

M-NCPPC



Montgomery County Department of Park and Planning  
THE MARYLAND NATIONAL CAPITAL MCPB  
PARK AND PLANNING COMMISSION Item:

February 8, 2007

8787 Georgia Avenue  
Silver Spring, Maryland 20901

**Memorandum**

TO: The Montgomery County Parks Commission

VIA: Mary Bradford, Director

FROM: Bill Mooney, Acting Deputy Director

SUBJECT: Maryland Soccer Foundation Annual Report to the Commission

Purpose: Receive the Annual Briefing by Maryland Soccer Foundation Regarding Operations of the SoccerPlex in compliance with the requirements of the lease.

Requested Parks Commission Action: Discussion

When the lease with the Maryland Soccer Foundation (MSF) for operation of the SoccerPlex at South Germantown Recreation Park was approved last year (May 18, Planning Board approved; August 1, Council approved), the lease required MSF to report to the Parks Commission on an annual basis regarding various issues related to the operations at the SoccerPlex and the financial conditions of MSF.

The Parks Commission has been provided with the annual report as submitted by the MSF that provides information on all of the areas that the lease requires. Some sections of the report are proprietary and are not published on the WEB. The Commission has also received a confidential memorandum from the Secretary-Treasurer which addresses all of the financial issues and which will be discussed in closed session.

There are three issues that the Board should discuss after receiving the full briefing by the MSF. These are:

1. Have all of the soccer clubs been treated fairly as required in the lease?
2. Are the costs per game that the clubs are paying reasonable?
3. Does the Board support the recommendation to initiate a pilot and designate South Germantown Recreation Park a smoke free park?

Before providing further information on these points, we provide the following highlights of the MSF report, which will be addressed in the presentation in more detail:

①

- MSF experienced significant professional fees during the year of negotiations with the Commission. There have also been significant increases in utilities and major maintenance items such as painting of the interior of the center.
- MSF has been working to increase non-sports related income. They have partnered with the Conference and Visitors Bureau (CVB) to make hotel reservations and share a rebate from those transactions. They have also continued to increase the non-sports events at the Discovery Sports Center.
- MSF has hosted a number of prestigious events at the SoccerPlex including the ACC Men's Soccer Championship and the annual Kicks Against Breast Cancer, which attracts twenty women's college teams. Events such as these provide a special event that families can and do take advantage of in our park.
- The Guidelines that the Parks Commission approved last fall remain unchanged. See advisory committee letter regarding the guidelines at circle 6.
- There are also no changes in the allocation of games under the five-year agreements between the clubs and MSF.
- The MSF Advisory Committee has been formed and has been meeting each month. After their initial workload is addressed, they intend to reduce their meetings to once per quarter, unless additional meetings are required.
- The park manager has initiated the park advisory committee and they have also met.
- In 2006, the MSF provided \$21,250 in scholarships.
- We are working with MSF and the Department of Recreation to begin a series of soccer festivals to provide play opportunities for teams and clubs that do not ordinarily use the complex and cannot sign long term agreements.

Regarding the three points raised at the opening of this memorandum, we believe that they are addressed in the data provided by MSF.

### Fairness

The first question is concerning the issue of fairness, which is a requirement of the lease. MSF will provide a summarization of the allocation of games over the next five years and has provided numerous fee and reports that demonstrate that all of the clubs are being treated fairly based on the implementation of the various grants, programs and agreements.

### Cost per Game

On the second point, the reasonableness of the costs, there is more to be discussed. We looked at several relevant analyses and conclude that once the costs are understood, they are justifiable. When understood in the context of the lease and the structure of the agreement under which the SoccerPlex was built – they are reasonable. However, if they are compared to the costs for playing sports on regular fields – in local or regional parks, they are considerably higher and must be assessed relative to the high quality of the

playing experience and the high quality of the playing surface to be regarded as reasonable.

We reviewed an analysis done by our Park Planning and Resource unit that was done to evaluate the cost effectiveness of synthetic turf. The staff did the analysis to understand the costs *to the Commission* of providing a game and was not considering what should be charged to the users. These costs as shown on the attached analysis at circle 7-9 show that the cost per game for Commission regional quality fields is projected to be \$229. The most significant difference in the cost structures (MSF compared to parks) is that MSF carries \$21,725 (~ \$85 per game) in debt service and \$25,878 (~ \$101 per game) in depreciation for each field. This represents a significantly higher capital cost than the \$150,000 cost for reconstruction in the park scenario. Absent these costs (which are required by the structure of our agreement) the cost per game would be much lower.

The conclusion that we make based on this review is that the costs are well documented, and reasonable – based on the lease and the structure. However, we also believe that the Commission should consider recommending to the County Council that the \$50 per game grants be continued. We believe that it is also important that the Commission continue to work with the MSF to enable new non-sports activities to continue to bring in new revenues. In this regard, you should keep in mind that the subsidies are all to the clubs and do not increase the revenue stream for MSF. The capital grants will increase revenues once the new fields are completed.

One additional consideration regarding the reasonableness of the cost of games that the clubs are paying is that the SoccerPlex itself has provides a venue where clubs are able to raise funds they need to pay the fees for their league games at the SoccerPlex. The tournaments that the clubs sponsor generate all or part of the fees they are charged. In some cases far more income is generated relative to the game fees. The existence of the facility and the high quality of the fields is certainly partly responsible for the success of these tournaments.

#### Smoke Free Park

There is a memorandum attached to this report that recommends to the Park Commission that South Germantown be a pilot Smoke Free Park beginning this spring. There are many good reasons to do this and we are not able to identify any reasons not to.

Based on a conversation with the General Counsel, the Park and Planning Commission has the authority to implement this rule. He is determining the procedural requirements should the Commission decide to move forward with this recommendation.

Article 28

§ 5-113.

(a) The Commission may make rules and regulations for the government and use of all land or other property acquired by it or under its jurisdiction. It shall cause these rules and regulations to be posted outside each park headquarters building, community center, recreation center, or similar building in a developed park area. Following their promulgation, they shall be published at least three times within 60 days, in one or more newspapers published in the metropolitan district, and the posting and publication shall be sufficient notice to all persons. The sworn certificate of any member of the Commission of the posting and publication shall be prima facie evidence thereof.

(b) (1) Any violation of a rule or regulation is a "Commission infraction" unless the violation is declared by law to be a criminal offense. For the purpose of this article, a Commission infraction is a civil offense.

(2) Commission police officers may deliver a citation to any person whom they adjudge to be committing a Commission infraction. A copy of the citation shall be retained by the issuing authority and shall bear his certification attesting to the truth of the matter therein set forth. The citation shall also contain:

(i) Name and address of the person charged;

(ii) The nature of the infraction;

(iii) The location and time that the infraction occurred;

(iv) The amount of the infraction fine assessed;

(v) The manner, location, and time in which the fine may be paid to the Commission; and

(vi) The person's right to elect to stand trial for the infraction.

(3) A pre-set fine not to exceed \$50 may be imposed for each conviction of a Commission infraction. The Commission is authorized to establish a schedule of pre-set fines for each conviction of a Commission infraction, which is payable by the recipient of the citation to the Commission within 20 calendar days of the receipt of the citation. Repeat offenders may be assessed a pre-set fine not to exceed \$100 for each repeat offense.

Note to Readers:

Planning Board members received a copy of the MSF report in January and should refer to that copy of the report.

Other readers may view the MSF report on the WEB published with the copy of this packet.

Received

January 17, 2007

Mr. Bill Mooney  
Acting Deputy Director  
MNCPPC  
8787 Georgia Avenue  
Silver Spring, MD 20910

JAN 23 2007

Director of Parks

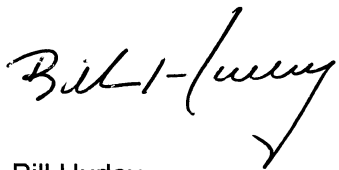
Dear Bill,

On behalf of the MSF Advisory Committee, I'd like to pass on to you our support of the Field Allocation Guidelines as proposed by the MSF. We've had considerable opportunity for input, representing the majority of players here in Montgomery County, and we believe the Guidelines provide a fair and balanced framework for field use. Thank you for your efforts on behalf of the soccer players of Montgomery County to put this in place.

We'd also like to share with you our support for the development of artificial turf fields in Germantown. We hope that this is going to make a significant increase in the game-playing opportunities for our players.

Please pass our encouragement and appreciation on to the staff of the Park and Planning Commission, and also to Marilyn Praisner & Mike Knapp, for leading the Council in this matter and also for finding funding for the soccer community.

Best wishes for 2007.



Bill Hurley  
Chairman, MSF Advisory Committee  
President, Damascus Soccer Club

JB 14.1

Fall, Spring and Winter sessions  
Pre-K through High School  
serving all of upper Montgomery County

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message line: 301-253-1473  
inbox@DamascusSoccer.org  
www.DamascusSoccer.org

## A Cost/Benefit Analysis: Synthetic Turf Field v. Natural Grass Field

Assumptions:

- Study based on 10-year life cycle for synthetic turf
- Natural grass = Tall fescue blue grass
- Synthetic turf = Filled turf (sand rubber mix or rubber mix)
- Costs based on one Commission-owned, lighted, 90,000 square-foot permitted regional or recreational soccer field
- Frequency of maintenance tasks for natural grass based on recommended practices
- Salaries based on SmartParks blended rate of Park Maintenance Worker I,II,III = \$25.18/hr. & seasonal worker = \$8.65/hr.
- Usage based on averages at Ridge Road Rec. Park & Fairland Rec. Park
- 4% yearly increase in costs
- 3% yearly increase in revenue

### Costs

NATURAL GRASS	Year											
	0	1	2	3	4	5	6	7	8	9	10	TOTAL
Field Reconstruction <sup>1</sup>	150,000											150,000
Mow 34 times <sup>2</sup>		1,787	1,858	1,933	2,010	2,091	2,174	2,261	2,352	2,446	2,543	21,455
Lining 24 times <sup>3</sup>		2,522	2,623	2,728	0	2,950	3,068	0	3,319	3,452	0	20,662
Field Maintenance <sup>4</sup>		2,311	2,403	2,500	2,600	2,704	2,812	2,924	3,041	3,163	3,289	27,746
Top-dressing <sup>5</sup>		1,398	1,454	1,512	1,573	1,635	1,701	1,769	1,840	1,913	1,990	16,785
Field Renovation <sup>6</sup>				56,243			63,266			71,166		190,675
Irrigation <sup>7</sup>		3,370	3,370	3,370	3,370	3,370	3,370	3,454	3,454	3,454	3,454	34,036
Trash and and General Maintenance <sup>8</sup>		2,605	2,709	2,818	0	3,047	3,169	0	3,428	3,565	0	21,342
<b>TOTAL</b>		<b>13,993</b>	<b>14,418</b>	<b>17,103</b>	<b>9,552</b>	<b>15,797</b>	<b>79,561</b>	<b>10,408</b>	<b>17,433</b>	<b>89,158</b>	<b>11,277</b>	<b>482,700</b>

SYNTHETIC TURF	Year											
	0	1	2	3	4	5	6	7	8	9	10	TOTAL
Installation <sup>9</sup>	780,000											780,000
Grooming & Preparation <sup>10</sup>		1,300	1,352	1,406	1,462	1,521	1,582	1,645	1,711	1,779	1,850	15,608
Trash and and General Maintenance <sup>11</sup>		8,410	8,746	9,096	9,460	9,839	10,232	10,641	11,067	11,510	11,970	100,971
<b>TOTAL</b>		<b>9,710</b>	<b>10,098</b>	<b>10,502</b>	<b>10,922</b>	<b>11,359</b>	<b>11,814</b>	<b>12,286</b>	<b>12,778</b>	<b>13,289</b>	<b>13,820</b>	<b>896,579</b>

