



## Downtown Stadium – Fact Sheet

As part of the City for Champions (C4C) Initiative, two downtown multi-purpose sports venues (together named the Colorado Springs Sports and Events Center) are being planned and designed to host professional, Olympic and amateur sporting events as well as entertainment and cultural events. The two venues together, representing one component of the C4C initiative, are in close proximity to the U.S. Olympic Museum. The Downtown Stadium is the outdoor venue (new permanent home of the Colorado Springs Switchbacks Football Club), and Robson Arena at Colorado College (home of CC Tiger hockey) is the indoor venue. Both will include technological features coveted by competitive athletes, further solidifying the city's vision for Olympic City USA and providing unique venues to host the growing momentum of a strong and vibrant tourism industry. The Downtown Stadium will be a mixed-use development featuring a rectangular field of play.

The other C4C venues include the U.S. Olympic Museum, a new U.S. Air Force Academy Gateway Visitors Center and the William J. Hybl Sports Medicine and Performance Center on the campus of the University of Colorado, Colorado Springs.

**Project Partners:** The Colorado Springs Switchbacks Football Club (FC) and Weidner Apartment Homes have partnered on the Downtown Stadium project. The stadium will be constructed together with a mixed-use residential and commercial development. After a competitive bid process, the Stadium Partnership selected the team of GE Johnson Construction and Perkins & Will Architects to lead the design/build of the stadium.

### **Schedule:**

Planning and Design: Through Fall 2019

Construction: Fall/Winter 2019 - Early 2021

Anticipated Opening: Spring 2021

**Location:** Located at the CityGate property, the Downtown Stadium site is bordered by Cimarron Street to the north, Moreno Avenue to the south, Sierra Madre Street to the west and Sahwatch Street to the east. The strategic downtown location allows for high visibility, access to amenities, and special experiences for participants and spectators. Much of the land is currently vacant and open for development following environmental work related to its long-term use as a steel and iron foundry since the beginning of 1900 until it closed in the early 2000's. It is also in close proximity to several other sports-related facilities, specifically the new U.S. Olympic Museum, America the Beautiful Park, the administration building for several National Governing Bodies (NGBs), and the headquarters building for the U.S. Olympic Committee.

**Capacity:** The stadium is anticipated to have 8,000 seats, expandable to 15,000 for concerts and other special events. The primary tenant for the facility is the Switchbacks FC. The United Soccer League (USL), of which the Switchbacks FC is a member, has stated that by 2020 all of its teams need to be playing in or developing facilities that seat 8,000 - 10,000 spectators in order to create a strong franchise. Colorado Springs is among the smaller markets in the Championship League. Olympic related events,

tournaments, and camps will create a synergy between the U.S. Olympic Museum, outdoor stadium, indoor arena, and the U.S. Olympic Training Center that will set Colorado Springs apart nationally as a destination for amateur sporting events.

**Stadium Description:**

- The stadium is composed of three distinct elements: an 85,000 square foot playing field / event surface, a 3-story, multi-function West Building Complex, and an elevated concourse surrounding the playing field
- It will include: a 240-seat, multi-use meeting/banquet room, a 4,000 square foot restaurant concept, sports performance and training facilities, and looks to be an anchor for future development opportunities
- Total interior square footage: 145,500
- Synthetic turf field with cork and coconut hair as infill for water savings and to reduce surface temperature
- Project site footprint: approximately 4.46 acres
- West building: Approximately 48' tall
- North seating bowl wall and northeast building: ranges from 4' to 16' above Cimarron Street. A canopy structure may range from 12' - 20' above the seating bowl wall
- East seating bowl wall: 4' above Sahwatch Street. East buildings are approximately 14' above the seating bowl wall
- South concourse is flush with the Plaza that naturally slopes from Sahwatch to Sierra Madre streets

*Field Level Building:* The heart of the development resides in the first level building situated along Sierra Madre Street. This program area includes commissary, storage, loading, Field Club, home team complex, visitor locker rooms, administrative offices, and tenant orthopedic/fitness and restaurant space.

