THE CITY OF Edmonton

Léger

THE RESEARCH INTELLIGENCE GROUP

Stadium Research
City of Edmonton
Draft Report
July 2013

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The largest Canadian-owned marketing research and polling firm

Stadium Research

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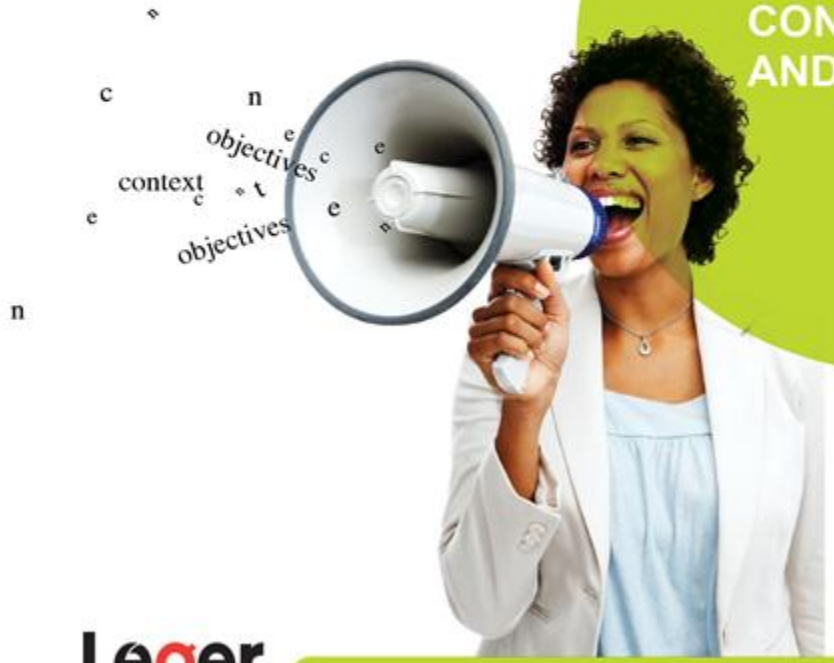
Draft Report
July 2013

We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.

Jean-Marc Léger
President

CONTEXT AND OBJECTIVES



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CONTEXT AND OBJECTIVES

Context

- The City of Edmonton has a possible opportunity to develop a mid-sized stadium (8,000 – 10,000 seats) for soccer and other rectangular field-based sports.
- In July 2013, Leger conducted a combination of qualitative and quantitative research on behalf of the City to assess the need for a new mid-sized (8,000-10,000 seats) stadium in the City.
- This report includes the findings of the quantitative survey, the qualitative research report has been provided separately.

Qualitative Interviews….

- In-depth stakeholder interviews with Edmonton sports organizations.
- **Objective:** Explore booking and usage of City operated outdoor fields, issues and opportunities surrounding usage, and need for a new stadium (whether there is a need, amenities that should be included, etc.). Essentially, the learnings about the usage and needs from the qualitative survey was used to develop the quantitative survey.

Quantitative Survey….

- Using inputs from the qualitative interviews, a quantitative survey was developed in consultation with the City of Edmonton.
- **Overall Objective: Assess whether there is a need for a stadium with seating for 8,000 – 10,000 people**….
    - Existing usage and booking practices for the City's outdoor fields
    - Preferences for the type of facility (grass or artificial turf)
    - Potential usage of the proposed stadium
    - Which amenities do the sports organizations need

RESEARCH METHODS

RESEARCH METHODS

Qualitative In-Depth Interviews

- 8 in-depth telephone interviews with stakeholders from sports organizations (from a database provided by the City); 4 in-depth interviews with concert promoters/venues.

Quantitative Survey

- **27 interviews** were conducted between June 22nd and July 15th, 2013.
- A **mixed-mode methodology** was used, wherein respondents were able to choose whether to complete the survey online, or by phone
- **Target Respondents**: The person responsible for booking field times within their sports organization
- Note: **Due to the small sample size, a margin of error is not reported. Caution should be used in interpreting the data within this report, due to the small sample size.**
- Note: Figures may not add to 100% due to rounding

RESEARCH METHODS

It was critical in this research to garner feedback from the maximum number of stakeholders. Multiple attempts were made to collect feedback from as many stakeholders as possible…

- **The City provided a database of sports organizations to Leger, which was used to contact potential stakeholders. The following steps were undertaken to ensure we were able to collect feedback from as many stakeholders as possible…**
  - Prior to the survey, attempts were made to contact every organization in the database to determine the contact information of the person responsible for booking field times. Wherever possible, the relevant stakeholder was informed about the upcoming survey during this call.
  - Referrals received based on the qualitative research were added to the initial database. In addition to the database provided by the City, Leger also conducted secondary online research (organization websites, social media, etc.) to generate more contacts for stakeholders.
  - The final database of stakeholders included ~60 contacts, ~45 of which had e-mails and/or phone numbers, and the remainder had phone numbers only.
  - Potential respondents with e-mail addresses were sent the online survey, and three subsequent reminders to complete it. If, after these three reminders, the respondents had still not completed the survey, we attempted to reach them at least thrice by phone.
  - Potential respondents with only phone numbers were called at least three times to complete the survey.
  - On every phone call, a detailed message was left which briefly explained the survey and asked the respondent to call us back.

KEY INSIGHTS

Composition of Stakeholders Surveyed:

A cross-section of stakeholders across various sports who use a rectangular facility were interviewed for this survey. They were enquired about the purpose of their booking and the types and number of teams they booked for. During the survey administration, it was ensured that the stakeholders would consider all the teams and the purposes they book for while referring to their current usage details as well as expressing their future needs.

Satisfaction with Current Process: Mixed Opinion

Opinion is divided regarding the current booking process; with about half of the stakeholders being satisfied and a third were dissatisfied. The rest were neither satisfied nor dissatisfied. Those happy with the process appreciate that the system supports them although there is room for improvement. Perceived priorities assigned to various sports (such as, soccer vs. rugby) or groups (such as, youth vs. elite) and inability to book as required are the key issues with the current booking process.

Current Booking: High Preference for Turf

Clarke is the most popular Turf field followed by Jasper Place Bowl.
There is higher demand for Turf fields than what is available to book. Close to a third of the stakeholders used Turf less that would they would have ideally liked to, owing to cost and availability constraints. More than half were unable to book a Turf field when they wanted, at least on one occasion in the 2012 season.

Future Needs: Need for New Artificial Turf Facility, Seating Capacity of 8,000 to 10,000 is not critical.

Most stakeholders expect their need for artificial turf to go up in the next five years and they need a new facility in the City. Assuming that the rates for the new facility are consistent with that of similar facilities now, stakeholders are likely to book this new facility. These bookings will be in addition to their current booking times and they would prefer this proposed new stadium to be an artificial turf facility.

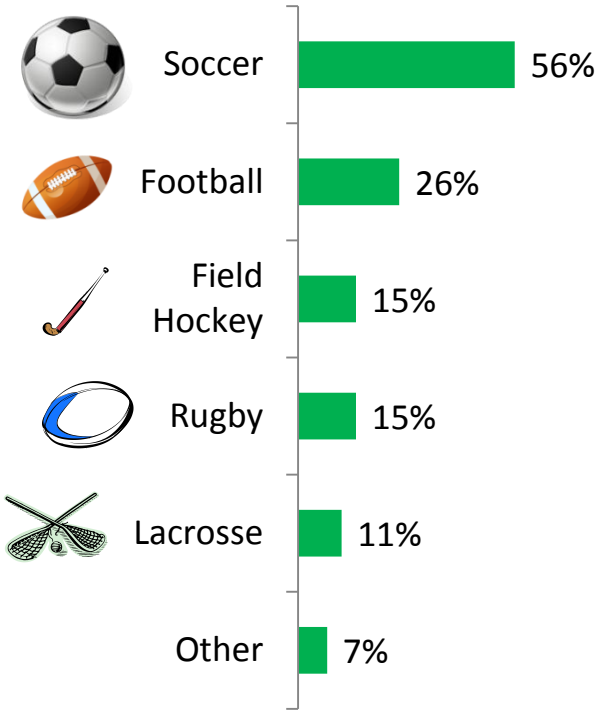
However, a seating capacity of 8,000 to 10,000 is well in excess of what the stakeholders need. While they do need spectator seating, a facility with a maximum of 3,000 seats will suffice for them. Only a few even need 3,000, most stakeholders will be happy with 1,500 – 2,000 seating capacity. Some are also worried that a high capacity stadium would mean higher rates and therefore beyond what they can afford.

In summary, the stakeholders need an affordable 1,500 to 2,000 seating artificial turf facility with basic amenities such as dressing rooms, wash rooms, lighting for night games, etc.

