



FRIENDS OF CIVIC STADIUM

BOX 50622 EUGENE OR 97405
FRIENDSOFCIVICSTADIUM.ORG

Lane County School District No. 4J
Facilities Management
Attn: Kathi Hernandez, Management Assistant
715 West 4th Avenue
Eugene OR 97402

RE: ACQUISITION OF THE CIVIC STADIUM PROPERTIES

To the SD 4J Board of Directors:

Friends of Civic Stadium (FoCS) is a Eugene non-profit dedicated to organizing and leading a community effort to preserve and rehabilitate Eugene's venerable, historic Civic Stadium.

In light of its place on the National Register of Historic Places and its decades of serving as a popular community venue, Civic Stadium is held in high esteem by the entire Eugene community and especially the adjacent Friendly Area Neighborhood.

Our vision is not only to preserve the stadium but also transform the structure into a vibrant community resource and public space that is active year-round—with professional sports, youth sports and recreation, family entertainment, and more. This proposal details our plans for making this vision a reality as well as providing economic development and new jobs.

Sincerely,

Dennis Hebert
President, Friends of Civic Stadium Board of Directors
Friends of Civic Stadium, an Oregon 501(c)(3) corporation
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Brief summary of the proposal

Friends of Civic Stadium's proposal is focused on the rehabilitation of the historic stadium and its conversion into a multipurpose venue with an emphasis on the fast-growing sport of soccer. Although 4J may be tempted to dismiss this proposal because of the amount offered, we believe our case is compelling and its acceptance would be good for 4J and the community. One City Counselor commented at a City Council work session on Civic that we won't always be in this era of budget tightening and when we come out of this period we'll be glad we invested in places the community values like Civic Stadium.

Friends of Civic Stadium would redevelop the site as a sports and entertainment venue. FoCS has conducted a thorough analysis of possible uses and has devised a staged plan for funding and development, including a three-year operating cost and revenue forecast. The proposal includes a phased plan for the rehabilitation of the stadium, replacement of the field, upgrading of facilities, beautification of the stands and the site, the costs of each phase, financial projections to establish its operational sustainability, benefits to 4J and benefits to the community.

This proposal is an offer of \$16.56, the current value of the \$1.00 SD in 1938 4J paid the City of Eugene for the site. Though it may seem absurd to offer only the 2013 equivalent of that \$1.00, the logic behind this proposal is that FoCS will take responsibility for keeping the site available to the public as the recreation facility it was intended to be when it was deeded to 4J in 1938. 4J students of today and tomorrow will have access to a facility that will be even better than the one 4J students in the past were able to use. This offer may seem like a token but we feel 4J has already receive more than \$5 million from the City of Eugene when they contributed to the creation and rehabilitation of synthetic fields on 4J school fields in 1998 and 2006. By accepting that contribution 4J would be acknowledging and reciprocating this \$5 million payment from the citizens of Eugene to 4J for student recreation.

NOTE: Because the 4J Board rejected the eleventh-hour request for delay that held potential of adding a bid funded by well-connected citizens favoring preservation of Civic Stadium, that group may not be able to produce a proposal by December 3. It is possible, however, that the group could choose to use their funding to add money to this bid and make it more competitive with the other proposals. In that case, we will ask the board to amend this proposal to increase the revenue in this proposal to the benefit of 4J.

Except for the conditions/contingencies stated in response to Section 3.9 Conditions and Contingencies below, the proposal is binding on the Proposer for a period of not less than ninety (90) days.

Property Development Description

FoCS proposes to redevelop the site to continue as a sports and entertainment venue, especially for soccer but also football, lacrosse, rugby, other field sports, concerts, festivals and other entertainment events. The existing grandstand will remain and be refurbished to Department of the Interior Standards, Eugene City Code and Americans with Disability Act requirements. The field will be replaced.

Cost Projections

Site Purchase

Friends of Civic Stadium will pay SD 4J \$16.56 for the 10.2 acre site. FoCS would purchase the property in as-is condition. All maintenance, upkeep and renewal would be the responsibility of Friends of Civic Stadium from the date of transfer.

