



TRIP AND STATUS REPORT – TURF FIELD

20 AUGUST 2013

- I. Investigation of Turf Manufacturers and General Contractors
 - A. Over the past 2 years, SABC has
 - i. Investigated 4 different turf manufacturers
 - a. Astro Turf
 - b. Field Turf
 - c. Hellas Construction, Inc.
 - d. Sprinturf
 - ii. Investigated 3 different General Contractors (GCs)
 - a. Byrom Davey
 - b. Ohno Construction
 - c. Hellas
 - iii. Received preliminary quotes from 3 GCs
 - a. Byrom Davey
 - b. Ohno Construction
 - c. Hellas
 - iv. Talked in depth to municipal and school officials
 - a. Have dealt with those manufacturers and GCs
 - b. Have experience maintaining fields from different manufacturers
 - c. Have experienced problems with several turf fields
 - v. Visited multiple sites with turf fields installed
 - a. Moorpark HS
 - b. Oaks Christian HS
 - c. High school facilities in Austin, TX
 - d. High school facilities in Houston, TX
 - B. Investigation results
 - i. Of all the manufacturers investigated, the only one with no reported problems was Hellas / Matrix
 - ii. Hellas is the only company that runs the entire process in-house
 - a. Turf manufacture
 - b. Complete Installation
 - c. Warranty
 - d. Service
 - iii. Hellas also provided the least expensive preliminary quote of any GC
 - C. SABC decided that Hellas appeared to be the best option
 - i. Site visits in SoCal only presented the opportunity to view recently installed fields
 - ii. Hellas has fields 7-8 years old in Texas



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- II. Lawyer
 - A. The SABC hired a lawyer to investigate the feasibility of this effort
 - B. Legal counsel found precedent for us to run this project ourselves
 - i. Execute a lease-back of the stadium with OUHSD for the duration of the project
 - ii. Gift the installed field back to the OUHSD as a finished product
 - C. As long as we use no public funds, legal counsel found that we could:
 - i. Avoid going out to bid for the project
 - ii. Avoid the state requirement to pay prevailing wage
 - iii. Accept donations in kind for labor or materials as available
- III. Trip to Texas 21-23 July 2013
 - A. Hellas offered to bring SABC reps out to Texas to look at older fields
 - B. Bob Graham, Bill Meier, Jack Willard, and Tony Pinedo made the trip
 - i. All expenses paid by Hellas
 - C. Visited
 - i. Hellas corporate headquarters
 - ii. Hellas manufacturing facility
 - iii. 3 high school facilities in Austin
 - a. Spoke with one school district athletic director
 - (1) Former high school head football coach
 - (2) Lots of experience with turf fields from several manufacturers
 - (3) Very enthusiastic about Hellas product and service
 - b. All installations looked great, no matter the age
 - iv. 2 high school facilities in Houston
 - D. Site visits reinforced our perception that Hellas is the best option
 - i. Saw and walked on
 - a. Several different products
 - b. Several installation options
 - ii. Every customer rep we talked to highly recommended Hellas
 - iii. Older fields were in almost as good a shape as the new fields
 - E. At the conclusion of the visit, SABC delivered a binding Letter of Intent (LOI) to Hellas
 - i. SABC intends to do business only with Hellas
 - ii. Binding relationship dependent on
 - a. Ability of SABC to successfully get approval from OUHSD
 - b. SABC raising the funds necessary to pay for the project in full
 - F. Hellas action items
 - i. Provide a menu list of options with pricing so SABC can decide on design



