

REGIONAL STUDY OF SPORTS FINAL REPORT



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& A S S O C I A T E S L T D



Study Goals

- The 5-cities – Allen, Frisco, McKinney, Plano and Richardson
- Enable cities to make informed decisions in their planning processes for the provision of future athletic services by providing a regional context.
- Examine and define the character and needs of sports participation in the 5-city area.
- Identify common and disparate goals and suggest reconciliation measures where feasible.
- Develop a comprehensive inventory of athletics facilities in the 5-city area.
- Align local policies and operations in each of the cities to minimize duplication of efforts and maximize the benefit derived from facilities investment to residents of all 5 cities.



Study Organization

- Demographics
- Sports Participation
- Field Inventory
- Field Demand
- Field Allocation
- Field Maintenance
- Standards and Recommendations
- Artificial Turf



Demographics

- Growth will drive demand
- Northern communities have the most growth
- Changing ethnic mix
- Large youth population

| | Allen | Frisco | McKinney | Plano | Richardson | 5-Cities |
|------------------------------|---------------------|----------------------|----------------------|----------------------|---------------------|----------------------|
| Population: | | | | | | |
| 2010 Census | 84,246 ¹ | 116,989 ² | 131,117 ³ | 259,841 ⁴ | 99,223 ⁵ | 691,416 ⁶ |
| 2015 Estimate | 93,620 | 147,846 | 154,044 | 272,923 | 103,338 | 771,771 |
| 2020 Estimate | 103,597 | 178,019 | 178,001 | 290,690 | 108,925 | 859,232 |
| Households: | | | | | | |
| 2010 Census | 27,870 | 39,901 | 44,353 | 99,131 | 38,714 | 249,969 |
| 2015 Estimate | 30,867 | 49,959 | 52,230 | 104,736 | 40,419 | 278,211 |
| 2020 Estimate | 34,118 | 60,001 | 60,635 | 112,042 | 42,743 | 309,539 |
| Families: | | | | | | |
| 2010 Census | 22,752 | 31,226 | 33,983 | 69,464 | 25,545 | 182,970 |
| 2015 Estimate | 25,139 | 38,932 | 39,728 | 72,194 | 26,405 | 202,398 |
| 2020 Estimate | 27,728 | 46,584 | 45,842 | 76,363 | 27,687 | 224,204 |
| Ave. Household Size: | | | | | | |
| 2010 Census | 3.02 | 2.93 | 2.91 | 2.61 | 2.54 | 2.75 |
| 2015 Estimate | 3.03 | 2.95 | 2.91 | 2.60 | 2.53 | 2.76 |
| 2020 Estimate | 3.03 | 2.96 | 2.90 | 2.59 | 2.53 | 2.76 |
| Ethnicity (2015 Est): | | | | | | |
| Hispanic | 11.3% | 13.0% | 18.9% | 15.2% | 16.9% | 15.3% |
| White | 68.2% | 71.0% | 72.1% | 63.2% | 63.2% | 67.1% |
| African Amer. | 9.1% | 9.6% | 11.9% | 8.5% | 9.1% | 9.5% |
| American Ind. | 0.5% | 0.5% | 0.7% | 0.4% | 0.5% | 0.5% |
| Asian | 15.7% | 11.8% | 5.0% | 19.2% | 17.8% | 14.3% |
| Pacific Islander | 0.1% | 0.04% | 0.1% | 0.1% | 0.1% | 0.1% |
| Other | 3.2% | 3.5% | 6.8% | 5.3% | 6.0% | 5.1% |
| Multiple | 3.3% | 3.5% | 3.4% | 3.3% | 3.3% | 3.4% |
| Median Age: | | | | | | |
| 2010 Census | 34.6 | 33.8 | 32.7 | 37.0 | 36.7 | 35.2 |
| 2015 Estimate | 35.4 | 34.4 | 33.6 | 38.2 | 37.3 | 36.0 |
| 2020 Estimate | 35.9 | 34.3 | 33.8 | 38.7 | 38.0 | 36.2 |
| Median Income: | | | | | | |
| 2015 Estimate | \$112,780 | \$110,482 | \$97,612 | \$91,203 | \$71,684 | \$96,497 |
| 2020 Estimate | \$124,882 | \$123,551 | \$105,924 | \$102,469 | \$81,194 | \$106,316 |



