Soccer?**

Sport Court: Yes; in fact, it's one of the most cost-effective ways to accomplish that goal. Sport Court would use the existing flooring surface—whether that's a concrete or asphalt slab on a playground, or a flat floor in an indoor space—and overlay it with our modular sports surfacing products. The new surface can be striped to accommodate any number of sports and activities, and provides additional safety (cushioning falls), traction, and playability. If you have an existing basketball or tennis court that's not getting enough use, Sport Court products are a great way to revitalize that area and get kids back out and playing.

Operator: Your next question comes from Denise Edwards.

**Denise Edwards: Can an organization be exempt if it is not a 501(c)(3), but partners with a municipality (City of Detroit and City of Southfield)?**

U.S. Soccer Foundation: Yes. If you partner with a municipality and the municipality submits the grant application, you are definitely eligible to receive a grant since municipalities are exempt. But the grant application would have to come from the municipality.

Operator: Your next question comes from Jackie Howe.

**Jackie Howe: Can Hunter help with leveling a field to better accommodate for water table issues?**

Hunter Industries: A local Hunter representative can visit the site and assist with ideas for an automatic irrigation system and will recommend products that will accommodate water table issues. We are not in the construction business, so we would not be able to actually "grade/level" the dirt/field, but can assist with this process as the sprinkler system gets installed.

Operator: Your next question comes from Rita Bryant.

**Rita Bryant: How can water be pumped from a natural spring-fed lake to irrigate a field?**

Hunter Industries: We suggest using CHA Sports and/ or a professional irrigation consultant to help design an efficient irrigation system. This is a technology and should be designed for optimum performance, which would include the use of a pumping system, if required.

Operator: Your next question comes from Sandra Smith.

**Sandra Smith: Does Hunter supply the irrigation pipes that exist under a field?**

Hunter Industries: No, Hunter is an equipment manufacturer, but we work with irrigation distributor “partners” throughout the USA. We would recommend a few in your specific area and they would supply the additional materials required for installation: pipe, fittings, wire, etc.

Operator: Your next question comes from Joe Shaw.

**Joe Shaw: Can a Sport Court be installed if an existing concrete slab already exists?**

Sport Court: Yes, it’s a very cost-effective way to get the area rejuvenated and ready for play. As long as the slab (concrete or asphalt) is in reasonably good repair, we can usually install a Sport Court surface overlay in just a few days, stripe it for whatever sports you want to play, and be ready to go, usually in less than a week.