

September 5, 2024

Stan Wilson, Parks & Recreation Director
Town of McCordsville
6280 West 800 North
McCordsville, IN 46055

RE: Sports Park Study / Preliminary Visioning & Budget Development

Dear Stan:

Thank you for the opportunity to present this Sports Park Study proposal. Per our recent discussion, we understand your goals and priorities for this visioning process to include program validation, site analysis, conceptual design, and order-of-magnitude budgets. This is a scope of work Context performs often. A concise set of portfolio examples and qualifications are enclosed for your consideration.

Athletics planning and design is one of Context's signature services. Our knowledge and experience with sports complexes is unmatched. From recreational-grade campuses through collegiate athletic centers, Context has led every scale of sports development. We are well prepared to vision your sports planning needs. And hopefully after our early 2024 conversations about this potential RFP, it is clear we value listening to our clients and being responsive to "right-sizing" projects to their goals.

The RFP lists project deliverables, meetings, and coordination that are land planning-centric. As such, our Fee Schedule in this letter responds in suit. We also notice a reference made to a financial feasibility study and economic impact analysis in the "title" of the project. In our experience, it may be a step early to engage an economics expert. That said, Context is happy to facilitate such an expert if the Town has determined this is the right moment to lean into the investment. We have spoken to two different local and national financial partners to establish a fee allowance. Our fee basis below identifies "Scope Enhancements" to bring economics expertise to this conceptual planning process.

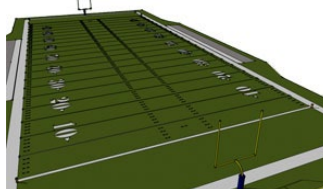
Focus of Our Services

Planning and design of similar athletics campuses occurs in the four (4) basic stages:

Stage I	Preliminary Visioning & Budget Development
Stage II	Schematic Design & Cost Confirmation
Stage III	Technical Design, Construction Plans & Permitting
Stage IV	Construction Phase Support

proposed initial scope of work
projected future scope
projected future scope
projected future scope

This proposal intentionally focuses on Stage I only. Any subsequent stages will be initiated at a future date if the Town determines additional study is warranted.



Timeline

Similar visioning processes typically occur over an 8 to 12 week period. However, the cadence is often driven more about the schedule and availability of stakeholders the Town wants to engage. Context is willing to work at your pace, so let's discuss more about the desired timing. We believe doing *good* work is more important than doing *fast* work, but know that our extensive experience can speed up the process whenever required. Should economic analysis be adopted, the timeline will extend by approximately 4 additional weeks to allow their data collection and benchmarking to occur.

Primary Components of Work

Based upon our initial conversation prior to this proposal, Context anticipates the following program and deliverables.

- ✓ *Engage Town staff and local stakeholders to establish the correct quantity and quality of fields and spaces to meet local needs.*
- ✓ *Perform site analysis on 3 to 4 parcels identified by the Town to determine viability for the intended program.*
- ✓ *Prepare 2D black-and-white conceptual site plans on 2 preferred parcels to depict how fields, parking, roadways, pathways, play areas, stormwater infrastructure, and similar facility improvements could manifest on the property.*
- ✓ *Author an order-of-magnitude level budget to forecast capital build-out costs.*
- ✓ *Render a single 2D color Conceptual Site Plan illustration for use by the Town in communicating with patrons.*
- ✓ *Render a single 3D color rendering of the Final Conceptual plan location.*

If any of the elements listed above are incorrect or require adjustment, please do not hesitate to bring them to our attention.

Assumptions

We have made the following assumptions regarding our work on this project.

- Context Design will utilize existing digital GIS and/or topographic files for use preparing site plans and concepts. Supplemental surveying should not be needed until future technical design phases. Should additional information regarding private utilities, drainage, rights-of-way, and easement information be needed along the way, such services can be amended to this Contract.
- Only when expressly authorized, the Context Team will coordinate with agencies outside the Town, such as the County Surveyor's Office, Soil & Water Conservation, IDEM, and DNR. To maintain confidentiality, Town staff will determine if or when such meetings are permissible.
- The Town will coordinate any stakeholder presentations/reviews for the project and determine when any drawings or budgets are distributed.

Scope of Work

Based upon our experience with similar projects, we anticipate the following sequence of work, coordination meetings, and deliverables. This process can be modified at the Client's direction based upon specific needs.

