



TOWN of CARY Major Sports Venues Enhancements Proposal



RFP #16-045

FY 2016 Major Facilities Capital Projects Funding
June 15, 2016 3:00 PM



CARY MAJOR SPORTS VENUES ENHANCEMENT PROPOSAL



**for
FY 2016 Major Facilities Capital
Projects Funding
RFP #16-045
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To:

Tom Wester
Wake County Finance - Procurement Services
Wake County Justice Center – 2nd Flr, Ste 2900
301 S.McDowell Street
Raleigh, NC 27601

From:

Tim Bailey
Assistant Town Manager
Town of Cary
tim.bailey@townofcary.org
(919) 469-4034



TOWN MANAGER'S OFFICE

June 15, 2016

Mr. Tom Wester
Wake County Finance – Procurement Services
Wake County Justice Center – 2nd Flr, Ste 2900
301 S. McDowell Street
Raleigh, NC 27601

Dear Mr. Wester:

The Town of Cary respectfully submits our FY2016 Major Facilities Capital Projects funding request.

Over the past decade, the Town has invested over \$20 million in the development and management of our three premier sports venues, WakeMed Soccer Park, USA Baseball National Training Center and the Cary Tennis Park. This has resulted in over 5 million visitors to Wake County with an economic impact of over \$100 million. We recognize and value the high-quality programs and have committed the necessary operational funding to maintain the sports venues at the first-class level required to host national tournaments and championship events.

The Town of Cary has a history of effective partnerships with local and national organizations, as a result, we have been successful with attracting top-notch championships and events. However, in order to remain competitive in attracting new sporting events and retain the successful tournaments that we already have, facility improvements and additions are necessary. Our partners have worked closely with us to identify a number of projects that could be achieved with the Interlocal funds. Specifically, it is our intent to enhance the existing facilities at WakeMed Soccer Park with conversion of a soccer field to a synthetic turf field and to add public Wi-Fi to improve visitor experiences. Additionally, at the Cary Tennis Park, we are seeking to expand spectator seating, boost court lighting for expanded play, and resurface aging courts. These facility improvements are not just “nice to have”, but are required to meet the demands of the increasingly competitive tournament sports venue options.

Cary's sports venues have a proven track record as high-quality, well-maintained and well-utilized economic catalysts for the Wake County community. The Town of Cary strives to continue to achieve this goal. Thank you for your thoughtful consideration of our FY2016 Major Facilities Project request.

Sincerely,



Mike Bajorek, Interim Town Manager

TOWN of CARY

316 North Academy Street • Cary, NC 27513 • PO Box 8005 • Cary, NC 27512-8005
tel 919-469-4007 • fax 919-460-4910 • www.townofcary.org

Table of Contents

1.0	EXECUTIVE SUMMARY	1
2.0	SCOPE OF THE PROJECT.....	2
1.	ANALYSIS.....	2
2.	NEED FOR COUNTY CAPITAL INVESTMENT	8
3.	PROJECT EFFECTIVENESS IN ADDRESSING COMMUNITY NEED	8
4.	PROJECT COLLABORATION.....	9
5.	MEASURING SUCCESS	9
6.	ADVANCING BOARD OF COMMISSIONER GOALS.....	9
3.0	PROJECT BUDGET AND FUNDING SOURCES	11
1.	SOURCES OF FUNDING & SCHEDULE OF EXPENDITURES.....	11
2.	IMPACT ON EXISTING INFRASTRUCTURE	12
4.0	PROJECT TIMELINE	13
5.0	PROJECT OPERATING PLAN.....	14
6.0	ESTIMATES IN VISITORS	15
7.0	ORGANIZATIONAL INFORMATION	17
	ORGANIZATION BACKGROUND	17
	PROPOSER TEAM EXPERIENCE	18
	SIMILAR PROJECTS.....	18

Table & Figures Listing

Figure 2. 1: SYNTHETIC FIELD LOCATION	3
Figure 2. 2: WIFI SCHEMATIC FOR WAKEMED SOCCER STADIUM	4
Figure 2. 3: LOCATION OF COURT, LIGHTING & BLEACHER IMPROVEMENTS	7
TABLE 3.1 SCHEDULE OF EXPENDITURES	11
TABLE 3.2 FUNDING SOURCES	12
TABLE 4.1 TIMELINE.....	13
TABLE 5.1 OPERATING BUDGET.....	14

Appendices

APPENDIX A	AUDIT MANAGEMENT LETTER
APPENDIX B	VISITOR ESTIMATES

1.0 EXECUTIVE SUMMARY

For over a decade, the Town of Cary has been a leader in Wake County in the development and management of sports venues. During this time the Town took on management of the WakeMed Soccer Park and developed both the Cary Tennis Park and the USA Baseball national Training Complex. In all, the Town has hosted over 50 major sporting and collegiate championships with an attendance of over five million and an economic impact (direct visitor spending) of over \$100 million.

To maintain the Town's competitive edge in continuing to attract major sporting events and ensure continued positive economic impact in Wake County, the Town is submitting a funding request for the following:

- WakeMed Soccer Park – Conversion of one grass field to artificial turf and public Wi-Fi
 - Total Estimated Cost - \$2,370,000
 - Town of Cary (65%) - \$1,540,500
 - Major Funding Grant (35%) - \$829,500
- Cary Tennis Park - Court, Lighting, & Bleacher Improvements
 - Total estimated cost is \$1,115,000
 - Town of Cary (65%) - \$725,000
 - Major Funding Grant (35%) - \$390,000

The Town has a proven track record in not only successfully managing its major sports venues as elite facilities, but also in attracting and retaining national events on a consistent basis. The Town has hosted 11 Men's and Women's College Cup Soccer Championships and 21 Men's and Women's ACC Soccer Championships. Additionally, we continue to grow the market base as there are an increasing number of sellouts at WakeMed Soccer Park Stadium. Publicly accessible Wi-Fi is an expectation at major sporting events, of which the Town is continually hosting. In addition, WakeMed Soccer Park is a premier soccer facility under constant demand for use. Conversion of grass fields to synthetic turf will increase opportunities for a longer season and expand play times to meet the increasing demand of youth tournaments and games.

The Cary Tennis Park is a national model for publicly managed tennis facility and has hosted 11 ACC Championships and over 20 junior tournaments annually. In 2015, the Cary Tennis Park hosted a high profile Men's Professional Tour Tournament. Improved spectator seating is required, along with tournament level court lighting and superior court surfaces, in order to attract events like the NCAA Division I tournaments.

The Town's project team is well trained and experienced with managing projects of this size and beyond. The project team will oversee the planning and design and will serve as the project manager for construction and completion of the project.

The Town of Cary's primary engagement contact will be Mr. Tim Bailey, Assistant Town Manager, tim.bailey@townofcary.org, (919) 469-4034 – phone, (919) 460-4910 – fax.

The Town of Cary has a considerable track record in the development and management of sport venues. This has resulted in the Town playing host to national events which has had a huge economic impact in Wake County and the region. In the past decade, as awareness has increased on how lucrative sports tourism is to local and regional economies, there have been increasing investments across the nation in large sports venues. Cary's time of exclusively hosting national collegiate events has passed as cities across the country aggressively compete to pursue these events. As a result, the Town is proposing several projects that will further enhance our existing venues which will provide the opportunity to attract new events as well as retain existing events. The Town proposes the following:

- WakeMed Soccer Park Synthetic Field Conversion - Convert one existing grass field to synthetic turf and add lights to the field to increase opportunities for play.
- WakeMed Soccer Park Stadium Wi-Fi - The Town will contract with a third party vendor to provide the project management, assessment, design, staging, configuration, installation, service and ongoing support to provide Wi-Fi to the 10,000 seat stadium.
- Court, Lighting, & Bleacher Improvements - Resurface and add tournament-level lighting to two courts and add bleacher seating in key locations.

This total project investment is \$3,485,000 of which we are requesting \$1,219,500 in grant funding.

1. ANALYSIS

WakeMed Soccer Park Synthetic Field Conversion

Situated on 158 acres with convenient access to a major highway (I40), The 150-acre WakeMed Soccer Park includes a 10,000 seat main stadium, two lighted, match-only soccer fields, five additional multi-purpose fields, a cross country course capable of hosting 5K, 6K, 8K and 10K races, concession and restroom facilities, meeting space, and approximately 2,600 on-site parking spaces. In addition to RailHawks' matches, the Park hosts a variety of other events on an annual basis, including international friendlies, collegiate and high school matches and tournaments, youth practices, league matches, tournaments and camps, and amateur cross country training, competitions and cause runs, among other events. Total annual tracked visitation to the park is approximately 225,000.



