



SCHMITT ISLAND

**SPORTS COMPLEX
FEASIBILITY STUDY
MARCH 2025**

Agenda

1. Project Background & Overview
2. Stakeholder Engagement
3. Market Overview
4. National Trends
5. Public Input Survey
6. Analysis & Opportunities
7. Facility Design
8. Economic Impacts

Acknowledgements

Participants

City of Dubuque
Court One
Dream Center
Dubuque Community Schools
Dubuque County Basketball Academy
Dubuque Fighting Saints Hockey
Dubuque Figure Skating
Dubuque Initiatives
Dubuque Soccer Club
Dubuque Volleyball

Fossils Hockey
Greater Dubuque Development
Holy Family Catholics Schools
ImOn Arena
Loras College
Miller Development Group
Northeast Iowa Community College
Q Casino + Resort
Senior Saints Hockey
Travel Dubuque
University of Dubuque

2,031
Survey
Respondents

Project Partners



Schmitt Island



Design Team





Project Background & Overview

The Why

Project Context

Over the past several years, numerous Dubuque community leaders, parents and youth have expressed a desire to have a destination facility within the region that can help satisfy the demands for local sports organizations while also serving as a destination facility to host regional tournaments for club sports, university athletics and high school activities. While the growth of sports tourism related activities has been steadily increasing – with more than 200 million sports tourism travelers in 2023 – the benefits of a sports complex go beyond visitation and the associated spending, including:

1. **Promote Fulfillment.** Improving the quality of life for all Dubuque Citizens.
2. **Desirable Location.** Creating a community of first choice, helping to attract and retain talent that use athletic facilities.

Objectives

RDG Planning & Design in partnership with Johnson Consulting, was retained to evaluate the feasibility of a sports complex within Dubuque, specifically on Schmitt Island. Key objectives of the feasibility study include the following:

1. **Market Assessment.** To determine if there is a market for sports tourism related athletics within Dubuque.
2. **Improvement Initiatives.** To create a sports complex development program that addresses the gaps and opportunities within the marketplace, while also serving as a key asset for the community.
3. **Growth Strategy.** To outline an actionable, implementable and financially feasible development plan.
4. **Profitability and Rewards.** To identify the economic impacts and benefits of a sports complex.
5. **Financial Ability.** To establish the costs and steps necessary to move the project forward.

The Why

"A true community of choice isn't just a great place to live, it's a destination that draws people in. By becoming a hub for traveling sports of all kinds, we position ourselves as a dynamic, family-friendly region where opportunities abound. Families today expect communities to provide modern, accessible facilities that support youth development and foster connections through sports. Investing in this vision ensures we remain competitive, attract top talent, and offer the quality-of-life that families seek and have come to expect."

Rick Dickinson, President & CEO - Greater Dubuque Development Corporation





Stakeholder Engagement

Stakeholder Engagement

Key Themes

Evident Gap
in the Sports
Market

Participant &
Economic
Leakage

Sports
Tourism
Potential

Partnership
Opportunity
(P3)

Employer/
Employee
Recruitment/
Retention

Paradigm Shift
from Local
Facilities



Market Overview

Market Overview

Dubuque Population, Income & Sports Spending



Population

2024 → 59,635

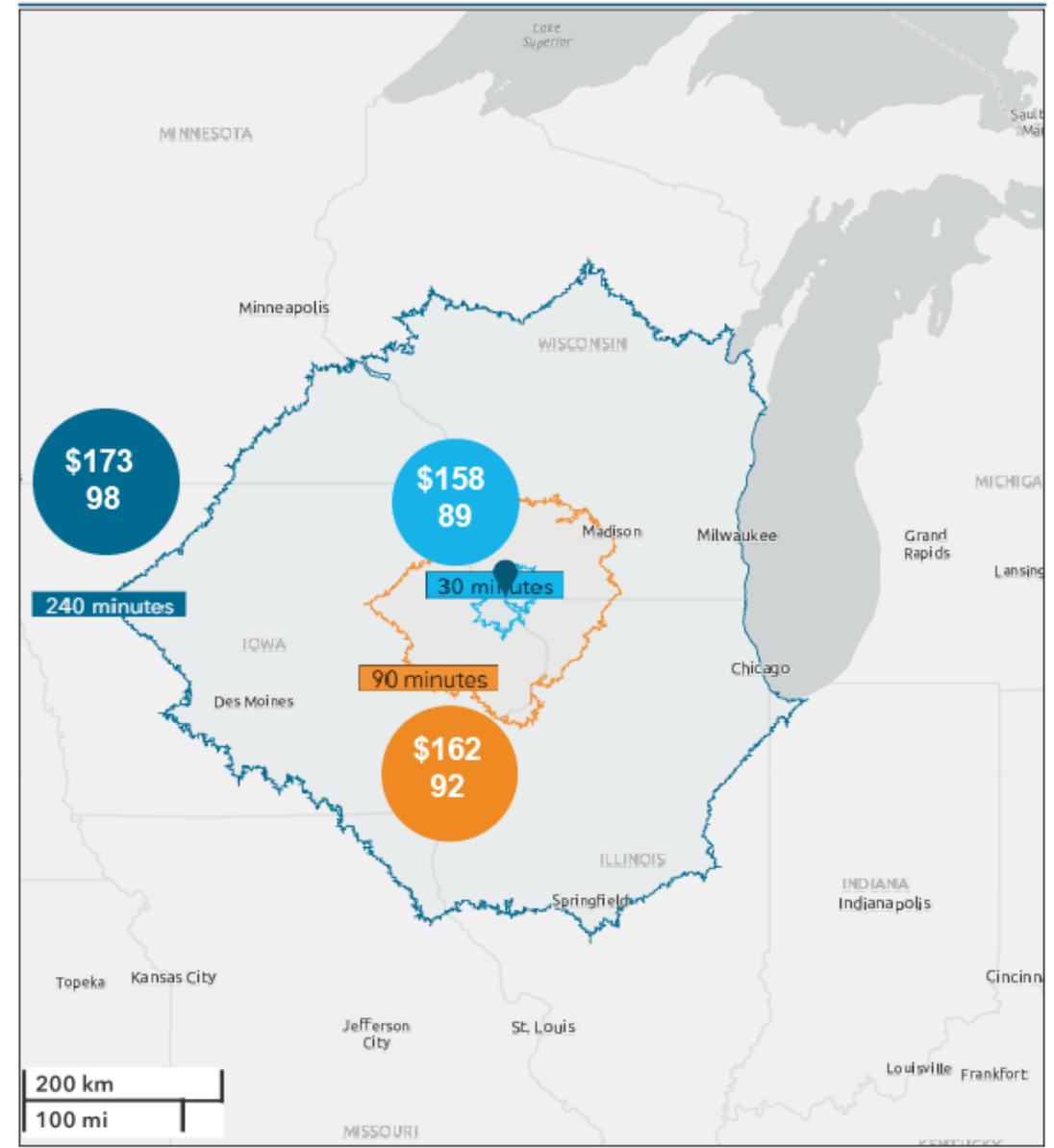
2029 → 59,356



Median Income

2024 → \$66,647

2029 → \$75,612



Market Overview

Comparable Geographies- Population

- The population of Dubuque is just under 60,000 residents.
- There is a large population to pull from when expanding to the larger region.
- Within 4 hours of Dubuque, there are nearly 20 million people.

Population						
	2000	2010	2024	2029	CAGR* 2010-2024	CAGR* 2024-2029
USA	281,421,906	308,745,538	338,440,954	344,873,411	0.7%	0.4%
Iowa	2,926,324	3,046,355	3,236,114	3,275,570	0.4%	0.2%
Dubuque	57,816	57,617	59,635	59,356	0.2%	-0.1%
Schmitt Island (30 minutes)	113,850	120,003	124,963	125,000	0.3%	0.0%
Schmitt Island (90 minutes)	1,149,389	1,207,838	1,267,049	1,269,561	0.3%	0.0%
Schmitt Island (240 minutes)	18,448,309	19,285,244	19,567,095	19,454,997	0.1%	-0.1%

**Compounded Annual Growth Rate*

Sources: Esri, Johnson Consulting

Dubuque



30 minutes



90 minutes



= 50,000 people

Market Overview

Comparable Geographies-Population, Income & Sports Spending

- Despite having a comparatively lower median household income, the percentage of disposable income on sports is only 4% under the national average, demonstrating a high propensity to spend extra household income on sports and recreation.

Median Household Income			
	2024	2029	CAGR*
United States	\$79,068	\$91,442	3.0%
Iowa	\$74,738	\$83,750	2.3%
Dubuque	\$66,647	\$75,612	2.6%
Schmitt Island (30 minutes)	\$75,102	\$84,530	2.4%
Schmitt Island (90 minutes)	\$76,143	\$86,177	2.5%
Schmitt Island (240 minutes)	\$79,873	\$91,365	2.7%

*Compound annual growth rate

Sources: Esri, Johnson Consulting

Disposable Income and Average Household Sports Spending							
	Median Disposable Income	Fees for Participant Sports	Membership Fees for Social/Recreation/Health Clubs	Admission to Sports Events	Total Sports Spending	% of Disposable Income Spent on Sports Events	% of Disposable Income Spent on Sports Events, Indexed to National Average*
United States	\$63,562	\$133	\$302	\$79	\$515	0.810%	100
Iowa	\$59,890	\$116	\$266	\$79	\$461	0.771%	95
Dubuque	\$55,427	\$107	\$251	\$73	\$431	0.777%	96
Schmitt Island (30 minutes)	\$60,617	\$118	\$273	\$80	\$472	0.778%	96
Schmitt Island (90 minutes)	\$60,671	\$121	\$279	\$82	\$482	0.794%	98
Schmitt Island (240 minutes)	\$63,297	\$130	\$300	\$84	\$514	0.812%	100

*Where 100 is average, 110 is 10% above average, and 90 is 10% below average

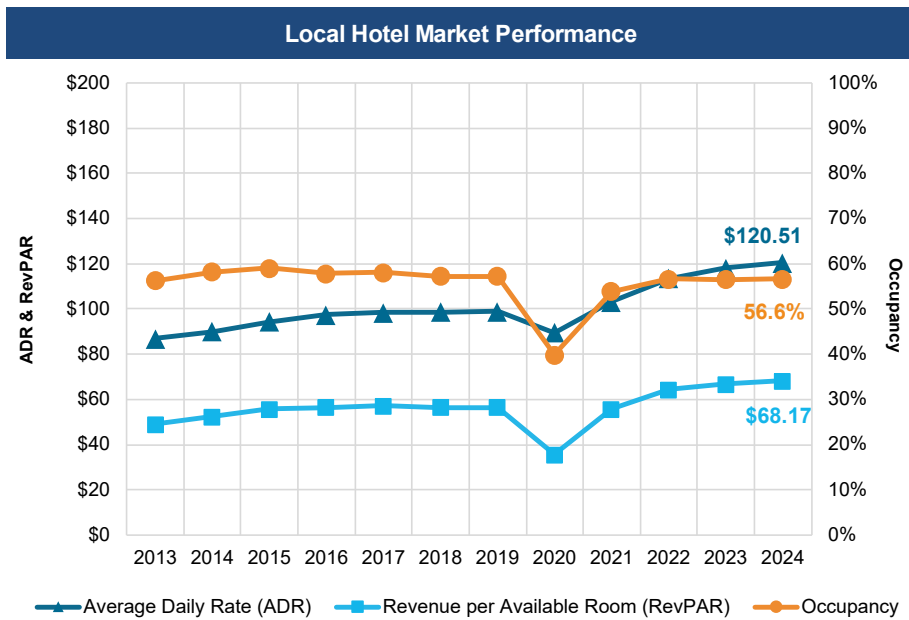
Sources: Esri, Johnson Consulting

Market Overview

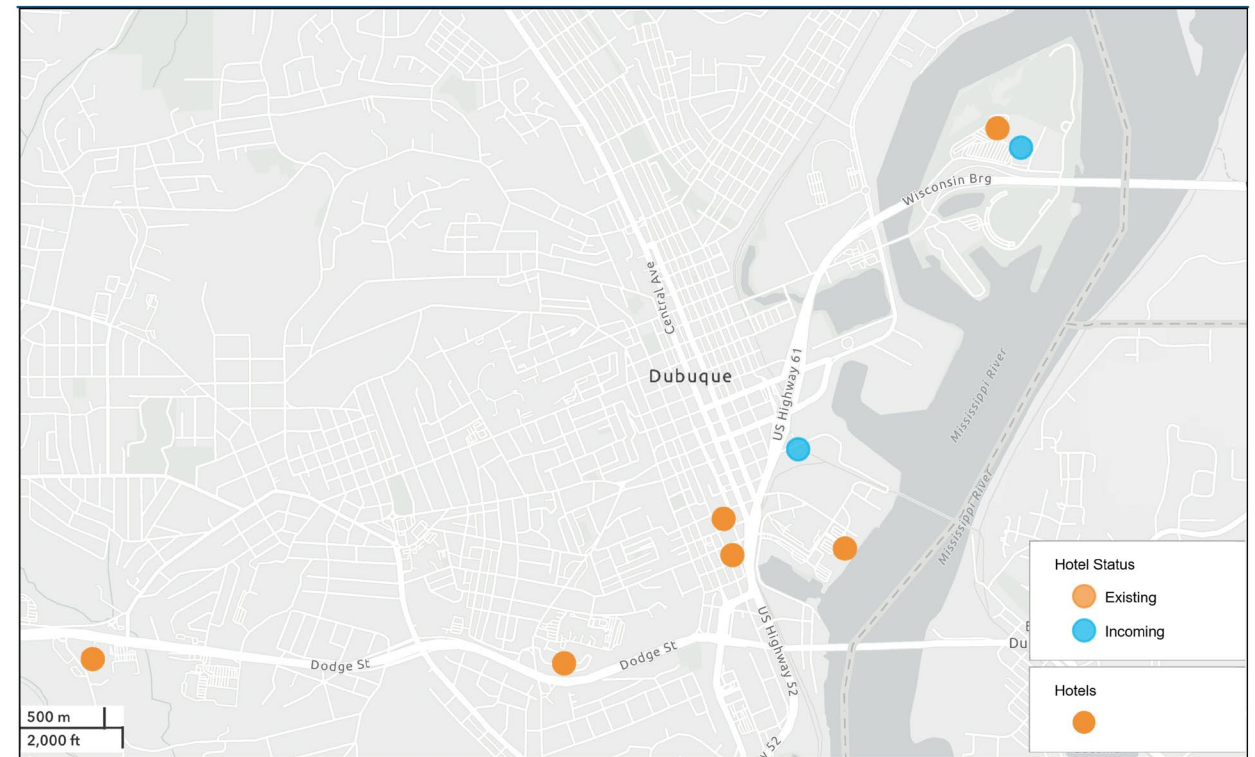
Hotel Inventory (100+ rooms or more)

