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reading brown road streets  
m canal riverview  
bmx native paths  
cliff road parks  
use xuuq*

**mesa·az**



*parks & rec.*

# Mesa Plays/Red Mountain Athletic Fields

*idea museum*

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signal butte  
public safety  
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parks & rec. library  
federal building*

# Red Mountain – Community Athletic Fields



- Located adjacent to Red Mountain Park
- 9 artificial turf fields (225'x360')
- 960 Parking stalls
- 1 Restroom
- Estimated cost \$25.0M

# Mesa Plays – Tournament Athletic Fields



- Located adjacent to Red Mountain Park
- 13 natural grass fields (225'x360')
- 1 natural grass championship field (225'x360')
- 1 artificial turf championship field (225'x360')
- 1,620 parking stalls
- 2 Restrooms
- Estimated cost \$30.0M



# Mesa Plays/Red Mountain - Athletic Fields



- Community fields  
estimated cost \$25.0M
- Tournament fields  
estimated cost \$30.0M
- Proposed location for future fieldhouse

# Mesa Plays

## Potential Visitor Spending Impact

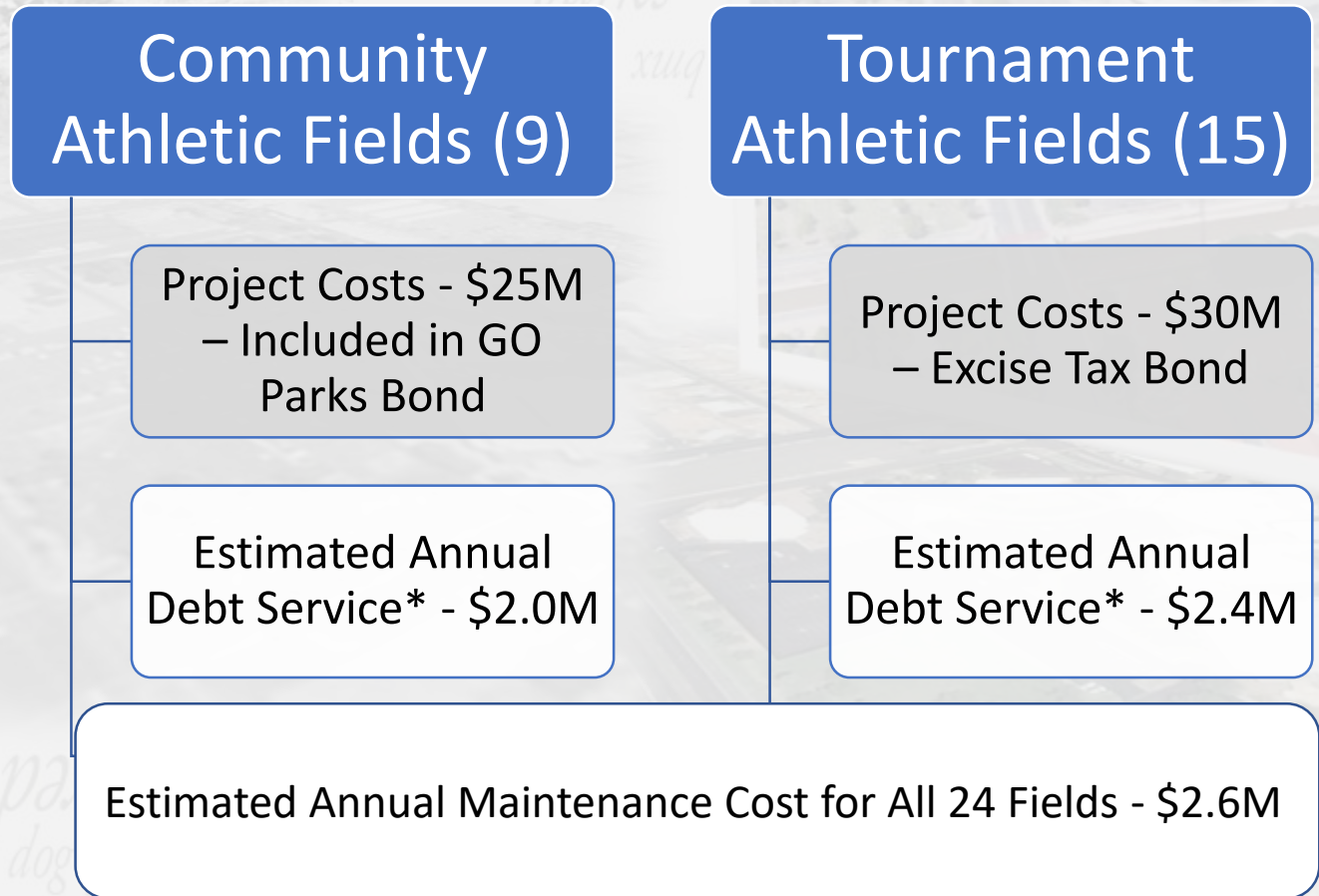
Per Elliott Pollack Study from March 2018, the potential increase in tax revenue excluding secondary impacts is:

- Sales Tax = \$2.4M
- Bed Tax = \$1.2M
- Field Rentals = \$0.5M
- Concessions = \$0.2M



# Mesa Plays

## Estimated Cost



\* Assumed 20 Years at 5% Interest Cost



# Mesa Plays

## Funding

	<b>Community Fields (9) – Capital</b>	<b>Tournament Fields (15) – Capital</b>	<b>All 24 Fields – Operations &amp; Maintenance</b>
<b>City of Mesa</b>			
Secondary Property Tax	\$2.0M		
Sales Tax (and Field Rentals/Concession)		\$1.0M	\$2.6M
<b>Visit Mesa</b>			
Bed Tax (including assumed 1% increase in rate)		\$1.4M	





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 eastern canal native paths parks  
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 arterials shared use xuuq*



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 signal butte  
 public safety  
 dabson ranch  
 parks & rec. library  
 federal building*



# Mesa Plays

## Financing

	Capital – Community Fields (9)	Capital – Tournament Fields (15)	O&M – All 24 Fields	Total Annual Cost
<b>Cost</b>	\$2.0M	\$2.4M	\$2.6M	\$7.0M
Total Estimated Annual Cost	\$2.0M	\$2.4M	\$2.6M	\$7.0M
<b>Revenue</b>				
City of Mesa				
Secondary Property Tax	\$2.0M			\$2.0M
Field Rentals		\$0.5M		\$0.5M
Concessions		\$0.2M		\$0.2M
Sales Tax		\$0.3M	\$2.6M	\$2.9M
Total CoM	\$2.0M	\$1.0M	\$2.6M	\$5.6M
Visit Mesa				
Potential 1% Increase in Bed Tax Rate		\$0.9M		\$0.9M
Bed Tax		\$0.5M		\$0.5M
Total Visit Mesa		\$1.4M		\$1.4M
<b>Total Estimated Annual Revenue</b>	\$2.0M	\$2.4M	\$2.6M	\$7.0M