Friends of Civic Stadium will provide the resources rehabilitate the stadium and the site in two phases. Phase One would put Civic Stadium back in operation and Phase Two would make the improvements that would correct its deficiencies and highlight its beauty.

Phase One Capital Improvements

The first phase of improvements will prepare Civic to be used. The goal of these projects is to repair all damage, make the structure safe and code compliant, and improve the areas of greatest concern: accessibility and restrooms. The bulk of projects that will enhance the site will occur in Phase Two - after Civic Stadium is in operation (see next page). Costs are from Turner Construction and Chamber of Commerce estimates.

Stadium Repairs	
structural upgrades	\$325,000
roofing	\$145,000
exterior repairs and painting	\$75,000
Site repairs - parking lot	\$20,000
Field improvements	\$150,000
Permanent facility improvements	
electrical	\$50,000
plumbing	\$50,000
fire suppression	\$200,000
Temporary facility improvements	
admin facilities	\$15,000
accessibility	\$30,000
restroom upgrades (inc. ADA)	\$15,000
Engineering and contingencies	\$115,000
Total Estimated Cost	\$1,190,000

Phase Two Capital Improvements

These second phase improvements will be prioritized and implemented as grant and donor/member funding allow. We expect to have a great deal of discussion with the community about what is most important and details of how each task should be done. These improvements will be done as the money to accomplish them becomes available through grants, donations, memberships and gate receipts.

Stadium repairs	
permanent ADA improvements	\$90,000
ground seal under stadium	\$60,000
vertical siding or murals	\$50,000
upgraded restrooms	\$30,000
upgraded locker rooms	\$30,000
expose timbers to public	\$100,000
Site repairs	
fencing	\$75,000
lighting	\$130,000
sound	\$150,000
entry	\$100,000
offices	\$75,000
concessions	paid by concessionaires
landscaping	\$50,000
transit facilities	\$70,000
Field replacement	\$400,000
Total Phase Two Estimate	\$1,410,000

Revenue

I. Terms of Purchase

Friends of Civic Stadium would purchase the property in as-is condition. All maintenance, upkeep and renewal would be the responsibility of Friends of Civic Stadium from the date of transfer. Friends of Civic Stadium would pay SD 4J \$16.56.

II. Sale Conditions/Contingencies and Projected Timeline to Resolve

The FoCS proposal attaches no conditions or contingencies to this offer and will accept all responsibility for maintenance, liability, upkeep, repairs, improvements and security upon transfer of ownership.

III. Development Proposal Follow-through Assurance

Friends of Civic Stadium has focused on its mission to preserve the stadium for five years, through thick and thin. Our record of persistence is proof of our ability to see through our commitment; we are not going away, no matter what challenges lie ahead. As to the preservation of the grandstand, since that is our reason for being and the cornerstone of this proposal, Friends of Civic Stadium gives enthusiastic assurance that the grandstand will not only be retained but will be made better than it ever was with accessibility, fire-suppression systems and beautification that exposes the amazing structure that now lies hidden.

IV. Requirement for Fundraising and/or Public Contributions or Incentives

Although our bid does not require fundraising, the money for capital improvements does. To make the case that FoCS is able to raise the funds to refurbish we have created an escrow account that, within the first two weeks of existence received contributions of over \$200,000 – nearly 20% of our Phase One needs, \$1.2 million.

A major source of our capital improvement funding for Phase Two will be grants. Once we gain site control, there are numerous grants for which we qualify. Olympic Stadium, a near twin of Civic in Hoquiam, Washington, for example, received a \$400,000 historic preservation grant to refurbish the grandstands. Additional grants are available from local, state and federal jurisdictions are available for historic preservation, economic development and youth development. We will focus our efforts to obtain grants on grantors that traditionally give to historic preservation and environmental projects; grantors such as Meyer Memorial Trust, Oregon Community Foundation, Collins Foundation, M. J. Murdock Charitable Trust, Spirit Mountain and Kresge Foundation.

