

**A PLACE TO...**



**WAYS YOU CAN HELP**

## **Ways to Support the Soccer Complex and Community Center**

1. If you did not have a chance to attend the informational meeting please email your name, phone number, and your email address to SoccerYproject@gmail.com. We may then communicate specific dates with you.
2. Contact your City Council Members through letters and phone calls (see Tips for Writing). We need a strong community interest to move forward on this.
3. Ask your friends and family to get involved by writing letters and making calls. Encourage your children to do the same, since the Soccer Complex and Community Center is for their benefit.
4. Talk, talk, and talk....let everyone know about the Soccer Complex and Community Center proposal. You can gossip about it around the water cooler, write a letter to the editor and/or speak at a Council Meeting. Getting the word out about this community opportunity is the best way to support it.

### **Tips for Writing:**

#### **Soccer Complex and Community Center Talking Points for Letters and Calls of Support**

1. Please copy all email correspondence to: [SoccerYproject@gmail.com](mailto:SoccerYproject@gmail.com)
2. Be brief and to the point—state that you are encouraging them to support the project early in your note/conversation.
3. Mention that you support both projects and the temporary ¼ percent sales tax for the project.
4. Briefly tell of your experience with either or both organizations.
5. Mention the eminent closing of Community Fields and the need for a new complex
6. There are over 3000 soccer players in town!
7. We need the fields for games, practice and tournaments.
8. Bloomington/Normal is perfectly located to attract teams from all over the Midwest for tournaments.
9. The new facility will facilitate the continued success of soccer as a recreation and competitive sport.
10. Close by thanking them for their consideration and continued service to our community.

You may email all of the councilmen as a group by going to:

<http://www.cityblm.org/index.aspx?page=48>

Ward maps are located at: <http://www.cityblm.org/index.aspx?page=62>

	Email	Phone
Tari Renner	<a href="mailto:mayor@cityblm.org">mayor@cityblm.org</a>	309-821-1057
Kevin Lower	<a href="mailto:ward1@cityblm.org">ward1@cityblm.org</a>	309-830-7498
David Sage	<a href="mailto:ward2@cityblm.org">ward2@cityblm.org</a>	309-828-3698
Mboka Mwilambwe	<a href="mailto:ward3@cityblm.org">ward3@cityblm.org</a>	309-530-7664
Judity Stearns	<a href="mailto:ward4@cityblm.org">ward4@cityblm.org</a>	309-828-5443
Jennifer McDade	<a href="mailto:ward5@cityblm.org">ward5@cityblm.org</a>	309-287-1358
Karen Schmidt	<a href="mailto:ward6@cityblm.org">ward6@cityblm.org</a>	309-829-6318
Scott Black	<a href="mailto:ward7@cityblm.org">ward7@cityblm.org</a>	309-242-7410
Rob Fazzini	<a href="mailto:ward8@cityblm.org">ward8@cityblm.org</a>	none listed
Jim Fruin	<a href="mailto:ward9@cityblm.org">ward9@cityblm.org</a>	309-662-1197

## Normal Town Council Contact Information

	Name	Email address	Phone
Mayor	Chris Koos	<a href="mailto:mayor@normal.org">mayor@normal.org</a>	309-454-9777
Council Member	Sonja Reece	<a href="mailto:sreece@normal.org">sreece@normal.org</a>	309-452-6782
Council Member	Cheryl Gaines	<a href="mailto:cgaines@normal.org">cgaines@normal.org</a>	309-452-6696
Council Member	Jeff Fritzen	<a href="mailto:jfritzen@normal.org">jfritzen@normal.org</a>	309-454-2186
Council Member	Chuck Scott	<a href="mailto:cscott@normal.org">cscott@normal.org</a>	309-452-3136
Council Member	Kevin McCarthy	<a href="mailto:kmccarthy@normal.org">kmccarthy@normal.org</a>	309-451-9927
Council Member	Scott Preston	<a href="mailto:spreston@normal.org">spreston@normal.org</a>	309-434-0086
City Manager	Mark Peterson	<a href="mailto:mpeterson@normal.org">mpeterson@normal.org</a>	309-454-9501
Deputy City Manager	Pam Reece	<a href="mailto:preece@normal.org">preece@normal.org</a>	309-454-9502

\*you may also go to the town of normal website to email all council members as a group.