2005 25%
2006 35%
2007 36%
2008 48%
2009 55%
2010 80%
2011 85%
+10%
2012
2013
2015
+40%
DETAILED ANALYSIS
OF RESULTS

THE COMPOSITION OF STAKEHOLDERS SURVEYED (1)

Sports the stakeholders' organizations are engaged in…



What do they book field times for….

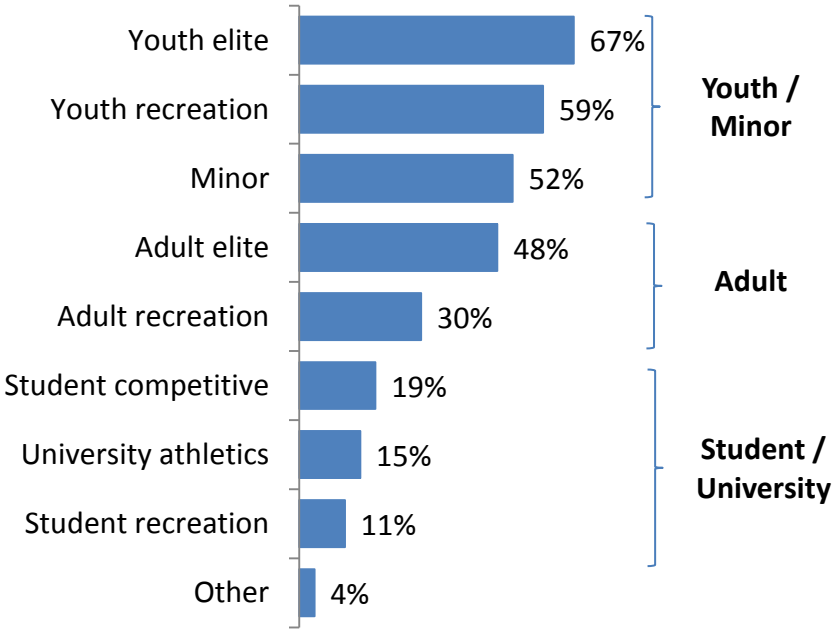
Base: Stakeholder organizations (n=27)
Note: Multiple mentions allowed

Caution to be used in interpretation due to small sample size

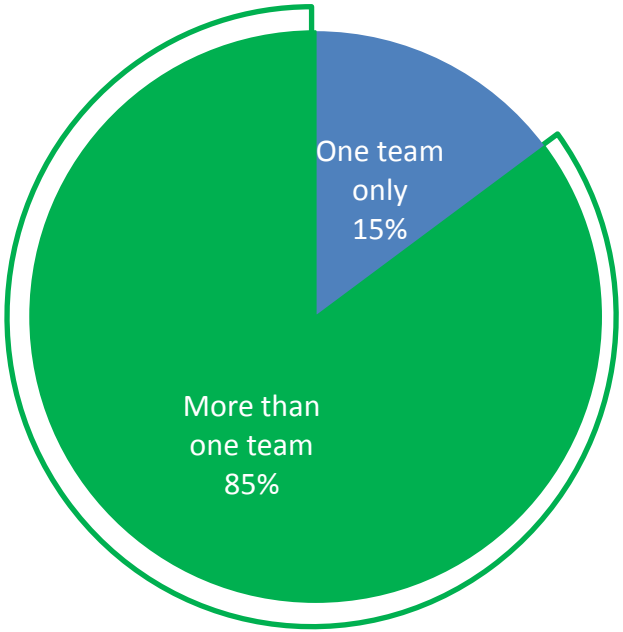
Q1.In which of the following sports is your organization engaged? Please select all that apply.
Q2. For which of the following purposes are you booking field times.

THE COMPOSITION OF STAKEHOLDERS SURVEYED (2)

Type of Teams Booked For …



Number of Teams Booked For…



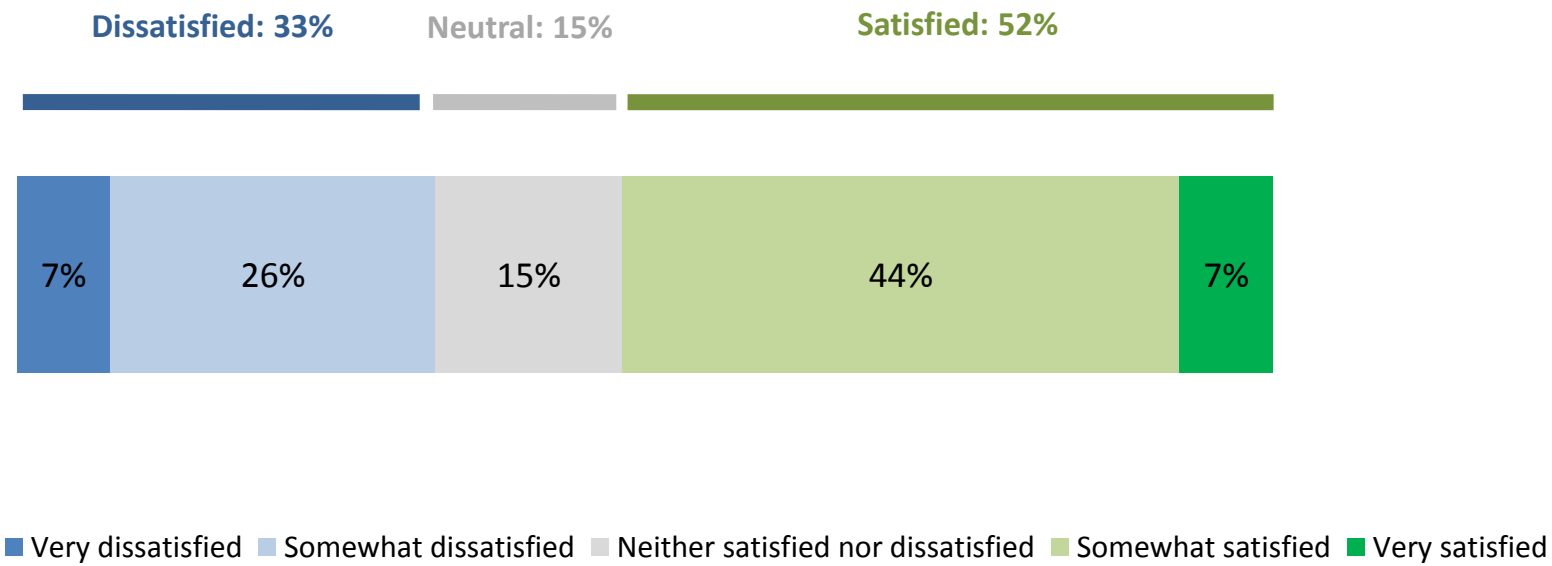
Base: Stakeholder organizations (n=27)
Note: Multiple mentions allowed

Caution to be used in interpretation due to small sample size

5. What are the different types of teams that your organization books field times for?
Q3. [IF BOOK FOR REGULAR SEASON] Are you booking field times for …

CURRENT BOOKING PROCESS: PREFERENCES AND ISSUES

SATISFACTION WITH CITY BOOKING/ALLOCATION



Just more than half of the stakeholders are satisfied with the booking process. Close to a third are dissatisfied.

Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

Q6. Overall, how satisfied are you with the allocation and booking process for the City of Edmonton-owned facilities?

WHAT DO THEY LIKE ABOUT THE PROCESS

Those who are satisfied are generally happy with the process. While they have experienced some difficulties at times (owing to heavy demand, load, etc.), they also appreciate that the process has improved over the years.

- *"Responsive staff, positive policies, fair guidelines."*
- *"They listen to suggestions and try to implement them."*
- *"Always room for improvement, but the process is fair."*
- *"The process has been the same for the past few years. It is simple and easy to follow and well organized." "I've never had a reasonable request refused."*
- *"The process is fair though and information easy to access but sometimes bookings are slow because of high volumes at peak times."*
- *"Rollover information should be provided much earlier. The ability to see who holds the license at a field/facility before allocation meetings take place would be very useful. At least 2 months notice is needed to make proper decisions at the meetings."*
- *"It has gotten much better over the years. This last year, having the licence out at the beginning of the season was great. We need to do more for established teams have constant fields and dealing with closing fields."*
- *"Teams for a lot of types...it has done what we need to do, so I don't really have any major complaints."*
- *"There's a lot of goods when it comes to recreational booking, number of fields available but when it comes to elite, the process is difficult to understand and difficult to narrow down in terms of budgeting and knowing when you are going to get fields in advance etc. (this is only on the elite, all the rec stuff is very good)"*

Note: Italics denote verbatim responses

Q7. Why do you say so?

WHAT ARE THE ISSUES WITH THE PROCESS

There is dissatisfaction regarding availability, allocation as well as (perceived) priorities assigned to various sports (soccer vs. rugby) or groups (youth vs. elite). Some also feel that clubs at times tend to over-represent themselves to gain more booking.