In-kind donations, many already offered, will be a significant source of capital, both materials and labor. Major sponsorships and naming opportunities are also sources of capital. An infusion of funds or a sustainable revenue stream will come from sales or leases of the unused portion of the site to developers for organizations or business operations that are compatible with the stadium.

Sustainable Operations

Besides capital improvements, the district asked for assurances that sustainable operation is feasible. To establish viability, FoCS first commissioned a study by Vox Public Relations. Vox used focus groups to determine that there would be demand for soccer at Civic Stadium that could, with proper management, anchor a sustainable sports and entertainment business. With that information FoCS began an extensive research project that looked at the local market for this size stadium and an analysis of comparable venues in other communities. The resulting report makes a strong case for the viability of a rehabilitated Civic Stadium as a business venture.

Venues we researched include Starfire Sports in Tukwilla, Washington, a non-profit soccer complex with a layout that is similar to the complex of fields around Civic Stadium; Corvallis Sports, an indoor soccer facility; Rickwood Field, a historic ballpark in Alabama; Olympic Stadium, a virtual twin of Civic owned by the city of Hoquiam, Washington; Lambeau Field in Green Bay, Wisconsin; and Eugene's WOW Hall.

We based the three-year financial projections in the charts below on data collected from the venues listed above and other sources (listed below each chart).

Three Year Cost Summary

Costs	2015	2016	2017	Notes
Salaries	\$80,000	\$90,000	\$100,000	1
Maintenance and utilities	\$60,000	\$62,000	\$64,000	2
Insurance	\$20,000	\$21,000	\$22,000	3
Advertising	\$8,000	\$13,000	\$14,000	4
Contribution to improvements	\$0	\$25,000	\$40,000	5
Misc costs	\$22,000	\$27,000	\$30,000	6
Total costs	\$190,000	\$232,000	\$264,000	

Three Year Cost Summary Notes

- 1 Although G2 Strategic's 2010 plan for Civic budgeted over \$700,000 for salaries, the major portion was for personnel to run a United Soccer League team. Under this plan, the regular use of Civic will be semi-pro soccer and local sports (with occasional regional and national events) so much less will be required for personnel. Olympic Stadium, Civic's "twin", owned and operated by the city of Hoquiam, WA, budgets only \$40,000 per year for personnel. The budget in this plan starts at \$80,000 rising to \$100,000 because it is our intention for Civic to be in use more hours per day and days per year than Olympic given our greater population (350,000 in Lane County, OR vs. 70,000 in Grays Harbor County, WA). The manager will apportion the staff budget and depend on student interns and a considerable contingent of those who have already expressed a desire to volunteer.
- 2 School District 4J, Civic's present owners, spend a little more than \$30,000 per year on maintenance. For fiscal 2011-12, Olympic Stadium budgeted \$16,000 for maintenance, \$4000 for repairs and \$70,000 for utilities for a total of \$90,000. Green technology (low voltage lights, for example) will allow us to halve Olympic's utility costs according to an EWEB estimate. Increases after a first year projection of \$60,000 are the result of an

estimated 3% inflation index.

- 3 Insurance costs at Olympic Stadium are \$14,000 but increased usage would likely increase Civic's insurance costs over Olympic's by a third.
- 4 Advertising: Using ad rates from local media sources, the advertising budgets of the Eugene Ems, the non-profit WOW Hall, the Shedd and the Cuthbert Ampitheater, as examples we anticipate needing to spend between \$700 and \$1200 per month. The use of social media will keep our print ad buys lower than would have been necessary in years past.
- 5 Beginning in 2016, the management will allocate a portion of revenue over expenses to scheduled improvements to comfort, aesthetics and support for a variety of activities. That contribution starts at zero to give management time to build booking density and attendance.
- 6 5-10% of total is a standard line item for unanticipated contingencies. Ours is 10%.

