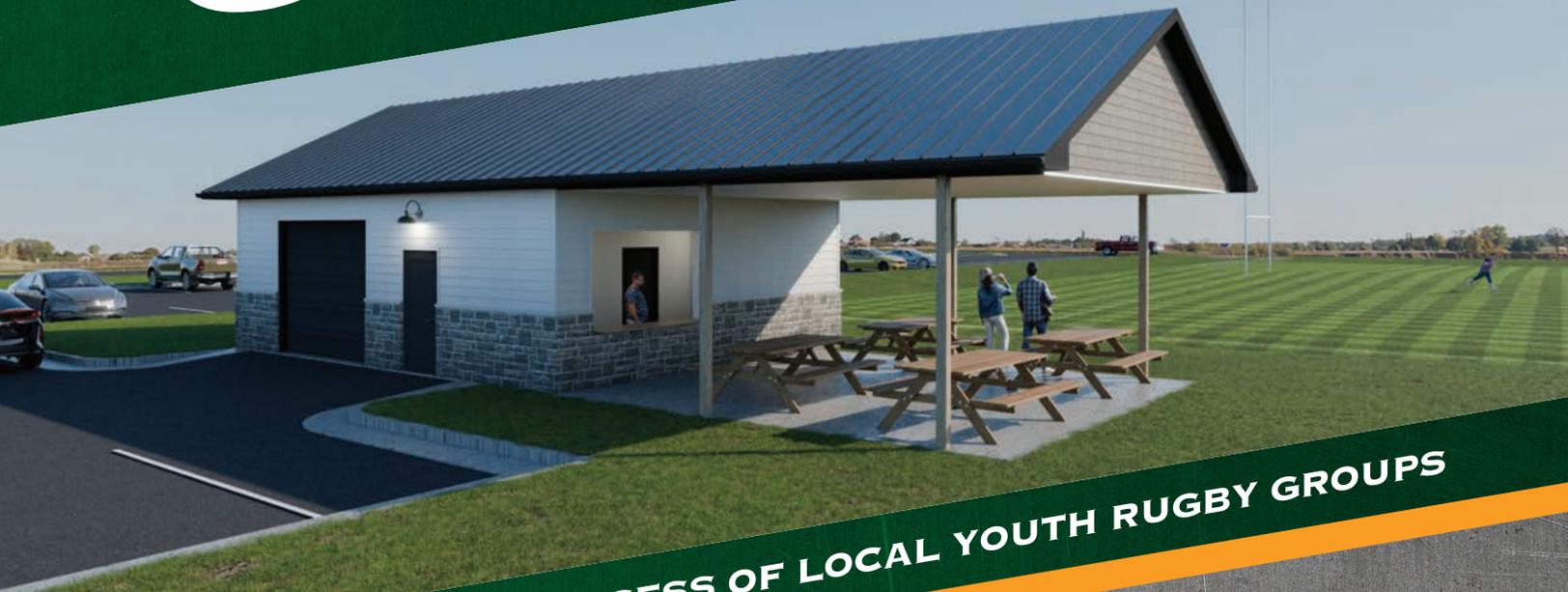


NEW
RUGBY FOUNDATION

L A W R E N C E
**RUGBY
COMPLEX**



BUILDING ON THE SUCCESS OF LOCAL YOUTH RUGBY GROUPS

2025

EXECUTIVE SUMMARY

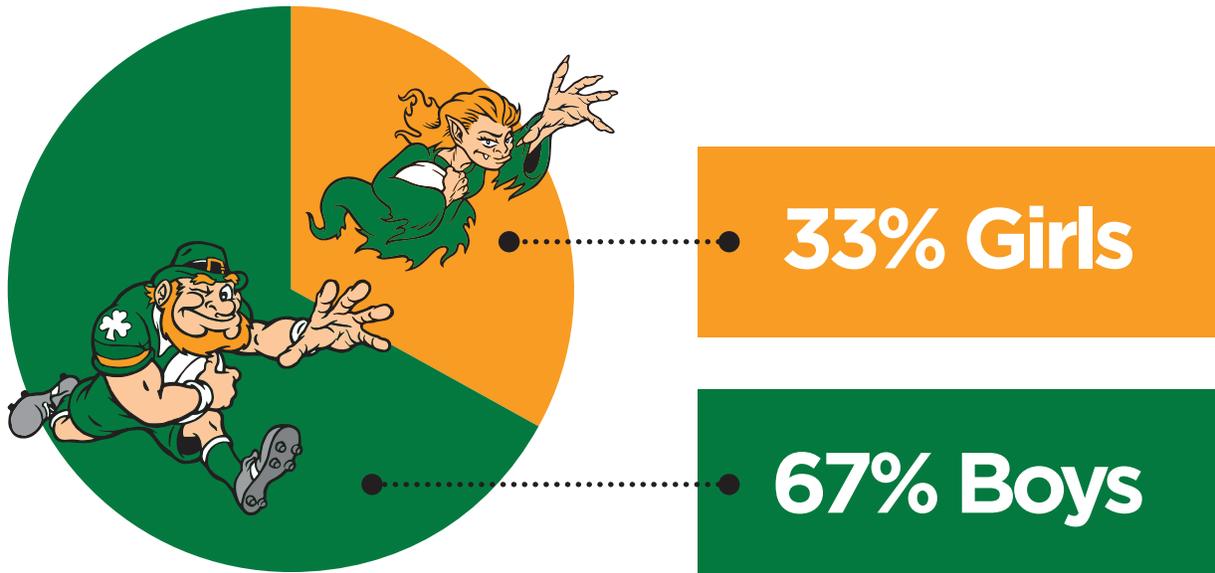
The NE Wisconsin Rugby Foundation is developing a state-of-the-art youth rugby complex to promote youth participation in rugby, physical fitness, teamwork, and community engagement.