*Concourse Level:* The main public level encompasses a fully elevated concourse between 4 and 16 feet above and surrounding the field and seating sections. Each side of the concourse has a different elevation offering a diverse experience while circulating the stadium. Program areas on the concourse include restrooms, concessions, team store, seating sections, and amenity decks. The south concourse is on grade with a 57-foot-wide pedestrian plaza that lies between the south side of the stadium and the north face of the new Weidner apartment building. The plaza will create an active environment around the stadium and can be used for pre- and post-game events.

*Sky Club Level:* The Sky Club (the tallest structure along Sierra Madre Street) features a higher-level experience on game days and multiple accommodations of rentable spaces on non-game days. The Sky Club program includes flexible hospitality / banquet space with a capacity for 240 people, prep kitchen, storage, and restrooms. Glazing on the east, west, and north sides of the stadium offer views to the field, Downtown Colorado Springs, and the Colorado Rocky Mountains.

**Food and Beverage venues in the stadium:**

- Cog Car - event day catering plus daily food & beverage service opportunity
- Restaurant - prime location with an option for a rooftop bar
- Sky Club - stadium event day catering and catering for reserved special events
- Field Club - stadium event day catering and daily team food service opportunity
- Concessions - stadium event day service at four main concourse locations plus cart service opportunities
- Other Game Day Food Service – Suite/Cabana Catering, other Club Catering, in-seat service

**Technology (Sound / Lighting / AV / Data):** The outdoor stadium will have Best-In-Class lighting and data accessibility, high definition digital video production, live world-wide streaming and distribution capabilities, next generation real-time training and match full-field video data tagging capabilities. This level of technology is typically found only in new facilities and is deemed critical to maximize fan experience. It is also critical because coaches and trainers highly desire real-time training and full-field video capture with data tagging capabilities. Simultaneous to C4C, the City of Colorado Springs is pursuing a *Smart City* strategy under contract with Panasonic. The technology also includes:

- Distributed sound system, not a single point source system, allowing for more efficient volume control
- Positioning of speakers downward and toward the center of the field
- LED sports lighting for reduced light pollution and reduced kw consumption
- Colored RGB LED up-lights in key locations are anticipated to provide a visually pleasing evening experience

**Stadium Access, Traffic and Parking:** The main entrance for the stadium is at Cimarron and Sahwatch streets. Two secondary entrances are at the Moreno Avenue plaza. VIP entrances are along Sierra Madre Street. The New South End of downtown Colorado Springs has been growing and transforming into a more vibrant area attracting more businesses and visitors. This vibrancy has driven the need to understand near and long-term strategies for parking and traffic in and around the area. The Stadium Partnership is collaborating with the Downtown Partnership, City of Colorado Springs, and numerous other public

and private organizations in a third-party study to understand the needs of the broader downtown area as well as the stadium impact on parking/traffic. The consulting firm of Felsburg Holt & Ullevig (FHU) has been contracted to conduct the study.

#### **Financial Structure:**

In accordance with the C4C Business Plan, the Minimum Element Allocation Percentage (MEAP) for the Colorado Sports and Events Center Project is 23 percent or approximately \$27.7 million in future dollars in the form of tax increment from the State of Colorado. In today's dollars the stadium's allocation is approximately \$13.5 million. A majority of the remaining funding is provided by the Stadium Partnership. A metropolitan district is anticipated to be formed in 2019. Other special districting opportunities, such as a Business Improvement District, are being explored.

#### **Cost of game tickets / Times and Dates of Practices:**

Tickets for a Switchbacks soccer game are anticipated to start at \$15.

Daily field usage for Switchbacks practices is from 11 a.m. to 2 p.m. Evening programming for other sports teams is also planned. Restaurant, athletic training, and special event spaces will be programmed for afternoons and evenings. Large events will almost exclusively be on evenings and weekends.

**Events:** The Switchbacks FC has approximately 22 home matches per season held over approximately eight months, or an average of 2.5 matches per month in season. Approximately 80 days are reserved for other sporting events including NGB events and others targeted to attract out-of-state visitors. The stadium anticipates hosting other types of events in the remaining days, especially those that will draw new visitors to the region (per Regional Tourism Act goals). The stadium will have the potential for hosting concerts as well as different field configurations for smaller outdoor sports including volleyball, basketball, hockey, etc.

