AN OPPORTUNITY FOR COMMUNITY / RECREATION PARTNERSHIP
brings over twenty-five years of experience assisting clients in the areas of:

• Governmental and Community Relations
• Planning and Zoning representation
• Land Development and Building Expedition.

Simply put…

ESG was formed to react to the growing demand for public private partnerships that provide year round athletic venues
works with clients and communities to create what we affectionately call sports ecosystems…combining our expertise in:

- Assessment, Feasibility & Market Study
- Design, Permitting & Construction Management
- Programming & Operations

… so that we can incorporate the community’s recreational wants and needs with local club youth programs, high school & collegiate teams, and adult users groups – as well as a mixture of retail and commercial tenants such as:

- food service
- strength & conditioning
- physical therapy
- pro shop
- educational tutoring
- micro offices
Live.
Work.
Play.
At.
The Downs
Scarborough Downs Sports Center, Scarborough Maine

Working in partnership with the master developer and town of Scarborough, ME... ESG is providing recreational master planning & design as well as programming and operational services as the centerpiece of the redevelopment at Scarborough Downs. The master developer gets a central hub to support the retail, commercial and residential redevelopment, the town and surrounding region get much needed recreational amenities for residents, teams, leagues, and play and stay tournaments.
The Market Analysis and Feasibility Study of Scarborough Maine / Cumberland County market area has been prepared to determine the surface feasibility of a sports center within the Scarborough Downs community. ESG Associates studied the current state of ice rinks, aquatic centers, multi-surface court, indoor/outdoor athletic fields, and their current usage, along with estimating future needs and usage of a rapidly growing community.

### Ice Rink
- High Schools
- Town Youth Hockey
- Private Youth Hockey Program
- Adult Leagues
- Learn to skate/Learn to play
- Figure Skating
- Curling
- Open Skate

### Aquatics Center
- Membership and Rental based. A 6-8 lane 25y competition section along with a teaching/"fun" area to drive memberships of all ages and to offer swim lessons.
- Community Membership
- Swim Teams
- Swim Lessons
- Water Polo

### Indoor/Outdoor Turf Field
- Largest club sports organization in Maine and New Hampshire
- Scarborough Youth Sports
- Scarborough Recreation, camps and programing
- Adult Sports
- Community Events

### Multi-Surface Court
- Basketball
- Volleyball
- Tennis
- Pickleball
- Community Events
Our Goal

... is to create Sports Ecosystems that offer recreational opportunities to both youth and adults, from amateur to professional, through the development of sports programs and organized league play to serve the local community.

Assessment, Feasibility & Market Studies
Farmington, Maine
Essex Sports Center
Edge Sports Center
Crosswinds Golf Club
Scarborough, Maine

Programming & Operations
Boston Sports Institute
Worcester Ice Center
Thayer Sports Center
Essex Sports Center
Scarborough Sports Center

Design, Permitting & Construction Management
Boston Sports Institute
Thayer Sports Center
Essex Sports Center
Worcester Ice Center
Scarborough, Maine
Edge Sports Center
Over the past 20 years in sports & recreation development … ESG has had the privilege to consult on, design, develop and manage, as well as own some really GREAT projects, such as:
COMPLETED PROJECTS IN OPERATION PRIVATE RECREATIONAL DEVELOPMENT

THE EDGE SPORTS CENTER, Bedford MA was a reaction to the growing demand for a year-round athletic facility and sports center that would provide varied recreational opportunities. DeVellis and partners joined to provide this state-of-the-art recreational facility for athletes of all ages. The sports complex is anchored by two ice hockey rinks, two outdoor turf athletic fields with one field enclosed for the winter months, an athlete training center, and a health club facility – and doubled in size after only four years in 2012 onto Mass Port property to allow the field space and rink expansion.
PRIVATE RECREATIONAL DEVELOPMENT ESSEX SPORTS CENTER, is located at the Essex Technical High, and is a privately owned and operated Recreational Sports Facility consisting of two ice rinks, an indoor sports turf athletic field, and a state of the art athlete training center.