Sports Participation

Growing Demand

- Soccer
- Lacrosse
- Flag Football
- Elite/travel baseball

Decreasing Demand

- Softball (adult)
- Football (Tackle)
- Baseball

Emerging Sports

- Rugby
- Cricket
- Ultimate

Growth is strongest in rectangular field sports



Field Inventory

Existing Field Inventory

| Field Type | Allen | Frisco | McKinney | Plano | Richardson | Total |
|--------------|-----------|-----------|-----------|------------|------------|------------|
| Diamond | 18 | 24 | 21 | 65 | 17 | 145 |
| Lighted | 18 | 24 | 21 | 49 | 14 | 126 |
| Unlighted | 0 | 0 | 0 | 16 | 3 | 19 |
| Rectangular | 32 | 28 | 24 | 96 | 27 | 207 |
| Lighted | 25 | 26 | 18 | 58 | 3 | 130 |
| Unlighted | 7 | 2 | 6 | 38 | 24 | 77 |
| Total | 50 | 52 | 45 | 161 | 44 | 352 |

Field Inventory-per thousand population

| Field Type | Allen | Frisco | McKinney | Plano | Richardson | Total |
|------------------------------------|-------|--------|----------|-------|------------|-------|
| 2015 Population (in 000's) | 93.6 | 147.8 | 154.0 | 272.9 | 103.3 | 771.8 |
| Diamond (per thousand pop.) | .19 | .16 | .14 | .24 | .16 | .19 |
| Rectangular (per thousand pop.) | .34 | .19 | .16 | .35 | .26 | .27 |



Field Demand

Future Field Demand-per thousand population

| Field Type | Allen | Frisco | McKinney | Plano | Richardson | Total |
|--------------------------------|-------|--------|----------|-------|------------|-------|
| 2020 Population (in 000's) | 103.6 | 178.0 | 178.0 | 290.7 | 108.9 | 859.2 |
| Additional Diamond Fields | +1.7 | +4.5 | +3.9 | +4.8 | +.42 | +18.2 |
| Additional Rectangle Fields | +3.2 | +5.8 | +4.5 | +5.7 | +1.3 | +25.0 |

Master Plan-future field needs

| City | Diamond Sports Fields | Rectangular Sports Fields | Other |
|--------------|--------------------------------------|---|---|
| Allen | 2-Youth Baseball | 1-Football 7-Soccer | An Adult Sports Facility Youth Practice Fields |
| Frisco* | 1-Adult Softball 1-Girls Softball | 2- Soccer | Light Existing Fields |
| McKinney | 5-Baseball 1-T-Ball | 5- Rectangular 2- Football 20- Multipurpose Small or 5 Regualtion Fields | All Fields Lighted Except T-Ball |
| Plano | 15-Diamond | 16-Rectangular | 1-Cricket |
| Richardson** | N/A | 1-Football 6-8 Soccer | 1- Cricket |
| Total | 25 Fields | 60-62 Fields | |



Field Demand

PRORAGIS Benchmarks

Population Per Field

| Facility | National (Median) | Allen | Frisco | McKinney | Plano | Richardson | 5 Cities |
|--------------------|-------------------|-------|--------|----------|-------|------------|----------|
| Diamond Field | 3,333 | 5,200 | 6,158 | 7,333 | 4,198 | 6,076 | 5,323 |
| Rectangular Fields | 3,929 | 2,925 | 5,279 | 6,417 | 2,843 | 3,826 | 3,729 |

Population Per Field

| Facility | Texas Cities (Median) | Communities 200,000-400,00 (Median) |
|---------------------------------|-----------------------|-------------------------------------|
| Baseball Field | 7,213 | 9,826 |
| Softball Field | 8,484 | 8,153 |
| Multi-purpose Rectangular Field | 12,000 | 6,843 |
| Football Field | 54,500 | 38,552 |
| Soccer Field | 5,440 | 13,113 |



Field Demand Factors

- Some sports organizations are limiting teams and seasons, especially adult and emerging sports
- There is a larger demand for rectangular fields than diamond
- Travel teams are primarily driving the demand for diamond fields
- Field demand by use
 - Practice
 - Game
 - Tournaments
- Need to light as many fields as possible
- There is very little use of ISD fields
- There are very few artificial turf fields
- Most sports organizations are dependent on city fields



