ELKHORN ATHLETIC ASSOCIATION

INSPIRE A GENERATION

GIVE LIKE A CHAMPION

"EAA is based on a culture of excellence. This project is the culmination of years of building that culture and will ensure that kids in our community and throughout the Midwest continue to enjoy that level of excellence for years to come."

Kathy Rygg
EAA Board
Vice Chair

"As a founding member of the Elkhorn Athletic Association (EAA), I am excited to share with you our vision for a destination community and youth sports complex. EAA has strong roots in the community stretching back to the 1970s and a rich sports history emphasizing sportsmanship, personal development and community involvement. It is our mission to provide kids and families with an enjoyable learning experience in all aspects of youth sports. Your support for these kids and involvement in this project is instrumental in helping us bring this vision to reality. Thank you!"

Eric Crouch
EAA Board Member
and Co-Founder

"This project is about building something special by combining knowledgeable, experienced, and passionate people who want to provide kids with excellent athletic opportunities that develop them to be the best individuals they can be both on and off the field. Together we can create a robust athletic experience with state-of-the art facilities that provides families the ability to enjoy their children's athletic development in an environment that fosters achieving their full potential."

Jason McDonald
EAA Board Chair and
Co-Founder

"The EAA Sports Complex will be one of the best. That is a starting point. Much deeper, is the development of *holistic athletes, family experiences and community loyalty that will evolve* via the facility. This 'place' will foster the spirit of tradition. A place to grow, a place to excel, a place to come home – for all."

SuZanne Rogers
EAA Board Member

INTRODUCTORY MESSAGE FROM BRUCE O'NEEL

DEAR ELKHORN ATHLETIC ASSOCIATION MEMBERS, FAMILY, FRIENDS, AND SPONSORS,

As previously communicated, the Elkhorn Athletic Association has embarked on a journey to build a community-focused destination outdoor sports complex in Valley, Nebraska. This project is about building something special by combining knowledgeable, experienced, and passionate people who want to provide kids with excellent athletic opportunities that develop them to be the best individuals they can be on and off the field.

Elkhorn Athletic Association (EAA) and MD West ONE have entered into a partnership agreement that gives MD West ONE naming rights to the outdoor sports complex planned in Western Douglas County. The partnership marks an important milestone in the development of a destination multi-sport complex that will benefit the youth and their families in the surrounding communities and across the region.

We will ask all our friends – private individuals, sponsors and businesses interested in joining the EAA family – to consider a gift to this historic campaign. We know we cannot do it without you, and we believe together our dream will be realized. The ***Inspire a Generation, Give Like a Champion*** Capital Campaign is an ongoing fundraising effort, that will:

- Serve youth for generations
- Ensure there are abundant fields for area teams to practice and play games
- Attract regional teams for weekend tournaments
- Create business and job opportunities in the community

I express my gratitude for your willingness to share your gifts of time, talent and treasure. Generations of our youth will benefit from your support. Together, we dedicate ourselves to the youth and the service of our community.

Gratefully,

Bruce W. O'Neel
EAA Executive Director and Co-General Chair

"Teamwork is what makes common people capable of uncommon results."

Pat Summit, Legendary Tennessee Women's Basketball Coach

We look back on our past.
We reflect on our present.
We dream of our future.

To help meet the demands of our growing organization, we want to reinvest in our youth and provide much-needed facilities by fulfilling our groundbreaking vision for the future. With passion, generosity, bold ambition and innovative thinking we focus our efforts on completing a state-of-the-art sports complex that will become a signature destination for outdoor youth athletics and community recreation – not just for the Elkhorn and Valley communities but for the greater Omaha area and the Midwest region.

OUR MISSION, VISION AND HISTORY

EAA MISSION

We are an Elkhorn-based, nonprofit youth sports organization dedicated to providing a safe, enjoyable and positive learning environment. We serve families with children of all ages and all skill levels from the community and across the region. We encourage and support the holistic development of every child, teach leadership and other essential skills, while inspiring our athletes to seek excellence in all aspects of their lives. We will accomplish this by encouraging parental involvement and by providing professional staff, state-of-the-art facilities, and programs commensurate with ability, potential, and interest at the developmental, recreational, and competitive levels.

EAA VISION

We aim to develop a culture of excellence that establishes standards and expectations that are shared among all coaches, parents, players, volunteers, staff, board and the community. Every member of the organization will hold each other accountable and strive to make meaningful contributions. Our ongoing success will be determined by every individual's character, leadership, beliefs, passion and commitment, resulting in a first-class youth sports organization.