The lease agreement, proposed by Essex and approved by the Massachusetts General Court through Special Legislation, allowed the Commonwealth to enter a 25 Year Lease with Essex Sports Center LLC. This endorsement by the Governor was made after overwhelming support by the local community House and Senate representatives.
MUNICIPAL & COLLEGE PARTNERSHIPS

WORCESTER ICE CENTER has EDGE acting as the owner’s representative and Operational and Program Manager – in a new facility anchored with two modern ice hockey rinks, 40,000 sq. ft. of retail space, state-of-the-art athletic training center, restaurant & concessions, locker rooms, meeting rooms and Pro Shop.

Users have full service athletic oriented opportunities attracting local club programs, local youth High School hockey teams, figure skating programs, sports camps, training programs, and adult league games; along with various school and recreational programs, adult evening and weekend play programs. It will also house a Strength and Conditioning Center for performance enhancement training, re-conditioning and personal training for athletes of all levels.
MUNICIPAL & EDUCATIONAL PARTNERSHIPS THAYER SPORTS CENTER

ESG’s first P3 with an Independent School League partner.

Thayer Academy has historically been atop the ISL in boys and girls hockey, but have never had a ‘home rink’; always renting ice in abutting towns.

Thayer Academy approached ESG in 2017 to partner with the school through a 50 year land lease to design, permit, construct and operate a private recreational facility.

ESG worked through the Town of Braintree Mayor’s office, planning, conservation and town council to develop a private 2-rink, turf and tennis facility.

The partnership will provide Thayer Academy to have home rinks, tennis courts and alumni facilities. The town, for their consideration, will be provided indoor turf, tennis and hard court surface time, and ESG will operate all the surfaces for the benefit of all for the next 50 years!
MUNICIPAL PARTNERSHIPS

**Boston Sports Institute** will boast a 130KSF center with 2 full size ice sheets, 2 indoor pools, a synthetic turf surface and indoor walking track. After being the chosen developer / operator by the Town of Wellesley, EDGE has completed the construction of the Wellesley Sports Center in the summer of 2019.... The P3 will allowed for private money to build on public land under a 50 year land lease, allowing over 60% of the prime surface hours to be rented back to the Town.
Amenities to be included in a private format:

**Ice Rink** – at least one full sheet of ice will be included in the facility focused on youth and adult league hockey and skating programs, and private and public school needs for the greater-Portland area. There is potential for an additional 1/3 of a sheet (1/3 of a rink) depending on market demand and final building programming.

**Indoor Turf Field** – an indoor turf field will be included in the facility focused on club soccer, lacrosse, field hockey, baseball and other organizations and associated events and tournaments.

**Outdoor Turf Field** – at least one outdoor turf field for the same sports, clubs and private organizations that have demand for the indoor turf field.

**Strength and Conditioning** – ESG will include a strength and conditioning component with fitness, weight training, exercise machines, and related equipment. As a private facility, this would be programmed based on the needs of the anchor tenants and private demand.
Amenities to be included in a private format:

**Pool** – Given the town’s high level of interest in a pool, ESG/Downs group have delayed heavily marketing to other pool/swim organizations and clubs, but there is private demand for pool use in the area. Based on this demand, if the town doesn’t move forward as the anchor tenant and/or operator of a pool, the Edge/Downs will seek private pool end-users and will design a private pool facility based on the users and tenant needs.

**Concessions** – the facility will include concessions and related food and drink sales to users and visitors

**Pro-Shop** – ESG will include a retail pro-shop that sells sports, athletic and associated goods

**Other Tenant Spaces** – ESG/Downs have delayed committing the tenant fit up spaces to private entities in order to guarantee space for the town. If these spaces aren’t desired by the town after this process, there are a range of private athletic, physical therapy, tutoring, child care and related groups and businesses who are interested in joining The Downs Sports Center ecosystem.
It is very important to note that with a private facility without the town as an anchor tenant, access and preferred use time for various amenities will end up being entirely market driven, as will the specific design and programing of the complex. The opportunity for the town with an anchor tenant relationship is both guaranteeing the town’s desired spaces/amenities are included as well as town public access and prime use times.

Some of the details of a strictly private facility are not clear or set, because to-date we’ve delayed our marketing to many private recreation end-users and tenants to provide time for the community to consider your programming desires first.