

“Do’s and Don’ts”

Building Your Own Training Complex

Stan Strifler

President / Andromeda SC

Plano, Texas



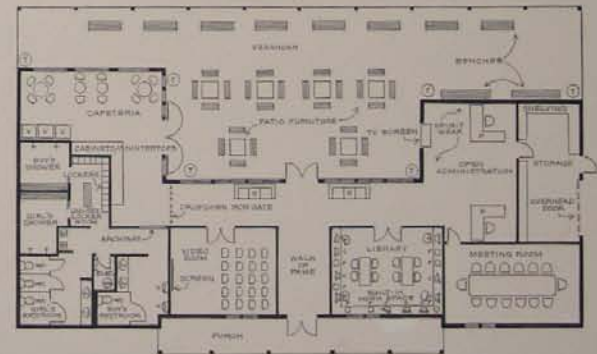
Anchored
Soccer Club
 Training Facility circa 2010



CLUBHOUSE

LEGEND

- 1. LOCKERS
- 2. SHOWER
- 3. LAVATORY
- 4. MEN'S
- 5. WOMEN'S
- 6. STUNN LAM
- 7. STUNN
- 8. STUNN MACHINE
- 9. WATER COOLER
- 10. WATER CLOSET
- 11. WATER HEATER



Background

Lessons Learned

General

Financing

Constructing

Operating

Good News (and Bad)

Absolutes

New Mistakes

Takeaways

AGENDA



Celebrating our 30th Anniversary in 2010

Based in Plano, Texas ... Suburb of Dallas

27 Select Teams ... U11 and Older

15 Juniors Teams ... U10 and Younger

600+ Players in Total ... From 35+ Cities

29 Coaches on Staff ... 5 which are “Full Livelihood”

True Non-Profit ... 100% Volunteer ... No Paid Admins

Who is Andromeda SC ?

BACKGROUND



Just another Volunteer

Have been in President's role since 2004-05

Serial Entrepreneur by Day ... Soccer Volunteer by Night

Not a Banker ... not a Lawyer ... not a Developer

You have dozens in your Club/Association just like me

Who is Stan Strifler ?

BACKGROUND



Overall Size	Approx 42.0 Acres	100%
Reserved for Parking	Approx 13.0 Acres	31%
Reserved for Indoor Facility	Approx 4.0 Acres	9%
Reserved for Storage	Approx 1.5 Acres	4%
Clubhouse Footprint	Approx 1.5 Acres	4%
Net Useable Size	Approx 22.0 Acres	52%

Andromeda Training Facility Facts

BACKGROUND



Full Size Fields (75 Yds x 120 Yds)	8
Practice Footprints (40 Yds x 60 Yds) ...	20
Perimeter Netting (25' High, Chain Link Bottom) ...	85%
Practice Quality Lighting (14 Lumens)	40%
Full Size Fields	2
Practice Footprints ...	8

Andromeda Training Facility Facts

BACKGROUND



Clubhouse Facilities

2,500 SqFt, Restrooms, HVAC,
DOC Offices, General Manager Offices,
Meeting Rooms, TV/Video Review Rooms,
Concessions, Wireless Web, Storage,
Shaded Parent Viewing Area

Parking Capacity ... 450 Spaces

Andromeda Training Facility Facts

BACKGROUND



Currently Under Construction

All Weather Futsal Fields (24 yds x 42 yds) ... 3

Next in Queue

Enclosed Keeper Training Area (25 yds x 60 yds)

Sand Soccer Fields (20 yds x 30 yds) ... 2

Andromeda Training Facility Facts

BACKGROUND



Commitment ... Patience ... Vision

LESSONS LEARNED



Commitment

Not for the thin skinned

You will have naysayers at each and every turn

Those you would expect externally

Some you would not expect internally

Commitment ... Patience ... Vision

LESSONS LEARNED



Patience

This adventure is measured in years

Every task will take twice as long as you expect

And that's if you are really good ...

and if you are really lucky

Commitment ... Patience ... Vision

LESSONS LEARNED



Vision

Bigger than the Commitment

Bigger than the Patience

If you are not getting the ...

“What have you been smoking ?” ...

your vision is not yet big enough

Commitment ... Patience ... Vision

LESSONS LEARNED



Vision

“Big Vision” matters ...

Sponsors are attracted to “big”

Construction partners need “big”

Growth follows “facilities centric” entities

Commitment ... Patience ... Vision

LESSONS LEARNED



Vision

Target audience ...

