

**An Introduction to  
the Programming of the  
NATIONAL SPORTS CENTER  
Blaine, Minnesota**

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# **An Introduction to the Programming of the National Sports Center Blaine, Minnesota January, 1989**

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**I. The National Sports Center  
Blaine/Minnesota**





## **National Sports Center**

### **Blaine, Minnesota**

The National Sports Center, under the direction of the Minnesota Amateur Sports Commission, has been designed as one of the finest athletic complexes in the nation for competition and training in athletics (track and field), cycling, soccer, weightlifting and wrestling. With \$14.7 million in funding, it was the lead project in a \$29.4 million capital bonding package for the construction and enhancement of amateur sports facilities.

The National Sports Center is located adjacent to the Anoka County Airport in Blaine, Minnesota, a northern suburb of the Twin Cities. It is easily accessible by major highway systems and has ample parking for major spectator events.

The complex features three state-of-the-art venues on 92 acres of land. It includes a lighted, outdoor stadium for soccer and track and field competition; a multi-purpose sports hall complete with indoor training facilities for weightlifting, wrestling, soccer and track and field; and a velodrome for cycling.

Five national governing bodies have designated the Center as an official training site for their sport. Those organizations include The Athletics Congress of the U.S. (TAC); U.S. Cycling Federation (USCF); U.S. Soccer Federation (USSF); U.S. Weightlifting Federation (USWF); and USA Wrestling.



# **The Facilities of the National Sports Center**

## **The Stadium**

The National Sports Center stadium will be the only outdoor facility of its type in Minnesota. It features ticket, concession and merchandise areas, restrooms, enclosed storage, lighting, electronic scoreboard and press box.

Construction for the initial phase of the stadium includes combined permanent and portable seating for up to 12,000 spectators. Second- phase stadium seating, scheduled for 1990, will increase the spectator capacity to 25,000. A third-phase stadium construction is proposed for 1992/'93 which would allow for up to 45,000 seats as part of the 1994 World Cup competition.

The natural turf soccer field will be 110 meters by 73 meters and designed for both international and professional competition. The stadium is supported by 15 on-site soccer fields which are adjacent to 15 additional fields owned and operated by the City of Blaine. Combined, the stadium and 30 fields will make the National Sports Center the largest contiguous soccer complex in North America.

The stadium soccer field is surrounded by a 400 meter all-weather, nine-lane performance track built to international specifications. The facility will have two 110 meter straightaways, along with vaulting pits, jumping pits and field event areas. There is also a field events training area adjacent to the stadium.



### **Sports Hall**

The National Sports Center's multi-purpose sports hall is constructed to accommodate a variety of activities and events.

The main facility is dedicated to weightlifting, wrestling, soccer and track and field competition and training. It includes special areas for weightlifting and wrestling, along with a 200 meter synthetic track and a 60 yards by 100 yards area for soccer training. The sports hall arena also has the flexibility to host other related sports competitions and can hold up to 5,000 spectators for certain events.

In addition, the multi-purpose sports hall houses nine spacious locker rooms, sports medicine and fitness training areas, saunas, meeting room space, ticket office and gift shop. All administrative offices for the Minnesota Amateur Sports Commission and National Sports Center are located in this facility.

A three-story residence hall complex attached to the facility enhances the ability of the National Sports Center to host camps and training seminars. Complete with food service and laundry, the hall contains 200 beds and a lounge area on each floor.

### **Velodrome**

The Minnesota Amateur Sports Commission enlisted the services of West German velodrome design specialists Herbert Schurmann Architects when building the only all-weather, wood cycling track in the United States.

With a 250 meter by 7 meter track, the National Sports Center velodrome is similar to the facility constructed for the 1992 Olympic Games cycling



competition in Barcelona, Spain. The velodrome will include a tower for administration and video taping purposes, with seating able to accommodate up to 5,000 spectators.

A one kilometer criterium (road) cycling course has also been planned throughout the Center's service road system. This allows the complex to include criterium cycling competitions in conjunction with major velodrome events.

### **Support Facilities**

The National Sports Center venues are complimented by other features which serve the facility both functionally and aesthetically.

An exhibition soccer field surrounded by the three major venues becomes the focal point for special competitions, ceremonies and events. The courtyard area is designed for easy accessibility to all venues and earth-bermed grading permits a natural seating effect for spectators.

The National Sports Center is also reviewing proposals for constructing a private, full service sports medicine clinic on the Complex grounds. The clinic would provide injury rehabilitation, physical therapy, testing and research services to the Center.

Finally, National Sports Center landscaping provides for a lake, mall and hundreds of trees, evergreens and shrubs to portray the facility in true Minnesota tradition.





## **II. The Programming Philosophy**



## **The Programming Philosophy**

When the Minnesota Amateur Sports Commission began planning the National Sports Center in 1987, it identified the importance of making this facility available not only for elite athletic competition and training, but all individuals regardless of skill level or age.

Together, the Commission and the National Sports Center staff have refined this philosophy even further. They have developed a strong programming guide which will meet the needs of all groups -- local, regional, national and international athletes; coaches, officials and administrators; and event organizers and spectators. This has also generated three distinct classifications in the National Sports Center's concept for total programming.

The first includes activity-oriented programs for athletic pursuits and general fitness within the five major sports of the National Sports Center and involves twelve categories which fully utilize the three major venues and support facilities within those sports. These areas are 1) general recreational use; 2) sports club, secondary school and college use for training; 3) for clubs/schools/colleges, etc. regular season schedules, conference championships, etc.; 4) athlete development programs; 5) summer camps; 6) coaching development programs; 7) officiating development programs; 8) creating new events and competitions for the Center; 9) securing established events and competitions for the Center; 10) National and Olympic team training; 11) National and Olympic team competitions; and 12) special events, both athletic and non-athletic.

The second, entitled the National Amateur Sports Institute is designed to



complement activity programming while assisting in the development of athletic ability through utilization of the most effective and current techniques available in modern sports education.

The curriculum for the Institute includes eight components which stress the physiological, psychological, nutritional and emotional elements needed to promote success for on-field behavior, strength conditioning and strategy. The components include 1) cross training; 2) conditioning; 3) nutrition and wellness; 4) substance abuse; 5) psychology and imaging; 6) video-biomechanical performance feedback; 7) leadership skills; and 8) outdoors education and the international language of sport.

In addition, the National Amateur Sports Institute offers adult development programs, coaching and officiating certification training, and sports skill seminars. Instructors are selected from colleges and universities across the region and complemented by elite athletes residing and training at the National Sports Center.

Thirdly, additional areas of potential programming have been analyzed which can be feasibly accommodated at the National Sports Center. It is felt that many additional sports, activities, and events can be programmed to assist in generating a greater awareness, in our local marketplace of the National Sports Center. These sports, activities, and events include: a) Volleyball; b) Tennis; c) BMX Cycling; d) Free-style Cycling; e) Bocce; f) Rugby; g) Field Hockey; h) Softball; i) Martial Arts; j) Tug-o-war; k) Croquet; l) Cricket; m) Basketball; n) potential professional sports teams as major tenants; o) athletic training memberships at the National Sports Center; p) relationships with local and regional colleges; q) handicapped sports; r) major events development; s) wellness programs; t) the establishment of a



school tour and visitation program, with additional activities such as a speakers' bureau and volunteers and interpreters' bureau; t) special events coordination, ie: concerts/ Boy and Girl Scout jamborees/expos, etc.

A combination of all of these elements will certainly project a truly first-class image of our facility and establish its reputation as truly being a "National Sports Center".





**III. The role of the Sport Advisory Boards  
and the National Governing Bodies of  
each sport in the programming of the  
National Sports Center.**



## **Overview**

It was crucial from the outset of the programming efforts to understand the needs of both local and national athletes. To do this, two relationships had to be developed. Firstly, an advisory board of both local and national figures was established to analyze the programmatical issues of a given sport and the needs of its athletes; and secondly, extensive efforts have and continue to be made in developing a relationship with and an understanding of how all of the sports "work" administratively and politically at the national level.

### **Sport Advisory Boards**

An advisory board was established in each sport to help develop the optimum program to assist in the development of a sport and its athletes in Minnesota. Pertinent information was gathered and an analysis of each sports current events, activities' leagues, coaching and officiating programs was completed with the assistance of the advisory boards and important individuals involved in the particular sport associated with the National Sport Center. In addition, the question was asked, "What is necessary to help elevate a particular sport to a higher level, both from a participant, coaching and officiating standpoint?" All of this can and will do nothing but help strengthen the relationship between the National Sport Center and the area's local governing bodies of the individual sport.

### **National Governing Bodies**

Through a close working relationship with the National Governing Body of each of the five sports, the facility has been designated as a National Training Center in all five major sports.

Developmental and training programs at all levels of National team programs, the coaching and officiating courses needed both locally and nationally, can be accommodated by the National Sports Center.

The complicated nature of dealing with the infrastructure of each National Governing Body is incredibly important to the success of our programming efforts. The demands of travel, meetings, bidding for events, and constantly communicating with both the local and national offices of each National Governing Body are enormous, yet are the important cornerstones crucial to the success of our facility. One of the major strengths of our program at this point is in the relationships developed with the National Governing Bodies in track and field, soccer, weightlifting, cycling and wrestling.



## **IV. The Five Major Sport Tenants Activity Breakdown**



## **Breakdown of activity categories for the National Sports Center in its five major sports**

### **A. Recreational**

1. Time programmed by the National Sports Center to accommodate the training of individuals or teams in a recreational setting in a particular facility.
2. Space made available by the National Sports Center that can be booked by individuals for individual, team, clubs, and business or corporations for practice or activity without direct supervision.

### **B. Clubs/High Schools/College Rentals**

Clubs/schools who rent space to practice or stage their own events on a consistent contractual basis.

### **C. Developmental Programs**

1. Programs developed by the National Sports Center, staffed by the center specifically to develop the local and state athlete and accelerate his/her development in that particular sport. The program will include limited elements of the National Amateur Sports Institute. It is anticipated that a fee will be charged for each athlete's participation in each of these developmental programs.
  - a. Children
  - b. Women
  - c. Men

### **D. League Play (not appropriate to weightlifting area)**

1. Organized leagues staged at the facility developed and organized by the National Sports Center.
2. Leagues organized by external local bodies that need facilities.

### **E. Camps for Athletes**

1. National Sports Center residential camps that include the National Amateur Sports Institute (NASI) program.
2. National Sports Center non-residential day camps that include the NASI program.
3. Private residential camps that do not include the NASI program.
4. Private non-residential camps that do not include the NASI program.





F. Coaching Courses for Coaches

1. Seminars and clinics developed by the National Sports Center that are not attached to a national governing body licensing program, but are basically informational and educational, (i.e., a seminar staged by a national team coach when he is at the center.)
2. A coaching course operated, promoted, and staffed by the local governing body for a coaching license. (Will usually be non-residential.)
3. Coaching courses organized through the national governing body, staffed by national coaches, to train coaches to the highest coaching certificate in a particular sport. (Can be both residential and non-residential.)

G. Referees/Officials Courses

1. Seminars and clinics developed by the National Sports Center that are not associated with a national licensing program but are basically informational and educational.
2. Local referees/officials training courses, organized, promoted and staffed by the local referees/officials association.
3. National referees/officials licensing program, organized, promoted and staffed by the national referees/officials association.