As reported by CoStar:

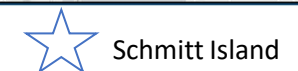
- 50 total hotel properties; 6 hotels with more than 100 rooms.
- 2,682 total hotel rooms in the market.
- 2 proposed hotels (160 rooms and 97 rooms)



Sources: CoStar, Johnson Consulting



*Map includes hotels with 100 or more hotel rooms.

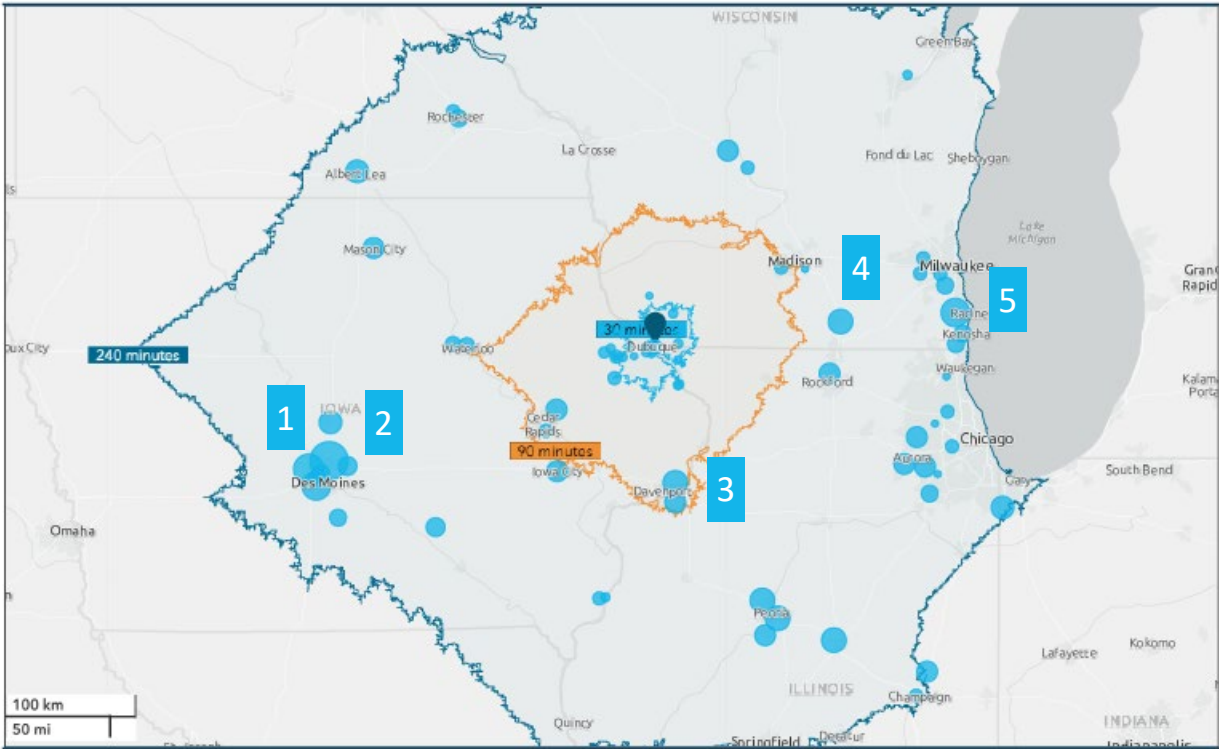


Market Overview

Regional Sports & Recreation Market

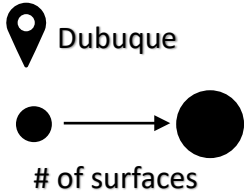
Baseball/Softball Diamonds:

- Dubuque is missing a high-quality concentration of baseball/softball diamonds.
- Largest facility in the region: Prairie Ridge Sports Complex with 17 diamonds.
- Prospect Meadows is the closest tournament quality in Cedar Rapids with 8 fields.
- Largest facilities in Dubuque is the Dubuque Sports Complex and McAleece Park - 4 diamonds each.



Notable Baseball Facilities		
	Facility	Fields
1	Prairie Ridge Youth Sports Complex	17
2	Grimes Sports Complex	13
3	TBK Bank Sports Complex	10
4	Janesville Youth Sports Complex	10
5	Haban Park	12

Source: Relevant Facilities, Johnson Consulting

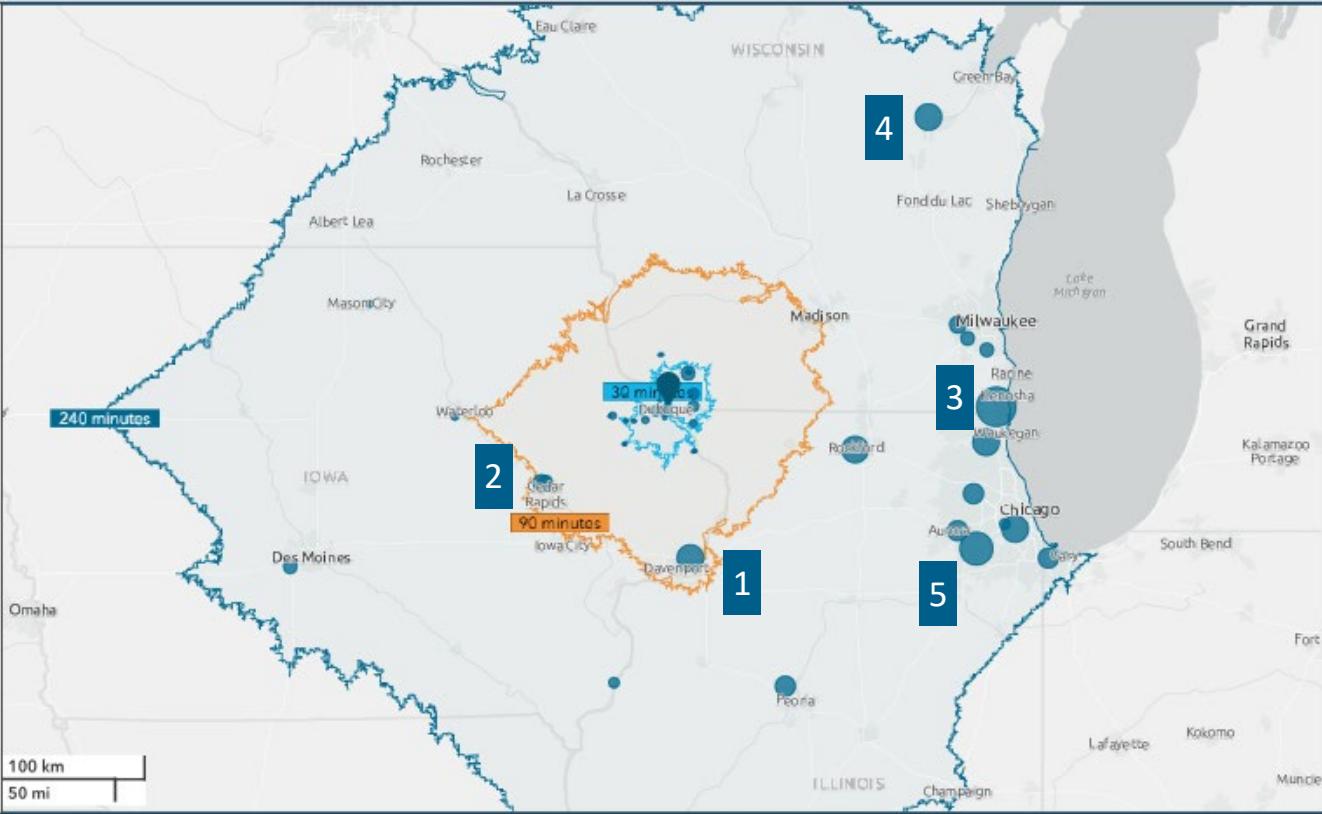


Market Overview

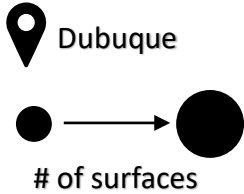
Regional Sports & Recreation Market

Indoor Facilities

- Dubuque lacks a large indoor recreation facility with more than 4 courts within one facility.
- The local school district offers the highest concentration of indoor courts but the level demand and availability at the schools result in limited utility across all user groups.



Notable Indoor Facilities		
	Facility	Courts
1	TBK Bank Sports Complex	8
2	Game on Sports/Sandlot Sports CR	5
3	Pleasant Prairie Rec Plex	12
4	Community First Champion Center	8
5	Romeoville Athletic & Events Center	8



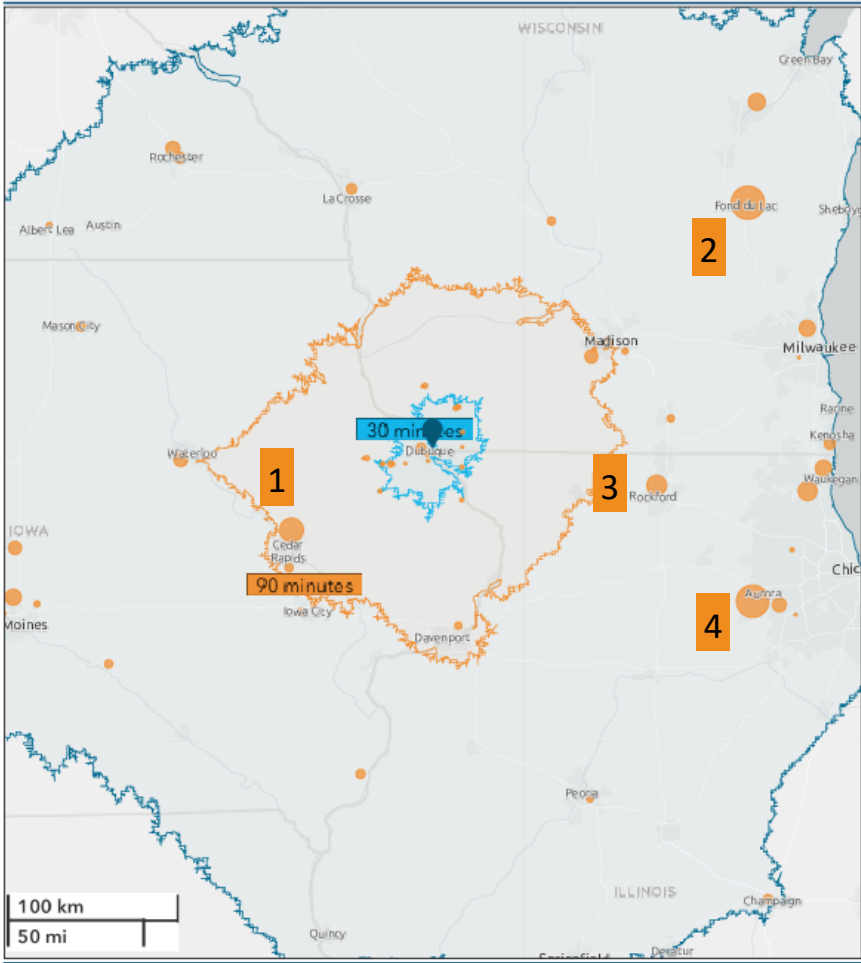
Source: Relevant Facilities, Johnson Consulting

Market Overview

Regional Sports & Recreation Market

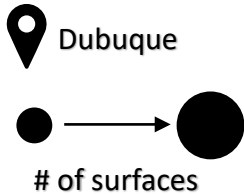
Multipurpose Outdoor Fields:

- Dubuque does not offer a sufficient number of quality multipurpose outdoor fields.
- The two largest soccer complexes within the region have over 30 fields, Fond Du Lac Soccer Complex and Stuart Sports Complex, but are both located approximately 160 miles away from Schmitt Island.
- The largest concentration of outdoor fields are located on school grounds, presenting similar challenges as the indoor court space.



