



City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, N.M. 87504-0909

www.santafenm.gov

Alan Webber, Mayor

Councilors:

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Renee Villarreal, District 1

Michael J. Garcia, District 2

Carol Romero-Wirth, District 2

Lee Garcia, District 3

Chris Rivera, District 3

Jamie Cassutt, District 4

Amanda Chavez, District 4

November 7, 2022

Chris Economides

Commissioner of Major Arena Soccer League 2 (MASL2)

3001 N Rocky Point Dr, Tampa, FL, 33607

Dear Mr. Economides,

I'm writing this letter to express my intent to facilitate the City of Santa Fe's hosting of a Major Arena Soccer League 2 (MASL2) team as proposed by Mr. David Fresquez.

The City's management is pursuing a lease with Mr. Fresquez for this purpose, as well as a strategy for obtaining the funds to invest in the infrastructure improvements that will be needed to host a MASL2 team, starting in 2023-2024 season.

I look forward to collaborating with the league and Mr. Fresquez and to assisting in any possible way to make a MASL2 team a great success here in Santa Fe. I know many of our residents will enjoy the games, and as a soccer fan I look forward to the initial kick off.

Please feel free to contact me if I can be of additional assistance or if you have questions.

Thank you for your time.

Alan Webber
Mayor

**CALL FOR LEADERSHIP
Santa Fe Arena Soccer
Genoveva Chavez Community Center
Santa Fe, New Mexico
February 22, 2023**

This document is to request city, skating, hockey and arena soccer leaders dedicate the time necessary to address the extremely serious consequences which can result from the lack of transparency and the conscious exclusion of Santa Feans from using the Genoveva Community Center.

Several newspaper articles, viewpoints and prospectives have recently been shared with the Santa Fe community (January 4, 2023, through February 18, 2023). This document will focus on use of the Genoveva Chavez Community Center by arena soccer, skating and hockey enthusiasts.

To highlight the central messages and themes embedded in the articles several quotes were selected to serve as guides and expose issues in transparency and the practice of systematic exclusion of community members from use of the Genoveva Chavez Community Center, specifically the soccer community. Exclusionary practices, which if not addressed will continue to divide the Santa Fe community.

Exclusion

The act of preventing someone from entering a place or taking part in an activity.

Transparency

The practice of being open and honest with others, no matter how challenging.

“We don’t heal in isolation, but in community.”

– S. Kelley Harrell, Gift of the Dreamtime - Reader’s Companion

“Alone, we can do so little; together, we can do so much”

Helen Keller.

Clarification of Misperceptions

Quote	Response
<p><i>"Local media has reported the city is planning to give over the Genoveva Chavez Community Center."</i></p> <p>Margaret Luciano 2/3/23</p>	<p>No plans, intentions or interests exist in taking over the Genoveva Chavez Community Center. Specifically, no plans exist by Arena Soccer enthusiasts or the Santa Fe soccer community to KICK-OUT either the skating or hockey enthusiasts. This is not true. However, plenty of energy has been directed to KEEPING – OUT Arena Soccer enthusiasts and the soccer community from using the Center. The Arena Soccer and soccer community are only interested in using a significantly small amount of ice time. In fact, a total of six Arena Soccer games have been scheduled consuming six days a year from all the ice time. The Arena Soccer and soccer community are planning to use the games to move the Arena financial situation from Red to Black.</p>
<p><i>"Mayor Alan Webber plans to convert the Genoveva Chavez Community Center's ice rink into an indoor soccer field – a for-profit business subsidized by taxpayers."</i></p> <p>Katherine McCoy 2/4/23</p>	<p>Again, no plans exist to convert the Genoveva Chavez Community Center into an "indoor soccer field." The plan is to use the Arena and host six Arena Soccer games. These games will be available to all Santa Feans. Unfortunately, a small and privileged group are committed to exclude the Arena Soccer and the soccer community from using the Center. Exclusion and denying access to the Center is clearly unfair, unjust and must not be tolerated or supported by city leadership. The skating and hockey leadership is not open to share ice time. The skating and hockey leaders because of their influence, hopefully not supported by city leaders, have seriously drained resources from the Center. Furthermore, no plans or interest appear to exist by the skating and hockey leaders to move the Center's financial situation from Red to Black. This situation is a drain and inappropriate use of taxpayer resources and erodes the Center.</p>