Inspired by the success of Northeast Wisconsin Youth clubs we aim to create a facility that provides opportunities for young athletes of all backgrounds to engage in the sport of rugby while fostering values such as discipline, respect, and sportsmanship.

Rugby in Northeast Wisconsin has seen unprecedented growth in the last decade!

956 current youth players in NE Wisconsin from kindergarten to Seniors in High School

RUGBY IS NOT JUST FOR BOYS!



EXECUTIVE SUMMARY (CONTINUED)

		K-12th Grade									
Co-ed Non-contact	Summer	K-1 Grade Flag	2-3 Grade Flag	4-5 Grade Flag	6-8 Grade Tag						
HS Boy's Tackle 15s	Spring								9-12 Grade		
Boy's Tackle 7s	HS Fall MS Spring								5/6 7/8 Grade	9-12 Grade	
HS Girl's Tackle 15s	Fall										9-12 Grade
Girl's Tackle 7s	Spring								6-8 Grade	9-12 Grade	

OBJECTIVE

To build a multi-purpose youth rugby complex that can accommodate rugby training, matches, community events, and developmental programs. The complex will serve as a hub for promoting youth engagement in sports, particularly rugby, and support the growth of local youth clubs.

Rugby has a culture like no other. The respect shown to everyone involved is inspiring. Players supporting each other and other teams is common place. Teams truly have a place for every child.

- Mellissa, parent of youth player

BACKGROUND AND RATIONALE

Boy's high school rugby has been in the area since 1995. However, since 2013 when Green Bay Youth Rugby (GBYR) was formed there has been an extraordinary increase in participants and options for kids in NE Wisconsin. While GBYR was the first organization to offer rugby for kids before high school, there are now multiple options for all ages and genders from these local groups. Each year more clubs in NE Wisconsin are offering more options for kids from grades K-12. Kids in grades K-8 can play co-ed flag rugby, tackle options start for both boys and girls in Middle School and continue in high school. These clubs have shown how a well-organized rugby program can positively impact young athletes and the surrounding community:

Increased Youth Participation:

Groups have seen a steady rise in participation rates among both boys and girls, showcasing rugby's appeal to a diverse group of young athletes. Fees are kept low for all and waived for low-income kids to allow participation from all demographics.

Community Engagement:

The programs have built strong partnerships with local government, schools, local businesses, and community organizations to support rugby's growth.



The camaraderie among the players. Not just from their own team but the opposing teams as well. It's like a massive family that plays the sport together.

- Douglas, parent of youth player



Player Development:

These groups have produced skilled athletes who have gone on to represent high school, collegiate, and national teams, demonstrating the long-term impact of investing in youth development.

National Team Representation

- U18 National Team representatives in 2023 and 2024 on both the men's and women's teams.
- Multiple U18 national team members in last 30 years from several local clubs.

Regional and National Select Players

- Countless players have played for Badger Selects, Midwest Thunderbirds and Eagle Impact Rugby Academy. Opportunity to play throughout the country and on international tours.

College Athletics and Scholarships

- Many examples of players who have gone on to play in college, dozens on scholarship at D1 rugby programs as well as many more that play on non D1 teams throughout the country.
- One great example is more than 2 dozen local students who have gone to Iowa Central (ICCC), which is a Community College that has a D1 Rugby program. Many of these kids would not have gone to school but chose to attend ICCC under scholarship and maximize their education while continuing their rugby career.



