
WELLESLEY UNITED SOCCER CLUB
DRAFT PROPOSAL

TO: TOWN OF WELLESLEY, 900 WORCESTER STREET COMMITTEE, REQUEST FOR INFORMATION SEPTEMBER 9, 2014
FROM: WELLESLEY UNITED SOCCER CLUB
SUBJECT: PROPOSAL IN RESPONSE TO 900 WORCESTER STREET REQUEST FOR INTEREST
DATE: OCTOBER 14, 2014

Who are we? Wellesley United Soccer Club (WUSC) is a non-profit organization that teaches the game of soccer to the youth in Wellesley through the development of individual skill, fitness, teamwork, and fair play. The club creates the opportunity for all who are interested to enjoy the sport and grow as a player regardless of skill level. There is a spot for everyone who wants to play.

With approximately 2,000 players in the fall season, the club creates the teams, organizes the coaches (and offers training), and schedules the practices, games, and officials (most of whom are Wellesley youth). The club also coordinates the setup, use, and maintenance of required equipment (soccer nets, corner flags, and field lines). Just in grades 4-8 (boys and girls) there are over 68 teams not including the programs for younger and older youth players.

WUSC is a volunteer run organization, which also has paid employees. As the club has grown in size over the past 45 years to approximately 4,000 members year round, the challenges associated with this growth have resulted in strains around the amount of work required by the volunteer members. The club, in order to address the additional workload, has hired individuals into specific functions to help manage all that is required to keep the club operational.

Currently the club has a full-time director of coaching, multiple player development individuals, administrative support, financial support, and referee coordination. The club has created and expanded these roles while still providing some of the lowest club fees per season compared to many towns in the surrounding area.

While the club has been increasing in participants and programs, it also assumed financial responsibility for a portion of the Sprague Field complex. In addition to the field fees that are paid by the club to the town, WUSC absorbed 60% of the costs associated with the creation of the turf fields at Sprague and has been pre-paying much of the loan to accelerate the payoff so that it can focus on other aspects of player development while also preparing for the anticipated maintenance of the fields within a few years.

WUSC has been able to scale the support structure for the programs to meet the demands of the members but has been faced with one challenge that is not easily remedied. With the growth of the program and the fixed availability of field space there is now an extreme shortage of available field space for in-town sports that affects not only soccer but also all other sports vying for the same fields.

While WUSC is focused on soccer in Wellesley, we work with other in-town sports clubs and organizations to balance field utilization and coordinate activities to limit conflicts for the members who choose to participate in multiple activities. This cooperation is extremely important and creates a positive supportive environment for all who choose to enjoy what the town of Wellesley has to offer. The development of 900 Worcester Street with an

additional playing field and other sports-related facilities can help alleviate the congestion and overuse of the existing field system and give in-town clubs access to physical resources that have not been available.

Background On September 9th, 2014 the 900 Worcester Street Committee published a request for interest (RFI) related to the development of the 900 Worcester Street property in Wellesley Massachusetts. Wellesley United Soccer Club is submitting this proposal in response to this RFI. While this proposal shall focus on the presented use of the property, which includes a field, pool and skating rink, the club would consider alternative layouts/uses for the property, which may include additional field space and/or a clubhouse.

Property Development This proposal discusses the use and development of the field space only as indicated in the RFI dated 9 September 2014. WUSC would be able and willing to support alternative uses that would provide additional opportunities for field space. The field as shown and described shall be a full-size 11v11 field and shall include lights. In addition to the field and lights, WUSC would provide a bubble over the field space for winter use (which includes the supporting equipment - backup blower and generator, heater, indoor lights, emergency exits, and safety equipment.) The bubble shall be removable and shall be used during the winter months only.

Facility Operations As stated earlier, WUSC is focused on providing services to Wellesley residents and this would be reflected in the operation, use, and scheduling of the facility.

The anticipated use of the facility for sport related activities for school age students shall be during the following hours:

M-F 4PM to 9PM
S-S 8AM to 9PM

During other hours the facility may be made available for activities with an emphasis on town groups and organizations. While access fees shall be required to offset the capital, operational, and maintenance costs, these expenses shall be minimized as much as possible for in-town use for the given season. For example field use during the winter months shall require a higher fee to offset the costs of the capital equipment, maintenance, and operation of the facility.