#### **FOR MORE STADIUM PROJECT INFORMATION**

**To receive notices of Downtown Stadium project updates, send an email asking to be added to the database to:**

[DowntownStadiumC4C@gmail.com](mailto:DowntownStadiumC4C@gmail.com)

**For more information and project updates:**

Website: <https://www.switchbacksfsc.com/downtownstadiumc4c>

Switchbacks ph: 719-368-8480

## **Downtown Stadium – Frequently Asked Questions**

#### **PURPOSE OF THE NEW STADIUM**

##### **What are the goals for the Colorado Springs New South End of Downtown?**

In the near and long-term, the Ragain and Weidner Partnership (Stadium Partnership) goals are focused on developing a stadium that is an economic generator while inspiring our local community. The stadium will be an experienced-based destination regularly programmed to stimulate sports tourism and represent a gateway to our city. The stadium is expected to continue inspiring development investment, property values, and cultural growth in the New South End of downtown Colorado Springs as a key entrance and cultural hub for well into the future.

The Downtown Stadium will be built on what has become known as the CityGate property, along the new gateway into downtown Colorado Springs. With the recent reconfiguration and expansion of the Interstate 25/U.S. 24 interchange, the entire image of south downtown Colorado Springs is beginning transformation. Included in that transformation will be the future decommissioning of the Martin Drake Power Plant and the construction of high-density, mixed-use developments within three blocks to the north of the stadium. Weidner Apartment Homes will build a minimum of 250 apartment units, with the option to build up to 500 or even 1,000 units. In all, development totaling more than \$45 million is planned during the same timeframe as the stadium, and an additional \$100 million is possible with additional land. More than \$2 billion in private development is planned in an area just to the north of the stadium in conjunction with the new Olympic Museum. The stadium reinforces the community's transformational momentum.

### **Is the stadium a new idea for downtown Colorado Springs?**

The past three decades record attempts to bring a professional sports stadium to downtown Colorado Springs but the cost of land, lack of an agreeable sports franchise, and lack of City funding have all been hindrances to this idea. With the advent of the State Regional Tourism Act (RTA) in 2012, a means to raise important capital to build this facility availed itself. The Colorado Springs Switchbacks FC soccer franchise signed onto the City for Champions project as the primary tenant for this planned downtown facility in 2013 to help secure the project.

### **Why is a new stadium needed?**

Urban sports venues have been in some form important anchor elements in many official downtown development plans for more than 25 years. The City for Champions application in 2013 proposed a Colorado Sports and Events Center, an outdoor stadium and competition arena, with enthusiastic support from the United States Olympic Committee and National Governing Bodies Council. This business plan updates that vision, retaining the sports venues while determining locations for the outdoor stadium and indoor arena for even greater potential impact. Furthermore, the commitment of the City of Colorado Springs and its partnering organizations remains intact.

This bold vision, made possible by two strong sponsoring organizations that will anchor the facilities (Colorado Springs Switchbacks FC and Colorado College) will build upon the dynamic synergies of the stakeholder groups in this business plan, working with and among them to achieve and surpass the goals articulated in the original City for Champions application.

### **What will happen to the existing Weidner Field off Powers Boulevard once the new stadium is built?**

Weidner Field was built in 1985 by U.S. Soccer when it was located in Colorado Springs. Since 1991 Weidner Field has been programmed by the City of Colorado Springs. In 2014, the City entered into a ten-year lease agreement with the Switchbacks FC to provide the necessary venue improvements to host a professional soccer team. When the Switchbacks FC lease ends, the field will continue to be an improved community asset.

### **Why are the Switchbacks important to Colorado Springs?**

Professional sports and specifically the Switchbacks stimulate cultural identity and city pride. Professional sports teams and athletes inspire a city's youth while connecting business and social communities. The USL Championship league, of which the Switchbacks FC is a member, provides a worldwide platform of more than 8 million engaged fans to view and interact with Colorado Springs.

### **Why is the stadium important to the Switchbacks?**

- By 2020, the USL Championship has set an 8,000 -10,000 targeted stadium size as a requirement to be allowed to compete in the second division of professional American soccer.
- The urban environment speaks to the young viewing demographic of professional soccer.
- To represent the city more broadly and capitalize on easy access for citizens and visitors alike, the franchise needs to be positioned in the heart of downtown.

