

**TOTAL
SOCCER**



Total Soccer
Rochester Hills
Proposal April 14, 2008



Agenda April 14, 2008

- I. Who is Total Soccer Inc.? ~ Company Overview**
- II. Why are we here tonight?**
- III. What is being Proposed?: A World Class Indoor Athletic/Multipurpose facility**
- IV. How does the City of Rochester Hills Benefit?**
- V. Financial Summary**
- VI. Open Discussion**



COMPANY OVERVIEW

Total Soccer Inc.

- Total Soccer Inc. founded 1984 – Total Soccer Farmington Hills 1st facility
- Brian Tinnion is the founding partner and current majority owner of TSI.
- Brian began his career in Detroit with the Detroit Express Professional Soccer team as a player and coach in the late 1970's.
- He also owned and coached the former NPSL professional soccer team, known as the Detroit Rockers.
- Total Soccer Inc. is owned by Brian Tinnion with partners Paul Tinnion, Kevin Kelly, Dan Kelly, and Eric Scicluna.
- For over two decades, Total Soccer Inc. pioneered the indoor soccer/sports facility business in the Detroit metro area and has been the most recognized and respected sport facility company in this region.

Total Soccer Inc. cont.

- TSI currently owns three facilities in the metro Detroit area (Fraser, Royal Oak, and Warren locations), and has business affiliations with Total Soccer of Wixom and Total Soccer of Novi.
- The goal is to continue to expand our operations and provide area communities with a safe, healthy sports and recreational environment.

Current Total Soccer Locations

Why are we here?

- **There is a critical need in the City of Rochester Hills for a year round indoor sports facility to support the various community based organizations.**
- 1. City of Rochester Hills cannot fund this type of project.**
 - 2. Rochester Youth Soccer league- 2700 registered players on both travel and recreational teams-run ALL winter programs at the Pontiac Silverdome.**

- 3. The future of the Silverdome is questionable.**
- 4. Rochester Avon Recreation Authority (RARA) is in need of a new facility, not only for current programs, but new potential programs. 26 adult soccer teams play in the spring and fall now.**
- 5. Other various sports teams (football, baseball, etc.) in Rochester Hills need a facility for training.**

A Proposal to the City of Rochester Hills



Proposal

- **Total Soccer Inc. proposes to construct and operate a world class indoor athletic/multipurpose facility located at Borden Park in Rochester Hills, Michigan, Total Soccer of Rochester Hills (TSRH).**
- **The facility will be built and financed by Total Soccer Inc. on City land in Borden Park. A working relationship with the City of Rochester Hills would be established utilizing a Long Term Agreement (LTA) whereby the facility will be built and financed by Total Soccer Rochester Hills on City land in Borden Park. This structure will revert back to the City of Rochester Hills at the end of the agreement term.**

Proposal cont.

- **TSRH would provide a healthy community based sports environment, create employment opportunities and energize the Rochester Hills business community.**
- **This facility, first and foremost, is intended to be used for the benefit of the residents of Rochester Hills and community based organizations.**
- **PHASE I will be a custom engineered steel fixed building approximately 100,000 sq. /ft. (350' x 240' x 60' field house, with a 21,000 sq./ft. connected two story structure for administrative offices, restroom facilities, concession area, training center) .**
- **PHASE II –Second Field House added**



EARL E. BORDEN PARK
ROCHESTER HILLS



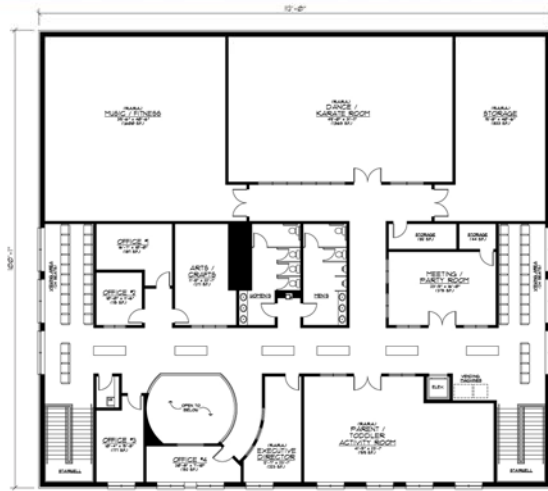
PHASE 1 - SITE PERSPECTIVE

EARL E. BORDEN PARK
ROCHESTER HILLS



PHASE 2 - SITE PERSPECTIVE

EARL E. BORDEN PARK
ROCHESTER HILLS



OFFICE / SPORTS CENTER

FIRST FLOOR SQUARE FOOTAGE : 11,200 S.F.
SECOND FLOOR SQUARE FOOTAGE : 10,540 S.F.
TOTAL : 21,740 S.F.



SECOND FLOOR PLAN

EARL E. BORDEN PARK
ROCHESTER HILLS



INDOOR SPORTS ARENA



Mission Statement

- Total Soccer Rochester Hills will be a year round multipurpose athletic facility designed to be used by the residents and organizations of Rochester Hills.
- It is the mission of TSRH to provide the best programs, staff, and equipment to fully meet the various needs of those groups using the facility.
- The experienced management of TSRH will be dedicated to creating an unmatched sporting atmosphere that will add to the enjoyment of every participant and employee of the facility.
- The owners and operators of TSRH are dedicated to the community and strive to support Rochester Hills based organizations and events.
- The goal is to be identified as the premier sports facility in Rochester Hills.