<p><i>"...would game tickets be affordable for Santa Fe's working families?"</i></p> <p>Katherine McCoy 2/4/23</p>	<p>No child will be charged admission to any of the Soccer Arena games. Several Santa Fe businesses have pledged support for the Santa Arena Soccer games and look forward to sponsoring the games. These sponsorships will assist in the improvement of Center's financial situation. Sponsorship by Santa Fe businesses will go a long way to addressing the Center's current financial situation.</p>
<p><i>The proposal to reduce skating access in favor of part-time indoor soccer is ill-advised.</i></p> <p>Valerie Frost 2/10/23</p>	<p>Approximately 5% of ice time a year will be used by the Arena Soccer games. The skating and hockey community need not fear the soccer community. Arena Soccer enthusiasts seek to partner with both the skating and hockey community in hopes of enhancing the Center and Santa Fe. In fact, the Arena Soccer games will and can directly assist in the enhancement of skating and hockey activities.</p>
<p><i>How incredibly clueless....take away a healthy sport from young people and replace it with an adult soccer league...</i></p> <p>Kathy Fitzgerald 2/18/23</p>	<p>The Arena Soccer experience is designed for children, youth, family and community entertainment and participation. The skating and hockey community, cooperation with the soccer community, can create a workable schedule for use and sharing of the Arena.</p>
<p><i>And to be honest. Santa Fe is more of soccer town than it is....a place for hockey."</i></p> <p>James Barron 2/7/23</p>	<p>Soccer is a worldwide sport. It is a tremendously large sport in New Mexico and in Santa Fe. More children, youth and adults participate in soccer either as players, spectators or as recreational enthusiasts than any other indoor or outdoor sport in the city.</p> <p>By engaging in a collaborative relationship both the soccer and ice enthusiasts will flourish. Six days of ice time for the Arena soccer games is reasonable and fair.</p>

Cost and Debt of Genoveva Community Center

Quote	Response
<p><i>"I am appalled by the apparent back-room dealings presented as a done deal to kick out local skaters for a private commercial soccer team."</i></p> <p>Adam Eigner-Herrera 1/29/23</p>	<p>At no time should there be any backroom dealing or discussions of any kind about kicking out locals, skaters or keeping out the soccer community from using the Center. The Arena Soccer and soccer communities will bring revenue to the Center, the skating community and Santa Fe. With this financial support the Arena can become financially stable and provide even more services to all Santa Feans. Again, no efforts exist, planned or should be tolerated to Kick-Out anyone from the Arena. The fear experienced by the skating and hockey leaders and then projected onto the soccer community is concerning and fundamentally unfair and dangerous. Furthermore, the fear experienced by the skating and hockey leaders of them being excluded from the Center has led to the demonization of soccer enthusiasts...not good. What other sport communities, in the past, have been excluded and who will be excluded in the future? No Santa Feans should be excluded from using the Center.</p>
<p><i>"The Mayor's claim that this benefits local soccer play rings false, as it is the private team that would be on the publicly financed soccer turf, not our kids."</i></p> <p>Adam Eigner-Herrera 1/29/23</p>	<p>It will be our young adults who will be on the soccer turf. Several players from Santa Fe will hopefully choose to play for the Santa Fe Arena Soccer team. These players were raised, played and perfected their soccer skills in Santa Fe. Unfortunately, they had to leave Santa Fe because there were no Arena Soccer opportunities in our city. With the arrival of Arena Soccer, it is possible for members of the Santa Fe community to populate the team, serve as role models to all our community and demonstrate leadership. Instead of financially assisting other cities who support Arena soccer they can help to financially assist our city. Furthermore, these individuals can help all children and youth learn how to cooperate, achieve dreams and become productive members of our city. Arena Soccer will clearly help us keep many of our youth and young adults in Santa Fe.</p>
<p><i>"Who would pay for the purchase, maintenance and staffing of a thermal-controlled artificial turf..."</i></p>	<p>Discussions must occur and focus on addressing the purchase, maintenance, and storage of the turf. Several options exist and</p>

Katherine McCoy
2/4/23

the Turf can be affordability acquired. Many attempts have been made to work, communicate and collaborate with the skating and hockey leaders, however to date, all attempts have been refused. It is time, by engaging in seeking solutions, to solve these concerns and place all Santa Feans in a more productive path.