EAA has strong roots in the community dating back five decades. While the organization has grown and evolved, we remain aligned in mission, vision and values to serve youth sports and our surrounding community. Today they provide athletic opportunities for:

- Over 6,100 athletes (boys and girls) participate
- Vast majority of Elkhorn Public Schools' (EPS) students and the surrounding communities
- More than 3,000 Elkhorn-area families
- Offer programing in eight sports:

Over 1,600 in baseball

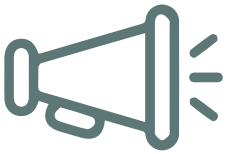
Over 1,900 in soccer

Over 1,200 in softball

Over 600 in basketball

Over 550 in football

over 70 in wrestling



over 100 in cheer

Over 100 in track and field

Over 750 parents, coaches, board members and committee members serve as volunteers on our athletic committees

Now the association has acquired the land and will begin constructing this sports complex to ensure its future viability, enhance its facilities and further its mission of development and care to the youth in our community.

"It's about the journey – mine and yours – and the lives we can touch, the legacy we can leave, and the world we can change for the better."

Tony Dungy
NFL Hall of Fame Head Coach

OUR PRIORITIES AND GOALS

The ***Inspire a Generation, Give Like a Champion*** Capital Campaign is a monumental evolution in developing a master campus. Time is of the essence. The need for athletic fields has been an ongoing issue for years. EAA and our supporters believe in the vision.

This plan will help us address our current needs, as well as take prudent, thoughtful steps to prepare for the future of our organization. During construction and upon completion, the multi-year project will offer new jobs and many benefits and amenities for the entire community:

THE LOCAL ECONOMIC IMPACT

Youth sports are big business with families frequently traveling from city to city for sporting events. EAA will host regional baseball, softball and soccer tournaments throughout the calendar year attracting teams from across the Midwest. According to Visit Omaha, a three-day tournament will bring significant revenue to the area. For example:

- 65 teams with 15 players per team
- Two-night hotel stay
- 1,200 rooms at $125/night
- Estimated area revenue of $2.2 million

We can look down I-29 for a concrete example of the financial impact offered by a single tournament. In July 2020, the Scheels Overland Park Soccer Complex hosted the U.S. Youth Soccer National Championship. The three-day event attracted over 2,600 people pumping more than $7 million into the local economy. *(Source: KSHB Radio)*

Consider the success of the Sports Force Park in Sandusky, Ohio. Officials with that facility reported a flow of $25 million annual direct spending in the community as a result of the sports center. Since it opened, area hotels, on average, rent 40,000 rooms each year – far exceeding capacity and resulting in the construction of four new hotels to meet needs. *(Source: Jim Arnold Sports Force Parks general manager)*

EAA ATHLETIC COMPLEX CONSTRUCTION COST ESTIMATE

Description	Complete Construction Cost	Phase 1 Cost 2021	Phase 2 Cost 2023	Phase 3 Cost 2025	Total Cost
Site Development Fees	$457,868	$457,868			$457,868
Baseball (Inclusive)	$418,629	$418,629			-
Baseball/Softball – 375' (1 Quad = 4 fields)	$4,080,102	$4,080,102			$4,080,102
Baseball/Softball – 275' (1 Quad = 4 fields)	$2,942,852	$2,942,852			$2,942,852
Baseball/Softball – 225' (2 Quad = 8 fields)	$4,634,564			$4,634,564	$4,634,564
Running Track	$865,673			$865,673	$865,673
Championship Field	$1,067,896		$1,067,896		$1,067,896
Soccer – Synthetic (6 fields)	$5,424,925	$4,339,940		$1,084,985	$5,424,925
Multi-purpose Fields – Natural (6 Fields)	$1,044,538		$1,044,538		$1,044,538
Batting Cages	$216,656	$108,328		$108,328	$216,656
Landscaping & Amenity Spaces	$1,177,025	$294,256	$441,384	$441,384	$1,177,025
Site Grading	$5,037,920	$2,518,960	$1,259,480	$1,259,480	$5,037,920
Site Utilities & Paving	$9,479,925	$4,739,963		$4,739,963	$9,479,925
Off-Site Improvements	$1,081,117	$1,081,117			$1,081,117
Buildings	$683,100	$561,330	$121,770		$683,100
Power	$402,500	$402,500			$402,500
Water	-	-			
Land Purchase (Valley)	$1,872,000	$1,872,000			
Estimated Construction Costs (w/o Land)	**$39,015,291**	**$21,945,846**	**$3,935,069**	**$13,134,377**	**$39,015,291**
Estimated Construction Costs (w/ Land)	**$40,887,291**	**$23,817,846**			