Primary Objectives

- Establish relationships with community organizations such as the Rochester Youth Soccer League(RYSL), Rochester Avon Recreation Authority (RARA), and other various groups to provide the necessary facility and office space for their programs.
- Organize, develop, and effectively market various sports leagues (soccer, flag football, lacrosse, etc.).
- Operate ancillary sports activities within the facility: i.e. Sports Advantage Training (speed and agility), baseball/softball batting/pitching cages and tunnels, office space rental, and concessions.
- Provide a facility that would also be available for other activities to enhance the community such as dog shows, Special Olympics, fun fairs, school activities, etc.
- Support/sponsor City of Rochester Hills community events and programs.

Services

TSRH will provide the community with various fitness and athletic programs.


- **Leagues :** Soccer, Baseball, Softball, Flag Football, and Lacrosse. The full size regulation field will give TSRH the flexibility to provide the appropriate size field and ensure that children through adults have an opportunity to participate in a league.
- **Organization Rentals :**TSRH will cater to all youth sport organizations and allow them to reserve time for youth sport specific training.
- **Instructional Programs:** TSRH will provide instructional programs/camps for the youth sports leagues that are offered at the facility. TS management has developed a sports specific curriculum and staff that is top notch in the field.

Services cont.

- **Fitness Training Center/SAQ:** TSRH will provide a training center for athletes at every skill level. Speed, Agility, and Quickness (SAQ) training will be the focus of the training center. A certified training staff will oversee all aspects of the training center.
- **Tournaments:** TSRH will offer a soccer tournament series that will attract clubs from out of the area. This tournament series will cater to the “select” level athlete. Area businesses should benefit from these type of events.
- **Food Services:** The TSRH facility will have a state of the art concession stand. The focus will be on healthy snacks and drinks. Within the food service area, there will be observation/waiting areas for our customers comfort.

Services cont.

- **Office Conference Center:** TSRH will have office space available for lease and space available for community organizations. A conference room will also be available for community groups to use.
- **Community Outreach:** TSRH will create relationships with City and community groups. These relationships will have an immediate impact in Rochester Hills. TSRH looks forward to the opportunity of working with the City of Rochester Hills, and organizations like RYSL, RARA, and various sports clubs.



How does the City of Rochester Hills Benefit?



BENEFITS

- **TSRH** : Will be the only multi-sport complex of its kind in Rochester Hills. The focus of the facility will be to enhance the overall athletic/fitness environment within the community. Because of the diversity in the activities and programs that we offer, there is a potential benefit for everyone in the community.
- **Community Athletic Clubs and Organizations:**

Soccer Clubs: Youth Sports in the United States continues to grow. Youth soccer has flourished from its humble beginnings in 1974 with just more than 100,000 registered players to its current 3 million. The Rochester Soccer Club has an immediate need for this type of facility for their programs. The RSC has 48 teams and the RYSL has 130 teams, over 2700 active participants. RARA has a 26 adult teams that participate in leagues fall and spring.

BENEFITS cont.

Baseball Organizations: The Rochester little league forms 46 teams a year and the North Oakland Baseball Federation has over 75. Both of these clubs will be targeted for field rentals, league play and multi-sport room rentals.

Football Organizations: The Rochester Redskins has 4 youth football teams and 4 youth cheer teams. The Redskins will be an important club implementation of a youth flag football league and facility rentals.

- **Employment Opportunities:** The facility will employ 40-60 staff members in the first year of operation.
- **Office space available for City of Rochester Hills (Park Supervisor office). This will reduce the cost of the Capital Improvement Program for the renovation of the current park office.**

BENEFITS cont.

- **Time allotment for community recreational use.**
- **Facility ownerships reverts back to the City of Rochester Hills after mutually agreed upon Long Term Agreement.**
- **Consideration for revenue sharing with the City of Rochester Hills.**

Financial Summary

Phase I : The construction and development costs for this project is estimated at \$ 4.6 million to 5.2 million. Included in the cost: the building, all development costs, equipment, and start up capital.

Phase II: \$ 2.6 to 3.0 million


Financial Backing is secured.

- 1. Commitment from traditional lending institution.**
- 2. Private investment group.**

In Conclusion

Keys to Success

- **Fully develop** and construct a world class indoor sports facility in Rochester Hills where **Total Soccer Inc.** will be responsible to finance the project located in Borden Park and establish a long term agreement with the City.
- **Community based facility** focus program development with organizations such as RYSL, RARA and other sports groups, then market our services to each of our market segments.
- **Experienced management** – The management of TSRH has over 24 years of ownership/management experience in the sports facility business. The qualified staff knows what it takes to meet the needs of all participants in the programs.
- **Total Soccer Rochester Hills** is a great opportunity for Rochester Hills. Community based sports and recreation organizations are in need of an indoor sports facility. TSI believes this complex will be the center piece of the City of Rochester Hills parks department.



**Open
Discussion
Q & A**