## **EVENTS**

### **What type and how many activities/events are planned at the new Stadium?**

The Switchbacks FC has approximately 22 home matches per season held over approximately eight months or an average of 2.5 matches per month. Matches are almost exclusively on weekend nights. Approximately 80 days are reserved for other sporting events including NGB events and other events targeted to attract out of state visitors. These events may include sports tournaments, training camps, club events, Paralympic events, youth sports camps and events, and would be held primarily in the spring, summer, and fall seasons. These other events are expected to generate new out-of-state visitors who will often stay overnight in local hotels, eat in local restaurants, and purchase items in local retail stores, generating significant sales tax dollars for the community.

### **Will there be concerts at the new stadium and how will the sound be managed?**

We anticipate programming small and large concerts that celebrate music and bring the community together. Position of speakers for large event staging will be facing north toward the industrial area. Position for mid-size stage events will be facing west toward the interstate. All concerts will be subject to City noise ordinance.

### **Will there be tie-ins with the Olympics, Olympic events and NGBs, and any national and international events at the stadium?**

Yes, the Stadium Partnership plans to partner with NGBs to host some of its events (such as USA judo, boxing, volleyball, etc.) at the Downtown Stadium in conjunction with the Sports Authority.

Actual events scheduled in any year may differ substantially from this list.

Event	#	Estimated Attendance Per	Capacity	Total	Weekend Events	Week Day Events
League Matches	17	6,000	8,000	102,000	16	1
Non-League Matches	5	3,000	8,000	15,000	2	3
Concerts	4	10,000	15,000	40,000	4	
National Governing Body & Other	80	500	15,000	40,000	30	50
Field Club (non-game day)	200	40	150	8,000	50	150
Sky Club (non-game day)	50	200	240	1,000	25	25
Restaurant Days	365	150	150	54,750	Daily	Daily
Cog Car Days (non-game day)	180	50	200	9,000	Summer Months	Summer Months
<b>*Total Annual Attendance</b>				<b>260,750</b>		

\*Total number communicated in the chart above does not include total city-wide special event impact.

## STADIUM MANAGEMENT / SPORTS AUTHORITY

### Who will manage the stadium?

The stadium is being created, programmed and operated by a Stadium Partnership between the Ragain Family and Weidner Apartment Homes. The Switchbacks FC, a USL franchise, will be the primary tenant of the stadium, and Switchbacks Entertainment will operate and program the facility with additional events. Switchbacks Entertainment receives oversight from a newly commissioned Sports Authority and the well-established Colorado Economic Development Commission (EDC) to build and program the venue as conceived. The stadium will operate under the business plan previously submitted to the State.

The Sports Authority will oversee construction and operation of the sports venues, support the event efforts, and collaborate with the Downtown Stadium and Robson Arena in compliance with Resolution No. 3 of the business plan for hosting pre-Olympic and amateur sporting events such as Olympic Time Trials, Qualifiers, Playoffs and World Championship events to draw net new out-of-state visitors to Colorado. The Resolution lays out detailed requirements for funding and reporting of the City for Champions (C4C) projects. The Sports Authority includes representatives and appointees of Switchbacks FC, Colorado College, Colorado Springs Mayor, Colorado Springs City Council, and El Paso County.

## BENEFITS OF THE DOWNTOWN STADIUM

### What are the overall benefits to the community of the stadium?

Some of the benefits include:

- Economic Benefits
  - Job growth/opportunities
  - A draw for tourists, recognized as vital to our local economy, for an increased length of trip and increased dollars infused into the local economy
  - Adjacent property value increase
  - Non-Switchbacks events generating new visitors from outside Colorado who often stay overnight in local hotels, eat in local restaurants, and purchase items in local retail stores, generating significant sales tax dollars for the community and strengthening and diversifying the economic base of the area
- Unique Venue/Events
  - Technology that allows streaming live world-wide.
  - Venue sizes unique to the region currently not available and that does not duplicate other venue event opportunities
  - Inspiration for young athletes through training and shadowing opportunities
  - An opportunity to keep NGB annual qualifiers, time trials, and championships from leaving the area to hold their events elsewhere
  - Multi-dimensional camps with potential to develop into tourism drivers (sports camps aligned with the Olympic Movement, science, training, outdoor adventure, or arts-related -- themed around sports and healthy lifestyles)
- City Brand: Olympic City USA
  - Opportunity to expand and solidify the area as a center for elite and developmental sports competition, camps, training, demonstrations and education; thereby greatly enhancing the brand of Olympic City USA



