

GRADIN

COMMUNITY SPORTS PARK



CITY OF
GRESHAM
OREGON

OPPORTUNITY BUILDS MEMORIES

"After work walks with the family.
Love spending time with them."

"I've never been as proud of
this boy as I was today."

"Baby girl, you'll be knocking
those balls out of the park!"

"Feliz cumpleaños Hector!"
(Happy birthday, Hector!)

"Mi bebe metio gol."
(My baby scored a goal.)

"One of the proudest
moments of my life."

"The best time
of our lives."

"Only the BEST sister brings you coffee
and watches t-ball on a Saturday."

"Listo y dispuesto a dar con dodo."
(Ready and willing to give everything.)



In the many photos from Gradin Community Sports Park posted on social media, first goals are scored, home runs are cheered, families and neighbors celebrate precious time together, volunteers plant trees, and a community is strengthened.

For twenty years, these fields sat vacant. Thanks to a partnership between a passionate community grassroots movement, the Gresham Youth Sports Alliance, and the City of Gresham, for the last nine years, the four fields that were built out in Gradin have hosted thousands of soccer, baseball and softball games, walks with dogs, and birthday celebrations.

But Gradin is bursting at the seams, ready to grow. Families line up to use porta potties. There is no running water, no concessions, no walking path, no playground. Teams are turned away when all the fields are booked. No tournament play space exists in all East Multnomah County, despite an estimated 3.5 million that live within 100 miles of Gresham (the distance most youth sports participants are willing to travel). Not only does that mean that our kids are cramped, but it also signifies there is a huge economic development opportunity available.

Gresham deserves more. After nearly 30 years, it's time to create more memories—and build economic opportunity for a community in need—at Gradin Community Sports Park.

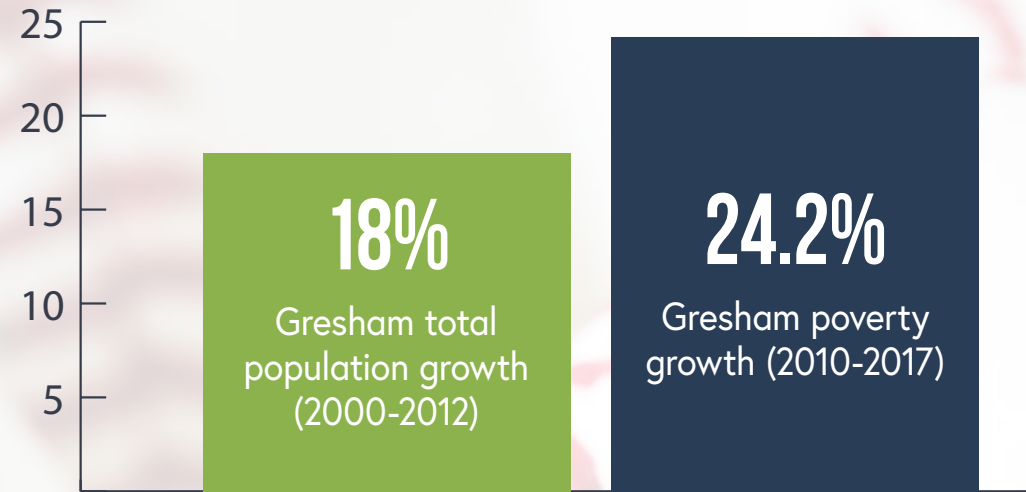


“THE PORTLAND-GRESHAM COMMUNITY IS GROWING, AND SOCCER IS EXPANDING EVEN MORE THAN THE LATINO COMMUNITY ITSELF. WE NEED MORE FIELDS, BECAUSE THE ONES WE HAVE AREN’T ENOUGH, AND GREEN SPACES WITH TREES FOR THE CHILDREN TO PLAY, BECAUSE THERE ISN’T ANY SHADE HERE. THE BATHROOMS AREN’T SUFFICIENT.”