H. Events/Tournaments created by the National Sports Center

1. For local athletes
2. For athletes statewide
3. For athletes on a regional basis
4. For athletes nationally
5. International events

I. Established Events/Tournaments that are biddable that we should host

1. For local athletes
2. For athletes statewide
3. For athletes on regional basis
4. For athletes nationally
5. International events



J. National and Olympic team training programs

1. State level teams (with age group definitions)
2. Regional camps (with age group definitions)
3. National/Olympic Team camps (with age group definitions)

K. National Program/Olympic program team events  
(With definition of level male/female)

L. Special Events

1. Sporting events
2. Non-sporting events



**V. An overview of the programming of the  
National Sports Center's  
five major sports tenants.**

**a. Track & Field**

- outdoor**
- indoor**

**b. Soccer**

- outdoor**
- indoor**

**c. Cycling**

- track**
- criterium**

**d. Weightlifting**

**e. Wrestling**



## **a. TRACK AND FIELD**

-Organizational overview-

### **-National Governing Body-**

The Athletic Congress of the United States  
P.O. Box 120  
Indianapolis, IN 46206

### **-National Contacts-**

1. President - Dr. Leroy T. Walker
2. Executive Director - Ollan Cassall
3. Assist. to Exec. Dir. - James Perkins
4. National Coach - Berny Wagner

### **-Track and Field Advisory Committee-**

1. Kevin Moorhead
2. Bill Wenmark
3. Berny Wagner
4. Steve Whittacker
5. Phil Lundin
6. Roy Griak
7. Rich Gray
8. Lynn Anderson
9. Steve McConkey
10. Jimmy Carnes





## **Track and Field Programming Overview**

Both members of The Athletic Congress and the technical advisory board have assisted in the compilation of information needed to develop both an outdoor and indoor track and field program which is highlighted by four key components.

- o The National Sports Center's agreement with The Athletic Congress to provide room and board for its athletes in certain training programs and the designation of the National Sports Center as a National Training Center.
- o The ultimate designation of the National Sports Center as the official training site for the National Junior Olympic program.
- o The events that can be brought to the facility by the local governing body of track and field, schools, colleges and clubs.
- o The training, fitness, and developmental programs that can be instituted through the facility to impact the participation and health of many Minnesotans in athletic and healthful pursuits.

It is also possible that because of the relationships already built by the MASC with the US Olympic committee and our current involvement with the Olympic Festival and International Special Olympics, that the designation as an Olympic Training facility is not out of the question at some future time.

A brief analysis follows of both the outdoor and indoor track and field program.



## **Track and Field**

**Outdoor:** The program for track and field will include the following:

### **Recreational**

- o Jogging program for all comers
- o Middle distance/special events recreational program
- o Sprinting and long distance recreational programs
- o Group, club, and individual recreational program
- o Corporate jogging/fitness program

### **Club/High School/College Rentals**

- o Club                      A-Larc, Club Sota, GBS, Twin Cities Track Club, Minnehaha Marathoners all will be given opportunity to stage practices/events at NSC (ie. A-Larc ultimate runner event)
- o Schools                The Minnesota high schools leagues will be invited to stage school, state and regional meets at the NSC.
- o College                MAIC and NCC conferences have been contacted regarding practice, meets and programs.
- o Cross-Country        Both high school and collegiate cross-country championships will be invited to the NSC.

### **Developmental Programs**

- o Youth                    -Young track stars program (development of techniques and skills of track and field)  
                                  -will include programs such as Junior Olympic program, Hershey program, Jesse Owens program in three age groups: beginner, intermediate, advanced.
- o Men and Women        -Specialist coaching courses for area athletes on a year round basis.

### **Camps**

- o The National Sports Center Summer Camp Program.

Up to four weeks of track and field camps are possible during the summer months both of a residential and non-residential nature. Residential camps will include the National Amateur Sports Institute program. At those camps, we definitely will attempt to develop relationships with named athletes and coaches; i.e.,

Carl Lewis, Florence Griffith-Joyner (track)  
Dwight Stones, Matt Wilkens for field.



All elements of a total program designed through the National Amateur Sports Institute will be included. The track and field events should be divided into specialist camps in the following manner:

- Throws and Jumps
  - Sprints and Hurdles
  - Endurance events
- o Private camps both of a residential and non-residential nature are possible tenants of the NSC during the summer months on a rental, lease and accommodations basis; i.e.,
- Ten-star Running Camp
  - National Championships Sprint and Hurdle Camp
  - USA Throwers Camp

#### Coaching Courses

- o National Sports Center is working with the technical advisory board, through its chairman Kevin Moorhead, to establish seminars for area club, high school and college coaches. These seminars will feature guest speakers, lecturers in all aspects of coaching, including the psychological and physiological aspects of the sport, in addition to the treatment of injuries.
- o Coaching courses in conjunction with the Minnesota Coaches association including both track and field (level 1) and cross country could take place annually in August.
- o A seven-day level II coaching course will be scheduled annually at the National Sports Center in August.

#### Official Courses

- o Annually, in either July or August, one national TAC officials' certification school will be conducted. The programming of this course will depend on two things:
  - 1) whether or not it should be scheduled simultaneously to a track and field coaching course or 2) simultaneously to officials courses in other sports for exchange of ideas, techniques, and philosophies.



## **Events and Tournaments created by the National Sports Center**

### **Events for Local and Statewide Athletes:**

- o Mile Nights - time cards kept for all participants who will be split according to age and ability groups.
- o High School Invitational developed in conjunction with high school league
- o Club Seniors Events developed by NSC in conjunction with local clubs.
- o NSC Championships (Invitational club events)
- o NSC Relays

### **Regional/National/International Events**

- o USA Cup Track and Field competition by 1991 for clubs with individual and team awards.
- o International Twin Cities Challenge with an invitation to seven cities to compete in an international competition at the Under 19 and Under 16 age levels for boys and girls in 1990.

## **Events and tournaments to be bid for by the National Sports Center:**

### **Statewide Events**

- o Star of the North Games
- o State high school championships
- o State club championships

### **Regional Events**

- o MIAC Conference Championships
- o NCC Conference Championships
- o MIAC/Ncc Track Meets
- o NCAA Regional National Championships

### **National Events**

- o Olympic Trials
- o Junior National Track Championships
- o TAC Senior Championships





### **International Events**

- o World Junior Track and Field Championships
- o World Masters
- o Pan-Am games
- o Goodwill games

### **National and Olympic Training Program**

As previously outlined, the NSC is in line to be designated as a National Junior training site. This will mean that the National Junior team members training and trials will be held at least in great part at the National Sports Center. Junior National Training camps are usual held during the month of July and would be conducted by the National Coaching staff, including Bernie Wagner, and would be staged per our agreement with TAC.

It has also been said by TAC, that through this program, we will be offered five National Junior events between 1990 and 1995.



## **Track and Field**

**Indoor:** The program for track and field will include the following:

### **Recreational**

- o Jogging program for all comers; early morning, lunch, and evenings
- o Specialty "lanes" will be developed for sprinting/hurdles/middle and long distance
- o Field event practice times will be defined
- o Corporate jogging/fitness program

### **Club/High School/College Rentals:**

- o With the limited availability of top indoor track and field facilities, it is anticipated that these will be in great demand for our facilities.
- o Club - A-Larc, Club Sota, etc., training coaching and event times.
- o Schools - Currently there are no high school indoor championships . However, it is felt that coaches will utilize the indoor facility for training and coaching purposes.
- o We have already developed an excellent relationship with the MIAC Division III conference and are beginning to work with the NCC. We feel that certain colleges will train and stage events at the National Sports Center indoor training complex.

### **Developmental Programs**

The indoor program will be a continuation of the outdoor program with the possibility of the development of the Hershey program, Jesse Owens and a Junior Olympics program indoors.

The developmental program for the young track stars will be run early morning and evenings, with appointed coaches by our staff.

### **Coaching Courses**

- o Seminars will be established to increase the knowledge in current trends in indoor track and field to local and statewide courses. Featured speakers will cover all aspects of indoor track and field.
- o A seven-day level II coaching course will be staged annually in December.
- o Minnesota Track and Field Coaches Association weekend will be held on an annual basis.



### **Officials Courses**

- o It will be possible to organize three certification workshops at the Center in January and February each year. These courses will be organized at the Association/National and Master level.

### **National and Olympic Team Training**

- o Through our agreement with TAC, it is anticipated that both the Elite and Junior Elite programs will utilize the facility for some aspects of their training programs during the winter months.

### **Other Events**

We will consider the hosting of such events as:

- o Health Fairs
- o Sports Medicine Expos
- o State Association Meetings, etc.



## **b. SOCCER**

**-Organizational overview-**

### **-National Governing Body-**

United States Soccer Federation (USSF)  
1750 East Boulder Street  
Colorado Springs, CO 80909

### **-National Contacts-**

1. President - Werner Fricker
2. National Administrator - Keith Walker
3. World Cup USA - Paul Stiehl
4. National Coach Outdoors - Bobby Gansler
5. National Coach Indoors - John Kowalski
6. National Team Administrator - Sunil Galati
7. National Programs Administrator - Art Walls

### **-Soccer Advisory Committee-**

1. Sergio Portesan
2. Marion Portesan
3. Keith Walker
4. Bob Engstrom
5. Sherri Wright
6. Marge Hartfel
7. Manuel Lagos
8. Stan Mirza
9. Dick Bogen
10. Ken Frosliid





## **Soccer Programming Overview**

An extremely positive relationship has been established with the many entities involved in the organization of soccer at the local, national, World Cup, professional, collegiate and high school level. The prognosis for the National Sports Center's soccer program is excellent.

### **The United States Soccer Federation**

Locally, the Minnesota Amateur Sports Commission and National Sports Center staff has the full cooperation and has involved all of the main local organizers of soccer in a series of committees attempting to help propel the sport of soccer to a new level in the state of Minnesota. Nationally, our relationship with Werner Fricker, President; Paul Stiehl, Treasurer; Keith Walker, National Administrator; Sunil Galati and Art Walls, National Team Administrators; and Bobby Gansler and John Kowalski, National Team Coaches is exceptionally strong. All of the above reflects well on the programming of the National Sports Center. Because of the designation of the National Sports Center as a National Team training site, and with the Federation's increasing emphasis on senior men and women, youth boys and girls, outdoor and indoor national team games as well as camps, training of officials and coaches, an extensive menu of events and activities is anticipated.

### **World Cup USA - 1994**

The National Sports Center has already been designated as one of eighteen sites from which twelve will be selected to host the 1994 World Cup. A local organizing committee has been developed -- World Cup Minnesota 1994 -- which has worked hand-in-hand with the USSF and World Cup USA 1994 employees to establish a blueprint for cities nationally who hope to participate in the World Cup in 1994. This has significantly strengthened our relationship with the World Cup Steering Committee nationally.

In addition, the local committee is a member of the World Cup "Founder's Club" and has donated \$15,000 to the USA's bid for the World Cup.

It is our belief that because of these strong ties to the operation and organization of the World Cup USA 1994 office, our programming of the World Cup events and the World Cup in 1994 has been enhanced considerably.

### **Outdoor Professional Soccer**

We have developed excellent relationships with "The Heartland League" officials and also the "American Indoor Soccer Association", who plan to play outdoors, so that at the time the National Sports Center's stadium is completed, we can move accordingly to re-establish an outdoor professional soccer team, that would be a major tenant at the Blaine facility.



### **Collegiate and High School**

It is anticipated that both the men's and women's teams from the University of Minnesota, as well as local MIAC and NCC schools will utilize the National Sports Center stadium for either league, tournament, or championship play. In addition, it is our feeling that the majority of coaches feel that the State High School Championships should not be played on astro turf when a stadium with grass is available. We feel that the high school championships could be moved to Blaine as early as 1990.