Built in 2002, the Town assumed management and operational responsibilities for the park in 2004. The Town has developed an expertise in attracting and managing national sporting events. In addition, since assuming control of the Park, the Town's commitment to a state of the art facility has extended beyond major capital improvements. The Town has earned a reputation in the industry as having some of the highest quality and well-maintained soccer fields in the country. In addition to hosting national events, the facility serves a dual purpose for the community as well as its original role as a premier soccer center. As such, this world class facility routinely hosts thousands of hours of training, matches, 5K's and events each year for local, regional and state-wide events. These include:

- Host to NC State Games
- Host to local high school and middle school cross country regular season, conference and state championships
- Host to 6 youth soccer tournaments. These are annual events hosted by CASL, TFCA, and Wake FC. At least 50-60 teams actually play at WMSP during each of the tournaments.
- Host to the NC Soccer Coaches Association Coaches Kick Off Classic High School boys soccer showcase (42 High School teams from across the entire state. Average attendance is about 2200 spectators.)
- Host to almost 140 5K Cause Runs since 2007
- Host to training and matches for every major youth soccer club in the area
- Host to Triangle Polo match
- Host to Raleigh Flyers Ultimate Disc Matches
- Host to training and matches for several local middle school, high school, and college teams

- Host to major cross country events including the, Adidas Classic (2000 runners plus about 2500 spectators), Great American Cross Country Festival (2000 runners plus about 2500 spectators), the Nike Cross Nationals (1000 runners and 750 spectators), CIAA XC Championships, NCSU, and the ACC Championships
- Host to National Soccer Coaches Association of America Coaching Education Courses

The Town is specifically requesting funding to convert one of the five multi-purpose grass field to synthetic turf and add lights to the field to increase the time available for use. Design will include program analysis, site selection, staging, bidding, construction administration and determining a construction schedule. These fields will be designed as multi-purpose fields allowing as much flexibility in the use of the fields as possible. Construction scheduling will be key to minimize impacts to the existing programming that occurs at the facility.

The Town currently has a backlog of demand for multi-purpose fields town-wide. We currently receive over 15,000 hours of request of which we can only provide 5,000 hours. If converted to synthetic turf, the usable hours would increase from 596 to 2,000 hours. Since WakeMed is considered an elite soccer facility, competition for access to one of the five available fields is fierce. Six of the major soccer clubs in the Triangle, in addition to the RailHawks (NASL soccer team), compete for the potential 4,000 hours of available time to use five of the eight fields at WakeMed Soccer Park. Having one or two synthetic turf fields with an additional 1,400 hours of playing time will assist greatly in meeting current demand.



Figure 2. 1: Synthetic Field Location

The addition of a turf field at WakeMed soccer Park will also increase the opportunity to host tournaments. The Town has been in negotiation with most of the area soccer clubs regarding the development of synthetic soccer fields. In 2015 the Town approved an eight year lease agreement with Capital Area Soccer League (CASL) to partner on the construction of two synthetic fields. In 2016, the Town signed a second lease with Triangle Football Club Alliance (TFCA) for use of two of three additional synthetic fields that the Town constructed with community bond funding approved by Cary citizens in 2012. As part of these agreements, both clubs have agreed to bring more tournaments into Wake County. Six additional tournaments for a total of twelve tournaments are expected to come to Wake County and Cary. This proposed field at WakeMed, with its playable hours increasing from 596 to 2,000 hours, will be an important part in hosting those tournaments.

The Town is currently in negotiations with a group that wants to create a soccer academy at WakeMed Soccer Park. The school would be modeled after successful soccer schools in South American and Europe (Madrid). It would be designed for middle school-aged children and would provide a rigorous curriculum along with substantial time for soccer. The synthetic turf field at WakeMed would assure the school of year-round access to soccer fields. Development of this school is evidence of the maturation of soccer in the Triangle and the increasing talent level where additional options are being provided for elite soccer players.

WakeMed Soccer Park Stadium Wi-Fi – The Town is proposing to contract with a third party vendor to provide the project management, assessment, design, staging, configuration, installation, service and ongoing support to provide Wi-Fi to the existing 10,000 seat WakeMed Soccer Park Stadium.

The stadium averages 25-30 events or matches per year. Approximately 85,000 visitors attend events at stadium. The economic impact is approximately \$2.0 million from the stadium alone. Over the past two years, there were three sellouts of 10,000 or more at the WakeMed Soccer Stadium. (USA Women's National team vs. Switzerland and the Women's and Men's College Cup Championships). Below is an extensive listing of events that have been hosted at WakeMed Soccer Park Stadium:

- Home of the NASL Carolina RailHawks
- Host to international soccer matches featuring over 25 international teams from 13 different countries
- NCAA Men's College Cup (2005, 2007, 2009, and 2014)
- NCAA Women's College Cup (2003, 2004, 2006, 2008, 2010, 2013, 2015 and 2016)
- Host to the 2017 ACC Women's and NCAA Women's Final Four Lacrosse Championships
- ACC Men's Soccer Championships (2003, 2004, 2005, 2007, 2008, 2009, 2011 and 2014)
- ACC Women's Soccer Championships (2003, 2004, 2005, 2006, 2008, 2009, 2011, 2012, 2013, 2014, 2015 and 2016)
- United States Men's National Team World Cup Training Camp (2002, 2006, and 2010)
- United States Men's & Women's National Team Matches (2006, 2008, 2011 and 2014)
- Host to the 2014 US National Team World Cup Watch Parties
- International Friendly Soccer Matches (2007 and 2009) and,
- USA Rugby 7's NACRA International Olympic Qualifier (2015)
- USA Rugby 7's Collegiate National Championships (2016)
- Host to NC High School Athletic Association championships in soccer and lacrosse
- Host to Major League Lacrosse regular season matches
- Host to NC Senior Games and Opening Ceremonies
- Host to NC State Games Events
- \$7 Million Dollar renovation that added 3,000 seats, team facilities, luxury suites / meeting rooms and new state of the art video board

The majority of the events in the Stadium are from the Carolina RailHawks. The RailHawks have had up to 22 games/matches per year. Of these, the RailHawks average 10-12 games with attendance in the 5,000-10,000 range per year. RailHawks attendance has increased by 40% since 2012. The RailHawks have had one match in 2016 with an attendance of 7,400 and they expect a sellout in July with their match against West Ham United of the English Premier League.

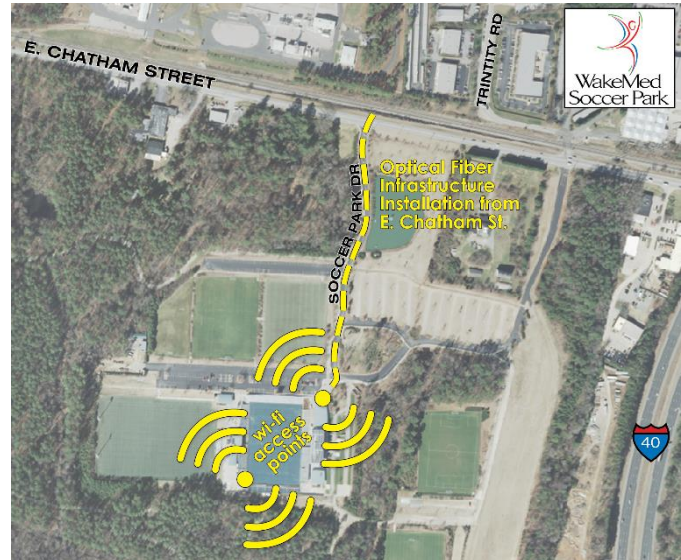


Figure 2. 2: WiFi Schematic for WakeMed Soccer Stadium



In 2015, the RailHawks were purchased by local businessman Steve Malik. With new, local ownership of the RailHawks, there is a renewed effort to increase attendance at RailHawks games even further. The RailHawks have invested in higher quality players. They have also vastly increased their marketing of their games to further increase attendance at their games. One of their top priorities is to increase the fan experience while attending RailHawk's games. Providing Wi-Fi at sporting events is an expectation by the general public. This request for Major Facilities funding to install Wi-Fi at WakeMed Soccer Park is to assist the Town in retaining these major events. Most major sports facilities already have Wi-Fi. Similar to the Town's investment in the video board at WakeMed Soccer Park, Wi-Fi will provide fans the opportunity to post highlights of the events to their social media accounts, research details of the teams that are playing and research stats during games.

