

CASE STATEMENT



SUPPORT THE FUTURE OF SOCCER IN DUBUQUE

A CAMPAIGN TO BUILD A DUBUQUE SOCCER CLUB **TRAINING COMPLEX**

HONORING OUR PAST BY PLANNING FOR OUR FUTURE

FOUNDED IN 1987

Dubuque Soccer Club was founded in the summer of 1987 by a group of community leaders who shared a passion for soccer and a vision for the youth of Dubuque. Now a thriving organization, Dubuque Soccer Club offers youth athletes more than just the chance to play soccer. The game teaches teamwork, discipline, leadership, and resilience, while helping young players build confidence, stay active, and develop lifelong skills.

As the club continues to grow and shape the future of Dubuque's youth, it provides a strong foundation for personal development and future success on and off the field.



COMMITTED TO DUBUQUE AREA SOCCER



The lessons I learned on the field, the bonds I formed with my teammates, and the memories we created together continue to be cherished parts of my life. These experiences led me to transition from player to young coach, where I found fulfillment in mentoring the next generation of players. Watching these young athletes grow, develop their own love for the sport, and form their own friendships within the club has been incredibly rewarding. From playing on the field to coaching and now watching my own children thrive in the same environment, the Dubuque Soccer Club has become a cornerstone of my life.

— JASON BERNA, PLAYER, PARENT, COACH, ADMINISTRATOR

▲ Berna Family: (Back) Isabelle, Jimmy, (Front) Jack, Jason, and Sophia



OUR MISSION

Dubuque Soccer Club’s mission is to provide high-level instruction, as well as competitive and recreational soccer programs for boys and girls between the ages of 3 and 18. The club guides players through their development, based on their commitment, ability, and desire to compete. At every level, the club provides superior coaching to all players, regardless of ability or economic circumstance, in a fun, inclusive learning environment.



CHARACTER

We emphasize the importance of integrity, respect, and sportsmanship both on and off the field and foster a supportive and positive environment for all players.



TEAMWORK

We highlight the importance of collaboration, communication, and mutual support, which together create a cohesive environment where players can thrive and achieve collective success.



PERSEVERANCE

We encourage players to overcome challenges, remain dedicated in the face of adversity, and continuously strive for improvement, both individually and as a team.



SPORTSMANSHIP

We promote respect for opponents, fair play, and graciousness, regardless of the game outcomes, which cultivates a positive atmosphere and teaches important life lessons both on and off the field.

BY THE NUMBERS

TAKING SOCCER TO A NEW LEVEL

CURRENT PROGRAM OFFERINGS

DEVELOPMENTAL

Ages u3-u11

The Developmental Program provides a non-competitive setting where kids can learn to play soccer and have a great time on the field! Format features once a week, all-in-one practice/play sessions. Registration is for each season— spring, summer, and fall.

ACADEMY

Ages u8-u18

The Academy Program provides next-level training focused on technical and tactical skills. This is a 3-season program consisting of fall, winter, and spring seasons. Training is twice weekly with regionally located games each season plus tournaments.

COACH MENTORSHIP PROGRAM

Ages 18+

This program enhances coaching skills with personalized guidance, training, and access to resources for session planning. Coaches also have the opportunity to earn paid certifications through the United States Soccer Federation (USSF), advancing their expertise and credentials.

DUBUQUE SOCCER CLUB
FOUNDED IN 1987

CLUB IMPACT



In total, Dubuque Soccer Club provides developmental and competitive soccer programming to an average of

700
AREA YOUTH PER YEAR

NATIONAL STATS



From 2020-2023, participation in soccer increased 4.5%.