Three Year Revenue Summary

Revenue	2015	#	2016	#	2017	#	Notes
Lease, EMFC	\$25,000	~100	\$25,000	~100	\$25,000	~100	1
Non-EMFC kid's soccer games	\$3,000	35	\$3,000	35	\$3,000	35	2
Rental, soccer, premier leagues	\$27,000	15	\$27,000	15	\$27,000	15	3
Rental, tournaments	\$16,000	2	\$24,000	3	\$32,000	5	4
Adult soccer leagues	\$30,000	100	\$36,000	120	\$42,000	140	5
Soccer friendlies	\$25,000	2	\$25,000	2	\$25,000	2	6
Rental, other community sports	\$2,000	20	\$3,000	30	\$3,000	30	7
Rental, college sports	\$9,000	18	\$10,000	20	\$11,000	22	8
Concerts and shows	\$42,000	7	\$48,000	8	\$54,000	9	9
Festivals	\$4,000	2	\$6,000	3	\$8,000	4	10
Concessions	\$18,000		\$20,000		\$24,000		11
Merchandise	\$15,000		\$17,000		\$20,000		12
Total Revenue	\$216,000		\$244,000		\$274,000		

Three Year Revenue Summary Notes

- # Number of dates anticipated for each use for the year in the column to its left.
- 1 Eugene Metro Fútbol Club (EMFC), currently has an agreement with Lane Community College (LCC) to pay \$50,000 per year to use two of their fields when they are not used by LCC teams. Civic's one field has a better location and EMFC is prepared to rent it at at least \$25,000 per year.
 - 2 A venue like Civic is in demand for championship soccer games played by under-18 boys and girls according to Emerald Kidsports of Eugene and the experience of Starfire Sports. Average field rentals for kid's teams at Starfire are \$50 per hour (\$100 per hour with lights). Our figures are conservative in the number of dates and rental rates.
 - 3 EMFC's Azul Women's Premier Soccer team was formed in 2012 and played 5 home games to paying crowds of 500-600 at South Eugene High School and a new EMFC men's team, Mundial has now been formed. Ticket price: \$5. Venue share 25%. 2015 attendance estimate: 22,000. EMFC is now associated with the Portland Timbers as a member of the Timbers Alliance, an association that is likely to double attendance. We

- are not including in these figures, but expect to have using Civic as their home field, the newly formed Professional Development League team, Lane United Fútbol Club.
- 4 Soccer teams are anxious to play in tournaments so they can match up against the best competition in one location. At Starfire Sports in Washington, teams pay between \$100 for the younger kids to \$850 for college teams to play in tournaments and Starfire hosts up to 40 of these tournaments per year. Civic would co-host the tournaments with 4J and the City of Eugene to use the fields in the adjacent Amazon Creek schoolyards and park with the entry fee revenue being shared among Civic, the City and 4J. We estimate Civic's share at 1/3 of 100 teams at \$500 per team with a conservative estimate of 10 tournaments in the first 3 years of operation.
 - 5 The management of some soccer facilities are moving more to establishing leagues rather than renting their fields. This cuts out middlemen and gives them more consistent control in assuring their facilities are used safely and properly. Some venues actually see the largest portion of their revenue from leagues. One example charges \$675 per team per season with four seasons - 12+ leagues with 8+ teams in each. But, as this example is an indoor facility, without a fieldhouse, a safe estimate for Civic is for half the teams in half the seasons at half the cost per team.
 - 6 When a team of elite local soccer players host teams from Germany, Mexico, Italy and other high-level soccer countries, they are a big draw. On June 29, 2009, for example, Bayern Munich, on their way to play the Portland Timbers at Jeld-Wen Field in Portland, played a friendly at Willamette High School at which soccer fans had to be turned away after the 2400 person capacity was reached. Tickets were \$10. Friendlies at Civic would draw at least twice the attendance according to EMFC's director of coaching. 25% to venue. 2015 attendance estimate: 10,000.
 - 7 Lacrosse, ultimate Frisbee and rugby are among the country's most rapidly growing field sports. Their enthusiasts, plus Kidsports and other youth organizations, say Civic would be a perfect venue for big matches and tournament championships. Sports like Chicago softball, kickball, team handball, volleyball, and field hockey just need a place to play in order to grow. G2 estimated 50 dates at \$250 per date for \$12,500 in revenue. But because we will keep rates very low for community sports, these will not provide high revenue. We feel it is our responsibility to provide recreation to the community and this service will also build interest in the stadium and, thus, attendance at revenue events.
 - 8 Northwest Christian University (NCU) is enthusiastic about using Civic as its home field sports venue. There is also the possibility of LCC and UO club sports utilizing the facility. Fees would depend on ticket prices and need for lights, scoreboard, security and cleanup. These figures are NCU's with an additional conservative 50% of their use fees that would come from other college teams and clubs.
 - 9 G2 projected 20 concerts and shows per year with an average attendance of 2250 and an average ticket price of \$30 with an average of 15% to venue. Our prospective booking agency estimates Civic will host 7-9 concerts at \$20 per ticket. 2015 attendance estimate: 14,000. 15% to venue.
 - 10 Assuming aggressive establishment of annual festivals, G2 projected 10 per year each of which would pay \$2500 in rent (\$25,000). Our research sources indicate we should start with two festivals at \$2000 in rent. 2015 attendance estimate: 4000.
 - 11 Concession revenues are calculated at 34 cents per paid attendee, half of G2's figure. The estimated paid attendance for 2015 is 14,280. Exclusive contracts with vendors