<sup>1</sup>Based on rehabilitating a deteriorating soccer field

<sup>2</sup>Labor and equip. costs for mowing: \$25.18 X 1.5hrs X 1 PMW + \$10 (gas and equip.) + 10% indirect on gas, equip. & labor X 34 times per year (Art Nelligan, Maintenance Supervisory, Little Bennett Regional Park, December 2, 2005)

<sup>3</sup>Labor and equip. costs for lining: \$25.18 X 1.5hrs. X 2 PMWs + \$20 (gas and equip.) + 10% indirect on gas, equip. & labor X 24 times per year (Art Nelligan, Maintenance Supervisor, Little Bennett Regional Park, December 2, 2005)

<sup>4</sup>Includes aerating, seeding, fertilization, lime; no rest period for field; Labor and equip. costs for turf maintenance: \$25.18 X 14.5hrs. X 1 PMW + \$8.65 X 14.5hrs X 1 seasonal worker + \$350 (materials) + 10% indirect on materials & labor X 2.5 times per year (Art Nelligan, Maintenance Supervisor, Little Bennett Regional Park, December 2, 2005)

<sup>5</sup>\$25.18 X 8hrs. X 1 PMW + \$8.65 X 8hrs. X 1 seasonal worker per year + \$1,000 (materials) + 10% indirect on materials and labor (Art Nelligan, Maintenance Supervisor, Little Bennett Regional Park, December 2, 2005)

<sup>6</sup>Re-seeding and/or re-sodding; Field needs 1 yr. to rest after renovation

<sup>7</sup>864,000 gallons of water used per year (over 20 weeks; 20 applications; 43,200 gallons per application) (Art Nelligan, December 9, 2005); WSSC water rate of \$3.90 per 1,000 gallons (WSSC website) X 864 gallons = \$3,370; assumes a 2.5% increase every 7years (WSSC via phone, December 9, 2005)

<sup>8</sup>Labor for trash and general maintenance: 25.18 X 2hrs. X 1 PMW + 8.65 X 2hrs. X 1 seasonal worker + 10% indirect on labor times 35 weeks (Art Nelligan, Maintenance Supervisor, Little Bennett Regional Park, December 2, 2005)

<sup>9</sup>Based on Arlington's most recent cost/benefit analysis \$650,000 (2005); Installation includes SWM (\$130,000 above ground); SWM costs can go up to \$275,000 below ground

<sup>10</sup>EXACT COST UNKNOWN at this point in time; Includes cleaning, stain removal, minor seam repair, dragging or redistribution of any infill material and management of infill compaction ("Suggested Guidelines for the Essential Elements of Synthetic Turf Systems," Synthetic Turf Council, May 20, 2004)

<sup>11</sup>Labor for trash and general maintenance: 25.18 X 5hrs. X 1 PMW + 8.65 X 5hrs. X 1 seasonal worker times 35 weeks + 25.18 X 3hrs. X 1 PMW + 8.65 X 3hrs. X 1 seasonal worker times 17 weeks + 10% indirect for labor (Art Nelligan, Maintenance Supervisor, Little Bennett Regional Park, December 2, 2005) - Hours per week is decreased during winter season

## Revenue

	Year										TOTAL
	1	2	3	4	5	6	7	8	9	10	
Natural Grass <sup>1</sup>	11,438	11,781	12,135	0	12,874	13,260	0	14,067	14,489	0	<b>90,044</b>
Synthetic Turf, Scenario 1 <sup>2a</sup>	20,976	21,605	22,253	22,921	23,609	24,317	25,046	25,798	26,572	27,369	<b>240,466</b>
Synthetic Turf, Scenario 2 <sup>2b</sup>	31,464	32,408	33,380	34,382	35,413	36,475	37,570	38,697	39,858	41,053	<b>360,699</b>

## Usage

NATURAL GRASS	Year										TOTAL
	1	2	3	4	5	6	7	8	9	10	
# of Hours available based on field capacity <sup>3</sup>	1,050	1,050	1,050	0	1,050	1,050	0	1,050	1,050	0	<b>7,350</b>
# of Games available based on field capacity <sup>4</sup>	656	656	656	0	656	656	0	656	656	0	<b>4,594</b>
# of Hours of actual game time <sup>5</sup>	474	474	474	0	474	474	0	474	474	0	<b>3,316</b>
# of actual Games <sup>6</sup>	301	301	301	0	301	301	0	301	301	0	<b>2,106</b>
# of Games cancelled due to wet fields <sup>7</sup>	31	31	31	0	31	31	0	31	31	0	<b>219</b>

SYNTHETIC TURF	Year										TOTAL
	1	2	3	4	5	6	7	8	9	10	
# of Hours available based on field capacity <sup>8</sup>	2,704	2,704	2,704	2,704	2,704	2,704	2,704	2,704	2,704	2,704	<b>27,040</b>
# of Games available based on field capacity <sup>9</sup>	1,690	1,690	1,690	1,690	1,690	1,690	1,690	1,690	1,690	1,690	<b>16,900</b>
Estimated # of Hours of actual game time <sup>10</sup>	946	946	946	946	946	946	946	946	946	946	<b>9,460</b>
Estimated # of Games <sup>10</sup>	595	595	595	595	595	595	595	595	595	595	<b>5,949</b>
# of Games cancelled due to wet fields	0	0	0	0	0	0	0	0	0	0	<b>0</b>

<sup>1</sup>\$38 permit fee per game X 301 (average # of games per year)

<sup>2a</sup>Assumes same permit fee: \$38 permit fee per game X 552 (average # of games per year)

<sup>2b</sup>Based on 50% increase in permit fee and assumes no decrease in # of games: \$57 permit fee per game X 552 (average # of games per year)

<sup>3</sup>35 weeks (# of weeks that fields are open for play) X 30 hours (includes field rest time) ("Field Capacity Assumptions," County-Wide Planning Division, Nov. 4, 2005)

<sup>4</sup># of Hours available based on field capacity + 1.6hrs. (ave. # of hours per game based on CLASS reports)

<sup>5</sup>Based on average play time at Ridge Road Rec. Park & Fairland Rec. Park: CLASS reports give total of 2,155.5 hours of play time over 2 years at Ridge Road and 4 years at Fairland. Divide 2,155.5 hours by 36.4 months (total number of months of play time (excludes maintenance)) = average of 59 hrs./mo. Fields are open 8 months out of the year; therefore, 59 X 8 = average of 473.7 hrs./year during maintenance-free years.

<sup>6</sup>Based on average play time at Ridge Road Rec. Park & Fairland Rec. Park: CLASS reports give total of 1,369 games of play time over 2 years at Ridge Road and 4 years at Fairland. Divide 1,369 games by 36.4 months (total number of months of play time (excludes maintenance)) = average of 37.6 games/mo. Fields are open 8 months out of the year; therefore, 37.6 X 8 = average of 301 games/year during maintenance-free years.

<sup>7</sup>Average of 25 rain-out days per year (240 days of play) (15 during Spring and 10 during Fall, Denise Reid-Bourne); average of 301 games per year; therefore, 25/240 = x/301; x=31 games cancelled due to wet fields

<sup>8</sup>52 weeks (# of weeks that fields would be open for play) X 52 hours (includes field rest time) ("Field Capacity Assumptions," County-wide Planning Division, Nov. 4, 2005)

<sup>9</sup># of Hours available based on field capacity + 1.6hrs. (average # of hours per game based on CLASS reports)

<sup>10</sup>3 factors are taken into account: additional play time during rain, winter, and down-time for resting fields. Add the average # of hours of actual game time on a grass field ( **474 hours or 301 games** ) + rain factor + winter factor + rest factor. **Rain factor** (based on 25 rain dates; see # of games cancelled due to wet fields) = **31 additional games** X 1.6 hrs. per game = **50 additional hours** ; **Winter factor** (based on Fairfax County permit data and guesstimates) = 5 games per week X 9 weeks = **45 additional games** or **72 additional hours** ; **Rest factor** (based on "Field Capacity Assumptions"): 52-30 = 22 (additional hours of play per week due to no rest period) X 45% (average # of hours of actual play time + # of hours available based on field capacity (474 + 1050, see Natural Grass Usage table)) X 35 weeks = **350 additional hours** or **218 additional games** . **474+50+72+350 = 946 hours or 301+31+45+218 = 595 games**

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## Usage Ratios

Synthetic Turf v. Natural Grass

Available hours based on field capacity <sup>11</sup> :	<b>3.7 X</b>
Hours of actual game time <sup>12</sup> :	<b>2.8 X</b>

## Cost per Game

Synthetic Turf <sup>13</sup>	<b>\$151</b>
Natural Grass <sup>14</sup>	<b>\$229</b>

<sup>11</sup>27,040 (# of hours available based on field capacity for synthetic turf) + 7,350 (# of hours available based on field capacity for grass field) - Same ratio applies for # of games

<sup>12</sup>9,460 (estimated # of hours of actual game time on synthetic turf) + 3,316 (# of hours of actual game time on grass field) - same ratio applies for # of games

<sup>13</sup>\$896,579 (total cost for synthetic turf) + 5,949 (estimated # of games on synthetic field)

<sup>14</sup>\$482,700 (total cost for grass field) + 2,106 (# of games on grass field)



**Proposal  
To Establish  
South Germantown Recreational Park  
And the  
Maryland SoccerPlex  
As Smoke-Free**

**Proposal**

South Germantown Recreational Park and the Maryland SoccerPlex wish to establish a pilot initiative that would establish the entire park and all of its facilities as smoke-free. The initiative would begin at the start of spring soccer season in March 2007.

**Background**

The South Germantown Park, through its various facilities, attracts more than 1 million visitors each year. Many of those visitors are children who use the playgrounds, play team sports, or spend time with family and friends enjoying the park. The park should be a clean, safe place that protects our children from danger and health hazards, including second-hand smoke.

The Environmental Protection Agency has classified secondhand smoke as a group A carcinogen, meaning there is no safe level of exposure. Secondhand smoke in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.

Cigarette butts are not biodegradable; the filter tips take many years to decompose. Cigarette litter can also be ingested by children and animals which can lead to serious health effects.

Twenty-seven of the fifty states in the United States have communities with tobacco/smoke free air ordinances/regulations/policies at parks, zoos, youth sports and/or beaches.

**Soccer and Anti-Smoking**

As a sport, soccer has a history of supporting anti-smoking initiatives. In 1996, the US Women's National Olympic Soccer team in partnership with the US Department of Health and Human Services launched a "Smoke Free Kids" campaign.

Through electronic public service announcements, brochures and free posters the campaign that featured US Women's National team players including Mia Hamm and Julie Foudy encouraged kids to "smoke defenders" not cigarettes.

One poster's headline stated "You don't get to be a champion by taking cigarette breaks" and "Keep your engine running clean."

### **Maryland SoccerPlex**

In 2006 at the August Cup tournament, two youth soccer players stopped a SoccerPlex manager who was driving by a field and asked if she could ask the two adults sitting on the sidelines who were smoking to please stop. The players found the smoke unpleasant. With no policy in place, the manager could only politely request the adults refrain from smoking but could not require they stop. The adults could choose to stop or simply say "there's no sign that says we can't smoke."

As a predominately youth athletic facility, the Maryland SoccerPlex should provide a healthy environment for the thousands of children who play sports at the facility.

The Maryland Soccer Foundation Board and its Advisory Committee support a smoke-free SoccerPlex because we believe we have a responsibility to send a positive message to the local youth player that encourages healthy choices.

### **South Germantown Recreational Park**

The establishment of a smoke-free park environment is not a totally new initiative for Montgomery County. On March 27, 1997 the Department of Parks instituted a *voluntary* "tobacco-free policy" for County Parks. The policy was established in recognition of the serious health risks, especially for young people, associated with the use of tobacco and second hand smoke.

The difference in what is current policy and the proposed policy is that we would like to go further than voluntary compliance. We propose that there be a sign at the Park entry that says, "Welcome to our Smoke-Free Park." In addition we would recommend discreet signage at the entry to each parking lot that indicates "no smoking."