Cary Tennis Park Court, Lighting, & Bleacher Improvements

This project would resurface and add tournament-level lighting to two courts and add bleacher seating in key locations. Due to the increase level of programming and the ongoing hosting of national events, higher level lighting and bleacher seating have been identified as a priority need to retain current tournaments and enable the Town to bid on larger NCAA Division I tournaments.



Tournament level lighting would be added to at least two courts in order to schedule more matches in the evenings. Bleacher seating would be added in key locations to increase spectator areas within the facility. In terms of renovating courts, the existing courts are over 15 years old and the Town is implementing a replacement plan to ensure the facility remains at a top level. Based on geotechnical analysis it was determined that post-tension concrete courts would be the best long term courts and reduce the ongoing maintenance cost at the facility. Currently eight courts have been replaced and this project would replace two additional courts.

As to why Wake County should consider funding these improvements for the Cary Tennis Park, it is important to understand how successful the Cary Tennis Park is and the need to maintenance its competitiveness in hosting statewide and national tournaments. The 29 court Cary Tennis Park was constructed in 2001 for \$6.2 million. It is situated on nearly 24-acres and is adorned with scenic bridges and beautiful landscaping. The facility includes a stadium court, 4 quick start courts, 29 full sized courts, a practice wall and a clubhouse that includes locker rooms, offices, restrooms and pro shop. These amenities make the Cary Tennis Park one on the largest and most aesthetic facilities in the country. The Cary Tennis Park is one of the few municipal staffed facilities of this size and the only one generating operating revenue over \$1.7 million annually. The Cary Tennis Park has accomplished the following in its fifteen year history:

- Increased annual Tennis Park visitation from 15,000 in FY 2004 to 238,000 in FY 2015.
- Increased revenues from \$383,000 in FY 2005 to \$1,479,000 in FY 2015.
- In 2012, was officially approved to receive \$2 million in hotel occupancy funding from Wake County for Cary Tennis Park improvements.
- Cary's Junior Academy program, which solely focuses on developing players in the Triangle area, has had participants place in 50 USTA National Level 1, 2, 3, and ITF Tournaments since 2008. Eleven of those places have included USTA National Gold (national champions), Silver (Second), and Bronze Third finishes.
- 15-20 players have gone to play college tennis
- 72 players with state rankings
- 8-10 players ranked in the top 50 nationally in their age group.
- Currently all players in the academy program qualify for the state and sectional championship tournaments.
- Almost 500 adult league teams per year.
- Western Wake Tennis Association, which is the area that covers the Tennis Park and its league participants, was the fastest growing Community Tennis Association in the nation last year.
- 2012 NC Tennis Facility of the Year
- Chosen by the USTA as one of two Early Development Centers (EDC) in the country. The EDC program we developed is being used by the USTA as a model for other communities. The Cary Tennis Park collaborated with the USTA to test different color and placement of lines for the smaller 36' and 60' courts in the USTA's national 10 and under tennis initiative.
- More than six families have moved to Cary specifically because of the Cary Tennis Park.
- More than six additional families moved part-time or had second homes in Cary so their children could train in the Cary Tennis Park Academy Program.
- Numerous families that are members of other area clubs enroll their children in the Cary Tennis Park academy program rather than the academy or high level junior programs at their club.

- Successfully hosted first ATP Men's Professional Tournament in 2015.

The Cary Tennis Park, like Cary's other sports venues, has become very successful at hosting tournaments. Below is a listing of the high profile regional/national tournaments that the Cary Tennis Park hosts annually. In addition to the number of athletes and spectators listed, the number of estimated hotel nights is also listed. In all, these tournaments generate an estimated 10,820 hotel nights. The proposed project for the Major Facilities grant funding is to retain these events:

- North Carolina State Closed -500-600 athletes, 500-600 spectators (estimated hotel nights- 1,000)
- STA Level IA-256 athletes and 256 spectators (estimated hotel nights 500)
- Southern Boys and Girls 12s Championships- 320 athletes and 320 spectators (estimated hotel nights- 1500)
- USTA Tennis on Campus National Championships (on a rotating basis)- 600 participants and 200 spectators (estimated hotel nights 1500)
- ACC Men's and Women's Championships (2004,2005,2007-2016) 27 college teams (300 athletes and coaches), 20+ officials per day, ACC Staff and spectators (estimated out of town spectators staying in hotels 150) (estimated hotel nights-1200)
- NCAA Division III Men's and Women's Championships (2012 & 2017) 16 teams (300 athletes and coaches), 20+ officials per day, NCAA staff and spectators (estimated out of town spectators staying in hotels 150) (Estimated hotel nights- 1200)
- USTA ITA Regionals -140 athletes and coaches, 10+ officials per day and spectators (estimated out of town spectators staying in hotels 70)(estimated hotel nights-500)
- Cary Tennis Championships 50k+H (Estimated hotel nights 300)
- USTA National Zone Team Championships -140 athletes and coaches, 140 overnight spectators (estimated hotel nights 600)
- Duke University James Bonk Invitational- 120 athletes and coaches, 60 overnight spectators (estimated hotel nights 600)
- Cary Tennis Championships USTA National Level III- 320 athletes, 320 overnight spectators (estimated hotel nights 500)
- Tennis On Campus Fall Invitational- 600 participants and 200 overnight spectators (estimated hotel nights 1500)
- Other Camps/HS Champs and state wide tournaments- 500 athletes and 500 spectators (estimated hotel nights 1,000)

At the same time, the Cary Tennis Park competes for tournaments with the following facilities:

- Mobile Tennis Center- 70 courts (in planning for facility upgrades to add covered courts)
- Lexington County Tennis Complex, Cayce Tennis & Fitness Center Lexington & Cayce, SC
- John Drew Smith Tennis Center, Macon, GA (1.2 million dollar clubhouse renovation and expansion)
- Spencer Love Tennis Center, Greensboro, NC (in planning for facility upgrade and renovation)
- Burns Park Tennis Center, Little Rock Arkansas
- Champions Tennis Center, Chattanooga, TN

In addition, the following two facilities are either in development or are almost completed:

- Tennis Center of Rome at Berry College, Rome Georgia new 70 court facility opening June 2016
- USTA National Campus, Lake Nona Florida, 100 court facility

The USTA National Campus is the facility that the Town of Cary was competing against for the USTA National Tennis Center in 2013. The USTA National Campus will be a direct competitor with the Cary Tennis Park when it opens within a year. In summary, there are a number of existing facilities as well as two new major facilities that will be actively competing with the Cary Tennis Park to draw away many of the tournaments it currently hosts.

Many of the Tournaments that the Cary Tennis Park hosts are becoming more popular. At well attended events, there is limited seating. The adjacent photo shows fans watching the 2016 ACC Tennis Championships. Viewing of these large events occurs along the main walkway of the Tennis Park.