such as beverage companies (pouring contracts) would likely increase this source of revenue once Civic Stadium is in full operation.

12 Merchandise revenues are calculated at 28 cents per paid attendee, half of G2's figure.

Research sources:

Britt Festival, Jacksonville, OR	Eugene School District 4J, Eugene
Emerald Kidsports, Eugene	Lane Community College, Eugene
Corvallis Sports Complex, Corvallis	Northwest Christian University, Eugene
Eugene Metro Fútbol Club, Eugene	Olympic Stadium, Hoquiam WA
Eugene Emeralds, Eugene	The Shedd, Eugene
City of Eugene, OR	Starfire Sports, Tukwila WA
G2 Strategic, Portland/Bend	University of Oregon, Eugene
Rickwood Field, Birmingham AL	Kesey Enterprises, Eugene
WOW Hall, Eugene	Eugene Public Library, Eugene
Eugene Water & Electric Board, Eugene	Green Bay Packers Football Club, WI
Musco Lighting, Oskaloosa, IA	Maude Kerns Art Center, Eugene
LCC Non-Profit Management Program	

Additional Benefits to SD 4J

We firmly believe that, in the case of Civic Stadium, non-revenue benefits warrant significantly more than the 50 points designated for them. We hope that the 4J Board will agree because the screening committee is certain to give this proposal little or no credit in the 50 point Revenue category. To choose this proposal, the board would have pick one that does not score well on the criteria in the RFP. But since board members have repeatedly told us that they consider as very important community benefit and the wishes of the community, this is an opportunity for them to show the truth of those remarks and their community spirit.

We also feel that the screening criteria “Additional Benefits to SD 4J”, “Community Benefit of Proposed Use” and “Preservation of Grandstands for Continued Use” (worth the other 50 points) are all parts of the whole. In other word, we feel that the historic structure is an integral part of the community and that benefits to the community are benefits to 4J and its students. But since the RFP asks us to separate the benefits, under “Additional Benefits to SD 4J” we would list:

1. High quality, all-weather sports and recreational facilities will be available to SD 4J students for community and interscholastic team sports event and practices.
2. A refurbished Civic Stadium would be an ideal site for state and district tournaments in football, soccer and other field sports, band competitions and many other extra-curricular activities and events. It is just the right size (4500 seats), with a covered grandstand and in a central location.
3. Civic Stadium would be available once again for high school graduations.
4. The stadium and site will be made available for field trips on topics ranging from history and archaeology to biology and engineering or even as a classroom for practical skill, project oriented learning.
5. Student internships in all phases of management, maintenance, historic renovation, etc. would provide practical, real-world work experience for 4J students in general and students at-risk or with disabilities in particular.
6. 4J would garner a great deal of good will from the large percentage of citizens (mostly voters) who oppose awarding the site to a developer that would tear down the stadium by showing the community spirit to listen to their wishes.
7. Awarding the site to a proposer dedicated to preserving and rehabilitating the stadium would go a long way toward erasing the stigma of poor stewardship that came from allowing it to deteriorate.
8. Awarding to an as-is bid would avoid long lasting appeals and protests that could result in 4J ending up right where they have been for the last four years.
9. Civic Stadium is a legacy from our predecessors who got it built in a time of great hardship. As its steward 4J can build on the legacy by making sure it ends up in the hands of those that will carry it forward for future generations.