- Downtown Gateway/Location
  - Dramatically improve the new gateway to downtown bringing more energy, excitement, and big named events
  - Significant visual site improvement to what has been a vacant lot for years in an industrial part of town
  - Strategic location close to downtown allows for high visibility, access to amenities and special experiences for participants and spectators
  - In close proximity to several other sports-related facilities, specifically the new U.S. Olympic Museum, America the Beautiful Park, the administration building for several NGBs, and the headquarters building for the U.S. Olympic Committee
  - Connected to the metropolitan area by a series of greenways and 500 acres of trails that promote non-motorized travel to downtown

## PROJECT APPROVAL AND PUBLIC INPUT PROCESS

### What's the process for approval of the stadium? Does the City have to approve the plans and design?

The Colorado Economic Development Commission will approve the final Colorado Springs Sports and Events Center project plans collectively. Development plan application will be submitted to the City of Colorado Springs for review and approval: Conditional Use Development Plan, Moreno Avenue Vacation, partial Sahwatch Street vacation, and Final Plat. Citizens and the neighboring property owners will have an opportunity to provide comments on the applications prior to the City's final action.

### How will public input be incorporated into the stadium design and plans?

The Downtown Stadium has established design requirements to support the approved City for Champions Resolution NO 3 stadium facility. The Stadium Partnership, Design Team, Construction Team, and City of Colorado Springs are seeking community input on design and experience elements of the stadium. The public participation process has been initiated to assure community input and feedback on topics such as parking and traffic management, fan experience, shuttle and ride-share services, building design and aesthetics, and other important aspects of the stadium's implementation. How public input gets incorporated into the facility will be communicated and posted on the Downtown Stadium webpage of the Switchbacks website.

<https://www.switchbackscfc.com/downtownstadiumc4c>

## NEIGHBORHOOD / BUSINESS IMPACTS

### How is the stadium project team collaborating with the adjacent neighborhood?

The new stadium will build on the gateway to downtown Colorado Springs established with the new I-25/U.S. 24 & Cimarron Street Interchange while respecting the adjacent and historic neighborhood. A key component of the design and planning process for the stadium includes engaging the surrounding neighborhood and the broader community in meaningful dialogue about the project. We have been meeting with representatives of the neighborhood and plan to continue to do so. We also anticipate hearing from and listening to many other voices during the planning process.

### What are the impacts of the new stadium for existing local businesses and residents?

Consistent with numerous existing city plans (Experience Downtown Master Plan, Urban Land Institute Panel Report, PlanCOS, Mill Street Neighborhood Plan, CityGate Urban Renewal, C4C plan, Downtown Form-Based Zone/Code), the stadium provides opportunities for continued retail uses along Sierra Madre and Cimarron streets. The stadium provides businesses with the potential for increased visibility and patronage as it adds increased value to the overall game-day experience. The stadium is anticipated to add value to the surrounding neighborhoods, local businesses and downtown, thereby supporting overall property values.

## SEASON TICKET HOLDERS

### How many season ticket holders are there for the Switchbacks?

Currently there are approximately 1,200 season ticket holders. With the new best-in-class stadium venue, we anticipate that number to significantly grow. The goal is to have 5,000 Switchbacks FC season ticket holders.

### Will the price of season tickets significantly increase with the new stadium?

Prices have not been determined but we do not expect significant increases. Prices will be on par with USL championship soccer.

## TRAFFIC / PARKING

### How will traffic and parking be managed on event days?

A multifaceted approach for event access is being explored including: transit options such as downtown shuttles and circulating shuttles connecting the stadium to the downtown core; parking at various surface lots, downtown garages and close-in street parking; safe access by bike and bike share, with bike parking options; ride hailing services such as Z-Trip, Uber and Lyft with safe drop-off zones; safe and well-lit pedestrian pathways; etc. Off-duty police officers will also assist with traffic management for larger events, as they currently do with other large community events.