- a) Meet with Town staff and stakeholders to confirm program, caliber, and extents of the desired sports park. We assume this will include multiple interviews with a combination of local sports partners, school administrators, and Town staff.
- b) Create a "demand matrix" working file that records the findings and requests of local partners and stakeholders.
- c) Collaborate with Town staff to validate short- and long-term objectives for the facility.
- d) Compile base files for properties identified by the Town for potential development.
- e) Visit identified parcels to conduct site analysis and evaluate development potential.
- f) Prepare diagrams depicting due diligence efforts at potential sites.
- g) Collaborate with Town staff to prioritize the two (2) best parcels, then prepare sketch concepts, organizational strategies, and basic design influences for discussion with parks leadership.
- h) Incorporate feedback from the Client into a pair of Conceptual Site Plans in 2D black-and-white format.
- i) Hybridize the strengths of the pair of concepts into a single 2D solution.
- j) Generate an order-of-magnitude budget based upon the approved concept direction.
- k) Present the preliminary findings and preliminary budget to the Client.
- l) Generate a 2D color-rendered Conceptual Site Plan that includes sports fields, auxiliary building locations, pedestrian and vehicular circulation, parking areas, trail networks, potential entry features, and other primary functions.
- m) Advance a pair of 3D publication-ready renderings of the final preferred Conceptual Plan.
- n) Attend up to two (2) in-person working sessions with Client to advance concepts and ideas.
- o) Attend up to two (2) virtual working sessions with Client to share progress updates.
- p) If desired, present to the Town Council, Park Board, and/or Redevelopment Commission, likely in executive session.

Fee Schedule

Professional Fees for services outlined above are lump sum amounts based upon our best understanding of the Scope of Work at the time of this proposal. If the complexion of the work changes, we anticipate the negotiation of fair and reasonable adjustments to our scope and fee.

Typically, at this stage of work, it is premature to have civil engineering support alongside our site planners. If one of the target sites becomes an obvious must-have location during the course of study, Context is happy to weave in civil support with a corresponding adjustment in scope and fee.

Reimbursable expenses for travel, mileage, postage, plotting, printing, mounting and reproduction will be invoiced in addition to our professional fees. Although none are expected within the stage of work, should geotechnical investigations become necessary, those will be coordinated by Context and paid for by the Client.

<u>Stage I – Preliminary Master Planning & Budget Analysis</u>	
Program Development & Stakeholder Interviews	\$3,200
Basic Site Analysis	\$2,800
Preliminary Conceptual Planning	\$6,800
Final Conceptual Plan & 2D Color Illustration	\$9,000
3D Publication-ready Color Renderings	\$7,500
Budget Development	\$2,500
Meetings & Coordination	\$3,000
Stage I - Base Services	\$34,800
Estimated Reimbursables	\$500
<u>Optional Enhancement A –</u>	
Operational Costs & Financial Feasibility Study	\$17,000
<u>Optional Enhancement B –</u>	
Economic Impact Study	\$3,500

Terms of Agreement

We anticipate that similar Terms and Conditions to previous contracts with the Town of McCordsville will apply to this project. Further, we anticipate this fee letter will be referenced into the Town's Standard Consulting Agreement as a reference exhibit. A signature line is present below should the Town decide a Notice of Intent to Award is warranted.

It has been a pleasure to learn more about your vision for the project. We look forward to a terrific collaboration with you!

Respectfully,

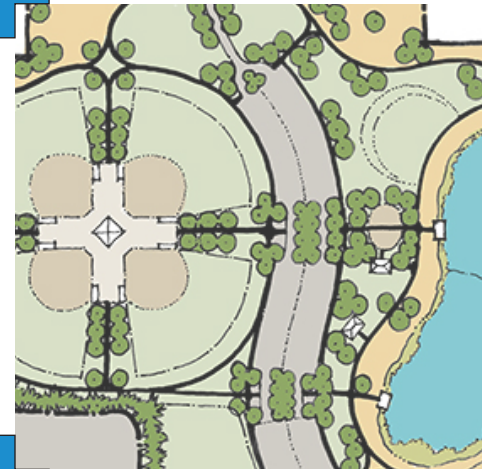
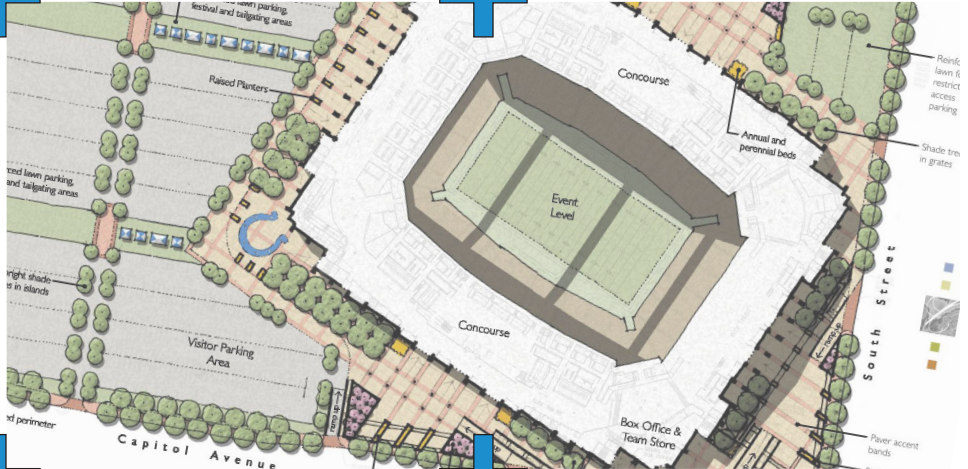

