



REGINA MULTI-PURPOSE OUTDOOR
STADIUM COMMITTEE

An Approach to Taking a Fork in the Road



DCG

DCG PHILANTHROPIC SERVICES INC.

Overview

When asking the question why choose to live in one place over another, quality of life becomes so important. We all want to live life to the fullest and to thrive and flourish as a community. Our well-being is shaped by the conditions in which we grow, learn, live, work and age.

One of the stark realities coming out of the pandemic was realizing the importance of participation in sports for not only physical health, but also our mental well-being and social engagement. This is especially true for our kids. It could be said the most important thing about sports is the life lessons learned during the fun and joy of participation – lessons of perseverance, respect, cooperation, leadership and sacrifice.

A goal of long-term and life-long participation in sport and recreation will only lead to a generally healthier community.

Your Committee's plan to create a multi-purpose outdoor venue to further develop the sport of baseball and soccer along with other sports is key to this, and will increase participation in recreational activity in your city. Increasing options for recreation also improves livability. Allowing your city to best equip your community to support the ever-increasing demand in sport and recreation is important.

Many communities DCG has worked with across the province and western Canada have realized the importance of sport in drawing families and employees to their community, in order to build their lives there. This realization has led to an investment by them to replace or upgrade aging recreational infrastructure and amenities. This investment has also created opportunities to increase sport tourism in their area.

DCG's team has the experience of leading numerous multi-million-dollar capital campaigns to build infrastructure similar to the goal of Regina's Multi-Purpose Outdoor Stadium – a few "case samples" of these are outlined in the following pages. These are only representative of a small number of municipal capital projects of which DCG has directed.

As Yogi Berra famously said, "when you come to a fork in the road, take it." We believe that decision may be to take the road that leads to a hybrid approach to raising the funds to build the stadium – to make this vision a reality for the citizens of Regina and surrounding area.

**“When you
come to a fork
in the road,
take it.”**

—Yogi Berra

DCG FINDINGS FROM OTHER CANADIAN SPORTS & RECREATION CAPITAL PROJECTS

The need to replace sports and recreational facilities across Canada comes from the fact that many of these are aging and in disrepair. Aging infrastructure is not up to the standards of the day required by their particular sport; therefore, causing potential hazardous conditions and injury for the players (turf or ice conditions for example).

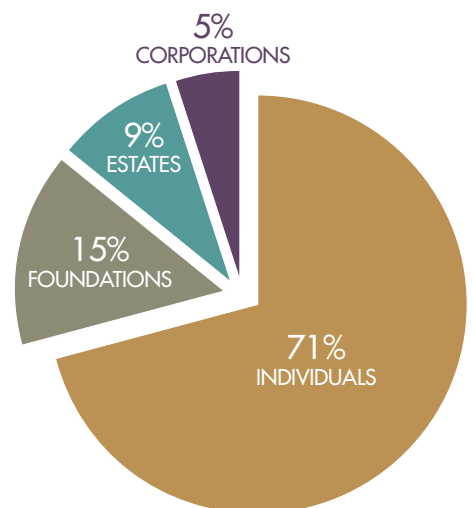
General findings between communities and projects show some consistent patterns. These are:

- Growth in sport and recreation has increased with user groups needs not being met.
- A lack of venues means user groups ability to play is limited, or travelling long distances is required.
- Some user groups securing adequate playing time is severely limited, or not at all.
- Venues lack ancillary amenities that make the recreational experience more pleasurable (concessions, bathrooms, etc.)
- Seating capacity at venues is too limited and out-dated in terms of comfort.
- Dressing rooms and locker rooms are crowded and inadequate.
- Accessibility is too limited for those with physical impairment.
- Access to enough parking and transit lines is problematic
- Green technology is lacking in design build.
- Not being able to accommodate hosting requirements means those events go elsewhere with a loss of a revenue stream to the community.
- The increase in population of new Canadians has created a growth in sports such as soccer and cricket, but there is a lack of venues in which to play.
- There is a high need for multi-use indoor space, especially during winter months for training purposes.

Research out of Canada, USA, and UK shows that giving trends are made up of 71% individuals, 9% estates, 15% foundations, 5% corporations

Sports tourism is a \$7.4B industry in Canada.

—Canadian Sport Tourism Alliance, 2019



If Regina follows the experience of other municipalities, the proposed multi-purpose stadium facility may bring many economic opportunities to Regina. Hosting sporting events across Canada is already a big business.

The economic spinoffs of the stadium project may:

- create construction jobs while being built.
- bring about full-time and part-time permanent jobs once built.
- generate a large spend annually on supplies and services by owners and users.
- encourage hosting of events, sports and recreational activities, bringing tourism dollars.
- potentially attract an upsurge in annual visitation to Regina.
- encourage other commercial developments to be built around the facility (restaurants, hotels, retail, and local entertainment) while creating jobs, and increasing the municipal tax base.

A LISTING OF DCG'S SPORTS & RECREATION PROJECTS

Alongside their non-profit partners DCG's team led many feasibility studies and capital campaign projects across Canada, but largely in our province of Saskatchewan.