"Set your goals high, and don't stop till you get there."
Bo Jackson, Heisman Trophy Winner and College Football Hall of Famer

To ensure we recognize the sacrifice and success associated with giving, we have established the following benchmarks to be accomplished over the three-year campaign pledge period:

☑ $2 MILLION CELEBRATION GOAL

The minimum desired funds EAA is sought to raise from the capital campaign to begin execution of our vision for a community outdoor sports complex.

$10 MILLION CHALLENGE GOAL

Securing this level of funding will enable our association to address elements necessary to maintain fiscal responsibility and the ongoing finances for phase 1 of the master plan campus.

$23 MILLION ACHIEVEMENT GOAL

Achieving this level will enable the association to complete construction of phase 1 of the master plan campus and maintain financial stability while enhancing our vision for the beautification of the community outdoor complex.

THE PLAN

EAA's multi-sports campus will be located on 140 acres of land near 264th and Ida Streets just off Highway 275, allowing for convenient access. Phase 1 plans for the complex are to construct two athletic quads with eight turfed baseball/softball fields and four turfed soccer fields. This phase will also address infrastructure needs – a concession stand, restroom facilities, plumbing, sewage and parking for up to 1,000 vehicles. The estimated cost for phase 1 is $23 million.

OUR PLAN – YOUTH SPORTS

The primary focus will be expanding and enhancing athletic opportunities for children and teens. The complex gives EAA a home and an identity – at one location. Additionally, this endeavor is a great opportunity to collaborate with the community in supporting parents, players and coaches to enable stronger programs for young athletes.

More fields: Initially the complex will offer turfed baseball and softball fields, and turfed football and soccer fields. The future will bring more fields of all types, including lacrosse. The complex will provide enough fields so the association can host major youth sports tournaments, drawing teams from across the region. The fields will be lighted, and the complex will have bleachers, concession areas, and restrooms.

More options for club teams: Club sports teams, especially lacrosse and soccer, often face the challenge of finding fields lined for their sports. The multi-use fields at the complex will solve that challenge with a field ready for play.

More opportunities for high school athletes: The complex will enable EAA to expand programs for both male and female athletes ages 15 to 18. Many young athletes strive to play at a competitive level, even if they aren't on a high school team. The complex and the expanded teams will provide them that opportunity.

OUR PLAN – COMMUNITY RECREATION

This complex will provide space for a wide range of year-round activities for individuals and families in the area, enhancing quality of life. The association will consider adding amenities and attractions in phases, including:

- Walking paths
- Playgrounds
- Barrier-free playgrounds
- Picnic areas

OUR TIMELINE

Phase 1 construction begins fall of 2021 and to open the initial baseball, softball, soccer and football fields within the next two years. More fields will follow in the future. Additional athletic features and the desired recreation features will arrive in phases over the next three to five years.

GOOD NEIGHBOR

Our children and our community are the primary focus, providing an enriching experience for the neighboring communities as a critical consideration. EAA will be a good neighbor, making sure the facility complements nearby residential areas. Leadership will work with experts to design a traffic flow that limits the interference with Highway 275 and local county roads. Expert engineers will also develop a field lighting plan that's unobtrusive.

"The need for additional fields and places for our children to participate in athletic programs has never been greater. We are excited for this opportunity to provide our kids with these spaces and eager to build a regional destination location for all families to enjoy, one that is long overdue for the Omaha metro area and surrounding communities."

Rob Herringer,
EAA Assistant Executive Director
and Co-General Chair

"The will to win, the desire to succeed, the urge to reach your full potential...these are the keys that will unlock the door to personal excellence."

Eddie Robinson
Legendary Grambling State University
Head Football Coach

NAMING OPPORTUNITIES

An array of possibilities exists at EAA for donors interested in naming opportunities. The financial requirements for naming opportunities differ, and donors are encouraged to discuss their ideas with Joe Greco, Director of Strategic Priorities and Development. Below is a sample of potential naming opportunities. If you are interested in something that is not on the list, we would be happy to work with you. Contact Joe via phone 531-205-3541, email *joegreco@elkhornathletics.org* or the EAA office at 402-289-8358 to discuss your wishes in detail. Thank you for your generous support!