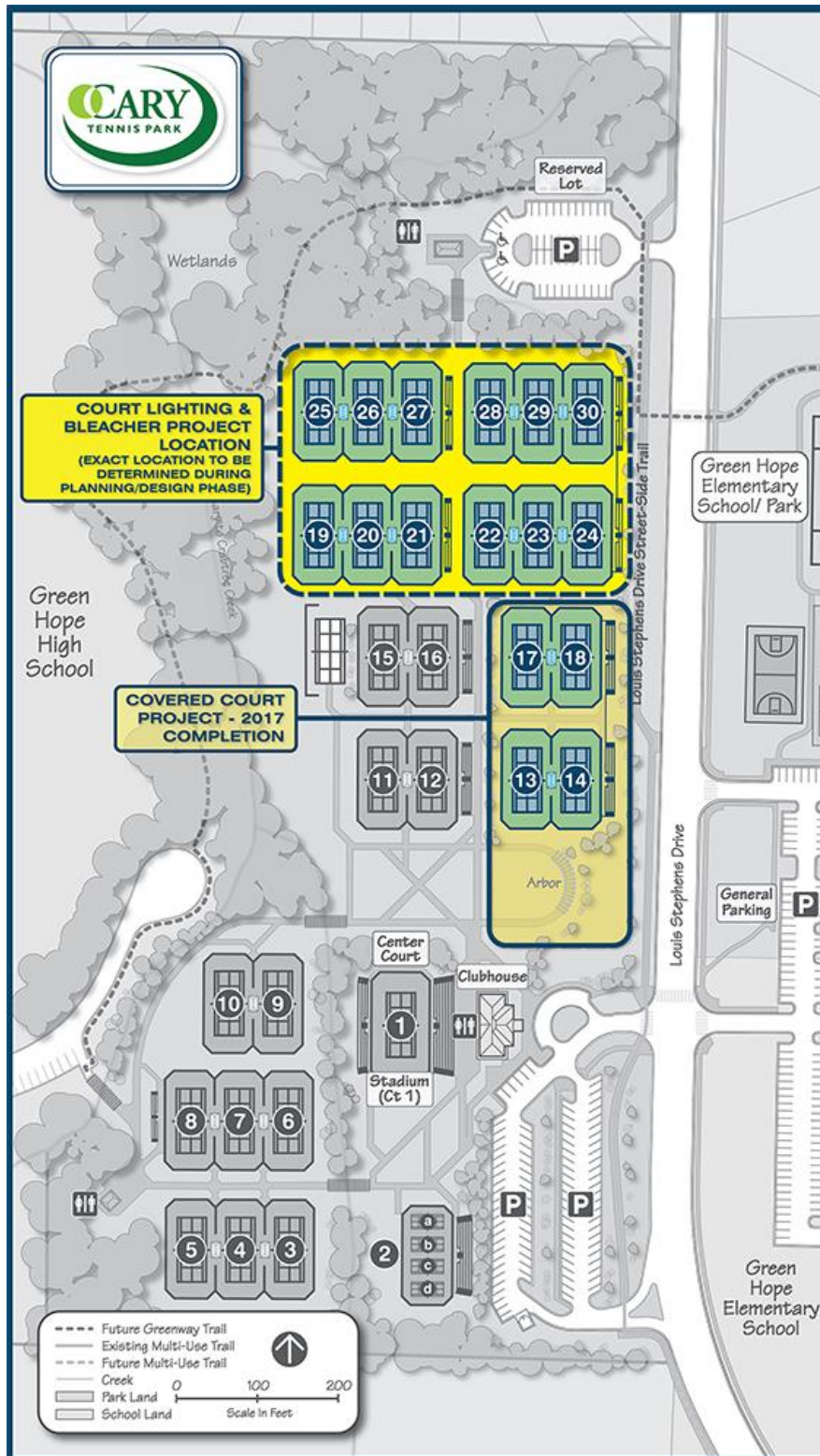


Figure 2. 3: Location of Court, Lighting & Bleacher Improvements

2. NEED FOR COUNTY CAPITAL INVESTMENT

The Town of Cary is seeking County capital investment to ensure our ability to keep existing tournaments and events in Wake County and seeks to acquire new ones with the enhanced facilities.

Using the Wake County formula for visitor estimates and return on investment worksheet, the Town determined the resulting increase in visitor stays and purchases:

WakeMed Soccer Park – Public Wi-Fi

Current annual attendance: 86,484

Estimated attendance with improvements: 99,984

It is projected that we will be able to attract at least two additional events with expanded level of service.

Of those attending, we estimate 85% will be Wake County residents; 12% day visitors; and 3% will be overnight visitors.

WakeMed Soccer Park – Turf Field Conversion

Current annual hours of use of field: 596

Estimated annual turf hours of field: 2,000

Attendance with grass field: 11,151

Estimated attendance with turf: 74,839

It is projected that we will be able to offer more play time on the turf field due to fewer weather related cancellations and that we will be able to schedule more events due to less field closures for maintenance.

Of these users, we estimate 85% will be Wake County residents, 10% will be day visitors and 5% will be overnight visitors. These numbers are slightly higher because of the expanded youth tournament opportunities.

Cary Tennis Park – Court, Lighting & Bleacher Improvements

Current annual tournament attendance: 31,600

Estimated attendance with improvements: 40,000

We project that we will be able to keep existing tournaments and attract new events with facility improvements. Of those participating in existing and new tournaments, we estimate 45% will be Wake County residents; 5% will be day visitors and 50% will be overnight visitors to Wake County.

The result of the proposed facility improvements will result in retaining existing events and attracting several new events. The estimated combined total is 166,599 visitors. Using the Wake County ROI formula, it is estimated that these facilities could have a \$3,699,305 economic impact on an annual basis.

3. PROJECT EFFECTIVENESS IN ADDRESSING COMMUNITY NEED

The proposed facility enhancements for the Cary Tennis Park have been identified as facility needs in order to stay competitive in the tournament bid process. Letters of support from the USTA, specifically indicate that spectator seating and tournament level court lighting for evening play will not only enhance the current experience but will be critical in securing future tournament bids. The longer it takes to complete the facility improvements, the more likely other, newer venues will try to compete for tournament bids.

The facility enhancement of the addition of public Wi-Fi for the WakeMed Soccer Park will allow the Town and our partners, the Carolina RailHawks, to attract more fans through a better fan experience during RailHawks games. Public Wi-Fi is not available currently. This will expand the reach to outside of Wake County creating opportunities for “daytripper” visitors to the area. The conversion of a field to artificial turf at WakeMed Soccer Park will address the need for additional youth tournament fields. Artificial turf permits a longer season and more opportunities to play (without weather delays), thus enabling WakeMed to be utilized in a greater capacity to attract and retain youth tournaments.

4. PROJECT COLLABORATION

The Town has a successful history of partnerships.

- The Town will fully fund its portion of the Court, Lighting, & Bleacher Improvements Project at the Cary Tennis Park.
- The Town recently completed negotiations with the RailHawks for a new three-year extension of their lease at WakeMed Soccer Park which includes agreement on the part of the RailHawks to provide financial assistance for the installation of Wi-Fi within WakeMed Soccer Park Stadium.
- The Town recently signed an eight year agreement the Capital Area Soccer League for the construction of two artificial turf fields. The Town would consider a similar public/private partnership with any of the area soccer clubs for the development of the proposed turf field at WakeMed.

5. MEASURING SUCCESS

The Town of Cary tracks and measures the attendance at all events at each of the Town's sports venues. In addition, staff works closely with the Greater Raleigh Sports Alliance of the Convention and Visitor's Bureau regarding the economic impact of all major events at both WakeMed Soccer Park as well as at the Cary Tennis Park. This data would be included in any future reports submitted to Wake County.

6. ADVANCING BOARD OF COMMISSIONER GOALS

The Town of Cary's project advances the Board of Commissioners goals in the following four areas:

Goal Area: Economic Strength

Objective 3: Develop economic development strategies and tools that encourage responsible employment practices, environmental stewardship, affordable housing, high quality of life, and return on investment that produces societal benefits.

Objective 4: Facilitate buildout of high speed internet access in Wake County to enable coverage, speed and affordability for all citizens.

Both the WakeMed Soccer Park and the Cary Tennis Park have a long standing history of contributing to the economic investment and visitor experience in Wake County. As superior sports venues, Wake County residents benefit with enhanced quality of life experiences of local, family fun entertainment and home-town team pride. The requested projects continue to enhance these experiences and support the high-quality environment for which the WakeMed Soccer Park and Cary Tennis Park are known. The project improvements also helps ensure that both these venues remain competitive in attracting large tournaments and championships as other newer, stadiums come on-line.

Specifically, the enhancement of adding Wi-Fi connectivity to the WakeMed Soccer Park, supports Objective 4 of this goal area in that both local residents and visitors will have access to high speed internet so that they can remain connected for the benefit of work, life and play.

Goal Area Great Government

Objective 2: Find opportunities to improve the customer's experience throughout the County and treat every citizen with dignity, respect and appreciation.

Objective 4: Develop citizen engagement opportunities and facilitate opportunities for volunteerism/civic engagement.

Objective 5: Improve effectiveness, efficiency, transparency, and responsiveness of government through innovation and technology.

Initiative 1: Build and maintain partnerships with other public entities to leverage resources and increase efficiencies.

The Town of Cary's project finds consistency with the County's goal area of Great Government in that local citizens have the opportunity be engaged with local sports and athletic past-times. Whether supporting the Railhawks team or pursuing personal soccer, tennis, or running passions, local citizens have an engagement outlet at these sport facilities. Expanded seating and additional lighting at the Tennis Park continue to support the high-quality experiences for residents. Installing and utilizing an additional turf field at WakeMed Soccer allows for more efficiency and effective scheduling for practices and games with the growing demand for sport fields in the area. Once again, utilizing technology with access to Wi-Fi at

the WakeMed Soccer Park allows for an opportunity to leverage a partnership with the Carolina Railhawks for increase technological resources.

Goal Area Growth and Sustainability

Objective 1: Implement a comprehensive approach for developing Wake County's open space, parks and greenways to address gaps, leverage opportunities and resources and enhance collaboration with municipal partners.

Cary's project to enhance the WakeMed Soccer Park with Wi-Fi and an additional turf field and the seating expansion and lighting improvements at the Cary Tennis Park is a true example of ways to leverage opportunities and resources with municipal partners. The high-quality sport venues that will receive these enhancements will continue to support not only Wake County residents, but businesses and visitors seeking these quality of life experiences. The Town of Cary seeks to ensure that Wake County remains a top visitor destination with smart investment and strategic expansion and growth in the sport venue resources.