NSGA Sports Participation Survey, Johnson Consulting

In 2023, over 5.9 million people participated in indoor soccer, an increase of approximately 7.5% from the previous year. (Statistica)

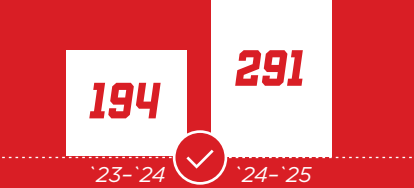
DEVELOPMENTAL



+25% growth

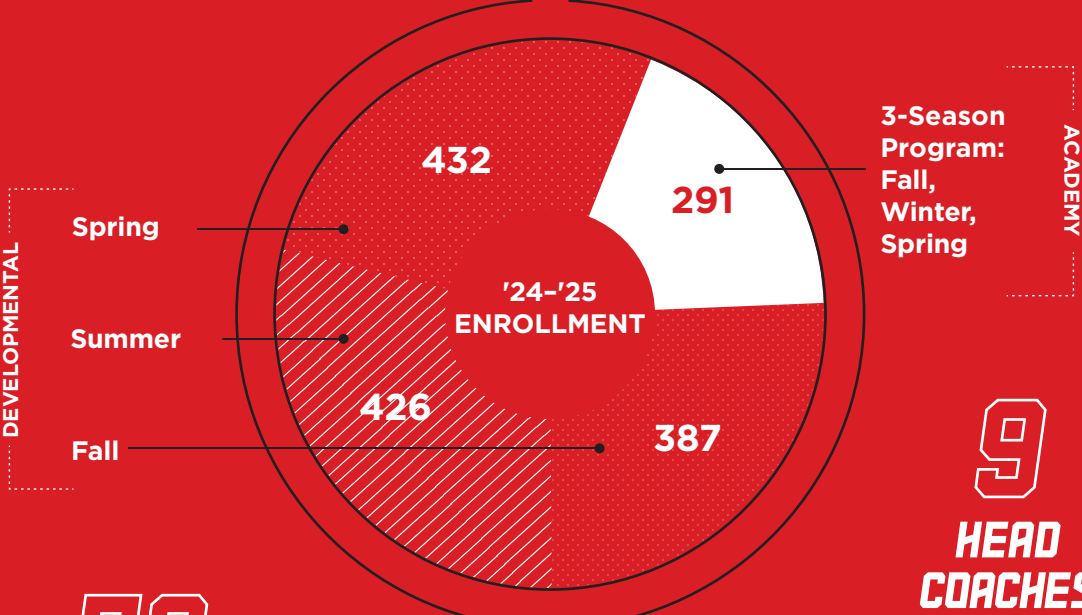
in enrollment over the past 5 years (includes Spring, Summer, Fall '20-'24)

THE ACADEMY



+50% growth

in enrollment from '23/'24-'24/'25



52 COACHES

Our Developmental Program serves kids ages 3-8. Coaches consist of volunteer parents, high school and college students, and Academy players.

16 of 29

Academy coaches are licensed through US Soccer or other international governing bodies.

9
HEAD COACHES

20
ASSISTANT COACHES

ENVISIONING A BRIGHTER SOCCER FUTURE



For my children and their teammates, this facility will mean the difference between seasonal training gaps and year-round development. It will foster a stronger sense of commitment, allowing them to hone their skills without interruption. It will also provide a space where they can dream bigger, whether their goal is to make their high school team, play in college, or even pursue a professional career. Looking further ahead, this facility will serve as a foundation for future generations. Just as my parents' work laid the groundwork for today's players, I want to ensure that my grandchildren and beyond have access to the best resources to pursue their soccer dreams.

— DAN JOHNSON, PARENT, COACH

▲ Johnson Family: (Front) Clark, Brooke, Colin, Luke, Lynn (Back) Dan

STRATEGIC PRIORITIES

01

SECURE YEAR-ROUND TRAINING

▶ IMPROVE TRAINING CONDITIONS

Eliminate the need to train on concrete in the winter or to cancel training sessions due to poor outdoor field conditions. Provide turf training surfaces that are available year round.

▶ PROVIDE A COHESIVE SOCCER EXPERIENCE

Better compete with other year-round athletics programming and higher-level regional soccer clubs.