"EAA's mission and future goals drew me toward this role not only as a member of the team but also as a parent and community member excited for the next chapter of youth sports in the Greater Omaha Area and beyond."

Joe Greco
Director of Strategic Priorities and Development

EAA SPORTS COMPLEX POTENTIAL NAMING OPPORTUNITIES

Baseball/Softball Quad (4 total)	$1,000,000 per quad
Championship Field	$750,000
Victory Welcome Center	$500,000
Barrier-Free Field	$300,000
Entrance Area	$250,000
Baseball/Softball Fields (16 total)	$200,000 per field
Synthetic Soccer Fields (6 total)	$150,000 per field
Natural Grass Multi-Purpose Fields (6 total)	$100,000 per field
Concession Areas (4 total)	$75,000 per area/year
Parking Lots (4 total)	$50,000 per lot/year
Playgrounds	$40,000
Scoreboards (12 total)	$30,000 per board/year
Bleachers (30 total)	$25,000 per bleacher/year
Maintenance Equipment	$20,000 per year

"Somewhere behind the athlete you've become and the hours of practice and the coaches who have pushed you is a little girl who fell in love with the game and never looked back...play for her."

Mia Hamm
2-time Olympic gold medalist and 2-time FIFA Women's World Cup soccer champion

WAYS TO GIVE

Throughout our history, the members, families, businesses and sponsors of EAA have been called upon numerous times to strengthen our association and meet the needs of our community. Each time our supporters have responded generously, allowing our organization to expand and grow stronger.

As you contemplate a potential investment in our ***Inspire a Generation, Give Like a Champion*** Capital Campaign, there are many options that will allow you to support EAA in a meaningful way. Pledges are commitments made in good faith but are not legally binding. You may want to consider completing your pledge over a three-year period to maximize your support. This commitment can be fulfilled through monthly, quarterly, semi-annual or annual installments. Please note that your campaign commitment is over and above your seasonal athletic fees or other support.

In order to address our needs immediately, we graciously ask donors to consider a 10 to 20 percent initial payment on their commitment.

CASH OR CHECK

Gifts made by cash or check are the most common. Checks should be made payable to Elkhorn Athletic Association.

AUTOMATIC WITHDRAWAL/CREDIT CARD

Your payments can be made automatically from your checking/savings account or placed on a credit card. If you would like to give in this manner, the EAA office will contact you to make the necessary arrangements.

SECURITIES, IRA'S OR RETIREMENT PLANS

Charitable gifts of stocks, bonds or mutual funds that have appreciated offer special tax advantages and can be a great way to provide a significant gift to EAA.

REAL ESTATE

Gifts of property entitle a donor to an income tax deduction equal to the full market value with no tax on any capital gains.

LIFE INSURANCE

You can donate an old policy by simply naming Elkhorn Athletic Association as the owner and beneficiary. Or you can consider donating a new policy.

PLANNED GIFT

Planned giving is the process of carefully selecting the best method and assets for making a charitable gift. Such a gift can enable you to take full advantage of the tax laws to accomplish your financial and charitable goals. A bequest contained in your will is the most common form of planned giving.

DONATE A RETIREMENT PLAN

Naming Elkhorn Athletic Association as a primary or contingent beneficiary of a retirement plan (e.g., 401(k), IRA) can benefit both the association and your estate.

GIFTS-IN-KIND

Tangible personal property or professional services can be given to support EAA. These gifts may be eligible for a deduction of the item's fair market value, if the gift is related to the "charitable purpose" of EAA. Examples include land or property.

CORPORATE MATCHING GIFTS

A matching gift program provided through your employer or board membership may allow you to increase the value of your gift. Many companies match charitable gifts of employees, retirees or board members. Please check with your supervisor or Human Resources Director.

Note: This information is not intended as legal advice. You are advised to consult your own qualified professional adviser for specific recommendations.

"If you are afraid to fail, you will never do the things you are capable of doing."

John Wooden
Legendary UCLA Basketball Head Coach

BUDGETING YOUR GIFT

To conduct a successful campaign and achieve our goals, EAA will rely on the generosity of current and past members, families, businesses and sponsors. As you personally gauge the level of support that you will provide to our campaign, the following chart has been prepared to serve as a guide as you consider your level of support.

