

MAPS 4



A Place to Bring Us Together.
Multipurpose Outdoor Stadium

#maps4

The background of the slide features a large, faint, circular seal of the City of Oklahoma City. The seal contains a central shield with various symbols, surrounded by the text "SEAL OF THE CITY OF OKLAHOMA CITY" and two stars.

Bob Funk, Jr.

OKC Energy FC

Overview

- Precedent of future-focused leadership
- City's shifting preferences and demographics track with national trends
- Multipurpose vision with diverse support
- A vision for the present and future



Past

Becoming a Big League City

Past – Becoming a Big League City

Transformational initiatives

- (1) drive civic and private investment from operators,
- (2) provide extraordinary return on investment,
- (3) boost surrounding areas, and
- (4) attract and retain talent.



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Present

Successes and Gaps

Present – Monumental Successes

MAPS has transformed our city’s reputation, perception and economic outlook and made us the envy of other cities around the country.

MAPS 3

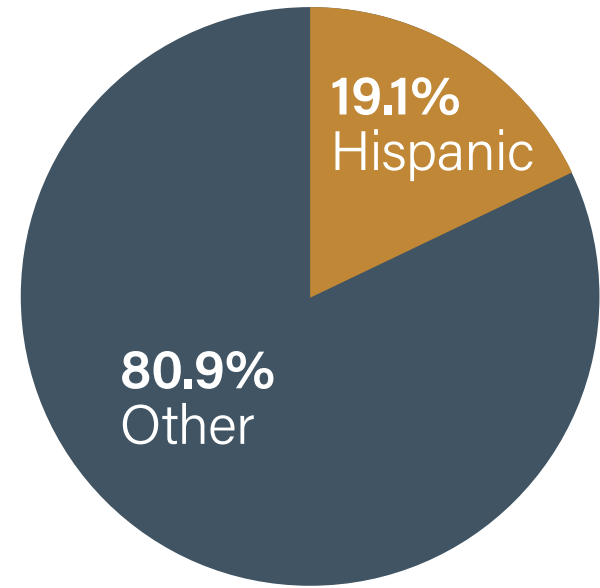
Included Scissortail Park, OKC Streetcar, convention center, health and wellness centers, sidewalks, trails, Bennett Event Center, RIVERSPORT Rapids.



Local Trends – Demographics

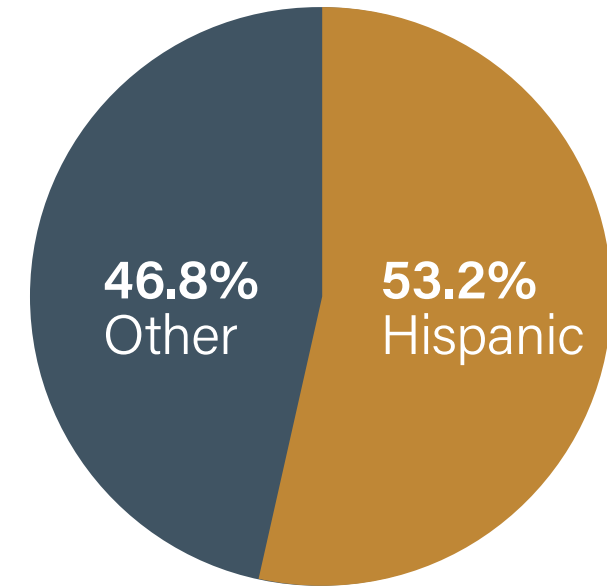
Growing Hispanic Population

Oklahoma City (City Limits)
Demographics — 2017



Source: U.S. Census Bureau American Community Survey (ACS 2013-2017, 5-Year Estimates)