CONTEXT, LLC
Alyssa P. Prazeau, PLA, ASLA, CLARB
Managing Partner

Authorized Representative
Town of McCordsville

date



SPORTS HAVE
THE POWER TO
INSPIRE
HEALTHY
COMMUNITIES



Since being founded in 1998, Context Design has grown into one of the largest landscape architecture studios in Indiana. Our team of planners and landscape architects is twenty-people strong and capable of handling projects at every scale. Our reputation is built on a personal, collaborative approach to design and project management that helps our clients achieve award-winning results through creative and engaging projects. We take great pride in the success of our clients.

As we have evolved to compete in a dynamic and fast-paced world, Context purposefully remains focused on the personal experience within the phases of community engagement, project development, master planning and implementation. We value people, diversity, and loyalty and aspire to provide an uncommon level of care and attention to the clients and communities we serve.

In addition to our portfolio of award-winning projects, Context maintains certifications as a WBE (Women's Owned Business Enterprise) and a DBE (Disadvantaged Business Enterprise). We recognize that building and maintaining a diverse team is critical to success in the competitive marketplace.

FRED PRAZEAU, PLA, ASLA, CLARB



Education and Registration

Registered Landscape Architect-
Indiana, Ohio, Tennessee, North Carolina,
Michigan, Kansas, Colorado, Texas
Bachelor of Landscape Architecture
Ball State University (1997)

Principal in Charge / Co-Project Manager | CONTEXT, LLC

Fred is an owner and partner at Context Design. He has deep experience in athletics as a player, a coach, a designer, but most importantly—as a fan of his three daughters. Fred and his team provide athletics design and consulting to both public sector and private sector clients looking to advance sports as a part of growing healthy communities.

His experience with sports design has ranged from planning athletic facilities for children with special needs to development of natural and synthetic fields designed for international competition. Fred has turned his passion for sports into a signature service Context Design offers throughout the U.S.

Relevant Project Experience

- + Grand Park / Westfield, IN
- + Dynamo Soccer Park / Indianapolis, IN
- + Championship Park / Kokomo, IN
- + Capelli Sports Complex / Tinton Falls, NJ
- + Indianapolis Sports Park Tournament Center / Indianapolis, IN
- + Plummer Sports Park / Edwardsville, IL
- + Brownsburg Youth Sports Park / Brownsburg, IN
- + Terre Haute Travel Sports Campus / Terre Haute, IN

CAMERON HULL PLA, ASLA, SITES AP, CPSI



Education and Registration

Bachelor of Landscape Architecture-
Purdue University (2007)

Registered Landscape Architect- Indiana

Certified Playground Safety Instructor-
National Recreation and Park Association

SITES Accredited Professional- USGBC

Senior Associate | CONTEXT, LLC

With extensive experience across a wide range of project types and scales, Cameron bring unique knowledge and talents to the Context team. He has been project manager and design leader on projects ranging from large scale community master planning to streetscape revitalizations and for clients ranging from government, education and public sectors. This diverse project set he has become a leader in traditional master planning and site design as well sustainability and biophilic design.

Relevant Project Experience

- + Crispus Attucks High School Football Turf Replacement / Indianapolis, IN (active)
- + Arsenal Tech High School Football Turf Replacement / Indianapolis, IN (active)
- + Columbus East High School Baseball and Softball Renovations / Columbus, IN
- + Beaver Stadium Noblesville High School / Noblesville, IN
- + Brownsburg High School Turf Replacement / Brownsburg, IN
- + Warren Central HS Practice Field / Indianapolis, IN
- + Plummer Family Sport Park / Edwardsville, IL

MARC ANCEL, ASLA



Education and Registration

BA Sociology, Indiana University, 1996

JD Law, John Marshall Law School, 2001
Masters in Landscape Architecture, Ball State University, 2018

Project Manager | CONTEXT, LLC

Marc routinely collaborates with Fred on planning and design of athletic facilities and adjoining economic impact areas. Prior to his transition into landscape architecture, Marc was a practicing attorney. Those skills inform his thoughtful, steady communication and strong technical thinking. As an athlete, Marc was an accomplished high school soccer player and member of Indiana's Olympic Development Program.

