



Prospectus for Berger Funds Youth Center

It all starts with a dream...

The clock is winding down with the home team behind by two points...The Star player has the ball and is working for an open shot...3...2...1...The shot goes up...It's in the air...The buzzer sounds...IT'S GOOD!"

How many times is that scene played out in imaginations or driveways or playgrounds all across Colorado and the nation? It is the dream of every kid who has ever picked up a basketball.

At the Gold Crown Foundation, our dream is to build the place where those kids' hoop dreams can come alive and come true. Our dream is to build an indoor facility on the site of Coca-Cola All Star Park in Lakewood, Colorado, that will be a wonderful, safe place for thousands of kids to learn, play and grow.

We are not going to be able to complete this project on our own. We need teammates. We need the kind of forward-thinking teammates who share our vision of going an extra step for the future, our young people.

The game is on the line, the clock is ticking down and the ball is in our hands and in your hands. Together, the time is now for us to take the shot and make this dream come true...

Note: This is the introduction to a business plan that we used to present to potential funders for the Gold Crown Field House in 2002 and 2003.

EXECUTIVE SUMMARY

FACILITY NAME: Berger Funds Youth Center

ORGANIZATION: Gold Crown Foundation, Inc.
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The Gold Crown Foundation is a federal non-profit organization as defined in section 501(c)(3) of the Internal Revenue Code as well as a Colorado tax-exempt organization. Founded in 1986 by former Denver Nuggets great Bill Hanzlik, along with Colorado business leader Ray Baker, the Gold Crown Foundation was formed as a non-profit organization from which to operate a girl's basketball camp. In the summer of 1994, the Foundation expanded to year-round, full-time operations. From that first year of 150 girls in 1986, the Gold Crown Foundation has grown to provide more than 20,000 opportunities for kids all across Colorado and beyond to participate in basketball, golf and volleyball and baseball.

The growth of the Gold Crown Foundation and its programs, as well as the fact that basketball is America's favorite team sport¹, has led our organization to the conclusion that a serious need exists for a centralized, multi-court indoor facility where young people can participate in supervised athletic activities. Nowhere in Colorado does a complex like the one the Gold Crown Foundation proposes exist. It will become a great community asset to improve the quality of life for young people all across the Colorado Front Range and beyond.

Sports are not a panacea for the problems confronting today's youth, but the Gold Crown Foundation believes in the positives young people take from participating in athletics. Taking responsibility, teamwork and discipline are skills that kids learn through sports that will serve them well as they go through life. The Criminal Justice Center at Ohio State University completed a study in 1994 regarding gangs, interviewing young people ages 12-22 from Broward County, Florida, Aurora, Colorado and Denver, Colorado. The most common reasons youths listed for staying out of gangs were athletic programs, church activities and programs at the YMCA.²

The Gold Crown Foundation already has a site for this wonderful indoor facility. In 1997, the Foundation took title to a 12-acre parcel of land in Lakewood, Colorado, that was the site of the former Alameda Junior High School. The Jefferson County R-1 School District closed Alameda Junior High School in 1988 because of decreasing enrollment and emerging structural problems. The School District sold the site to the Gold Crown Foundation for \$1 on the contingency that the Foundation would make a minimum of \$2.4 million worth of improvements to the site before the year 2000.

The Gold Crown Foundation began work on redeveloping the old school site in two phases shortly after taking title to the property.

¹≡A Report on Basketball Participation 2000,≡ American Basketball Council sponsored by the Sporting Goods Manufacturer's Association

² AAActivities keep kids out of gangs,≡ November 1, 1994, *The Denver Post*.

For Phase I of the project, the Gold Crown Foundation teamed with the Colorado Rockies, MA Mortenson Company General Contractors and HOK Sport Architects to build Coca-Cola All Star Park, a high school baseball stadium modeled after historic Coors Field. This \$4.0 million construction project opened on July 7, 1998 in conjunction with the Rockies hosting the 1998 Major League Baseball All Star Game. Colorado Governor Roy Romer, Major League Baseball Commissioner Bud Selig, Lakewood Mayor Linda Morton, McCormick Tribune Foundation CEO Richard Behrenhausen and Rockies CEO Jerry McMorris were just a few of the dignitaries who participated in the grand opening.

Coca-Cola All Star Park takes approximately seven of the 12 acres on site. The Berger Funds Youth Center building footprint will require approximately 1.25 acres (55,000 square feet), leaving approximately 3.75 acres for parking, landscaping and a walking path around the facility. Using City of Lakewood requirements for parking ratios, the facility will need 145 new parking spaces in addition to the existing 85 spaces.