Oklahoma City Public Schools
Enrollment Demographics — 2017



Source: Office of Educational Quality & Accountability

YEAR
2050

Oklahoma City predicted
majority/minority change

Source: Greater Oklahoma City Chamber of Commerce

Global Trends

3.4 Billion

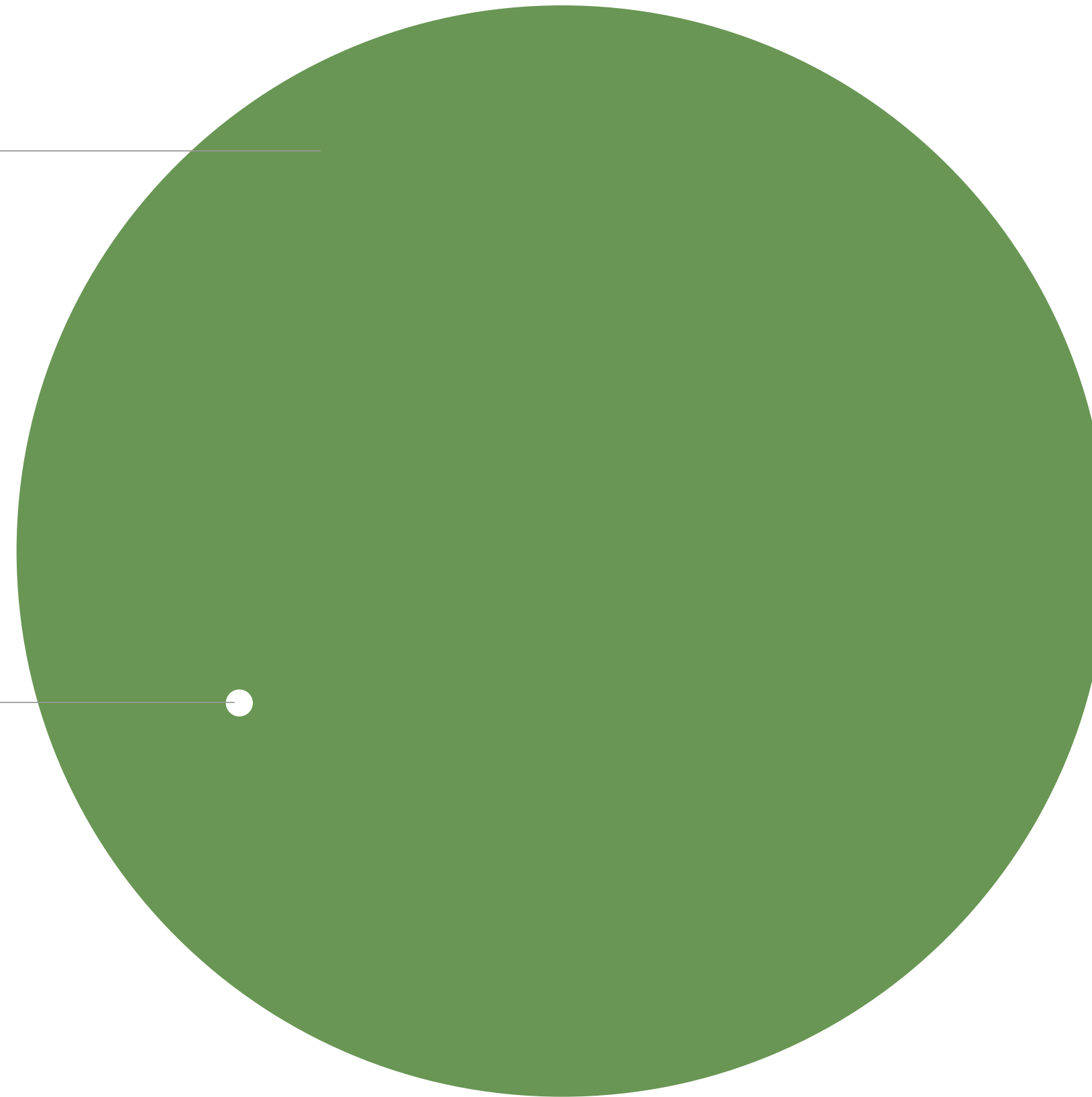
VIEWERS

2018 FIFA World Cup

160 Million

VIEWERS

2018 Super Bowl



Source: Hollywood Reporter

National Trends

The fastest-growing sports in the United States are