Exclusion of Arena Soccer and the Soccer Community

Quote	Response
<p><i>"Go big, just as the visionaries who planned and build the Chavez Center did in the late 1990s. Show Santa Fe can still do big things."</i></p> <p>Santa Fe New Mexican 2/2/23</p>	<p>Santa Feans can and do big things! City leaders must invest in the entire community...this is their moral and ethical duty and responsibility. City leaders must be inclusive of all community members. Members who must be treated fairly and equally. Supporting only a few privileged individuals presents a serious ethical concern.</p>
<p><i>"It's a community center whose purpose is to provide opportunities for the people who live here, so when people leave their cars and walk into the Arena to watch this team play I want them to feel the magic of Santa Fe.. Fresquez said "Soccer's the most popular sport in the world and people here want to see it. This gives them a chance to have some pride watching a team that's their own" "To this end, Berendzen agrees - ...but not at the expense of skaters and hockey players forced to sacrifice their limited time on the ice."</i></p> <p>Will Webber 2/5/23</p>	<p>Again, the Arena Soccer experience will not limit ice time for anyone. This is simply not a fact or a social truth. The concept of sharing community resources is at the core of any healthy community. The Arena Soccer and soccer community are not advocating limiting ice time for anyone or any sport. Unfortunately, the hockey and skating leaders is actively advocating to exclude the Arena Soccer and the soccer community based on false fears, prejudices, a sense of privilege and a need to keep many children and youth out of the arena simply because of ignorance, self-interest and lack of self-awareness. It appears that some leaders of the skating and hockey community are not able to support or to demonstrate the ability to move beyond themselves and SHARE. Sharing is not limiting, rather sharing is an expansion of opportunities to all.</p>
<p><i>"There is a deeper significant for our children who have formed a community at the community center."</i></p> <p>Evelyn J. Herrera 2/6/23</p>	<p>All Santa Fe children, youth, and families have the right and should be supported in forming and being part of the Center community. The Center belongs to all Santa Feans and all sports enthusiasts. No sporting community should be so privileged and supported to the point that they can consciously exclude others.</p>
<p><i>"How can anyone presume that youth watching others play sports is as beneficial as their own time on the ice?"</i></p> <p>Evelyn J. Herrera 2/6/23</p>	<p>Imagine a game where the mission is to enrich and entertain. Arena soccer is all about youth, children and families. The purpose is to create an environment where children, youth and families can enjoy a wholesome and fun learning experience. For example, Arena Soccer will create an environment where children and youth are introduced to Arena Soccer players who will serve as role models</p>

	and community leaders – maybe even to the skating and hockey community. Additionally, Arena soccer ice time can also be shared with skating and hockey enthusiasts. For example, skating and hockey enthusiasts can demonstrate their skills and interests before, during and after the Arena Soccer experience.
<p><i>"Perhaps the new soccer team could be housed at the Driscoll Fitness Center....that way our children and adults in our community can continue to ice skate without disruptions at the Genoveva Chavez Community Center."</i></p> <p>David Shelnbaum 2/8/23</p>	<p>Excellent suggestion. However, the suggestion cannot imply that the Arena Soccer and soccer community are to stay in their place. Hand me downs are best for you....but certainly not for me. Why is one community considered to be more valuable than another community? In fairness, to this message, at least one solution has been provided which does not totally exclude the soccer community. Communications seeking solutions is the answer to address all our concerns, but little appetite for communication and compromise seems to exist for either the skating or hockey leadership. Exclusion of others today by the skating and hockey leaders could lead to the exclusion of themselves which is totally unacceptable.</p>
<p><i>"So the pressure will mount to use the field more often and also host other entertainment activities, like roller skating, eliminating all ice activities."</i></p> <p>Dick Goldsmith 2/11/23</p>	<p>Simply not true. No need to raise the alarm... They are coming! They are going to do to us what we are doing to them. We need to exclude them before they exclude us. Skating and hockey leaders there is no need to fear or project those fears onto others. What happened to fair play! We all know it is better to share, compromise and discuss ideas in the hope of achieving fairness and equity? Again, a major interest by the Arena Soccer leaders is to move the Arena toward financial stability and provide all Santa Feans with a healthy sporting event. Healthy communities SHARE.</p>
<p><i>"It is also an outlet for some pretty special young girls I know."</i></p> <p>Tracy Duggan 2/12/23</p>	<p>Absolutely, the Center is and can be a good outlet for young girls. However, would it not be better if all girls were provided with the same opportunity and not be excluded from enjoying the Center's experience. Exclusion of soccer girls or boys from using the Center is not the solution. Soccer, skaters, hockey and girls are all girls. At present, a partnership is being formed with the University of New Mexico Women's Club Soccer team and Santa Fe Arena Soccer. This partnership</p>