Professional Affiliations

- + National + State Chapter ASLA (American Society of Landscape Architects)
- + Member / Indiana Bar Association

Education and Registration

- + Silver Creek High School Athletic Fields Renovation / Sellersburg, IN
- + Columbus East High School Baseball and Softball Renovations / Columbus, IN
- + Greencastle Baseball & Softball, Greencastle, IN
- + Indian Creek High School Turf Replacement, Trafalgar, IN
- + Greencastle High School Turf Replacement, Greencastle, IN
- + Dynamo Soccer Master Plan, Indianapolis, IN

SAMI SULLIVAN, PLA, ASLA



Education and Registration

Bachelor of Landscape Architecture / Ball State University, 2012 + Master of Urban Design / Ball State University, 2014 + Registered Landscape Architect / Indiana

Landscape Architect | CONTEXT, LLC

Sami is a licensed Landscape Architect and holds a Bachelors in Landscape Architecture as well as a Masters in Urban Design. Her experience is in all facets of design and the project process.

Professional Affiliations

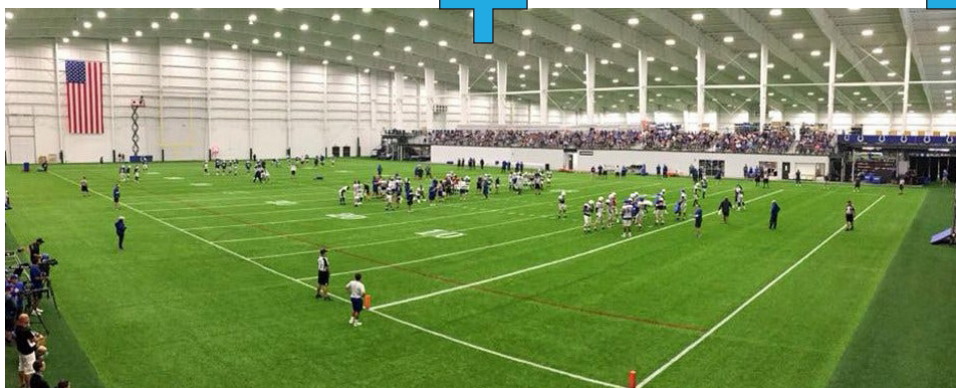
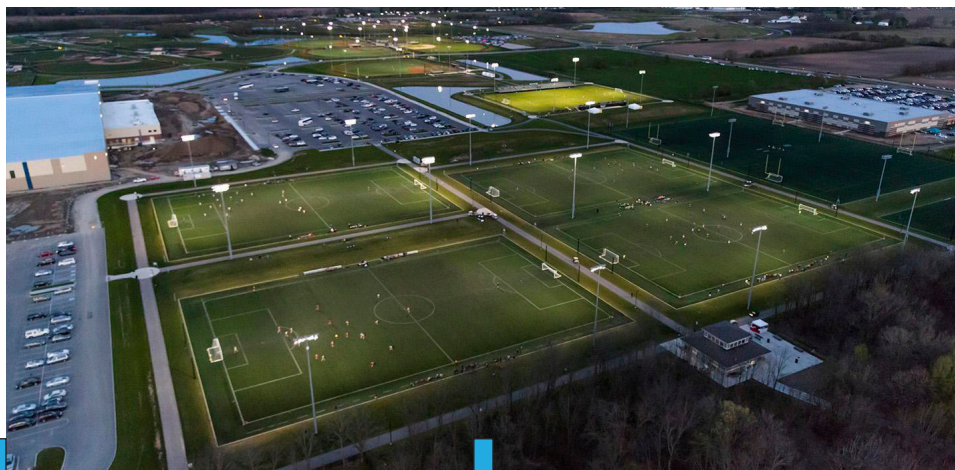
- + National + State Chapter ASLA (American Society of Landscape Architects)

Relevant Project Experience

- + Silver Creek High School Athletic Fields Renovation / Sellersburg, IN
- + Columbus East High School Baseball and Softball Renovations / Columbus, IN
- + Greencastle Baseball & Softball, Greencastle, IN
- + Delta High School Turf Replacement, Muncie, IN
- + Greencastle Baseball & Softball, Greencastle, IN