Soccer Mom

360 degree support ...

Soccer Mom

Win this battle ... win the war ...

Soccer Mom

Commitment ... Patience ... Vision

LESSONS LEARNED



It's A Training Facility

LESSONS LEARNED



If you hear one thing today ...

... hear this:

The singular most important lesson ...

... it is a training facility

... it is not a game facility.

The two are as different as futbol and football

It's A Training Facility

LESSONS LEARNED



If the bar is “training facility” high ...

... you can be very successful

If the bar is “game facility” high ...

... you are doomed to failure

The reasons are too many to cover in entirety ...

... but here are a few of the more prominent

It's A Training Facility

LESSONS LEARNED



As a “game facility” your comparable is Pizza Hut Park

As a “game facility” your construction and annual maintenance costs will be 200-300% higher

As a “game facility” your lost utilization to wet weather will be 300-400% higher

As a “game facility” you will have fixed goal locations, fixed mid-fields and fixed linesman footpaths

It's A Training Facility

LESSONS LEARNED



A “training facility” can be a “game facility” from time to time as required

We have hosted National Academy games, Premier League games, SDL games and NAIA Collegiate games

With the investment required ... and the wear and tear incurred ... it is very hard to rationalize the inverse

It's A Training Facility

LESSONS LEARNED



Financing

LESSONS LEARNED



The bad news ...

Youth sports clubs are not “bankable” entities

Junior bankers do not know this

Unfortunately they learn on your clock

**Guidance from a Loan Committee member is
valuable ... all else should be filtered heavily**

Financing

LESSONS LEARNED



The good news ...

There are hundreds of non-performing properties in the DFW area ... and thousands across the U.S.

Each year approx 30% of these properties are subject to new financing

A non-performing property subject to new financing is an owner financed opportunity

Financing

LESSONS LEARNED



We are a product of owner financing

Our facility was formerly a non-performing golf driving range ... circa 1998-2004

Initially we leased a portion of the facility ... and thus became a source of income to the owners

Financing

LESSONS LEARNED



We demonstrated stable performance as a lessee for approx 24 months ... circa 2004-2005

Property came up for renewal of financing

We were approached re an owner financed purchase opportunity ... circa Nov 2005

Self-assessment re our ability to operate the facility was our proverbial “fork in the road”

Financing

LESSONS LEARNED



**We purchased the property via a “wrap around” note ...
circa Jan 2006**

Thus a win-win was created for the previous ownership

Best case we were a buyer

Worst case we were a placeholder

Financing

LESSONS LEARNED



From there we began working on a refinancing
Idea being to convert the owner financing into
“philanthropic financing”

The latter term having been coined to describe
Benefactor financing provided at rate and duration that
would guarantee success

Financing

LESSONS LEARNED



And I am pleased to report ...

After “above and beyond the call” commitment and patience from all involved ... we concluded the transaction just this month

A transaction that will guarantee Andromeda a 60th anniversary in 2040

Financing

LESSONS LEARNED



Takeaways re Financing Lessons Learned:

It can be done ... it will likely be unconventional

It can be done ... it will likely be incremental

It can be done ... it will likely take a very long time

It can be done ... yes it can be done.

Financing

LESSONS LEARNED



Constructing
LESSONS LEARNED



The bad news ...

Constructing a soccer field is hard

Harder than you will ever believe

Constructing a soccer field takes a long time

Longer than you will ever believe

Constructing

LESSONS LEARNED



The good news ...

Volunteers can build a practice quality field

Local construction projects can be a great source of quality fill and/or topsoil

All the equipment you need can be rented

Any mistakes you make can be corrected

Constructing

LESSONS LEARNED



The good news ...

Lighting is not as important as you might think

Daylight Savings window has been reduced significantly ... early Nov to mid Mar

High school soccer season all but mirrors Daylight Savings window ... Dec thru Mar

Net, net ... Nov is a challenge re lighting

Constructing

LESSONS LEARNED



The bad news ...