Goal Area People, Arts and Culture

Objective 2: Develop parks, recreation and open space and greenway opportunities for Wake County residents and visitors.

This project falls in line with the County Commissioners goal area of People, Art and Culture in that improvements and expansion at the WakeMed Soccer Park and the Cary Tennis Park will continue to support recreational opportunities for both Wake County residents and visitors alike. Understanding that the growing population continues to drive demand for sport fields and larger venues, the Town of Cary's expansion and enhancement project seeks to meet this challenge and need.

3.0 PROJECT BUDGET AND FUNDING SOURCES

1. SOURCES OF FUNDING & SCHEDULE OF EXPENDITURES

Below is a listing of the proposed sports venue projects, including all sources of funding for each proposed project and year of commitment. Cost estimates were prepared by the Town of Cary with input from consultants and vendors. Construction inflation is included for two years at 5% per year.

WakeMed Soccer Park Improvements – Total Project Estimate: \$2,370,000 Million

WakeMed Synthetic Field Conversion – Project Estimate: \$1.4 Million

This project would convert an existing grass field to synthetic turf and add lights to the field to increase opportunities for play. This would add approximately 2000 hours of play to the field. The Town's match would be \$910,000 and staff proposes to use \$869,000 in funding that will have accumulated in the Capital Reserve Fund by FY 2018 from lease and field rental revenue from existing synthetic turf fields. The MFP Funding provides an opportunity to leverage the funding the Town is receiving. The remaining amount (\$41,000) would be from other Town sources to be identified if and when the Town is awarded this funding. MFP Funding of 35% would total \$490,000.

WakeMed Soccer Park Stadium Wi-Fi – Project Estimate: \$970,000

This project would add Wi-Fi to the 10,000 seat stadium. The Town's match would be \$630,500 and staff would seek a contribution from private entities to offset the Town match. MFP Funding of 35% would total \$339,500. Since the Town portion of the match is not included in the current or Recommended Capital Improvement Plan, in order to meet the requirement that the Town will need to commit funding for at least half of the match, Council would need to appropriate up to an additional \$630,500 from General Fund fund balance to pay the Town portion of the match if MFP Funding is awarded.

TABLE 3.1 SCHEDULE OF EXPENDITURES

Funding Sources for WakeMed Soccer Park Improvements		\$2,370,000
- Capital Reserve Fund FY2018 (Confirmed Lease and Field rental revenue)	\$869,000	
- Other Town sources FY2018 (Pending upon award of funding)	\$41,000	
- General Fund FY2018 (Pending upon award)	\$388,000	
- Private Contributions FY2018 (Pending Upon award)	\$242,500	
- Requested MFP funding (35%)	\$829,500	

Schedule of Expenditures: WakeMed Soccer Park Improvements		\$2,370,000
- Planning and Design	9%	\$210,000
- Construction & Equipment	72%	\$1,705,000
- Recurring Maintenance Support	9%	\$218,000
- Contingency	10%	\$237,000

Cary Tennis Park Court, Lighting, & Bleacher Improvements - Total Project Estimate: \$1.115 Million

This project would add tournament-level lighting at two courts, add bleacher seating in key locations and replace two court surfaces with post-tension concrete. This would further enhance the Cary Tennis Park as a tournament-ready facility and have the ability to schedule matches in the evening. In the FY 2017 and FY 2018 Capital Improvement Budget, \$725,000 is identified for courts and lights. This funding would allow seating to be added to the existing projects. MFP Funding would total \$390,000.

TABLE 3.2 FUNDING SOURCES

Funding Sources for Cary Tennis Park Court Replacement, Lighting, & Bleacher Improvements - 100% Public Investment		\$1,115,000
- Capital Improvement Fund FY2017 & FY2018	\$725,000	
- Requested MFP funding (35%)	\$390,000	

Schedule of Expenditures: Cary Tennis Park Court Replacement, Lighting, & Bleacher Improvements		\$1,115,000
Phase 1 - Stadium Lighting		\$170,000
- Construction	91%	\$155,000
- Contingency	9%	\$15,000
Phase 2 – Court Replacement, Other Court Lighting, and Bleacher Improvements		\$945,000
- Planning and Design	10%	\$95,000
- Construction	80%	\$755,000
- Contingency	10%	\$94,500

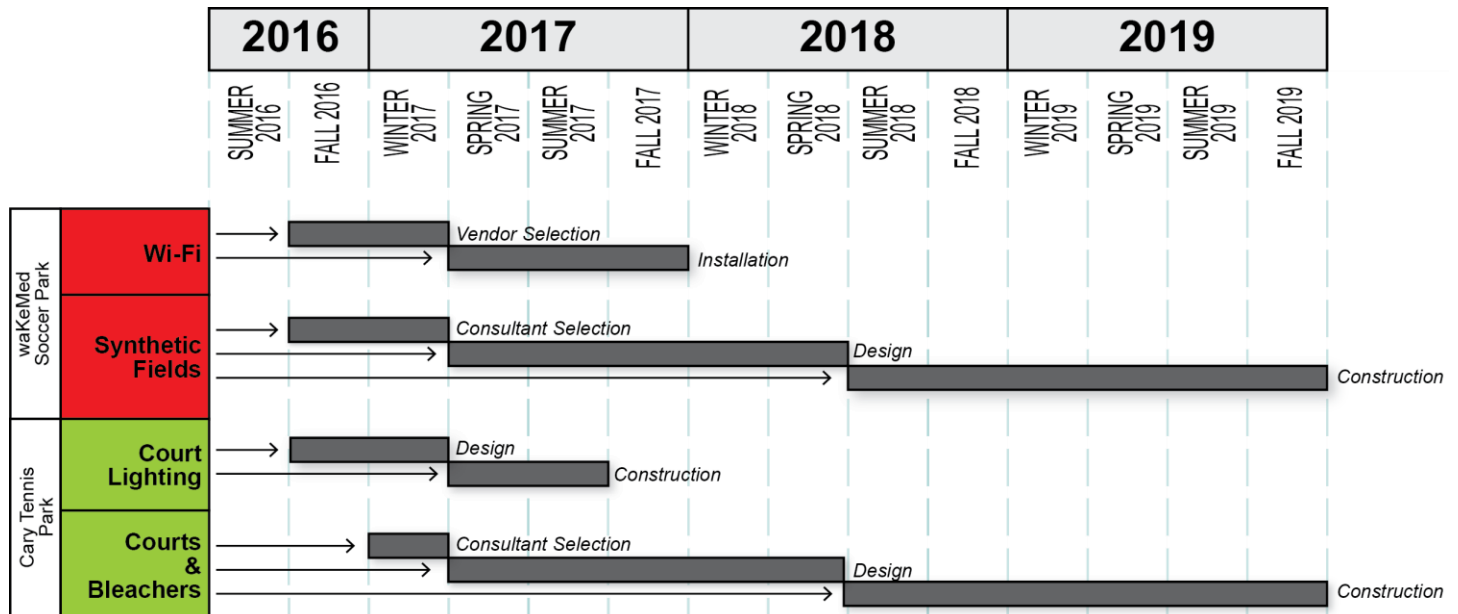
2. IMPACT ON EXISTING INFRASTRUCTURE

Due to the specific, targeted nature of improving upon these existing major facilities, the Town does not require any land acquisitions, nor anticipate any major impact upon the existing infrastructure.

4.0 PROJECT TIMELINE

The Town of Cary already owns and operates the sports venues, so the preliminary analysis, site identification and land/site acquisition for the project has already been completed during the original construction of the facilities. It is anticipated that the project will commence in the fall of 2016 with the hiring of the consultants and design team. We are projecting that all phases of the project will be completed by late 2019. The complete flowchart outlining stages of each phase of the project is reflected below.

TABLE 4.1 TIMELINE



5.0 PROJECT OPERATING PLAN

1. OPERATING BUDGET

The Town of Cary prepared a ten-year operating budget to understand the long-term viability of the project and the operations.

Currently, approximately 50% of the Wake Med Soccer Park's budget is recovered through revenues obtained through user fees, tournaments/events and the professional tenant contract. Approximately 70% of the Tennis Park's budget is recovered through user fees. User fees are established in the Town's Fees and Charges portion of the operating budget and are reviewed annually during the budget process. A significant portion of the field space at the soccer park and a significant portion of the court time is utilized by activities considered to be basic recreational services. An appropriation from the general fund is necessary to maintain the facility to meet the Town of Cary standards and to continue to offer these basic sports services.