Collegiate / Professional / Fieldhouse



COLLEGIATE / PROFESSIONAL / FIELDHOUSE EXPERIENCE

- + Grand Park / Westfield, IN
- + Lucas Oil Stadium / Indianapolis, IN
- + Nissan Stadium & East Bank Greenway / Nashville, TN
- + Indianapolis World Sports Park / Indianapolis, IN
- + Pacers Athletic Center / Westfield, IN
- + Finch Creek Park Fieldhouse / Noblesville, IN
- + Lebanon Sports Complex & Fieldhouse / Lebanon, IN
- + Community Sports & Wellness Center / Pendleton, IN
- + Zionsville Youth Soccer Campus / Zionsville, IN
- + Mackey Arena Renovations, Purdue University / West Lafayette, IN
- + Kozuch Football Performance Complex, Purdue University / West Lafayette, IN
- + Simon Skjodt Assembly Hall Renovations, Indiana University / Bloomington, IN
- + Wilkinson Hall Wrestling and Volleyball Center, Indiana University / Bloomington, IN
- + Worthen Arena- Shondell Center, Ball State University / Muncie, IN
- + Walker Field, DePauw University Varsity Baseball / Terre Haute, IN
- + Lacrosse Stadium, University of Indianapolis / Indianapolis, IN
- + Hulman Center Feasibility Study, Indiana State University / Terre Haute, IN
- + Memorial Stadium Feasibility Study, Indiana State University / Terre Haute, IN
- + Kokomo Municipal Stadium / Kokomo, IN
- + Oil City Stadium / Whiting, IN
- + St. Vincent Carmel Sports Performance Center / Carmel, IN

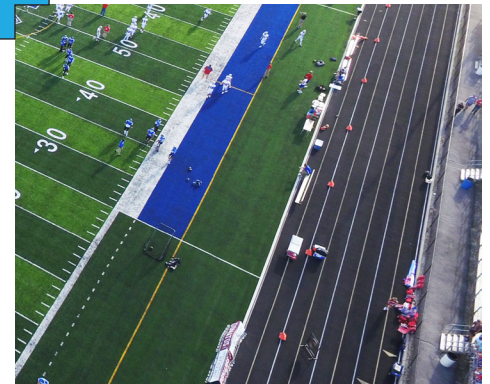
Recreational / Travel / High School Sports

RECENT RECREATIONAL / TRAVEL / HIGH SCHOOL SPORTS

- + Grand Park / Westfield, IN
- + Championship Park / Kokomo, IN
- + Capelli Sports Complex / Tinton Falls, NJ
- + Plummer Sports Park / Edwardsville, IL
- + Evolution Soccer Club Training Facility / Naperville, IL
- + Pennington Park / Patterson, NJ
- + Riverside Sports Park / Fishers, IN
- + Brownsburg Youth Sports Park / Brownsburg, IN
- + New Haven Youth Sports Campus / New Haven, IN
- + New Castle Youth Sports Park / New Castle, IN
- + Terre Haute Travel Sports Campus / Terre Haute, IN
- + Batesville Youth Foundation Facility Master Plan / Batesville, IN
- + Connersville Youth Sports Park / Connersville, IN
- + Dynamo Soccer Park / Indianapolis, IN
- + Indianapolis Sports Park Tournament Center / Indianapolis, IN
- + Homestead High School, Varsity Baseball-Softball Complex / Ft Wayne, IN
- + Carmel Dad's Club Youth Baseball Complex / Carmel, IN
- + Noblesville High School (Hazel Dell), Varsity Baseball / Noblesville, IN
- + Knightstown High School, Varsity Baseball Field / Knightstown, IN
- + Columbus High School Soccer Stadium / Columbus, IN
- + Jay County High School Varsity Sports Complex / Jay County, IN
- + Brownsburg High School Football Stadium / Brownsburg, IN
- + Avon High School Turf Replacement & Track Renovations / Avon, IN
- + Franklin Central High School Turf Conversion / Indianapolis, IN
- + Columbus East High School Turf Replacement / Columbus, IN
- + Columbus North High School Turf Replacement / Columbus, IN
- + North Central High School Stadium / Indianapolis, IN
- + HSE High School Turf Replacement / Fishers, IN
- + Fishers High School Turf Replacement / Fishers, IN
- + Noblesville High School, Varsity Football & Soccer Stadium / Noblesville, IN
- + New Palestine Varsity Softball Stadium / New Palestine, IN
- + Norwell High School Turf Conversion / Ossian, IN
- + Hamilton Heights High School Turf Conversion / Cicero, IN
- + Cascade High School, Varsity Football-Baseball-Softball Turf Conversion / Clayton, IN
- + Beech Grove High School, Varsity Football-Baseball-Softball Turf Conversion / Beech Grove, IN
- + Greencastle High School Turf Conversion / Greencastle, IN
- + Anderson High School Turf Conversion / Anderson, IN
- + Wabash High School Turf Conversion / Wabash, IN
- + Northview High School Turf Conversion & Track Renovation / Brazil, IN
- + Concordia Lutheran Turf Conversion / Fort Wayne, IN
- + Whiteland High School Stadium / Whiteland, IN
- + Perry Meridian High School Stadium / Indianapolis, IN
- + Plainfield High School Turf Replacement & Track Renovations / Plainfield, IN