02

EXPAND REACH

▶ IMPROVED CAPACITY TO GROW

Leveraging an indoor facility, we plan to promote offerings to youth living in neighboring communities within a 30-mile radius.

▶ COMMUNITY PARTNERSHIPS

Create partnerships with local youth organizations, high schools, and colleges to identify mutually beneficial opportunities for collaboration.

03

ENHANCE PROGRAMMING

▶ OFFER RECREATIONAL PLAY FOR ALL YOUTH

Expand to offer developmental programming for ages 9-18.

▶ BECOME A “HUB” FOR SOCCER

Offer a variety of youth programming and holistic athlete development (sports psychology, overall physical wellness, etc.).

04

GUARANTEE THE FUTURE OF YOUTH SOCCER IN DUBUQUE

▶ OUTLINE A PATH FOR FINANCIAL SECURITY

Allow Dubuque Soccer Club the opportunity to own an appreciating asset with plans to eventually earn revenue.

▶ ESTABLISH A PERMANENT SOCCER FACILITY IN DUBUQUE

Create a home for soccer in Dubuque—supporting long-term growth, community connection, and player development.

A CLEAR GOAL: INDOOR SOCCER TRAINING FACILITY



44 I'm so excited to play my first season of academy soccer! I've been playing in the DSC developmental league since I was three, and now it's finally my turn to be in the academy. I've learned so much watching my brothers play, and I love that my mom gets to coach me – she played for this club when she was younger! I really hope DSC can build an indoor field, it would help me and all the kids who want to get better and reach our goals. I love soccer because it's fun, it teaches me to work hard, I get to play with my friends, and it helps me burn off energy. An indoor field would let me and my team train even when it snows, and help us all work hard to get better and win!

— RITA THOLE, PLAYER (AGE 8)

▲ Thole Family: (Back) Danielle, (Front) Landry, Rita, and Beckett

STRATEGIC PLANNING

After careful consideration and extensive research, including consulting with many coaches and parents, we determined that year-round access to a dedicated indoor space is essential for continued growth and has been identified as the club's top priority.

We proceeded to research comparable sports facilities, evaluate our specific needs, and review possible solutions within Dubuque.

COMPARATIVE ANALYSIS

FACILITY	PRACTICE AREA
University of Dubuque	37,800
Clarke University Athletic Practice Center	14,400
FC United Training Facility (Cedar Rapids)	22,000

OUR FACILITY NEEDS

FUNCTIONAL:

- ▶ Adequate parking
- ▶ Adequate bathrooms
- ▶ Viewing area
- ▶ Storage area for supplies
- ▶ Meeting room/office for Director of Coaching
- ▶ Climate controlled
- ▶ Entrance space with benches

FIT FOR SOCCER:

- ▶ Turfed fields
- ▶ Minimum of 15,000–20,000ft²
- ▶ Minimum of 20' ceiling height
- ▶ Protective safety padding on perimeter walls
- ▶ Impact-resistant LED lighting

FUTURE FORWARD:

- ▶ Located in a central, highly-accessible location
- ▶ Room to expand, if needed
- ▶ Versatile and could be rented out to other sports-focused organizations
- ▶ Financially self-sustaining

THE SOLUTION

INDOOR & OUTDOOR
TRAINING COMPLEX

A function-forward complex will elevate Dubuque Soccer Club year-round. With a full-size outdoor turf field and indoor training spaces, it's a long-term investment in player development and lasting community impact.