The SoccerPlex will communicate this policy to each of the club's and leagues utilizing fields at the complex. User groups will be requested to further communicate the policy to their teams. An announcement will be posted on the Maryland SoccerPlex website.

With the new policy and signage, Park and SoccerPlex employees will be able to politely enforce a smoke free environment. We do not recommend fines be imposed at this time but that this policy be enforced similar to that of the Park's leash law.

Since this will be a change in culture for some visitors, we anticipate compliance will occur over a period of time. We would like to give visitors an opportunity to adjust their habits through signage and reminders.

# MARYLAND SOCCER FOUNDATION

## YEAR END REPORTS - 2006



**Maryland SoccerPlex**

DECEMBER 19, 2006

**Maryland Soccer Foundation  
Year End 2006  
Executive Summary**

In many ways 2006 was a unique and challenging year for the Foundation. Discussion of issues relating to the governance structure of the Foundation Board, the allocation of games played at the SoccerPlex, the fee structure for those games, the development of new programs and the amendment of the lease agreement between the Foundation and Commission began in July of 2005 and reached resolution in September 2006.

**2006 Recap**

In February 2006, MSF received a series of grants from a major donor that:

- Provides funds to reduce significantly the fees local soccer clubs pay to play a game at the SoccerPlex for the next five years
- Establishes a field development fund
- Provides funds to operate the SoccerPlex
- Provides funds for scholarships
- Establishes a new local soccer organization to provide soccer programs for the Germantown area youth

On August 1, the Foundation and the Commission agreed to a new lease that:

- Increased game opportunities for local area soccer teams on SoccerPlex fields which will generate more revenue for the Foundation
- Established Guidelines for Allocating SoccerPlex games
- Provided greater oversight by the Commission through increased reporting requirements by the Foundation
- Provided for the development of three additional fields

In October 2006 the County Council voted to provide a fee-reduction subsidy of \$50 per game to each soccer organization that has signed a Facility Use Agreement with the Foundation to play games at the SoccerPlex. The subsidy will be applied to games played in the Fall 2006 season and the Spring 2007 season only.

## 2006 Financial Impacts and Highlights

Due to issues described in the opening paragraph of this summary, the Foundation incurred significant unbudgeted expense in professional services fees, in particular legal fees.

Like many local businesses, the Foundation was hit by a significant increase in utility expense rising from \$148,000 in 2005 to \$ 201,000 in 2006.

After six years of operation, the SoccerPlex needed to expend approximately \$90,000 for repairs and improvements including painting the interior of the Discovery Sports Center and all comfort stations, purchasing a mobile cleaning unit for the 48,000 square foot Discovery Sports Center arena floor, installing security doors at all four comfort stations to prevent vandalism, parking lot and site electrical work, replacement of nets for soccer goals and the purchase of new goals for small-sided games.

Debt service continues to account for approximately 41% of the Foundation's operating expense, followed by salaries and benefits, field maintenance, professional services, utilities and insurance.

Soccer continues to be the predominant sports activity accounting for 80% of the Foundation's revenue in 2005 and 79% in 2006. Basketball was a distant second at 9%.

The Foundation established a partnership with the Montgomery County Conference and Visitors Bureau (CVB) in 2006 whereby the CVB would make hotel arrangements for all out of town teams participating in a soccer tournament held at the SoccerPlex. Although the CVB had never provided such a service they did an outstanding job. The CVB and Foundation share a \$10 per room night rebate. } ✓

The Discovery Sports Center continues to attract and host non-sports events and in particular local cultural events. As the largest open space in Montgomery County, the Center is uniquely suited to hold such events. In addition to revenue generation these events provide exposure for the facility to groups who may not have an interest in sports.

A year-to-year comparison of the Foundation's income and cash flow statements is enclosed.

## **Significant Activities in Support of the Purpose Under the Lease**

The purposes in the lease are as follows:

- Develop and maintain a premier facility
- Meet the needs of the Montgomery County and Maryland soccer communities
- Provide high quality soccer fields that are accessible to the public at reasonable rates that ensures the financial viability of the facility;
- Operate the SoccerPlex in accordance with the Guidelines and Criteria for Permitting SoccerPlex fields.

### **2006 Activities**

The Maryland SoccerPlex has, since its inception, been regarded as one of the premier soccer facilities in the country. The quality of the fields, its location within South Germantown Recreational Park, its proximity to hospitality and entertainment venues and the overall beauty of the complex have lead to this reputation.

In addition to providing the local soccer community with high quality fields on which to play their league games, the SoccerPlex is selected to host local, regional, national and international soccer events.

### ACC

In November 2006, the SoccerPlex hosted the nation's premiere collegiate soccer conference championship, the ACC Men's Soccer Championship. It is the first time in the Championship series history that it was held in Maryland. The four day event attracted approximately 12,000 spectators and the final match was televised nationally on the Fox Soccer Channel. The feedback from the soccer community has been very positive and enthusiastic. The ACC has asked if the SoccerPlex would be interested in hosting the 2007 Women's Soccer Championship. MSF staff will meet with the Advisory Committee to receive their input before making a decision.

### DC United Open Cup

DC United schedules at least one Open Cup match at the SoccerPlex each year. This enables soccer players, parents and teams the opportunity to see a professional soccer match in their backyard. The



close to the field action and family atmosphere, provide a great environment for local soccer fans.

### Soccer Tournaments

The SoccerPlex hosts two of the top ten soccer tournaments in the country: the Washington Area Girls Soccer Tournament and the Potomac Memorial Tournament. In addition, many of the tournaments host a "college showcase" bracket at the SoccerPlex that attracts several hundred college coaches who are scouting future collegiate players.

These soccer tournaments also provide a significant positive economic impact to the local economy. Visiting teams and their families' spending include lodging, food and entertainment. The Maryland Soccer Foundation, in conjunction with the Montgomery County Conference and Visitors' Bureau will conduct an economic impact analysis in 2007.

### Kicks Against Breast Cancer

The Maryland SoccerPlex has hosted the Kicks Against Breast Cancer Inter-collegiate Soccer tournament since 2001. This tournament attracts approximately 20 women's college teams and all proceeds are donated to breast cancer research and treatment. In 2007, University of North Carolina, the defending NCAA Women's College Cup champion will headline the tournament.

### Maryland State Cup

The Maryland State Youth Soccer Association hosts the Maryland State Cup soccer tournament. The tournament is open to any team in Maryland who is registered with the State Association. Since 2001, the SoccerPlex has been host to the semi-final and final matches. This is a very exciting, well-attended tournament with the best teams from Montgomery County competing against the best in the State.

### **Fee Structure**

Due to a grant from a major donor, the fee structure for games played at the SoccerPlex by most of the existing soccer field users is set at a maximum of \$237.50 until 2010. The clubs may raise additional funds to reduce the fee further.

The cost to "produce" a game at the SoccerPlex is estimated at \$366 in 2006. See attached graph and detail cost description.

The Foundation's expenses to manage and maintain the SoccerPlex, in particular debt service, insurance, employee benefits, utilities and field maintenance will continue to increase over the next five years however the revenue generate from the majority of games at the SoccerPlex will remain constant.

The Foundation charges \$300 per game for tournaments hosted at the SoccerPlex. It is anticipated that this fee will increase over the same period.

### **Guidelines and Criteria for Permitting SoccerPlex Fields (Guidelines)**

The Guidelines were drafted by the Foundation, reviewed and agreed to by the Foundation's Board of Directors and Advisory Board and approved by the Planning Board on November 9, 2006.

The Guidelines outline the criteria for permitting and allocating games played at the SoccerPlex.

The accompanying documents demonstrate adherence to the Guidelines.

There are no requested revisions to the Guidelines.

### **Field Development**

One of the most significant ways the Foundation meets the needs of the local soccer community is by developing additional high quality fields.

In 2007 the SoccerPlex will add three lit synthetic turf fields that will enable extended play, additional play opportunities soccer and new play opportunities for emerging sports such as lacrosse.

The Foundation and Commission will enter into a Development Agreement in December.

The Foundation has selected a project manager for the development and is extending an RFP for the turf contractor. Department of Permitting Services is reviewing the Storm Water Management Concept Plan for the three fields.

A lighting plan, comprehensive cost estimate and RFP for the base contractor are the next steps.

It is hoped that the fields can be open for play in June. The Foundation estimates that approximately \$340,000 in net new revenue will be generated from these fields in 2006<sup>8?</sup>

### **Accompanying Reports**

Enclosed for your review are a series of reports that provide an overview of how the Foundation is meeting the purposes outlined in the Lease.

**MARYLAND SOCCER FOUNDATION**  
**GUIDELINES AND CRITERIA FOR PERMITTING**  
**SOCCER FIELDS AT THE SOCCERPLEX**

Maryland Soccer Foundation ("MSF") policy for permitting SoccerPlex soccer fields ("Soccer Fields") is based on the following guiding principles and criteria:

**A. FINANCIAL VIABILITY**

To ensure the future financial viability of the SoccerPlex, MSF will endeavor to attract organizations that are new, viable and active users. Only clubs and teams that pay field use fees, or have been awarded MSF scholarships, and comply with their use agreements will be provided access to Soccer Fields.

Field-use fees shall be based principally upon the cost of maintenance and operation of the Soccer Fields, the amortized cost of development of the Soccer Fields, capital improvements, capital and operational reserves, and debt reduction, with credit as appropriate for any funding received that is directed to reducing the field-use fees, including grants and sponsorships.

To comply with the terms for receipt of the donor grants, including those for field development and game fee subsidies, MSF will allocate sufficient games to Soccer Association of Montgomery (SAM) to create a vital new alternate pathway to the SoccerPlex for Montgomery County players and provide a new source of revenue for MSF.

**B. USERS**

- 1). Use of the Soccer Fields shall be in order of precedence, by:
  - i) Existing Soccer Field Users who have signed an MSF Facility Use Agreement,
  - ii) Other Montgomery County soccer teams,
  - iii) Other Montgomery County sports teams,
  - iii) Soccer teams from other parts of Maryland,
  - iv) Other soccer teams.
- 2) Up-county Preference - For Saturday play during Outdoor Soccer Seasons, preference will be given to those Montgomery County teams that indicate the majority of their members are from "up-county". For purposes of these Guidelines and Criteria, "up-county" shall mean the area of Montgomery County within the following boundaries: Northern boundary-Frederick County line; Eastern boundary-Northeastern portion of the Howard County line to the eastern boundary of the Town of Laytonsville to Shady Grove Road; Southern boundary-Shady Grove Road; and Western boundary-Potomac River. Nonetheless, the user preferences identified in paragraph B.1 above will prevail in any conflict with the use priorities identified in this paragraph.
- 3) MSF will work in partnership with the Commission and the Montgomery County Department of Recreation ("MCRD") to identify youth soccer teams from Montgomery County that are not able to make long-term commitments for use of the Soccer Fields with a goal of allocating per soccer season five percent (5%)

of the non-Tournament use of the Soccer Fields and the Indoor Multi-Purpose Facility; provided however, such Soccer Fields can be released by MSF for use by other users sixty (60) days prior to the time set aside for use if they have not been scheduled for use.

### C. DISPUTE RESOLUTION

All users must consent in writing to participate in all components of MSF's internal dispute resolution procedures for the resolution of disputes related to use of the Soccer Fields that may arise between the user and MSF. The internal dispute resolution process developed with input from MSF's Advisory Committee is as follows:

Most issues between a SoccerPlex user and MSF should be handled by MSF staff, with the Executive Director working with the user to come to a resolution that is satisfactory to both parties.

However, if there is an issue of significant importance that cannot be resolved satisfactorily between MSF staff and a user, the following process shall be employed to come to a resolution:

A standing Dispute Resolution Committee (DRC) will be established by the MSF Board. The composition of the committee includes:

- MSF Advisory Committee Chair
- MNCPPC Representative to MSF Board
- MSF Board Member

The DRC will elect a chair.