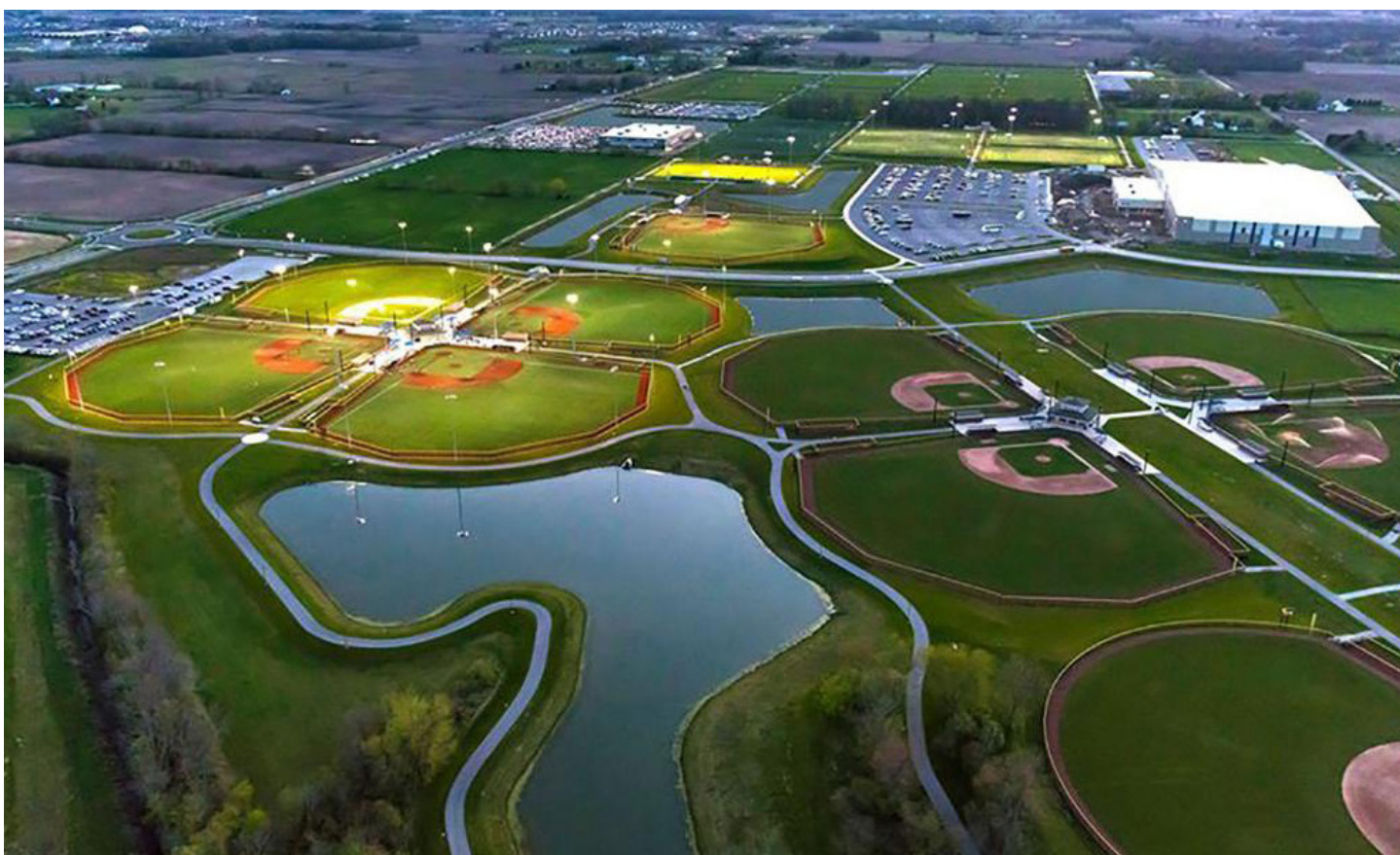


Tennis / Track & Field / Pickleball



RECENT TENNIS / TRACK & FIELD / PICKLEBALL FACILITY EXPERIENCE

- ✚ Rensselaer High School Tennis Center / Rensselaer, IN
- ✚ Warsaw High School Tennis Center / Warsaw, IN
- ✚ Shenandoah High School Tennis Center / Middletown, IN
- ✚ Franklin Central Tennis Center / Indianapolis, IN
- ✚ Mt Vernon High School Tennis & Pickleball Complex / Indianapolis, IN
- ✚ Brownsburg High School Tennis Center / Brownsburg, IN
- ✚ Brownsburg Junior High School Tennis Center / Brownsburg, IN
- ✚ Riverside Junior High School Tennis Center / Fishers, IN
- ✚ Plainfield High School Tennis Center, Plainfield Schools / Plainfield, IN
- ✚ Franklin Central High School Track & Field Center / Indianapolis, IN
- ✚ Guerin Catholic High School Track Renovations / Noblesville, IN
- ✚ Finch Creek Park – Pickleball Center / Noblesville, IN
- ✚ Beech Grove High School Tennis, Facility Assessment / Beech Grove, IN
- ✚ Avon High School Tennis, Facility Master Plan / Avon, IN
- ✚ Bloomfield High School Tennis, Facility Assessment Plan / Bloomfield, IN
- ✚ Michigan City High School Track & Field Center / Michigan City, IN
- ✚ Kankakee Valley High School Tennis Center / Wheatfield, IN
- ✚ Fishers High School Tennis Center / Fishers, IN
- ✚ La Lumiere Academy Tennis Center / La Porte, IN
- ✚ St Joseph College Tennis Center / Whiting, IN



GRAND PARK

Westfield, Indiana