Community Benefit of Proposed Use

1. **Provides economic development.** Stadiums close to downtowns act as economic engines and are so desired that cities spend ten to twenty times the cost of a refurbished Civic to build them. Before and after going to events at the stadium, locals and out-of-town visitors alike patronize the restaurants, shops and clubs nearby. Tournaments draw people from outside the area to stay in the hotels and B&Bs. There are even “ballpark pilgrims” who travel to experience historic ballparks. Janis Ross of Travel Lane County sees Civic as the main venue for large field sport tournaments that would also rent the 4J fields at South and Roosevelt and city fields in Amazon Park. In a “triple bottom line” cost-benefit analysis, a refurbished Civic fares well economically. The rise of soccer has fueled demand for a venue just the size and location of Civic and recent reports from Vox Public Relations and Friends of Civic Stadium document the viability of sustainable operations there.
2. **Creates jobs.** Local contractors will do the construction on the stadium, a local management firm will operate the venue and many, many of our community youth will have the same opportunity for first jobs at Civic that generations of area youth before them had.
3. **Fills community venue need.** We know from a 2012 focus group study by Vox Public Relations that games like soccer at Civic Stadium would attract a mini-United Nations of fans. Being the most popular sport in the world, soccer’s appeal is growing fast in the US and shows no signs of waning. In addition to its homegrown players and fans, an ever-increasing fútbol–crazy immigrant population is creating this growth. Eugene Metro Fútbol Club’ youth and semi-pro teams, now part of the Portland Timbers development leagues, are ready to start renting Civic as soon as it is available. Northwest Christian University and Lane United Fútbol Club are also anxious for Civic to reopen as is Bev Smith, Kidsports Director. Representatives of every imaginable sport from football and lacrosse to rugby and ultimate Frisbee have inquired about using Civic - as have concert promoters and organizers of numerous other events (festivals, outdoor movies, even car shows.) A renewed Civic Stadium would be in demand year-round.
4. **Builds community.** For all but the last four of its 75 years, Civic Stadium was one of the few places for the community to gather that was affordable and featured family-friendly entertainment; a place where people from different social circles mixed - farmers with lawyers, engineers with cooks. With soccer we’ll add the growing immigrant community to the growing home-grown youth soccer families to the stands. Civic Stadium is the kind of place that will build social bonds by bringing diverse citizens together.
5. **Has community support.** Support for Civic runs deep. As deep as when, in 1938, Lane County citizens in the midst of the Great Depression found a way to pull together to make a dream of a centrally located gathering place into the reality of Civic Stadium. They gave what they could, some large donations, some tiny; some gave materials, others pitched in with their labor; all in a generous spirit of community not unlike barn-

raisings and the support neighbors give to neighbors in distress. It was 75 years ago that the business community, led by the Chamber of Commerce, brought together school children, timber companies, federal and local governments and voters to meet the need of the three high schools for a place to play football. And they were rewarded with much more than a football stadium. Civic became the place for all kinds of events from concerts to rodeos, from graduation ceremonies to funerals and, of course every variety of outdoor sports – culminating with professional baseball. Civic Stadium was (and is still) a magic place. The community provided proof of its continuing support for Civic when, in 2011, the 4J Board appeared ready to allow Fred Meyer to tear down the stadium a 4J student launched a petition drive that collected more than 5000 signatures in less than a week.

Civic is not the only example of community support to build or preserve its built environment. We also followed visionary leadership to see the building of the magnificent Eugene Public Library, the Hult Center and the LTD station. The community and the public sector also came to the rescue of the WOW Hall, the McDonald Theater and the many historic buildings on the UO campus, including Hayward Field's east grandstands. When a valued place meets a need and a visionary and practical plan emerges, we seem to be able to rally to make the plan work. The FoCS vision for Civic Stadium fits into such a convergence.