**SOCCER,
RUGBY AND
LACROSSE**

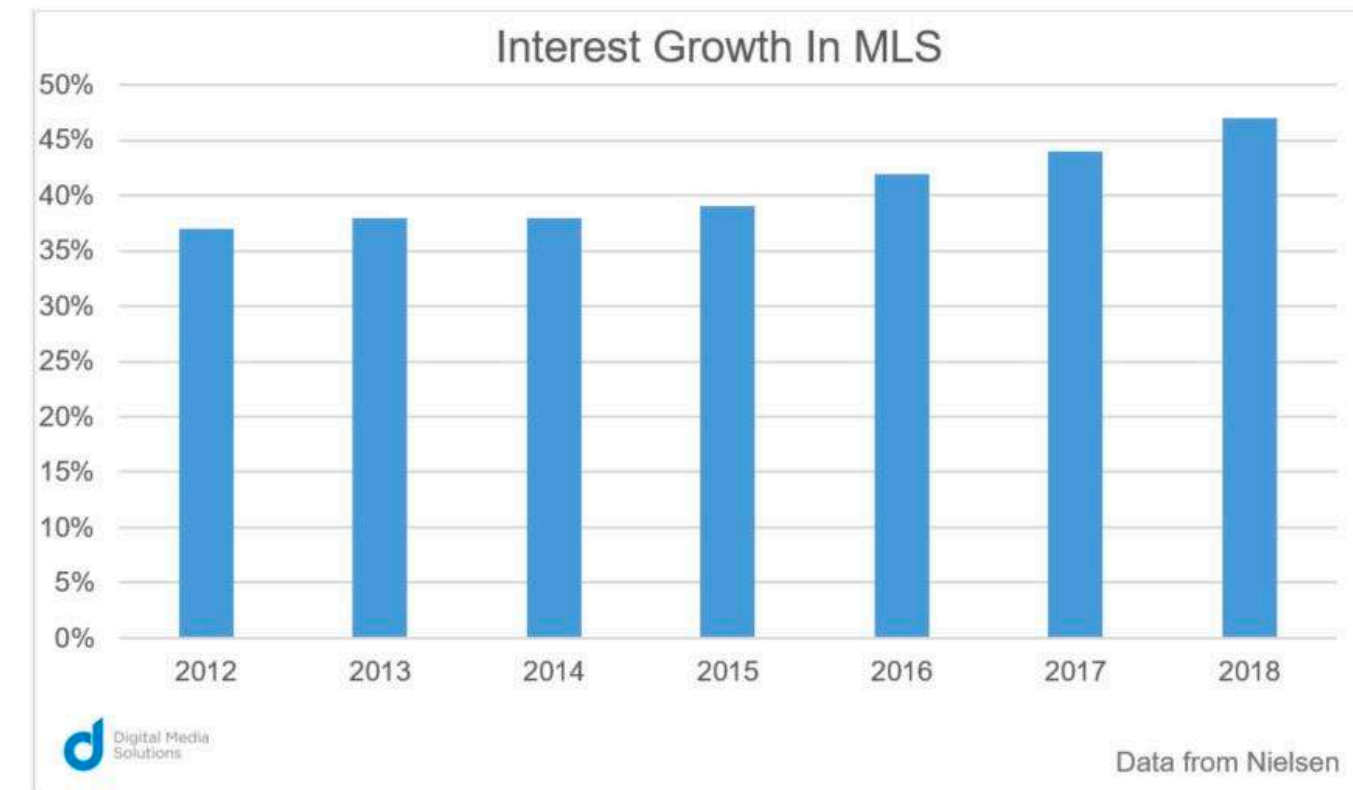
Forbes | Billionaires | Innovation | Leadership | Money | Consumer | Industry | Lifestyle

89,860 views | Jan 8, 2018, 12:03pm

Soccer Will Soon Be America's Third-Favorite Spectator Sport

Filip Bondy Contributor @ SportsMoney

More Americans than ever love watching soccer, and that surely includes watching Lionel Messi. (Photo by Alex Caparros/Getty Images)