DRC members should excuse themselves if a conflict of interest exists and an alternate should then be appointed by that DRC member's organization.

The process:

- A dispute must be presented in writing by a user to the MSF Executive Director (MSF ED). The particular issue or issues must be described in detail, together with the user's requested resolution.
- MSF staff will research the issue and will use its best efforts to respond with a proposed resolution within 10 days after receipt of the written dispute and any additional materials provided by the user.
- If the user is not satisfied with the proposed resolution, the user can appeal the resolution to the Dispute Resolution Committee.
- Upon receipt of the appeal, the DRC Chair will schedule a meeting to review dispute at which all members of the DRC must be present in person or by teleconference. At the meeting:
  - The user will present the issue and the requested resolution
  - A representative of MSF will present MSF's point of view
  - DRC members can ask questions of both parties
  - The DRC will deliberate and make a decision. The Committee can deliberate in conjunction with the meeting or subsequently, which can take place via electronic communications.
  - DRC will vote and then notify the user in writing of its decision within 10 days of the meeting.

All DRC members must vote.

- If the decision of the DRC is not satisfactory to the user, the user can request in writing within 10 days of its receipt of the DRC's decision that the issue be presented to the MSF Board, stating the specific basis for its disagreement with the DRC's decision.
  - A special meeting of the Board shall be convened if necessary to consider the user's appeal.
  - The Board will follow a process similar to that employed by the DRC with the user, MSF staff and the DRC chair making presentations and recommendations.
  - The Board deliberates, votes, and issues a written decision within 10 days of the presentations. A quorum of the Board is required for a meeting to consider an appeal, and the Board shall act by majority vote.
  - The MSF Board decision is final, subject only to the arbitration provision of the MSF Facility Use Agreement.

#### D. ACTIVITIES

- 1) The majority (at least fifty-one percent (51%)) of the combined non-Tournament use of the Indoor Multi-Purpose Facility and the Soccer Fields shall be for sports-related activities.
- 2) MSF will manage and maintain high quality outdoor Soccer Fields primarily for the game of soccer, but also for such other sports-related uses including, but not limited to lacrosse and field hockey. In addition MSF will hold non-sports-related community activities, events, and functions in order to raise funds to support the ongoing operations of the SoccerPlex.

#### E. FEES

MSF must establish fees for use of Soccer Fields to achieve a sound and stable fiscal position. Use of the Soccer Fields will be granted only to clubs and teams that pay Field-Use Fees, or have been awarded MSF scholarships. The Field-Use Fee shall be based principally upon the cost of maintenance and operation of the Soccer Fields, the amortized cost of development of the Soccer Fields, capital improvements, capital and operational reserves, and debt reduction, with credit as appropriate for any funding received that is directed to reduce the Field-Use Fees, including grants and sponsorships.

#### F. FAIRNESS

All soccer clubs and their members, regardless of affiliation, shall be treated fairly by MSF with regard to allocation of games and fees at the SoccerPlex. MSF will not favor any user of the Soccer Fields solely on the basis of such user's affiliation with the MSF.

In fairness to all users and in adherence to the best practices of non-profit administration, games will be provided only to organizations that follow established SoccerPlex rules and regulations, honor the terms and conditions of contracts and meet published deadlines.

#### G. SCHEDULE

On or about December 1 of each year MSF will inform all Existing Soccer Field Users of their allocation of games for the following spring soccer season and fall

soccer season. This time period will allow those users sufficient time to meet the deadlines of other Montgomery County agencies responsible for the reservation of fields should they need more fields than MSF is able to provide. The Soccer Fields can be made available by MSF for use by other users one hundred twenty (120) days prior to the start of the Spring soccer season (on or about April 1) or Fall soccer season (on or about September 1), as the case may be, if their use has not been contracted for in accordance with this provision.

#### H. FACILITY USE AGREEMENT

The MSF will amend its Facility Use Agreement with Existing Soccer Field Users to provide a Right of First Refusal as follows:

At the end of the initial five year term of each club's use agreement, and provided that the club is not in breach of any of the terms of its use agreement, each club shall have the right to extend the initial termination date of its use agreement for up to an additional five years, and extend its rights to its current game allocations, the Annual Game Total, as requested on the user's Game Reservation Form in November 2005 for such period at the Fee in effect for the extension period.

Nothing in the Foundation's policies or guidelines will, of course, prevent the Foundation and any club from mutually agreeing to extend facility-use agreements at any time. Over time MSF intends to stagger the timing and length of renewals to avoid all facility-use contracts coming due on the same date

#### J. GAME CAP

The maximum allocation of games, per season, per club shall be set at 600 games. This allocation cap shall not apply if:

- i). Overall Soccer Field capacity exceeds demand; or
- ii). Exigent circumstances exist that impact MSF.

## **Maryland Soccer Foundation Advisory Committee**

### **Purpose:**

The Committee advises MSF on use of the Soccer Fields, Field Use Fees and other matters of interest to MSF that impact the successful operations of the SoccerPlex while considering its impact on neighboring communities.

### **Membership:**

The MSF Advisory Committee is comprised of representatives of each regular soccer user of the SoccerPlex fields. Current members include:

- Bill Hurley (Committee Chair)      Damascus Soccer Club
- Paul Bollwerk      CYO
- Arnold Tarzy      Potomac Soccer Association
- Linda Norton      Bethesda Soccer Club
- Jeff Kauffman, Doug Schuessler      MSI
- Dave Repka      Stoddert
- Louise Waxler      SAM
- Rick Heilman, Bernie Mihm      Seneca Soccer
- Ken Salomon, Dan Finn,      MSF  
Trish Heffelfinger

### **Meetings:**

The Lease requires that the Committee meet quarterly and that the first meeting be held within 60 days of the Effective Date of the lease (August 1, 2006).

The first meeting of the Advisory Committee was held on July 26, 2006. The Committee voted to initially meet monthly on the last Wednesday of the month. Subsequent meetings were held on August 31, September 27, and November 29, 2006. Due to the ACC soccer championships no meeting was held in October.

### **Agendas and Minutes**

See attached.



**Maryland Soccer Foundation (MSF) Advisory Committee Minutes**  
**July 26, 2006**

Members present: Bill Hurley (DSC), Linda Norton (BSC), Paul Bollwerk (CYO), David Repka (DC Stoddart), Jeff Kauffman (MSI), Bernie Mihm (Seneca Soccer), Ken Salomon (MSF), and Trish Heffelfinger (MSF).

The meeting was called to order by Bill Hurley at 7:30 p.m.

The first order of business was the election of Bill Hurley as President of the MSF Advisory Committee by a unanimous voice vote.

The second order of business was to elect a Secretary of the MSF Advisory Committee. It was decided that the pain would be shared by all members of the committee, with each member taking a turn as Secretary. Tonight, Jeff Kauffman was the designated scribe.

Trish Heffelfinger brought us up to date regarding the status of the SoccerPlex Amended Lease. The Amended Lease was approved by a vote of 3-0 by the Montgomery County Council PHED Committee on Monday, July 24, 2006, and it was forwarded to the full County Council for approval. The vote will take place on Tuesday, August 1, 2006 at 10:15 a.m., and Ken Salomon urged everyone in favor of expanded capacity at the SoccerPlex to contact their County Council representatives to ask them to vote in favor of the Lease Amendment. Ken also pointed out that the increased game allocations for the clubs reflected in the Game Allocation chart provided by MSF at the meeting is expressly conditioned on Council approval of the Lease Amendment and the County's prompt issuance of necessary building permits for three new fields, both of which are outside MSF's control. Those two actions would increase SoccerPlex capacity from the current 1040 games to 1,536 games per season. Ken said that without this increased capacity, the SoccerPlex did not have the ability to add the games in the chart.

Trish discussed the three fields to be built, turfed and lit, with hopes that the fields would be Fields 18, 19 and 20 (which have yet to be built out), or possibly Fields 14, 15 and 16 (which are already built as grass fields). The downside to turfing Fields 14, 15 and 16 would be that those fields (built at a cost of approximately \$1,000,000 each) would have to be torn up in order to install turf, and that if those fields are selected, the total number of fields at SoccerPlex would remain the same. There will be a public meeting at SoccerPlex during the week of August 21, 2006, to discuss the options.

We discussed the Field Allocation Guidelines, and learned that they are being drafted by the MSF Board of Directors. Bill recommended that the draft be given to the members of the MSF Advisory Committee for their input. Trish discussed the 5% of total games that are required by the lease to be set aside each season

for County teams and clubs that are not able to make long-term commitments. These games will be held until 60 days prior to the start of each season, at which point, if no such teams or clubs want to buy them, they will be made available to the other clubs that have signed agreements with MSF. It has not been yet determined how these (or any other additional non-allocated games) will be made available to clubs.

Trish told us that MSF or a club may at any time during the term of the current Facility Use Agreements request to extend the Agreement so that Facilities Use Agreements would have staggered termination dates in order to not have all Facilities Use Agreements expire at the same time.

The definition of "quality fields" was discussed. Trish pointed out that we could all help to keep the fields in quality condition by reminding our teams that they are not allowed to warm up in the goal areas. Jeff suggested that MSF should repaint the reminder, "NO WARMING UP IN GOAL AREA" on the crossbar of every goal, and Trish said that was a good suggestion. Trish said that employees at the SoccerPlex would go by the fields each week to remind teams of the rule. Trish also told us that teams would not be using the fields for practice during the week. Once the three new fields come on-line (Spring 2007), MSF's intention is to resume resting two fields each week. Bernie Mihm added that he felt that the fields were in very good condition and that the free market system would effectively dictate the fields should stay in that condition otherwise the clubs would not want to pay the fee to play at the SoccerPlex.

Bill asked Trish and Ken to discuss the relationship between MSF and SAM. Ken stated that SAM was created because one of the several grants made by the Hendricks required that MSF create its own club. He explained that each of the Hendricks grants were interrelated and restricted. Thus, if MSF did not create SAM with the grant proceeds allocated for that purpose, it would lose the grants from new fields, game subsidies and MSF operations. Ken said that SAM is a direct result of two factors: the boycott by six soccer clubs that occurred during Fall 2005, and the repeated financial advise of its lender (Bank of America), outside auditor, and its major donor that it needed to broaden its client base. Ken explained that the Hendricks wanted MSF to create SAM to provide an alternative for parents who wanted their children to play at the SoccerPlex should their child's club decide not to play there and that it was not retaliation against MSI or an attempt to harm MSI. Trish said that SAM has about 1,000 players, 90% of which are Recreational players from the Germantown area, and that SAM pays the same game fees as everyone else (\$287.50 per game). She also noted that the SAM registration fee (\$130/season) is higher than the fees charged by other recreation clubs. Trish said that beginning Fall 2006, SAM and SAC (Soccer Association of Columbia) will begin a reciprocal program in which SAM teams and SAC teams will play each other at SoccerPlex and at Covenant Park (SAC's home fields). Also, SAM Recreational teams will play some of their

games at SoccerPlex, and some games on Montgomery County fields (traditionally used by Seneca Sports).

Jeff asked Trish about SAM's Challenge teams playing on the SoccerPlex stadium field. Trish said that she would check to see if other clubs would be able to offer this same opportunity to their teams.

Ken spoke about the \$100,000 grant written into the Montgomery County budget by County Executive Doug Duncan to be used to subsidize game fees at the SoccerPlex. Ken made it clear that he did not want MSF to be involved in deciding the eligibility criteria for these public funds, and he urged that we (the clubs) should contact the County Council with our support of this subsidy, and to provide ideas about how the rebates should be distributed. Trish mentioned that Montgomery County Councilman Steve Silverman had discussed a \$50/game subsidy. She speculated that he may request an increase in the amount of the grant to \$142,450 in order to subsidize all 2,849 games this next year (1,536 games for Fall 2006 and 1,313 games for Spring 2007) by \$50 a game. Jeff suggested that instead of coming up with a complicated formula for how to distribute this grant, it would be much easier to rebate each club \$50 for each game played during the Fall 2006 and Spring 2007 seasons (for example, if MSI plays 600 games in the Fall and 600 games in the Spring, MSI would receive a rebate of \$60,000). Ken suggested that if the clubs are successful securing a subsidy grant this year, they lobby the Council to include subsidy grants in future years.

