

Park and Recreation Consultants LLC

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January 31, 2012

Ms. Ann Kattreh
Assistant Director
Parks and Recreation
4801 West 50th Street
Edina, MN 55424

Dear Ms. Kattreh:

We are pleased to submit the Edina Sports Dome financial feasibility study for your review. The study was conducted under a set of our guiding principles as set forth in the report. We based our findings on your city's vision, mission, comprehensive plan and interviews with key city staff, youth sports organizations and citizen advocates using a best practices approach to financial feasibility.

Since the Sports Dome would be primarily for Edina residents, we focused on the needs of the Soccer Club, Baseball Association, Lacrosse Association and the High School. It is our opinion these Edina organizations will rent approximately 820 hours during the 24-26 week season. Therefore, it will require non-resident groups to rent between 220-250 full dome hours in order for the City to achieve 100% cost recovery of the operating budget and replacement costs of the dome and turf.

In developing the projected revenues, we specifically chose to be extremely conservative by not projecting any revenue for non-resident groups. We are, however, recommending the staff first meet with the Edina groups and draw up an actual 6-month schedule. A second meeting would then be set up with the non-resident groups expressing interest in renting the dome. The non-resident groups would be able to know, with some certainty, the times and dates available to them. Edina groups would also be able to revise their own schedules in order to encourage non-residents to help produce a 100% cost recovery facility.

In closing we want to express our deepest appreciation to you, the city staff, park board study group and the individuals and organizations we interviewed. We look forward to meeting with the Park Board on February 14 to discuss this study in more depth.

Sincerely,

Harvey Feldman
President, Park and Recreation Consultants LLC