Field Allocation

- Priorities are based on:
 - Residents first
 - Youth over adults
 - Recreation over competitive
 - One organization per sport
- Three communities have one large organization that provides most sports (PSA, ASA and SVAA)
- Most fields are designated by specific use
- Most youth sports programs are provided by other organizations
- Block scheduling is used for most fields
- Nominal fees are charged
- Sports tourism is a priority for most communities
- Assigning field use to elite and travel teams is a concern
- Unauthorized use of fields is a significant issue



Field Maintenance

- Most field maintenance is in house with little responsibility from the user groups
- Cities determine when fields are playable
- Water restrictions are a major obstacle
- Overuse of fields is a major issue
- There are not any regional maintenance standards for fields



Standards and Recommendations

- **Field Demand Calculations**

- Difficult to establish field demands on a regional basis
- Calculate number of fields per 1,000 pop.
- Compare with other communities
- Classify fields into 3 categories:
 - Diamond
 - Rectangular
 - Multipurpose
- Classify by:
 - Practice
 - Game
 - Tournament
- Role of ISD fields and other providers



Standards and Recommendations

- Field Allocation

- Priorities
 - Internal use
 - Youth sports
 - Adult sports
- Other
 - Recreation over competitive
 - Approved youth over non-recognized
- Establish a process for sports organizations to be recognized
- Establish primary and secondary seasons per sport
- Determine max number of practices/games week and season
- Must approve any expansion of seasons/age groups/sports, etc.
- Establish a Youth Sports Council
- Must address the needs of travel teams
- Establish a non-compliance protocol
- Emerging sports will require fields and a more regional approach
- Enforcement of field allocation policies will require Field Marshals



Standards and Recommendations

- **Field Scheduling**

- Move away from block/exclusive use
- Cities should schedule fields on a day, time and per field basis
- Priority for practices, games and then tournaments
- Avoid designation of fields by sport. Promote multi-use
- Schedule or designate practice fields
- Utilize a common field scheduling software package
- Will require greater resources to accomplish
- Coordinate scheduling on a regional basis



Standards and Recommendations

- **Field Maintenance**

- Each community should have a specific field maintenance plan
- Attempt to develop field maintenance best practices on a regional basis
- Establish a regional purchasing plan if possible
- Use dedicated crews for field maintenance
- Consider contracting out some services
- Determine possible future roles and expectations from the user groups
- Playability of fields is up to the city and umpires/officials



Recommendations

- General

- The Five-Cities will need to establish a formal Five-Cities Athletic Fields Council
- The Council should update the field inventory annually
- The Council should establish a field data base
- Long term there should be the ability to view actual field use on-line
- Establish a regional approval plan for travel teams
- May need to have a third party manage the data base
- Establish field maintenance best practices
- Work to compete for large regional and national tournaments



Recommendations

- Field Development

- The focus should be on:
 - Rectangular before diamond
 - Practice before game
 - Game before tournament
 - Youth over adult
- Develop larger sites with multiple fields
- Light all new fields and as many existing as possible
- Artificial turf fields have a role
- Field development plans should be tracked and reviewed on a regional basis



Recommendations

- **Athletic Programs and Tournaments**
 - Tracking in-house programs by city should be a role for the Athletic Fields Council
 - The Five-Cities will be primarily a provider of fields for other organizations
 - Establish areas of sport focus by city when appropriate
 - For emerging sports there may need to be regional programs
 - For adult sports consider establishing days/times and fields for programs
 - The Athletic Fields Council should help promote sports tourism through tournaments. An economic impact study of tournaments should be completed
 - Consider establishing a North Dallas Sports Commission
 - The Athletic Fields Council must address the needs of the travel teams on a regional basis.



