

Turf Up Masco Fundraising Update: Phase I

Update to Masconomet Regional School District School Committee
March 2023



Agenda

- ▶ Why Turf at Masco?
- ▶ Current/Recent Conditions
- ▶ Perceived Concerns
- ▶ Path to Turf - Responsibilities
- ▶ Current Project Status
- ▶ The Goal: Private Funding
- ▶ Private Fundraising + Town Support
- ▶ Fundraising Logistics
- ▶ Communications Strategy
- ▶ Discussion

Why Turf at Masco?

- ▶ Grass fields have become more difficult (and costly) to properly maintain - on-going irrigation, slice seeding, and sod replacement required due to increased drought conditions (balanced with reduced water supply in Essex County)
- ▶ Unsafe playing conditions on current fields
- ▶ Game cancellations/postponements/relocations due to grass conditions
- ▶ Shorter playing season - fall/spring sports must complete pre-season, tryouts and practices elsewhere
- ▶ Inability to host MIAA tournament games
- ▶ Broader community problem related to the need vs. availability for playing fields
- ▶ Facilities have slipped below what is a comparable level to other public high schools
 - ❖ Only school (outside of Hamilton Wenham) without turf fields North of Boston and in the NEC/CAL leagues
 - ❖ Tri-town student athletes are departing to other schools who have invested in athletic facilities thus offer more competitive programs
- ▶ Inability to generate rental revenue from current fields on off-hours/summer because of field conditions and the need to reserve playing time for only in-season, high school teams

Masconomet facilities are community assets - they are the Tri-Town's GREATEST asset.

Current/Recent Conditions

- ▶ As of March 23, pre-season and tryouts for all Spring sports are underway and no practices have been held on any Masconomet High School fields
- ▶ Masconomet has been utilizing inside field house & Boxford Commons for field sport practices and tryouts, including baseball
 - ❖ Athletes aren't training on their home turf
 - ❖ Rides to non-school locations must be coordinated between Seniors (non-JOL) and parents, mid-day both to and from Boxford Commons
- ▶ Masco rents Boxford Commons from Mid-March through April for the following timeslots for HS and G8 Soccer (18-24 hours/week)
 - ❖ Monday - Friday 2:30-4:45
 - ❖ Tuesday - Thursday 5PM - Dusk
 - ❖ Saturdays - 8-11, or 8AM - Dusk
 - ❖ Vacation Week - 9AM - 3PM (or until Dusk)
- ▶ March weekends have resulted in often 3 sports at one time being played on Boxford Commons resulting in significant over-crowding and limited value trying to appropriately train in the pre-season
- ▶ Masco HS is not prioritized after April when Boxford youth sports is in full swing and other renters are prioritized over the high school



MRSD Varsity Soccer Field - Boxford -
September 2022
Play had to be moved to other fields by
the end of September

Perceived Concerns

► Taxpayer dollars at stake

- ❖ Turf Up Masco's intention is to privately raise the entirety of the required funds for this project
- ❖ Rental revenue, earmarked portions of donations and residual funds will be used towards on-going costs to lessen the burden the taxpayers or school capital plan (this will be based on rental revenue, type of turf and annual maintenance)
- ❖ Warrants could help expedite pieces of the project
- ❖ Turf is known to be lower maintenance cost than grass

► Perceived health risks with turf fields

- ❖ The most common studies cited relating to health risks with Turf fields reference chemicals and materials used in traditional rubber crumb infill, turf technology has significantly evolved in recent years, including the option of silica sand infill
- ❖ There are equal number of studies balancing out the rate of injuries on turf vs. grass, but the majority agree that degree and frequency of head injuries is far less on turf with a concussion pad than on grass fields
- ❖ Tryout, preseason, practices and away games are played on turf. In season is the only time they compete on grass (on home fields). The only way to avoid health risks protect our athletes is to choose the newest, safest turf available.

