2018 All-Star Community Award Application

City: Marshalltown

Title of Project: West End Futsal Court Project

City's Population: 27552

In a few sentences, give a summary of the project and why it was needed:
We turned four dilapidated tennis courts into three state-of-the-art outdoor lighted futsal courts. This has provided a new outdoor recreational venue to all residents of our community and surrounding areas and has engaged our diverse population in a healthy and competitive sport. Marshalltown is a diverse community with 30% minorities and our schools are approaching 50% minority children with 47 languages reportedly spoken. The Latino and Hispanic population will greatly benefit from these state-of-the-art futsal courts to play on. This is an excellent opportunity to engage visitors from surrounding areas for tournaments as well. This new venue will give a needed economic boost to the 13th street district and weekend tournaments will bring people to stay in hotels throughout the city.

Explain the specific role of your city in this project:
We added a modular sport surface on top of the tennis courts to create the futsal court area. The surfacing is the official outdoor surface of the US Futsal Association. Goals were installed, partitions (short height walls) put in between courts, fencing was upgraded around the courts and we fixed the failing retention wall on the north and west sides. We also added bleachers for spectators and benches for players. The addition of these courts will strengthen our youth, high school and college soccer programs by providing an accessible and ideal venue for futsal. The fast-paced nature of the game and the hard court surface are ideal for helping developing players to improve their quickness, foot skills, movement and decision-making. There are currently 20 organized outdoor soccer teams looking forward to utilizing this new venue with expansion to 30 teams in 2018. It is hoped that each year the program will grow engaging more residents throughout Marshall County. In addition, weekend tournaments will bring players from throughout Central Iowa to the only lighted futsal venue in Iowa. In 2012, the City’s Comprehensive Plan for 2030 was adopted which also included a focus on recreation development. The parks, trails and open spaces chapter outlines a variety of goals including promoting an active and healthy community. The guiding principle included the following statement, “Marshalltown will focus on redevelopment of selected places and neighborhoods in Marshalltown and connect them with sidewalks, trails and open space to create a vibrant, active city.” Providing futsal courts in the West End/13th street district creates a completely new recreational venue for residents.

In a few sentences, what future impact will this project have on your community?
This new recreational opportunity will extend options for physical activity to a broader spectrum of society including more racially and economically diverse residents of Marshalltown and Marshall County. Benefits gained will be from time spent outside and participating in a recreation program that not only allows for increased fitness levels, but also allows participants to feel a greater connectivity to Marshalltown. We need to influence and empower people of all ages, abilities and demographics in Marshalltown and Marshall County to choose healthier lifestyles. The county health
rankings for Marshall County show that Marshall County ranked 78 for health overall in Iowa. The most pressing issues in the county were identified as obesity and lack of exercise relating to consequences of elevated cardiovascular disease and diabetes with more of this being observed in children. The main problem is to find a way to engage our diverse population in an inexpensive health and fitness program that they could do on their own, have fun, be with their friends and be motivated to complete. We know access to parks and open green spaces can help increase health, community and longevity and encourage healthy, naturally connected living.

Other organizations participating in project:

City of Marshalltown

Rick Hernandez - Soccer Coach for Latinos Unidos players (30 teams by fall 2018)

Marshalltown PM Kiwanis Club – West End is their adopted park

13th Street District Committee

Marshalltown High School Soccer League

Marshalltown Community College Soccer

Iowa Great Places Committee

**Total cost of project:** $196,300

**List where funding came from.** (grants, donations, city funds, etc):

City of Marshalltown - $70,000; Wellmark Large Match Grant- $60,000; Martha Ellen Tye Foundation-$36,300; Rick Hernandez soccer club- $ 5,000; US Soccer Association-$15,000; Iowa Great Places-$10,000; Total- $196,300

**Total time project took/projected to take for completion. Please include start date and end date.** (To qualify the project must be operating or completed between January 1, 2017 and December 31, 2017):

September 1-Nov. 30, 2017

**Resources.** (Please list Web sites judges may reference if they seek additional information.):