YEAR
2046

Nationwide predicted majority/minority change

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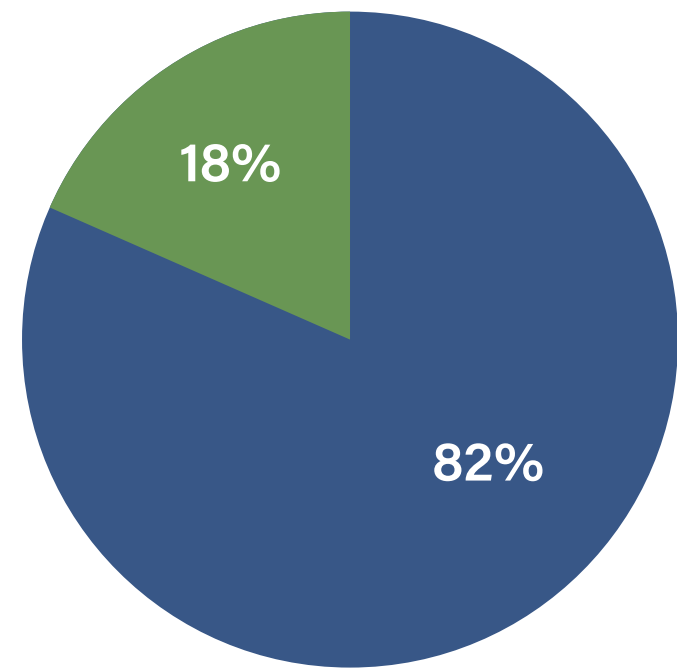
Soccer could be more popular than baseball when World Cup comes to the U.S. in 2026

Dan Wolken, USA TODAY | Published 7:00 a.m. ET July 17, 2018 | Updated 12:18 p.m. ET July 17, 2018

Local Trends – Sports

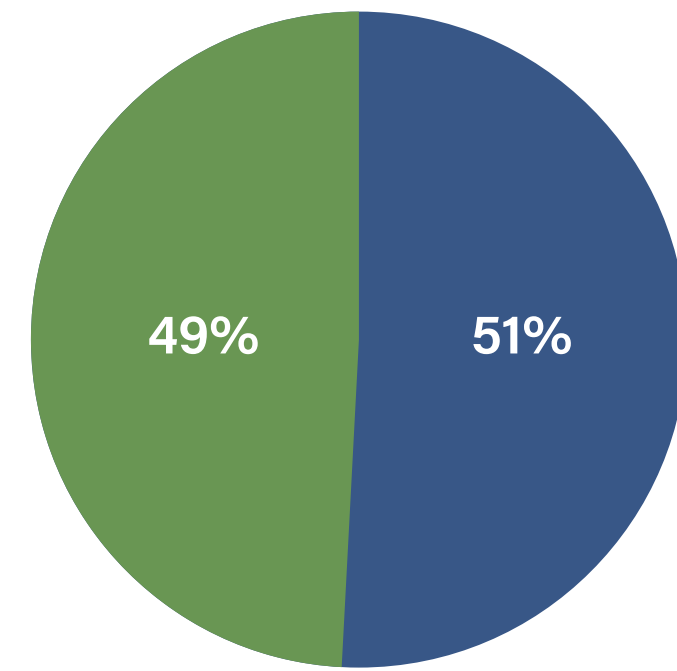
Sports and Soccer Fans

82% of Oklahomans identify as sports fans.



Source: Nielsen, 2018

51% OKC are fans or followers of soccer.



Source: Nielsen, 2018

The phrase

“WORLD CUP”

was the most Googled term in Oklahoma in 2018.



Photo credit: The Oklahoman

Local Support



Local Support



Local Support



Photo credit: The Oklahoman

Present – Gaps & Opportunities

We're Missing Out:

OKC is the only top-50 market without an outdoor entertainment venue.

The OKC Energy FC is the only professional soccer team in North America playing at a high school venue on an undersized soccer pitch that does not meet the United States Soccer Federation's standards.



Frisco, TX

Present – Gaps & Opportunities

Missed Opportunities:

- Local football games
- Concerts and festivals
- Big XII, NCAA, NAIA and JUCO soccer
- U.S. and U.S. Youth soccer
- Major League Soccer
- College and club lacrosse.
- International and club rugby
- NCAA DII football bowl games
- Esports
- Drone racing.
- And so much more



Kansas City

Future

An Inclusive MAPS 4 for All of OKC



Vision

Vision

Multipurpose

- Central location - accessible
- Outdoor
- Professional Sports
 - Rugby
 - Boxing
 - Lacrosse
 - Soccer