Notable Soccer Facilities

Facility	Fields
1 Tuma Sports Complex	22
2 Fond Du Lac Soccer Complex	32
3 Mercyhealth Sportscore One	18
4 Stuart Sports Complex	31



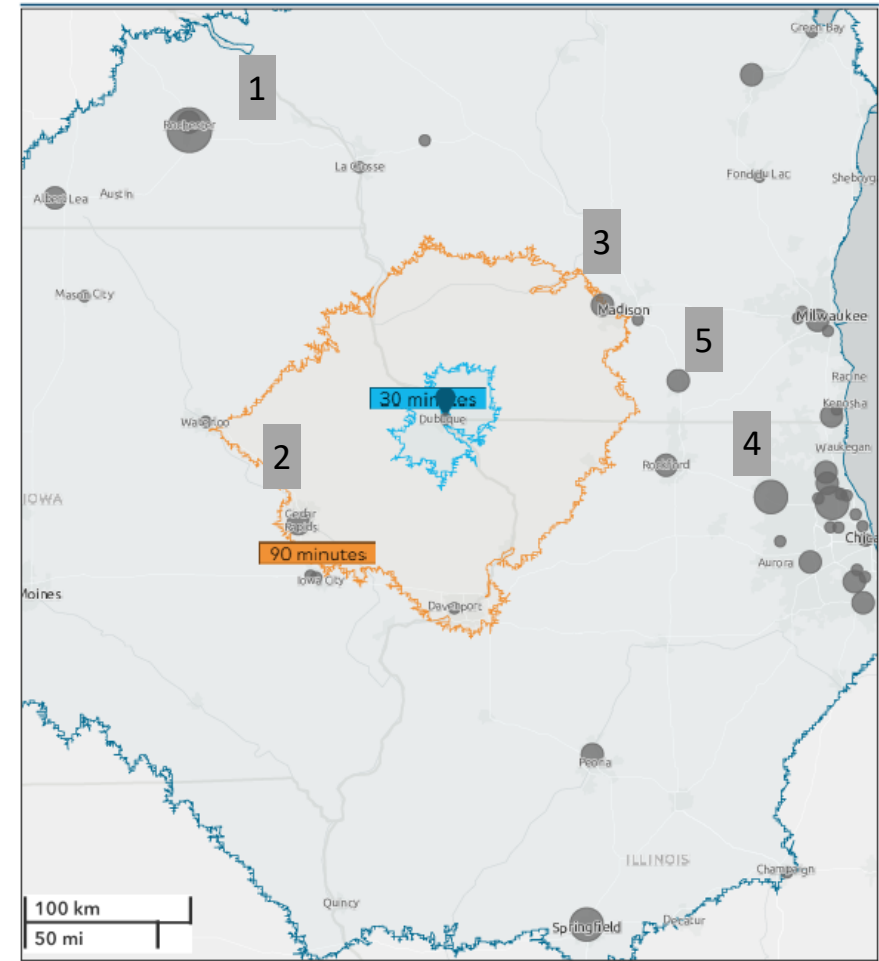
Source: Relevant Facilities, Johnson Consulting

Market Overview

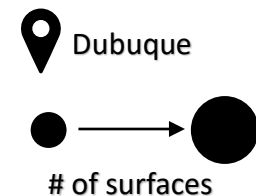
Regional Sports & Recreation Market

Regional Ice:

- The ImOn Arena is the only Ice sheet within 30-minutes of Dubuque and one of 4 facilities within a 90-minute drivetime of Dubuque.
 - The closest two rink facilities are in Madison and Cedar Rapids.
 - Largest facility in the region is Graham Arena Complex with 4 sheets.
- A second sheet of ice would double the number of peak ice hours and make Schmitt Island's ImOn Arena eligible to compete with those facilities in Madison and Cedar Rapids for tournaments.
- The Chicagoland area has a large number of rinks, but the sport is so popular that ice time is still limited and costly. A second sheet of ice might be able to attract tournaments from the Chicagoland area.



Notable Hockey Facilities	
Facility	Rinks
1 Graham Arena Complex	4
2 ImOn Ice Arena	2
3 Capitol Ice Arena	2
4 Canlan Ice Sports	3
5 Woodman's Sports & Convention Center	2

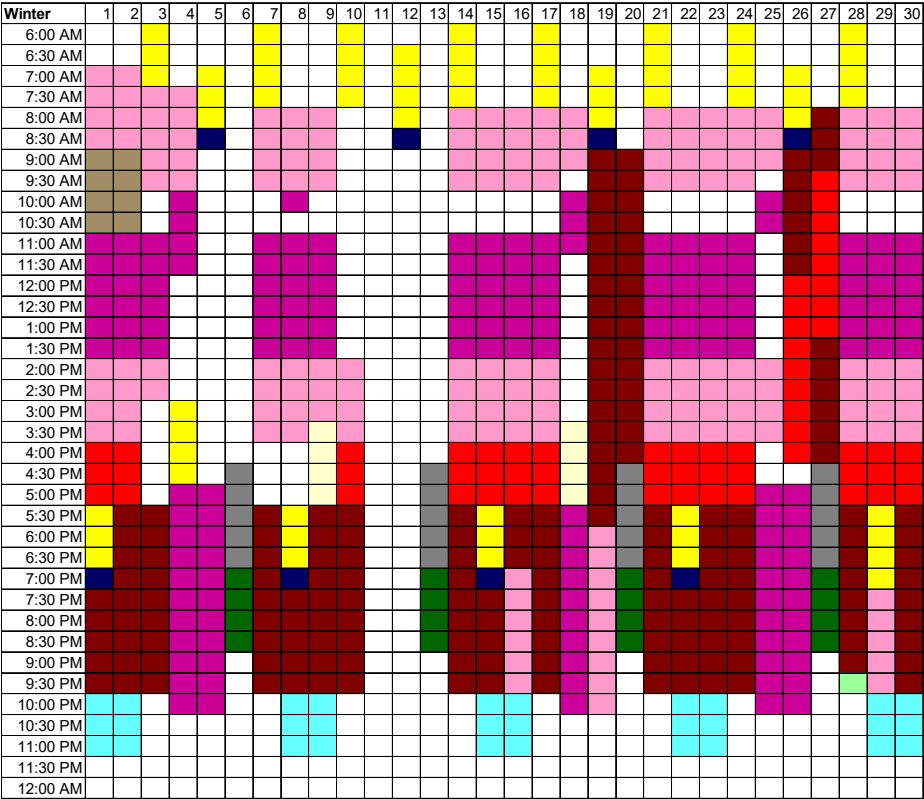


Market Overview

Regional Sports & Recreation Market

Local Ice Facility Usage:

- ImOn Arena on Schmitt Island is the only ice sheet in Dubuque.
- The ImOn Arena is booked almost every weekday from 6am to 9pm, indicating there is enough participation in the Dubuque area to expand to two rinks.
- An extra sheet of ice would allow more practice time for local organizations, allowing for the growth of ice sports and events.
- ImOn would also be able to double their peak ice hours bringing in more revenue, which is 5pm-10pm daily.



ImOn Arena Rentla Rates		
2024		
Prime	NonPrme	Special
5pm-10pm	9am-5pm	6am-9am
\$289	\$200	Varies

Source: ImOn Arena, Johnson Consulting

	DYHA - Dubuque Youth Hockey
	DBQ High School
	Northern Lights
	DBQ Figure Skating
	Dubuque Senior Saints Hockey
	Fossils
	UWP
	Loras
	PSE (Chad Remakel)
	East Iowa Hockey (Chris Burch)
	University of Dubuque
	Fighting Saints
	Public Skate
	Stick and Puck
	Learn to Skate
	Figure Skating Lesson
	El Paso Rhinos
	Zamboni/Maintenance
	USHL
	Brett Boeig Private Lesson
	Senior Skate
	Fossils League Tournament

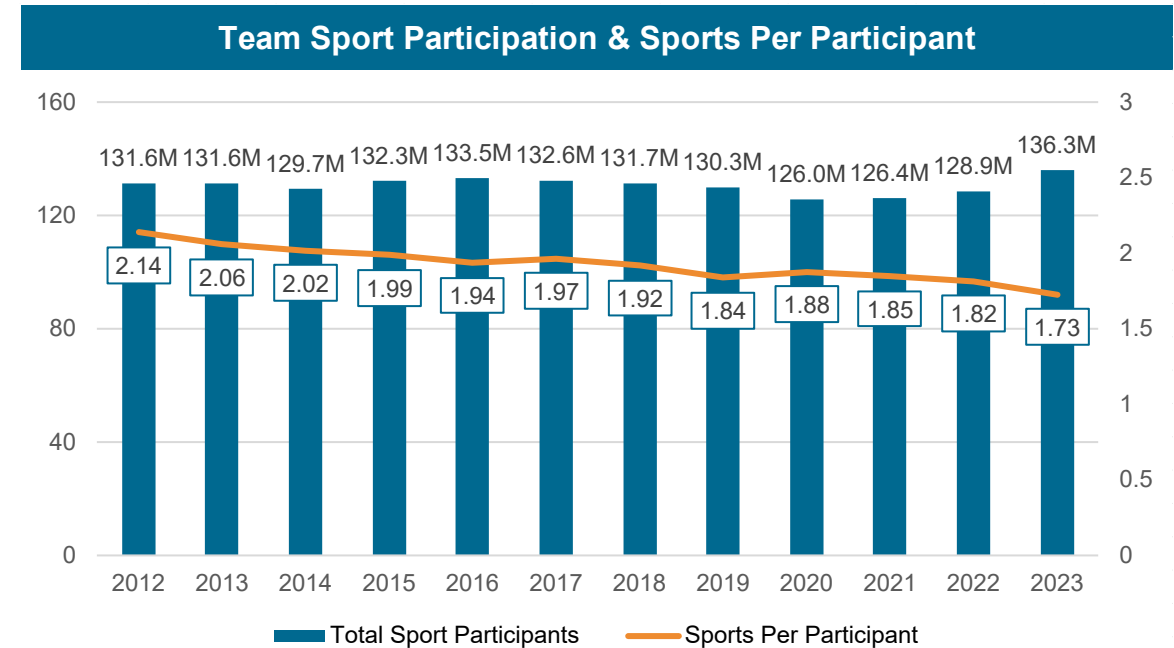


National Trends

Participation Trends

Sports Participation

- Sports per participant has dropped from 2.14 to 1.73 from 2012 to 2023.
- Total sports participation has increased by 10.4M since 2020 and has reached a new high since 2012.
- With the trend of specialization in sports, participants are continuing to hone into one sport but in more year-round fashion as opposed to seasonally.



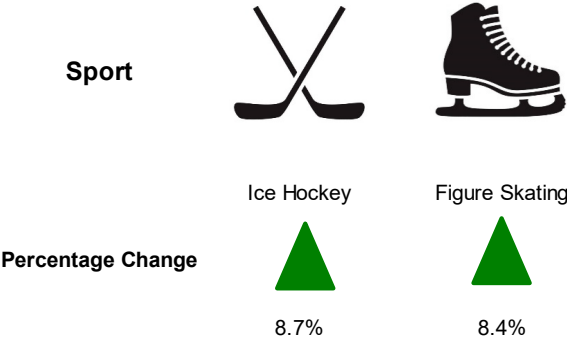
Source: SFIA, Johnson Consulting

Participation Trends

Sports Trends

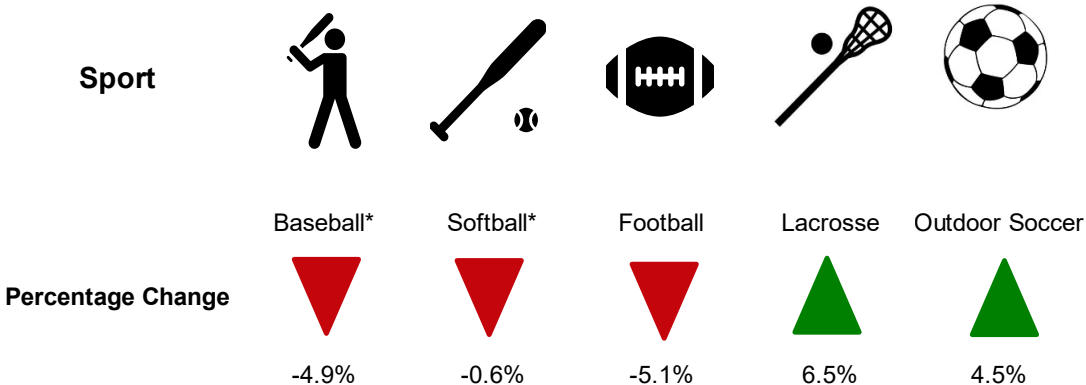
- Nationally, baseball, softball, and football are seeing decreases in participation. It should be noted that the Dubuque participation rates may be higher or increasing, but nonetheless are limited due to availability facilities.
- Ice hockey, figure skating, basketball, volleyball, cheerleading, and gymnastics are all seeing significant increases in participation levels.