Currently WUSC must occasionally rent field space from local Colleges at a rate of \$225 to \$250 per hour for lit turf fields and \$90 to \$100 per hour for gym space as Wellesley cannot meet the current demand with the current fields. At the same time WUSC pays field fees (approximately \$100,000 during F2014/S2015) to the town for the use of the existing fields. The additional field space at 900 Worcester Street shall allow WUSC to avoid paying rental fees as well as permit the use of the space by other clubs (with preference given to Wellesley organizations).

WUSC shall manage the operation, maintenance, and scheduling of the field space of the facility. WUSC shall plan for and provide the funding for the acquisition of the bubble and lights and shall plan for and provide the maintenance and costs associated with their use along with the maintenance of the turf field.

Anticipated costs for the development of this project include:

- \$1,000,000 - Bubble and supporting equipment including back-up generator/blower, indoor lights, emergency exits, contingency amount, etc..
- \$350,000 - Outdoor lights
- \$120,000 / year – Bubble/lights maintenance and up/down.
- \$12,000 / year - Electric for lights.
- \$40,000 / year – Heat and electric for bubble.
- \$40,000 / year – Site manager.
- \$100,000 / year – Approximate field access fees to be paid by the club to the town for the 2014/2015 school year and is based on a per-participant fee already in place. It is assumed that this fee would continue even as a significant number of players would start using the WUSC funded field space at 900 Worcester Street.

As mentioned earlier, WUSC has been pre-paying the debt it assumed in the development of the Sprague complex. The average annual payment has been in excess of \$80,000 and WUSC's portion of the loan will be fully paid in under 2 years. This amount may be applied to a new loan for the development of this property and while it will not cover 100% of the expenses, the difference may be collected through fees for access to the facility with higher fees for the winter months when the expenses are the greatest.

The club is in the financial position to pursue the development of this property without seeking private funding (although it may choose to do so). With a 20 year loan for the fixed capital expenses, the club shall be able to assume the costs associated with this proposal while maintaining low fees for in-town groups wishing to use the facility.

Beyond the financial considerations for this proposal it is also important to consider the skills of the individuals who shall play a role in this effort. The WUSC board is made up of a collection of individuals with many decades of experience in the fields of finance, legal, management, engineering, insurance, and many others. Additionally the club employs a Director of Coaching (along with multiple player development personnel) to develop, deliver, and monitor the services supplied to the youth soccer players, a treasurer to manage the finances of the club, administrative support for the all of the activities of the club, a coordinator to manage the referees, and additional support as needed. The club is willing and able to scale the workforce in a financially responsible way to ensure the health of the organization as well as the quality and quantity of services supplied to town youth.

The focus of Wellesley United Soccer Club is to teach the game of soccer but the club accepts that there is a larger goal from a Wellesley perspective. WUSC supports and coordinates with other in-town sports to insure that all youth who are interested in playing sports at any level have the opportunity to enjoy, grow, and succeed in their endeavors.

APPENDIX A
REQUEST FOR INTEREST

1.0 Description

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The 900 Worcester Street Committee (“Committee”), in support of the Town of Wellesley (“Town”), is seeking information describing how a private or nonprofit entity would develop and operate the 900 Worcester Street Property (“Property”), also known as the former St. James the Great property, with the recreational facilities described below. The Town does not intend to operate any of the uses except, perhaps, a turf field with lights.

All respondents will have an opportunity to meet with the Committee and explain the benefits of their recommended physical structure and site plan, operating practices, and programming plans. Respondents may also ask the Committee questions at a public meeting or by email. The Committee plans to use the responses to inform their ideas for the Property and may include certain components in a future RFP(s).