Vision

Potential uses

- HS football championships
- Live concerts
- Festivals
- HS soccer championships
- National soccer exhibitions
- Outdoor boxing location
- Rugby championships
- Lacrosse exhibitions and championships
- X Games and similar events
- Fireworks events
- Fitness events and competitions
- Future home of OKC Energy FC



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Donna Clark

Co-Owner, Energy FC; Bartley Industries

Overview

- Women's soccer exhibitions, games and events bring a new wave of sports entertainment to our city.
- Awareness and enthusiasm for women's soccer are at an all-time high after this year's World Cup victory.
- Our ability to present positive influences and role models for young women and children can transform the next generation.
- OKC Energy FC prioritizes community impact.

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Chris Brewster

Superintendent, Santa Fe South Schools

Overview

- Multipurpose venue has potential to encourage growth of school athletics by hosting championships and inspiring student athletes.
- Oklahoma City is increasingly diverse.
- At Santa Fe South Schools, and throughout OKC, soccer has invigorated school districts and unified our communities.

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David Jackson

Oklahoma Secondary Schools Activity Association
(OSSAA)

Overview

- Creates an opportunity to, for the first time, host centralized high school football and soccer state championship tournaments in Oklahoma City.
- Begins a tradition for athletes and teams to aspire to play at a consistent, centrally located state championship venue on neutral territory.

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Chuck Wiggin

Wiggin Properties

Overview

- A centrally located downtown multipurpose stadium will be a powerful catalyst for adjacent high-density private development.
- City ownership of the stadium puts the city in a position to manage and incentivize development consistent with best practices for multi-use urban planning and design, including public transit, walkability, bike trails, reduced parking ratios, and a broad mix of residential, retail, office, and hospitality uses.
- Other markets have demonstrated the impressive catalytic impact of similar outdoor stadiums.
- OKC's downtown is ready for another multi-use sports and entertainment venue which will drive economic development.



Specifics

Two Options



\$37–42 million

\$67–72 million



Option One

Investment:
\$37–42 Million

Seat Count:
8,000

Features:

- Regulation-sized playing surface
- Would accommodate youth through professional soccer, rugby and lacrosse
- Venue would accommodate audiences for concerts and festivals.

Anticipated annual economic impact:

- 66 events
- 509,536 Attendance
- \$60,755,292 annual economic impact



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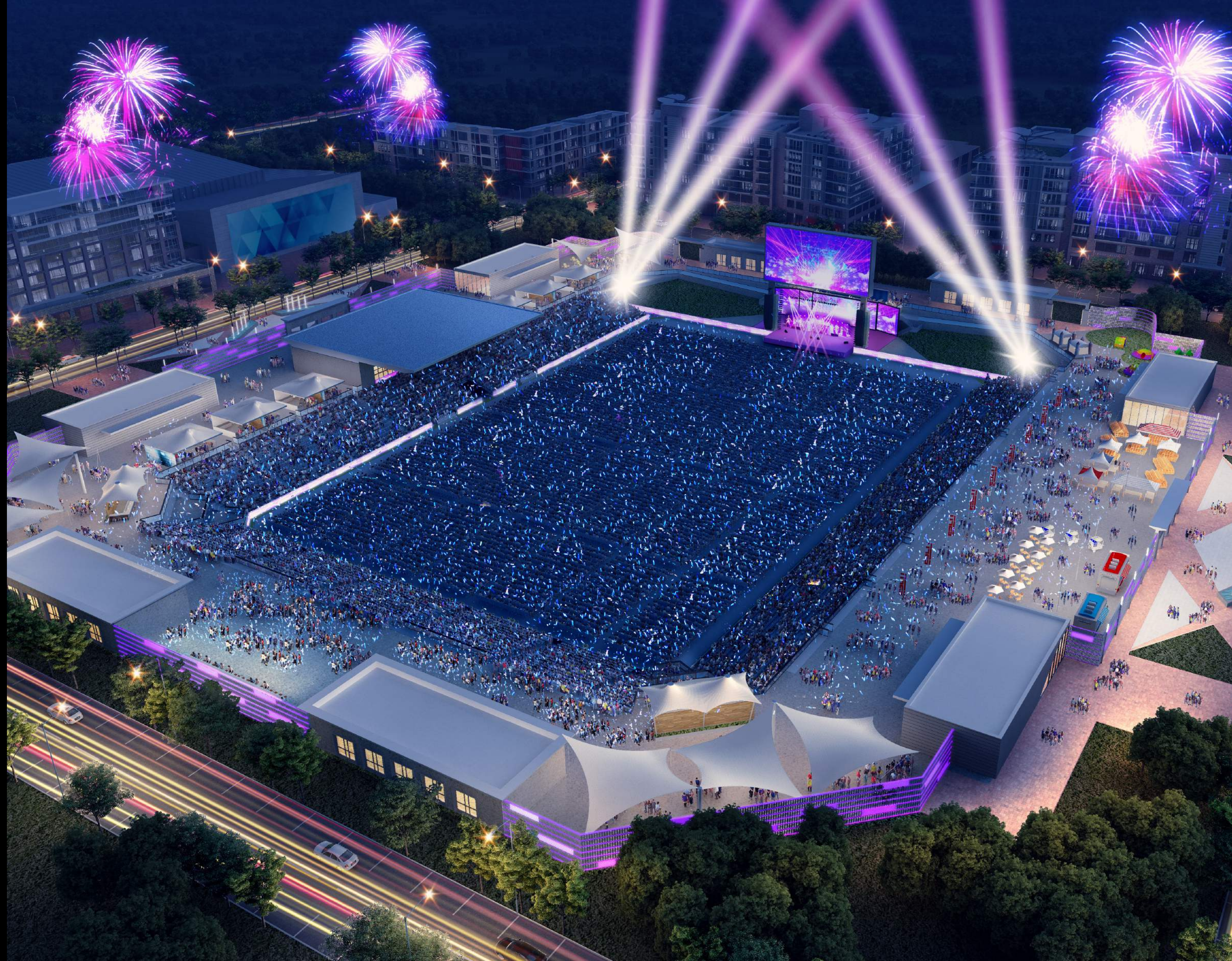
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Option Two

Investment:
\$67-72 Million

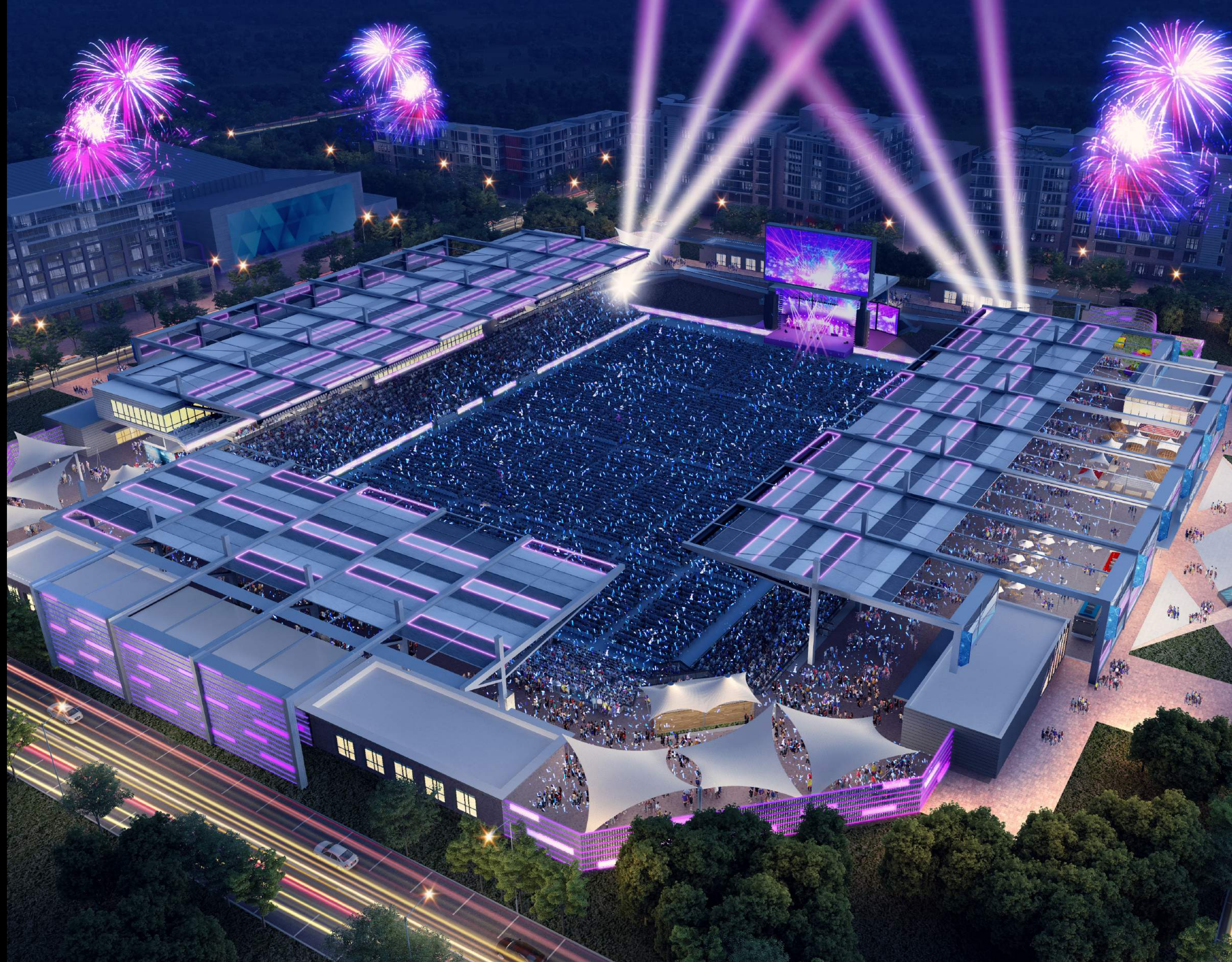
Seat Count:
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Features:

- Shade structures
- Air-conditioned suites
- Larger stage
- Secondary, more intimate stage
- Restrooms for large concert events

Anticipated annual economic impact:

- 81 events
- 647,581 attendance
- \$79,445,520 annual economic impact



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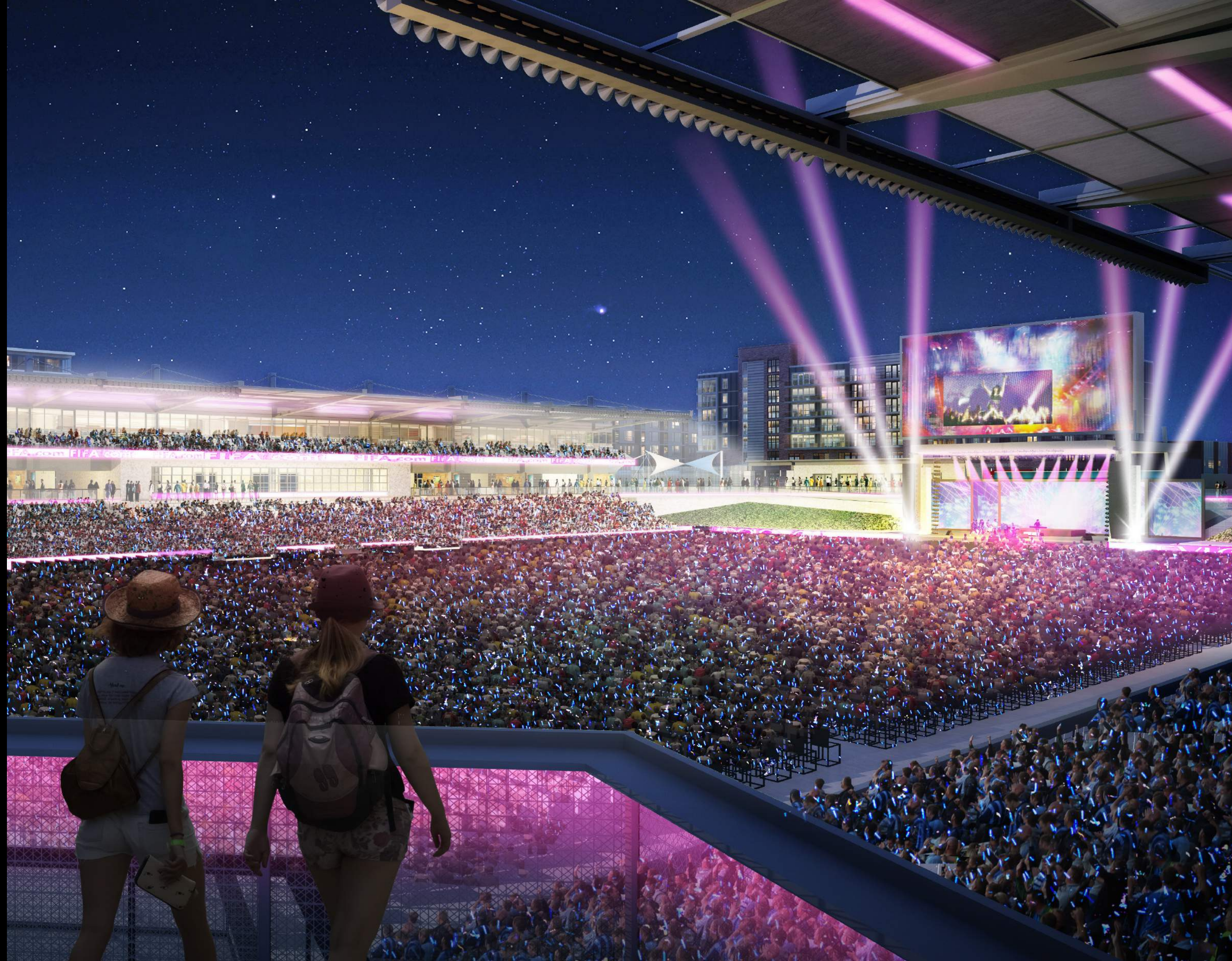
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Summary/Differences