OVERALL PROJECT SUMMARY

Complex Size (Outdoor/Indoor): Approximately 8.4 Acres

Location/Placement: Data Court Drive, Dubuque

Estimated Project Timeframe:
4-6 months (Indoor Facility), 10-12 months (full project)

OUTDOOR FACILITY DETAILS

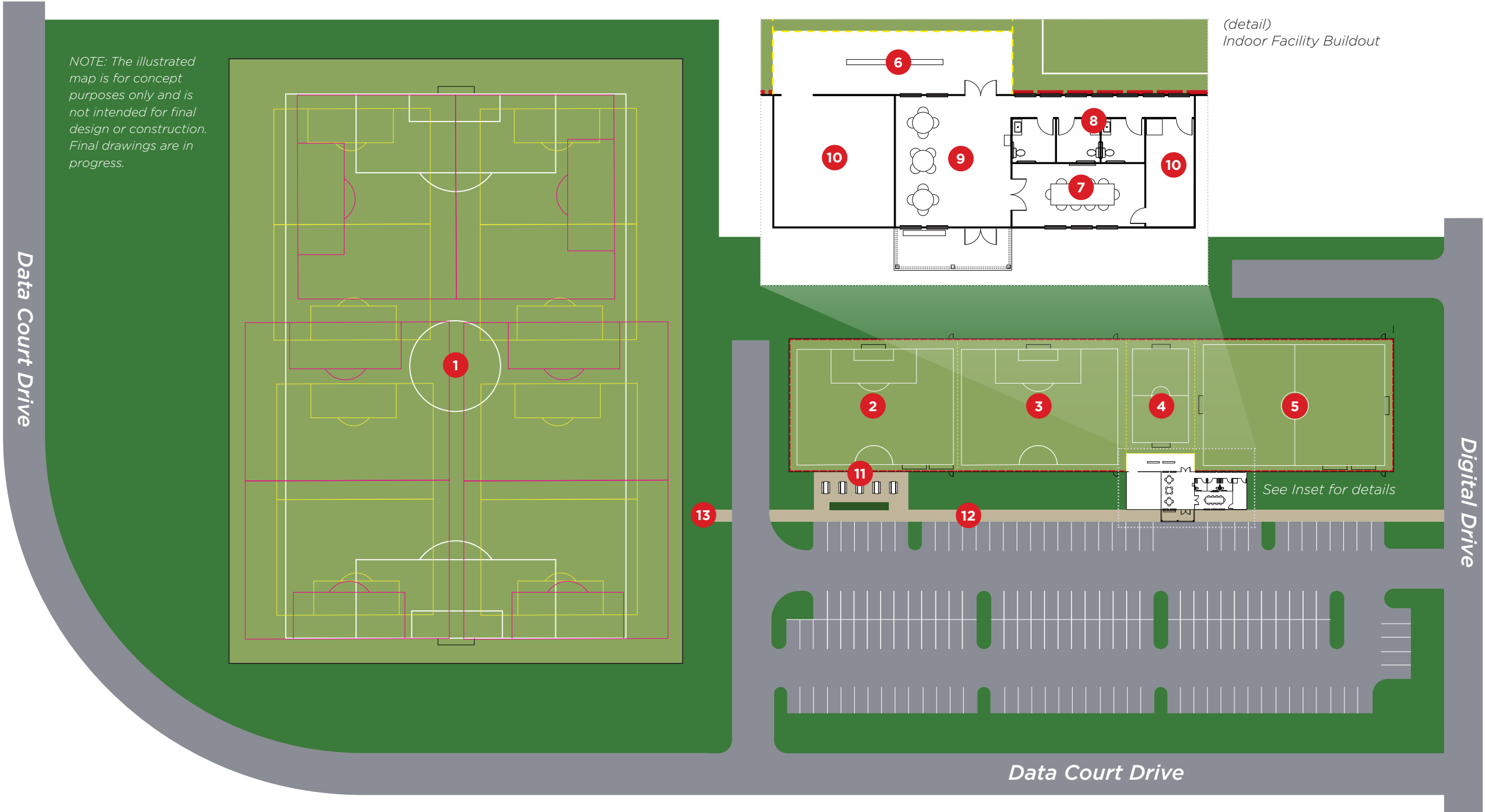
A full-size turfed field with LED stadium lighting, providing a durable, well-lit surface for consistent play and training.

- 1
- Full Size Outdoor Turfed Field (Turfed Area: 300' x 400')

Field also accommodates small-sided fields:
9v9 fields (3)
7v7 fields (4)
5v5 fields (8)

NOTE: The illustrated map is for concept purposes only and is not intended for final design or construction. Final drawings are in progress.