2.0 Background

Wellesley’s population is highly educated, and residents expect, and are willing to pay for, top quality local products and services. Wellesley residents are serious about health and wellness, exercise and fitness. The adult obesity rate in Wellesley ranks eighth lowest in Massachusetts. Youth sports participation typically leads or is near the top in the region. The Wellesley United Soccer Club is the largest youth club in greater Boston with over 1000 boys and girls participating. There are numerous privately owned adult use fitness and sports related commercial establishments in Wellesley including dance, yoga, pilates and barre studios, personal training studios, and larger health clubs including Boston Sports Club and Beacon Hill Athletic Club. Wellesley is well represented in major athletic events such as the Boston Marathon and the Pan Mass Challenge, with 50+ and 100+ participants respectively in those events alone.

The Wellesley community also expects superior Town services and is willing to invest in the Town with tax dollars to ensure those are provided, with the Town’s recently completed \$100+million state of the art high school being a prime example of that mindset. Retail thrives in Wellesley, ranging from small local businesses to national chain retailers represented in the downtown and satellite shopping areas. Convenience and high quality are characteristics which the busy residents value and for which they are willing to pay a premium.

In 2008, the Wellesley Planning Board conducted a visioning study to consider the best uses for the Property should it be developed. After multiple public meetings, Town residents expressed a strong preference that the Property, if developed for a use other than a church, be used for active recreation including a pool, rink and turf field. In 2012, the Town voted to purchase the Property and to form the Committee, which was charged with analyzing and further refining a recreational use plan for the Property. The Committee intends to make a recommendation to Annual Town Meeting in March 2015 for the use and development of the Property.

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The Committee has been actively engaged in the process of considering and developing that recreational use plan, focusing on at least one hockey rink with spectator seating, a multi-generational use pool with handicap access, and a synthetic turf field. The Committee's preferred design criteria for each use is attached hereto as Exhibit A.

Where the Town is not an experienced operator of a pool, although it does operate a town beach with lifeguards, or hockey rink facility, and prefers not to take on that responsibility, the Committee believes development of the Property by a third-party or parties that would enter into a long-term ground lease or condominium arrangement with the Town would be the best way to ensure the expeditious execution of the optimal plan that would serve to enhance the quality of recreational facilities in the Town. Proposals to develop the Property, in whole or in part, will be considered.

Additional information about the Committee and Property may be found at:

http://www.wellesleyma.gov/Pages/WellesleyMA_Recreation/900%20Worcester%20Street%20Committee

2.1 Property Description

The Property is located on approximately 8 acres of land situated on Worcester Street (Route 9) near the Wellesley/Natick town line. The Property is highly visible from Route 9 on the eastbound side. The Property contains a small wetland area in the rear (southern side) of the Property and a floodplain on the western side, as shown in Exhibit C: Wetlands Plan (preliminary). The Property is bound by an office building to the east, Route 9 to the north, and residential neighborhoods to the south and west, as shown in Exhibit C. The Property's location on Rt. 9 allows incremental traffic to minimize the impact on neighbors.

3.0 Requested Information

The Committee seeks information from interested parties to describe how a private or nonprofit entity(ies) would develop and operate recreational facilities as described in this RFI. Respondents should include in their responses:

Property Development

Conceptual design(s) for proposed recreational facility(ies), specifically the location, mix of uses, size and proposed construction materials for facilities on the Property; □ Site improvements that would be expected as part of the development, in particular parking, utilities and ingress/egress; □ Integration of proposed facilities with surrounding abutters and neighborhoods.

Respondents are encouraged to consider alternative layouts to Exhibit D that may exclude/include the field and/or other compatible recreational facilities.

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Respondents should: (a) consider that a portion of the Property that is wetlands (see Exhibit C) is not developable, and (b) comply with the Town's general and zoning bylaws, rules and regulations. For more information, refer to http://www.wellesleyma.gov/Pages/WellesleyMA_Planning/ZoningBylaw.

Facilities Operations

General operating information, including hours of operations, an "example schedule" of weekly facility usage and standard operating policies and procedures; The "example schedule" should consider the feasibility of providing:

- o Hockey rink time (# of hours and days) for practices and games to local schools and hockey associations and how many days and hours;
- o Pool time (# of hours and days) to local schools, swimming associations and multi-generational groups (seniors and parents with young children);
- o Recreational hours (# of times and hours) for public skates and open swim time;
- o Recreational hours for skating and swim lessons; and o Other proposed facility uses. Please note numerous local groups have expressed interest in renting time at the facilities developed at the Property.