### **Summary**

The National Sports Center has a great opportunity in the sport of soccer to be a creative leader, escalate the abilities of our home-grown athletes, and develop an incredible array of events and programs which will allow us to become a leader in the nation as the sport heads into a period when it will be showcased both nationally and internationally because of the 1994 World Cup being staged in the USA.



## **Soccer**

**Outdoor:** The program for outdoor soccer will include the following:

### **Recreational**

- o 15 of the National Sports Center's 17 fields can be rented for practice situations during the spring, summer and fall months.

### **Club/High School/College Rentals**

- o All fields within the Complex will be made available for rentals of different types of activities.

### **Developmental Programs**

- o A Kinder Kicks Program will be offered at the following age levels:
  - Pre-school for 4-5 year olds for one and one-half hours each day in the spring and early fall.
  - Under eight: one night a week for one and one-half hours in the early evening in spring and fall.
  - Under ten: two nights a week for one and one-half hours in the early evening in spring and fall.
  - Under twelve: two nights a week for one and one-half hours in the early evening in spring and fall.
  - Under fourteen: two nights a week for one and one-half hours in the early spring and fall.
- o In addition to the above, two programs will be offered to parents of the children participating:
  - During the pre-school program, parents will be encouraged to participate with their child, and the program will be adapted to include elements of the NASI program.
  - A recreational game will be offered for parents to participate in, as their children are coached during the under 8, 10, 12, 14 programs.

### **League Play**

- o A number of different opportunities exist relative to league play at the Center:
  - By developing a relationship with both Blaine Soccer Club, outlying area soccer clubs around the Center and both the Minnesota Youth and Senior Soccer Association, we feel a large number of fields will be rented for league play.



- During the fall, no outdoor soccer other than in junior and senior high schools exists in an organized form. It is felt that the Center could run an organized six-a-side developmental league for the northern suburbs.
- It is anticipated that both the University of Minnesota men's and women's team will utilize the facility for its regular season games.
- An opportunity will be extended to MIAC and NCC schools to utilize the facility for their league play.

### **Camps**

There are tremendous possibilities for both day and residential summer soccer camps at the National Sports Center. At this time, it is felt that we can offer a strong combination of NSC camps with a number of both local and national organizations leasing space and accommodations from the Center to complement our own program.

#### **National Sports Center camps which include the National Amateur Sports Institute Program.**

- o Four weeks of both day and live-in camps: two would be held in June, as players would be out of school, followed by two in early August.

#### **Local and National Camps:**

- o Private camps will be leased space and accommodations to supplement our own program. Our philosophy will be to include only the highest quality of camps within our schedule; i.e., Joe Machnik's "No. 1 Goalkeeper's Camp" and John Kowalski's (National Team Coach) "Star Strikers" camp. It will be possible to have four weeks of camps on this basis, that run during the month of July.

### **Coaching Courses**

- o Because of the vast number of coaching courses available in soccer, it is anticipated that a number of courses will be available to be brought to the National Sports Center in soccer.
- o Non-residential C, D, E, F licensed courses run by the state association in June of each year.
- o Residential A and B licensed courses run by the United States Soccer Federation coaching staff in July of each year. It is anticipated that we would work with the USSF in having one of the national teams train at the facility alongside this program.
- o National Women's Coaching Symposium conducted each year around the North American Cup, Women's International Soccer Event.
- o The "National Instructor's Badge" should be bid for and brought to the National Sports Center.





- o The National Symposium for coaches should be bid for also and brought to the National Sports Center.
- o The United States Soccer Federation is instituting an "A" licensed refresher course, we are planning on bidding for that course.

#### **Referee Courses**

- o In conjunction with officials courses in other sports of the facility, we feel that referees courses can be facilitated in soccer during the month of June. It is anticipated the courses will be sanctioned and staffed by the State Referees Association and organized on four consecutive week-ends.

#### **Events and tournaments created by the National Sports Center:**

##### **Events for Local and Statewide Athletes**

- o A Junior World Cup program will be organized at the under 10, 12, 14, 16, 19 age groups. Each of 32 teams competing at each age level will be given a foreign countries name and each team will compete in a world cup format through to championship games at each age level. This tournament will be held each year in August.

##### **Events for National/International Athletes**

- o In addition to hosting the Sons of Norway USA Cup and its Championship games at the National Sports Center's stadium, the facility will play host to the "International Twin Cities Challenge". Seven countries will be invited to attend this tournament and compete with both boys and girls teams at the Under 16 and Under 19 age levels in 1990.

#### **Events and tournaments to be bid for by the National Sports Center**

**Local and Statewide Events:** it is our intention to bid for the following events on an annual basis:

- o MYSA State Cup Championships
- o Minnesota State High School Championships

##### **Regional Events**

- o The National Sports Center has been awarded the "Tournament of Champions" Senior Mens Division of the USSF in August, 1990.
- o MIAC/NCC Conference Championships

##### **National and International Events**

We will be the site for the following events:

- o Sons of Norway USA Cup



- o North American Cup

And we are bidding for:

- o US National Team vs. El Salvador (qualifying game for the 1990 World Cup)
- o 1994 World Cup games

As other opportunities arise to bid for US National Team games, we anticipate bidding on any event that makes fiscal sense.

### **National and Olympic Training Program**

Currently, we are working with the National Federation on developing a working plan for the US National Teams program to utilize the National Sports Center. We will, once again, attend the annual meeting of the Federation in the summer of 1989 to further define this program with their appropriate staff members.

### **Special Events**

The National Sports Center will be host venue for the soccer competitions of the following major special events.

- o The 1990 "Olympic Festival"
- o The 1991 "International Special Olympics"



# Soccer

**Indoor:** The program for indoor soccer will include the following:

## **Recreational**

- o The National Sports Center has the ability size-wise, to accommodate two different configurations for indoor soccer.
  - one MISL style field with dasherboards/plexiglass, etc. (6-a-side).
  - two FIFA style fields, no boards, glass, etc. (5-a-side)
- o Time will be available for recreational usage on a fee per playing surface basis.
- o A co-ed recreational program will be offered each day at noontime.
- o A ladies' recreational program will be developed in the early afternoons.

## **Club/High School/College Rentals**

- o On a basis of time available, area clubs, high schools, and colleges will be allowed to rent space for practice and training.

## **Developmental Programs**

Kinder Kicks program will be offered at the following age levels:

- o Pre-school programs in the morning which will include a program for the parents.
- o Under 8, one early evening per week for one and one-half hours.
- o Under 10, 12 two early evenings per week for one and one-half hour.

## **League Play**

- o The National Sports Center will offer a menu of 5-a-side leagues (FIFA style) to adult leagues as well as children's teams January through March. These leagues will be played on nights after the developmental programs are completed and also on week-ends.
- o If the National Sports Center purchases dasherboards and plexiglass for MISL-style indoor soccer, leagues at all levels will be offered for nights and week-ends October through December.

## **Coaching Courses**

- o Working with the State Association, it is anticipated the facility will be able to host DEF licensed coaching courses during the month of January (4 weeks x one night per week) annually.



- o It is also practical to consider in conjunction with the US National Indoor team that indoor coaching symposiums would be possible when the National Team is in residence at the facility. The symposium would be staffed by the US National Indoor Teams' Coaches.
- o If the Center decides to pursue the MISL style of indoors, it will be possible, because of the many ex-MISL players and coaches residing in the area, to offer MISL coaching courses at the NSC in the month of November (4 weeks x one night per week).

#### **Referees Courses**

- o In conjunction with the State Referees Association, a seminar for referees will be held in January in connection with the US National Teams training session at the facility.

#### **Events and tournaments created by the National Sports Center**

##### **Events for Local and Statewide Athletes:**

- o The National Sports Center's Easter Cup - Indoor FIFA style soccer tournament. (under 10 through 19)
- o Governor's Cup, indoor soccer tournament in October (under 10 through 19)
- o Thanksgiving Tournament (under 19, women's and men's under 23 and open age categories)

##### **Established events and tournaments to be bid for by the National Sports Center**

- o If an MISL configuration is purchased, the "SuperAmerica Christmas Cup" should be bid for.

##### **National/Olympic Team Events and Training**

- o The NSC is working with John Kowalski, the US National Indoor Team head coach, to utilize the facility as the center for the National Team training program. (Two weeks; one in January, and; one in April)
- o In conjunction with the training program, it is felt that US National Indoor Team games will be played at the Center with a possible capacity of 4,000 spectators for an international game at the conclusion of every training session at the Center.





## **c. CYCLING**

-Organizational overview-

### **-National Governing Body-**

United States Cycling Federation (USCF)  
1750 East Boulder Street  
Colorado Springs, CO 80909

### **-National Contacts-**

1. President - Richard DeGarmo
2. Executive Director - Jerry Lace
3. Immediate Past President - Phil Voxland

### **-Cycling Advisory Committee-**

1. Peter Zarembo
2. Phil Voxland
3. Cecil Beringer
4. Dr. Alan Ryan
5. Jerry Hiniker
6. Marge Hartfel
7. Manuel Lagos
8. Stan Mirza
9. Dick Bogen
10. Ken Frosliid



## **Cycling Programming Overview**

Our goal through the National Sports Center programming efforts, is to enhance the five sports we are involved with locally, nationally, and internationally. In addressing the needs of all of the five major sports facilitated at the National Sports Center, we feel we can impact the sport of track-cycling greater, both locally and nationally, than any other sport.

In the sport of cycling, we are working alongside both the local and national cycling fraternity at all levels in an attempt to embellish and enhance their sport and their programs.

An excellent rapport has been built between the National Sports Center and the National Governing Body of cycling and certain other velodromes around the country. The sport of track-cycling is searching for training and programming leaders at this time. We feel we have already established our credentials as a major player of the future by developing an all-wood 250 meter track which we feel all athletes will want to ride.

As our facility is embellished with the addition of a control tower, a concession area, storage area etc., we feel that we will attract major athletes and events to the facility which can only stimulate enormous local interest in our cycling program.

Currently, the track would be scheduled and programmed to open in May, 1990. Each year the facility will open in May and close in early to mid-September. The emphasis in the programming is therefore on Olympic-style events and developmental track programs. In addition, some emphasis will be placed on Criterium racing (short, sprint, road races).

The service road surrounding the National Sports Center is exactly one kilometer in length, ideal dimensions for a Criterium course. The programming of Criterium races will supplement our track races so that it becomes both cost and event efficient for athletes to attend the National Sports Center and participate in our races.

It should be understood clearly at the onset of our programming efforts in cycling, that all major, regional, and national events held at the track will require prizes and prize money. The events at the cycle track will have to be administered in a totally different manner to any of the other sports. The prizes and monies required will be supported through our sponsorship program.



# Cycling

The program for cycling will include the following:

## Recreational

- o An availability schedule is being prepared so that all local/state/regional cyclists can have access to the track for practice purposes.
- o The Center's plans include holding "open houses" to also showcase our facilities and allow developing cyclists to witness the track first hand.

## Club/School/College Rentals

- o The facility will be leased to area clubs for training purposes. Supervision will be required from the leasing organization.

## Developmental Programs

Development programs will be established for the youngest rider upwards. These sessions will run throughout the summer in a variety of different types of formats.

- o Pee wee Peddlers (2 sessions per week for four weeks) (under 8 yr-old program).
- o Developmental track cycling program (2 sessions per week for four weeks, 8 yrs +).
- o Advanced riders program (2 sessions per week for four weeks).
- o In addition to the summer track program, we will develop a winter power program for the serious athlete in the weight and fitness area in the main sports hall.