Trish mentioned that payments for the Fall 2006 season are due August 1, 2006 (50% of game fees) and September 1, 2006 (50% of game fees). Since we won't know how many games will actually be available for the Fall 2006 season until August 1, 2006 (once the County Council votes on the Lease Amendment), Trish said that she will send an e-mail to everyone with an updated payment schedule.

Jeff asked Ken to clarify the Game Cap paragraph in Ken's letter to Steve Silverman. Ken stated that the government requested that MSF adopt a game cap of 600 games a season. He and Trish clarified that if additional games became available, MSI (along with the other clubs) would be eligible to buy more games (for that season only). MSI's guaranteed game allocation would remain 600 games per season.

Trish reminded us about the Washington Freedom's final game vs. FFV Neubrandenburg this Sunday, July 30, 2006, at 6:00 p.m., and the DC United game vs. the Columbus Crew in the Lamar Hunt U.S. Open Cup game on Tuesday, August 1, 2006 at 7:30 p.m. She mentioned that they were offering fifty (50) Fantasy Sideline Seats for the DC United game for \$50 (including parking).

Lastly, Trish reported that she'd spent the day investigating different artificial turf fields in the Washington, D.C. area, including American University, St. John's

High School, and Georgetown University. She came away with several concerns: the temperature on the field was 159 degrees; people have gotten staph infections by falling on the fields (she learned that artificial turf fields may need to be disinfected); warranties on the life expectancy of the fields are "iffy"; and that the base under the artificial turf is critical for drainage issues.

Ken's final comment was an explanation of the Advisory Committee's role. He said it was first to provide MSF with the type of valuable operational input previously provided by the Operations Committee of the MSF Board. He said his other hope was that the Advisory Committee would provide a forum to rebuild a collegial relationship between MSF and clubs that continue to be upset over the change in the MSF governance structure.

The meeting was adjourned at 9:10 p.m.

Respectfully submitted,

Jeff Kauffman  
Designated Scribe

**Maryland Soccer Foundation  
Advisory Committee Minutes  
August 31, 2006**

Members attending: Jeff Kauffman (MSI), Paul Bollwerk (CYO), Dave Repka (Stoddert), Louise Waxler (SAM), Linda Norton (Bethesda), Dan Finn (MSF), Trish Heffelfinger (MSF).

The meeting was called to order by Linda Norton at 7:37 p.m.

The Committee met solely to review and comment on the first draft of the Guidelines and Criteria for Permitting Soccer Fields at the SoccerPlex. The Committee agreed that the document and its revisions would serve as the minutes to the meeting.

The Committee reviewed each section of the Guidelines and offered content and grammatical changes to the document. The changes were incorporated and provided back to the entire Committee for final review and comment prior to presentation to the Planning Board.

The meeting was adjourned at 9:54 p.m.

**Maryland Soccer Foundation  
Advisory Committee Minutes  
September 27, 2006**

The Committee met via conference call. Members present: Bill Hurley (DSC), Dave Repka (DC Stoddert), Paul Bollwerk (CYO), Louise Waxler (SAM), Thom Manco (MSF)

The Committee discussed the following items

Item 1: Consideration for no-smoking rule at Soccerplex

- Supported in principle by DSC, CYO, Stoddert
- Not inconsistent with other venues (RFK; the indoor Soccerplex facility; etc)
- Not inconsistent with the goals and objectives for youth sports
- A question of enforcement and P.R. for MSF
- Requires refinement of rule – but objective is a completely non smoking facility

Action: commentary and feedback from the Clubs not present on the call; will you support a well-coordinated rollout of a smoke free policy by the MSF for the Soccerplex facility?

Item 2: fencing

- Issue is recognized, solution is open
- Objective is an “esthetic and functional” solution for fields 8 and others
- Preference is for landscaping versus fencing
- Not budgeted for this fiscal year

Action: update by MSF on status / options at the next Advisory meeting

Item 3: ACC championship Oct 31-Nov 5

- MSF requests that Clubs promote this via EM and website; content available from MSF.
- Note: no school Nov 1, four matches that day
- Volunteers by Affiliate clubs appreciated.
- Ball kids needed! Possible contest for ticket sales by Clubs to earn ball kid slots
- Youth tickets are \$10, adult \$15, per day, no parking fees; Tuesday is \$5 for the single game, group special on Weds (10 or more @ 8.50 by presale)
- Louise Waxler is point of contact

Action: member clubs to consider how to help promote the event

**Bill Hurley  
Damascus Soccer Club**

## **Community Involvement Activities**

### **Affiliations**

Trish Heffelfinger, Executive Director is involved in the following community organizations and activities:

- Board Secretary, Germantown Alliance, a community organization that is comprised of citizens, businesses and organizations whose mission is to and support community based programs in Germantown.
- Member, Germantown Gaithersburg Chamber of Commerce Economic Development Task Force
- Member, Germantown Leadership Council developed by Councilman Mike Knapp.
- Member, Germantown Health Care Alliance organized by Shady Grove Adventist Health Care
- Board Member, Montgomery County Conference and Visitors Bureau
- Co-Sponsor, Germantown Walk for the Homeless held at the Maryland SoccerPlex for the past three years
- Participant, Germantown Town Center Urban Park clean up on Community Service Day 2006.
- Speaker at the Seneca Valley HS career day program and internship program.
- Steering Committee member, Sports Council of Montgomery County
- Member, Maryland State Youth Soccer Association
- Member, National Soccer Coaches Association of America (NSCAA)
- Member, US Youth Soccer Association

Louise Waxler, Director of Soccer Programs, has the following affiliations:

- Current President, National Soccer Coaches Association of America (NSCAA)
- Executive Vice President, Maryland State Youth Soccer Association
- Founder, Kicks Against Breast Cancer Tournament

### **Activities/Events**

Established the STAARS (Students Training to Academic Achievement through Recreation and Sports) after-school pilot soccer program in Spring 2006 for middle school and high school students in the Germantown area. The program will continue in Spring 2007.

Sponsor of the Kicks Against Breast Cancer Inter-Collegiate Women's Soccer Tournament held at the SoccerPlex annually that raises money for breast cancer research and treatment.

Sponsor of the Julie Nagel Memorial Field Hockey tournament to be held at the SoccerPlex annually in August. Julie was a student at Wootton High School and died in a car accident while away at college.

Sponsor of SportsPlus soccer program for children with autism.

Arranged for the Seneca Valley High School Jazz Band, Color Guard and Drill team to perform at the ACC Men's Soccer Championship final.

Participated in the Seneca Valley Community Day with children's activities.

Participated in the Germantown Oktoberfest.

The Discovery Sports Center was a polling site for the primary and general elections.

The Discovery Sports Center is a registered county emergency shelter.

Assisted in organizing and providing field facilities for the US Department of State's Bureau of Educational and Cultural Affairs World



Cup Sports Initiative for 30 youth soccer players from 13 foreign countries.

### **Scholarships**

In 2006, the Foundation provided scholarships and grants totaling \$21,250.00.

In addition to the STAARS and Sports Plus programs described above, the Foundation provided grants/scholarships for registration in the Discovery Sports Center Multi-Sports Summer Camp, the Steve Blake basketball Camp, the And1 Basketball Camp, One on One basketball clinics, the Spring Break Camp and in the Soccer Association of Montgomery (SAM) prekicks and recreation league.

### **New Initiative**

In support of the lease provision to allocate 5% of games for soccer teams and organizations in Montgomery County that are unable to make long term commitments for use of SoccerPlex fields, the Maryland Soccer Foundation with support from the Department of Parks and Montgomery County Recreation Department will organize an annual series of "Soccer Festivals."

The events will initially be scheduled on Memorial Day, on Father's Day Weekend during the SAM-sponsored Mid-Atlantic Cup recreation tournament, and on Labor Day.

Teams from Long Branch, Takoma Park Soccer Club, the Calverton Soccer Club and others will be invited to participate in a "seven a side soccer festival." The team's registration fee for the event will be paid through a Foundation scholarship. Sponsors will be sought for t-shirts and awards and MCRD is exploring transportation options.

An organizational meeting is being set up in January with leaders in the communities listed above to develop an action plan for the event.

Maryland Soccer Foundation  
2006 Grants & Scholarship

**Sports Plus**

	Weeks	# of Ctrs/Flds	Hours	Rate	Total
Summer	8	2	1.25	40.00	800.00
Fall	8	1	2	150.00	2,400.00
<b>Total Sports Plus</b>					<b>3,200.00</b>

**STAARS (After School Program)**

**Spring**

	Field	Hrs	# of Hrs	Rate	
27-Mar	1	1.5	1.5	150.00	225.00
29-Mar	1	1.5	1.5	150.00	225.00
3-Apr	1	1.5	1.5	150.00	225.00
5-Apr	1	1.5	1.5	150.00	225.00
19-Apr	2	1.5	3	150.00	450.00
24-Apr	1	1.5	1.5	150.00	225.00
26-Apr	1	1.5	1.5	150.00	225.00
1-May	1	1.5	1.5	150.00	225.00
3-May	1	1.5	1.5	150.00	225.00
8-May	1	1.5	1.5	150.00	225.00
10-May	2	1.5	3	150.00	450.00
15-May	1	1.5	1.5	150.00	225.00
17-May	1	1.5	1.5	150.00	225.00
Field Rental			22.5		3,375.00
# of instructors					
Total Instructors	3.5		78.75	100.00	7,875.00
<b>Total STAARS</b>					<b>11,250.00</b>

**State Department**

Field	150.00	
Instructor	100.00	250.00

**Cafritz Grant**

Multi-sport camp	3,735.00	
Steve Blake Camp	1,540.00	
AND1 Camp	195.00	
Basketball Clinic	325.00	
Spring Break Camp	210.00	6,005.00

Prekicks	220.00	
SAM Rec League	325.00	545.00

<b>Total Scholarship</b>		<b>21,250.00</b>
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**Maryland Soccer Foundation  
Cafritz Grant**

	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>Total</b>
Multi-sport camp		185.00	1,110.00	2,250.00	1,340.00	3,735.00	8,620.00
Steve Blake Camp				390.00	440.00	1,540.00	2,370.00
Gary Williams Camp		585.00	645.00	1,125.00	470.00		2,825.00
AND1 Camp		390.00				195.00	585.00
Basketball Clinic	110.00	241.25	62.50			325.00	738.75
Spring Break Camp						210.00	210.00
Indoor Soccer League	3,025.00			94.65	63.19		3,182.84
Basketball Skill Camp	175.00	250.00					425.00
Basketball League			52.28				52.28
	<b>3,310.00</b>	<b>1,651.25</b>	<b>1,869.78</b>	<b>3,859.65</b>	<b>2,313.19</b>	<b>6,005.00</b>	<b>19,008.87</b>



**United States Department of State**

*Bureau of Educational and Cultural Affairs  
Washington, D.C. 20547*

*www.state.gov*

July 17, 2006

Trish Heffelfinger  
Executive Director  
Maryland SoccerPlex & Discovery Sports Center  
18031 Central Park Circle  
Boys, MD 20841

Dear Ms. Heffelfinger:

On behalf of the United States Department of State's Bureau of Educational and Cultural Affairs (ECA), I would like to thank you for organizing the use of your amazing facilities for our 30 youth soccer players in our World Cup Sports Initiative. The kids were in awe of your fields.