Total Pledge	Initial 10% Investment	Monthly	Quarterly	Biannually	Annually
$100,000	$10,000	$2,778	$8,333	$16,667	$33,333
$75,000	$7,500	$2,083	$6,250	$12,500	$25,000
$50,000	$5,000	$1,389	$4,167	$8,333	$16,667
$40,000	$4,000	$1,111	$3,333	$6,667	$13,333
$30,000	$3,000	$833	$2,500	$5,000	$10,000
$25,000	$2,500	$695	$2,083	$4,167	$8,333
$15,000	$1,500	$417	$1,250	$2,500	$5,000
$10,000	$1,000	$278	$833	$1,667	$3,333
$7,200	$720	$200	$600	$1,200	$2,400
$5,400	$540	$135	$405	$810	$1,500
$4,500	$450	$125	$375	$750	$1,350
$3,000	$300	$83	$250	$500	$1,000
$1,500	$150	$42	$125	$250	$500
$900	$90	$25	$75	$150	$300

FREQUENTLY ASKED QUESTIONS

IS THIS PROJECT TOO LARGE FOR EAA TO COMPLETE ON ITS OWN?
A project of this nature is truly a large undertaking, but history shows there's a willingness in our community — through private donors, families, businesses and organizations — to support youth sports. EAA leadership is confident that supporters recognize the need for the outdoor complex. That need, combined with the generosity of these groups, will help drive the effort.

HOW WILL WE RAISE THE MONEY?
We will raise the funds through multiple sources, including board members, campaign leaders, businesses, foundations, sponsorships and private individuals. We will ask all current and past EAA families to consider a campaign commitment. We hope everyone associated with Elkhorn Athletic Association — past, present and future — will understand the significance of this campaign and be inspired to participate in the effort.

DOES EAA HAVE THE CORPORATE SUPPORT FROM BUSINESSES IN THE ELKHORN AND GREATER OMAHA AREAS TO MAKE THIS PROJECT A REALITY?
Our business partners understand EAA's mission and recognize its vision to see this project to fruition. EAA leaders and board members continually cultivate relationships with current local business partners to educate them on our plans. We are also actively developing new relationships with other businesses throughout the greater Omaha metro area.

WHY IS EAA CONDUCTING A CAPITAL CAMPAIGN DURING THE COVID-19 PANDEMIC?
The pandemic forced all Americans to identify new ways to conduct business. Like others, we've adjusted and will continue to adjust as warranted as we move forward with our work. Just as the needs of those we serve remain, so does our vision for this new complex. As with all nonprofits, it's incumbent upon us to invite our benefactors to consider supporting us in this new endeavor. We know that other 501(c)(3) organizations continue to ask their supporters for assistance, and we too must act boldly. It's also worth noting that campaigns, at their best, have an impact beyond funds raised as they cultivate relationships and strengthen the EAA mission, which is to serve children of all ages and all skill levels from the community and across the region.

HOW CAN I HELP?
Please consider a financial gift you consider meaningful and discern how you may contribute to the future of our youth and Elkhorn Athletic Association. All we ask is that you do your best to fulfill your pledge and advise the Elkhorn Athletic Association office of any financial changes that will impact your commitment. EAA will keep all commitments confidential.

INSPIRE A GENERATION
GIVE LIKE A CHAMPION

Elkhorn Athletic Association
1402 N. 203rd St.
Elkhorn, NE 68022

CAMPAIGN DIRECTOR
Joe Greco

GENERAL CHAIRS
Jason McDonald
EAA Board Chairman
Bruce O'Neel
Rob Herringer

EAA BOARD
Kevin Almquist
Eric Crouch
Joshua Garth
Nick Inzerello
Jeff Jorth
Andy Knutson
Joey Macken
Chris McCain
SuZanne Rogers
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Josh Todd
Omaha Sports Commission
Jeff Weak
EMJ Consulting

CONSTRUCTION SELECTION AND OVERSIGHT COMMITTEE
Matt Bevington
Derrick Fitton
Barry McArdle

OFFICE STAFF
Brooke Gruwell
Sarah Heinrich
Anne Leboo
Emily Michaels
Aric Nielsen
Marissa Ringblom
Jon Small

DEVELOPMENT COUNSEL
Lamp Rynearson
Steier Group