## Camps

- o It is anticipated that we would organize as a minimum, of two weeks of camps during the month of July. The camps would be residential in nature with invited coaches as part of the camps' staff. The staff could be comprised of national team coaches; i.e., Eddie Boriswicz, ex-national team coach, or well-known national cyclists; i.e., Greg Lamond.
- o We would also anticipate running a camp, probably a week-end camp to introduce the facility and its programs to local coaches on an annual basis in April.



### Coaching Courses

Coaching courses and seminars will be staged at the velodrome and it is anticipated that the menu offered will include courses staged by the National Governing Body, local coaches symposium, with the possibility of introducing an international seminar that would be advertised nationally.

- o Weekend introductory course in April.
- o Local coaching program staffed by national coach in June.
- o National coaching course in July staffed by national /international coaches.

### Officials Courses

- o A training course will need to be developed for local officials. We already have made contact with the Lehigh County Velodrome at Trexlertown for their officials to staff the course. This would be held initially at the beginning of each cycling season.
- o In addition to this course, which could become a refresher course every year, we can offer an official licensing program to run simultaneously.
- o There is a desperate need for a National Officials' symposium. In cycling, we can emerge as a leader in this field if we organize one in the summer of 1990.

**Events developed by the National Sports Center:** It is anticipated that as a minimum, the Center will develop the following types of events for:

- o Local Athletes: A Saturday individual and team racing schedule essentially for athletes from the developmental program.
- o Statewide Athletes: A racing program to be held one mid-week night per week for athletes statewide. (Sponsorship and prizes required to a minimum level.)
- o Regional Athletes:
  - a. Every Friday with the exception of one Friday night per month, regional track racing will take place. (Sponsorship and prizes required up to a \$5000 level.)
  - b. On the Saturdays after these events, Criteriums will be held on site. (Sponsorship and prizes required up to a minimum level.)
- o National Athletes:
  - a. One Friday night per month, the facility plans on staging an event that hopefully will attract National athletes. (Sponsorship prizes required up to \$10,000 level)
  - b. On the following Saturday, we would hope to stage Criteriums of National stature. (Sponsorship prizes required up to a \$5000 level.)





- o International Events: we hope to develop two programs --
  - a. The International Twin Cities Challenge, an invitational event for sister cities of the cities of the state of Minnesota. The inaugural year for the event will be 1990.
  - b. The USA Cycling Cup, open to individuals and teams world wide, a week-long event that could include track, criterium and road events, 1991.

**Events that the facility should bid for and attempt to bring to the National Sports Center include:**

- o Junior National Championships 1990
- o Senior National Championships 1991
- o Olympic Trials 1992
- o Sundance Juice Sparklers Grand Prix Series
  - each year an individual tour event
  - Sundance National Championship 1991
- o Criterium National Championships 1991
- o Madison National Championships 1991

**National Olympic Program**

We would like to stage both a Junior National and a Senior National Camp at the facility.

Our facility will also be the venue for the cycling events of the Olympic Festival in 1990.

We also believe that National Teams from many foreign countries will opt to train at the National Sports Center and actually live on the premises. This will allow us to research the possibilities of dual international meets, etc., at the facility as cyclists build up to the Barcelona Olympics in 1992.



## **d. WEIGHTLIFTING**

**-Organizational Overview-**

### **-National Governing Body-**

US Weightlifting Federation (USWF)  
1750 East Boulder Street  
Colorado Springs, CO 80909

### **-National Contacts-**

1. President - Jim Schmitz
2. Executive Director - George Greenway

### **-Weightlifting Advisory Committee-**

1. Brian Derwin
2. Daniel Forestor
3. Robert C. Jones
4. Roger Sadecki
5. Richard Jensen
6. Robert A. Jones
7. John Drewes
8. Gail Zehnder
9. Philip Market
10. Scott Jensen



## **Weightlifting Programming Overview**

The sport of weightlifting nationally is in great need of a leader in both the facilities and programming area to emerge to assist in the development of its sport and elevate it to new heights and goals. The infrastructure of the local governing body is particularly sound, and is extremely well-organized. A combination of the local group, the National Sports Center's weightlifting facility, and the aggressive programming and marketing of the sport can elevate Minnesota to a leader of the sport in this country.

Brian Derwin, the chairperson of Minnesota Weightlifting, affiliated to US Weightlifting Federation, and has been extremely helpful in putting together many elements of the weightlifting program. In addition to his awareness of what needs to be accomplished in weightlifting, Brian is well-respected nationally, which serves the National Sports Center's potential program well.



# **Weightlifting**

The weightlifting program will be a year-round program which will be facilitated in a purpose-built weightlifting room in the east end of the National Sports Center. Major events, however, will be moved out of the weightlifting room and be held on a stage/platform in the main sports hall of the Center.

The following is a brief breakdown of the programming of what is currently being considered and pursued in the sport of weightlifting:

## **Club/High School/College Rentals**

- o The National Sports Center will lease the facility to area clubs/schools/colleges for training purposes. Supervision will be required from the leasing organization.

## **Developmental Programs**

- o The National Sports Center will organize a developmental program, as a minimum for the top 72 weightlifters in the state of Minnesota, from the youngest age group (9-13 yrs.) to the seniors. The program would be for youth, male and female weightlifters.
  - 24 athletes per session will be allowed optimally with three sessions per day.
  - each athlete will be assessed an annual fee.
- o In addition, the National Sports Center will run a seminar/open house once per month throughout the calendar year to show area athletes and coaches our facilities, courses available, etc.

## **Camps**

- o It is anticipated that the National Sports Center will organize camps in three different ways:
  - During the winter, a minimum of 3 clean and jerk camps will be held. One in January, February, March.
  - We will organize training camps around both our national athletes and foreign athletes when they visit the facility, ie. May - Minnesota vs. Canada event - training seminar. (There can possibly be up to four of these camps.)
  - Summer camp programs which as a minimum will be 2 camps one week each for young weightlifters held in late June.

Camps will be of both a day and residential camp format with both local and National team coaches involved. Also, the NASI program will be included as part of the curriculum.





### Coaching Courses

The following are courses we will facilitate at the National Sports Center:

- o Regional coaches clinics in January and August.
- o National coaches award, Level 1 in July.
- o Introduction to weightlifting for high school/football/basketball coaches scheduled when they would feel it is most appropriate.

### Officials Courses

Two courses will be offered; one in the winter, (February); one in the summer, (July or August).

### Events developed by the National Sports Center

We hope to develop a number that will include:

- o USA Weightlifting Cup (1991) - a tournament for men and women up to the age of 21 yrs/clean and jerk press.
- o International Twin Cities Challenge, an invitational is being prepared for sister cities of Minnesota cities to compete in all sports tournaments our facility can house. Teams will compete on behalf of their cities at the under 16 and under 19 age levels (1990).
- o A team invitational will include the cities of St. Louis, Chicago, Milwaukee, and Detroit as a minimum.

### Events that we should bid for and attempt to bring to the National Sports Center include:

#### For Local and Statewide Athletes

- o State Club meets
- o State and regional qualifying tournaments for the Nationals
- o State high school finals
- o Clean and jerk regional tournaments
- o Minnesota summer open tournament
- o Minnesota Junior Championship (summer and winter)

#### Regional Athletes

- o Minnesota Open Tournament (March)
- o Twin Cities open (October)
- o Mid-American Championships (December 1990/'92/'94)



### National Athletes

- o National Junior Championships 1991
- o National Master Championships 1992
- o National Women's Championships 1992
- o Under 23 American Championships

### International Athletes

- o Minnesota vs. the Canadians
- o Minnesota vs. the Scandinavians
- o We anticipate bidding for one of the women's national team's international events on an annual basis.

### National/Olympic Programs

We are requesting the following programs for our facility:

- o Two National State Junior camps
- o Two Junior National and Senior national Regional camps
- o One each of the Senior National camps and Junior National camps.

In addition, we would like the Center to be utilized as the training facility for the Olympic Festival in 1990.



## **e. WRESTLING**

**-Organizational overview-**

### **-National Governing Body-**

USA Wrestling  
405 West Hall of Fame Avenue  
Stillwater, OK 74075

### **-National Contacts-**

1. President - Dave Miller
2. Executive Director - Terry McCann
3. National Greco Coach - Dennis Koslowski

### **-Wrestling Advisory Committee-**

1. Bob Labat
2. Doug Paulson
3. Marlene Simondet
4. Jim Simonson
5. Ross Trogsta
6. Don Harrison
7. Dave Grant
8. Jim Short
9. Bill Hinckley
10. Pat Short



## **Wrestling Programming Overview**

The depth of the National Sports Center's Wrestling program hinges on the development of a dedicated wrestling room proposed for the south east corner of the sports hall facility. If the room is not constructed, wrestling events could still be hosted in the main sports hall. The construction of a dedicated space for wrestling will allow the Center to develop a full twelve-month program that will place a large emphasis on the training and developmental programming needed for the area's wrestling athletes.

An excellent relationship has been developed with the National Governing Body and particularly Dave Miller, the area president of Minnesota Wrestling, Bob Labat and the University of Minnesota's Head Coach, Jay Robinson. Because of the area's strong wrestling tradition, it is anticipated that the wrestling program at the National Sports Center can help establish Minnesota as one of the strongest wrestling states in the nation. The appointment of Dennis Koslowski as the US National Team Greco Coach has helped assist our programs and continues to enhance Minnesota's reputation as a major hub for the development of wrestling nationally.





## **Wrestling**

The wrestling program for the National Sports Center will include the following, provided funding is received for the wrestling room addition:

### **Club/High School/College Rentals**

We will lease the facility to area clubs/schools/colleges for training purposes. Supervision would be required from the leasing organization.

### **Developmental Programs**

The National Sports Center is researching extensive programs for developing athletes in wrestling. Developmental programs will be established for the youngest wrestler and upwards (kids, cadets, juniors and seniors). These sessions will run August through May in a variety of different sessions.

- o Kids developmental program - 4 sessions per week/ 1 1/2 hrs.
- o Cadets developmental program - 4 sessions per week/1 1/2 hrs.
- o Junior/senior program - 4 sessions per week/1 1/2 hrs.

These sessions will be predominately Monday through Thursdays, with Friday/Saturday/Sundays for events.

- o In addition, the Center will run a seminar/open house once per month throughout the calendar year to show area athletes and coaches our facilities, courses available, etc.

### **Camps**

It is anticipated that the Center will organize four weeks of camps during the summer months. The camps would be residential in nature with invited coaches as part of the National Sports Center.

It will also be possible to organize wrestling camps leased to private individuals for four weeks; i.e., Jay Robinson's Intensive Wrestling Program.

### **Coaching Courses**

Coaching courses and seminars will be staged in the multipurpose hall, as well as in the wrestling room. It is anticipated that the menu offered will include courses staged by the National Governing Body and also a local coaches symposium with guest lectures:



- o National coaching course (July)
- o Local coaching symposium (July)
- o Collegiate coaching seminar (August)

#### **Officials' Courses**

As a minimum once per year (July), we would host an officials' licensing course in conjunction with a national event.

#### **Events developed by the National Sports Center**

We hope to establish the following events that would include:

- o USA Wrestling Cup (either 1990 or 1991) - open to individuals and teams worldwide, a week-long event held in the main sports hall.
- o International Twin Cities Challenge - an invitation is being sent out to sister cities of Minnesota to compete in all the sports our facility can house. Teams will compete on behalf of their cities in 1990.