### Is a downtown shuttle program being considered?

A shuttle program is one of many alternatives being analyzed by the City and partners to move people between the stadium, downtown parking garages and privately owned parking lots. The City of Colorado Springs, Mountain Metro Transit, Downtown Partnership, Colorado College, Colorado Springs Switchbacks FC and other organizations are in the process of exploring public/private partnerships for re-establishing a downtown shuttle service that could expand on events and other new venues, to include the stadium. A downtown shuttle route existed prior to 2008 and was one of the most popular routes in the region at that time. Options are also being investigated for designated drop-off / pick-up ride sharing services, and incentives to use them.

### Have there been traffic/parking studies conducted for the stadium location? What are the results?

A traffic/parking study is underway by the consulting firm of FHU encompassing the broader downtown area as well as impacts related to the Downtown Stadium. Results of the study will be included in the application that will be submitted to the City and available for public view; anticipated to be in August.

#### Stadium Parking Demand and Use Types:

- 3 event types:
  - 22 soccer games with attendance ranging from 5000 - 8000 people
  - Up to 4 special events
  - General daily and small event use (e.g. receptions, weddings) with 100 - 200 attendees

#### Parking Analysis Assumptions:

- Sold out soccer-event condition
- 85 percent of attendees will arrive via private automobile
- 2.9 people/vehicle auto occupancy based on research conducted at other Colorado sporting event venues
- A parking survey is informing baseline parking demand on a typical Saturday evening in the area surrounding the stadium

#### Parking analysis preliminary findings: There is enough available parking capacity to meet stadium-related demand

- A sold-out soccer game will generate demand for 2350 parking spaces
- Approximately 15 percent will use alternative modes of transportation to get to the game (e.g. walk or use ride share)
- There are approximately 750 - 900 available spaces within a 5-minute walkshed
- There are approximately 1850 – 2300 available spaces within a 10-minute walkshed (without crossing the railroad)
- Including private lots and available spaces in temporary lots could add another 200 - 600 spaces within the 10-minute walkshed
- Privately operated public lots just outside the 10-minute walkshed could accommodate 1000 -1150 additional spaces
- Adding City garages beyond the 10-minute walk shed could provide approximately 1000 - 2000 additional spaces
- Leveraging available parking supply beyond the 10-minute walkshed would likely require a shuttle system to transport attendees to the stadium

Note: "available spaces" does not represent total parking space capacity but rather a percentage of total capacity.

### What types of parking management strategies have been identified?

A dispersed parking strategy study for the stadium would be required to effectively use existing parking lots surrounding the site and downtown. Other longer-term community-wide parking strategies (downtown centric) include promoting alternative transportation modes (ride share such as Z-Trip/Uber/Lyft), shuttles, bicycles, pedestrians, parking meter management (installing meters around the stadium) and residential parking permit programs. Implementation of strategies dealing with public rights-of-way are led by the City.

**How will the Stadium Partnership manage parking related to the Switchbacks? Who enforces the program?**

The project team, working in collaboration with the Downtown Partnership and the many businesses surrounding the stadium, will collaborate with the City of Colorado Springs, which manages parking on behalf of our city.

**Will Moreno Avenue be closed as part of the stadium project?**

Yes. The proposed project includes vacating Moreno Avenue in the block between Sahwatch and Sierra Madre streets to provide an opportunity for a pedestrian plaza with enhanced pedestrian circulation and access to the stadium.

**How will the surge of traffic (vehicular and pedestrian) be handled when soccer games end?**

Traffic surges are primarily created when there is one large parking location from which everyone leaves at the same time from the same location. The stadium project plans to strategically disperse parking. The benefit of dispersed parking is that it spreads out the times and numbers of vehicles leaving the stadium; thereby minimizing traffic impacts. The project will also identify appropriate traffic controls for exiting the stadium after the occasional large event. These could include use of off-duty police officers to direct traffic, stopping traffic at pedestrian crossings, a signal release switch system to relieve traffic at signalized intersections, restrictions of vehicles turning into exiting lanes of traffic, turning inbound lanes into outbound lanes, etc. These are all options that will be explored further. A full-movement traffic signal exists at Sierra Madre and Cimarron streets. Another full-movement traffic signal is planned for Sahwatch and Cimarron streets. The project will request the City to install ramps.