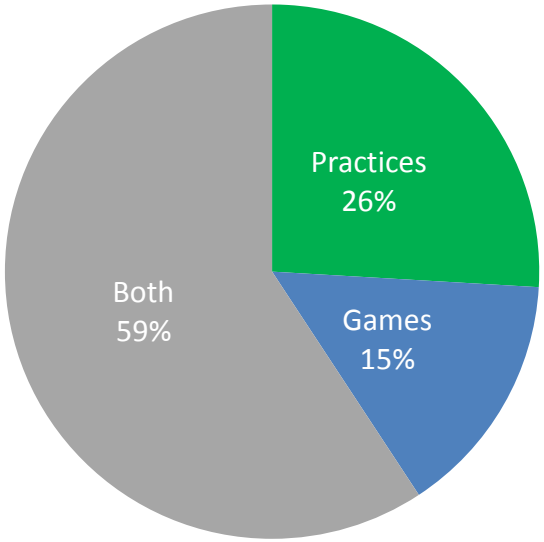
- *"There are many problems with field bookings as many groups try to improve their allocation by claiming they are offering provincial or national programs. In addition, football does not have a site that is designated for football only."*
- *"Just because I've sent in requests for field time and have never received a response back, after the allocation process I have needed more time and have sent requests but haven't received a response."*
- *"As an adult league, we are second priority to the youth program, and yet pay more for fields. Rates charged for artificial turf fields are also prohibitive."*
- *"There is not a sufficient facility for elite or competitive athletes in this city to train on. FIFA has one regulated field in this city and that is Commonwealth. Unless you are drawing more than 30,000 people to your event, it looks embarrassing to host tournaments or events there. We would be able to secure way more international games in Edmonton if we had a mid-sized stadium."*
- *'It seems we recognize soccer more than some of the smaller sports such as rugby. Rugby is steadily growing but at this time does not have the numbers soccer has either in teams playing or participation. I believe every sport applying should be granted some space on an equal ground, providing they actually need turf for their sport. For example...if field hockey being the least intrusive wants 3 hours a week - each sport bidding for time should be allowed three hours before any sport is given more. Once each sport is allocated the three hours then it goes back to see how much time is left and the process begins again...1 hour for each sport still needing space...etc etc etc. It seems to me the city will be better off for allowing some of the not so main stream sports some time and space in order to show a well rounded sporting community. My experience to date has only been with indoor facilities. Outdoor facilities are a bit easier to achieve but I believe the same process could be followed."*
- *"Because at the time of booking procedure followed by central booking is not correct. Clubs booking the times cheat others. Even though the matter is brought to the notice of booking authority no action."*

Q7. Why do you say so?

Note: Italics denote verbatim responses

FIELDS BOOKED

Booked for…



Artificial Turf Fields	Practices (n=23)	Games (n=20)
Clarke Field	39%	50%
Jasper Place Bowl	30%	30%
Foote Field	26%	40%
Edmonton Soccer Association Complex (Henry Singer)	17%	25%
Mill Woods	9%	35%
Other turf facilities	22%	20%
None of the above	39%	20%

"Commonwealth field house"
"Commonwealth (indoor)"
"General neighbourhood fields.'

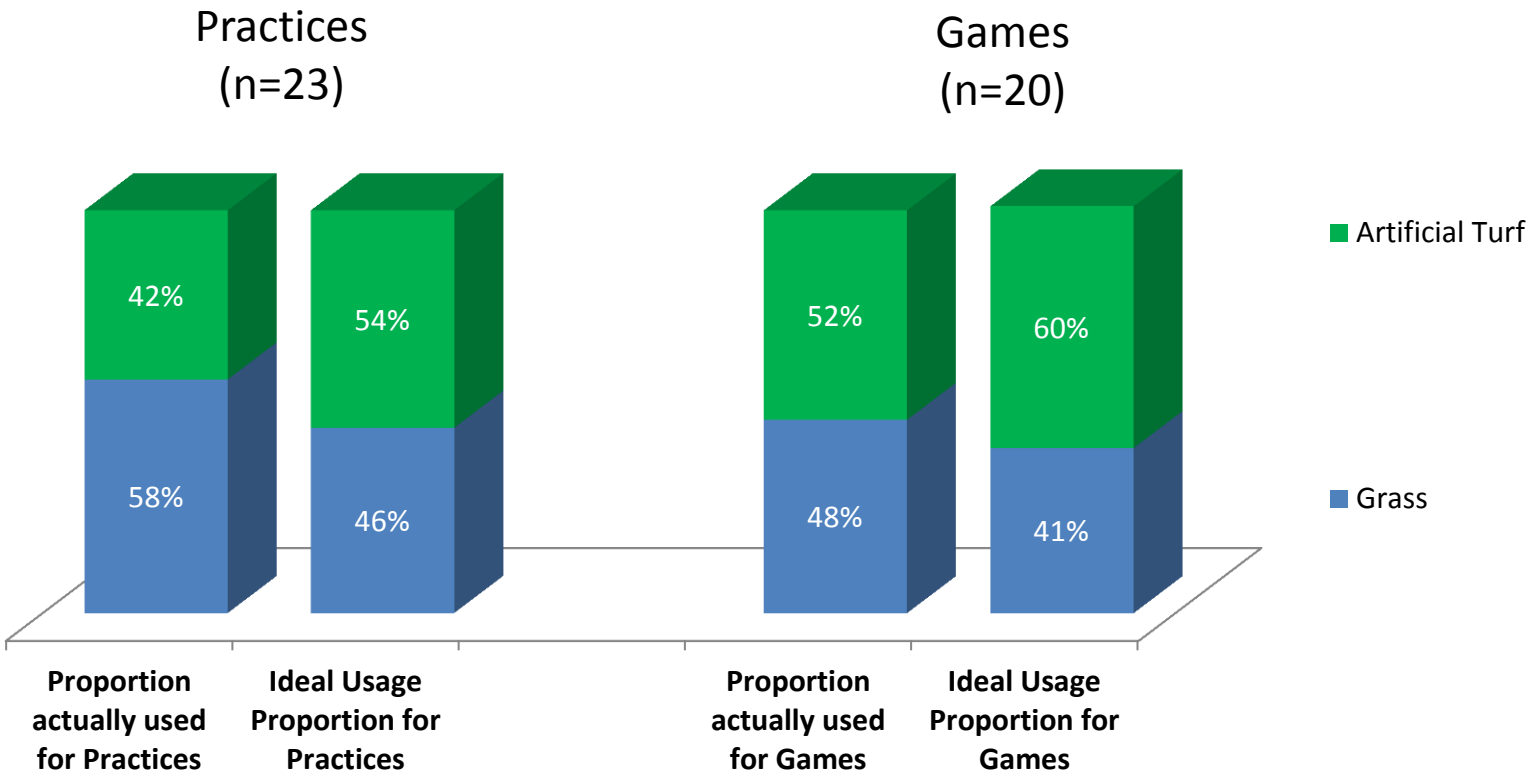
"Fuhr Field, Spruce Grove Riel Field, St. Albert."
"Commonwealth."

Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

Q8. What did you book field times for? Please take into account all the sports and teams or organizations that you are responsible for booking.
Q9/Q13. Which of the following turf fields did you use for booking field times for practices/games? Please select all that apply.

GRASS VS. TURF: PRACTICES AND GAMES



Ideally, they would like to book more Turf fields than they are currently able to.

Caution to be used in interpretation due to small sample size

Q10/14. What proportion or percentage of your field times for practices/games in the 2012 outdoor season was in each type of the following fields?
Q11/15. What proportion or percentage of your field times for practices/games in the 2012 outdoor season was in each type of the following fields?

WHY DID THEY USE TURF LESS THAN THEY WANTED..

8 stakeholder organizations used less turf than they ideally wanted to for **practices** because…

"Availability and cost."

"Due to the huge demand for artificial surfaces, there was no time available for us to use for practices."

"Booking availability."

"We were told at the turf allocation that turf fields were only to be used for games, not for practice or training purposes."

"Availability."

"Price and convenience as we also practice on our own field."

"Not available, it is booked for a lot of games at same times we would practice, expensive and for some events, like a club wide event, we need two fields side by side and there are no such configurations in Edmonton - we go to Spruce Grove for this"

"Cost and availability, if we had the money we would probably have availability issues as well…without money availability doesn't much matter."

8 stakeholder organizations used less turf than they ideally wanted to for **games** because…

"Availability and cost."

"Our field is grass, but turf would be ideal."

"Location of games. Home/away field obligations."

"Availability is the biggest issue. We can only book what is available. Of course we would like more time, but until more facilities are booked that is not an option."

"Not as available for games."

"Availability."