The purpose of the ECA's International Sports Programming Initiative is to work at the grass roots level to aid non-elite youth and coaches in discovering how success in athletics can be translated into the development of life skills and achievement in the classroom, and to spread America's message of international understanding, cultural tolerance and mutual respect. In addition, the Initiative provides the foreign participant an opportunity to establish linkages with U.S. sports professionals and exposure to American life and culture through workshops and clinics hosted by local institutions like yours.

We are fortunate to have had the opportunity to include your organization in our guests' program and would love to work with you again if the opportunity arises.

If we can assist you in the future, please feel free to call me at (202) 203-7024.

Sincerely,

A handwritten signature in black ink, appearing to read "Nina Bishop".

Nina Bishop  
Director, International Sports Initiatives  
Bureau of Educational and Cultural Affairs

## **SoccerPlex, schools partner for at-risk program**

### **Pilot project targeted for spring, principals from Quince Orchard and Watkins Mill helped develop program**

**Wednesday, Feb. 8, 2006**

by Melissa A. Chadwick  
Staff Writer

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In an effort to bring more after-school activities to at-risk middle and high school students in upper Montgomery County, a pilot academic and athletic program at the SoccerPlex is being developed and could be ready by spring.

Many at-risk students are not eligible to participate in school-sponsored athletics based on their grade point averages. This program would present an alternative for those students.

Principals from Quince Orchard, Watkins Mill Seneca Valley and Northwest high schools and the corresponding middle schools are developing the after-school program with the Maryland Soccer Foundation, according to Trish Heffelfinger, executive director of the foundation.

Details are still being worked out, but about 10 to 20 at-risk students from each school would participate.

Students would spend two days a week in an after-school academic program at their schools and two days at the SoccerPlex involved in soccer activities.

“We want it to involve skill development and games,” Heffelfinger said in a recent interview.

Montgomery County Public Schools will provide transportation to and from the SoccerPlex at the South Germantown Recreational Park in Boyds.

“I think it’s a terrific idea,” said Seneca Valley Principal Suzanne Maxey. “We can give a carrot to kids who may not always want to come for extra help. They’ll be getting that help and they’ll get a reward.”

A final plan still needs to be approved, but Heffelfinger said she hopes to launch the program sometime in March or April.

There is the potential to bring the program to elementary school students in the future, she said.

The program will be funded with money from a \$6 million gift to the SoccerPlex from Discovery Communications founder John L. Hendricks, she said.

“So much of the soccer conversation has been about the haves, and the haves and the haves,” County Councilman Michael J. Knapp (D-Dist. 2) of Germantown said. “This allows the SoccerPlex to reach out and do something for at-risk youth.”

All county schools require a 2.0 grade point average to participate in sports.

The SoccerPlex program allows students who might be ineligible for those programs to participate and possibly improve their athletic and academic skills.

“Hopefully, we’ll see the GPAs improving,” Heffelfinger said. “If they’re working on their academics, they can get eligible for school sports.”

Maxey agreed and added that she hopes students who are interested in playing high school athletics get involved.

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## **Non-Sports Events**

The Maryland Soccer Foundation is able, through a waiver process, to schedule non-sports events at the Maryland SoccerPlex and Discovery Sports Center. These activities provide an additional source of revenue for the Foundation and in some cases fill vacant space between sports seasonal activities.

It was originally anticipated that many of these events would be trade shows, conferences and expos however the majority of events are cultural community events for which there is no adequate venue in Montgomery County. As the largest open space under roof in the County, the Discovery Sports Center is uniquely able to offer event organizers the ability to have music, food, vendors and cultural activities

### **Process**

An event organizer meets with Foundation staff who determines availability and whether the event is appropriate for the venue.

If deemed a potential event, MSF staff schedule a meeting with event organizer, Park Manager, a representative of Park Police Special Operations, Fire Marshall and Health Inspector (if applicable).

Following the above meeting, Park Police conducts an Event Analysis which will be sent to the Director of Parks with the accompanying request for waiver.

It is the intent that these non-sports events will not displace sports activity. When making the decision to host a non-sports event that may impact a sports event, the Foundation considers the short-term and long-term revenue potential of the event and the positive impact for the community. In 2006 one day of sports activity was displaced.

### **Attachments**

Waiver requests and approvals for 2006.

Planned 2007 event waiver requests.

## 2006 and 2007 Non-Soccer Event Summary

Organizer: The Iranian Students' Foundation

Event Name: **Chahar Shanbeh Souri cultural gathering**

2007 Event Date: March 10

2006 Event Date: March 11

Location: Maryland SoccerPlex parking lot adjacent to field 14-17

Attendees: 1000

Timeline: Setup at noon  
Event 6 pm to 11 pm  
Clean up 11 pm to midnight

Type of Event: Iranian New Year Celebration. Cultural gathering with music. Tents containing information about their organization and two sister organizations.

Misc Notes: 2<sup>nd</sup> year event; family event; an event analysis was performed prior to the 2006 event -major concern was the "Fire Jumping" activity & outdoor music. The Fire Jumping was done according to fire code requirements and in a controlled environment. The organizers were expecting 350 people based on last year's total of 300. Due to excellent weather the attendance reached about 1000 attendees. The larger crowd caused the staff to scramble to open parking lots to accommodate more vehicles. There were no other outdoor events so parking was plentiful. Music was controlled by having enclosed speakers and directing them away from the houses and into the crowd for maximum absorption. There were four Park Police on duty during the entirety of the event.

2007: Develop a Parking Management Plan; increase Park Police in accordance with increased attendance.

Concessions: Event will have a licensed vendor selling Persian sandwiches and sodas, no alcohol

Contact: Venous Mokhtari, Iranian Student Foundation, University of Maryland, CP

Revenue: \$1050 for parking lot rental



Organizer: United Cultures & Mayhem Productions

Event Name: **Mela 2007**

2007 Event Date: March 16-18

2006 Event Date: June 10 & 11

Location: Discovery Sports Center at the Maryland SoccerPlex

Attendees: 2000

Timeline: Friday - Setup

Saturday - 7 am to 10 am Vendor Move in

10am to 11:30 pm Event Hours

11:30pm to 1:30 am Clean Up

Sunday 10 am to 7pm Event Hours

7 pm to 11m Vendor Move Out & Clean Up

Type of Event: South Asian cultural event. Vendors selling food, arts and crafts, and misc items.

Stage for performances and dancing

Misc Notes: 4<sup>th</sup> year event; family event. Attendance had been decreasing from 1<sup>st</sup> year of 7,500 to last year of about 1,500 through out the weekend. Park Police has been reduced every year accordingly. Only recurring issue is the vendors park their vehicles on the grass to be closer to the building. Park Police presence has been reduced from 4 to 1 over the years for this event.

2007: Create a Parking Plan for vendors

Concessions: Licensed vendors selling South Asian food

Contact: Mihir Patel – 301.448.8239

Revenue: \$10,000

Organizer: American Consumer Shows

Event Name: **Home and Garden Show**

2007 Event Date: March 22-25 (Spring)  
September 13 &16 (Fall)

2006 Event Date: N/A

Location: Discovery Sports Center at the MD SoccerPlex

Attendees: 5000

Timeline:

Thursday	9 am to 9 pm	Move- In
Friday	9am to 10pm	Open to Public
Saturday	9am to 10pm	Open to Public
Sunday	9am to 8pm	Open to Public
	8pm to 1am	Move- Out and Clean Up

Type of Event: Vendors displaying Home and Garden Products. The company produces over 20 Shows on the East Coast. [www.AmericanConsumerShows.com](http://www.AmericanConsumerShows.com)

Misc. Notes: MSI March Madness Tournament will be taking place on outside fields. 1<sup>st</sup> time for Home and Garden Show in Montgomery County. An event analysis to be done. One weekend of an seven week volleyball schedule was displaced due to this event. The result is an increase in revenue to the Foundation of \$5,000.

Concessions: Stellar Event Management contracted by the MD SoccerPlex

Contact: Craig Gitlitz – President, American Consumer Shows, 516-422-8100

Revenue: \$15,000

Organizer: MD Soccer Foundation and Montgomery County

Event Name: **Asian Pacific American Month Celebration**

2007 Event Date: May19

2006 Event Date: May 20

Location: North Side of Discovery Sports Center (Outdoors)

Attendees: 750

Timeline:

Saturday	7am to 10 am	Set-Up
	10am to 7 pm	Event Hours
	7 to 10 pm	Clean Up

Type of Event: Cultural festival celebrating Asian Pacific American Heritage Month. Event is co-sponsored by Montgomery County. Vendors selling food, arts & crafts and live entertainment.

Misc Notes: 2<sup>nd</sup> annual event; family event; in 2006 the event was scheduled in conjunction with a Washington Freedom women's soccer match in the stadium. Very low attendance; there were no issues.

2007: Until this event grows and requires the full resources of the DSC, plans are to move it outside behind the DSC and open up the building for other sporting activities.

Concessions: Licensed food vendors selling array of Asian Food

Contact: Mihir Patel- Maryland Soccer Foundation 301.528.1486

Revenue: \$0; the Asian community is looking for a venue to develop a major cultural festival

Organizer: Maryland SoccerPlex & Mayhem Productions

Event Name: **Kids Health and Sport Expo**

2007 Event Date: June 16 - 17

2006 Event Date: N/A

Location: Discovery Sports Center at the MD SoccerPlex

Attendees: 3000

Timeline:

Friday	1 pm to 7 pm	Setup
Saturday	7am to 10 am	Vendor Move In
	10 am to 7 pm	Event Hours
Sunday	10 am to 7 pm	Event Hours
	7 pm to 1 am	Move-Out and Clean Up

Type of Event: Promote healthy lifestyles for kids. There will be sporting clinics, games, the latest in kid's products, safety information, & entertainment for the whole family.

Misc Notes: 1<sup>st</sup> time event. Being held in conjunction with the Mid-Atlantic Cup recreation level soccer tournament organized by the SoccerPlex . Target is children from infancy to high school.

Concessions: Stellar Event Management contracted by the Maryland Soccer Foundation

Contact: Mihir Patel – 301.528.1486 Mayhem Productions

Revenue: \$5000

Organizer: Afghan Sports Federations

Event Name: **Afghan Soccer Final and Festival**

2007 Event Date: July 1

2006 Event Date: July 4

Location: MD SoccerPlex Stadium and Discovery Sports Center

Attendees: 3000

Timeline: 1 pm to 4 pm Soccer Match in the Stadium  
4 pm to 11:30 pm Discovery Sports Center  
11:30pm to 1 am Clean Up

Type of Event: Final Match of the Afghan Sports Federation (Regular Tournament held in Fairfax). Awards ceremony and stage performances in the DSC after the game; Vendors displaying/selling items.

Misc Notes: 2<sup>nd</sup> year event. Only held the final match of the soccer tournament in the stadium. All other matches were played in Fairfax County. In 2007, organization may request to play all matches at the SoccerPlex. There were no other activities at the SoccerPlex in 2006. There were six Park Police on duty. An issue arose when minor changes in the floor plan developed by the organizer displaced some audience members in front of the stage.

2007: Develop a plan whereby the organizer's staff collectsparking and admission tickets. Develop an agreed up layout/floor plan for the event from which they may not deviate.

Concessions: Licensed Food Vendor selling ethnic food

Contact: Atiq Panjshiri – 240.777.6352

Revenue: \$6500

Organizer: The Gavaria Group

Event Name: **Colombian Festival IV**

2007 Event Date: July 21 - 22

2006 Event Date: August 20

Location: Discovery Sports Center, Plaza and North Side of Discovery Sports Center

Attendees: 3000

Timeline:

Saturday	9 am to 9 pm	Set-Up
Sunday	7am to 9am	Vendor Move In
Saturday	9am to 9pm	Open to Public
Sunday	9pm to 1am	Move Out and Clean Up

Type of Event: Colombian Independence Day Celebration. Stage performances with artist from Colombia. Businesses, arts & crafts, and food vendors on site.