Respondent's suggested contribution to the Town for its long-term ground lease.

Other

4.0 Responses

Interested parties are requested to respond to this RFI in writing by Tuesday, October 14, 2014 at 5:00PM Eastern Time to:

Town of Wellesley - 900 Worcester Street Committee 525 Washington Street Wellesley, MA 02482 Attn: Meghan Jop

Or by email to: 900WorcesterStRFIResponse@wellesleyma.gov Page 3 of 11

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- Respondent's qualifications and prior history developing and operating proposed facilities. Please provide a list of prior developments and current facilities operated; □ Respondent's willingness to jointly develop the Property with another organization; and

Any other factors that would best allow the Committee to understand and consider responses.

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5.0 Informational Meetings

The Committee agrees to meet with any Respondent. Meetings will be open to the public.

6.0 Questions

Questions regarding this RFI will only be accepted by e-mail to 900WorcesterStRFIResponse@wellesleyma.gov or during a public meeting. Email questions will be answered by posting answers to a FAQ on the Committee's website http://www.wellesleyma.gov/Pages/WellesleyMA_Recreation/900%20Worcester%20Street%20Committee. A transcript of all questions asked during a public meeting will also be posted to the FAQ. Therefore, questions should not contain proprietary information, as all communications will be considered public records.

7.0 RFI Limitations

THIS IS A REQUEST FOR INFORMATION only. The information provided in the RFI is subject to change and is not binding on the Town. The Town has not made a commitment to procure any of the items discussed, and release of this RFI should not be construed as such a commitment or as authorization to incur cost for which reimbursement would be required or sought. All submissions become Town property and will not be returned.

EXHIBIT A - Skating Center Requirements

Project Goal/Scope of Services:

The Committee is seeking responses from parties interested in designing, building and operating an attractive, efficient, and sustainable skating facility. The skating facility will accommodate and support multi-generational training, competitive and recreational skating needs of all Wellesley residents.

Approximately 600 boys and girls, ages 4-19 are currently enrolled in Wellesley Youth Hockey (WYH) programs. The WYH, Wellesley High School, Wellesley Middle School and Dana Hall School hockey programs collectively spend approximately \$500,000 per year on ice time. More predictable and convenient access to ice time will allow for increased enrollment in these programs. Combined with the ice time requirements of Wellesley figure skaters and general recreational skaters, this represents a significant revenue opportunity for a rink operator.

Recognizing the efficiencies inherent in skating facilities with multiple sheets of ice, the Town is receptive to proposals that involve more than a single sheet, e.g., 1 1/2 or 2 sheets, subject to space availability. Otherwise, the facility should have:

Adequate locker room space for boys and girls teams; □ Sufficient seating capacity for spectators at a High School game, or its equivalent; □ Public restrooms; and, □ Skate rental, food concession and other amenities, as appropriate for a high- quality skating facility.

Responses should specify the following: □ Anticipated size of the proposed skating facility, parking requirements and any other site requirements;

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Proposed months and hours of operation; □ The type of assurances that might be given WYH and other stakeholders in terms of future access to ice time; □ Key design criteria and sustainability features that would be incorporated into the design of the skating facility; and, □ How the quality of the facility's operation might be characterized in terms of the finish level of various spaces, the specification of mechanical systems, air temperature, ice temperature, ice thickness, humidity levels, etc.

The Town does not have specific expectations in these regards. Rather, we are seeking to learn how to comprehensively evaluate competing proposals.

In light of the significant acquisition cost of the 900 Worcester Street property, the Town is also particularly interested in learning what level of contribution toward the land cost might be afforded by a rink development, possibly in the form of a long-term land lease.

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EXHIBIT B - Aquatic Center Requirements

Project Goal/Scope of Services:

The Town of Wellesley (the “Town”) wishes to expand its recreational and athletic facilities. The Town is seeking responses from parties interested in designing, building and operating an attractive, efficient, and sustainable aquatic facility on a parcel of land located at 900 Worcester Street (Route 9 East). The aquatic facility will accommodate and support multi-generational training, competitive and recreational aquatic needs of all Wellesley residents.