Change in Ice Sports Participation Trends (2020-2023)



Source: NSGA Sports Participation Survey, Johnson Consulting

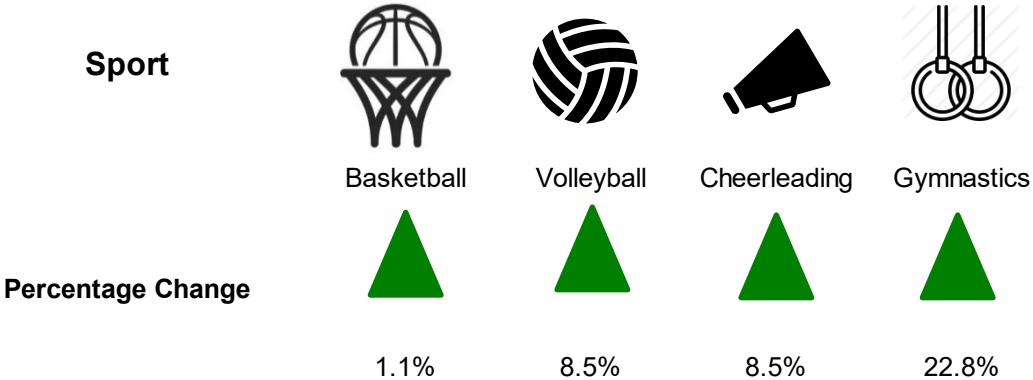
Change in Outdoor Sports Participation Trends (2020-2023)



*These are national participation trends and not representative of Dubuque's local increased popularity in Baseball and Softball

Source: NSGA Sports Participation Survey, Johnson Consulting

Change in Indoor Sports Participation Trends (2020-2023)

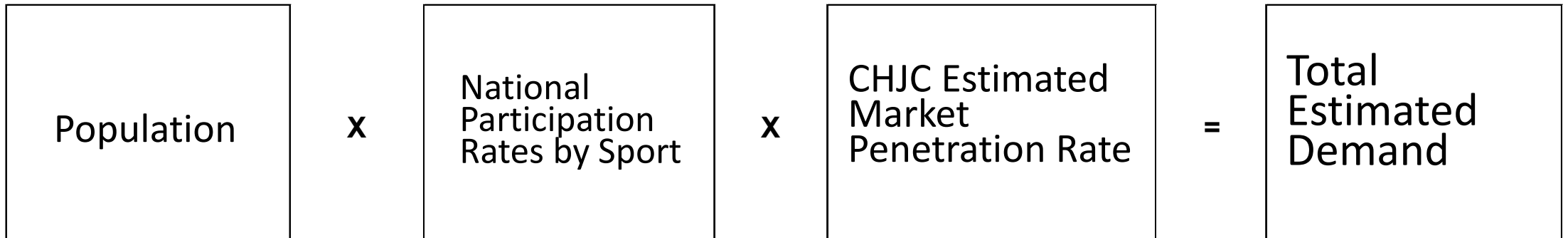


Sources: NSGA Sports Participation Survey, Johnson Consulting

Participation Trends

Sports Penetration Methodology

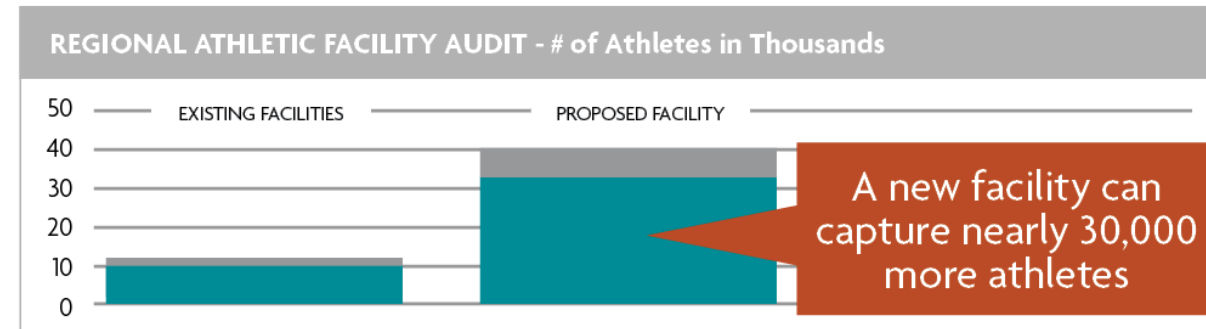
- Total Population multiplied by individual sport participation rate to get each sport's total potential market penetration.
- Total potential market penetration was multiplied by each sports custom penetration rate.
- Custom penetration rates were determined by
 - Sports surfaces deficiency rate, which measures how well Dubuque provides facilities to residents relative to other similarly sized communities.
 - Dubuque's market share of sports tourism facilities in the area.



Participation Trends

Sports Penetration Methodology

- The chart shows the increase in utilization to Dubuque sports facilities if additional surfaces were built.
- A facility that competes for tournaments and events within a 90-Minute drivetime radius would have a minimum of
 - 4 indoor basketball courts
 - 8 baseball/softball diamonds
 - 2 sheets of ice
 - 8 soccer fields
- A facility that competes for tournaments and events within a 240-Minute drivetime radius would have a minimum of
 - 8 indoor basketball courts
 - 12 baseball/softball diamonds
 - 3 sheets of ice
 - 12 soccer fields
- Adding additional surfaces would greatly increase Dubuque facilities' total sport participation number with the largest being in Indoor Sports and Baseball Diamonds.





Public Input Survey

Public Input Survey

2,031

Survey
Respondents

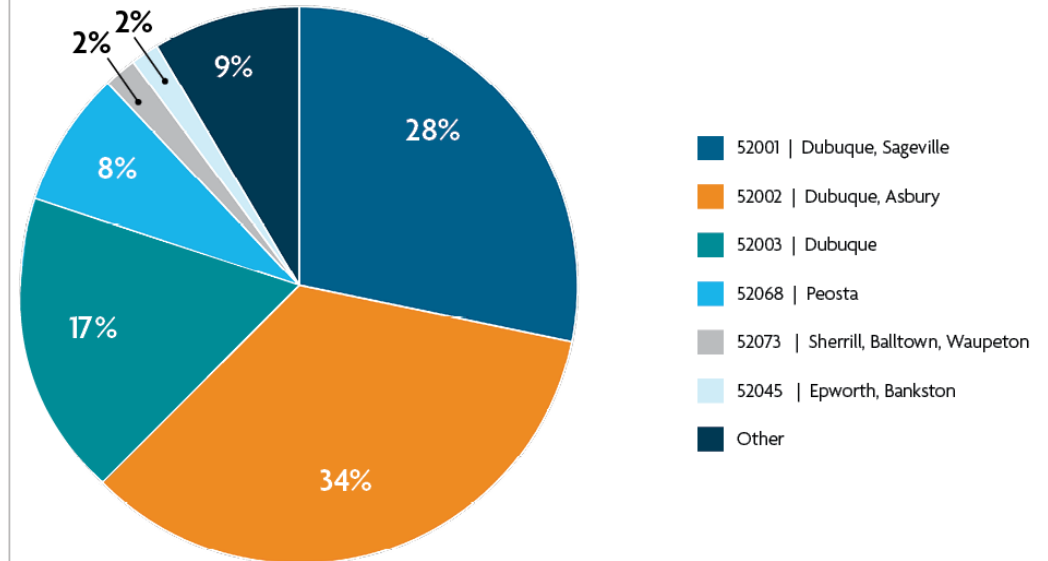
BREAKDOWN OF PARTICIPANTS

- **5%** Sports Organization Reps
- **52%** Sports Participants
- **43%** Area Residents

AGE RANGES

- **1%** Under 18
- **12%** 25-34
- **5%** 55-64
- **1%** 18-24
- **57%** 34-44
- **1%** 65+
- **23%** 45-54

ZIP CODES



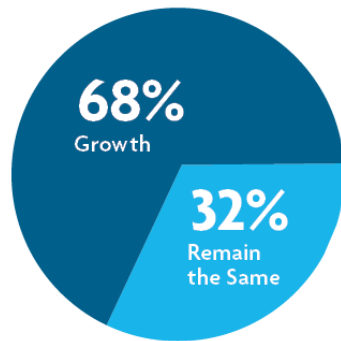
Public Input Survey

Q Is the current supply of sport surfaces/facilities within the region **serving your needs?** (courts, diamonds, ice, fields, etc.)

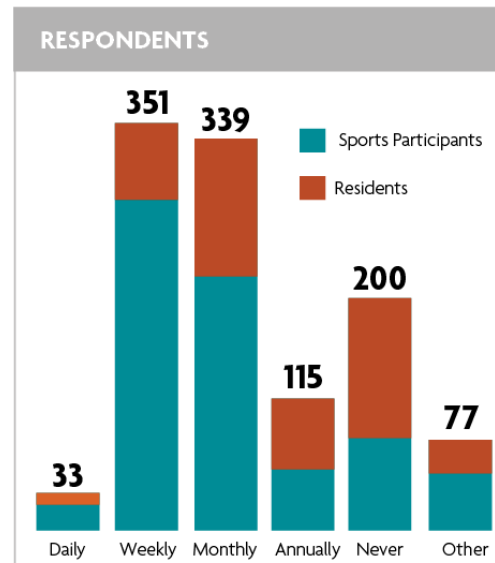
84% No

16% Yes

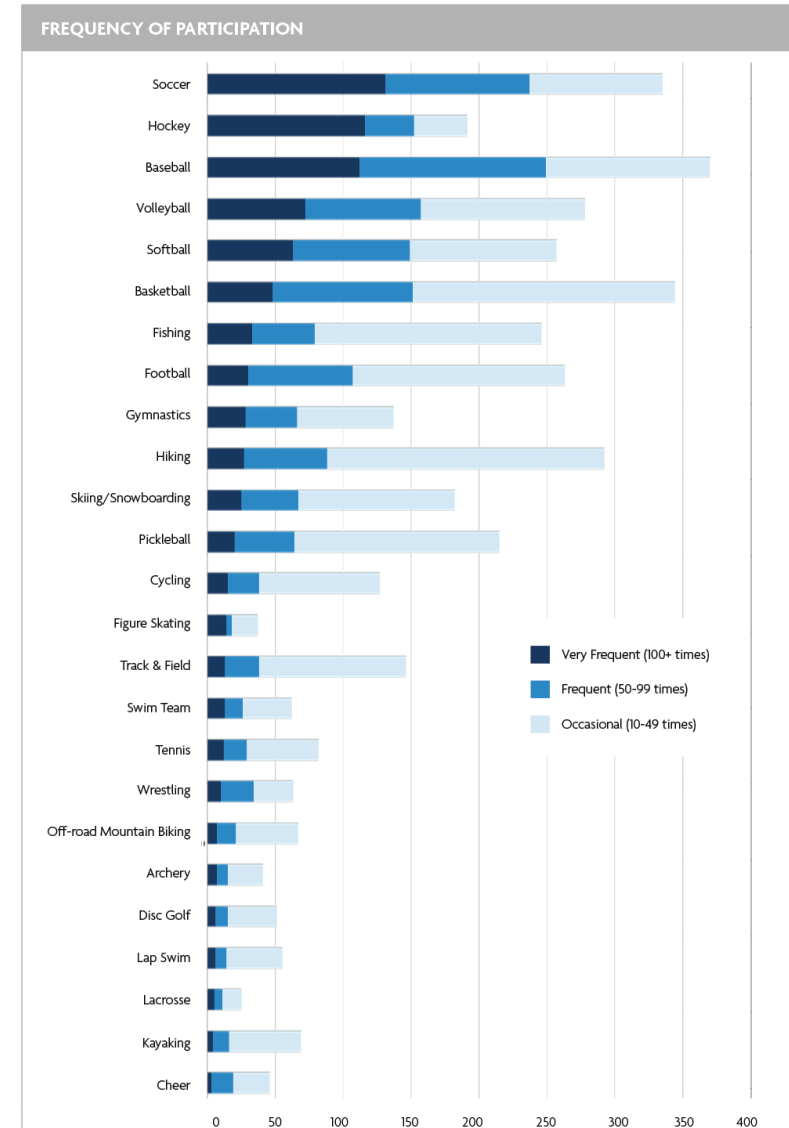
Q How would you predict your organization's future in terms of participation?