Misc Notes: 2<sup>nd</sup> year event; family event; a one day special event alcohol permit was approved and issued to the event organizer. A tightly controlled "Beer Garden" was set up on the Plaza area above the stadium; this was the first event to serve alcohol. All alcohol was kept in a restricted space. In addition to the 10 Park Police on duty, the organizers provided there own professional "Event Staff". They were expecting about 8,000 attendees throughout the day, however only 3000 attended. The organizers were disappointed in the attendance however there were no issues.

2007: Develop a tighter, better organized Set-Up schedule; due to reduction in space required a corresponding reduction in the number of Park Police needed will be analyzed.

Concessions: Licensed vendors selling Colombian Food

Contact: Ivan Gavaria – Gavaria Group – 202-409-1537

Revenue: \$9750

Organizer: JSK Entertainment

Event Name: **Falguni Pathak Garba**

2007 Event Date: October 27

2006 Event Date: October 7

Location: Discovery Sports Center

Attendees: 3000

Timeline: Set Up 5pm to 8 pm

Event Hours 8pm to 1 am

Clean Up 1am to 2 am

Type of Event: Indian Cultural Dance celebrating Navarati

Misc. Notes: Organizers were not prepared for attendees' admission into the building. Without notifying MSF staff, organizer moved the Will Call ticket station from outside to inside the DSC. Approximately 1600 attendees purchased tickets via Will Call. The change in the admission process lead to severe overcrowding at the front door of the Discovery Sports Center and the attendees became unruly which in turn became a safety issue. Park Police, Fire Marshall, and MSF staff took control of the admission process. After attendees were removed from the building and readmitted in an orderly fashion, the event ran without incident. There were four Park Police on duty. This was also the weekend of the WAGS soccer tournament however all activities were completed prior to the commencement of this event. The 2007 event will not be on a tournament weekend.

2007: Event organizers will be required to submit for approval by MSF and Park Police a plan to process admission to the event. An increase in the number of Park Police on duty at the event is anticipated.

Concessions: Licensed Food Vendor selling Indian Food

Contact: Kirit Udeshi 703.989.9392

Revenue: \$3,000

## Trish Heffelfinger

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**From:** Rosenthal, Gordon [Gordon.Rosenthal@mncppc-mc.org]  
**Sent:** Thursday, December 08, 2005 10:13 AM  
**To:** Trish Heffelfinger  
**Cc:** Turnbull, Dean; william.mooney@mncppc-mc.org; Barber, Nat  
**Subject:** RE: 2006 Event

I have no problem with this. We do this at the activity center at the Ag. Hist. Farm Park and it seems to run smoothly.

-----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Wednesday, December 07, 2005 11:21 AM  
**To:** Rosenthal, Gordon  
**Cc:** Turnbull, Dean; Mooney, William  
**Subject:** 2006 Event

Gordon,

I wanted to run a future event by you. The Montgomery County Board of Elections have asked to use the Discovery Sports Center on Primary Election Day (9/12) and Election Day (Nov. 7) next year as a polling site. They would be here from 7am-8pm and would expect 2-3,000 people over the course of the day.

We think it's a good opportunity for exposure among residents who may never have been to our facility or the Park. This is a community relations event rather than a revenue generator.

Please let me know your thoughts and if you have any concerns. Thanks.

Trish

Trish Heffelfinger  
Executive Director  
Maryland Soccer Foundation  
301-528-1480 (o)  
301-540-4276 (fax)  
trishheff@mdsoccerplex.org



## Trish Heffelfinger

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**From:** Rosenthal, Gordon [Gordon.Rosenthal@mncppc-mc.org]  
**Sent:** Tuesday, December 20, 2005 7:46 AM  
**To:** Trish Heffelfinger  
**Subject:** FW: Activity Request

I sent this out last Friday. Not sure where it got too.

-----Original Message-----

**From:** Rosenthal, Gordon  
**Sent:** Friday, December 16, 2005 12:29 PM  
**To:** trishheff@mdsoccerplex.org  
**Cc:** Wesley-Major, Wanda  
**Subject:** FW: Activity Request

Trish,

This looks like a go once Wanda reviews the insurance (see her note below). Wanda can be reached at 301-454-1693 and you can deal with her directly. Have a good weekend.

Gordon

-----Original Message-----

**From:** Wesley-Major, Wanda  
**Sent:** Thu 12/15/2005 9:23 AM  
**To:** Rosenthal, Gordon; Barber, Nat; Bise, Jake; Rubin, Carol  
**Cc:** Johnson, Trudye; Hamer, Faroll  
**Subject:** RE: Activity Request

Overall, this sounds like a good program. I would like to review the certificate of insurance. In addition to general liability coverage naming the M-NCPPC and MSF as additional insureds, there should be auto liability coverage with bodily injury and property damage coverage (1 Million combined single limit).

Wanda Wesley-Major  
Sr. Risk Management Specialist  
Maryland-National Capital Park & Planning Commission

-----Original Message-----

**From:** Rosenthal, Gordon  
**Sent:** Thursday, December 15, 2005 8:04 AM  
**To:** Barber, Nat; Bise, Jake; Wesley-Major, Wanda; Rubin, Carol  
**Cc:** Johnson, Trudye; Hamer, Faroll  
**Subject:** FW: Activity Request

Does anyone have any thoughts or concerns about this. On the surface it looks like a good thing.

-----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Tuesday, December 13, 2005 5:41 PM  
**To:** Rosenthal, Gordon  
**Cc:** Mooney, William  
**Subject:** Activity Request

Hi Gordon,

Today, Ken Salomon and I met with Sue and Perry Mulsteff of Damascus. Their 19 year old son, Sean, was killed in a single car collision in April 2004 about 2 miles from their house. Since then they have established the Sean Mulsteff Teen Driving Foundation to offer a more comprehensive driving program focused solely on teens. They are in the process of opening a three to four day Road Safe Teens defensive driving program in the county. The program has been endorsed by both Police Chief

Manger and Fire Chief Carr. They have highly qualified and experienced instructors, the curriculum, a site for the classroom portion however they need a site for the in-car portion of the course. I understand that they have spoken with Stephanie White at the Commission but she could not find an appropriate site.

MSF would like to work with their foundation to provide the following:

- Use of the parking lot at fields 14-17
- Weekday after school use
- Program will begin in January
- They will set up the course and manage the program
- They have liability insurance coverage and will name MSF and MNCPPC as additional insureds.

They have had very positive response to this program from the community, the State Highway Safety Administration, and the Governor's office. Again this is more of a community support event rather than a revenue generator but MSF feels that it works with our mission to help local youth.

Please let me know if you have any questions. If at all possible we would like to get back the Mulsteffs by the end of the week (December 16) so they can plan appropriately. Thanks.

Trish

Trish Heffelfinger  
Executive Director  
Maryland Soccer Foundation  
301-528-1480 (o)  
301-540-4276 (fax)  
trishheff@mdsoccerplex.org

## Trish Heffelfinger

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**From:** Rosenthal, Gordon [Gordon.Rosenthal@mncppc-mc.org]  
**Sent:** Wednesday, February 01, 2006 7:58 AM  
**To:** Trish Heffelfinger  
**Cc:** Faulconer, Debbie  
**Subject:** RE: Hours of Operations Waiver Request

I've talked with legal, police and operations and they are okay with this, so I will approve the waiver for this event.

-----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Thursday, January 26, 2006 5:45 PM  
**To:** Rosenthal, Gordon  
**Cc:** Turnbull, Dean  
**Subject:** Hours of Operations Waiver Request

Hi Gordon,  
Happy New Year. I hope you had a wonderful holiday season.

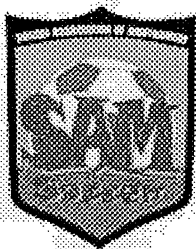
My first waiver request of the year is for a small indoor lacrosse tournament to be played on February 24 from 11:00 p.m. to 1:30 a.m. Our lease allows for us to be open until midnight and the ability to extend the hours through the waiver process.

The organization renting the facility is Champions of Tomorrow which for the past four years has been running field hockey and lacrosse programs at the Discovery Sports Center for local middle school and high school girls. This tournament is the last opportunity for the kids to play indoors before going outside. The event will be supervised by the principles of Champions of Tomorrow who are high school lacrosse coaches; and the team coaches. MSF will have a Manager on Duty.

Please let me know if this is approved. Thanks very much.

Trish

Trish Heffelfinger  
Executive Director  
Maryland Soccer Foundation  
301-528-1480 (o)  
301-540-4276 (fax)  
[trishheff@mdsoccerplex.org](mailto:trishheff@mdsoccerplex.org)



SAM Soccer is Here!

## Trish Heffelfinger

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**From:** Bradford, Mary [mary.bradford@mncppc-mc.org]  
**Sent:** Tuesday, March 14, 2006 9:10 AM  
**To:** Rosenthal, Gordon; Trish Heffelfinger  
**Cc:** Faulconer, Debbie  
**Subject:** RE: Event Info2.8.06

Gordon, Trish:

I approve these events and dates, subject to final completion of Chief Barber's event analysis.

Mary Bradford

-----Original Message-----

**From:** Rosenthal, Gordon  
**Sent:** Friday, March 10, 2006 3:25 PM  
**To:** Bradford, Mary  
**Cc:** Faulconer, Debbie  
**Subject:** FW: Event Info2.8.06

I have heard back from everyone on this and no one has a problem with the events or the dates. However, Nat has not completed the event analysis for each event.

I suggest we approve the events upon the condition that Trish comply with any conditions Nat may come up with when he finishes his analysis.

If you approve I will inform Trish. Thanks.

-----Original Message-----

**From:** Rosenthal, Gordon  
**Sent:** Friday, March 10, 2006 12:45 PM  
**To:** Barber, Nat  
**Subject:** FW: Event Info2.8.06  
**Importance:** High

Any word from your staff regarding any concerns about these events or the dates at the SoccerPlex?

-----Original Message-----

**From:** Rosenthal, Gordon  
**Sent:** Thursday, March 02, 2006 11:45 AM  
**To:** Barber, Nat; Turnbull, Dean; McMahon, Jim  
**Cc:** Horrigan, Mike  
**Subject:** FW: Event Info2.8.06  
**Importance:** High

Does anyone see a problem with these events and dates.

-----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Thursday, February 09, 2006 9:52 AM  
**To:** Rosenthal, Gordon  
**Subject:** Event Info2.8.06

Hi Gordon,

Attached is a list of events that we are working on for 2006 for which we need approval. I have provided a copy of the attached to Dean. Some are new events sponsored by MSF and others are repeat events.

Could you please review and get back to me by February 24 with your comments and/or approval? Thanks

## Trish Heffelfinger

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**From:** Trish Heffelfinger  
**Sent:** Thursday, February 09, 2006 9:52 AM  
**To:** 'Rosenthal, Gordon'  
**Subject:** Event Info2.8.06  
**Attachments:** image001.jpg; Event Info2.8.06.doc

Hi Gordon,  
Attached is a list of events that we are working on for 2006 for which we need approval. I have provided a copy of the attached to Dean. Some are new events sponsored by MSF and others are repeat events. Could you please review and get back to me by February 24 with your comments and/or approval? Thanks very much.

All the best,

Trish

Trish Heffelfinger  
Executive Director  
Maryland Soccer Foundation  
301-528-1480 (o)  
301-540-4276 (fax)  
[trishheff@mdsoccerplex.org](mailto:trishheff@mdsoccerplex.org)



SAM Soccer is Here!

