

FREQUENTLY ASKED QUESTIONS REGARDING THE YOUTH SPORTS COMPLEX PROJECT

1. WHAT DOES THE PROJECT INVOLVE?

- a. **JYBSA is responsible for costs totaling roughly \$1.5 Million, which will cover:**
 - i. Building 8 new fields, including: 2 Babe Ruth (high school size) baseball fields; 2 Little League size baseball fields; and 4 softball/flex fields.
 - ii. Building 2 shelters including concession stands, restrooms, and storage space. 1 shelter will be in the middle of the new baseball fields, and the other will be in the middle of the softball/flex fields. The City will cover a portion of the shelter expense related to the bathrooms which will be available to the public
 - iii. Renovating existing farm buildings for storage purposes.
 - iv. Covering the cost of all accessories associated with the fields, including: concrete plazas, fencing, dugouts, signage, scoreboards, bleachers, field lighting, irrigation, etc.
- b. **The City is responsible for costs totaling roughly \$1.3 to \$1.4 Million, which will cover:**
 - i. All infrastructure, including rough grading, utilities, roads, parking lots, safety lighting, and bike trail.
 - ii. A portion of the shelter expense related to the bathrooms, which will be available to the public.
 - iii. Public playground.
 - iv. Entrance Sign.

2. **WHEN WILL THE NEW FIELDS BE READY FOR PLAY?** Spring 2010.
- a. 2012 update: The softball fields were first used in 2010. The baseball fields were first used in 2011. In 2011, all JYBSA games were played at the Youth Sports Complex.
3. **WHY IS JYBSA MOVING TO THE YSC? TO IMPROVE JYBSA'S PROGRAM AND BETTER SERVE JANESVILLE'S YOUTH.**
- a. **2008 GOAL: The move will help JYBSA support its new girls' fastpitch softball league, with a goal of serving up to 500 girls ages 9-15.** The need for an organized local girls' softball league has been growing for years. JYBSA is in a unique position to meet that need. Moving to the YSC will allow JYBSA to add 4 softball/flex fields and form a quality local softball league that will be associated with ASA Softball. The softball league will serve up to 500 local girls ages 9-15, potentially doubling the number of youth JYBSA currently serves. Currently games are played at Dawson Fields and Monterey Park.
- i. 2012 UPDATE: In 2009, we launched our first-ever girls' fastpitch softball league. In 2010, the softball league moved all games to the new fields at the Sports Complex. In 2011, our league served roughly 130 girls from ages 8 to 13. In 2011, all Janesville Craig and Parker high school softball games were also played at our facility. It is expected that our own league will grow over the coming years as local girls become more familiar with the program and get more exposure to softball. We feel our 4 new softball fields and concession stand at the Youth Sports Complex are the home for softball that Janesville girls never had before.
- b. **2008 GOAL: The move will allow JYBSA to offer baseball to players younger than 9 years old.** JYBSA offers organized baseball to players ages 9-15, but interest in organized baseball for younger players has been growing steadily over the past several years. The softball/flex fields will allow JYBSA to meet that need by offering organized baseball to players as young as 7 years old. The flex fields are ideal for baseball at younger ages because the fields have skinned infields and no pitcher's mound, allowing the bases to be set anywhere on the infield. When not in use for softball, the softball/flex fields can easily be used for baseball for younger players. This use of the softball/flex fields will provide a new baseball opportunity for up to 200 players ages 7-8 and possibly younger, again adding to the number of youths JYBSA serves.
- i. 2012 UPDATE: In 2010, we launched our first-ever baseball league for 8-year old boys. Because the league was a huge success, we expanded it to 7-year old boys in 2011. This year, our league served 107 boys on 8 teams. We expect the league to grow in the coming years.