	assist in providing sporting opportunities and role models to all girls.
<p><i>"My point in telling you this is that if they had not allowed to at least have the cold slab of ice, they might not be here today adding to the enrichment of the city and supporting a good foundation for youth."</i></p> <p>Tracy Duggan 2/12/23</p>	<p>Sharing, compromising, integrating ideas will help to create a healthy future for all. These efforts are much easier than working to not share, not compromise and remained shackled to efforts designed to exclude. Inclusion is powerful and helps in securing more resources. Inclusion not exclusion will bring more opportunities to Santa Feans, the Center and Santa Fe. This is a simple concept.</p>
<p><i>"This place was built for the public, not for a private enterprise."</i></p> <p>William Berman 2/13/23</p>	<p>Absolutely! There is a there – there! The Center was built for public use, but like most businesses– the City of Santa Fe is a business. Private enterprise must be and do participate in most City of Santa Fe ventures. Imagine a business which does not rely on public and private enterprise. When these sectors work together our community is strengthened and enhanced. It is short-minded to think that public and private enterprises are to be separate and mutually exclusive. It is a fact; exclusion does not work in the business community.</p>
<p><i>The Soccer team does not belong there and I for one I do not wish my money used for this business enterprise. "</i></p> <p>William Berman 2/13/23</p>	<p>Think! Where is the Arena? Where is Arena Soccer games played? Now think like an entrepreneur, think of all business enterprises that will benefit from marketing their products, merchandise, foodstuffs and creations during the Arena Soccer games. Santa Feans have, for hundreds of years, used public places and supported private enterprises to support their families, visit with each other, enjoy relationships and enjoy their families. Many chile ristras are purchased on both public and private domains or by the roadside. Some of the best ristras can be found between Espanola and Velarde. Think of the Indian Market, Zozobra, Spanish Market, the Fiestas, purchasing of jewelry, to name a few. All these activities are public and private traditions. Santa Fe is a community where blending of cultures and ideas has helped to enhance our community. The Arena is There, Arena Soccer games are played there, and we all should have a right to be there. Who also belongs there are vendors, tourists, children, youth, community leaders, elders, skaters, hockey players, skater moms/dads, hockey moms/dads, individuals with disabilities....on</p>

<p><i>Honestly, the list of character traits and values he is learning confuse to impress – the grit and determination, the teamwork and sportsmanship, the empathy and passion”</i></p> <p>Emily Mendez 1/29/23</p>	<p>moms - to support their children, families and communities. If this is true, should it not also be appropriate to fully support soccer moms who wish the best for their children? Soccer moms, basketball moms, skating moms and hockey moms,,,, are all moms. Moms are the great supports of Arena Soccer because it gives their children a platform to share their accomplishments, participate in community events and be with their peers.</p>
<p><i>“Sodding the ice rink – brilliant!” While soccer can be played anywhere (you could even use a dog park).”</i></p> <p>Dorethea Migliori 2/2/23</p>	<p>The rink will not be sodded! For any child, youth, family or the community to be told they can play in a “dog park” is a shame. No one should support the idea that a human being is to play, participate or be a spectator in a “dog park.” It is not acceptable to dehumanize the soccer community...that they can play at a “dog park”...this is not an option. No city leader or Santa Feans should support the dehumanization of any community.</p>