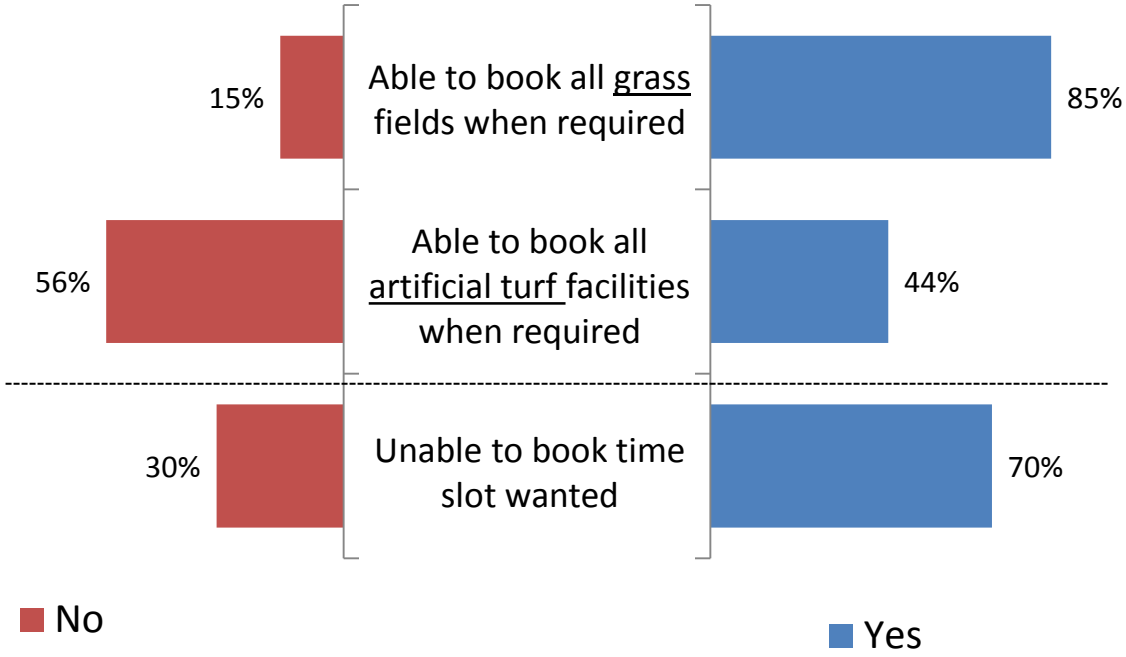
"Cost is too high for an adult group"

Italics denote verbatim responses

Q12/Q16. In the past 2012 season, [INSERT TURF FROM Q10/14] of your field times for practices/games have been on artificial turf, while, ideally you would like to have [INSERT TURF FROM Q11/15] of your field times for practices /games on turf. Why did you use artificial turf less than what you would have liked? Please be as descriptive as possible.

ISSUES WITH BOOKING AVAILABILITY

In 2012…



Consistent with the higher demand expressed for Turf, more than half of the stakeholders were unable to book a Turf field when they needed (at least on one occasion) in 2012.

Caution to be used in interpretation due to small sample size

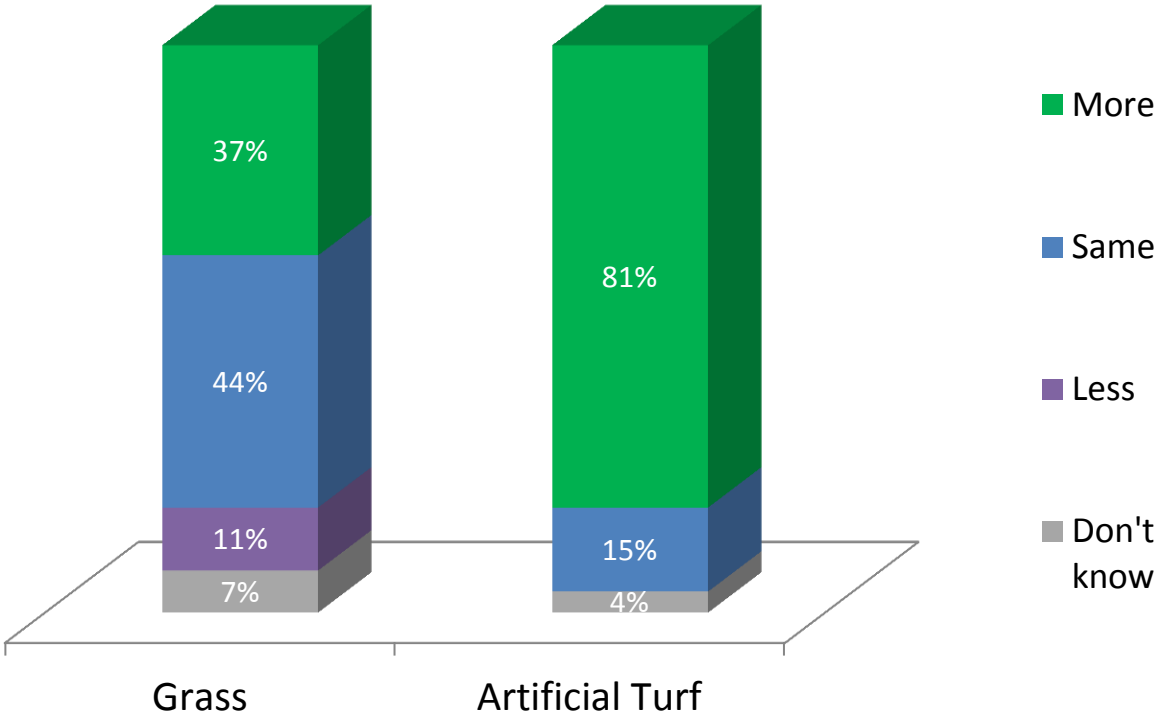
Base: Stakeholder organizations (n=27)

Q17. In 2012, were you able to book all the grass fields that your club required? Q18. In 2012, were you able to book all the artificial turf facilities that your club required? Q19. In 2012, irrespective of the type of facility, were you ever unable to book the time slot that you wanted?

FUTURE NEEDS

FUTURE NEEDS

In the next five years, will your organization be needing more, less, or the same of….



In general, stakeholders anticipate a higher need for fields in the next five years – particularly for artificial turf fields.

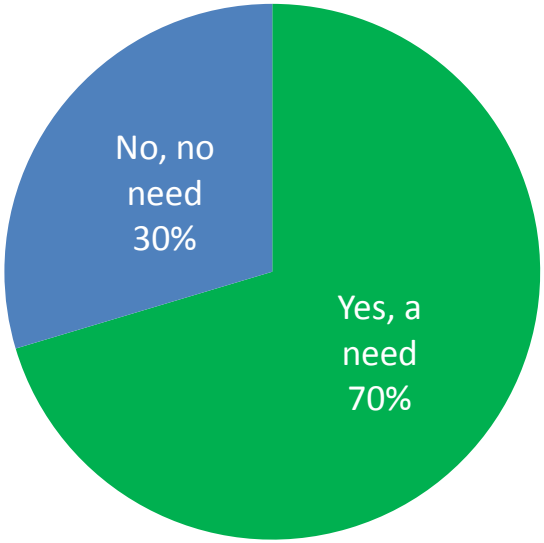
Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

Q20. In the next five years, do you think your organization will be needing artificial turf facilities more, less or the same as you do now … Q21. In the next five years, do you think your organization will be needing grass facilities more, less or the same as you do now …

NEED FOR A NEW STADIUM

The City is considering the viability of a new facility with a seating capacity of 8,000 to 10,000 that could support soccer and other rectangular-based sports. From your organization's perspective, is there a need for this type of a new facility?



The majority of stakeholders feel there is a need for a new facility in the City.

Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

WHY DO THEY NEED A NEW STADIUM…

A new facility is likely to provide more options for all sports and hence promote them further. It will also be appropriate to host big games.

- *"Availability for more teams, more venues for amateur sports"*
- *"The City could host large tournaments and events that would take pressure off of smaller venues."*
- *"Too much competition for the few city turf fields for the weekends during the day."*
- *"Obviously it would be great to have FC Edmonton have a home field. The ability to access another turf field would allow our program to continue to grow as well."*
- *"Able to stage international games for soccer and rugby." "In order to attract and retain athletes we need a path for athletic development in the region. This means supporting clubs like FC Edmonton and attracting national level competition and tournaments that draw internationally."*
- *"Growth of Men's and Women's Field Lacrosse."*
- *"As stated before, Clarke is not a FIFA regulated field. There needs to be another option besides Commonwealth to host international, national and provincial competitions. It is outlandish to think clubs are going to spend 90K to rent out Commonwealth for a day to attract 8000-10000 people. There needs to be a better option with a turf that can have painted lines on it so that this field can be used for multi-sports and not make it incredibly difficult for spectators to guess where the field lines are. Not only can a mid-sized facility attract sporting events, there is huge potential to attract a multitude of other entertainment alternatives."*
- *"For games schedule...we don't book fields for games but its always a challenge to get facilities booked for games which impacts us with our schedule." "*
- *It would allow us to get more games played regardless of weather and would allow us to attract more national/international events for soccer to the city."*
- *"It would be used a lot. FC Edmonton needs it, but the rest of soccer needs it too. All KEY games like gold medal games need to be played in a place like that."*

Italics denote verbatim responses

Q23. For what reasons do you think there is a need for this type of a new facility?

