



PRIMO Sports Athletic Center

July 2015

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CFA GRANT APPLICATION #53091

Bigger Fields to Call Home

Since opening its doors in 2007, Primo Sports has grown to capacity. A collaborative dream of renowned soccer coach and Goshen native, Jim Lagarde, and Luca Spensieri, a developer uncomfortable with his son's videogame obsession during the winter months, grew from a bare bones start into a business shy of \$1 million in revenue. The premier soccer club and multi sports facility cannot continue to grow in their existing location, a leased warehouse. Growth will require a new facility.

Tournaments and Tourism

The new \$10.6 million Primo Sports Athletic Center will serve as a magnet for sports excellence housed in a 62,000 SF steel framed building on 26 acres providing year round indoor and outdoor sports activity in Chester, NY close to their current location in Florida, NY.

The state of the art indoor complex housing a full size turf stadium, multiple outdoor turf fields with TV grade lighting, concession stand, and natural landscape have been specifically

designed to support the active tournament circuit of soccer, lacrosse, volleyball, basketball and baseball travel leagues as well as NCAA showcases.

These tournaments will bring teams of athletes and their families into the Hudson Valley region to stay in local hotels, explore local environs, and eat in local restaurants. It is projected that the tournaments alone will generate over **\$2.3 million in economic impact for Orange County businesses each year.**

Shovel Ready with Jobs

There is widespread community support for this project with dozens of current and former program families publically expressing their approval to local officials both verbally and in writing. The Orange County IDA has already approved financial incentives in support of the project. Environmental review has been submitted and the project expects final approval from the Planning Board July/Aug 2015. The project will create 15 permanent jobs, including opportunities for teen employment, and 67 temporary construction jobs.



Sports & Athletic Training Center

31,500 SF state of the art indoor turf field stadium, 2 full size hardwood basketball courts to be used for a variety of court sports, performance training, and fitness. Outdoor complex includes 70x120 yard turf field with TV grade lighting and bleachers, 2 additional multi-sport turf fields, 2 grass little league baseball and softball fields convertible to soccer if needed, 2 sand volleyball courts and completed with a concession area and natural landscaping featuring existing pond.



Building a Culture of Health

Developmental programming will start as young as 18 mos. continuing through to elite sports training and travel leagues including adult sports and recreational fitness classes.

Expansion for Continued Growth

Primo Sports has a well-designed marketing plan that they are unable to fully execute due to a lack of capacity. Classes, leagues, and even birthday parties are full. Without a new larger facility, Primo will be unable serve the community it turns away.

One third of all Orange County children are overweight or obese, exceeding the NYS average and growing to epic proportion with a noted increase in overweight and obese children from 2nd grade to 10th grade. According to a 2015 study by Harvard's T.H. Chan School of Public Health and the Robert Wood Johnson Foundation on Sports and Health in America, 76% of middle school and high school parents encourage their child to play sports. As evidenced by our First Lady's "Let's Move" campaign, encouraging an active life style is the word of the day.

In addition to the physical benefits of sports, identify learning dedication, how to get along with others, skills to help in the future, and mental health were cited by parents as other positive effects of organized sports. Roughly 9 in 10 parents whose high school or middle school student plays sports has positive views towards their child's participation.

As with children as they age, a majority of adults who played sports when they were younger do not continue. Although there is a striking gender gap in the participation of adults playing sports, there is **no gender gap** among children. Boys and girls are equally as interested and participatory achieving the goal of Title IX.

Sports buff and Crystal Run Healthcare cardiologist, Dr. Sandeep Singh, has partnered with Primo Sports to phase in nutrition and medical exercise in an effort to enhance the healthy living advocacy at the athletic center.



2002 MASS MUTUAL OPPENHEIMER SURVEY OF 400 WOMEN SENIOR EXECUTIVES

- 81%** played organized sports
- 86%** sports helped them be more disciplined
- 69%** assisted in leadership skills & aided professional success
- 68%** credit sports to help deal with failure making them more resilient
- 59%** noted sports gave them a competitive edge



AWARD TO THE PRIMO SPORTS ATHLETIC CENTER WILL:

- Promote small business
- Promote tourism
- Create jobs including teen employment opportunities
- Promote active, healthy lifestyle
- Reduce childhood obesity
- Be attractive to stop "youth flight"

Alignment with County, State, Federal, and Regional Strategy

The Primo Sports Facility closely aligns across the county, regional, state, and federal strategic continuum.

Support of the Primo Sports Facility project will promote small business, create jobs, and promote tourism, all recognized opportunities in the MHREDC economic development vision. By providing another vibrant center for recreation, young professionals with growing families will be attracted to remain in Orange County based on the Primo Sports contribution to quality of life for the entire family.

As part of the federal Healthy People 2020 initiative, New York State through its Prevention Agenda 2014-2017 has partnered with the REDCs to message on obesity prevention and increase opportunity for physical activity.

The Primo Sports Facility clearly fulfills the MHREDC's responsibility in this role by providing opportunities for children and adults of all ages to participate in organized sports, fitness, instructional, and recreational activity. With a phase in of programming focused on health and nutrition, Primo Sports will aid the region in building a culture of health.