Parking is much more important than you think

Utilizing neighboring properties or public roadways ... T-R-O-U-B-L-E

Counting on carpooling ... T-R-O-U-B-L-E

Counting on parent cooperation re parking discipline ... T-R-O-U-B-L-E

Constructing

LESSONS LEARNED



Absolutes

Masterplan ... 35% will be Parking and Storage

“You can pay me now ... or pay me later”

Masterplan ... you cannot over-engineer drainage

“You can pay me now ... or pay me later”

Masterplan ... you cannot over-engineer irrigation

“You can pay me now ... or pay me later”

Constructing

LESSONS LEARNED



Absolutes

Masterplan ... use a hybrid Bermuda vs common

“You can pay me now ... or pay me later”

Masterplan ... perimeter netting is game changing

Recoups 35% lost to Parking and Storage

Raises the bar re “sense of security”

Constructing

LESSONS LEARNED



Make New Mistakes ... Not Old Ones

Sync construction completion with start of growing season

Organize multiple “rock collecting” exercises during construction

Layout irrigation to support “game facility” mode

Three (3) on-field sprinklers max

Constructing

LESSONS LEARNED



Make New Mistakes ... Not Old Ones

Utilize “bad boy” sprinklers ... 80’ plus radius

Will use 50 gals/min/sprinkler

Utilize irrigation delivery of 150 gals/min +

Max two “bad boy” sprinklers per controller

Utilize quality top-soil

Don’t rationalize something other will do

Constructing

LESSONS LEARNED



Make New Mistakes ... Not Old Ones

The more fill/top-soil you need the more likely that construction projects will “partner” with you

Typically ... commercial equals fill

residential equals top-soil

If you take 100+ truckloads ask for equipment

If you take 250+ truckloads ask for equip/operator

Constructing

LESSONS LEARNED



Make New Mistakes ... Not Old Ones

When construction projects are source

Check each and every truckload

You get what you pay for re perimeter netting

There are solutions from \$5/ft to \$28/ft

We paid \$28/ft with expectation that
it will withstand 70 mph + winds

Constructing

LESSONS LEARNED



Takeaways re Construction Lessons Learned:

It can be done ... it will take longer than you think

It can be done ... it will require a parking solution

It can be done ... any/all mistakes can be corrected

It can be done ... yes it can be done.

Constructing

LESSONS LEARNED



Operating

LESSONS LEARNED



The bad news ...

Operating a training facility is 7x24x365

You will need a GM Construction & Maintenance

You will need a GM “All Things Soccer”

You will need a Club Admin that has GM backs

“First View” is the “Forever View”

Operating

LESSONS LEARNED



The good news ...

We have 42 acres to look after ...

Our staff is only 2.0 FTE's

GM C&M 0.5, GM Soccer 0.5, Labor 1.0

Ideal GM Construction & Maintenance ...

A semi-retired "Mr. Fix-It"

Operating

LESSONS LEARNED



The good news ...

Ideal GM “All Things Soccer” ...

He/she is already in your Club/Association
and will be thrilled to take on this role

“First View” is the “Forever View”

Operating

LESSONS LEARNED



Absolutes

Protect your fields ... youth soccer only

Protect your fields ... from your coaches

Sweat equity leads to “ownership”

Coaches, Parents and Players

Volunteer tasks are “one day” tasks only

Anything larger ... hire professionals

Operating

LESSONS LEARNED



Absolutes

Understand that a soccer field is never “finished”

Compression ... Aeration

Fertilization ... Weed Control ... Mowing

Settling ... Drainage

Settling ... Irrigation

Operating

LESSONS LEARNED



Absolutes

Wait until you have the money to buy the best
Cheaper maintenance intensive items
and/or equipment failures are challenging
“Bad Apples” ... whatever that means to you ...
Must be dealt with swiftly and consistently

Operating

LESSONS LEARNED



Make New Mistakes ... Not Old Ones

Manage from written/communicated

Policies & Procedures

Don't allow soliciting at your complex

**“I'll buy your cookie dough if you will
buy my Christmas cards”**

Operating

LESSONS LEARNED



Make New Mistakes ... Not Old Ones

Do for one only what you are willing to do for all

DOC, Coach, TM, Parent, Player

Top priority

Five days/week ... training

Two days/week ... field rest (maint)

Operating

LESSONS LEARNED



Make New Mistakes ... Not Old Ones

Have a plan to entertain/manage siblings

If you win over Soccer Mom you will have
as many siblings as players every day

No more than two improvement projects/year

Always have the next project prep'd and ready

Operating

LESSONS LEARNED



Takeaways re Operating Lessons Learned:

It can be done ... it will take 3-4 committed folks

It can be done ... it will take an “ownership” culture

It can be done ... it will take firm/consistent leadership

It can be done ... yes it can be done.

Operating

LESSONS LEARNED



Q&A SESSION