The potential use for the facility is limited only by creativity. The facility would have more than 500 court hours per week available to schedule activities (6 courts, 12 hours/day X 7 days/week). Activities could include basketball, volleyball, wheelchair sports, indoor soccer, gymnastics, exercise classes, instructional clinics for just about any sport and other indoor activities. Unlike a traditional recreation center, Berger Funds Youth Center will not have “drop in” or “open gym” time. All of the programming will be supervised, team oriented activities. Thus far, planned activities include Gold Crown Foundation basketball leagues, camps, clinics, tournaments, as well as court rentals for team practices, educational coaching seminars, volleyball leagues and clubs and indoor golf instructional clinics. Counting each person once each time they came through the front door, the facility will host more than 250,000 players and spectators each year according to conservative calculations.

In addition to the court space, the facility will contain 2,100 square feet of classroom space, making it possible for the Berger Funds Youth Center to host educational programs such as after school literacy and homework programs, community meetings or just about any other educational/meeting use.

The target market for the facility is mainly young people ages of 8-18. The facility will become a magnet site, drawing young people from all over Jefferson County, the Denver Metro Area and the Colorado Front Range. Between Jefferson County R-1 Public Schools, Denver Public Schools and parochial schools, there are 48 elementary, middle and high schools housing more than 27,000 students within a just a three-mile radius of the site.

It is estimated that constructing the facility will cost \$6.2 million. The Gold Crown Foundation is currently raising funds for capital construction through corporate marketing (such as court naming rights and product exclusivity), personal gifts and traditional grant applications. Through the use of a sound business and operations plan, the Gold Crown Foundation hopes to attract donors and partners willing to join our current partners and invest in this great venture for our community.

Once operating, the facility will produce and maintain a positive cash flow with profits funding ongoing operations and activities. Besides court rental and usage fees, concession sales will be a tremendous revenue stream for the facility to support itself. Based on a conservative per capita figure of 75 cents per person who visits the facility spent on concessions, this should create a six-figure income source.

One reason we are so confident this venture can succeed is that we will not need to solicit or attract members or groups to use the facility. AIf you build it, they will come≡ may be true for a field of dreams, but for this Field House of dreams, Athey≡ being the thousands of young people involved with Gold Crown Foundation programs, are already here and they deserve and need us to build this facility.

Berger Funds Youth Center Quotes from some of our supporters



“We’re very excited to be a part of this project. Our charitable sponsorship mission is focused on educational opportunities for children and support for our local multicultural institution. We think this project of Gold Crown’s is a great fit for us...I direct you to a letter from Bill and Ray. There they state the following: ‘it’s all about the kids being participants not spectators, regardless of skill level. It’s all about kids learning life lessons by playing sports. It’s all about providing the kids opportunities to play in the best environment we can provide.’ We wish Ray, Bill and the Gold Crown team much success in this venture.”

– Jack Thompson, CEO, Berger Funds

“In Jefferson County, we take a modest amount of money from our programs that is set aside for what we call ‘Joint Ventures.’ We will go and joint venture with a city or with a district and invest money back into those communities. It’s very competitive, all of the cities in Jefferson County and all of the recreation districts in Jefferson County compete for it. When All Star Park came up and again when the field house came up, we met with every city and every district in Jefferson County and floated the idea of ‘let’s take some money out of this pool that you all right now spend in your communities and let’s put it into a pool and invest it in All Star Park and invest it in the field house.’ Those cities and districts unanimously voted to both forego their opportunity to get that money and to pool it and invest it with the projects of Gold Crown...I’d like to say to Ray and Bill and your whole organization, thank you very much for sharing your dream with us and allowing us to be partners.”

– Greg Stevinson, Chairman, Jefferson County Open Space

“We basically help three areas of organizations in this state. One is the area of recreation parks and conservation one is the area of education and the last is human services. We mostly build buildings and do capital improvements. Obviously this project is a capital improvement. We were introduced to Ray and Bill when a friend came over and I was given the grand tour of the field (All Star Park) and listened to the dream. I guess what really sold us is that this project really has impact, especially among middle schoolers. If you look at the educational structure, you will find out where our kids fall off the track is middle school. Having an outlet like this program that impacts so many kids is critical I think to the Metro Denver area and to the whole goal and objective of improving a broader education. Also, I have to say about Ray and Bill and Gold Crown, these guys don’t leave anybody behind. We applaud Berger Funds for their support of this project and know with some strong closers, this will get done. We think this is a facility that is not just a frill, but a fundamental need for the Metro Area.”

– Tom Kaesemeyer, Executive Director, Gates Family Foundation

“The decision to support this project is really a layup for us. The Denver Nuggets community fund has a focus on youth in our community and to define that with six basketball courts doesn’t get more obvious. We’re really proud to continue our association with Bill and Ray and being involved with Gold Crown is a fabulous working relationship. We look forward to growing it in the future.”

– Don Elliman, President, Kroenke Sports Enterprises

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