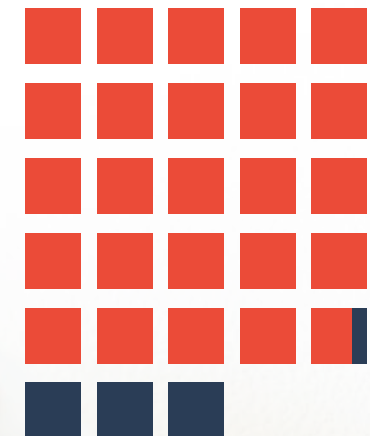
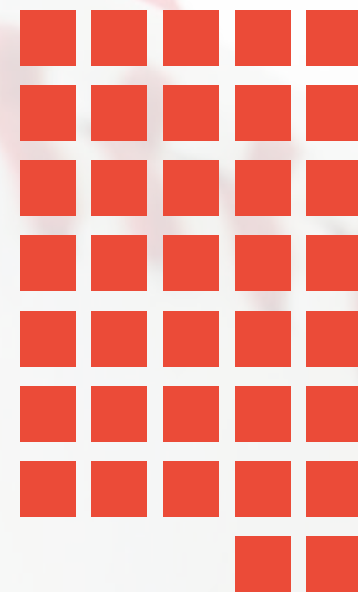
—VICTOR LOPEZ HERNANDEZ, LIGA LEON REFEREE

A COMMUNITY IN NEED

Over the past decade, Gresham has grown to be one of the most diverse cities in the Portland metropolitan region—in fact, our Rockwood neighborhood is located within the most diverse zip code in the state of Oregon. Historically, outcomes for communities of color are the most pervasively challenging in all measures of well-being, including health and income.