Building on Indiana's storied sports tradition, Grand Park is a national family destination for championship-level baseball, softball, soccer, football, rugby, field hockey and lacrosse. Context led the planning and landscape architectural design for this 400-acre park, including 26 diamonds and 31 fields that attract over 2.5 million sports visitors annually. The park is the central catalyst for economic development throughout Westfield.

In addition to outdoor sports, the park includes multiple indoor facilities, common areas and green space that work around conserved woodlots, wetlands and a stretch of Cool Creek. The Monon Trail corridor passes through the site and offers unique multi-modal connectivity to the site.

Project Reference



Mayor Andy Cook

City of Westfield

317.804.3001

acook@westfield.in.gov



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Project Reference



Mayor Andy Cook

City of Westfield

317.804.3001

acook@westfield.in.gov



CHAMPIONSHIP PARK

Kokomo, Indiana

Following a successful commission with the City to deliver Kokomo Municipal Baseball Stadium, Context was asked to be a part of an 8-field, fully synthetic diamond complex developed by Henke Development Group. Alongside the civil engineers at American Structurepoint, Context's team of sports planners and landscape architects designed and detailed all playing surfaces, dugouts, tension-netted backstops and kneewalls, field equipment, fencing and furnishings.

Close physical proximity between Grand Park and Championship Park was initially viewed as a potential conflict, perhaps drawing energy away from each other. Quite the opposite, the facilities often act in unison, creating even greater economic opportunities by sharing hosting duties for mega-tournaments.