A town-wide survey conducted in December 2012 showed very strong resident support for a year-round aquatic facility. The survey results indicate more than 7,000 likely users in Town households, with more than 2,400 household members likely to take swim lessons.

(http://www.wellesleyma.gov/Pages/WellesleyMA_Recreation/900%20Worcester%20Street%20committee in the aquatic center documents subfolder.

The facility should have pools of temperatures and depths appropriate for the identified uses.

A lap pool, with water temperature and depth suitable for swim training and competition will accommodate the Wellesley High School teams, the Wellesley Community team (WSA) and other adult and youth lap swimmers. Its size and operating schedule should support simultaneous team practice and resident lap swimming during most hours the facility is open. It should be 25 yards by 25 meters. There should be 1 meter diving capabilities. It should comply with MIAA (Massachusetts Interscholastic Athletic Association) regulations for competition.

There should be another warmer pool or pools to support seniors, therapy and rehabilitation, lessons for young children and family recreation.

The facility should provide adequate locker rooms for men/boys, women/girls, teams, those with special needs and families with young children. There should also be adequate spectator gallery, office, storage, and classroom space.

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The above requirements are predicated upon the use of the currently available space at 900 Worcester Street; alternatives to the design, should additional space become available at the current or another location, should specify components which might be added or revised.

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Legend

 Flood Plain (7/7/12)	 MADEP Wetlands (1:12000)
 Wetlands (1:4800)	 Wetland Buffer Zone (100')

EXHIBIT C □ Site map with key showing property line, floodplain, preliminary

wetlands, and preliminary wetlands buffer zone.

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EXHIBIT D

2012 – Potential Land Use with an Aquatic Center, Skating Center and Field

This exhibit is a “land use schematic” commissioned by the 900 Worcester St Committee working with Gale Associates in 2012 as part of its feasibility work for the site. Gale Associates was asked to show how an aquatic center, skating center, field, and parking for 200+ cars could fit on this site around the preliminary wetlands delineation, steep topography on the back (southern side) of the property, and respecting current curb cuts on Worcester St. (Rt. 9).

The aquatic center was more than a 6 lane pool. Its objectives were to have: enough lanes to support swim practices and member lap swimming simultaneously □ a warm water therapy/tot lessons pool

diving well □ sufficient locker rooms and storage entry area □ a spectator area (second floor) □ fitness center (second floor) management office space (second floor)

The aquatic center shown in the site layout is a structure approximately 110' x 206' with an additional 50' x 110' on the second floor. It was sited on the property to allow a “view” of the trees, rocks, and plants in the wetlands and along back of the property through windows that might be along those sides of the facility. Revenue for the facility was assumed to include memberships, lesson, open swim, and other programming.

The skating center was at least one rink. Its objectives were: at least one sheet of ice

sufficient locker rooms, referee room, Zamboni space and storage some spectator seating □ entry area □ concession capacity for skate shop and soft drinks

The skating center shown is approximately 325' x 140' representing 1.5 sheets of ice. It was sited on the property to allow more short distance access for youths with heavy hockey bags from the adjacent commercial property's parking lot during evenings and weekends (no agreement exists for that arrangement). Revenue for the facility was assumed to be predominantly ice rental at market rate to Wellesley Youth Hockey and the Wellesley Public Schools, along with some concessions and other revenue.

The aquatic center was not assumed to be integrated with the rink but one operator could make more efficient use of the entry space, concessions, and operations.

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The field was a lit turf field. Its objectives were: □ sufficient size to support lacrosse (men's and women's) □ sufficient size to support soccer (men's and women's) □ sufficient size to support field hockey □ sufficient space was not found to support football although that was desirable turf consistent with the TPE used on the Town's Sprague Fields □ lighting to extend the use time for the fields.

This exhibit is provided for illustrative purposes only and should not limit your RFI potential uses for the 900 Worcester St site.