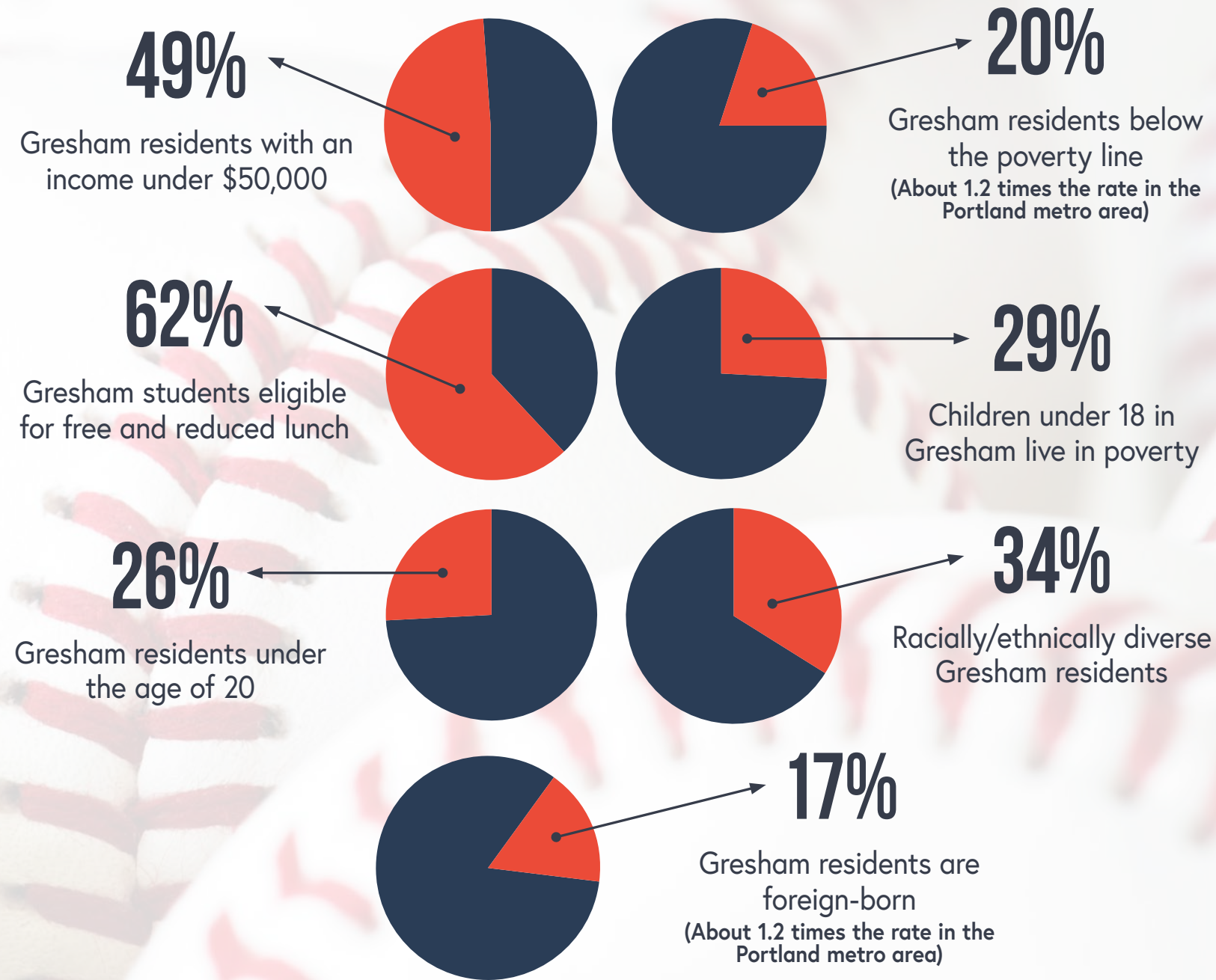


37
Median age in Gresham



24.6-28 BMI

Gresham's residents are among the most overweight in the region, according to a local Body Mass Index



“EVERY TIME WE TRAVEL TO A TOURNAMENT IN ANOTHER CITY, I THINK ABOUT THE RESTAURANTS VISITED, HOTEL ROOMS RENTED, AND SOUVENIRS PURCHASED BY THE HUNDREDS OF PEOPLE IN ATTENDANCE. LAST YEAR, WE SPENT \$900 ON HOTELS AND RESTAURANTS FOR JUST ONE PLAYER IN OUR FAMILY. THESE ARE TOURIST DOLLARS THAT GRESHAM IS MISSING OUT ON.”

—CASAUNDR A GARBER, PRESIDENT, GRESHAM BARLOW YOUTH BASEBALL/SOFTBALL

AN ECONOMIC DEVELOPMENT TOOL THAT INCREASES EQUITABLE OUTCOMES

Measure 50 was particularly hard on Gresham, locking in one of the lowest permanent property tax rates in Oregon. This heavily constrains Gresham's ability to provide amenities, despite the fact that the need is growing by the day.

MISSED OPPORTUNITY FOR ECONOMIC DEVELOPMENT

- 0 tournament play spaces in East County.
- 70% of children age 6-17 are playing team sports.
- Youth sports tourism is the fastest growing segment in tourism: 55% growth since 2010.
- The average family will spend \$670 a year on sports related activities—estimated to increase by 20% annually.
- 8.7 million people reside within 200 miles of Gresham, the distance most participants in youth sports tournaments are willing to travel.

- **\$691,000 estimated direct spending at hotels, restaurants and shops through soccer tournaments.**
- **Up to \$50,000 in local and state hotel tax receipts/collections annually estimated as a result of soccer tournaments.**
- **\$1 million in net new direct spending as a result of construction.**

Source: Conventions, Sports and Leisure, International (CSL) City of Gresham Sports Park Feasibility Study

HIGH DEMAND

- 28,000+ athletes, most of them children, participated in sports at Gradin Sports Park in 2018.
- Thousands more cheered them for the sidelines.

LACKING BASIC AMENITIES

- 0 permanent restroom facilities.
- 0 playground structures for little brothers and sisters tagging along for practices and games.

FEWER SPORTS FIELDS

- 6 sports fields eliminated in Gresham in 2018 due to school remodels.
- 1 of those fields hosted 20+ teams a week.
- 0 new sports fields added in 2018.

GRESHAM SUFFERS WHEN GRANTS AWARDED WITHOUT AN EQUITY LENS

- 3 unsuccessful applications submitted to the Oregon State Parks grant program.
- Similar projects in more affluent communities were funded during those same grant cycles.

INCREASING DEMAND

- 542 practices and games held in 2018.
- 28,000+ practiced and competed in 2018.
- 5-year high participation in Gresham Barlow Youth Baseball/Softball.
- 26% increase in player registrations from 2016 (GBYBS).
- 500 players enrolled in GBYBS.
- 150+ GBYBS coaches and volunteers.

