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Forward to PR&A
Committee
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10/19/2017

Memorandum

To: Mike Geisel, City Administrator

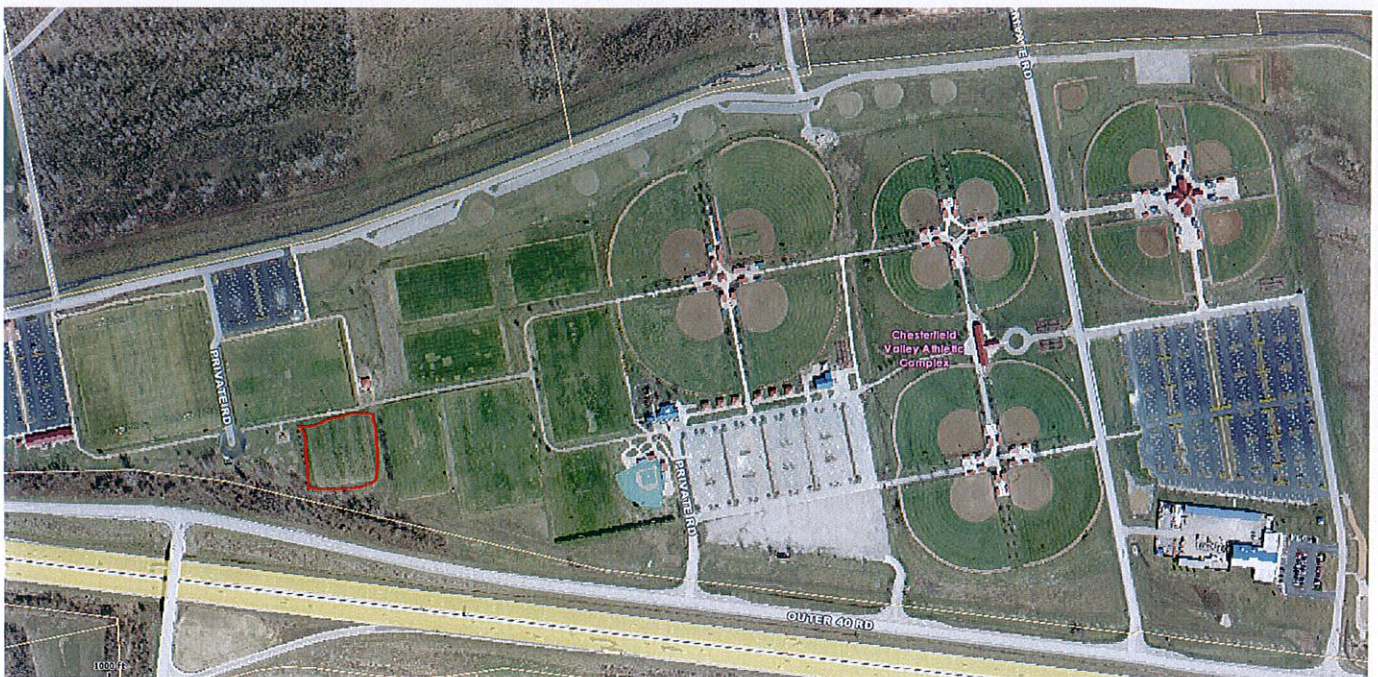
From: Tom McCarthy, Director of Parks, Recreation and Arts

Date: October 12, 2017

Subject: Sand Volleyball

Mike, I would like to bring the sand volleyball project to the Parks, Recreation and Arts Committee with your approval. Below is a brief explanation and a map depicting the location for placement at the CVAC.

With the decline of field usage by Chesterfield Football Club, the Accession Soccer organization and the building of multiple soccer fields in the area, we are beginning to see a bit of a decline in usage for the multisport fields down here at the CVAC by some of our larger users. We have been reaching out and working with Lacrosse clubs and other user groups to offset the decline. With that in mind, we started looking at ways to introduce new user groups and offer other opportunities. Sand volleyball is a quickly growing sport that is now becoming a collegiate sport along with being played in high school and with grade school age kids. We believe this is an exceptional growth opportunity for us. We would like to propose putting in six sand volleyball courts down here at the CVAC on a small field area that is not currently used very often and will not impact the overall field needs here. Currently we generate about \$4,000 from the field rentals on B6 where we are proposing to build the sand volleyball courts. The courts would be built by in-house Parks Maintenance staff over the winter and we would start our leagues, tournaments and volleyball rentals in the spring of 2018. Location of the courts would be on the field framed in red.



The maintenance of these courts is minimal and will be able to be taken care of in-house with no additional staff.

The cost to build the courts with lights will run \$97,000 and this dollar amount has been put in the 2018 budget. The sand volleyball program will be a cash positive venture in two years. Through the research we have done by looking at other municipal and private volleyball operations, we conservatively have projected to generate over \$72,000 in year one and we will grow the programs over the next three to five years to generate over \$300,000 annually.

We have presented the general information to the Parks, Recreation and Arts Citizens Advisory Committee at the September 9 meeting and there was a motion to move the recommendation forward to the Parks, Recreation and Arts Committee of Council by Alan Politte, which was seconded by Laura Schellenberg. The twelve members present voted all in favor.

If you have questions or concerns, please let me know and I would be happy to sit down and talk with you. If you concur, I will put this on the agenda for the next Parks, Recreation and Arts Committee of Council meeting.