WHAT DO THEY NOT NEED IN A NEW STADIUM…

While stakeholders see the need for a new facility, they don't necessarily require 8000-10,000 seats.

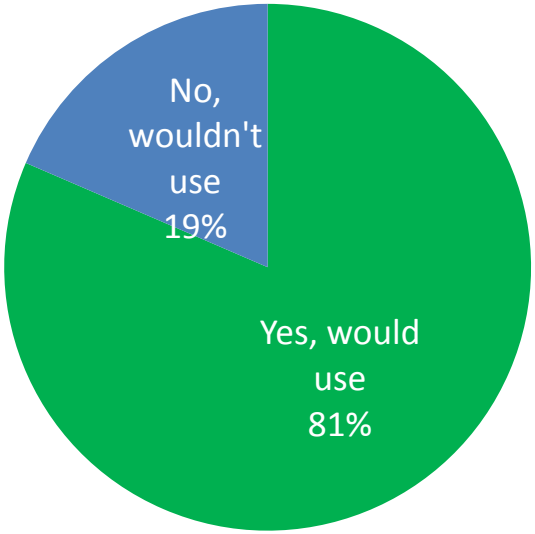
- *"We do not host any games with a need for that many fans! It would be great for Edmonton FC."*
- *"The City needs to build artificial surfaces with the proper amenities that seat at the most 1,500 people. If there is a group that has more fans than this they should use Commonwealth Stadium."*
- *"We think the city should look at building more community type turfed fields. With capacity seating of 1000-2000 max. Possibly even less seating. We need more turfed fields for community use, not more seats on one turfed field."*
- *"We have Clarke park and the majority of artificial fields have adequate stands. We do not need facilities that would be catering to one organization only, FC Edmonton."*
- *"The cost of renting it would be far above what we would be able to pay."*
- *"Our organization deals with minor soccer for 4-18 year olds. We would not have that many spectators!"*
- *"It would be great to access another turf that could be lined for field hockey- however we would only ever need the seating capacity for National tournaments that would ideally need a "water base" turf."*

Italics denote verbatim responses

Q23. For what reasons do you think there is no need for this type of a new facility?

WILL THEY USE THIS NEW STADIUM….

Now, let's assume that this new facility is built in Edmonton. If the hourly rate were comparable to what it is now for other premium fields in the city, would your organization use a facility like this?



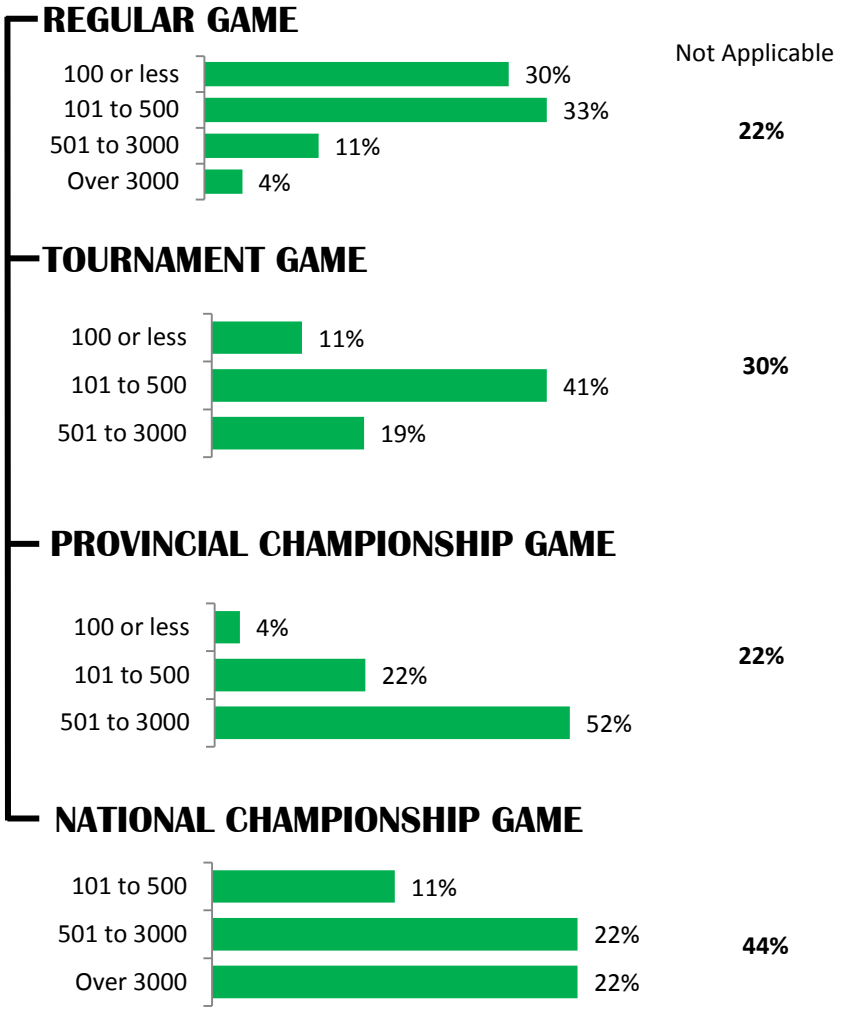
Most stakeholders are likely to use this new stadium if the hourly rates are comparable to what is charged for the existing premium facilities.

Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

OPINION ON SPECTATOR CAPACITY

How many seats for spectators does your organization need for a …



For the majority of stakeholders a new facility with a maximum of 3,000 spectator capacity will suffice.

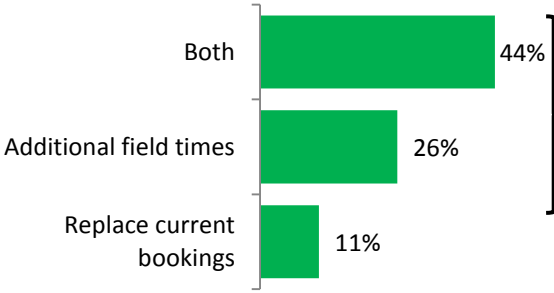
Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

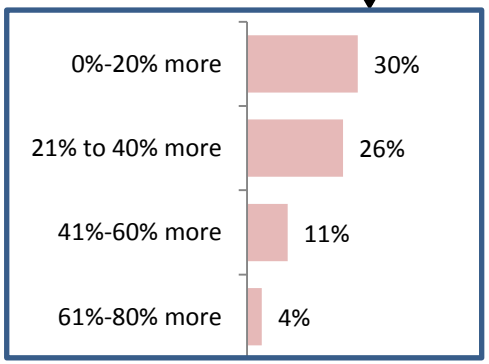
HOW ARE THEY LIKELY TO USE IT…

81% **would use a new facility if hourly rate were comparable to what it is now for other premium fields in the City**

Will it replace their current usage of increase their usage…



How much will their booking increase?



What type of facility do they prefer…

78% **prefer artificial turf**

4% **prefer grass**

What are they likely to use the new facility for

Almost all potential users would prefer a new Turf facility. The new facility is likely to increase their overall booking.