Recommendations

- Role of Other Providers

- Need to explore possible greater use of ISD fields.
- Track college/university fields and their use by outside groups
- Fields and facilities that are being provided by ASA, PSA and SVAA need to be recognized and integrated into a long range plan for fields
- Consider allowing youth sports organizations to lease land to develop and maintain their own fields
- Private organizations that have their own fields also need to be included



Recommendations

- Fees and Funding

- Consideration should be given to increasing the fees for field use and maintenance
- Increase rates charged to for-profit tournaments
- Track costs of maintaining fields on a per field basis
- Determine possible non-tax funding sources for new fields
- Indoor fieldhouses will continue to be primarily developed by private or youth sports organizations



Implementation Schedule

- Short Term (1-2 years)
 1. Establish a Five-Cities Athletic Fields Council.
 2. Each city considers that establishment of a Youth Sports Council
 3. Update the athletic field inventory
 4. Formalize a regional approach to field allocation
 5. Establish a field allocation process for travel teams
 6. Track in-house field sports programs
 7. Determine if a common field scheduling and inventory software program is available
 8. Determine if outside assistance is needed to manage the work of the Athletic Fields Council
 9. Promote the benefits of regional planning



Implementation Schedule

- Middle Term (3-4 years)
 1. Establish field maintenance best practices
 2. Move to day/time/field scheduling
 3. Explore the development of a regional approach to field use fees
 4. Determine roles of sports organizations in maintenance of fields
 5. Establish a regional approach to how indoor fieldhouses will be developed
 6. Launch the field data base and scheduling software
 7. Develop a regional approach to better utilization of ISD fields
 8. Develop a Field Marshal program
 9. Promote sports tourism on a regional basis
 10. Investigate the possibility of having ground leases for sports organizations to develop their own fields



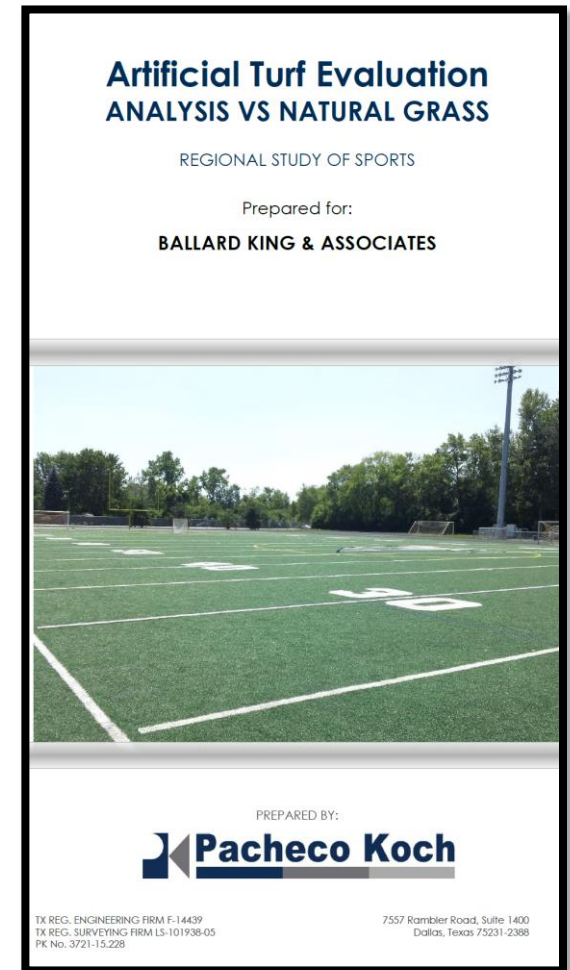
Implementation Schedule

- Long Term (5+ years)
 1. Explore setting up a regional purchasing consortium
 2. Make field use schedules available on-line
 3. Establish a regional tournament plan
 4. Conduct an economic impact study for tournaments
 5. Determine viability of a North Dallas Sports Commission
 6. Determine specific areas of focus by sport for communities
 7. Work to develop fields on a regional basis



Artificial Turf Issues

- Benefits and drawbacks
- Role for the future
 - There should be some fields in each community in key locations
 - Pay for use at higher rate?



McKinney

- Population growth has outpaced availability of sports fields.
- Only recognize one youth sports organization per sport, except baseball.
- There are set seasons for most sports.
- The anticipated loss of the softball fields at the Ballfields at Craig Ranch is a concern.
- Fields are assigned and scheduled for the sports organizations.
- High requirement of resident participation at 80%
- Nominal fees are charged for field use.
- The City maintains all fields
- The City has over 700 acres of undeveloped property banked.





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Plano

- Strong inventory of fields
- Still a demand for more fields
- Many youth and adult sports organizations
- Fields are multi-use, not by sport
- Organizations do not have exclusive use
- There is a high percent of non-resident use
Charge for field use
- Organizations are responsible for lining fields
- Have on-site coordinators for tournaments and
Field Service Specialists for monitoring fields