Positive Impact on Health and Wellness

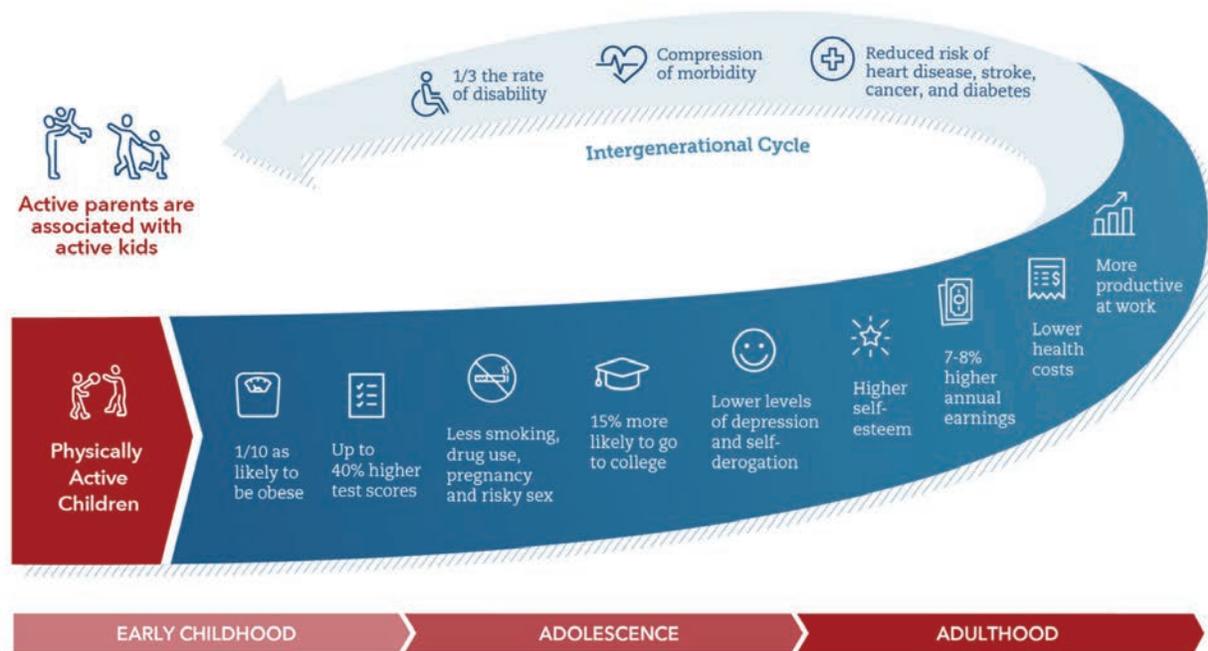
The programs emphasize fitness, teamwork, and sportsmanship, fostering healthier, more active lifestyles for youth participants. In addition to the physical impact, local clubs offer developmental opportunities for leadership through coaching of flag rugby. High school players are mentored by accredited coaches to lead teams of elementary and middle school co-ed flag rugby teams.

By replicating the success of these groups, we aim to create a sustainable rugby facility that offers opportunities for youth development, education, and community involvement.

A dedicated rugby complex will enable access to high-quality facilities, enhance training programs, and expand the reach of the rugby community.

ACTIVE YOUTH DO BETTER IN LIFE

What Research Shows on the Lifetime Benefits



Learn more at as.pn/sportsfacts



GOALS AND OBJECTIVES

The primary goals of the Youth Rugby Complex are:

- 1. Increase Youth Participation:** Provide access to rugby for underserved communities and expand the reach of rugby to a broader demographic.
- 2. Develop Talented Athletes:** Offer advanced training facilities and programs to support the development of high-performance athletes, potentially fostering the next generation of national team members.
- 3. Promote Health, Wellness, and Leadership:** Encourage physical activity, teamwork, and leadership among youth, with an emphasis on character development both on and off the field.
- 4. Foster Community Engagement:** Establish a space for local organizations, schools, and families to come together for recreational and competitive rugby events.
- 5. Enhance local Economy:** Hosting tournaments and events will benefit the local economy by bringing in fans and participants from throughout the state and Midwest. Discover Green Bay expects over \$1 Million in local impact from planned events.