Data Court Drive



(detail)
Indoor Facility Buildout

See Inset for details

INDOOR FACILITY DETAILS

A 37,200 sq. ft. indoor training facility with 20-foot ceilings, safety padding throughout, and retractable netting for flexible use.

- 2
- Training Field 1
103' x 76' (Half 7v7 field)
- 3
- Training Field 2
103' x 76' (Half 7v7 field)
- 4
- Warm Up Field
37' x 62'
- 5
- Training Field 3
80' x 120' (5v5 field)
- 6
- Transition Area
45' x 12' (concrete flooring, benches, and hooks)
- 7
- Footage Playback/
Multi-Purpose
Conference Room
- 8
- 3 Gender Neutral
Bathrooms
- 9
- Family Observation/
Waiting Area
- 10
- Storage
(2 locations)
- 11
- Greenspace
Gathering Area
- 12
- Champions
Walkway
- 13
- Outdoor Field
Main Entrance

Digital Drive

Data Court Drive

To bring our training facility to life, we have launched a capital campaign with a goal of raising \$4.5 million.

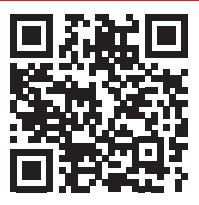
PROJECT COSTS

Estimated total project costs for the training facility are listed below.

EXPENSES	COST
Construction of Building	\$750,000
Interior Buildout	\$250,000
Permits, Site Plan, Surveying	\$50,000
Site Prep, Grading, and Development	\$150,000
Foundation, Excavation, and Subgrade Construction	\$315,000
Plumbing and Fixtures	\$30,000
Exterior Concrete	\$250,000
HVAC	\$100,000
Sprinkler System	\$100,000
Electrical and Lighting	\$95,000
Indoor Turf System	\$360,000
Padding	\$45,000
Netting	\$35,000
Interior Signage	\$25,000
Exterior Signage	\$60,000

EXPENSES (CONT.)	COST
Synthetic Turf System	\$850,000
Field Base, Sub Base, and Drainage	\$175,000
LED Field Lighting System	\$175,000
Labor and Construction	\$110,000
Goals, Nets, and Field Markings	\$50,000
Fencing & Gates	\$150,000
Landscaping	\$75,000
Extras, Overages, and Misc	\$300,000
	\$4,500,000

We invite you to support our mission with a financial contribution.



► **DONATE ONLINE**
Scan the QR code on the left to visit our campaign website. From there, select “Give Now” to be redirected to our fund at the Community Foundation of Greater Dubuque.

► **WRITE A CHECK**
Make your check payable to the Community Foundation of Greater Dubuque and mail it to:

Community Foundation of Greater Dubuque
ATTN: DSC Training Facility Capital Campaign
700 Locust Street, Suite 195, Dubuque, IA 52001

► **NON-TRADITIONAL GIVING**
Gifts of livestock, grain, timber, or appreciated assets such as stocks or bonds are welcome. To give in this manner, please contact Peter Supple, Director of Non-Profit Relations at the Community Foundation of Greater Dubuque, by emailing peter@dbqfoundation.org or call 563-588-2700.

Questions?
Please contact Aaron Healey
president@dubuquesoccer.org or 563-513-8668

Dubuque Soccer Club (DSC) and Community Foundation of Greater Dubuque are both registered 501(c)(3) nonprofit organizations, recognized by the IRS. Contributions to this fund are tax deductible to the greatest extent of the law.



Thank you for supporting our mission
and growing the future of youth soccer.



DONATE NOW

Scan the QR code to visit our campaign website. From there,
select “Give Now” to be redirected to our fund at the Community
Foundation of Greater Dubuque.

BROCHURE DESIGN: The design of this brochure was donated by Annie Koelker. **PHOTOGRAPHY:** Photography is used
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