<p>James Barron 2/7/23</p>	<p>(Appropriate leaders must come to the table to find solutions and solve problems - lets demonstrate to our children the value of cooperation and inclusion).</p>
<p>"It seems like a blank check because there were no financial details on how much the taxpayer would be on the hook to retrofit the Genoveva Community Center... Zachary Shandler 2/9/23</p>	<p>It is important that all allegations regarding blank checks, debt and finances be discussed in an open and professional manner. (Appropriate leaders must come to the table to find solutions and solve problems - lets demonstrate to our children the value of cooperation and inclusion).</p>
<p>...something is rotten about an indoor soccer field at the Genoveva Chavez Community Center. Dick Goldsmith 2/11/23</p>	<p>Something is rotten about indoor soccer at the Genoveva Chavez Community Center. It is rotten to place blame on others rather than work to find solutions or solve problems. Nothing rotten about:</p> <ul style="list-style-type: none"> • working to move the Arena from the Red to the Black. • working to include all community members, • bringing revenue to the City of Santa Fe, • sharing, cooperating, and respecting others. <p>(Appropriate leaders must come to the table to find solutions and solve problems-lets demonstrate to our children the value of cooperation and inclusion).</p>
<p>...far, indoor soccer has been clouded by secrecy. Further actions must be aboveboard... Dick Goldsmith 2-11-23</p>	<p>Absolutely!!! Clouded by secrecy...some would rather exclude, and attack others than work to solve problems. Santa Feans are much better than leveling accusations or allegations without supporting facts. (Appropriate leaders must come to the table to find solutions and solve problems - lets demonstrate to our children the value of cooperation and inclusion).</p>

***Proposal
Partnership between
City of Santa Fe
&
Santa Fe Pro Soccer, LLC***

***Investment and Commitment to Santa Fe Youth
Families and Community***



Prepared for: City of Santa Fe

By: David Fresquez

September 30, 2022

Investment and Commitment to Santa Fe Youth Families and Community

Partnership

The primary purpose for proposing this Partnership between the City of Santa Fe and Santa Fe Pro Soccer (SFPS) is to bring sporting events, especially professional indoor soccer to Santa Fe, New Mexico. This proposed partnership will provide many opportunities for Santa Fe's families and youth to enjoy recreational events specially designed to support and encourage positive family environments and experiences.

Promoting Health Environments and achieving Mayor Weber's Action Plan

A partnership between Santa Fe Pro Soccer and City of Santa Fe will provide several opportunities to Santa Feans, especially the youth to participate and enjoy sporting events. Most important the proposed partnership directly reflects and supports Mayor Webber's Action Plan on jobs development and enhancement of all Santa Feans.

A strong and sustained partnership between Santa Fe Pro Soccer and the City of Santa Fe will not only support ongoing City Action Plans and increase opportunities for Youth sports but will also help to create an atmosphere where families can thrive. The partnership will support many additional opportuneness to include, but not limited to:

- Providing free admission to children 0-12 to all Major Arena Soccer League Games played at GCCC. Empowering children in Santa Fe to have equal opportunities which supports a quality environment and provides affordable entertainment to Santa Fe children and families.
- Bringing a Major Arena Soccer League (MASL) to Santa Fe, highlighting our city to over fifteen teams and cities in North America.
- Transforming Genoveva Chavez Community Center (GCCC) into the largest Multi-Purpose Arena in Northern New Mexico.

Santa Fe Pro Soccer LLC

Santa Fe Pro Soccer, LLC is owned by David M Fresquez born and raised in Santa Fe, New Mexico. Santa Fe Pro Soccer LLC and has been granted temporary approval for Major Arena Soccer League (MASL) membership in Santa Fe, New Mexico. Securing approval ensures all events are of the highest professional quality along with a commitment to assisting youth enjoy and participate in positive and rewarding events and experiences.

A Major Arena Soccer League

Major Arena Soccer League (MASL) is highest level of Professional Indoor soccer In North America. Santa Fe will attract teams and players from all parts of America such as San Diego, Colorado Springs, Amarillo, Wichita, and Mexico (see map of teams). More important, existing activities and events such as those experienced by Hockey fans and youths will not be displaced, but strengths due to their inclusion and support because of the Indoor Professional Soccer activities. Both Santa Fe Pro Soccer and Santa Fe Hockey Association are united in support of bring to Santa Fe a Professional Indoor Soccer experiences and this partnership.