#### **National Sports Center All-Star Wrestling Meet:**

The philosophy behind this event is to bring together the number 1 and 2 ranked senior high school wrestlers in the nation (as ranked by Amateur Wrestling News). Also, to bring together Minnesota's best wrestlers against various all-star teams from the following states: N. Dakota, S. Dakota, Iowa, and Wisconsin. The inaugural meet would occur April 14, 1990, and would occur annually.

#### **National Sports Center High School National Championships**

The top twenty-four ranked high schools in the country would be invited to a wrestle-off for a proposed National Championship held at the conclusion of the high school season annually.

#### **Events that we will be bidding for and attempt to bring to the National Sports Center include:**

##### **For State Athletes**

- o Minnesota Club Team Championships
- o The Qualifying Rounds for the State (6-16 yrs) Championships
- o The Wild Card qualifying tournaments



- o The Greco Team Championships
- o The State Free-style Championships

#### **For Regional athletes**

- o All-Star - Minnesota vs. Wisconsin tournament
- o Central Juniors and Espoirs
- o Regional Championships (1991 North Plains Regionals)

#### **For National Athletes**

- o National Open (FS/Greco)

#### **For International Athletes**

- o International dual FS (USA/USSR)

#### **National/Olympic Programs**

We are attempting to bid for the following events for our facility:

- o Greco National Team Training Camp (2 weeks - January)
- o Espoir National Team Training (2 weeks - July)
- o World Team Training Camp (2 weeks - August)

#### **Special Events**

We anticipate providing meeting facilities for the Minnesota US Wrestling Board of Directors meeting every second Sunday.



**VI. Additional sports events and activities  
that can be programmed for the  
National Sports Center**





## **Additional sports events and activities that can be programmed for the National Sports Center**

In order to enhance and maximize the use of the National Sports Center, additional sports will be incorporated that will not infringe upon the programming of the five major sports, but will complement and expand the use of the National Sports Center, so as to maximize the programming capabilities of the NSC. The additional sports to be included are:

- a. Volleyball
- b. Tennis (Indoor)
- c. BMX Cycling
- d. Free-style Cycling
- e. Bocce
- f. Rugby
- g. Field Hockey
- h. Softball
- i. Martial Arts
- j. Tug-o-war
- k. Croquet
- l. Cricket
- m. Basketball



## **a. VOLLEYBALL**

-Organizational overview-

### **-National Governing Body-**

US Volleyball Association  
1750 East Boulder Strret  
Colorado Springs, CO 80909

### **-National Contacts-**

1. President - Bill Baird
2. Executive Director - Chris McPeak
3. National Coach - Mens - Bill Neville  
Womens - Terry Liskevych

### **-Local Governing Body-**

North Country Volleyball Association  
308 Grove Place  
Hopkins, MN 55343  
Commissioner: Margie Mara



# Volleyball Programming Overview

**Indoor:** Volleyball will be played in the arena area of the multi-purpose sports hall and would emphasize recreational and league play initially. Programming would include:

## **Recreational**

- o An availability schedule of various open times for group and club recreational issues

## **League Play**

- o A variety of opportunities exist relative to league play at the Center.
  - By developing relationships with local volleyball clubs around the Center, the Center could be used as a venue for league play.
  - An opportunity will be extended to local junior and senior high schools as well as local colleges to utilize the facility for league play/tournament play.
  - Extending the opportunity to the local governing body that the Center can be a location for league play.

As relationships develop with the local governing body, other programming areas will be investigated and pursued. Currently, inquiries are being made with women's professional volleyball team (Monarchs) as a practice site and potential competition venue.



## **b. TENNIS**

-Organizational overview-

### **-National Governing Body-**

US Tennis Association (USTA)  
1212 Avenue of the Americans  
12th Floor  
New York, NY 10036

### **-National Contacts-**

1. President - Gordon Jorgensen
2. Executive Director - Robert Garry

### **-Local Governing Body-**

Northwestern Tennis Association  
5525 Cedar Lake Road  
St. Louis Park, MN 55416  
USTA Representative - Dick Riley





## **Tennis Programming Overview**

**Indoor:** Tennis will be played in the arena area of the multi-purpose sports hall and will emphasize recreational programming for senior citizens and the corporate community. Programming would include the following:

### **Recreational**

- o Availability scheduling of various times for group and individual uses.

### **League Play**

- o Availability scheduling of various times for senior citizen and corporate groups to participate in league play.

The programming of tennis probably will only be considered for the summer months.



## **c. BMX CYCLING**

-Organizational overview-

### **-National Governing Body-**

National Bicycle League (NBL)  
555 Metro Place North  
Suite 524, PO Box 729  
Dublin, OH 43017

### **-National Contacts-**

1. President - Bob Tedesco

### **-Local Contacts-**

Minnesota NBL  
5445 Jackson Drive #223  
Mounds View, MN 55112

Contact - Jim Klienhaus



## **BMX Cycling Programming Overview**

**Outdoor:** The BMX racing course will be located within the 92-acre site of the National Sports Center Complex. The actual course will be developed and constructed by the local governing body. Programming would initially include:

### **Recreational**

- o An availability schedule so that all local/state/regional cyclists can have access to the track for practice purposes.
- o Holding "open houses" to showcase the facilities and allow developing cyclists to witness the track first-hand.

### **Club Rentals**

- o The facility will be leased to area clubs for training purposes. Supervision will be required for the leasing organization.

### **Events and tournaments created by the National Sports Center:**

Events for local/statewide/regional/national athletes:

- o Various events will be developed by the NSC with the assistance of the local and national governing bodies.

### **Events and tournaments to be bid for by the National Sports Center:**

#### **Statewide Events**

- o Star of the North Games
- o State championships

#### **Regional Events**

- o Tri-state Championship Qualifier Series
- o Tri-state Championships

#### **National Events**

- o National Championships - June 18 - 25, 1990.



## **d. FREE-STYLE CYCLING**

-Organizational overview-

### **-Contacts-**

Midwest Free-style  
10697 Jefferson Street  
Blaine, MN 55434

State Competitions Director:  
Dale Matson





# **Free-style Cycling Programming Overview**

**Outdoor:** The free-style course will be located within the east parking lot of the National Sports center. Programming will initially include:

## **Recreational**

- o An availability schedule so that all local/state/regional cyclists can have access to the course for practice purposes.

## **Club Rentals**

- o The course could be made available to area clubs for training purposes. Supervision will be required from the club.

## **Events and tournaments created by the National Sports Center:**

Events for local/statewide/regional athletes:

- o Various events will be developed by the National Sports Center with the assistance of the local governing body.

## **Events and tournaments to be bid for by the National Sports Center:**

- o Statewide events
  - State championships
- o Regional events
  - Tri-state championships
- o National events
  - National championships September, 1990



## **e. BOCCE**

**-Organizational overview-**

### **-Contacts-**

Mike Fratto  
940 E. Minnehaha Avenue  
St. Paul, MN 55106



## **Bocce Programming Overview**

**Outdoor:** The Bocce area would be located east of the dormitory and programming will initially emphasize recreational and league play. Also, additional programming areas will be investigated and developed as interest demands. The programming is as follows:

### **Recreational**

- o Scheduling of various open times for groups and individuals.

### **League Play**

- o Scheduling of various times for groups to participate in league play.



## **f. RUGBY**

-Organizational overview-

### **-Contacts-**

Minnesota Rugby Union  
4759 14th Avenue South  
Minneapolis, MN 55407

President - Rick Oestreich





# **Rugby Programming Overview**

**Outdoor:** Existing soccer fields will be used to host rugby matches. The rugby season is divided into two playing seasons. The spring season lasts from the first week in April through the last week in May. The fall season lasts from the first week of September through the last week in October. Programming for rugby will be as follows:

## **Recreational**

- o An availability schedule will be prepared so that local and state teams can have access to fields for practice purposes.

## **Club/High School/College Rentals**

- o The facility will be leased to area clubs/colleges for training and competitive purposes. Supervision will be required from the leasing organization.

## **Events developed by the National Sports Center:**

- o Various events will be developed by the National Sports Center with the assistance of the local governing body.

## **Events and tournaments to be bid for by the National Sports Center:**

- o Statewide events:
  - Minnesota seven-a-side Championship - June
  - All Minnesota Rugby Tournament - October
  - Minnesota Collegiate Championships
- o Regional Events:
  - Midwest Collegiate Championships
  - Senior League - Western Division Championships
  - Midwest Seven-a-side Championships
- o National Events:
  - National Club Championships
  - National Collegiate Championships
  - Women's National Club Championships



## **g. FIELD HOCKEY**

-Organizational overview-

### **-Contacts-**

Minnesota Field Hockey Club  
4500 West 36th Street  
St. Louis Park, MN 55416

President - Kelly Asleson



## **Field Hockey Programming Overview**

**Outdoor:** As with rugby, existing fields would be used to host field hockey practices and events. Programming would involve:

### **Recreational**

- o An availability schedule will be prepared so that local and state teams can have access to fields for practice.

### **Club/High Schools/College Rentals**

- o The facility will be leased to area clubs/colleges for training and competitive purposes. Supervision will be required from the leasing organization.

### **Events developed by the National Sports Center**

- o Various events will be developed by the National Sports Center with the assistance of the local governing body.

### **Events and tournaments to be bid for by the National Sports Center:**

- o Statewide events:  
Minnesota State Championships  
Minnesota Collegiate Championships
- o Regional events:  
Midwest Collegiate Championships
- o National events:  
National Collegiate Championships  
National Club Championships



## **h. SOFTBALL**

-Organizational overview-

### **-Contacts-**

Perry Coonce  
Minnesota Sports Federation  
Zachary Square Center  
11235 96th Avenue North  
Maple Grove, MN 55369

Contact - Perry Coonce





## **Softball Programming Overview**

**Outdoor:** Softball will be played on existing fields located on the eastern edge of the City of Blaine Soccer Complex. Programming would center around recreational/club rentals and league play and the National Sports Center would work in cooperation with the City of Blaine.

### **Recreational**

- o An availability schedule will be prepared so that local teams can have access to the fields for practice purposes.

### **Club Rentals**

- o The fields will be leased to area clubs/schools for training purposes. Supervision will be required from the leasing organization.

### **League Play**

- o Scheduling of various times for teams to participate in league play.



## **i. MARTIAL ARTS**

-Organizational overview-

-Contacts-

### **TAEKWONDO**

Joon K. Chi  
4400 W. 70th St.  
Edina, MN 55435

### **JUDO**

Gary Berquist  
1800 Raleigh Drive  
Burnsville, MN 55337

### **KARATE**

Al Moreland  
MN Amateur Karate Federation  
2201 Pine St.  
Hastings, MN 55033

### **AIKIDO**

Alvin McClure  
Yoshinkai Aikido Minnesota  
3721 13th Avenue S.  
Minneapolis, MN 55407

### **NGB AT-LARGE**

Joe Muldoon  
2015 S. Sheridan  
Minneapolis, MN 55405



## **Martial Arts Programming Overview**

**Indoor:** Martial Arts would be staged within the multi-purpose sports hall either in the wrestling room for recreational club rentals, and the arena area for competitive events.

### **Recreational**

- o An availability schedule will be prepared so that local individuals and clubs will have availability for practice purposes.

### **Club Rentals**

- o Availability schedule will be prepared for club rentals.

### **Competitive Events**

- o Working with the local governing bodies and National Governing Body, various competitive events will be pursued for state/regional/national and international competition.



## **j. TUG-O-WAR**

-Organizational overview-

### **-Contacts-**

MinDak Tug of War Association  
17854 Lyons Street  
Forest Lake, MN 55025

President - Dick Doyle





# **Tug-O-War Programming Overview**

**Outdoor:** A competition area is required and small areas within the National Sports Center Complex will be utilized. Programming would consist of:

## **Club Rentals**

- o Availability of practice and competitive areas will be made available.