Either price point provides:

- Multipurpose amenities
- Expandable design to add seating capacity or additional shade structures

Differences:

- 8,000 vs. 10,000 seated capacity
- Restroom capacity to accommodate larger events
- Capability to draw national touring entertainment



\$37–42 million



\$67–72 million

Project Estimates

Multipurpose Outdoor Stadium - Option 1

Hard Construction Cost

• Stadium site work & infrastructure	\$4,000,000
• Surface parking for 2,750 cars	NIC
• Fully conditioned space	\$15,720,843
• Semi-conditioned space (concessions, public restrooms)	\$3,020,000
• Concourses - open air	\$431,800
• Concourses - covered	\$750,000
• Seating bowl (concrete on-grade and alum. grandstands)	\$3,699,500
• Roof canopies	\$750,000
Playing field & lighting	\$2,000,000
Subtotal Hard Construction Cost:	\$30,372,143
Soft Costs: Design Fees, Expenses, Surveys, Testing, etc	\$2,581,632
Design & Construction Contingency	\$3,037,214
FF&E & Technology	\$3,037,214
Escalation	\$911,164
Total Project Cost	\$39,939,368

Excluding Parking

Multipurpose Outdoor Stadium - Option 2

Hard Construction Cost

• Stadium site work & infrastructure	\$5,000,000
• Overflow grass berm seating (future expanded seats)	\$1,000,000
• Surface parking for 2,750 cars	\$6,875,000
• Fully conditioned space	\$20,409,679
• Semi-conditioned space (concessions, public restrooms)	\$3,020,000
• Concourses - open air	\$893,600
• Concourses - covered	\$1,350,000
• Seating bowl (all concrete and steel)	\$5,285,000
• Roof canopies	\$5,000,000
Playing field & lighting	\$2,250,000
Subtotal Hard Construction Cost:	\$51,083,279
Soft Costs: Design Fees, Expenses, Surveys, Testing, etc	\$4,342,079
Design & Construction Contingency	\$5,108,328
FF&E & Technology	\$7,662,492
Escalation	\$1,532,498
Total Project Cost	\$69,728,675

Including Parking



Long Term

Step to a Larger Stage

United Soccer League (USL)
Championship Division

- OKC Energy FC's league
- Tier two
- 36 teams, including Austin, Louisville, San Antonio, Phoenix, Sacramento, and Memphis
- Expected to grow to 40 teams

Major League Soccer (MLS)

- Tier one
- 27 teams
- Expected to continue expanding





Summary



Thank You

#maps4

okc.gov/maps4