**BUILDING AND SITE SPECIFICS****What will the building color be and what building materials will be used?**

The exterior of the stadium will be a facade combination of brick, metal panel, exposed concrete and fabric. Building colors are anticipated to be primarily grey, black, and blue. This will be enhanced by an impactful signage package throughout both the interior and exterior of the stadium that will project an architectural tie to the historic legacy of the south downtown area while projecting the modern evolution of both downtown Colorado Springs and the reemergence of soccer as a modern international sport. The stadium will use LED Sports Lighting to reduce light pollution and energy consumption. A distributed sound system will reduce noise pollution. A synthetic field turf with cork and coconut hair as infill will save on water consumption and will reduce surface temperature.

**Will there be other retail built in addition to the Stadium either by the Partnership or by private developers?**

The Downtown Stadium provides an opportunity for a restaurant, special events space, and athletic training retail outlets.

**What are the plans for streetlights and pedestrian facilities surrounding the stadium?**

It is anticipated that pedestrian improvements will be made such as pedestrian lighting, new sidewalks, new pedestrian ramps on the block, and an opportunity to bring pedestrian facilities up to standard in partnership with the City. Lighting along the stadium block will be improved with an emphasis on pedestrian safety. The stadium planning process will also consider any improvements the City may be planning to determine if/where additional lighting is needed.

**Will there be accommodation for bikes and bike storage during the events?**

Specifics have not yet been determined; however, it is anticipated that bicycle parking will be accommodated during events. This will be discussed further during the public input and design process.

**How will emergency services be handled during a stadium event?**

The Stadium Partnership will have on-going meetings with local law enforcement and emergency management service providers through the design and planning process to assure a plan is in place for handling emergency situations and appropriate access for emergency vehicles.

**CITY FOR CHAMPIONS (C4C)****What is the City for Champions (C4C) initiative and how does the stadium fit into its plans?**

The Downtown Stadium will be built as part of the C4C suite of projects intended to boost the region's annual tourism industry, increase retail sales and sales tax revenues, enable local NGBs to host pre-Olympic and World Championship events locally, and impact the Pikes Peak region's attractions, thus strengthening its core. Equally important, the Downtown Stadium and the other C4C projects will bring new high-quality jobs, including much-needed jobs for college students, to the area.



### **What is the Historical Context and Downtown Stadium relationship to City for Champions (C4C)?**

Based on Colorado Springs background of Olympic, collegiate, and professional sports and the commitment the City of Colorado Springs has made to the U.S. Olympic Committee, the City began planning several tourism elements to help elevate the city's brand while bringing new tourists to the community. Colorado's Regional Tourism Act (RTA) facilitated a funding mechanism for the effort, and on December 16, 2013 the Colorado Economic Development Commission approved four Project Elements based upon the City's application, known as the City for Champions (C4C), under the RTA. The estimated State Sales Tax Increment Financing (SSTIF) benefit to our community for the four projects was \$120.5 million. One of the four Project Elements was the Colorado Sports and Events Center, with a designated SSTIF allocation of \$27.7 million to host both outdoor stadium and indoor arena sporting events attracting an estimated 118,000 (between the outdoor and indoor venues) net new out-of-state visitors to Colorado annually.

Since December 16, 2013, the City has moved forward in evaluating and planning the Colorado Sports and Events Center. The promise of having such a facility has attracted the Tier 2 United Soccer League Colorado Springs Switchbacks FC to the community. The Switchbacks FC began league play in October 2014 in a remodeled Sand Creek Stadium in northeastern Colorado Springs, anticipating a move into a downtown stadium as part of the C4C Colorado Sports and Events Center. The Ragain Family (Ragain Sports) has matured this professional team with an ever-growing fan base as a direct result of the City for Champions vision. With its growing popularity, the Switchbacks FC announced a new affiliation agreement with the Colorado Rapids of Major League Soccer (MLS) in October 2018.

Since the C4C application was approved in 2013, the transformation of Colorado Springs has been significant. Branded by Colorado Springs' Mayor John Suthers in 2016 and now known as Olympic City USA, Colorado Springs is the heart of the nation's Olympic Movement. The city is universally touted as the epicenter of an extensive sports industry.