► Environmental concerns (fully addressed within the Stantec Synthetic Turf Fields Proposal)

- ❖ Full geotechnical investigation consisting of subsurface exploration requiring 7 tests, 9 geoprobes and infiltration testing
- ❖ Wetlands and waterbodies delineation of the proposed Phase 1 project
- ❖ On the ground topographic survey
- ❖ Evaluation of the right infill to use for this project that addresses all concerns

Path to Turf - Responsibilities

Turf Up Masco	Administration & School Committee	Boxford Conservation Commission & Zoning	Tri-Town Finance Committees
<ul style="list-style-type: none"> • Raise awareness via on-going communication and community outreach • Raise funds (including grants, corporate sponsorships, individual contributions and community events) • Provide SC with naming, advertising and sponsorship guidelines for approval • Provide guidance on areas of expertise (sponsor goals, communications, rental scenarios, revenue projections) 	<ul style="list-style-type: none"> • Communicate with town boards • Manage bids/bidders and project plans • Review and approve naming, advertising and sponsorship plan • Establish and manage Turf donation fund account and appropriate funds as project requires • Manage on-going income/expenses (earmarked, residual, rental) for ongoing improvements and maintenance • Provide resources to Turf Up for grant writing • Hire resources required to support turf, manage eventual rentals and schedules 	<ul style="list-style-type: none"> • Stantec's Engineering and Design Proposal works directly on planning, permitting and construction in a way that ensures turf fields will have minimal impact on environment as it relates to location, infill selection, and maintenance 	<ul style="list-style-type: none"> • Provide guidance on free cash and available monies on warrants that can be allocated to the project

Current Project Status

- ▶ Recruiting committee members with general and specific expertise (team has grown from 4 to 16 with representation across all towns)
 - ❖ Corporate Sponsorship, grant writing, fundraising, communications, pitch decks
 - ❖ Conservation
 - ❖ Town finance
 - ❖ Booster & youth sport representation
- ▶ Outreach to high net-worth individuals who indicated interest in the past
- ▶ Initial contact made with multiple local banks
- ▶ Established Communication Plan for website and social media campaigns (www.turfupmasco.org & [@turfupmasco](https://twitter.com/turfupmasco))

The Goal: Private Funding

Turf Up is committed to the effort to privately fundraise for this project but are seeking support from towns warrant/free cash to move forward with Design, Engineering & Permitting.

- ▶ How much do we need to raise?
 - ❖ Design, Engineering, Permitting: \$449,050 (covered by town warrants)
 - ❖ Bidding & Construction Services: \$181,900
 - ❖ Phase I Construction Costs: \$7,062,738
 - ❖ Phase I Contingencies: \$706,274

- ▶ Phase 1 Total Projected Fundraising Effort: \$7.6 million
 - ❖ Phase 1 Naming Rights: \$4.0 million goal
 - ❖ Large Private Donors: \$3.5 million goal
 - ❖ Small Donors / Events: \$100,000 goal

- ▶ What have we raised to date?
 - ❖ Uncollected verbal indications of approximately \$500,000 contingent on permitting

Private Fundraising + Town Support

- ▶ Most communities move forward with this type of project with a blend of private donations + town funding
- ▶ Pursues town support less amounts privately fundraised
 - ❖ This year Town Meetings: Amounts for Engineering plan less amounts fundraised
 - ❖ Next year's Town Meeting: Construction less amounts fundraised
 - ❖ Need to provide tax-payers honest assessment of how much they might be asked to fund in the “bigger picture” by march next year (after a year of significant fundraising, will have a better idea of a dollar amount to request from towns)
- ▶ Benefits of utilizing warrants
 - ❖ Faster timeline: Can move forward without waiting for private donations in hand
 - ❖ Assures project funding: Alternative funding if private donations not collected in timeframe required
 - ❖ Good timing: Amounts not fundraised in time can be bonded with broader capital plan needs with taxpayer approval

Fundraising Logistics

- ▶ Identify entity or entities that can accept tax-deductible donations
 - ▶ Large donations: Directly to MRSD
 - ❖ Formation of fund to accept and hold funds for this specific purpose
 - ❖ Confirm deductibility of donations made to public school
 - ▶ Small donations: Through separate 501c3
 - ❖ Option 1: Existing 501c3s such as Masco Youth Football and Boosters
 - ❖ Option 2: Form new Super-Booster 501c3 with broader purpose of supporting all aspects of Athletics at MRSD
- ▶ Identify which entity or entities should apply for grants: 501c3 or MRSD
- ▶ Review and update MRSD policies related to naming and advertising

Communications Strategy

- ▶ Website content updates
 - ❖ News updates after each meeting or milestone
 - ❖ Improved FAQs - Turf Up Masco, Environment, Health & Safety, Fundraising
- ▶ Social media & campaigns
 - ❖ Green light Go, Get Involved, General Updates
 - ❖ Town Meeting Support
 - ❖ Community Voices Campaign (testimonials for turf from alumni, athletes, coaches, parents)
- ▶ Schedule Community Outreach sessions
- ▶ Provide updates to Tri-town Finance Committees, Boxford Conservation Commission, etc.

Discussion