## **Competitive Events**

- o Various competitive events will be sought through the local governing body. Events will be on a local/regional/ national and international basis.
- o State events:  
State Championships
- o Regional events:  
Summerstar
- o National events:  
National Championships
- o International events:  
World Games



## **k. CROQUET**



# **Croquet Programming Overview**

**Outdoor:** A playing surface can be developed on the exhibition field as well as the main existing soccer fields. Programming would include:

## **Recreational**

- o Availability scheduling will be prepared so that individuals and groups can practice.
- o A community/senior citizens program can be developed.

## **Club Rentals**

- o Availability scheduling will be prepared so that local clubs can train and compete.



# **I. CRICKET**

-Organizational overview-

**-Contacts-**

Chris Wright  
8786 Hawthorne Drive  
Eden Prairie, MN 55344





## **Cricket Programming Overview**

**Outdoor:** A small area between soccer fields can be prepared as a cricket square.

### **Recreational**

Different local corporations with British, Australian, South African, New Zealand, Indian, Pakistani and the Caribbean nations employees will be invited to organize teams to play in the National Sports Center's recreational league.



## **m. BASKETBALL**

-Organizational overview-

### **-Contacts-**

Minnesota Timberwolves  
730 Hennepin Avenue  
Minneapolis, MN 55403

Attention - Al Nunn

Del Schiffler  
South Washington County Schools  
IDS #833  
8040 80th Street South  
Cottage Grove, MN 55016

Dick Riley  
Metro Assn-Travel Teams  
6637 Parkwood Road  
Edina, MN 55436

Perry Coonce  
612/342-5816



# **Basketball Programming Overview**

It is anticipated that the National Sports Center will have room for the establishment of eight basketball courts in its main sports hall.

## **Recreational**

It is felt that on many occasions, court time will be available for teams from our local community when no other activity is scheduled for the facility. We do not see this particular activity as a high priority area.

## **Club Rentals**

The facility could be leased for club leagues and tournaments, as well as practices.

## **Camps**

The Minnesota Timberwolves are considering the National Sports Center as their exclusive home for residential basketball camps. Initially, for one/two weeks per summer, the Timberwolves anticipate filling the camp to capacity, utilizing all the dormitory space available at the Center.



**VII. The National Amateur  
Sport Institute (NASI) and  
The National Sport Center's  
Wellness Program**





# **The National Amateur Sport Institute**

As was mentioned previously, the National Amateur Sports Institute is designed to complement activity programming while assisting in the development of athletic ability through utilization of the most effective and current techniques available in modern sports education.

The involvement of the National Amateur Sports Institute core curriculum will be witnessed in many areas of both adult and youth programs.

The National Amateur Sports Institute will offer adult development programs, coaching and officiating certification training and sports skills seminars. Instructors will be selected from colleges and universities across the region and complemented by elite athletes residing and training at the National Sports Center.

The curriculum for the Institute includes eight components which stress the physiological, psychological, nutritional and emotional elements needed to promote success for on-field behavior, strength conditioning and strategy. These components include 1) cross training; 2) conditioning; 3) nutrition and wellness; 4) substance abuse; 5) psychology and imaging; 6) video-biomechanical performance feedback; 7) leadership skills and outdoors education; and 8) the international language of sport.

## **NATIONAL AMATEUR SPORTS INSTITUTE CURRICULUM**

### **Cross Training**

Multi-operational facilities allow athletes to develop year-round training patterns while recognizing the benefits of complementary training in other sports for fitness maintenance and development.

### **Conditioning**

Strength, flexibility and endurance training form the cornerstones of individualized programs for physiological development. Body fat and muscle type are examined, along with computer-based progress tracking to encourage independent goal management following the program.

### **Nutrition and Wellness**

Maximum athletic performance depends on proper diet habits and advice on nutritional values. Body awareness and knowledge through fitness are necessary for athletes to benefit from a vigorous training program.

### **Substance Abuse**

Clinics conducted by leading professionals will discuss the negative effects of drug use and abuse, including alcohol and nicotine, in enhancing athletic performance.



### **Psychology and Imaging**

Individual and group training help athletes to improve and maintain motivation, optimize arousal and relaxation, focus attention and strengthen perception.

### **Video-Biochemical Performance Feedback**

The use of high quality imaging systems to accurately analyze technique can improve athletic performance. It also includes learning how to use a combination of internal and external cues to increase productivity.

### **Leadership Skills and Outdoor Education**

A challenging outdoor setting provides an environment for individuals to develop initiative and leadership. Outdoor skills training enhances teamwork, interdependence, and self-confidence.

### **International Language of Sport**

A unique opportunity to learn more about other nations and cultures through sport. Whenever possible, international athletes and teams visiting the National Sports Center will be invited to participate in the National Amateur Sports Institute.

## **NATIONAL SPORTS CENTER**

### **Wellness Program**

To complement the NASI program, additional effort will be devoted to the development of total health awareness programs for senior citizens, corporate business personnel and the general public. It is suggested that the wellness program be considered for each of the following:

- o City of Blaine
- o Anoka County
- o State of Minnesota - in the following categories:
  - senior citizens
  - corporate business personnel
  - the public at large

The program will address various areas of health, such as nutrition, exercising and lifestyle. Close initial assessment of participants will develop a health profile that can be reviewed and used to develop a total health program for the participant. Involvement by the local health community will be necessary to assist in assessing and monitoring participants.

An example of how the program may work would be as follows: A senior citizen with a recent heart condition has at his/her doctor's direction to begin an



exercise program. The participant signs up for the NSC Wellness program and goes through an initial assessment. Once the assessment is completed, results are reviewed with the participant and their personal doctor; a recommended schedule of physical exercise (walking program, stationary cycling) nutrition, and classes on a healthy lifestyle. The participant begins the program and is monitored closely by the wellness program staff. Continued updates are provided to the participant and doctor with continual modifications made to the program to keep the program current and up-to-date with the patient's needs.

It is anticipated that this program would be administered by the National Sports Center's full-service medical facility.



## **VIII. Major Biddable Events**





## **Major Biddable Events**

As important as training and sport education are to the success of the National Sports Center, securing major athletic events will also play a vital role in the facility's future.

The National Sports Center programming staff will bid for and acquire major national and international competitions. It includes a strategy which showcases the center's flexibility, hospitality and world class venues. And bringing top-level competition to Minnesota will help enrich the local, state and regional events hosted by the facility.

Obtaining potential events also requires a solid relationship with state associations and national governing bodies. The National Sports Center has received endorsement as an official training site for athletics, cycling, soccer, weightlifting and wrestling, allowing it an even better avenue in securing major national and international competitions.



NATIONAL SPORTS CENTER  
POTENTIAL MAJOR EVENTS BY SPORT

Athletics

- Four International Junior Events (1990-1994) (through our TAC agreement)
- National Sports Center Relays (1990-1994)
- IAAF Junior World Championships (1991)
- NCAA Division III Indoor National Championships (1991)
- TAC Midwest Masters Regional Indoor Championships (1991)
- U.S. Olympic Team Trials (1992)
- TAC National Championships (1993)
- World Masters Games (1993)
- IAAF Grand Prix Championships (1994)

Cycling

- U.S. Olympic Festival (1990)
- Sun Dance Grand Prix Series (1990-1994)
- USCF Junior National Championships (1991)
- USCF Criterium National Championships (1991)
- USCF Masters National Championships (1992)
- U.S. Olympic Team Trials (1992)
- USCF Senior National Championships (1993)

Soccer

- U.S. Olympic Festival (1990)
- North American Cup (1990-1994)
- Sons of Norway USA Cup (1990-1994)
- U.S. National Indoor Team Exhibition Games (1990-1994)
- U.S. National Team World Cup Qualifying Games (1990-1994)



- USSF Under 19 Youth Challenge Cup Finals (1993)
- USSF Under 16 Youth Challenge Cup Finals (1993)
- World Cup (1994)
- US National Team Exhibition Games at U.16/U.19  
Womens and full National Level  
(4-6 events per year) 1990-1994

#### Weightlifting

- USWF Junior National Championships (1990)
- USWF Masters National Championships (1990)
- USWF Under 23 American Championships (1990)
- USWF Women's National Championships (1991)
- USWF Collegiate National Championships (1991)
- USWF American Championships (1991)
- USWF Junior Olympic Trials (1992)

#### Wrestling

- USA Wrestling Junior/Espoirs Central Region Championships (1990)
- USA-Soviet Union International Dual Competition (1990)
- USA Wrestling Freestyle/Greco-Roman Open Championships (1990)
- USA Wrestling Northern Plains Region Championships (1991)
- USA Wrestling Cadet National Championships (1992)
- USA Wrestling Junior National Championships (1992)



## **IX. Major Events Development**





## Major Events Development Overview

Expanding the National Sports Center's programming by creating new events and competitions in the international area will be initially accomplished through the development of four major events:

1. National Sports Center USA Cup:

Annual tournament patterned after and held in conjunction with the Sons of Norway USA Cup Soccer event tournament. It is an open invitational basis and would include teams from throughout the world. Teams would be comprised of boys and girls under the ages of 19 and 16 and represent the sports in addition to soccer, track and field, cycling, weightlifting, wrestling and volleyball. The inaugural tournament would be held in July 1991 and incorporate use of all facilities at the National Sports Center (sports facilities as well as dormitory/cafeteria areas.)

2. National Sports Center-International Twin Cities Challenge:

The annual tournament will be held in August at the National Sports Center. The tournament would include teams who represent the International "Sister Cities" of Minneapolis and St. Paul. Eventually, an attempt would be made to secure commitments from a minimum of eight major cities throughout the world to participate in the "Challenge". Teams would be comprised of boys and girls under the ages of 19 and 16 and represent the sports of soccer, track and field, cycling, weight lifting, wrestling, and volleyball. Programming would include the use of all facilities at the National Sports Center (sports venues and dormitory/cafeteria areas).

3. National Sports Center Track and Field Relays:

Track and field teams will be invited to the National Sports Center, teams from the sport that represent surrounding states (N. Dakota, S. Dakota, Iowa, Wisconsin). The goal would be to have an annual 3-day track and field meet for ages 19 and under and 16 and under. The inaugural event occurring in August of 1990 following on the heels of the US Olympic Sports Festival.

4. National Sports Center all-Star Wrestling Meet:

The goal of this event would be to bring together the number 1 and 2 ranked senior high school wrestlers in the nation (as ranked by Amateur Wrestling News.) In addition, to bringing together Minnesota's best wrestlers against various all-star teams from the following states: N. Dakota, S. Dakota, Iowa, and Wisconsin. The inaugural meet would occur in April 1990, and would occur annually.



## **X. Special Events Programming**



## **Special Events Programming**

The Special Events programming of the National Sports Center will fall into three categories:

1. Service activities for our users and potential user base.
2. Special events that utilize the facilities of the National Sports Center on a leased basis.
3. Major joint-promoted events involving a second/third party.

### **Service activities for our user and potential user base:**

The National Sports Center anticipates that its staff will be utilized in a series of general awareness programs that takes them into the community, but also brings the community to the National Sports Center.

An example of each is that it is anticipated the sport coordinators in each of the five major sports will develop a school assembly program that will take them into area schools, explaining their sport and the National Sports Center, to the students.

Also, an invitation will be given to area schools to visit the National Sports Center's facilities for tours that will include a film and tour of the Complex and the possibility of participating in a recreational activity during the tour.