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- a. Preliminary estimate is approximately \$1 million
 - (1) Turf
 - (2) Track resurface
 - b. Options under consideration include
 - (1) E-layer pad under the turf carpet
 - (2) Maintenance contract
 - (3) Types, number, design, and complexity of inlays
 - (4) Inclusion of track resurface
 - (5) Possibility of installing turf on the football practice field as well
 - ii. Start work on a presentation we can use to present to the OUHSD
- IV. OUSHD meeting 23 July 2013
- A. The OUHSD Trustees discussed the concept of allowing the SABC to install a turf field
 - i. Informal discussion without SABC representatives present
 - ii. The Trustees held a non-binding straw vote
 - a. 4 Trustees supported the concept
 - b. 1 Trustee opposed the idea
 - B. Feedback from the discussion
 - i. SABC should cease any efforts to convince OUHSD of the advantages of a turf field
 - a. Financial
 - b. Safety
 - c. Water rights
 - ii. The issue is whether SABC should be allowed to install a field
 - a. SABC desires to make a gift
 - b. SABC will raise the funds to pay for it
 - c. OUHSD facilities management is not affected
 - d. Other schools in OUHSD are not affected
 - e. Advantages compared to the current grass field are not an issue in the decision
 - iii. Track resurfacing should not be an issue with which the SABC is concerned
 - a. OUHSD is responsible for resurfacing all tracks
 - b. But if SABC can raise the necessary funds, OUHSD may not stand in our way
 - c. SABC needs to make the case
 - (1) Integrated project
 - (2) Redesign of field events layout
 - (3) Redesign of track striping
 - iv. OUHSD will not accept any plan to embed sponsor names in the turf
 - v. SABC must prepare, present, and execute a viable plan for
 - a. Construction
 - b. Fundraising



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- c. Replacement of turf at the end of its useful life
- vi. Turf replacement
 - a. OUHSD does not want liability for the replacement expense
 - b. OUHSD may require SABC to be responsible for raising all funds necessary
 - (1) Need a viable plan for doing so
 - (2) Will not be able to count on any OUHSD maintenance savings over the original life of the field (see i. above)
 - c. The turf field should last approximately 10 years
 - (1) Lifetime is primarily a factor of UV exposure
 - (2) Quality and frequency of maintenance is a major factor
 - (3) E-layer option should help to extend the life of the carpet
 - (4) Level of use plays a very limited role
 - d. Approximate replacement cost for the carpet itself is \$400k
 - (1) Depends on product and options chosen at that time
 - (2) No foundation work should be necessary

V. Next Steps

A. Design

- i. Hellas will provide a detailed menu of options and prices
- ii. SABC to determine proposed design and target cost
- iii. SABC and Hellas work together to put together a detailed execution plan
- iv. Adjust the design and options based on the amount of funds raised

B. Recognition

- i. Donation levels
 - a. Names
 - (1) Colors
 - (a) *White, silver, blue*
 - (2) Football positions
 - (a) *QB club, etc*
 - b. Threshold \$\$ amounts
 - (1) Donation < minimum named level
 - (2) \$1k
 - (3) \$5k
 - (4) \$10k
 - (5) \$50k
 - (6) \$100k
 - (7) Special recognition
- ii. SABC needs to come up with ideas for recognizing donors
 - a. Naming rights to field



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- (1) Donation threshold
- (2) Duration
 - (a) *life of the field (~10 years)*
 - (b) *half-life (5 years)*
- (3) Signage associated with field name
- b. Signage
 - (1) New signs – donation threshold
 - (2) Existing sign design
 - (a) *Donation threshold*
 - (b) *Duration*
- c. Wall of “bricks” at base of stadium stairs
 - (1) Recognition depending on donation levels
 - (2) Plaques in the shape of bricks with donors names
 - (a) *Different sizes*
 - (b) *Different wording*
 - (3) Manufacture
 - (a) *Company*
 - (b) *Cost*
 - (c) *Installation*
- d. Media Guide Ads
 - (1) By donation threshold
 - (2) Size
 - (3) Duration
- e. Game time announcements
 - (1) Duration – 1 season, 5, 10, in perpetuity?
- iii. Forms of recognition / advertisement must be acceptable to
 - a. OUHSD
 - b. City of Camarillo
- C. Present to OUHSD
 - i. SABC meet with OUHSD personnel to get details of what they expect and what will be acceptable for our proposal
 - a. Execution of the installation project itself (leaseback)
 - b. What happens with the installed facility once installation is complete
 - (1) Gift to OUHSD, or
 - (2) SABC continued ownership and maintenance
 - c. Keep the completed facility open to the public
 - d. Proposed advertising and recognition of donors
 - e. SABC responsibilities for the life of the turf field
 - (1) Direct management of all operations, or