Franchise Membership

The Santa Fe Pro Soccer franchise membership is contingent on securing a lease agreement with GCCC. GCCC must provide proper playing surface and field dimensions, lining, locker rooms, a Public Announce (PA) system and scoreboard. MASL games will typically be scheduled from December to March for total of twelve (12) games. A total of six (6) home games will be played at the GCCC.

MASL Approval of the GCCC

To ensure the highest quality of Professional Indoor Soccer, MASL will assess and determine if the GCCC is approved for the Indoor Soccer experience and events. The approval process will consist of a two-phase process for ensuring basic tools and equipment's exist and available for delivery of a professional Indoor Soccer experience and event.

Phase 1: Foundations (Completed).

The first phase of the MASL Approval process has been completed and awaits an MASL review. Specifically, approval ownership credentials have been submitted and approved. Additionally, arena arena looker rooms are available as is a PA system and scoreboard. These foundations requirements only await review by MASL.

Phase 2: MAGL Approval of Genoveva for MASL Games (Pending)

Upon the review and approval of the Phase I requirements MASL will then review and approve Phase 2. The centerpiece of this phase is securing approval from MASL indicating that GCCC has been approved to provide MASL games. To secure membership approval from MASL it is recommended that the City of Santa Fe purchase the following items:

- Multi Use Flooring to be placed over GCCC Ice Rink
- Sports Turf- Soccer, lacrosse Field hockey, football
- Soccer Goals
- Storage Bin for turf/goals
- Sponsorship (yearly) allows for free child Admission into MASL games.

Lease Agreement

A major factor in securing MASL approval is the creation of a Lease Agreement documents a partnership agreement where six (6) games can be played at GCCC between December and March. The Leases Agreement is be signed by the appropriate City of Santa Fe representative or leadership body and Santa Fe Pro Sports. The Lease Agreement will go into effect at time of signature and all parties will comply with the requirements, language and spirit of the Lease Agreement.

Investment to Youth and Community Through the Partnership

The Partnership between the City of Santa Fe and Santa Fe Pro Sports will enhance families and youth in Santa Fe, New Mexico. Youth will have the opportunity to experience indoor soccer at the highest level of professionalism and enjoy the experience a family. As a result of this Partnership children under the age of twelve (12) will be provided with free admission to all games, quality professional soccer player will serve as model, families will be able to enjoy indoor soccer in a modern quality venture, will directly assist in enhancing the Santa Fe economy and will allow the City of Santa Fe to offer a safe, professional experience for youth, adults and families.

Handling of Flooring and Sports Turf

Multi use flooring and sports turf is be owned and handled by the City of Santa Fe. City staff is responsible for proper install and break down of the flooring and turf for all MASL games. Santa Fe Pro soccer is agreeable to paying rent for use of facility for MASL games. MASL request that turf to be properly installed 4 hours before game time.

City of Santa Fe Investment and Contribution	Quantity	Unit Price	Cost
Multi Use Flooring over ice rink (one time purchase)	1	\$92,000	\$92,000
Sports Turf (one time purchase)	1	\$74,000	\$74,000
Soccer Goals (pair) (one time purchase)	1	\$10,000	\$10,000
Storage Bin (one time purchase)	1	\$5,000	\$5,000
Sponsorship (yearly) allows for free child Admission *	1	\$30,000	\$30,000
Total			\$221,000

Santa Fe Pro Soccer Investment and Contribution			
Major Arena Soccer League (MASL) membership fee	1	\$150,000	\$150,000
Rent	1	\$20,000	\$20,000
Travel	1	\$20,000	\$20,000
League yearly Dues	1	\$12,000	\$12,000
General Manager	1	25,000	25,000
Game Night Operations	1	\$10,000	\$10,000
Liability Insurance	1	5,000	5,000
Marketing	1	20,000	20,000
Merchandise COGS	1	20,000	20,000
Website	1	5,000	5,000
Staff- Social Media Coordinator/Videographer	1	10,000	10,000
PA Announcer	1	3,000	3,000
Mascot/Suit/performance	1	10,000	10,000
Player Appearances	1	20,000	20,000
Medical Trainer	1	3,000	3,000
Total			\$333,000