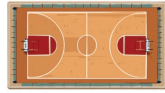
Q How often does your organization **leave the region for suitable facilities** for training practices and/or league play?



Q Within the past 12 months, please describe the frequency of your participation.



What Can the Dubuque Market Support?



Indoor
Multipurpose
Courts

Indoor
Multipurpose
(Turf)

Ice Rinks

Baseball/
Softball
Diamonds

Outdoor
Multipurpose
Rectangular
Field

	Indoor Multipurpose Courts	Indoor Multipurpose (Turf)	Ice Rinks	Baseball/ Softball Diamonds	Outdoor Multipurpose Rectangular Field
Market Demand Opportunity in Dubuque	✓	✓	✓	✓	✓
Sports Tourism Opportunity in Dubuque	✓		✓	✓	✓
Development Opportunity on Schmitt Island	✓		✓		



Comparative Analysis

Comparative Market Analysis

Selected Facilities



1 Community First Champions Center
Appleton, WI



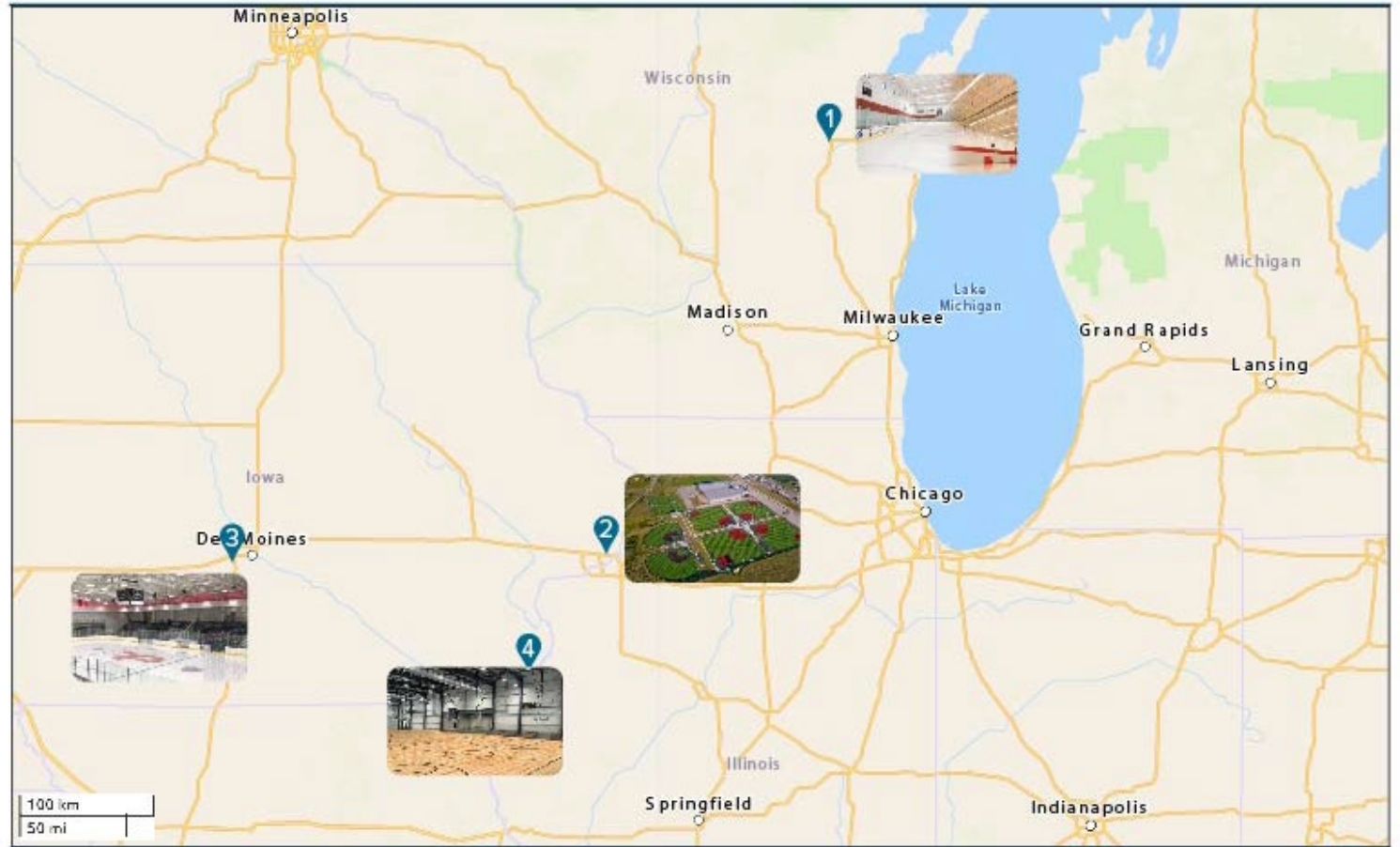
2 TBK Bank Sports Complex
Bettendorf, IA



3 MidAmerican Energy Company RecPlex
West Des Moines, IA



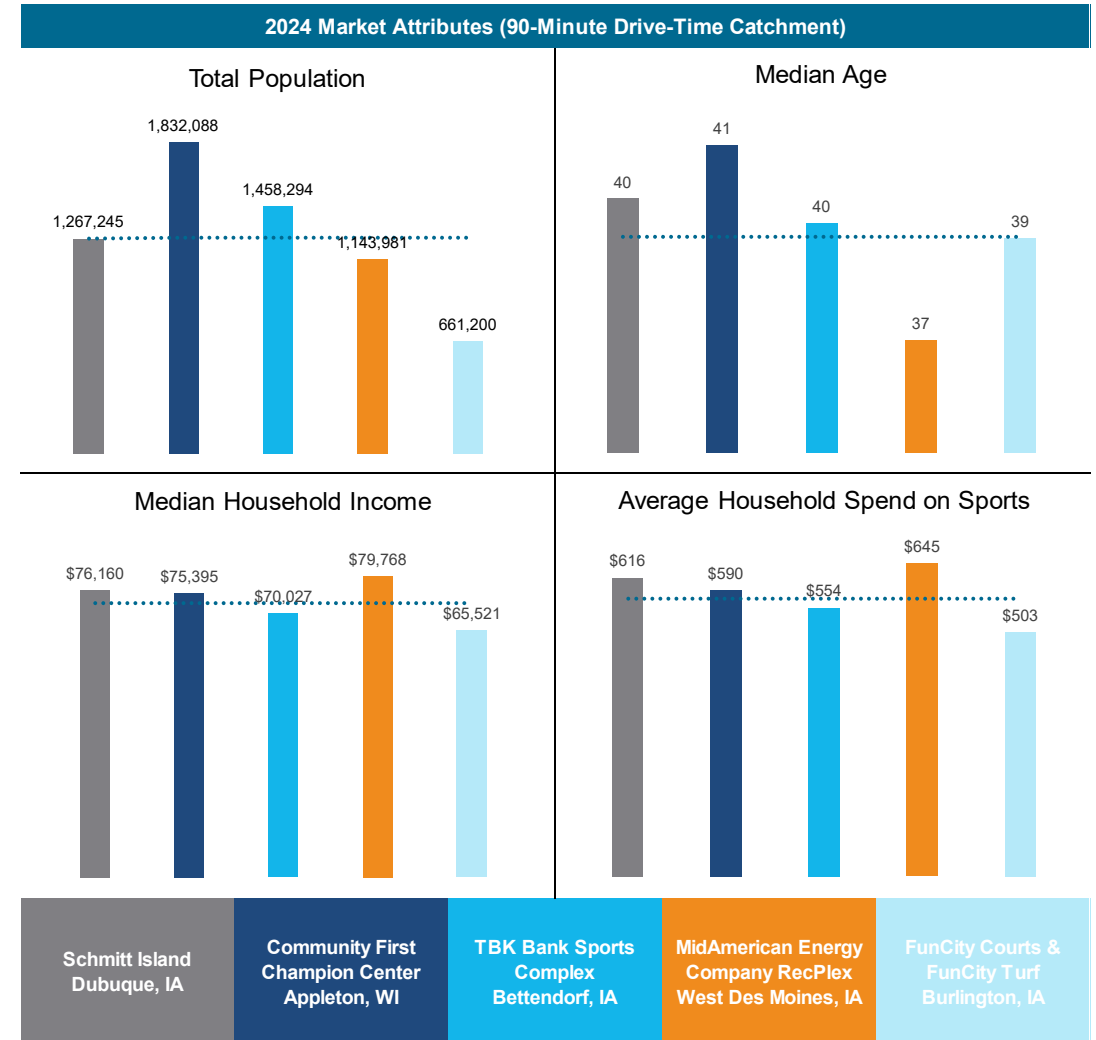
4 FunCity Turf & FunCity Courts
Burlington, IA



Comparative Market Analysis

Market Attributes (90- minute radius)

- Within 30-minutes, Dubuque ranks at or below average for population, median age, household income, and sports spending.
- Within 90-minutes, Dubuque is at or above average.



Source: ESRI, Johnson Consulting

Comparative Market Analysis

Placer.ai Benchmarking

- Schmitt Island is already an established local destination.
 - Highest dwell time and highest visitor frequency
- TBK Bank Sports Complex & MidAmerican Energy Company RecPlex attract the most visitors and most non-local visitors.
 - Sports tourism orientation

Placer.ai Data Comparison						
		ImOn Arena, McAleece Park, & Petrakis Park	Community First Champion Center	TBK Bank Sports Complex	MidAmerican Energy Company RecPlex	FunCity Courts & FunCity Turf
	2023 Total Visitation	135,318	592,382	1,421,860	875,335	118,167
	Avg. Dwell Time (minutes)	213	151	134	129	157
	Visitor Frequency*	6.4	3.8	4.7	4.4	3.3
	2023 % Non-local Visitors**	6%	14%	20%	22%	24%

*Visitor Frequency defined by average times a visitor attends a facility

**Defined as visitors traveling from over 100 miles away

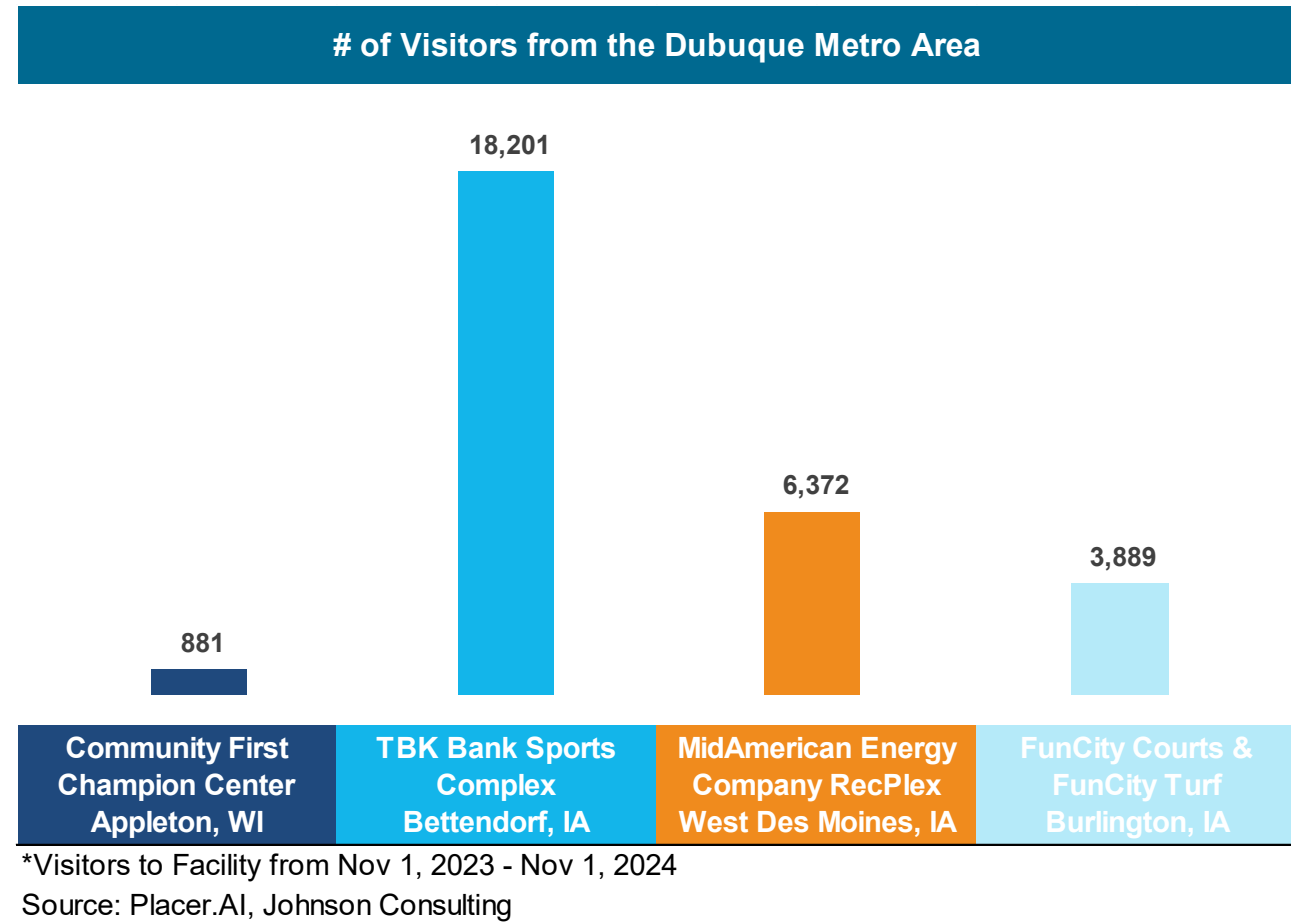
Note: Data for Mercyhealth Sportscores only reflects visitation to Sportscore Two