Project Reference

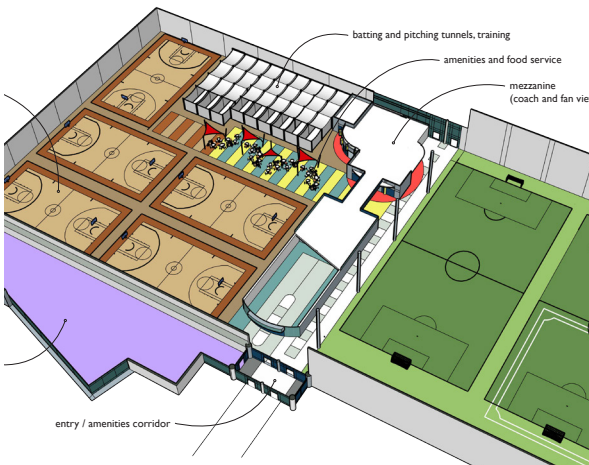
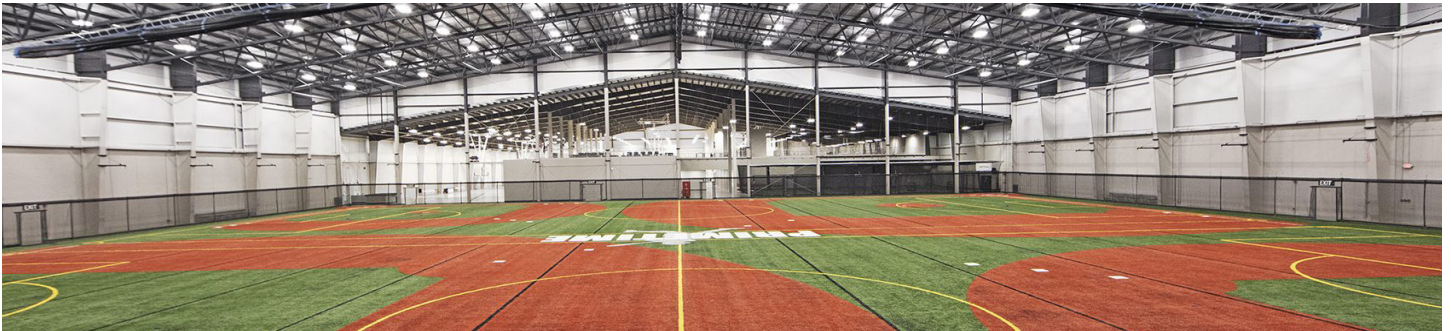
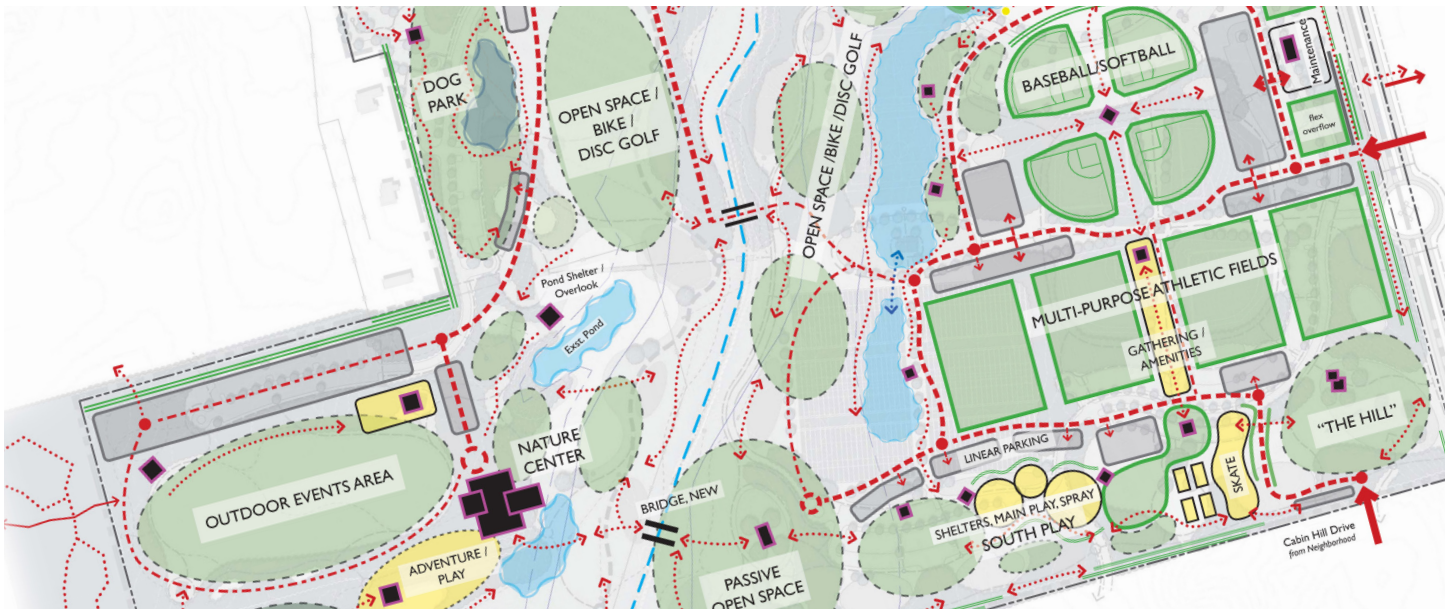


Michael Watts

Pure Development

864.650.5272

mwatts@puredevelopment.com



FINCH CREEK PARK

Noblesville, Indiana

Context collaborated with the City of Noblesville and their chosen Private Development Partner to incorporate a Field House into the larger Finch Creek Park Master Plan. Context led a multi-disciplinary team for Phase One implementation that delivers many destination park amenities that the east side of Noblesville and surrounding neighborhoods had been missing. Shared parking and various utility considerations were coordinated and seamlessly folded into the built works.

Programming incorporates pickleball courts, a basketball court, a large destination playground, an interactive water feature that can double as programming/ event space, a small outdoor events area, trails, a native planted landform and trailhead and restroom/ shelter buildings.

Project Reference

+ Mr. Brandon Bennett, Director
Noblesville Parks & Recreation
317.776.6350
bbennett@noblesville.in.us