City of Humboldt

City of Kamloops

City of Martensville

City of Prince Albert

Friends of the Bowl

Merlis Belsher Place

Muskeg Lake Cree Nation

Saskatchewan Hockey Hall of Fame

Saskatchewan Parks & Recreation Association

Saskatchewan Roughriders

Saskatoon Hilltops

Saskatoon Soccer Centre

Saskatoon Sports Hall of Fame

Special Olympics Saskatchewan

Town of Eston

Town of White City

Town of Wynyard

Village of Perdue

FUNDING MODELS OF SPORTS & RECREATIONAL SUCCESS STORIES



MERLIS BELSHER PLACE

Goal: \$33M
Lead gift: \$10M
Ownership: University of Saskatchewan
Operation: Independent for-profit operator
Partners: City of Saskatoon, Saskatoon Minor Hockey

Funding model was a combination of philanthropy & sponsorships

Facility Naming: \$12.25M (30 years)
 Centre Score Clock: \$750K (10 years)
 Zamboni: \$500K (10 years)
 Under Ice Logos: \$250K (10 years)



GORDIE HOWE SPORTS COMPLEX

Goal: \$63M
Lead gift: \$20M
Ownership: City of Saskatoon
Operation: Independent not-for-profit operator
Partners: Saskatoon Minor Sport Groups

Funding model was a combination of philanthropy & sponsorships

Football Field: \$2M (20 years)
 Score Clock: \$150K (10 years)
 Press Box: \$100K (10 years)
 End Zone: \$250K (10 years)
 Time Clock: \$50K (10 years)



SASKATCHEWAN ROUGHRIDERS AT MOSAIC STADIUM

Goal: \$40M
Fundraising: \$11M
Ownership: City of Regina
Operation: Saskatchewan Roughriders
Partners: City of Regina

Funding model was a combination of philanthropy & sponsorships

Club 13: \$1M Membership
 Plaza Naming: \$2M
 Individual naming in the Plaza



SASKATOON PRAIRIELAND PARK SOCCER STADIUM AND OUTDOOR EVENT CENTRE

Goal: \$22M
Fundraising: \$8M
Sponsorships: \$6M
Ownership: Saskatoon Prairieland Park
Operation: Saskatoon Prairieland Park
Partners: Canadian Premier League, Living Sky Sports Entertainment (LSSE)

Funding model is a combination of investment & sponsorships

OTHER DCG-LED FUND DEVELOPMENT PROJECTS OVER OUR 13-YEAR HISTORY

ARTS & CULTURE

Canadian Roots Exchange
City of Kamloops
Globe Theatre
National Indian Brotherhood
Nutrien Wonderhub
Remai Modern
Saskatchewan Jazz Festival
Saskatoon Symphony Orchestra
Shakespeare on the Saskatchewan
Wanuskewin Heritage Park
Winspear Centre

EDUCATION

John Dolan School
Saskatchewan Polytechnic
Saskatoon Public Schools
St. Andrews Regional High School
USask College of Education
USask Health Sciences

HEALTHCARE

Alzheimer Society of Saskatchewan
Dr. Noble Regional Healthcare Foundation
LutherCare Communities Saskatoon
Mennonite Nursing Homes
Saskatchewan Hospital
St. Ann's Senior Citizens Village

COMMUNITY

Dress For Success Saskatoon
Food Banks of Saskatchewan
Friendship Inn
Government House Foundation
Habitat for Humanity Regina
Kinsmen Club
Lighthouse Supported Living
Meewasin Valley Authority
OUT Saskatoon
Oxford House
Regina Food Bank
Ronald McDonald House Alberta
Ronald McDonald House Charities
Ronald McDonald House Saskatchewan
Saskatoon Food Bank & Learning Centre
Saskatoon Public Library
Station 20 West
Town of Biggar
White Buffalo Youth Lodge
YMCA Saskatoon
YWCA Québec City
YWCA Saskatoon



DCG'S DEDICATION TO BEING OF SERVICE TO COMMUNITY

Establishing our roots within the local Saskatoon community enabled us to build relationships throughout the province and beyond. Today, we are happy to be a nationally recognized firm with relationships spanning the country. We are fortunate to work with dedicated clients, volunteers, and donors who are passionate about the missions of the organizations that serve our communities.

Regardless of our size, we remain dedicated to the boutique nature of our firm and to our original philosophy – to be of service! The most rewarding part of our work is making a difference alongside you.

DCG is a member of the international Association of Fundraising Professionals (AFP) and adheres to AFP's Code of Ethical Principles and Standards and its Donor Bill of Rights. We follow AFP's best practice guiding principles in fund development. DCG also is committed to fulfilling the Truth and Reconciliation's Calls to Action. We are dedicated to assisting with Indigenous philanthropic endeavours.

A POSITION ON RAISING FUNDS FOR REGINA'S MULTI-PURPOSE OUTDOOR STADIUM

Our considered opinion is that a \$25-30M outdoor stadium facility and ancillary amenities capital project could raise funds within a range of \$4-8M through sponsorship and philanthropic donations. To determine a more accurate and attainable goal we recommend a funding feasibility study, that will take approximately 80 days to complete, as a next step. This is required to test your "case for support" within the community. The study will gauge whether the project is understood and well supported. It will show what areas of your plans are not supported. It will better determine what your capacity is to raise funds with various stakeholders. It will also define your campaign structure should you embark on a capital campaign. It answers the questions as to who the potential community leaders are with a willingness to join the campaign team. Lastly, it determines what administrative processes need to be developed and implemented to support a campaign.

For more information, or if you have questions, contact:

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DCG PHILANTHROPIC SERVICES INC.

Mission:

DCG Philanthropic Services teams with nonprofits, charities and corporate entities to enrich and inspire lives in Canadian communities

Values:

integrity, enthusiasm, team, ingenuity and a spirit of generosity.

We acknowledge that DCG is based in Treaty 6 Territory and the Traditional Homeland of the Métis and pay respect to the ancestors of this place and the many treaty territories in which we live, work, and serve.



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