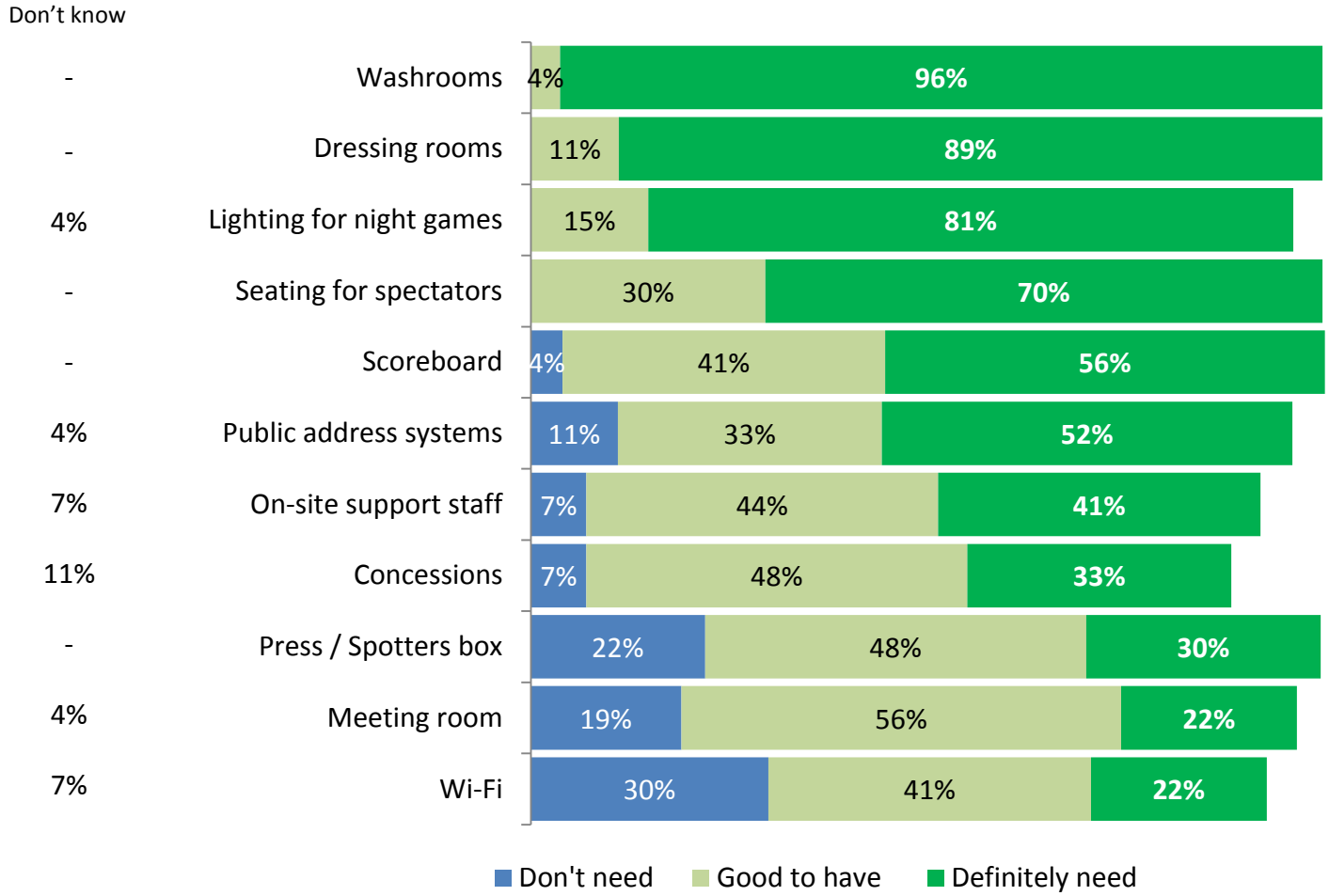
Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

Q24. Now, let's assume that this new facility is built in Edmonton. If the hourly rate were comparable to what it is now for other premium fields in the city, would your organization use a facility like this? Q25. Would your organization use this new facility for… Q26. Approximately how much more field time would your organization use, because of this new facility? Q27. How would you use this new facility? Q28. From your organization's perspective, would you prefer this facility to be a …?

NEED FOR AMENITIES

Below is a list of various amenities that the new facility might have. Please classify them according to your usage needs even if you don't expect to use the facility.

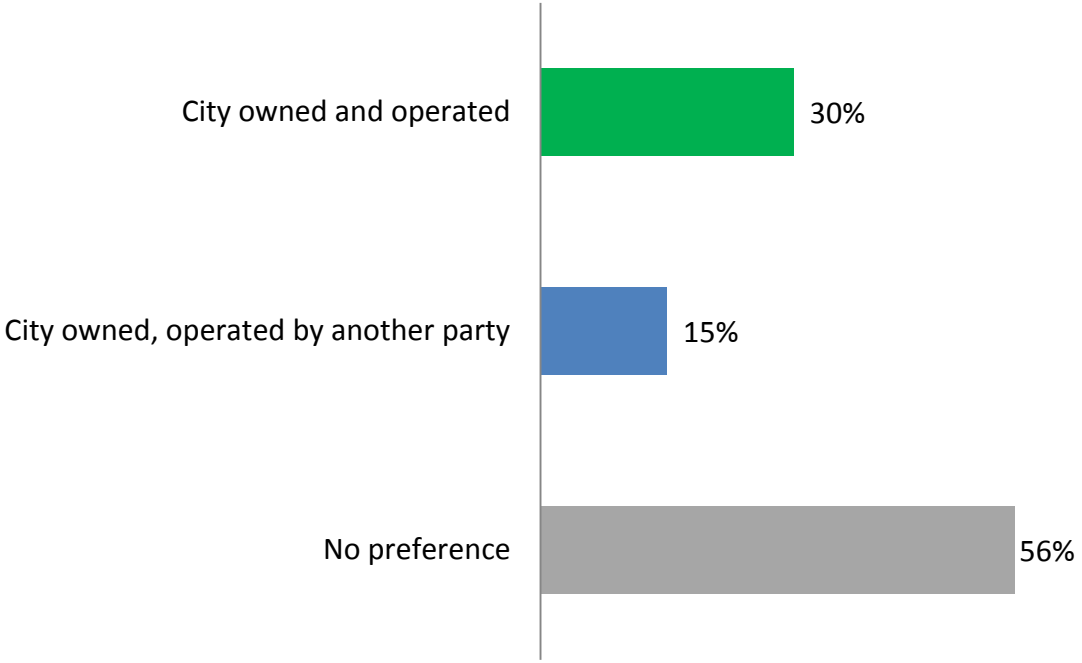


Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

PREFERRED OPERATING MODEL

Currently the City of Edmonton owns and operates the existing staffed premium sport fields (with the exception of the Edmonton Soccer Association Complex – operated by ESA) in the city. If a new facility were built, what type of operating model would you prefer to have …



Base: Stakeholder organizations (n=27)

Caution to be used in interpretation due to small sample size

SUGGESTIONS FOR NEW FACILITY

SUGGESTIONS FOR NEW FACILITY

"Make it central and LOTS of parking. PLEASE keep prices DOWN. Sport is pricing itself out of many people's reach."

"The field with dressing rooms and washrooms would be a benefit. But all the extras are needed by our professional team only. Let them build their own facility . Edmonton can not and will not support professional soccer teams."

"Smaller venue could be utilized for other sports as well."

"Yes the turf should be of best quality to play field hockey. I will suggest it should be water based."

"It depends really. For example ESA does not allow our sport to book their indoor facilities- however all other facilities like the indoor soccer centers for example in Calgary and Leduc allow bookings. The city seems to be easier to work with."

"Check out Saskatoon's, seek partners from clubs like Drillers who can invest in a small part but could never do the whole thing."

"It should be a turf facility as our weather makes this more practical."

"Not really...sounds like they are considering all the right things based on the list of what we need...beyond that I don't think there is anything above and beyond."

"Yes I think the location and opportunity exists to create a joint facility on airport lands that would serve the community, colleges (NAIT, GMU primarily but all local post secondary) and FC Edmonton soccer as well. Central location, LRT Access and the future community growth make the location one to explore."

"Realizing budget constraints, it would be great for provincial sport organizations to have their office space at the facility."

"Please ensure that the lines on the field can be removed easily and is affordable. Please try and have it next to public transit so people can have travel options. If we can find the budget to make this with a retractable roof, I think you would have a goldmine in Edmonton."

"Mentioned before but building a 10000 seat field in Edmonton looks to focus on some type of professional team or possibly a Canadian championship event. We have two turfed fields that can hold upwards of 2000 - 5000 which is sufficient. We need more turfed fields not one bigger facility that is focused on a professionals or a singular Canadian championship. Build for the communities' needs."

The City does not need a 10,000 seat or larger facility. This is a fantasy for FC Edmonton. If they were drawing large crowds, they should use Commonwealth Stadium!

"More important to have an indoor facility than an open air 8-10,000 seat facility."

"Ensure artificial turf is multi-use for Football and soccer."

"Look for partnerships with other municipalities in the region. This is something that could support multiple communities if done correctly ."

"It doesn't matter as long as we can book it for our sport and things are carried out in a fair manner."

"Accessibility for minor sports."

Italics denote verbatim responses

Q32. Do you have any suggestions for the City for the proposed new facility?

APPENDIX

QUESTIONNAIRE

SCREENER : Just to confirm, are you the person in your organization who is responsible for booking field times at City of Edmonton-owned facilities?

Yes **CONTINUE**
No **THANK AND TERMINATE**

BASIC INFORMATION

1. In which of the following sports is your organization engaged? Please select all that apply.
   - Field Hockey
   - Football
   - Lacrosse
   - Rugby
   - Soccer
   - Other

The next few questions are about booking field times at City of Edmonton facilities for the sports you just mentioned. If your organization is engaged in multiple sports, please consider all the sports before replying.