ECONOMIC IMPACT OF RUGBY TOURNAMENTS

TOURNAMENT TYPE	EXAMPLE	BUSINESS SALES DIRECT
20 Team HS	Wisconsin Spring Championship	\$ 258,108.00
8 Team Youth	Girls HS Championship Fall	\$ 155,100.00
40 Team Flag 1 Day	Titletown Flag Tournament	\$ 159,072.00
20 Team Tackle	MS Tackle Tournament	\$ 79,536.00
8 Team Adult	Collegiate Championships	\$ 138,932.00
ANNUAL IMPACT OF 5 TOURNAMENTS		\$ 790,748.00

TOURNAMENT TYPE	EXAMPLE	BUSINESS SALES DIRECT
20 Team HS	Wisconsin Spring Championship	\$ 258,108.00
8 Team Youth	Midwest Boys Regional Championship Spring	\$ 155,100.00
8 Team Youth	Girls HS Championship Fall	\$ 155,100.00
40 Team Flag 1 Day	Titletown Flag Tournament=	\$ 159,072.00
20 Team Tackle	MS Tackle Tournament	\$ 79,536.00
8 Team Adult	Celtics Invitational	\$ 138,932.00
8 Team Adult	Collegiate Championships	\$ 138,932.00
ANNUAL IMPACT OF 7 TOURNAMENTS		\$ 1,084,780.00



PROJECT SCOPE & DESIGN – PHASE 1

The proposed Youth Rugby Complex will feature the following elements:

- **Multiple Rugby Fields:**
Two full-size rugby fields with irrigation for both youth and adult use. In addition, the Town plans several multi-use fields on the parcel east of our development. These fields will be available to host larger events.
- **Utility Building/Concessions/Shelter:**
Facilities for teams to gather, dine, store equipment, and community events.
- **Spectator Areas:**
Stands and seating for families and supporters during games and tournaments.
- **Parking:**
First step gravel parking for roughly 150 vehicles, step 2 add another 150 parking spaces, step 3 pave all parking areas.
- **Fencing:**
Chain link fence to provide security and protection of fields.
- **Lighting:**
Field lighting will extend the hours the facility can be used.

Everyone in rugby is needed, no matter what shape or size you are there is a place for you. It differs from school sports because it is more welcoming there aren't any cliques or bullying - just a bunch of kids coming together to play a game.

- Cecilia, youth player



BUDGET AND FUNDING

The estimated cost for constructing the full Phase 1 and operating the Youth Rugby Complex is \$1,600,000. The breakdown of the costs is as follows:

- Site Acquisition and Preparation: **\$ 300,000**
- Construction of Fields: **\$ 625,000**
- Utility Building/Concession Stand/Bathrooms: **\$ 150,000**
- Equipment (Scoreboards, Netting, Sound System, Seating): **\$ 175,000**
- Facility Upgrades (Paving, Lighting, etc.) **\$ 350,000**

We have raised over \$ 700,000 which has been to purchase the property from the Town of Lawrence and begin construction of the fields, storm water, utilities and gravel parking. We will be planting the fields in May of 2025.

Several major donors that have led the funding -

- The Village Companies funded the Championship Field with a \$250,000 donation.
- The Brown County Board awarded a \$200,000 grant to promote tourism.
- Rick Chernick and the Chernick Family Foundation committed \$25,000.
- The late John Fetherston donated \$50,000 from his estate.
- Bernatello's Pizza donated \$10,000.
- The balance of the donations have come from individual donations.

In addition to the above funders, the Town of Lawrence has been a true partner in the development of the complex. They had the vision to plan for a Youth Sports Corridor that will include ISA Baseball, Sports Emporium's new facilities and the Rugby Complex.



There are several naming rights still available:

- Facility Naming Rights **\$ 500,000**
- Field 2 Naming Rights **\$ 100,000**
- Concession Stand Naming Rights **\$ 50,000**

Monthly and one-time donations can be made securely online:

<https://www.zeffy.com/donation-form/ea5c68b7-908d-48ed-a828-ce1b-b81c286e>



Donations can also be made by check to:

Northeast Wisconsin Rugby Foundation, Inc.
PO Box 22242
Green Bay, WI 54305

Additional funding will be sought through local fundraising initiatives, advertising, hosting events and leasing facilities to other organizations.

IMPACT MEASUREMENT AND EVALUATION

The success of the Youth Rugby Complex will be measured through the following indicators:

- **Participation Rates:** Tracking the number of youth participants year-over-year, including the demographic breakdown of boys and girls, as well as the growth in local school-based teams.
- **Performance Outcomes:** Monitoring the progress of athletes in local, regional, and national competitions.
- **Community Engagement:** Measuring the number of community events, volunteer hours, and partnerships formed with local organizations.
- **Health and Wellness:** Collecting feedback from participants on physical fitness and personal development through surveys and interviews.

Regular evaluations will be conducted to assess the program's effectiveness, with adjustments made as needed to meet community and participant needs.



I play rugby because of the community around me and all the opportunities it has given me. I coach youth flag to give back to rugby. I love this sport.

- Mateo, youth player