TABLE 5.1 OPERATING BUDGET

TENNIS PARK & SOCCER PARK	FY17 Adopted	FY18 Estimated Budget	FY19 Estimated Budget	Projects completed Mid-year FY20						
				FY20 Estimated Budget	FY21 Estimated Budget	FY22 Estimated Budget	FY23 Estimated Budget	FY24 Estimated Budget	FY25 Estimated Budget	FY26 Estimated Budget
Total Expense	\$3,789,440	\$4,116,836	\$4,363,252	\$4,620,595	\$4,893,778	\$5,187,404	\$5,498,649	\$5,828,568	\$6,178,282	\$6,548,978
Total Revenue	\$2,599,937	\$2,865,250	\$3,048,598	\$3,334,153	\$3,632,752	\$3,868,881	\$4,120,358	\$4,388,181	\$4,673,413	\$4,977,185

2. ANNUAL OPERATING PLAN

The primary objective of operating the WakeMed Soccer Park is to enhance the quality of life for the residents of the Town of Cary, support and encourage economic activity in Wake County and surrounding area by providing a world class athletic facility that meets a variety of athletic program needs and is consistent with the Mission Statement, Statement of Values and Goals of the Town of Cary. In addition staff strives to manage the facility to the highest industry standards, protect and maintain the facility's condition, facilitate town wide programs and provide the highest level of courteous, accurate and responsive customer service. Finally, staff balances use between various user groups in such a manner to diversify and maximize the opportunities to the greatest number of different users.

Providing tennis programs and services to augment the citizen's quality of life and attracting large scale events and tournaments to support economic activity are the underlying goals of The Cary Tennis Park. A portion of the Town's investment in providing these services is recaptured through user fees.

3. FINANCIAL POSITION DOCUMENTATION

The Town of Cary has a solid financial position. Being that the Town of Cary is an incorporated municipal government, the Town does not file an IRS form 990 for tax purposes.

The Town of Cary is please to present a copy of the most recent financial audit for your review. This audit can be found in **Appendix A**.

6.0 ESTIMATES IN VISITORS

The Town proposes that Wake County would receive its return on investment after 12 years with an anticipated total annual economic impact of \$3.7 million. Projected over a seven-year period, we estimate over \$25 million in economic activity due to the venue enhancements. This estimate factors in the ability to draw new events to the sports venues as well as retain existing events and tournaments. The Visitor Estimates and Return on Investment calculation sheet is included as **Appendix B**.

Cary is proud that over **5 Million people** have attended events and programs at the Cary Sports Venues. Specifically WakeMed Soccer Park, Cary Tennis Park, USA Baseball National Training Complex, and the two softball complexes (Thomas Brooks Park and Middle Creek Park) had over 500,000 people come through the gates in 2015.

Since these facilities started opening in 2004 (WakeMed Soccer Park and the Cary Tennis Park), **visitor spending** (from outside of Cary) has surpassed **\$100M** through 2015. This data is based on tracked attendance and the Economic Impact Formula for Sporting Events provide by Greater Raleigh Convention and Visitors Bureau.

The annual Economic Impact number has grown nearly every year to a peak of \$7M in 2015 in large part due to the efforts listed below:

- Recruitment of Events – Town of Cary works closely with local partners like GRSA, USA Baseball, USTA, CASL, etc. to recruit quality events that showcase our venues and brings visitors to Wake County and specifically, Cary. These events include Collegiate Championships (we have hosted over 50 championships), weekend baseball and softball tournaments, junior tennis tournaments, and even more trending are the use of the artificial turf fields for soccer and lacrosse tournaments.
- Maintenance & Upkeep – Cary prides itself on the level of maintenance in all of our parks and especially the sports venues which are treated as gems. They all have a “park” feel and Cary is constantly keeping them “fresh” looking. By investing in annual quality maintenance and preventative maintenance, Cary does not allow the facilities to look run down or overgrown. You can go out to any of our parks any day and see proof positive.
- Upgrades and Improvements – History has shown that Cary wants to stay on the cutting edge. Cary and Wake County have invested wisely in upgrades and improvements over the past 10 years at these venues. Some examples of past and current projects include:
 - WakeMed Soccer Park – adding 3,000 seats, two additional locker rooms, multipurpose suites overlooking the stadium field, and a state-of-the-art video board.
 - Cary Tennis Park – seven covered tennis courts so play does not have to stop when it rains.
 - USA Baseball National Training Complex – addition of such amenities as locker rooms, office and event space, and field improvements.

With the additions included in this grant request, Cary will be able to:

WakeMed Soccer Park - the addition of public Wi-Fi

- Bid on and retain more and larger events for the stadium such as NCAA, ACC and other international friendlies. Many of these events are tied to youth tournaments thus enhancing the experience for thousands of visitors to Wake County
- Attract more fans through a better fan experience for RailHawks games. This will expand the reach to outside of Wake County thus creating daytripper visitors to Wake County for these events.

Converting a field to artificial turf at WakeMed Soccer Park (including lights)

- Attract and retain more youth tournaments. Cary has just converted five grass fields to artificial turf and with this additional field, staff anticipates increasing from six youth tournaments to 12 in the next two years. Several sports clubs have existing tournament that are planning to move them to Wake County with the increased number of turf fields growing in the county.

Improvements to courts at Cary Tennis Park:

- Attract and retain Junior and high profile large tournaments like ACC and NCAA with the court improvements at Cary Tennis Park by offering night play, ample bleacher seating, and quality playing surfaces.



7.0 ORGANIZATIONAL INFORMATION

Below is the organizational information requested as part of this grant request. The Town is fully capable of supporting its commitment as outlined in this grant request. It also has a vast experience in completing capital projects. Over the past fifteen years, the Town has completed over \$100 million in parks-related capital projects. Wake County should feel fully confident that if the Town's project requests are funded, they will be completed within budget and on time.

ORGANIZATION BACKGROUND

The Town of Cary was incorporated on April 3, 1871. The boundaries were initially set at one square mile at the time of incorporation, but has grown to over 55 square miles, serving a population of over 155,918 (as of January 2016). The Town of Cary is administered via a Council-Manager Form of Government.

The citizens of Cary elect a mayor and a seven-member Town Council.

Mayor

Harold Weinbrecht

District Representatives

Jennifer Robinson - District "A"

Don Frantz - District "B"

Jack Smith - District "C"

Ken George - District "D"

At-Large Representatives

Lori Bush

Ed Yerha

The elected Council creates a vision for the community by setting the broad policies, goals, and direction of the government including adopting necessary laws. The Council also appoints three staff members: the Town Attorney, the Town Clerk and the Town Manager.

As the chief executive officer, the Town Manager implements Council's policies and oversees all Town operations. The manager advises the Council on all issues, proposes the annual budget, and coordinates the work of all municipal staff (over 1,200 staff members) not appointed by the council.

Cary's professional staff develops and implements projects, programs, and services in support of Council's goals and is responsible for the organization's day-to-day operations. The staff currently operates at a staff-to-citizen ratio of about 8.3 staff members for every 1,000 Cary residents, one of the lowest in the state.

Pending Litigation

Amward Homes, Inc et al, Tradition at Stonewater I, LP, Intervenor v. Town of Cary (Wake County Superior Court)

Chatham County v. WOF, LLC et al (Chatham County Superior Court)

Chatham County v. Kathleen A. Hampton, et al (Chatham County Superior Court)

Phillips Place Associates, LLC v. TOC (Wake County Superior Court)

City of Fayetteville et al v. EMC et al, Towns of Cary and Apex, Intervenor (Office of Administrative Hearings)

Michael Peacock v. TOC et al (filed in Wake County Superior Court but not served on defendants.)