2. For which of the following purposes are you booking field times. Please select all that apply.
   - Special events (e.g., hosting championship games)
   - Regular season games
   - Regular season practices
   - Tournament games
   - Programming (e.g. training camps)
   - Other

3. [IF BOOK FOR REGULAR SEASON] Are you booking field times for …
   - One team only
   - More than one team

4. [IF MULTIPLE TEAMS] Approximately how many teams are you booking field times for? Please take into account all the sports that you mentioned earlier.

_____

5. What are the different types of teams that your organization books field times for? Please select all that apply.

Minor
Youth recreation
Youth elite
Adult recreation
Adult elite
Student recreation / intramurals
Student competitive
University Athletics
Other

6. Overall, how satisfied are you with the allocation and booking process for the City of Edmonton-owned facilities?

Very Satisfied
Somewhat Satisfied
Neither Satisfied nor Dissatisfied
Somewhat Dissatisfied
Very Dissatisfied

7. Why do you say so? Please be as descriptive as possible.

_____

USAGE INFORMATION

The next few questions are about the field times that you have booked in 2012.

8. What did you book field times for? Please take into account all the sports and teams or organizations that you are responsible for booking.

For practices only	→ ASK Q9-Q12
For games only	→ ASK Q13-Q16
For both games and practices	→ ASK Q9-Q16

The next few questions are about field times for practices.

9. Which of the following turf fields did you use for booking field times for practices? Please select all that apply.

Clarke Field
Foote Field
Edmonton Soccer Association Complex (Henry Singer)
Jasper Place Bowl
Mill Woods
None of the above
Other turf facilities – Please specify:_____

10. What proportion or percentage of your field times for practices in the 2012 outdoor season was in each type of the following fields? If you can't remember exactly your best guess is fine.

Grass	____%
Artificial Turf	____%
TOTAL	100%

11. Ideally, what would be the proportion of the various types of fields you would like to use for practices?

Grass	____%
Artificial Turf	____%
TOTAL	100%

12. ASK IF TURF% IN Q11 IS GREATER THAN TURF% IN Q10. In the past 2012 season, [INSERT TURF FROM Q11] of your field times for practices have been on artificial turf, while, ideally you would like to have [INSERT TURF FROM Q11] of your field times for practices on turf. Why did you use artificial turf less than what you would have liked? Please be as descriptive as possible.

The next few questions are about field times for games.

13. Which of the following turf fields did you use for booking field times for games? Please select all that apply.

Clarke Field
Foote Field
Edmonton Soccer Association Complex (Henry Singer)
Jasper Place Bowl
Mill Woods
None of the above
Other turf facilities – Please specify:_____

14. What proportion or percentage of your field times for games in the 2012 outdoor season was in each type of the following fields? If you can't remember exactly your best guess is fine.

Grass	____%
Artificial Turf	____%
TOTAL	100%

15. Ideally, what would be the proportion of the various types of fields you would like to use for games?

Grass	____%
Artificial Turf	____%
TOTAL	100%

16. ASK IF TURF% IN Q15 IS GREATER THAN TURF% IN Q14. In the 2012 season, [INSERT TURF FROM Q14] of your field times for games have been on artificial turf, while, ideally you would like to have [INSERT TURF FROM Q15] of your field times for games on turf. Why did you use artificial turf less than what you would have liked? Please be as descriptive as possible.

ASK ALL

17. In 2012, were you able to book all the grass fields that your club required? Please consider all sports, teams and type of usage while answering.

Yes
No

18. In 2012, were you able to book all the artificial turf facilities that your club required? Please consider all sports, teams and type of usage while answering.
    Yes
    No

19. In 2012, irrespective of the type of facility, were you ever unable to book the time slot that you wanted? Please consider all sports, teams and type of usage while answering.
    Yes
    No

20. In the next five years, do you think your organization will be needing artificial turf facilities more, less or the same as you do now …
    More
    Less
    The same
    Don't know / prefer not to answer

21. In the next five years, do you think your organization will be needing grass facilities more, less or the same as you do now …
    More
    Less
    The same
    Don't know / prefer not to answer

NEW STADIUM USAGE

22. The City is considering the viability of a new facility with a seating capacity of 8,000 to 10,000 that could support soccer and other rectangular-based sports. From your organization's perspective, is there a need for this type of a new facility?
    Yes
    No

23. For what reasons do you think there is [INSERT based on Q22 – "a need" / "no need"] for this type of a new facility? Please be as descriptive as possible. [OPEN END]

24. Now, let's assume that this new facility is built in Edmonton. If the hourly rate were comparable to what it is now for other premium fields in the city, would your organization use a facility like this?

Yes
No SKIP TO Q29

25. [IF YES, WOULD USE NEW FACILITY @Q24] Would your organization use this new facility for… [ROTATE a and b]

Additional field times for your team / league / organization, or
Field times that would replace bookings that you would have made at other facilities
Both of the above

26. [IF ADDITIONAL FIELD TIMES OR BOTH @ Q25] Approximately how much more field time would your organization use, because of this new facility? If you don't know, please provide your best estimate.

0 to 20% more
21% to 40% more
41% to 60% more
61% to 80% more
More than 80%

27. [IF YES, WOULD USE NEW FACILITY @Q24] How would you use this new facility? Select all that apply

Special events (e.g., hosting championship games)
Regular season games
Regular season practices
Tournament games
Programming (e.g., training camps)
Other

28. [IF YES, WOULD USE NEW FACILITY @Q24] From your organization's perspective, would you prefer this facility to be a …?

Grass Facility
Artificial Turf Facility

ASK ALL

29. Below is a list of various amenities that the new facility might have. Please classify them according to your usage needs even if you don't expect to use the facility.

	We definitely need this	This is good to have	We don't need this at all	Not sure
	1	2	3	9
Concessions				
Dressing rooms				
Lighting for night games				
Meeting room				
On-site support staff				
Press / Spotters Box				
Public address systems				
Scoreboard				
Seating for spectators				
Washrooms				
Wi-Fi				

30. [IF 1 OR 2 FOR SPECTATOR SEATING IN Q29]. How many seats for spectators does your organization need for a …

Regular Game _____[NOT APPLICABLE]
Tournament Game _____ [NOT APPLICABLE]
Provincial Championship Game _____ [NOT APPLICABLE]
National Championship Game _____ [NOT APPLICABLE]

31. [ASK ALL] Currently the City of Edmonton owns and operates the existing staffed premium sport fields (with the exception of the Edmonton Soccer Association Complex – operated by ESA) in the city. If a new facility were built, what type of operating model would you prefer to have … [ROTATE OPTIONS]

City-owned and operated
City-owned, and operated by another party
Doesn't matter / No preference

32. [ASK ALL] Do you have any suggestions for the City for the proposed new facility?

THANK YOU & GOOD-BYE

What do they like about the allocation and booking process for CoE facilities…

- *"Responsive staff, positive policies, fair guidelines."*
- *"They listen to suggestions and try to implement them."*
- *"Always room for improvement, but the process is fair."*
- *"The process has been the same for the past few years. It is simple and easy to follow and well organized."*
- *"I've never had a reasonable request refused."*
- *"The process is fair though and information easy to access but sometimes bookings are slow because of high volumes at peak times."*
- *"Rollover information should be provided much earlier. The ability to see who holds the license at a field/facility before allocation meetings take place would be very useful. At least 2 months notice is needed to make proper decisions at the meetings."*
- *"It has gotten much better over the years. This last year, having the licence out at the beginning of the season was great. We need to do more for established teams have constant fields and dealing with closing fields."*
- *"Teams for a lot of types...it has done what we need to do, so I don't really have any major complaints."*
- *"There's a lot of goods when it comes to recreational booking, number of fields available but when it comes to elite, the process is difficult to understand and difficult to narrow down in terms of budgeting and knowing when you are going to get fields in advance etc. (this is only on the elite, all the rec stuff is very good)"*

What do they dislike about the allocation and booking process for CoE facilities…

- *"There are many problems with field bookings as many groups try to improve their allocation by claiming they are offering provincial or national programs. In addition, football does not have a site that is designated for football only."*
- *"There are sufficient quality indoor facilities for elite soccer. Existing boarded and non-boarded are too small and the 'carpet' in most facilities is hard on athletes."*
- *"Sometimes access to art. turf fields is difficult."*
- *"Just because I've sent in requests for field time and have never received a response back, after the allocation process I have needed more time and have sent requests but haven't received a response."*
- *"As an adult league, we are second priority to the youth program, and yet pay more for fields. Rates charged for artificial turf fields are also prohibitive."*
- *"Rollover information should be provided much earlier. The ability to see who holds the license at a field/facility before allocation meetings take place would be very useful. At least 2 months notice is needed to make proper decisions at the meetings."*
- *"'We are having on-going communications with the City to establish an understanding of how University/Community programs can book other city facilities."*
- *"The field we present use as our home field, Johnny Bright Bowl, is now minimally available to us to book for practice days or club events and is predominantly used for soccer. Previous to the field being turfed we were able to use/rent the field many more times per year. As this field was predominantly through the years a football first field and the football community and our club were instrumental in getting the field turfed we feel the West end city football groups should get and deserve some sort of booking preference. Also the inability of the City to have the the Johnny Bright Bowl or any turfed field available for spring football is an embarrassment. This spring season we were forced to shuttle our kids to St. Albert and Spruce Grove to use their facilities and incur added costs and inconvenience. This seems to be shortsightedness on the city's part as Midget spring football has been around for years in Edmonton."*

Q7. Why do you say so?