### **Special events that utilize the facilities of the National Sports Center on a leased basis.**

Many different organizations have needs for facilities such as the ones being developed in Blaine. A standard contract will be constructed for events that fall into this category and will include all costs, plus a base rent or percentage being paid to the National Sports Center for the utilization of its facilities. Events that fall into this category can include:

- Chamber of Commerce events
- Rollerblade events
- Religious groups/dinners
- Health Expos
- Boy and Girl Scout jamborees
- Trade Shows
- Car shows/car sales
- Antique Fairs
- Art and Crafts shows



**Major joint-promoted events involving a second/third party**

Major promoters, particularly of outdoor events, i.e. concerts, circus, fairs, etc. will view the National Sports Center as an excellent potential site for major promotions. We are attempting to develop relationships with some of these entities so that the possibility of some major concert events could materialize at the Center.





**XI. Relationship with local  
and regional colleges.**

- a. Division I**
- b. Division II**
- c. Division III**



# Relationship With Local and Regional Colleges

**Introduction:** The National Sports Center has a tremendous opportunity to expand its programming through a cooperative approach with local and regional colleges. Programming areas that will be addressed fall within the following categories:

- o Sports facilities use:
  - training facilities
  - competitive event venues
  - sport camps
- o Accommodations use:
  - dormitory/cafeteria
  - seminars

An analysis of the different programming alternatives with specific colleges are as follows:

a. **Division I**

Conference - Big Ten

College - University of Minnesota

Programming for the University of Minnesota would be:

**Sports Facilities Use:**

1. **Training Facilities:** U of M teams in the sports of track and field, soccer and wrestling would rent the NSC facilities to allow their teams to practice.
2. **Competitive Event Venues:** providing facilities for the U of M to host competitive events such as conference meets, Big Ten finals, Division I regional events in the sports of track and field, (indoor-outdoor), soccer and wrestling.
3. **Sports Camps:** provide the NSC facilities to host sports camps in the sports of track and field, soccer and wrestling sponsored by the various U of M coaches.



### Accommodations Use:

1. Dormitory/Cafeteria: provide visiting Big Ten teams accommodations and practice facilities. An example would be if the U of M was hosting a conference track and field meet against Michigan, the Michigan team could be housed and practice at the NSC.
2. Seminars: various sports seminars developed by the U of M could be hosted by the NSC within the various sports facilities and conference rooms. A brochure will be developed and sent to all conference schools outlining this program.

#### b. Division II

Conference - North Central Conference (NCC)  
Colleges - St. Cloud State  
Mankato State

### Sports Facilities Use:

1. Training Facilities: availability of NSC facilities for training would be dominated by St. Cloud State teams.
2. Competitive Event Venues: providing facilities for competitive events such as conference matches, NCC finals, Division II regional and national finals with the sports of track and field (indoor/outdoor), soccer and wrestling.
3. Sports Camps: coordinating with various NCC schools and coaches hosting various camps and clinics.

### Accommodations Use:

1. Dormitory/Cafeteria: provide visiting NCC conference teams accommodations and practice facilities.
2. Seminars: provide various conference schools accommodations and meeting facilities to put on various seminars. A brochure would be developed and sent to all conference schools outlining this program.

#### c. Division III

Conference: Minnesota Intercollegiate Athletic Conference.

#### Colleges:

1. Augsburg
2. Bethel
3. Carleton
4. Concordia
5. Gustavus Adolphus
6. Hamline
7. Macalester



8. College of St. Benedict
9. College of St. Catherine
10. St. John's University
11. St. Mary's University
12. St. Olaf
13. St. Thomas College

**Key Contacts:**

Bill and Carol Herzog  
405 Laurie Lane  
Stillwater, MN 55082

**Sports Facilities Use:**

1. Training Facilities: Local colleges such as Augsburg, Bethel, Carleton, Hamline, Macalester, College of St. Catherine, College of St. Thomas would use the facilities for team practice in the sports of track and field, soccer and wrestling on a consistent basis.
2. Competitive Events: programming would involve conference meets, MIAC finals, Division III regional and national events in the sports of track and field, soccer and wrestling.
3. Sports Camps: provide the NSC facilities to host sports camps in the sports of track and field, soccer and wrestling sponsored by various conferences coaches and hosted by the NSC.

**Accommodations Use:**

1. Dormitory/Cafeteria: provide visiting MIAC teams accommodations and practice facilities.
2. Seminars: provide various conference schools accommodations and meeting facilities to put on various seminars. A brochure would be developed and sent to all conference schools outlining this program.





**XII. Disabled sports and senior citizens  
related programming**



## **Disabled sports and senior citizens related programming**

Reaching into the disabled and senior citizens area provides tremendous programming possibilities for the NSC.

1. Disabled Sports: Exceptional inroads have already been developed within the state of Minnesota for disabled individuals through the efforts of the Special Olympics organization, Courage Center and the Vinland Center. The National Sports Center will be able to complement and enhance existing efforts by providing a state-of-the-art facility for disabled sports groups in the sports of track and field (indoor/outdoor) and soccer. Programming would fall within the following areas:

### **Recreational**

- o Group, club and individual programs in track and field and soccer.

### **Club Rentals**

- o Clubs will be given opportunities to stage practices/events at the National Sports Center.

### **Developmental Programs**

- o Youth - young track and soccer participants program/development of techniques and skills.
- o Men and women - specialist courses for area athletes on a year-round basis.

### **Camps**

- o Private camps both of a residential and non-residential nature are possible tenants of the National Sports Center during the summer months on rental, lease and accommodations basis.

### **Coaching Courses**

- o Coaching courses in conjunction with established disabled coaching guidelines could be developed and implemented at the National Sports Center.

### **Official Courses**

- o Annual course in conjunction with established disabled officiating guidelines could be developed and implemented at the National Sports Center.



### **Events and tournaments created by the National Sports Center**

- o Star of the North State Games
- o Invitational tournament developed in conjunction with disabled groups within the state of Minnesota.

### **Events and tournaments to be bid for by the National Sports Center.**

- o Host for 1991 International Special Olympics Games Track and Field/soccer programs

### **Other Events**

We will consider the hosting of such events as:

- o State association meetings
  - o Congress of Disabled Persons and the Elderly (Cure)
2. Senior Citizens: programming for senior citizens would incorporate many facets of the National Sports Center.

### **Recreational**

- o Provide the track facilities (indoor/outdoor) for walking/jogging programs
- o Wellness and aerobic programs
- o Develop facility areas for recreational bocce and croquet

### **Other Events**

- o Banquet facilities in indoor arenas for association meetings and trade shows.

Additional programming would fall within the areas of Wellness Programming which has been discussed in another section.



**XIII. Professional sport franchises  
as possible tenants of the  
National Sports Center**





## **Professional sport franchises as possible tenants of the National Sports Center**

The National Sports Center's facilities have an excellent opportunity to successfully integrate the worlds of both amateur and professional sports. The Minnesota marketplace, although already congested with professional sport franchises, continues to be a marketplace in which new leagues believe they can both create and maintain a presence.

It is felt that the development of a major professional tenant in any of our facilities, could do nothing but enhance the image and awareness of the National Sports Center. By having professional teams as tenants in our building, we will increase spectator traffic through the building. These numbers eventually convert into the facilities' ability to justify charging sponsors a greater advertising rate for their sponsorship program. In addition to on-going revenues from both ticket, concessions and novelty income, the media coverage alone will increase the exposure of our facilities enormously.

Coupled with the National Sports Center's ability to

- house local players
- house visiting players
- feed both local and visiting players
- provide both home and visiting teams with practice facilities,

the Center offers a package that no one elseor facility can equal.

### **a. Professional Outdoor Soccer**

With the advent of the World Cup to be hosted by the USA in 1994, there has been a resurgence of interest in outdoor professional soccer in the country. Currently, two outdoor leagues exist:

- o The "American Soccer League" (ASL) on the East Coast
- o The "Western Alliance" on the West Coast.

A number of different possibilities exist for the Midwest

- o The "Heartland League" a league established by officials from the midwest region (region 2) of the United States Soccer Federation.



## **Professional Sport Franchises as Possible Tenants of the National Sports Center**

The National Sports Center's facilities have an excellent opportunity to successfully integrate the worlds of both amateur and professional sports. The Minnesota marketplace, although already congested with professional sport franchises, continues to be a marketplace in which new leagues believe they can both create and maintain a presence.

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- o The "American Soccer League" (ASL) on the East Coast
- o The "Western Alliance" on the West Coast.

A number of different possibilities exist for the Midwest

- o The "Heartland League" a league established by officials from the midwest region (region 2) of the United States Soccer Federation.



- o The "American Indoor Soccer Association" (AISA) a professional indoor soccer league is attempting to form an outdoor league.
- o The "National Soccer League" (NSL) another independent group which is attempting to put a league together.
- o A Midwest division of the "American Soccer League"

Because the National Sports Center is one of eighteen locations designated by the United States Soccer Federation as a potential site for the World Cup, it would be a natural extension of our efforts to attempt to secure a professional soccer team as a tenant for our stadium.

We believe this will happen after a league establishes itself in the midwest region. It is felt that this could be as early as 1990/1991.

#### **b. Professional Women's Volleyball**

Professional Women's Volleyball has began to make its mark on the nation's professional sports scene. The local entry "Minnesota Monarchs" play currently to sell-out crowds at Augsburg College (3000 spectators). It is currently believed that the Monarchs would consider a new venue that would offer in excess of 4,000 spectators and a facility that could offer the club areas of income that currently they do not have access to, i.e., percentages of concessions and parking.

The league currently has a contract with ESPN that offers national exposure to venues in which its franchises play. The Monarchs are treated very favorably by the local media and could provide the National Sports Center with invaluable winter programming and exposure.

#### **c. Professional Wrestling**

The latest entry, into an already crowded professional sports marketplace, are the "Minnesota Grizzlies", a professional men's wrestling team. Wrestling collegiate style, the new league with eight franchises around the country, has a major television syndicated contract in its inaugural year.

The Grizzlies will wrestle at either the Met Center or Wilkin's Auditorium this first year, however, they, as an organization, maintain they will only enter into a one-year lease arrangement this coming year, leaving them available to negotiate with us once our facility is open.



## **XIV. Athletic Training Membership**





## **Athletic Training Memberships**

It is anticipated and recommended the National Sports Center advertise and sell individual athletic training memberships. With the vast array of facilities and equipment available, it is anticipated that a year-round pass, which gives an athlete access to the following areas at pre-determined times, will be made available.

Access to the following areas would be made available:

1. Locker rooms
2. Sauna
3. Whirlpool
4. Weight training area/fitness training equipment
5. Indoor track
6. Outdoor track
7. Indoor sports hall facilities



**XV. An overview of potential staffing  
requirements in the Marketing,  
Public and Media Relations,  
and Programming areas of the  
National Sports Center.**



## **An overview of potential staffing requirements in the Marketing, Public and Media Relations, and Programming areas of the National Sports Center**

The programming of the National Sports Center is an enormous and complex task if the recreational, training, teaching and event programmatical issues are to be addressed and developed optimally.

The funding of many of the programs and events, potentially will be supported by corporate sponsors who will be attracted to the National Sports Center by the menu of promotional opportunities available.

Because of the many elements of the marketing, advertising and sales components of the National Sports Center, and if the sales campaign proves to be successful, it is extremely important that we do not under estimate the staffing requirements for the program to be successful.

As the elements of marketing/public and media relations and programming have been extensively researched, a great deal of insight into the potential staffing requirement to see through the multitude of events and activities scheduled for the facility, has been developed.