- c. **2008 GOAL: The move will allow JYBSA to have lighted fields, which will have practical benefits for all players, coaches, parents, families, and the entire community.** All young players dream of playing on lighted fields, just like major leaguers. Lights are not permitted at JYBSA's current location, and moving to the YSC will allow JYBSA to have lighted fields for the first time. The lighted fields will have important practical benefits that will go far beyond the sheer excitement they will create:
- i. **Lights will allow JYBSA to be more family friendly because all weekday games will start after 5:00 p.m.** Moving game times to 5:30 p.m. and later will reduce conflicts with parental work schedules. This will make it easier (1) for parents to get their children to games, (2) for parents, siblings, and extended families to watch the games, and (3) for JYBSA to find volunteer coaches.
 - ii. **Lights will allow JYBSA to host more tournaments and bigger tournaments, bringing many more people to Janesville.**
 - (1) **2012 UPDATE: We are still planning to purchase and install lights once we have raised enough funds to do that. So far, we have not raised the necessary funds to purchase and install all the lights, but our construction efforts have always kept our lighting plan in mind. For example, we worked with MUSCO lighting to design a lighting plan for the complex. With that plan in mind, we installed the necessary electric service for the lights, installed the necessary conduit for the lights, and purchased and installed some light pole bases in areas where site work on the project needed to be completed. Once the lights are funded, we will purchase and install them. If necessary, we will do this one field at a time. The total estimated cost for lighting all 8 new fields is \$500,000.**
- d. **2008 GOAL: The YSC will be more family friendly than JYBSA's existing location.**
- i. The City will install a public playground in close proximity to the new JYBSA fields, making the facility more fun for little siblings who come to watch their older brothers and sisters play.
 - (1) **2012 UPDATE: The playground has not been installed. It will eventually be installed consistent with the City's budgeting practices for city parks. The playground on the west side of the Sports Complex was installed roughly 14 years after the complex was dedicated.**

- ii. A 1-mile loop of the City bike trail will extend through the YSC, making it easier for children of all ages to reach the complex safely.
 - (1) 2012 UPDATE: The bike trail is installed, and we find that our players are using the trail to come to the facility.
- iii. The "4-plex" design of the baseball and softball fields will allow parents with more than one player to watch both players at once.
 - (1) 2012 UPDATE: We find this to be a feature of the park that parents truly appreciate. Also, importantly, our concession stand sales in 2011 were significantly higher than they were in 2010 (our last year at our old facility), despite the fact that our concession stands were not fully operational at any time in 2011. We attribute the sales increases to the fact that our new facility is configured so that it is much more convenient for spectators to reach our concession stands. If this trend continues, it will be a huge benefit to JYBSA, as a major component of our annual operating budget comes from our concession stand.
- iv. The "4-plex" design will bring older and younger players closer together by bringing fields closer together.
- v. Parking lot design will be safer than JYBSA's current location and should allow families to park in close proximity to the field(s) on which their player(s) are playing.
- e. **The move will give Janesville one of the best youth sports facilities in the State of Wisconsin.** JYBSA has a proud history and reputation across Wisconsin of being a top flight youth baseball program. Moving to the YSC will allow JYBSA to continue this tradition. The new fields will be an improvement over JYBSA's existing fields because they will be installed by professionals and include modern drainage and irrigation systems. The fields will be softer and safer than the existing fields and will give Janesville's youth the best possible playing surfaces around.
- f. **The YSC is in a highly visible location and will be safer for kids to reach than JYBSA's existing location.** The YSC's location between Wuthering Hills Drive, Ruger Ave., and Highway 14 will make JYBSA's facilities some of the most highly visible youth baseball/softball facilities in the State. The location will be easily accessible for out-of-town teams coming to Janesville. While the location is further east than JYBSA's existing location, the YSC location will be safer for kids to reach because it is located on Janesville's bike trail.

- g. The YSC property allows for future growth of JYBSA.** Although not included in this capital campaign, the YSC will have enough acreage remaining for possible future expansions of JYBSA's program, including a potential indoor practice facility. The indoor practice facility could be used by other youth groups that make use of the YSC.