	KEEPER GOALS		
	A DIVISION OF DEMAND & PRECISION PARTS	price quote	
Attn: David Fresquez	12400 W Silver Spring Dr, Butler, WI 53007	7/29/22	
	PHONE: 262-781-7800 OR 800-594-5128	By: John Moynihan	
Phone:	Fax: 262-781-8230		
Fax:	e-mail: info@keepergoals.com		
e-mail:	David Fresquez <d.m.fresquez@gmail.com>		
Quantity	Description	Unit Price	Total Price
Sport Resource Group	Net tax is not included - Customer is responsible for Use Tax or tax sales tax.		
Attn: Chris Guertin			
MASL GOALS			
	4 x4x goal with channel- steel- Acrylic is listed as and option		
1 pair	#M83-4-814 4" sq steel 8' x 14' wide x 5' top depth x 5'4" bottom depth-color channel to accept .462 acrylic 18" high x on crossbar Outside of goal 8'4" + 1'6" channel make it over all 9'10" high) Width of Goal 14' wide- outside dimension 14' 8". Includes net attachment- Goal net attachment modified for Pro wall includes tension cable in back. Includes plates to secure to floor.	\$ 7,850.00	\$ 7,850.00
1 pair	Add Acrylic panels cut to size	\$ 1,350.00	\$ 1,350.00
1 pair	2" mesh 3mm HTPP custom net 8 x 14' x 5' x 5' white	\$ 520.00	\$ 520.00
	Ship to Address: NM 87508		\$ 1,950.00
	Total- Custolmer Goal must be paid in full before shipment		\$ 11,670.00
	Sport Resource customer discount		\$ (1,675.00)
			\$ 9,995.00
	Frame color: Red		
	Net color white		
	Due to volatile material price changed we can only hold prices for 30 days. If after 30 days please confirm price when ordering		

Summary

The youth and families of Santa Fe will be directly and tremendously enhanced because of this partnership. Youth and families will be able to enjoy quality professional indoor soccer and GCCC will continue to demonstrate its ability to provide a safe and appropriate venture for the enjoyment of a quality sporting experience. Furthermore, this partnership will assist in meeting the Mayor's Action Plans, enhance the city of Santa Fe by bringing a healthy and novel experience which is the cornerstone of Indoor Soccer leagues and team owners nationwide. Most important, this partnership will bring together Santa feans of diverse cultures, social backgrounds and ages directly reducing social and cultural stressors and frustration. It is common knowledge that sporting events and experiences are enjoyed by a large segment of our population all and help bring communities together with a common goal and identity. In short, the investment by the City of Santa Fe and Santa Fe Pro Sports is small when compared to the value this partnership brings in meeting the City of Santa Fe's leader's objectives and bringing the Santa Fe community together as one team.



Quote

Quote expires

October 6, 2022 12:00 am

Artificial Turf USA
132 Carruth Dr
Marietta, GA 30080 USA
PHONE: (800) 987-4233
FAX: (404) 467-4573

Ticket #: ATU-Q0001047
Ticket date: 9/6/22
Station: JP

Sold to: David Fresquez
Santa Fe, NM 87507
505-920-9486

Ship to: David Fresquez
Santa Fe, NM 87507
505-920-9486

Customer #: 10136339		Ship date:		Ship-via code: FREIGHT	
Sales Rep: JAMES		Location: 1		Terms:	
Quantity	Item #	Description	Price	Selling unit	Ext. price
Better Baseball Name					
1	CSTMTURF	Padded Soccer Turf Custom Turf	73,676.88	Each	73,676.88
14	CSTMTURF	15' x 85' Custom Turf	0.00	Each	0.00
1	CSTMTURF	Sub Floor - Ultra base Custom Turf	0.00	Each	0.00
1	CSTMTURF	Ultra Base - Subfloor (on ice) Custom Turf	91,417.88	Each	91,417.88
1	NOTE	* Pricing includes Shipping Note for Order	0.00	Each	0.00

User: JAMES

Total line items: 5

Sale subtotal: 165,094.76

Tax: 0.00

Total: 165,094.76

Artificial Turf USA
The Leader In Commercial and Residential Turf



Brian J. Stinett
Recreation Division Director
The vendor/lessee shall:

- Pay a rental fee of \$200.00 per hour for each operational hour in use:
 - Beginning from the set up of the ice arena
 - Through game time
 - Throughput breakdown of the facility

- **Provide ticket sales and entry/ticket collection services**
- Purchase all equipment needed to operate
 - o Artificial Turf
 - o **Goals/Wall system**

- Purchase storage units for the equipment
 - o If the storage is located in GCCC property we can calculate a market rate storage fee on the GCCC property (to be determined)
- Maintain the turf through installation and breakdown of the turf each time that it is used, as well as providing staff for this purpose and cover the cost of installation.
 - o Artificial Turf over the Ice
 - o Wall system/Goals
- Either allow for public play on the turf on Sundays OR breakdown the turf before scheduled Sunday ice rink use.
 - o Use by the public could offset costs of a lease by a market rate reduction.