Source: Placer.ai, Johnson Consulting

Comparative Market Analysis

Placer.AI Benchmarking

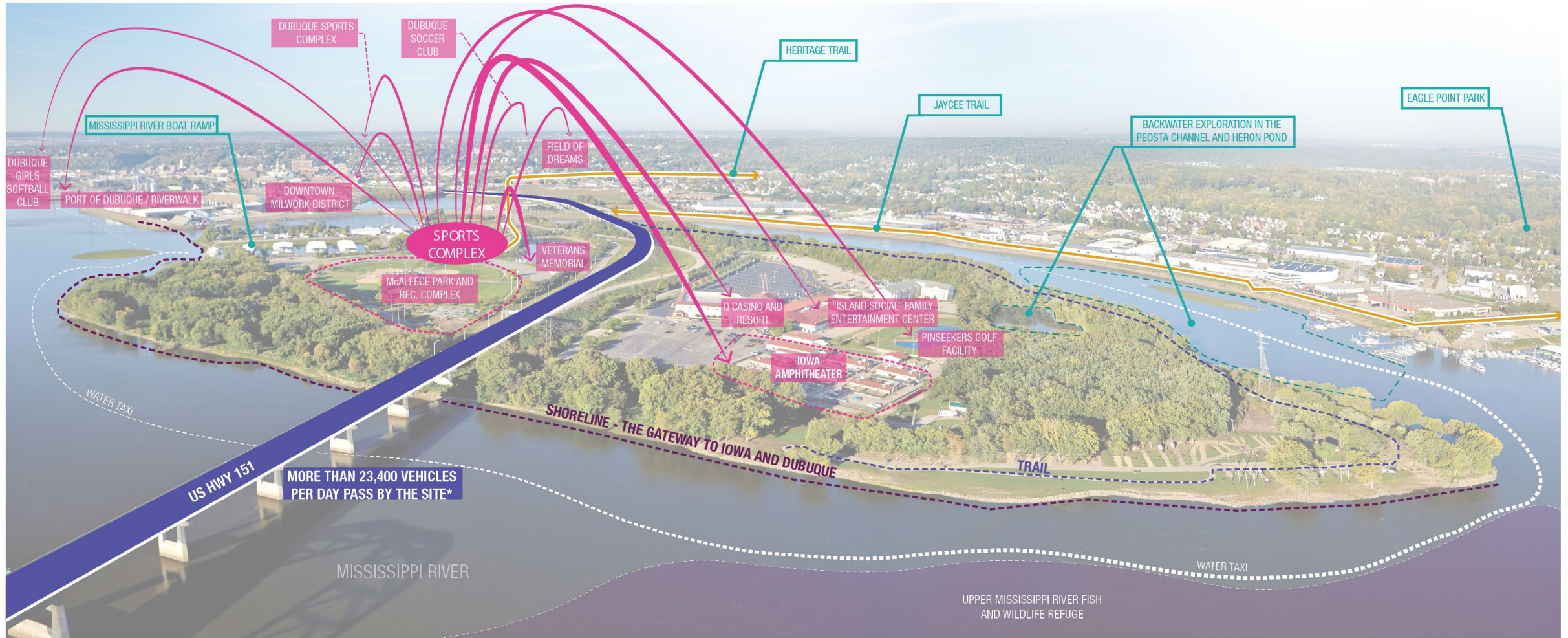
- TBK Bank Sports Complex received over 18,000 visits from Dubuque residents in the last 12 months.



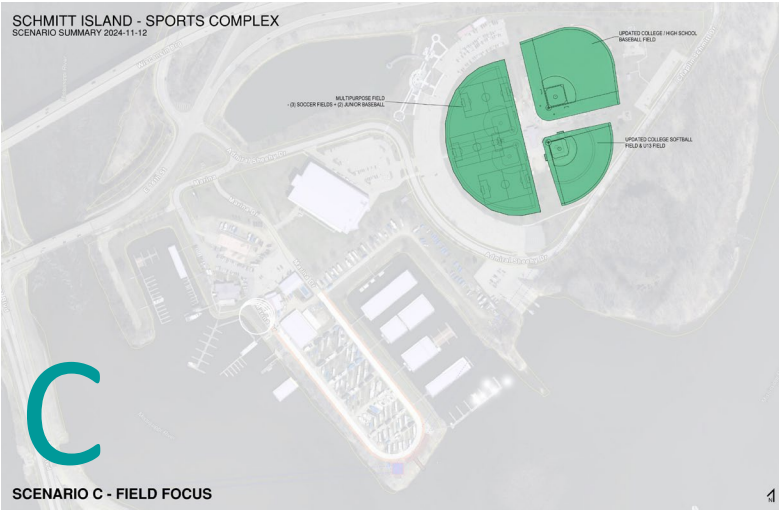


Analysis & Opportunities

Analysis & Opportunities



Scenarios



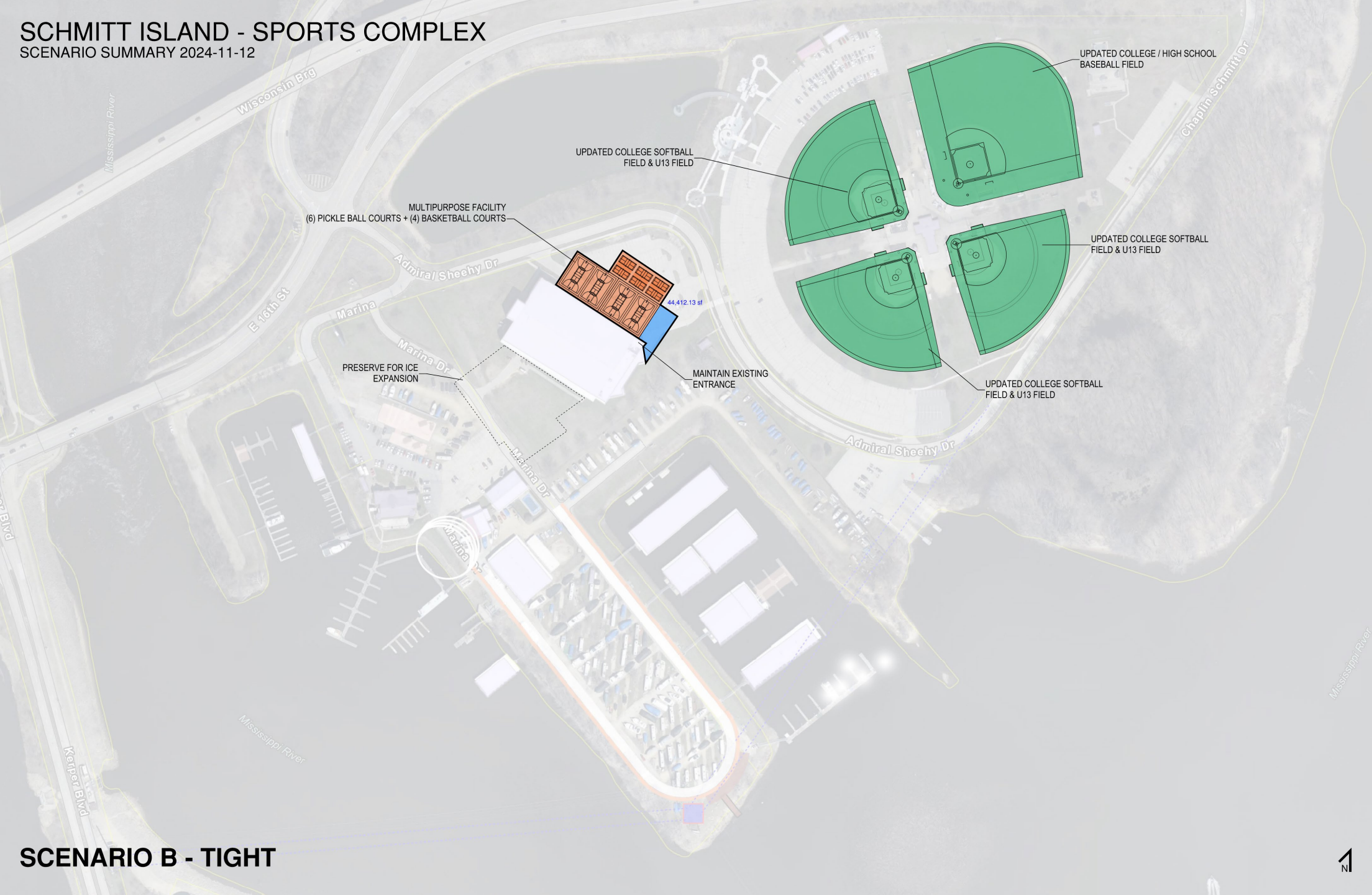
SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



A

SCENARIO A - BASE

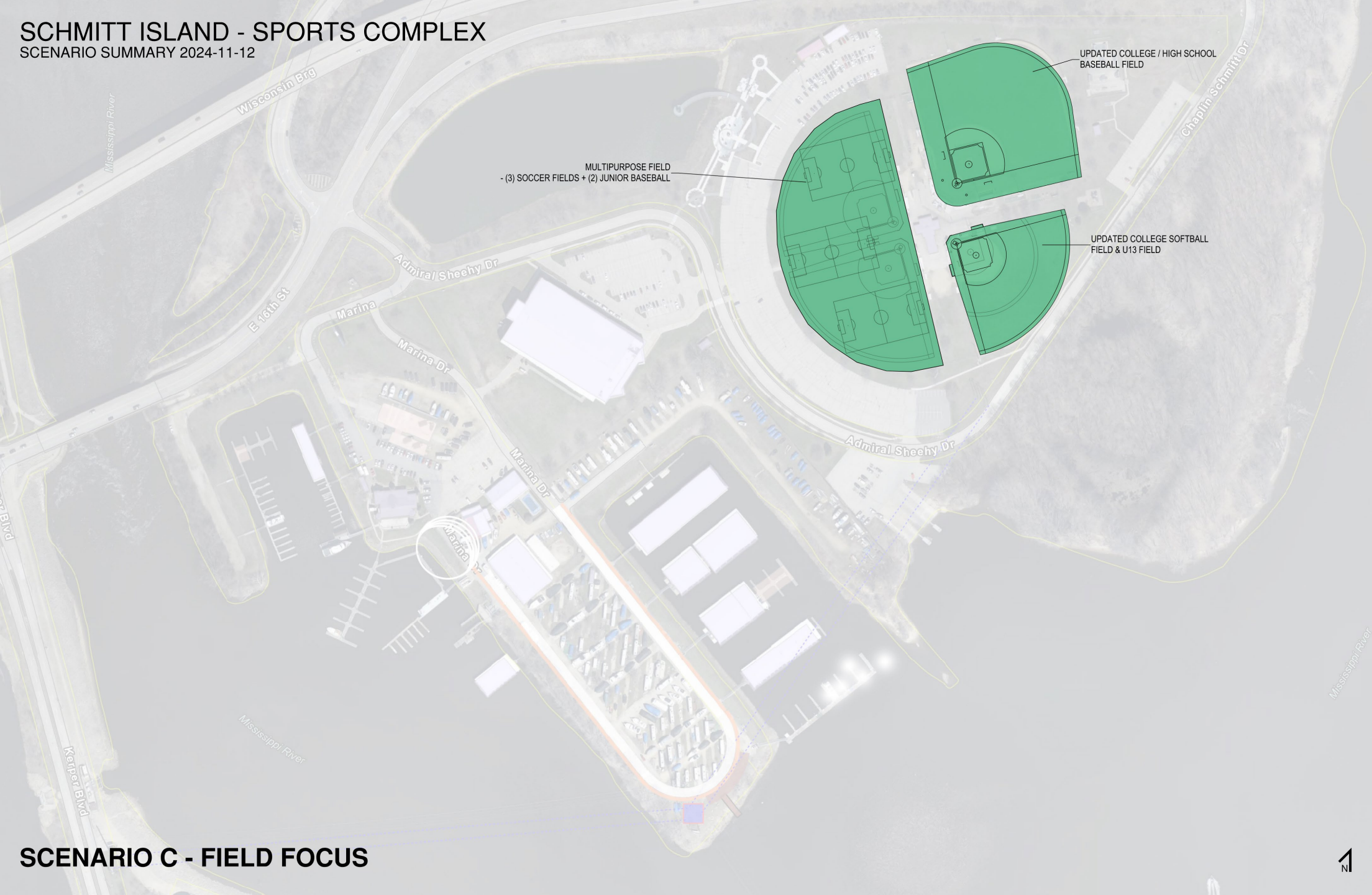
SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