November 26, 2012

Mayor Steve Stockton and Bloomington City Council  
109 E. Olive St.  
Bloomington, IL 61701

Dear Mayor Stockton and City Council,

On behalf of the Bloomington-Normal Area Convention and Visitors Bureau, please accept this letter as our support of the soccer complex project proposal.

Soccer is the second most popular team sport for youth in the United States with 14 million registered players; thousands of which live in Bloomington-Normal. Unfortunately, following the Federal Aviation Administration's determination that the Bloomington Normal Airport Authority end the practice of providing space to the Prairie City Soccer League (PCSL), the home for many of these soccer players will no longer be available. Upon its closure, Bloomington-Normal will not be able to support the needs of local soccer organizations, forcing them to travel to other communities for soccer opportunities. Bloomington-Normal is in need of a new soccer complex that would satisfy the current local league play; draw new, large state, regional and national tournaments; revitalize Bloomington-Normal's west side and improve the quality of life in the Bloomington-Normal area.

The new, state-of-the-art soccer complex will consist of 26 fields (2 turf fields, 12 irrigated, 12 lighted). The first-class complex will be built on the west side of Bloomington-Normal in the enterprise zone near the Crossroads Shopping Center, providing exceptional access via I-55, I-74, Mitsubishi Motorway, College Avenue and Illinois Route 9. The estimated direct economic impact of the soccer complex is approximately \$1.3 million in the facility's first year of operation, and approximately \$6 million in year 10. These figures are based on assumptions of attendee and participant origin, length of stay, facility revenues, and daily spending which includes food/beverage, transportation, retail and entertainment, and lodging. The soccer complex and usage will be modeled after the Champion Fields softball complex in Normal which generated nearly \$3.5 million in direct economic impact in 2011 from tournaments alone.

The economic impact from a new soccer complex will also create full-time and part-time jobs throughout the community in food/beverage, transportation, retail and entertainment, and lodging. It is estimated that 23 jobs will be supported in the facility's first year, and as many as 86 jobs in year 10.

Other cities of comparable size in the Midwest have seen the economic benefit from first-class soccer facilities, including Rockford, Elgin, and Moline, Illinois; Muscatine, Iowa; and Evansville, Indiana. The addition of a new, state-of-the-art soccer complex will increase Bloomington-Normal's competitiveness among surrounding communities when bidding on large, revenue-generating tournaments. Due to the inevitable positive impact of the new soccer complex, the Bloomington-Normal Area Convention and Visitors Bureau support the soccer complex project proposal.

Regards,



Ronn Morehead – Chair, Board of Directors  
Bloomington-Normal Area Convention and Visitors Bureau

Sample letter 1:

To Whom It May Concern:

I am writing this letter encouraging Bloomington and Normal town council support of the proposed new Soccer Complex and Community Center project on the west side of Bloomington. I also support the temporary quarter cent sales tax increase to fund this project that will provide a significant economic boost for the two towns.

The Illinois Fusion Soccer Club is a competitive soccer club in Bloomington/Normal. Its members travel throughout the country to play in soccer tournaments. As a member, we are very familiar with the impact a nice facility can have on a community the size of Bloomington/Normal. Currently, our club hosts one weekend tournament a year. This tournament fills to its capacity of 140 teams (approximately 5,000 people) very quickly due to the easy access for teams across the Midwest and the availability of hotels in our area. We are limited to one tournament a year due to limitations of field use and the needed volunteers. We understand that within five years, Community Fields will no longer be available to us or the other soccer organizations in town. Without a new facility, progress for soccer organizations in this town will be crippled if not devastated.

Soccer is the fastest growing sport in the US and Bloomington/Normal is no exception. The soccer community in this town enjoys a very cooperative relationship among the nearly 3,000 players throughout the different groups. The search for fields for games, tournaments and practice is something we all share. A new complex would help put our towns on the map and improve the quality of play.

I feel very certain that the past studies that show the economic impact a soccer complex and new community center facility would have on the towns is accurate. I know that we are often approached to host many state and regional soccer activities, but are unable to do so due to the limitations of quality facilities.

Thank you for your consideration of this project and for your service to our community