A "notice of intent to fine" pursuant to section 274A of the Immigration & Nationality Act (settled, awaiting Final Order)

Also, pro se action(s) brought by William Davis against numerous governments and governmental officials, including the TOC:

Williams Davis, II v. Albert Singer et al. – currently before the Fourth Circuit Court of Appeals as Appeal Number 15-2498 and 16-1268, originating from case 4:13-cv-00007-RBS-DEM

William Scott Davis, II v. Department of State et al. – Appeal Number 15-2504 – originating from case 4:13-cv-00058-RBS-DEM

William Davis, Jr. v. Town of Cary North Carolina et al. – Appeal Number 15-2024 – originating from case 4:11-cv-00006-RBS-DEM

William Davis, Jr. v. Danielle Doyle et al – Appeal Number 15-2029 – originating from case 4:11-cv-00014-RBS-DEM

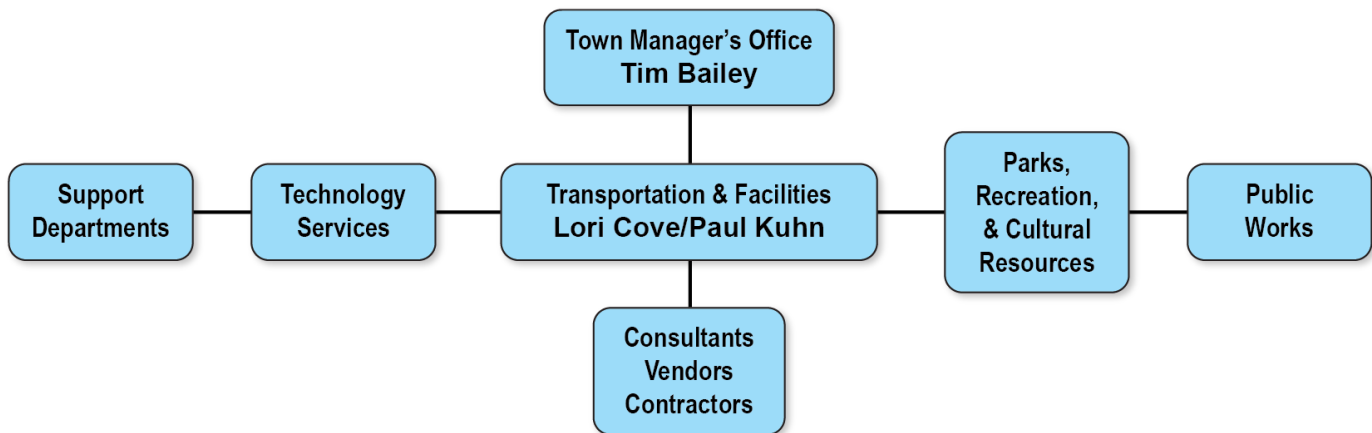
William Davis, Jr. v. State of North Carolina et al. – Appeal Number 15-2031 – originating from case 4:11-cv-00015-RBS-DEM

William Davis, Jr. v. State of North Carolina et al. – Appeal Number 15-2034 – originating from case 2:11-cv-00571-RBS-TEM

William Davis, Jr. v. State of North Carolina et al. – Appeal Number 15-2035 – originating from case 2:11-cv-00500-RBS-TEM

William Davis, Jr. v. Town of Cary North Carolina et al. – Appeal Number 15-2040 – originating from case 4:08-cv-00038-RBS-JEB

PROPOSER TEAM EXPERIENCE



SIMILAR PROJECTS

Cary Tennis Park - 2001

The Town constructed the 29 court Tennis Park in two phases at a cost of \$6.0 million. The project was a partnership with Wake County Public Schools with eight of the courts constructed on WCPSS property in return for the school system access to these courts. Since the completion of the facility in 2001, the Town has made continual investment in the Cary Tennis Park. The Town replaced some of the court lights in 2003 and in 2015 replaced 8 of the courts. In 2012, the Town and Wake County approved an Interlocal agreement to fund covered courts at the Cary Tennis Park. This project is fully designed and has been bid. Construction is underway with a completion date of late Spring 2017.

The Tennis Park hosts 25-35 tournaments annually and is visited by over 240,000 citizens annually who attend programs, events and tournaments. The national tournaments that CTP hosts attract visitors statewide as well as nationally.

The Cary Tennis Park has an approved business plan. It costs approximately \$2.1 million to operate annually. Annual visitation at CTP is 240,000 with over 60 tournaments/events held, 97,000 total facility hours of use and 8,100 youth and adult programs held annually. Annual economic impact of the Cary Tennis Park is \$1.7 million.

WakeMed Soccer Park - 2002

WakeMed Soccer Park was completed in 2002 by the Capital Area Soccer League. The property where WakeMed Soccer Park resides is owned by the State and leased to Wake County under a ground lease agreement dated July 6, 1999. Under the terms of an August 16, 2004 Interlocal Agreement between the Town of Cary and the County, the Town assumed operational and maintenance responsibilities for the park. The Town has successfully managed the facility since 2004.

The Town completed a major expansion to the facility in 2012 by adding 3,000 additional seats, multi-purpose rooms, locker-room facilities and a video board. This project was funded as part of the Interlocal agreement with Wake County. Total cost of the project was \$6.0 million.

The WakeMed Soccer Park has an approved Business Plan. It costs approximately \$1.6 million to operate annually. Annual visitation at WakeMed Soccer Park is 240,000 with over 80 groups using WakeMed Soccer Park. The annual economic impact of WakeMed is \$4.5 million.

USA Baseball National Training Center – 2007

In 2007, the Town completed the construction of the USA National Training Complex at a cost of \$11 million. The project was completed in partnership with USA Baseball, the national governing body for amateur baseball. It represents the sport in the United States as a member of the U.S. Olympic Committee (USOC) and internationally as a member federation of the World Baseball Softball Confederation (WBSC). Nearly every major national amateur baseball organization in America is united as a USA Baseball national member organization. As a result, USA Baseball governs more than 12 million amateur players in ballparks and playgrounds across the country.

The USA Baseball National Training Center has an approved Business Plan. It costs approximately \$1.1 million to operate annually. Annual visitation at USA Baseball is 76,500. The annual economic impact of WakeMed is \$3.3 million.

Interlocal Agreement with Wake County for 800 MHz Shared Radio System Infrastructure - 2014

The Town's Technology Services Department has considerable experience with implementing Wi-Fi and technology infrastructure. In 2014, the Town and Wake County reached agreement allowing Wake County to connect their 800 MHz radio system infrastructure to Cary's shared 800 MHz radio system infrastructure. It also creates a partnership between the two entities to enhance public safety interoperability and reduce ongoing maintenance costs associated with shared 800 MHz radio system infrastructure. Cary and Wake County split the ongoing annual software and hardware maintenance costs associated with the shared infrastructure.

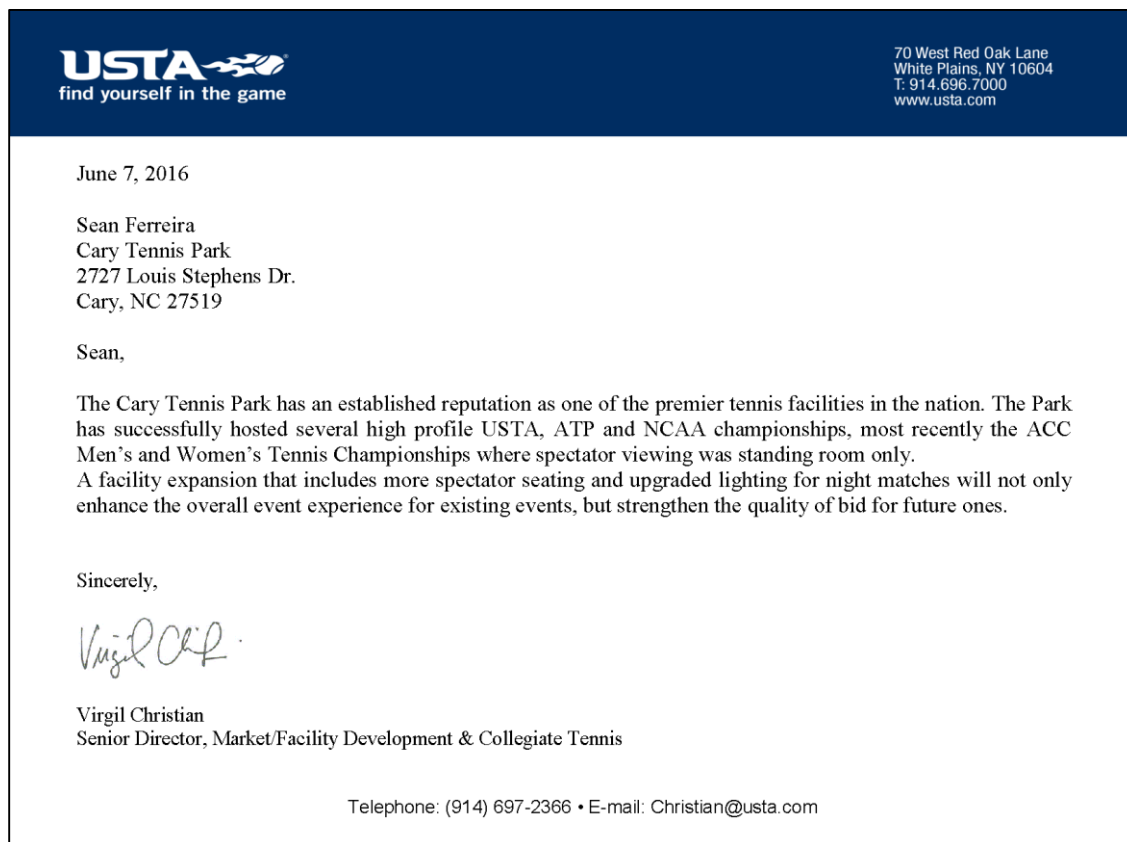
In addition, the Town coordinated installation of Wi-Fi at Koka Booth Amphitheatre in 2013 and is in the process of installing Wi-Fi at Cary's Town Hall Campus in 2016.