What do they dislike about the allocation and booking process for CoE facilities…

- *"Very cumbersome and time consuming."*
- *"Difficult to book a space that is large enough and available at a reasonable hour of the day."*
- *"There is not a sufficient facility for elite or competitive athletes in this city to train on. FIFA has one regulated field in this city and that is Commonwealth. Unless you are drawing more than 30,000 people to your event, it looks embarrassing to host tournaments or events there. We would be able to secure way more international games in Edmonton if we had a mid-sized stadium."*
- *'It seems we recognize soccer more than some of the smaller sports such as rugby. Rugby is steadily growing but at this time does not have the numbers soccer has either in teams playing or participation. I believe every sport applying should be granted some space on an equal ground, providing they actually need turf for their sport. For example...if field hockey being the least intrusive wants 3 hours a week - each sport bidding for time should be allowed three hours before any sport is given more. Once each sport is allocated the three hours then it goes back to see how much time is left and the process begins again...1 hour for each sport still needing space...etc etc etc. It seems to me the city will be better off for allowing some of the not so main stream sports some time and space in order to show a well rounded sporting community. My experience to date has only been with indoor facilities. Outdoor facilities are a bit easier to achieve but I believe the same process could be followed."*
- *"The allocation model that the city uses does not consider the elite soccer players practice 4-5 times per week. They continue to believe we embellish our practices per week yet we have the $40-$50k per year billing to substantiate the numbers. There is no ability to negotiate locations with other users."*
- *"The process is somewhat cumbersome and does not allow much innovative scheduling."*

What do they dislike about the allocation and booking process for CoE facilities…

- *"For our sport there are only two facilities playable for field hockey in the city of Edmonton. One of them only playable for youth games using the width of the field that is lined. Our sport is a turf sport and "waterbase" turf is the ideal, however we work with multi surface turf as an alternative based on the culture in Alberta/Edmonton, However Calgary has a water base turf specific to field hockey that all the groups rent. From a provincial level we compete against power house provinces such as BC and ONT- where they have "water base" turf facilities, were they practice and play each year. There isn't one province that plays on grass. It seems that the booking process only focuses on competition games, which I understand. But does focus on training/practice times. Because big sports like soccer can book turf or grass- when it comes to booking the turf for provincial team training it isn't available because all extra time has been taken to play GAMES only. Because of this our provincial teams cannot practice towards their national competitions effectively. I think its important to be mindful that practicing on the turf is crucial to the development of our provincial and national team athletes. In the booking process there should be an option for us to book limited practice times- BEFORE soccer or other sports takes all the time for games, when in some cases they could play some of those games on a grass field that has been designed already for their sport. What would be ideal for our sport in Edmonton and Alberta is that in the long term plan- we have a turf facility that is specific to field hockey, similar to what Calgary has. Or each field hockey group is allowed to book 1 separate practice time per week that has the same value as a competition game. In some cases our practices are more important then the games. This would have to be somewhat sport specific, but with only two fields to choose from it becomes increasingly difficult each year as our sport grows."*

- *"Because at the time of booking procedure followed by central booking is not correct. Clubs booking the times cheat others. Even though the matter is brought to the notice of booking authority no action."*

- *"We would like the ability to book times for practices as well. There are only two turf facilities available to book for our sport, however we never get a chance to book times or time that is enough to run a program- because ALL games take priority. Our sport is only playable on turf. It is great to have the ability to play games- but the athletes hardly get to develop based on the limited practice time available. It should be taken into consideration when other sports can book multiple grass fields but choose to only book the turf. Our sport does not have the same option- therefore the situation becomes increasingly difficult. We would be open to working with any group even if we have to share half the field- just so we can get training time."*

Why is there a need for a new stadium?

- *"Availability for more teams, more venues for amateur sports"*
- *"The City could host large tournaments and events that would take pressure off of smaller venues."*
- *"Too much competition for the few city turf fields for the weekends during the day."*
- *"Obviously it would be great to have FC Edmonton have a home field. The ability to access another turf field would allow our program to continue to grow as well."*
- *"Able to stage international games for soccer and rugby."*
- *"In order to attract and retain athletes we need a path for athletic development in the region. This means supporting clubs like FC Edmonton and attracting national level competition and tournaments that draw internationally."*
- *"Growth of Men's and Women's Field Lacrosse."*
- *"As stated before, Clarke is not a FIFA regulated field. There needs to be another option besides Commonwealth to host international, national and provincial competitions. It is outlandish to think clubs are going to spend 90K to rent out Commonwealth for a day to attract 8000-10000 people. There needs to be a better option with a turf that can have painted lines on it so that this field can be used for multi-sports and not make it incredibly difficult for spectators to guess where the field lines are. Not only can a mid-sized facility attract sporting events, there is huge potential to attract a multitude of other entertainment alternatives."*
- *"There is a need for a centrally located facility to support the higher levels of competitive soccer in Edmonton. this includes College, Club, and above. The fields need lighting. The length of our grass field season is too short and unpredictable. preferable would be a combination full indoor field (year round) beside an outdoor field. (shared support buildings). Airport lands??? LRT access."*
- *"To accommodate the interest in sports that would not be able to use a larger stadium."*

Q23. For what reasons do you think there is a need for this type of a new facility?

Why is there a need for a new stadium?

- *"While artificial turf allows for continued use in inclement weather it is still only seasonal and something that can be used all seasons, that is a proper soccer field, is much needed in this city, would allow for tournaments, centers of excellence etc. to utilize in addition to private users like us."*
- *"There are very few places to host an event that has this kind of seating capacity. In the outdoor season we use Ellerslie Rugby Park as much as possible but it is over booked for special events and another, just a bit larger would allow us to bring International Events to Edmonton as well as hosting Provincial Events."*
- *"It would allow us to get more games played regardless of weather and would allow us to attract more national/international events for soccer to the city."*
- *"Most of the facilities in the city are either too large or too small to hold a venue of 8000 -10000 for a sporting event. This would be a good option."*
- *"It would be used a lot. FC Edmonton needs it, but the rest of soccer needs it too. All KEY games like goal medal games need to be played in a place like that."*
- *"For games schedule...we don't book fields for games but its always a challenge to get facilities booked for games which impacts us with our schedule"*
- *"As population of Edmonton is growing day by day and we need more facilities to keep youth engaged. We need more artificial turfs for field hockey."*
- *"We would just like to access another turf facility that is lined for field hockey in the city of Edmonton as our membership increases."*
- *"National championship hosting, having a location that can act as a focal point, we try to host one per year…FC Edmonton is a member of ours, so having a place that can be a home for them is very important to the soccer community, Alberta Major Soccer League, our elite senior team, if we had a facility like that, we could host with more professionalism…fields we have right now only have about 500 seats…if we have a stadium we could bid on holding national level training camps and games for national teams…"*

Q23. For what reasons do you think there is a need for this type of a new facility?

Why is there no need for a new stadium?

- *"We do not host any games with a need for that many fans! It would be great for Edmonton FC."*
- *"The City needs to build artificial surfaces with the proper amenities that seat at the most 1,500 people. If there is a group that has more fans than this they should use Commonwealth Stadium."*
- *"We think the city should look at building more community type turfed fields. With capacity seating of 1000-2000 max. Possibly even less seating. We need more turfed fields for community use, not more seats on one turfed field."*
- *"We have Clark park and the majority of artificial fields have adequate stands. We do not need facilities that would be catering to one organization only, FC Edmonton."*
- *"The cost of renting it would be far above what we would be able to pay."*
- *"Our organization deals with minor soccer for 4-18 year olds. We would not have that many spectators!"*
- *"It would be great to access another turf that could be lined for field hockey- however we would only ever need the seating capacity for National tournaments that would ideally need a "water base" turf."*

Q23. For what reasons do you think there is no need for this type of a new facility?

THE CITY OF Edmonton

Léger

THE RESEARCH INTELLIGENCE GROUP

Stadium Research
City of Edmonton
Draft Report
July 2013