Organizations using Gradin Sports Park in 2018 (partial list)

| | |
|--|---------------------------------|
| Gresham Barlow Youth Baseball/ Softball | Springwater Trail High School |
| Ocean Stars FC | Gresham Vengeance Fast Pitch |
| Liga Leon | 503 Baseball |
| Thunderbats | Eastside Timbers |
| Bajjo | River Premier Soccer Club |
| FC United | Rebels Softball |
| Gresham Rise Softball Club | Triple Threat |
| Piamonte Boys 2018 | Western Oregon University |
| | Northwest United Women's Soccer |



“SOCCER IS MORE THAN JUST A GAME. IT’S A COMMUNITY EVENT AND GATHERING PLACE. PRACTICE PROVIDES A SAFE SPACE NOT JUST FOR PLAY BUT FOR COMMUNITY DEVELOPMENT.”

–BRYAN HARGROVE, HEAD COACH, OCEAN STARS FC

“IT’S LITERALLY ONE GAME AFTER THE OTHER. IT CAN BE VERY HECTIC SOMETIMES. ADDING ANOTHER FIELD WOULD ELIMINATE THAT AND PROVIDE THE OPPORTUNITY TO HAVE MORE TOURNAMENTS.”

–JOEL ROJAS, FC UNITED



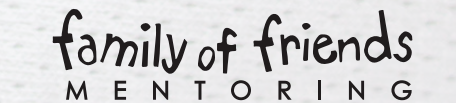
“IN 2017, THREE OF OUR PLAYERS ACCEPTED SCHOLARSHIPS TO PLAY COLLEGE SOCCER, AND WE BELIEVE THIS IS JUST THE TIP OF THE ICEBERG IN TERMS OF WHAT IS POSSIBLE. HOWEVER, WITHOUT A STABLE PRACTICE FIELD, OUR GROWTH IS AT A STANDSTILL.”

—BRYAN HARGROVE AND OCEAN STARS TEAM MEMBERS,
A SOMALI-AMERICAN SOCCER CLUB

CREATIVE PARTNERSHIPS

Given limited resources, the City has explored inventive new ways to build recreation opportunities in Gresham. City staff have pursued creative partnerships to fill that gap.

- 4,900+ free lunches served to youth through Summer Kids in the Park, a partnership with Boys and Girls Club that also provides recreation opportunities in City parks.
- 3 futsal courts built through partnerships with the Portland Timbers, Adidas, US Soccer Foundation and others.
- 1,058 annual outings/activities with youth in need thanks to City's partnership with Family of Friends, a nonprofit volunteer mentor program.
- More than 5,000 attendees played in free evening youth basketball and futsal games over the past year, held weekly thanks to a partnership with Active Children Portland.
- The City has aggressively pursued funding opportunities from outside agencies and grants to build new Gresham parks: Nadaka Nature Park, Hogan Butte Nature Park and the future Gabbert Butte park.



A SOUND INVESTMENT

Gresham is seeking \$6 million to complete Gradin Community Sports Park. This investment catalyzes the existing facilities on site, built with local funding and additional local investment from parks system development charges. By partnering, we can get kids active and playing, and build economic activity in a place that desperately needs both.

PHASE II OF GRADIN COMMUNITY SPORTS PARK

\$6 MILLION

- 2 additional softball fields
- 2 additional soccer fields
- 1 all-abilities playground
- 2 concession stands
- 2 restroom facilities
- Additional parking

READY TO GO!

- Mayor and City Council have identified parks assets as a key priority in their annual Council Work Plan.
- Multi-phase master plan created, incorporating significant community outreach and feedback.
- Entire site is graded for sports field use.
- No removal of existing facilities necessary.
- City contracts with Portland Habilitation Center Northwest for current maintenance of Gradin Community Sports Park. City is prepared to amend this contract to include increased maintenance costs. PHCN is a non-profit that provides education, training, employment and housing for people with disabilities.
- Gresham Barlow Youth Baseball/Softball rakes and stripes their fields before and after their games and is prepared to continue in the expanded park.
- Plans in place to organize local and regional tournaments on new fields.
- Approximately 900 existing hotel rooms ready to accommodate tournament events.





LET'S TALK.

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