4. **WHY SHOULD PEOPLE SUPPORT JYBSA's MOVE TO THE YSC?**

- a. JYBSA has been serving Janesville's youth for more than 50 years.** JYBSA has a more-than-50-year history of dedication and service to Janesville's youth. Currently, JYBSA serves roughly 580 boys and girls ages 9-15, coming from an estimated 400 families. Nearly every day from May to August, JYBSA's fields are bustling with back-to-back team play as literally hundreds of parents and friends cheer on the players and rejoice in their achievements. If you don't know a child who is playing for JYBSA today, chances are that you once played for JYBSA or know someone who did.
 - i. 2012 update.** In 2011, we had a total of 607 boys and 130 girls playing on 60 teams in 9 different leagues on 10 fields, with close to 200 volunteer coaches and over 500 people visiting our park at the Youth Sports Complex most nights.
- b. JYBSA will serve between 1,000 and 1,200 Janesville boys and girls after the fields are built by providing a new girls' softball league and organized baseball for younger players down to age 7.** JYBSA serves roughly 460 baseball players and 120 softball players today. Both programs should expand at the YSC. JYBSA's goal is to serve 1,000 to 1,200 boys and girls at the new facility.
- c. Everybody plays.** No players are left out at JYBSA. JYBSA teams do not "cut" players, and all JYBSA teams are required to give each player at least one "at bat" and at least two innings in the field for each and every game.
- d. JYBSA is devoted to child protection and safety.** JYBSA performs annual background checks on all managers, coaches, and key volunteers. JYBSA also has a safety officer charged with the responsibility of making sure that safety is a league priority. All players and coaches are covered by general liability insurance and supplemental accident insurance.
- e. JYBSA is run by a dedicated, all-volunteer Board of Directors and supported by hundreds of devoted volunteers.** JYBSA is managed by an all-volunteer Board of Directors with the assistance of hundreds of devoted

volunteers. Volunteers donate thousands of hours of service to JYBSA each year. Because of this incredible support, JYBSA is able to operate without a paid Executive Director. JYBSA's only paid employees are the groundskeepers needed to prepare the fields, the part-time concession stand managers, and umpires needed to play the games.

- f. **JYBSA is making a significant contribution of its own to the capital campaign.** JYBSA is contributing more than \$600,000 of its own resources to the capital campaign by selling its own property and directing the proceeds to the capital campaign.
 - i. 2012 update: JYBSA has not yet sold its own property due to market conditions. The property is presently listed for sale at \$499,999. JYBSA will continue to hold the property until an interested buyer is identified. When the property is sold, all proceeds will go either toward the capital campaign or to an endowment to fund future operations at the complex if the capital campaign is closed.
- g. **JYBSA is fiscally sound and will continue to cover its own operating expenses without any City support after the fields are built.** JYBSA has always covered the costs of its operations on its own, with no operational support from the City or County. This will continue after JYBSA moves to the YSC. JYBSA covers its operational costs with a mix of revenue streams:
 - i. Annual fees paid by each player. The fee is \$110, but JYBSA uses a sliding scale for families with more than two players participating and gives scholarships to players in need. Player fees constitute only 20% of JYBSA's annual revenues.
 - (1) 2012 update: JYBSA has decided to raise player fees to \$125 for 2012. This is JYBSA's first fee increase in a decade and was probably overdue - in comparison, Beloit's player fees approach \$250 per year. JYBSA specifically refrained from raising player fees in 2008, 2009, 2010, or 2011 so as to demonstrate to our parents and players that we are not funding the capital campaign on the backs of the current players.
 - ii. Concession stand profits. These profits are made possible by parents, who each work at least 1 game-long shift during the season.
 - iii. Fundraising proceeds from candy sales and "win-win card" sales, sold by each JYBSA player during the course of the season.
 - iv. Donations from corporations and individuals.