**25<sup>th</sup> Anniversary Celebration of Asian Pacific American Heritage Month (May 20-21)**

- First time cultural event sponsored by Maryland Soccer Foundation
- Estimated attendance: 3,000 per day
- Working with Montgomery County Dept of Community Outreach
- Numerous Asian Companies, Association and Organizations
- Vendors, Food, Games & Activities, Stage Performances, exhibits
- Admission: free event depending on sponsorships or \$3-\$5/person
- Park police on site for traffic management support
- Soccer leagues on outdoor fields, end at 6:00 p.m.
- Request to have fireworks display
- Estimated revenue: \$5,000

Friday	9 a.m. - 5 p.m.	Set Up
Saturday	8 a.m. - 11 a.m.	Set-Up
	11 a.m. - 10 p.m.	Event Hours
	6 p.m. - 10 p.m.	Peak event hours
	10 p.m. - 1 a.m.	Clean Up
Sunday	9 a.m. - 11 a.m.	Set-Up
	11 a.m. - 7 p.m.	Event Hours
	3 p.m. - 6 p.m.	Peak Event Hours
	7 p.m. - 12 a.m.	Break Down/ Clean Up

**India Mela (June 9-11)**

- Third year cultural event, sponsored by United Cultures
- Expected attendance: 2,000-3,000 per day
- Working with Montgomery County Dept. of Community Outreach
- Numerous South Asian Companies, Association and Organizations
- Vendors, Food, Kids Games & Activities, Stage Performances,
- Admission: \$5 tickets sold on site as in previous years
- Park police on site for traffic management support
- Soccer league rain date – may or may not be outdoor activity
- Expected revenue: \$11,000

Friday	9 a.m. - 5 p.m.	Set Up
Saturday	8 a.m. - 11 a.m.	Set-Up
	11 a.m. - 12 a.m.	Event Hours
	5 p.m. - 8 p.m.	Peak Event hours
	12 p.m. - 1 a.m.	Clean Up
Sunday	9 a.m. - 11 a.m.	Set-Up
	11 a.m. - 6 p.m.	Event Hours
	3 p.m. - 6 p.m.	Peak Event Hours
	6 p.m. - 12 p.m.	Break Down/Clean Up

**Kids Expo (August 25-27)**

Friday	9 a.m. - 5 p.m.	Set Up
Saturday	8 a.m. - 11 a.m.	Set-Up
	11 a.m. - 7 p.m.	Event Hours
	2 p.m. - 5 p.m.	Peak Event Hours
	7 p.m. - 9 p.m.	Clean Up
Sunday	9 a.m. - 11 a.m.	Set-Up
	11 a.m. - 6 p.m.	Event Hours
	2 p.m. - 4 p.m.	Peak Event Hours
	6 p.m. - 8 p.m.	Break Down
	8 p.m. - 11 p.m.	Clean Up

- First time event sponsored by the Maryland Soccer Foundation
- Expected attendance: 1,000 per day
- Vendors, Food, Kids Games & Activities, Demonstration
- Working with local groups and organizations
- Admission: free event depending on sponsorships or \$3-\$5/person
- Will coincide with outdoor soccer tournament
- Park police on site for tournament and expo
- Estimated revenue: \$5,000

**Travel Show (September 8-10) \*tentative**

Friday	9 a.m. - 5 p.m.	Set Up
Saturday	8 a.m. - 11 a.m.	Set-Up
	11 a.m. - 7 p.m.	Event Hours
	1 p.m. - 5 p.m.	Peak Event hours
	7 p.m. - 9 p.m.	Clean Up
Sunday	9 a.m. - 11 a.m.	Set-Up
	11 a.m. - 6 p.m.	Event Hours
	2 p.m. - 4 p.m.	Peak Event hours
	6 p.m. - 8 p.m.	Break Down
	8 p.m. - 11 p.m.	Clean Up

- First time event sponsored by Mayhem Productions
- Travel/Resorts/Vacation/Misc. trade show
- Vendors, Kids Games & Activities, Demonstration
- Paid Admission Event
- Estimated attendance: 500-1,000 per day
- Will coincide with a soccer league weekend
- Park police on site for traffic management
- Estimated revenue: uncertain

**India Dance (October 7)**

Saturday	6:00 p.m. - 9 p.m.	Set-Up
	9:00 p.m. - 1:30 a.m.	Peak Event Hours
	1:30 a.m. - 3 a.m.	Break-Down

- First year cultural event sponsored by United Cultures
- Dance with stage performance
- Food outdoors on Plaza area
- Limited vendors indoor
- Admission event - \$25/person
- Soccer tournament during day; ends by 6:00 p.m.
- Park police on site for traffic management
- Need waiver to extend hours of operation beyond midnight
- Estimated revenue: \$2,500

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## Trish Heffelfinger

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**From:** Rosenthal, Gordon [Gordon.Rosenthal@mncppc-mc.org]  
**Sent:** Tuesday, February 21, 2006 7:52 AM  
**To:** Trish Heffelfinger  
**Cc:** McMahon, Jim; Turnbull, Dean; Bradford, Mary  
**Subject:** RE: Upcoming event - March 11

Trish,  
 I will forward this on to our new Director of Parks, Mary Bradford ([Mary.Bradford@mncppc-mc.org](mailto:Mary.Bradford@mncppc-mc.org)).

Jim,  
 You and Dean should attend this meeting.  
 -----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Friday, February 17, 2006 10:34 AM  
**To:** Louketis, Linus  
**Cc:** Rosenthal, Gordon; Mihir Patel  
**Subject:** Upcoming event - March 11

Dear Linus and Gordon,  
 We have a request to hold an event here on March 11 in one of our parking lots. It has previously been held at UMD Shady Grove but they are doing construction and can no longer hold it. We received a positive reference from them. Here's a quick synopsis of the event:

**Organizer:** The Iranian Students' Foundation  
**Event name:** Chahar Shanbeh Souri cultural gathering  
**Event date:** Saturday March 11, 2006  
**Location:** Maryland SoccerPlex parking lot adjacent to fields 14-17  
**Attendees:** 700  
**Timeline:** Setup at noon  
 Event 6 pm-11 pm  
 Cleanup 11 pm to midnight

**Type of event:** Cultural gathering with music (DJ with sound enclosed speakers to keep music volume confined to the parking lot area – tents that have  
 Information about their organization and two sister organizations.

**Concessions** They would have a licensed vendor selling Persian sandwiches and sodas, no alcohol.

**Contact:** Venous Mokhtari, President , Iranian Students' Foundation, University of Maryland, CP

We would like to set up a meeting with our Event Manager, Mihir Patel, the Iranian Student Foundation and park police on Tuesday, Feb. 21 to discuss the event. We anticipate needing 3 park police officers from 4 pm to midnight. Could you please let me know if you or your designee can attend the meeting? Thanks very much.

All the best,

Trish

## Trish Heffelfinger

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**From:** Bradford, Mary [mary.bradford@mncppc-mc.org]  
**Sent:** Wednesday, May 31, 2006 5:24 PM  
**To:** Trish Heffelfinger; Woodward, Brian; Reid-Bourne, Denise  
**Cc:** Turnbull, Dean; Louketis, Linus; Faulconer, Debbie  
**Subject:** RE: Columbian Festival Info

Trish,

I am forwarding this request to the permit office for processing. Yes, there are some approval issues and requirements related to beer, as well as for admission charges and other food/beverage sales.

Will get back to you shortly. Please contact me directly, or through Debbie Faulconer, at 301-495-2500 any time.

Regards, Mary

-----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Wednesday, May 31, 2006 4:56 PM  
**To:** Bradford, Mary  
**Cc:** Turnbull, Dean; Louketis, Linus  
**Subject:** Columbian Festival Info

Hi Mary,

I hope this finds you well and a little bit less swamped, if that's possible.

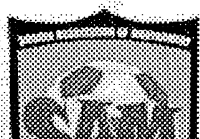
I have attached a request for a non-sporting event, the Colombian Festival, to be held on Sunday, August 20, 2006. Park Police has reviewed references for the event and sees no issue that would prevent the event from proceeding at the SoccerPlex. There will be no other activity at the SoccerPlex on Sunday, August 20.

There is one new wrinkle and that is the event organizers have requested the ability to sell beer. My understanding is that we would need your approval followed by a one day permit.

Could you please review the attached event profile and get back to me with any questions or with an approval to proceed or not. Thanks very much.

Trish

Trish Heffelfinger  
Executive Director  
Maryland Soccer Foundation  
301-528-1480 (o)  
301-540-4276 (fax)  
[trishheff@mdsoccerplex.org](mailto:trishheff@mdsoccerplex.org)



## Trish Heffelfinger

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**From:** Bradford, Mary [mary.bradford@mncppc-mc.org]  
**Sent:** Saturday, July 08, 2006 1:27 PM  
**To:** Trish Heffelfinger; Turnbull, Dean; Louketis, Linus  
**Cc:** Brett, Christine  
**Subject:** RE: DC National Guard

Trish,

I trust all went well with your request -- staff tells me that we can accommodate the DC National Guard helicopter and that you have been kept informed.

We did not have a chance personally to talk about this and other matters, but it is difficult to make time! Let's try to get together in August.

Regards,

Mary

-----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Wednesday, June 28, 2006 10:39 AM  
**To:** Bradford, Mary; Turnbull, Dean; Louketis, Linus  
**Subject:** FW: DC National Guard

Hi All,

We have had an interesting request from the Washington Freedom Soccer team regarding an appearance from the DC National Guard at a pre-game Fan Fest on July 30. The request is as follows:

The DC National Guard is going to be in Fan Fest on July 30th to teach kids about saying no to drugs and other positive lessons. They want to know if it would be possible to land a helicopter in or near the stadium as a stunt. They could either land while people are there, or land early and just have the helicopter there during Fan Fest.

I would like your thoughts regarding the National Guard landing a helicopter. Most likely we will not allow them to land at the stadium but would consider a landing in an adjacent parking lot. We would need to alert the neighbors so that they are not freaked out by the landing. We have had many medivac landings in the past so the site of a helicopter at the park is not unprecedented but the National Guard may give pause.

Could you please let me know your thoughts? Thanks very much.

All the best,

Trish

Trish Heffelfinger  
Executive Director  
Maryland Soccer Foundation  
301-528-1480 (o)  
301-540-4276 (fax)  
[trishheff@mdsoccerplex.org](mailto:trishheff@mdsoccerplex.org)

## Trish Heffelfinger

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**From:** Bradford, Mary [mary.bradford@mncppc-mc.org]  
**Sent:** Wednesday, September 27, 2006 11:12 AM  
**To:** Trish Heffelfinger  
**Cc:** Turnbull, Dean; Mihir Patel; Rosenthal, Gordon  
**Subject:** RE: Waiver to Hours of Operation

Trish,

I am advised by regional park staff that extending the hours would be OK, if all activities are taking place inside. No, if there is music, dancing, etc., outside. Your request for a waiver is granted, provided noise and sound outside the building is strictly controlled, given the lateness of the hour. Thank you for advising me of this event.

Regards,

Mary

*Mary R. Bradford*  
Director, Montgomery County Department of Parks  
The Maryland-National Capital Park and Planning Commission  
9500 Brunett Avenue, Silver Spring MD 20901  
301-495-2500

-----Original Message-----

**From:** Trish Heffelfinger [mailto:trishheff@mdsoccerplex.org]  
**Sent:** Monday, September 25, 2006 4:36 PM  
**To:** Bradford, Mary  
**Cc:** Turnbull, Dean; Mihir Patel  
**Subject:** Waiver to Hours of Operation

Hi Mary,

We have had a request to extend our hours of operation inside the Discovery Sports Center from midnight to 1:00 a.m. for a cultural event.

The event is on October 7, 2006. The event is Garba, an Indian cultural dance festival. They will be using the Discovery Sports Center. Setup is from 6-8 pm and the event runs from 8-midnight. They expect 2,000 people during the evening. We will have four park police officers on site until 1:30 a.m.. There is no alcohol at the event but there will be two food vendors. The organizer of the event, JSK Events, has run similar events here without incident.

Could you please provide me with a waiver to extend the hours of operation for this event? Thanks very much.

All the best,  
Trish

Trish Heffelfinger  
Executive Director

12/18/2006