An overview of these potential staffing needs is enclosed.



## **A. FIVE "MAJOR SPORT" ADMINISTRATORS**

Because of the depth of programming that could potentially be accommodated with associated sponsorship programs, it is felt that ultimately each of the major sports should have their own sport coordinators.

### **Track and field, Soccer**

Immediately, when the facility opens, it is anticipated that a full year-round program (both indoors and outdoors) will exist in the sports of track and field, and soccer. It would be imperative to have staff members employed approximately six months from the Center's date of opening in these two sports. A background in the individual sport will be necessary as well as a strong administration background.

### **Wrestling, Weightlifting, Cycling**

Depending on the depth of programming and sponsorship, it is felt that each of these sports would also warrant a full-time administrator. It is felt that in all three sports, we can make a great impact, both locally and nationally. We would need a full-time employee to do this, however. Once again, a strong background in the sport would be necessary, with excellent administration and presentation skills.

### **Special Events Coordinator**

In addition, to the major sports of the facility, it is obvious from the programming outline that we will be involved in many additional sporting events, activities and programs. This will range from BMX, to wellness programs, to home-grown events such as the International Twin Cities Challenge to Rugby tournaments; health expos to athletic testing programs; from rollerblade events to Boy and Girl Scout jamborees and major events such as the Olympic Festival and World Masters Games.

A dedicated staff person should ultimately be hired to be responsible for all of the additional events that do not fall into the five major sport coordinators' category.

### **Marketing Staff**

If the National Sports Center is successful in selling its sponsorship programs, the attention to detail that will be required in servicing in excess of twenty sponsors will require as a minimum, two full-time staff. In professional sports where teams play as few as eleven home games, the staffing of a marketing department usually involves a minimum of two people. In cycling alone, the National Sports Center will have as a minimum 56 events and race nights that will involve in some way a promotional partner. In addition to the events, what should be considered will be media purchasing, copy and production, printed and promotional materials, promotional tie-ins with media partners, the coordination of VIP events for major sponsors, etc., that will need to be organized and administered.





The National Sports Center will, in essence, be its own advertising agency and, therefore, must have a staff to accommodate the vast array of tasks that go hand-in-hand with major sponsors of major events at a major facility.

### **Public and Media Relations**

As a minimum, one full-time person will be required to handle the responsibilities of both public and media relations for the National Sports Center. As well as developing copy for all NSC newsletters, press releases, event media coordination, result processing and general media service as part of our package to major sponsors, we are developing a media awareness package of each major event that comes to the National Sports Center. We feel that one person plus interns may be able to handle this initially, however, we are contemplating five sport venues where in one sport, cycling in one year, we will play host to a minimum of 56 events.

## **B. ADMINISTRATIVE/ORGANIZATION**

### **1. Staffing requirements (NSC)**

- (a) Programming and scheduling - Our present thought is that the National Sports Center will develop and host a tremendous number of events. One staff member would be responsible for coordinating all NSC event categories from recreational to special events. The staff member will be responsible for coordination of all events so there are no scheduling conflicts and determining the most efficient use of the facilities. In addition, this staff member would be in charge of all softwear and administrative elements of the facility including event staffing, concessions, food and beverage service, etc.
- (b) Accounting staff - A NSC staff member needs to be hired to oversee all day-to-day accounting procedures as well as be responsible for all the accounting requirements of individual events at the NSC.
- (c) Maintenance and support staff - properly maintaining the three major venues and surrounding grounds will necessitate 5 - 7 staff members that will be responsible for various maintenance and janitorial duties.

In addition, the Center will probably require 4-5 staff members to take care of the cafeteria and dormitory areas.

### **2. Steering committees for major events**

- (a) Organizational structure - events under consideration for the National Sports Center should be analyzed as to the feasibility of being held at the National Sports Center. A volunteer committee should be formed to assist in developing an assessment process that can help the National Sports Center in determining whether an event should be held at the NSC and, if it is to be held,



develop a priority listing of which event has priority over another. Also, the committee should develop promotional materials that can be given to potential events and their organizers. This committee should be ongoing and assist in submitting bids for events the NSC wishes to host.

### 3. Volunteers Bureau

Volunteers will be an integral part of the success of the National Sports Center in hosting events. A committee should be formed to develop a volunteer bureau. Three different types of volunteers are needed:

- (a) Event Volunteers - with a close working relationship with the local governing bodies in the following sports: soccer, athletics, cycling, weightlifting, and wrestling. A program is being developed to establish a pool of dependable volunteers that will be available to work the numerous events that will be staged at the National Sports Center.  
  
A second pool of dependable volunteers for other sports that are not the major emphasis of the NSC will be developed by working with these local sports organizations.
- (b) Interpreters' Bureau - with the potential of numerous international events and teams hosted at the National Sports Center, a need will arise to provide language interpreters for the events and visiting teams. Through developing close working relationships with local college and high school foreign language departments, a strong pool of language interpreters will be developed.
- (c) Senior Citizens Volunteer Bureau - a tremendous source of potential volunteers for events would be local senior citizens. Recruitment of these volunteers would be accomplished through the speakers' bureau and the visitation of retirement homes and various senior citizens' social clubs.
- (d) Handicap Volunteer Bureau - through a close working relationship with various disabled sports groups, a volunteer group would be developed to assist in hosting disabled events as well as provide assistance to disabled participants.
- (e) Generic Volunteer Bureau - through the speakers' bureau, direct requests can be made for volunteers to the various social, civic, and governmental organizations that would be interested in being a part of what is happening at the National Sports Center.



## **XVI. Marketing and Promotion**



## **Marketing & Promotion**

To ensure programming and facility success, the National Sports Center has constructed an aggressive marketing and promotion strategy. The plan contains principles highlighting public awareness, merchandising, media relations, advertising and external resources.

### **Public Awareness**

Generating interest and support for the National Sports Center and its activities suggests two procedures to directly reach the public. The first includes direct mail projects for programming guides, periodic newsletters and special event flyers. The publications and materials would be targeted to specific audience lists gathered from state sport associations, private groups and previous ticket sales.

The second involves an active program to reach out into the community, state and nation. A speakers bureau will describe the National Sports Center and its goals to high school students, adult organizations and other related groups. The center will support its public visibility through portable display units set up for related conferences, meetings and trade shows, along with video taped presentations outlining the facility and its programming.

### **Merchandising**

Merchandise sales will be an ongoing enterprise used in promoting the complex. A gift shop completely stocked with National Sports Center apparel and products is housed within the multi-purpose sports hall. Licensing agreements with potential vendors will also be developed to help distribute these items to a larger consumer base. Yearbooks, calendars and souvenir program publications become a vital





ingredient in the center's total merchandise program and for individual competitions and events associated with the National Amateur Sports Institute.

### **Media Relations**

A professional staff will combine a number of elements in obtaining maximum exposure with the media. News release packages and event schedules will be distributed to local, regional and national media on a regular basis. In addition, special news releases for individuals attending camps, seminars and training sessions at the center will be sent to hometown newspapers, radio stations and television stations.

The National Sports Center will provide results and information as part of its news media service operations for each event staged at the facility. Press conferences and interviews will be scheduled for special events.

### **Advertising**

Producing quality public service messages for publications, radio and television will enhance the image of the National Sports Center and the events and activities which take place there. For special events, the facility will utilize direct advertising through the media, along with the use of billboards and message boards.

### **External Resources**

A key ingredient to successful marketing and promotion for the National Sports Center hinges on its ability to work with a number of resources.

It includes utilizing the expertise of the marketing departments from its major corporate partners and developing strong lines of communication with national governing bodies, state sport associations and local organizing committees as it relates to the facility and programming.



**XVII. National Sports Center  
Activity Questionnaire**



# NATIONAL SPORTS CENTER

## (Activity Analysis Questionnaire)

When assessing the economic impact, the organizational logistics, marketing, promotional, press needs etc. for an event to be successfully staged at the National Sports Center, the enclosed activity analysis questionnaire will be developed to create a total understanding of the activity.

### I. INTRODUCTION TO ACTIVITY:

#### A. ACTIVITY

1. Name . . . . .
2. Category of Activity . . . . .
3. Spectator/non-spectator Event . . . . .
  - a. Is activity to be bid/contracted? . . . . .
    - (1) If so by whom? . . . . .
    - (2) If so by when? . . . . .
    - (3) Format for bid . . . . .
  - b. Does activity need to be sanctioned? . . . . .
    - (1) If so by whom? . . . . .  
(i.e., local/national governing body)
  - c. Is activity NSC property? Yes or No
    - (1) If not whose? . . . . .
  - d. Can NSC get sponsors for event? Yes or No
    - (1) Requirements . . . . .

### II. ORGANIZATIONAL OVERVIEW OF ACTIVITY:

#### A. ORGANIZATION OF EVENT:

1. Internal requirements (NSC) . . . . .  
.....









2. Dignitaries - Special to event . . . . .
3. Others . . . . .

### III. BUDGETARY CONSIDERATIONS:

#### A. OUTLINE OF BUDGET

1. Income . . . . .
  - a. Line items . . . . .
2. Expenses . . . . .
  - b. Line items . . . . .
3. Accounting and Settlement agreement . . . . .
4. Pricing/ticketing configurations for event. . . . .

#### B. Potential staff requirements. . . . .

1. Accounting . . . . .
2. Management . . . . .
3. Maintenance . . . . .

#### C. Insurance (liability) considerations . . . . .

### IV. MARKETING PLAN:

#### A. Outline:

1. Ticket sales . . . . .
2. Sponsors . . . . .
3. Ticketing . . . . .
4. Advertising . . . . .  
(i.e., billboards, T.V., print, radio)
5. Promotions? Yes/No (Where?) . . . . .
6. Promotional material required Yes/No
  - a. Flyer/coupons . . . . .
  - (1) Who provides them? . . . . .



(2) When? . . . . .

**V. PRESS REQUIREMENTS:**

A. Administrative . . . . .

1. Staffing Needs . . . . .

a. Media/Results Coordinator . . . . .

b. Press Box/Media Work Area Security . . . . .

c. Event Photographer . . . . .

d. Photo Marshals . . . . .

e. Typists/Data Entry Personnel . . . . .

f. Information/Results Runners. . . . .

2. Equipment Needs

a. Copier (estimate volume). . . . .

(1) Desk Top. . . . .

(2) High Speed . . . . .

b. Computer . . . . .

(1) Hardware . . . . .

(2) Software . . . . .

(3) Modem . . . . .

c. Typewriter(s) . . . . .

d. Telephone(s) . . . . .

e. FAX Machine . . . . .

3. Special Events/Activities

a. News Conference . . . . .

b. Post-Event Interviews . . . . .

4. General Needs



- a. Media Hospitality. . . . .
- (1) Beverages . . . . .
- (2) Food . . . . .
- (3) Media Gift . . . . .
- b. News Releases/Media Advisories . . . . .
- c. Results Reporting . . . . .
- d. Credentials . . . . .
- (1) Media . . . . .
- (2) Photographers . . . . .
- (3) Officials/Staff . . . . .

B. Media Facilities Access

- 1. Media Work Area/Press Box . . . . .
- 2. Results Area . . . . .
- 3. Interview Area . . . . .
- 4. News Conference Room . . . . .

C. Printing/Publications

- 1. Credentials . . . . .
- 2. Souvenir Programs . . . . .
- 3. Media Kits. . . . .
- 4. Results Books . . . . .

VI. TRAINING ROOM REQUIREMENTS:

- A. Staff members needed . . . . .
- B. Hours needed . . . . .
- C. Equipment needed . . . . .