6. **Is environmentally responsible.** Demolition of Civic and its replacement with a new structure would have an enormous environmental cost. That is because replacing existing structures degrades the environment by wasting the tremendous amount of embodied energy in the stadium's tons of wood and, too, by expending new energy in the construction of what will be built in its place.

Preservation of Grandstands for Continued Use

Preservation of the grandstands for continued use is the reason for our proposal; the reason Friends of Civic Stadium exists. We are passionate about Civic and preserving it in concert with the Oregon State Historic Preservation Office (SHPO) and Restore Oregon. The change from baseball to field sports will not affect the historic features of the stadium or its listing on the National Register of Historic Places because Civic was originally designed and built for football. This renovation will actually restore it to its original design use.

The Civic Stadium grandstand is worth preserving for its future potential as well as the nostalgia so many feel toward it. Experts examining Civic Stadium agree that it is sound and stands ready for a restoration that captures its amazing hand-made beauty. Depression era, WPA built ballparks are a disappearing treasure. One of the main reasons many of them have been razed is that they were located outside of town and the trend is to use ballparks to revitalize downtowns. Eugene, though, has a genuine historic stadium adjacent to downtown ready to be restored. Is there any use for the ten-acre site that would not be enhanced by the presence of this magnificent grandstand when it is rehabilitated? Of the thousands who signed in support of retaining the stadium, many cited the “feel” of the place, the history, the view and more as their reasons. All of these features will be enhanced in a renovated Civic Stadium.

Proposer Qualifications & Experience with Similar Projects

Friends of Civic Stadium is a grass-roots organization managed by a policy-making board of directors. Directors' names and short biographies are listed below. FoCS is a 501(c)(3) non-profit corporation. FoCS, also doing business as Save Civic Stadium, has incorporated in 2008 and, with an all-volunteer operation, managed to keep alive the dream of a future for the historic structure.

The Board of Directors includes a wide variety of professionals and tradespeople who, though skilled in advocacy, know that it is essential that professional management be employed. We are fortunate, then, that there is an abundance of highly qualified and experienced management organizations and individual managers who have expressed interest in taking on Civic Stadium.

Tim Armstrong, Program Director of Lane Community College's Non-Profit Management Institute is providing us with invaluable guidance in all aspects of this effort.

FoCS Board of Directors:

1. Dennis Hebert, President and Treasurer. Founder and symbol of Friends of Civic Stadium, local activist, heartfelt supporter of Eugene's historic heritage. Retired carpenter in the State Capitol and University of Oregon. Experienced in work on historic structures.
2. Jim Watson, Secretary. Retired teacher and behavior specialist. Public school volunteer and Oregon Track Club official.
3. Christine Thompson. University of Oregon campus planner. Responsible for staffing the Campus Planning Committee, maintaining and developing campus planning and design policies applying to all campus buildings and landscapes. Managing campus historic preservation planning issues. Ten years of work on many projects ranging from large-scale development to detailed design standards. Eugene Historic Review Board member for eight years. Former City of Eugene planner.
4. Trey Imfeld. Eugene resident since 1988. Educator in the Philippines and now librarian at South Albany High School. Currently vice-president and board member of the Eugene Gleemen.
5. Nancy Classen. Eugene native, retired elementary school educator, board member of Friendly Area Neighbors.
6. Brandon Grilc. Doctoral student in UO's Historic Preservation program. Expert in the advantages of adaptive reuse of historic structures.

Conclusion

It would take a great deal of courage for the District 4J School Board to select this proposal. There would, no doubt, be loud cries of fiscal irresponsibility. We are confident that the Board would, however, receive a much greater outpouring of gratitude and that the appreciation would last for generations. We all want the same things, a city that is attractive vibrant and safe; a place where our children are well prepared for their world and for whom Eugene is a place they want to live or come home to. This is a proposal to help make that happen.