Synthetic Turf Field Project - 2015

The Town is in the final stages of completing the construction of 5 synthetic turf fields. Funding for these fields is a combination of a community bond funding and a public/private partnership with the Capital Area Soccer League (CASL). In 2012, Cary citizens approved funding to construct two to three synthetic turf fields. In 2015, Town Council approved an eight year, \$2.0 million lease with CASL which provided CASL access to two fields during weekly prime time (4:30 to 8:30 pm) in return for \$1.5 million in funding for construction of the fields. As part of the agreement, five to seven annual tournaments are included. Each field provides over 2,000 hours of use. Development of additional synthetic turf fields will provide increasing opportunities for year-round tournaments.

Endorsements & Letters of Support

Please find letters of support below:

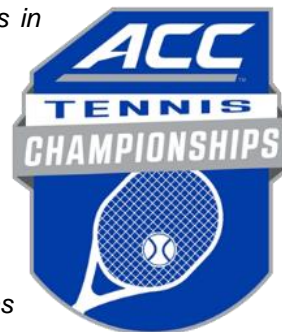


Below is an email from staff at USTA:

Cary has hosted 10 of the last 11 ACC Men's and Women's Tennis Championships at Cary Tennis Park. Here is an email from staff at ACC:

I wanted to again thank the Cary Tennis Park staff for your efforts in making our championship the most successful one ever this year.

While we have an absolutely great thing going, I think we should discuss ways to build on the momentum that we have. One item would be an increase in seating. As you know, we broke a record for attendance at the 2016 ACC Tennis Championships and I can only see that trending upward with the brand we've built in Cary and the success that the ACC has had nationally. Increasing the amount of seating is the next natural step in the process of securing Cary as the "home of ACC Tennis" in my opinion.



Another item I believe will be important in the building of our brand is to enhance the lighting at the facility. We have discussed at length trying to create a schedule that allows fans to attend matches in the evening hours. I believe I could get our coaches "on board" with this if the facility's lighting specifications were enhanced

These two items would not only help solidify our partnership, but would also put you on the short list of securing Division I NCAA Championships in the future.

I'm really excited as to what the future holds with this championship and am very happy with the support the Town of Cary and the Cary Tennis Park has given us for over a decade.

Sincerely,

*Brandon Neff
Assistant Commissioner, Championships
Atlantic Coast Conference*



June 14, 2016

Mr. Doug McRainey
Director
Town of Cary - Parks, Recreation & Cultural Resources
316 N. Academy Street
Cary, NC 27513

Dear Doug:

The Carolina RailHawks are strong supporters of the Town of Cary's grant request for funding for an artificial turf field at WakeMed Soccer Park, as well as the installation of free public WiFi service at WakeMed Stadium. We strongly support these two projects because they are additions that are necessary to keep the facility on pace with other high-quality venues throughout the country. Our community needs up-to-date facilities to continue to bring the highest quality sports-based entertainment options to our area.

With regard to a new artificial turf field, there are several reasons that we support this investment. First, our senior team and NPSL team currently need to find alternate fields when the WakeMed Soccer Park grass fields are closed due to excessive rain, so an artificial turf field would enable us to still train at WakeMed Soccer Park during rainy conditions. Also, having an artificial turf field would allow for better preparation for our senior team leading up to away games where the opposing team has an artificial-turf-field stadium. Lastly, we have a strong and growing youth programs' business that is important to the long-term success of our overall organization, soccer development in this region, and providing opportunities for training from professional athletes to enhance the abilities of our most talent youth players. Our youth programs include summer soccer camps and year-round supplemental soccer training programs that have historically all been held at WakeMed Soccer Park. However, more and more, we are renting artificial turf fields at other area facilities to avoid field closures due to rain-related weather issues, and due to the limited availability of WakeMed Soccer Park's grass fields as a result of the scheduled resting of the grass fields. Therefore, we would welcome the ability to rent an artificial turf field at WakeMed Soccer Park, so that we could host our RailHawks youth soccer programs almost entirely at our home facility.

With regard to free public WiFi access at WakeMed Stadium, in-stadium digital fan engagement has become a critical method for professional sports teams to engage with their fans in new and creative ways. In today's digital world, most world-class facilities now have this capability for their fans. We have previously shared with the Town of Cary our willingness to help fund some of the costs of installing free public WiFi at WakeMed Stadium, and see this as a major priority in order to deliver our desired digital marketing strategy and achieve our attendance goals. For example, while we recently invested in the development and launch of a new free RailHawks app, the number of downloads have not met our expectations, in part because our fans have said that they want free stadium-wide WiFi in order to download and use our new app.

Please let me know if I can be of any further assistance as it relates to these two high-priority projects.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Malik", with a stylized flourish at the end.

Steve Malik
Owner
Carolina RailHawks FC

APPENDIX A AUDIT MANAGEMENT LETTER

Appendix A - Audit Management Letter

Report of Independent Auditor



The Honorable Mayor and
Members of the Town Council
Town of Cary, North Carolina

Report on the Financial Statements

We have audited the accompanying financial statements of the governmental activities, the business-type activities, each major fund, and the aggregate remaining fund information of the Town of Cary, North Carolina (the "Town"), as of and for the year ended June 30, 2015, and the related notes to the financial statements, which collectively comprise the Town's basic financial statements as listed in the table of contents.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express opinions on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Town's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Town's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities, the business-type activities, each major fund, and the aggregate remaining fund information of the Town as of June 30, 2015, and the respective changes in financial position and cash flows thereof; and the respective budgetary comparison for the General Fund and the Transit, Emergency Telephone System and Economic Development Special Revenue Funds for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Emphasis of Matter

As discussed in Notes 1 and 11 to the financial statements, the Town adopted Governmental Accounting Standards Board Statement No. 68, *Accounting and Financial Reporting for Pensions – an Amendment of GASB Statement No. 27* and Statement No. 71, *Pension Transition for Contributions Made Subsequent to the Measurement Date – an Amendment of GASB Statement No. 68*. As a result, net position as of June 30, 2014 of the statement of activities has been restated. Our opinion is not modified with respect to this matter.

Other Matters

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that Management's Discussion and Analysis and the Required Supplementary Information as listed in the table of contents be presented to supplement the basic financial statements. Such information, although not a required part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Attachment 4: Visitor Estimates and Return on Investment

Updated 5/20/2016 - Please use this version with the RFP submittal

Definitions:

- a. **Wake County resident** - Visitor from within Wake County
- b. **Day Visitor** - Visitor from outside of Wake County that doesn't spend the night
- c. **Overnight Visitor** - Visitor from outside 50 mile radius of proposed project that spend the night (include total number of nights if visitor will stay multiple nights)

Room Rate = \$95/per night
Meal Rate = \$50/per day

Town of Cary Sports Venues Improvements

Visitor Estimates, Economic Impact and Taxes Collected

1. Estimated Wake County residential visitors (annual) = 166,599

Estimated Food and Beverage Spending and Taxes Collected			
	Number of Visitors	Meal Rate	Meal Spending
2. Estimated Day Visitors (annual) =	21,482	X \$50	= \$ 1,074,099
3. Estimated Overnight Visitors (annual) =	26,741	X \$50	= \$ 1,337,073
4. Total Meal Spending =		\$ 2,411,172	X 1% Food & Bev Tax = \$ 24,112

Estimated Hotel/Motel Spending and Taxes Collected			
	Number of Rooms	Room Rate	Room Spending
5. Estimated Overnight Rooms (annual) =	13,559	X \$95	= \$ 1,288,133
6. Total Room Spending =		\$ 1,288,133	X 6% Occupancy tax = \$ 77,288

7. Return on Investment based on taxes collected (County funding/total taxes collected) = 12.03 (in years)

(This factors in attendance for new and retaining existing events/tournaments through the improvement projects)
Total Economic Impact annually = \$ 3,699,305
Total Economic Impact over 7 years = \$ 25,895,134