



NORTHERN ALBERTA REGIONAL INDOOR SPORTS CENTRE

Developed and Managed by EMSA

- **The Purpose:** Edmonton Minor Soccer Association (EMSA) to continue providing quality soccer programming for youth in Edmonton, Parkland County, Spruce Grove, Stony Plain, St. Albert, Fort Saskatchewan, Beaumont, Leduc, Fort McMurray, Grande Prairie and the rest of Northern Alberta.
- **The Proposal:** is the building of a Northern Alberta Regional Indoor Sports Center between in Parkland County bordering the City of Edmonton-aimed at helping Northern Alberta youth continue to enjoy their summer sports during the winter months.
- **The Problem:** During the 2023/2024 Indoor Soccer season only 13,000 players were able to find a place to play soccer compared to 20,000 players active during the 2023 Outdoor season. On average 35% of the youth soccer players cannot continue playing during the winter months. The only reason our organization was not able to accommodate these players is the lack of indoor soccer fields.
- **The Solution:** EMSA already developed the former Cholla Dry Waste site into a 13-fields Sports Park. Recently, EMSA purchase an additional 15 acres of land adjacent to the Cholla site. **The plan is for EMSA to build a 260' x 440' light industrial structure that would host 4 to 6 indoor soccer fields.** The new facility will be complementary to existing indoor facilities in Edmonton and Spruce Grove and the type of surface as well as the game structure that will be hosted, will not impact the demand for the existing facilities.
- **The Plan:** EMSA, in partnership with its members and in consultation with its stakeholders, will develop a full **Business Plan, a Financing Strategy, and a Marketing Solution** based on current situation and mid-term forecasted growth in Northern Alberta.
- - **The Business Plan** will outline the need to match the current growth in demand for indoor sports facilities with a similar **growth in sport infrastructure availability**. We are already seeing a drop-in participation from outdoor to indoor sports. The additional **1.5% annual population increase** forecasted by the Alberta Government will only add to that imbalance.
 - **The Financial Strategy** will be based on a 3P approach. EMSA is estimating the overall cost of the building project to reach \$20 million. EMSA has completed the purchase of 15 acres adjacent to the existing outdoor soccer field complex needed for the project.

EMSA considers Parkland County a major player in the project. Without Parkland County's support and consideration, our goals may not be as easily achieved. No direct monies are anticipated at this time. More importantly however, what will be needed is support and consideration of a waiver of monies that the County may require in the form of development permitting fees as well as any and all levies for the development of the lands and building.

EMSA has held tentative talks with members of the Provincial Government regarding the project and in this regard, anticipate a request to their Treasury Board in the fall for consideration of funding in next years Provincial Budget under Capital Projects for the Province. We believe the project will fit the Provincial strategy for tourism and sports as well as municipal cooperation in Northern Alberta.

Tentative talks have taken place with the City of Edmonton on a funding model for the City to consider. These talks were received extremely positive from the City on many aspects.

EMSA has also already received significant interest from multi-national companies on the naming of the building (not unlike Servus Credit Union did in St. Albert on their Rec Centre) as well as various non-profit partners in this project. EMSA believes that private donations and partner participations can account for the reminder of the financial requirements.

- **The Marketing Solution** will be centered around EMSA's 25,000 young players, their families, their friends and supporters. **"IT TAKES A VILLAGE"** it's our reality: countless volunteer hours by parent-coaches, aunt-team managers, tournament organizing cousins and fund-raising neighbors. In preparation for the right marketing strategy and campaign, EMSA already started the planning of a full marketing campaign.
- **The Execution:** The construction plan is already work-in-progress. The basic site survey has already been completed and initial steps for preliminary design are underway.