B

SCENARIO B - TIGHT

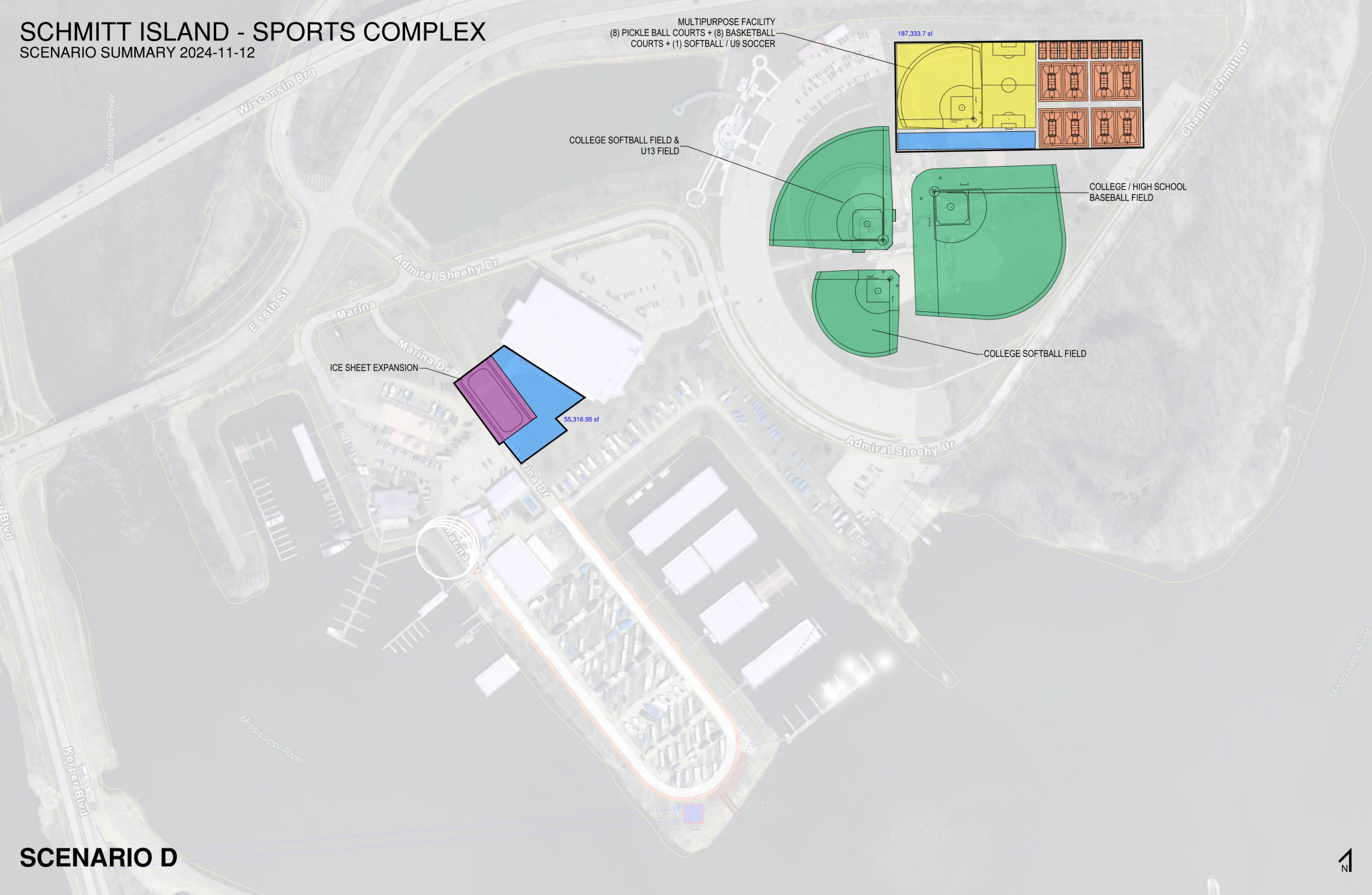
SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



C

SCENARIO C - FIELD FOCUS

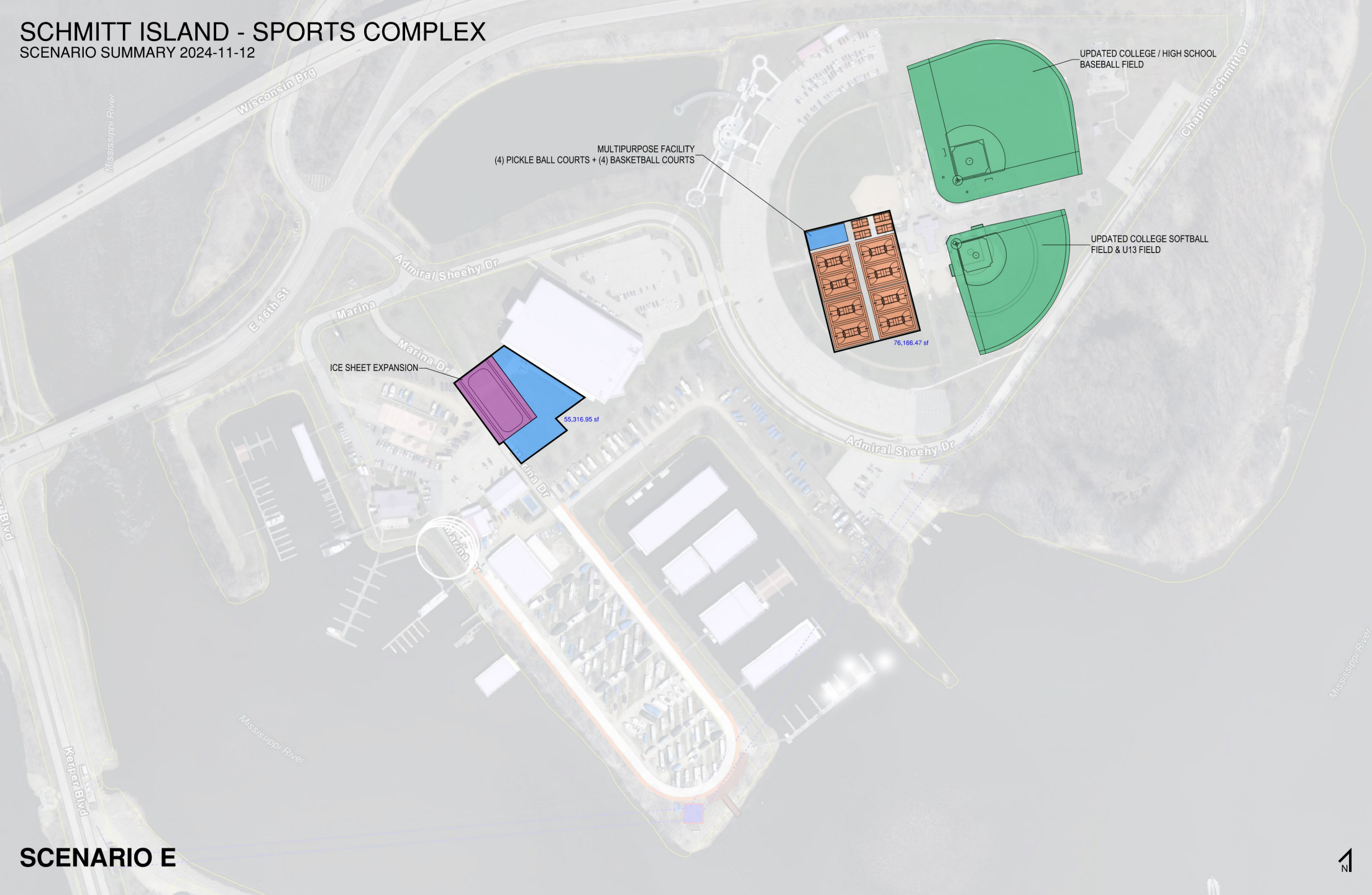
SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



D

SCENARIO D

SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



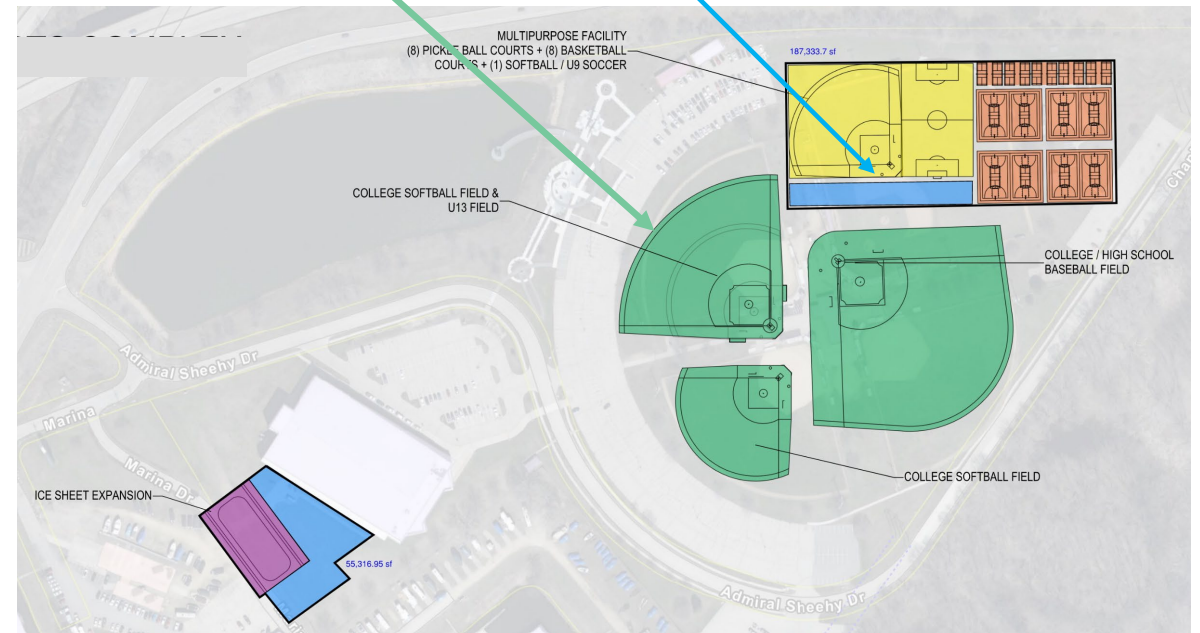
Scenarios

Grading Criteria

- Project Goals / Vision
- Market Projections – Usage, Revenue
- Construction Cost
- Operations Cost
- Life Cycle Cost
- Future Considerations
- Site Considerations – Access, Views, Parking, Utilities, Floodway
- Building Considerations – Construction Type, Soils, Connections
- LWCF

Diagram Legend

- Blue Buildings: Entry, Offices, Lockers (Aggregate Area)
 - Orange: Court Sports Basketball, VB, Pckl, Wrstlg
 - Yellow Turf Sports – Softball, Soccer, LAX
 - Purple Ice Sheet
- Green Fields – Baseball, Softball, Soccer, Lax, FB



Scenarios Initial Viability

SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12

- Doesn't capture the opportunity

A

SCENARIO A - BASE

SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12

- Over-ambitious target goal
- Cost doesn't align with market targets
 - Indoor turf
 - Two Facilities