- v. JYBSA's annual revenues break down as follows:
 - (1) Player fundraisers - Candy and Win/Win sales: 27%
 - (2) Player Fees: 20%
 - (3) Concessions: 20%
 - (4) Donations: 15%
 - (5) Sign and Team Sponsors: 13%
- vi. JYBSA's annual expenses break down as follows:
 - (1) Wages and Groundskeeping: 31%
 - (2) Uniforms and Equipment: 24%
 - (3) Other Operating Expenses: 12%
 - (4) Fundraising expenses: 11%
 - (5) Insurance/Taxes: 11%
 - (6) Tournament Entry Fees: 6%
 - (7) Clerical: 3%
 - (8) Utilities: 3%
- h. **JYBSA is a "melting pot" for Janesville.** JYBSA's players come from all geographic and socioeconomic sections of the City. By placing children on teams regardless of residence, JYBSA acts as a "melting pot" and bridges all divides, including any "East/West/North/South" divide and "white collar/blue collar" divide. Since players in each age level play on the same team for two years or more, JYBSA helps children build lifelong friendships with children across the community that they otherwise would not meet.
- i. **The new fields will serve Janesville's youth for the next 100 years in a phenomenal regional park that will attract more people to Janesville and help to spur economic activity.** This is a once-in-a-lifetime opportunity to build a facility that will be devoted entirely to Janesville's youth. The new fields will serve thousands of boys and girls for 100 years and more. The fields will be the crowning jewel for the Youth Sports Complex, which will be on par with any other facility in the State of Wisconsin once the fields are constructed. The completed development of the Youth Sports Complex will create synergy for all groups that use the complex. The YSC will become a regional park that is valuable not only to the youth groups there, but to the City as a whole. The City's park system contributes to the City's economy by attracting businesses and residents and keeping them here.
- j. **Strong and Growing communities support projects like this.** This is a significant investment in Janesville and its future. Growing communities do things like this. When you consider this project with the recent school referendum, Dean

Health's decision to build a hospital here, and other economic developments, Janesville is sending a signal to the rest of the State that it is an attractive place to live and work, despite the recent closure of the GM plant.

5. HOW WILL JYBSA RAISE THE \$1.5 MILLION NEEDED TO BUILD NEW FIELDS AT THE YSC?

- a. JYBSA is running a capital campaign in which JYBSA is seeking donations from across Southern Wisconsin. JYBSA will also sell its own property, appraised at over \$600,000, to fund the project.
- b. The goal of the capital campaign is to raise more dollars than needed to build the new fields. Any amounts raised in excess of actual construction costs will be held by JYBSA in a reserve fund for the first 5 years after the fields are built to cover possible operational shortfalls. After 5 years have passed, if a significant balance remains in the reserve fund, the JYBSA BOD will use the balance to establish a permanent endowment fund intended to subsidize operational costs over the remaining life of the facility.
- c. The capital campaign depends on every donation of every size. All donations will be permanently recognized at the YSC. Donations of \$1000 and up will include naming rights opportunities ranging from Bleacher Partners, Dugout Partners, Concession Stand Partners, and Field Partners. All donations at the Bleacher Partner level or above include prominent signage on the new fields. Naming rights for the entire YSC will also be granted for any donation that covers the entire cost of the project.

6. WILL JYBSA BE CONTRIBUTING ANYTHING TO ITS CAPITAL CAMPAIGN? YES!

JYBSA will contribute more than \$600,000 to the capital campaign. JYBSA owns 6.8 acres at its Woodman Road location in Janesville. The property has been appraised at a value in excess of \$600,000. Once the new fields are constructed, JYBSA will sell its existing property, with any and all proceeds being applied to the capital campaign.

- a. **2012 update: JYBSA has not yet sold its own property due to market conditions. The property is presently listed for sale at \$499,999. JYBSA will continue to hold the property until an interested buyer is identified. When the property is sold, all proceeds will go either toward the capital campaign or to an endowment to fund future operations at the complex if the capital campaign is closed.**