### **RESOLUTION NO. 3**

#### **What is Resolution No. 3 of the City for Champions Business Plan?**

Resolution No. 3 lays out detailed requirements for funding and reporting of the City for Champions (C4C) initiative, which includes the Colorado Sports and Events Center. This plan most specifically addresses Section 5H of Resolution 3 which reads:

*Before any Dedicated Revenue may be used to pay for the Eligible Costs of the Colorado Sports and Events Center, and before any Bonds may be issued or incurred to finance this Project Element, the Project Element Sponsor must develop a business plan that includes hosting pre-Olympic and amateur sporting events, such as Olympic Time Trials, Qualifiers, and amateur sporting events that will draw net new out of state visitors to Colorado, or other events and meetings associated with National Governing Bodies, including events that have not been hosted in Colorado during the last five (5) years. The Applicant or Project Element Sponsor must provide documents required by this Subsection (H) to the Commission for review and express approval. Such approval shall not be unreasonably withheld.*

### **STADIUM PARTNERSHIP AND PROJECT TEAM**

**Colorado Springs Switchbacks Football Club (FC):** The Switchbacks FC is a professional soccer team based in Colorado Springs, Colorado. The team is a member of the United Soccer League, the second tier of the American soccer pyramid and one of the most successful professional soccer leagues in the world reaching a population of more than 84 million people across North America. The Switchbacks FC began play in 2015 at Weidner Field where it invested \$3.5 million to improve a City-owned facility. In October 2018, the Switchbacks FC announced a new affiliation with the Colorado Rapids of Major League Soccer (MLS) which created a significant platform for the growth of soccer in the state of Colorado. The franchise is owned by the Ragain Family and lead by Ed Ragain, the former owner of a Colorado-based international engineering firm. All matches are broadcast on ESPN+ and home matches are available locally on the CW & FOX.

**For more information:** [www.SwitchbacksFC.com](http://www.SwitchbacksFC.com)

**Weidner Apartment Homes:** Founded in 1977, Weidner Apartment Homes has been a part of the Colorado Springs business community since 1993. The personal roots of founder Dean Weidner go back much further having grown up in the Springs and a member of the first graduating class of Wasson High School. Weidner is a privately held real estate investment, development and management company that owes its success to its most important resource – the more than 1,400 associates that make up their onsite and regional teams. The company is ranked #14 on the NMHC list of the 50 largest Apartment Owners in the United States, and as of June 2019, owns and self-manages a portfolio consisting of 273 multi-family communities representing just over 55,000 apartment homes throughout twelve states in the U.S., and four provinces of Canada. Headquartered in Kirkland, WA, Weidner's

commitment to delivering value drives its vision to distinguish itself as an industry leader in each of the markets where they are active.

Weidner has been recognized by the Washington Multi Family Housing Association for its philanthropic work throughout the state of Washington. Specifically, a 2017 Emerald Award was given to the firm for the development of their Weidner Cares! program that partners with local non-profits bringing skilled volunteers to help with rehab and renovation projects at their facilities. Although the award was for their efforts in the state of Washington, the Weidner Cares! program is active throughout the company and resulted in 24 such projects completed in 2018.

One of the core beliefs held by Dean Weidner, founder and president of Weidner Apartment Homes, is that an educated work force is vital to the success of the industry. As the need for skilled workers has become more urgent in the last decade, Weidner has recognized the importance of supporting post-secondary programs dedicated to the education and development of the next wave of professionals coming into the industry. As a passionate advocate of recruiting new talent to enter into the property management world, Mr. Weidner has provided significant financial support to three separate universities in the United States, and one in Canada in order to help develop Residential Property Management undergraduate degree program offerings. In recognition of this significant investment, Weidner received an Excellence award by the National Apartment Association in 2018. Weidner supports many different non-profits on an annual basis including the Boys and Girls Club, the United Way, and Covenant House.

**For more information:** [www.weidner.com](http://www.weidner.com)

**N.E.S., Inc.:**

The Stadium Partnership has engaged N.E.S., Inc. to lead the planning process for the stadium, joined by a local multi-disciplinary team of architects, planners, civil and traffic engineers, public engagement facilitators, and landscape architects to assist in the planning and design process.