D

SCENARIO D

SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



B

SCENARIO B - TIGHT

SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



E

SCENARIO E

SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



C

SCENARIO C - FIELD FOCUS

SCHMITT ISLAND - SPORTS COMPLEX
SCENARIO SUMMARY 2024-11-12



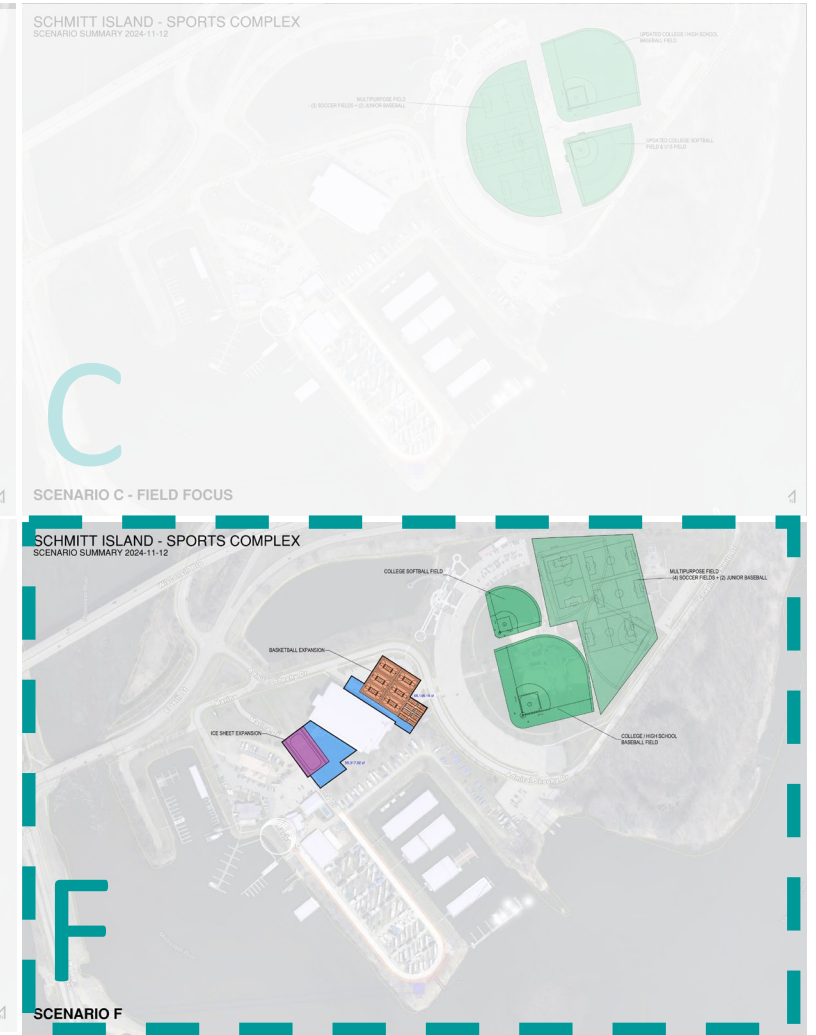
F

SCENARIO F

Scenarios Initial Target

Scenario F

- Creates the Wow factor
- Aligns with Development Plan - Focuses on Schmitt Island
- Captures the opportunity – Indoor Ice & Courts
- Scale aligns with initial cost models – Site costs, LWCF
 - Funding Streams
- Shared Operations with ImOn Arena
- Leaves space for the Field
 - New Baseball / Softball
 - Potential Multipurpose Field
 - Potential Indoor Fieldhouse





Facility Design





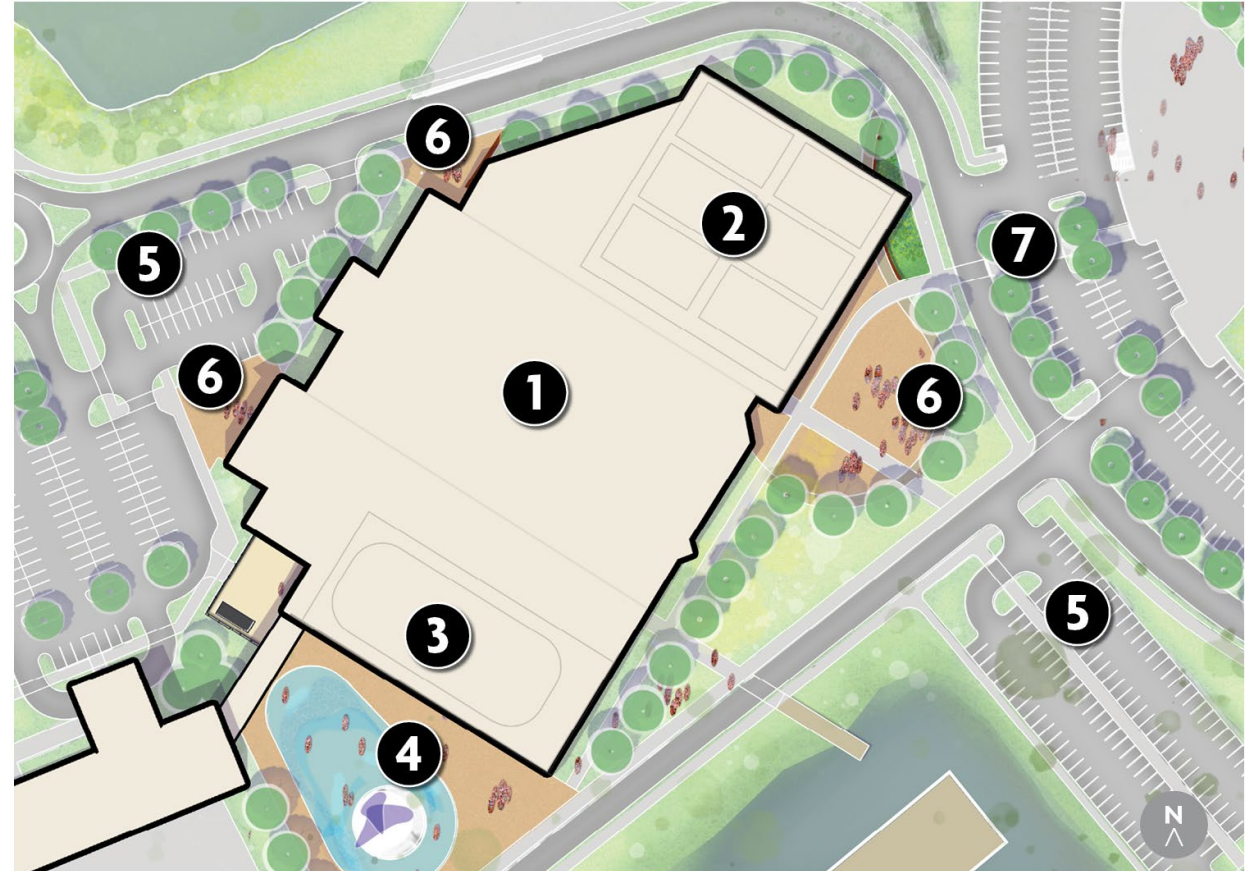


Facility Design

Site Plan Concept

LEGEND

1. Existing ImOn Arena
2. Court Facility Sports Addition
3. Ice Facility Sheet Addition
4. Outdoor Skating Rink and Splash Pad
5. New Parking Lot
6. Entry Plaza
7. Pedestrian Promenade

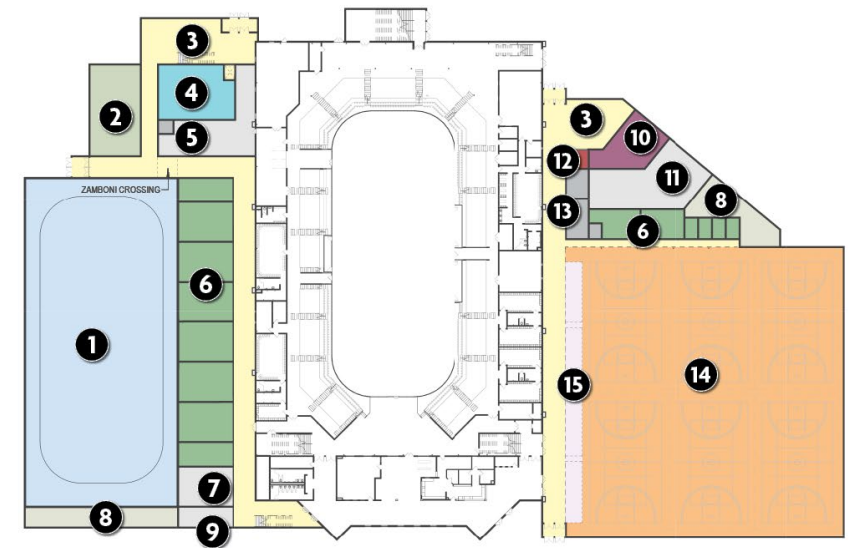


Facility Design

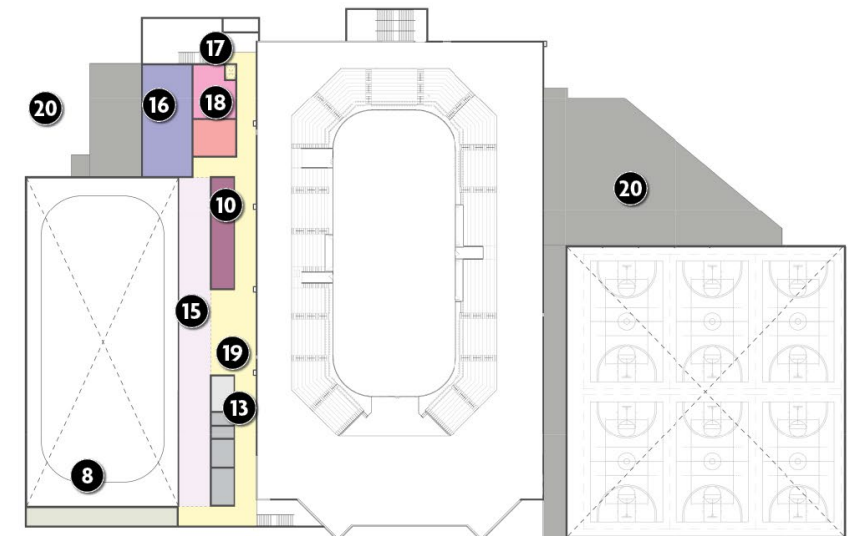
Floor Plans

LEGEND

- | | |
|----------------------|--------------------------------|
| 1. Ice Sheet | 11. Mech/Elec/Plumbing |
| 2. Health Provider | 12. Front Desk |
| 3. Lobby | 13. Restrooms |
| 4. Training | 14. Multi-Court Activity Floor |
| 5. Mech/Zamboni | 15. Seating |
| 6. Locker Rooms | 16. Lounge |
| 7. Equipment/Laundry | 17. Retail |
| 8. Storage | 18. Admin |
| 9. Dock/Receiving | 19. Custodial |
| 10. Food & Beverage | 20. Roof |



Level 1



Level 2

Program Ice Facility

ICE FACILITY - SHEET ADDITION					
Description		Construction Costs			Remarks
		Low	Med	High	
		\$ 250/SF	\$300/SF	\$350/SF	
Level 01	52,000 SF	\$13,000,000	\$15,600,000	\$18,200,000	
Level 02	23,000 SF	\$5,75,000	\$6,900,000	\$8,050,000	
Sitework		\$500,000	\$1,000,000	\$1,500,000	
Owner's Costs	15%	\$3,397,625	\$4,14,750	\$4,897,875	Fees, Survey, Inspections, FF&E, Contingency
TOTAL PROJECT COST		\$22,647,625	\$27,647,750	\$32,647,875	
Total Project Cost/Square Footage	75,000 SF	\$302	\$369	\$435	



Ice Facility - Sheet Addition - Second Sheet

Total Gross Square Footage . . . 75,000 GSF
 Total Project Cost Range . . . \$22,647,625 - \$32,647,875

Program Multipurpose Court Facility

COURT FACILITY - SPORTS ADDITION					
Description		Construction Costs			Remarks
		Low	Med	High	
		\$ 250/SF	\$300/SF	\$350/SF	
Level 01	58,000 SF	\$14,500,000	\$17,400,000	\$20,300,000	
Sitework		\$500,000	\$1,000,000	\$1,500,000	
Owner's Costs	15%	\$2,647,500	\$3,247,600	\$3,847,700	Fees, Survey, Inspections, FF&E, Contingency
TOTAL PROJECT COST		\$17,647,500	\$21,647,600	\$25,647,700	
Total Project Cost/Square Footage	58,000 SF	\$304	\$373	\$442	



Court Facility - Sports Addition

Total Gross Square Footage . . . 58,000 GSF
 Total Project Cost Range . . . \$17,647,500 - \$25,647,700



Economic Impacts

Economic Impacts

Year 5 – ICE FACILITY		
	Events	16
	Attendance	20,700
	Room Nights	11,644
	Total Spending	\$4,500,000
	Total Tax Revenues	\$300,000

Year 5 – COURT FACILITY		
	Events	29
	Attendance	70,350
	Room Nights	35,175
	Total Spending	\$14,300,000
	Total Tax Revenues	\$1,000,000

Year 5 – COMBINED		
	Events	45
	Attendance	91,050
	Room Nights	43,819
	Total Spending	\$18,800,000
	Total Tax Revenues	\$1,300,000

One Time Construction Impact

ICE FACILITY		
	Hard Cost	\$28,000,000
	Soft Cost	\$15,400,000
	Jobs	510
	Increased Earnings	\$2,710,000
	Total Spending	\$14,400,000
	Total Tax Revenues	\$1,010,000

COURT FACILITY		
	Hard Cost	\$20,000,000
	Soft Cost	\$11,000,000
	Jobs	370
	Increased Earnings	\$1,940,000
	Total Spending	\$10,280,000
	Total Tax Revenues	\$720,000

COMBINED		
	Hard Cost	\$48,000,000
	Soft Cost	\$26,400,000
	Jobs	880
	Increased Earnings	\$4,650,000
	Total Spending	\$24,680,000
	Total Tax Revenues	\$1,730,000



Summary

Summary, Next Steps

- Clear Local and Regional Demand
- Facility Must Have Regional Appeal, Scale
- Economic Impacts Can Be Substantial
- Adjacent Amenities
- Equity
- Will Need Public Private Partnership
- Funding!



Thank You

Operating Model