Arena Soccer - Time Line

Transparency and Due Diligence

Idea Created - April 2022

Contacted League Major Arena Soccer League (MASL) in May 2022

July 5, 2022 - Spoke, in person with Peter Olson, Adult Hockey Director.

Response: No Conflict. Season ends in October. He just did not want the ice rink to be converted to turf all year, I ensured him that is not the intent.

July 6, 2022, Spoke in person, with Mila Shelehoff, President of Santa Fe Hockey Association

Response: Once the rink was open on Sundays and Mondays, no conflict.

Once opened on Sundays and Mondays then both Arena Soccer and Hockey could co-exist.

Encouraged me to speak with Scott Debling, New Mexico Mustang Coach.

I was asked if I knew City Counselors to get the ice rink open on Sundays and Mondays.

Spoke to Scott Doebling — Coach of New Mexico Mustangs girls Hockey (I do not remember exact date) **Response:** There is conflict - they are traveling team (travel to Texas/Colorado), they also use LA outdoor hockey, ABQ hockey arena and Chavez center.

Have a one major tournament at the Center

Practice during the week not weekends

Stated that: When they are on the road, Arena soccer can have home games

When Arena soccer is on the road Mustangs will play home games.

July 11, 2022 Zoom Meeting with Hockey Association

John Utsey, Kathy Fitzgerald, Mark Reynolds, Mila Shelehoff and Sage Bealman and BJ Shipe and David Gonzales and Kristy Wagner, and Lisa Schub, and Mila Shelehoff.

Response from Hockey Association: field hockey could be played on the turf at the Chavez center. Recommended me to reach out to Santa Fe Prep Lacrosse for a potential additional user group for the Arena and turf.

July 19, 2022- Zoom Meeting

Below is a text message from Mila (Hockey President)

Hi David

Here are my shorthand Meeting Notes with Jamie Casset & Chis Rivera

What economic opportunities does the pro soccer team brings to Santa Fe?

- increased traffic to local restaurants
- stay at hotels

What social/entertainment/recreational opportunities?

Will it involve alcohol?

- the city is looking for more family friendly spectator places

Youth development

- turf for youth soccer
- turf for turf hockey
- pep soccer as a inspiration and mentor for youth

Next steps:

- financial discussion
- lease
- profit sharing

I met with Rich Brown and others (I don't recall the date) – Economic Development Director

I Presented soccer Arena Business Plan

I Request Sponsorship. Once reaching sponsorship goal, children would attend games for free.

September 30, 2022- Presented the idea to Mayor Webber.

November 7, 2022 Mayor Sent Letter of Intent to MASL Commissioner Chris Economdies

December 2, 2022- City of Santa Fe published Press Release of MASL coming to Santa Fe.

From: **BROWN, RICHARD D.** <rdbrown@santafenm.gov>
Date: Thu, Dec 29, 2022 at 7:11 PM
Subject: RE: Indoor Soccer Project - Next steps
To: David Fresquez <dm.fresquez@gmail.com>
Cc: BROWN, RICHARD D. <rdbrown@santafenm.gov>

Hey there, hope you had a wonderful Christmas holiday weekend.

To be clear, Tourism & ED have a confirmed 2023 sponsorship budget of \$30k set aside, that we are splitting (\$20k is coming from ED). This is based for internal approval on your original offer document you shared with us at City Hall. You will need to find the additional \$10k to meet your goal. From your email below, it looks like you should be in good shape to exceed that number.

Rich Brown

Director, Community & Economic Development
City of Santa Fe, NM

[LinkedIn Page](#)

505. 955-6625

January 4th, 2023- Santa Fe Reporter released article about team coming to Santa Fe
Press Release