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- (2) At a minimum profit sharing
- ii. SABC with Hellas support will present to the OUHS board of directors ASAP
 - a. Outline our plan
 - b. Request approval
 - c. Research into turf products and contractors – due diligence
 - d. Project outline and details
 - (1) Contractor
 - (2) Scope, according to funds raised
 - (a) *Turf field*
 - (b) *Track resurface*
 - (c) *Practice fields*
 - (3) Schedule
 - (a) *Timeline*
 - (b) *Details on when this would execute TBD*
 - e. Fundraising plan
 - f. Post-construction plan
 - g. Field maintenance
 - h. 10-year plan
 - (1) Fundraising and investment
 - (2) Replacement plan
- iii. The target date to present to the OUHSD board is 28 August 2013
- D. Fundraising
 - i. Fundraising must start immediately upon receiving OUHSD approval for the project
 - ii. SABC will need help from every member in this fundraising effort
 - a. Need ideas
 - b. Need lots of people - a little bit of effort each will make it easier for all
 - iii. Success will require support from all ACHS coaches, students, and parents
 - a. Teams will be most directly affected by this turf installation
 - (1) Football
 - (2) Soccer
 - (3) Cross-country
 - (4) Track
 - b. Also directly affected by the increased field availability that turf will provide
 - (1) Band
 - (2) PE
 - (3) Cheer
 - c. This installation will present opportunities to attract additional sports and other paying activities to the stadium
 - (1) Lacrosse



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- (2) Rugby
- (3) Field hockey
- (4) Youth organizations
- d. All ACHS students, athletes and non-athletes alike, will benefit from the improved appearance and increased fundraising potential that such an improvement represents

E. Schedule

- i. Installation requires approximately 2-1/2 months
- ii. SABC must work with ACHS AD and administration
- iii. Schedule will affect
 - a. Track
 - b. Soccer
 - c. PE
 - d. Youth track (COSMOS)
 - e. Other outside organizations

VI. Future Fundraising for Replacement Field

A. Estimate minimum of \$40k per year for 10 years required

- i. All allocated to turf replacement account
- ii. Investment vehicle to allow growth of capital

B. Potential sources of funds

- i. Prices of everything associated with the stadium should increase
 - a. More field availability will attract more attention
 - b. Facilities nicer
 - c. Better league
 - d. We need help to pay for facilities improvements
- ii. Institute price increases AFTER turf installed
 - a. Need to decide on date for each
 - b. After we decide turf installation schedule

C. Specific possible sources

- i. Raise seats prices by \$25 each
 - a. \$25 x 180 seats
 - b. Net: \$4.5k per year
- ii. Gate fees by \$1 (or \$2?)
 - a. \$1 x 5,000 fans x 5 home games
 - b. Net: \$25k per year
- iii. Graduation seats and parking – profits dedicated to turf replacement
 - a. Please allow us to continue to mine a strong source of fundraising for us



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- (1) Overwhelming community support
 - (2) Sold all seats for the past 2 years and lots of parking
 - (3) This year, limited parking, had parents begging us to sell more
- b. \$30 x 180 seats
 - c. \$30 x 100 parking spots
 - d. Net: \$8,400 per year
- iv. Increase stadium sign prices by \$50 per year
 - a. \$50 x 83 signs (currently)
 - b. Net: \$4,150 per year
 - v. Increase price for lighted signs
 - a. \$2k every 2 years total
 - b. \$1k increase over 2 years (original price \$1k for 2 years)
 - c. \$500 per year x3 signs
 - d. Net: \$1,500 per year
 - vi. Increase media guide ad prices - how much, how many ads?
 - a. \$13k worth of ads sold in 2012
 - b. 20% increase x \$13k
 - c. Net: \$2,600 per year
 - vii. Collect revenue from usage fees
 - a. Roadrunners youth football
 - b. Club soccer
 - c. Lacrosse
 - d. Rugby
 - e. 4th of July
 - f. Other?
 - viii. Total of example sources: \$46,150