

SOCCEPASSION  
HEALTH ECONOMIC LOVE  
MANCHESTER CITY  
FOOTBALL CLUB  
COMMUNITY IMPACT  
TEAMWORK SKILL DREAMS  
ENVIRONMENT SAFETY SPIRIT  
UNITED ARAB EMIRATES  
HAAS PARK  
LOGAN SQUARE

CHICAGO



# PROJECT TEAM

The United Arab Emirates

[Manchester City Football Club - City in the Community](#)

Pritzker Traubert Foundation

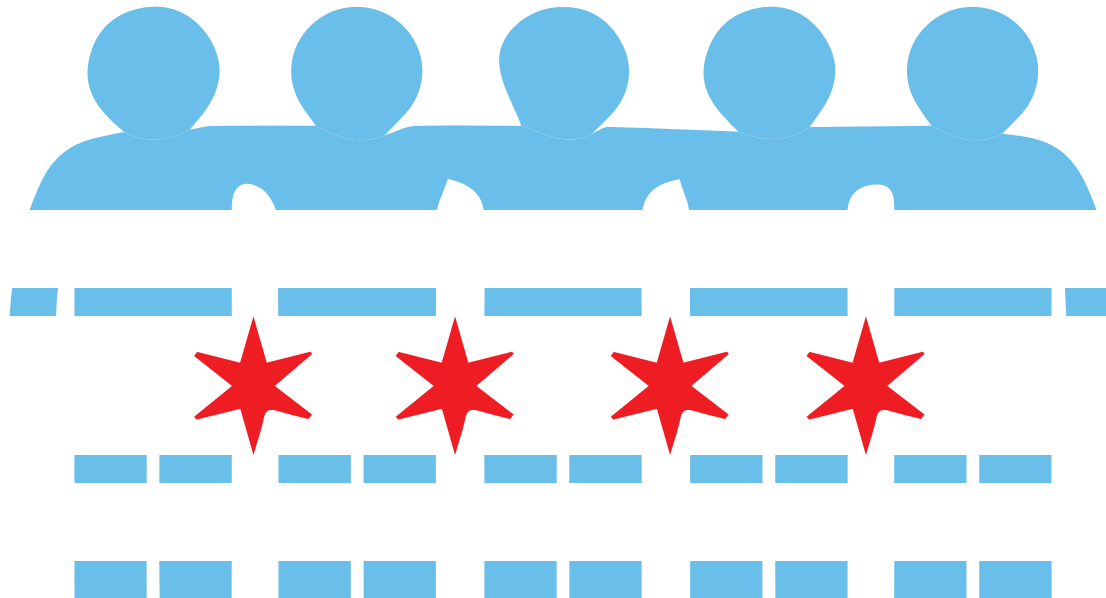
Game Plan

Chicago Park District

Haas Park Advisory Council

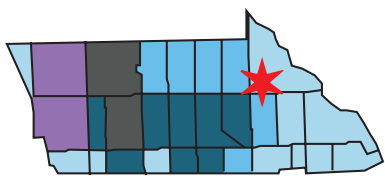
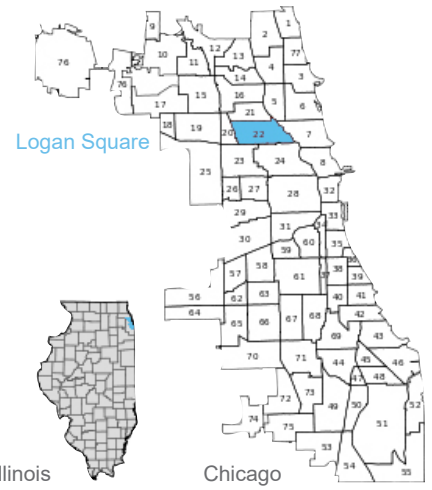
Pan-Oceanic

SmithGroup

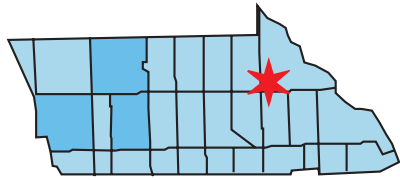


# LOGAN SQUARE NEIGHBORHOOD

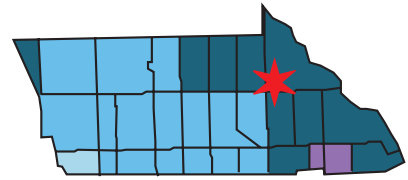
|                                |                |
|--------------------------------|----------------|
| Population (2010)              | 72,791         |
| Chicago                        | 2,695,598      |
| Area                           | 3.59 sq. mi    |
| Chicago                        | 227.6 sq. mi   |
| Population density             | 20,281 /sq. mi |
| Chicago                        | 11,844 /sq. mi |
| Per-capita income              | \$29,026       |
| Chicago                        | \$27,148       |
| Households below poverty level | 17.2%          |
| Chicago                        | 18.7%          |
| Unemployed                     | 7.5%           |



Distribution of Residents of Hispanic Ethnicity Logan Square  
 Population Totals  
 0-600 601-1,600 1,601-3,600 3,601-6,000 6,000 +



Distribution of African-American Residents Logan Square  
 Population Totals  
 0-500 501-1,500



Median Household Income  
 Median Income  
 \$0-\$20,000 \$20,001-\$40,000 \$40,001-\$60,000 \$60,001-\$80,000

# UAE - MCFC

The United Arab Emirates and Manchester City Football Club as part of their outreach program the City in the Community, selected Haas Park for their Chicago donation project. MCFC stocks coaching for 3 years and provides championship league games and tournaments. The field donation is free while working with local politicians municipalities, architects, engineers and contractors to accomplish their vision of providing more exposure to the UAE and to bring the game of soccer to underprivileged urban youth.

The Synthetic Soccer Field was constructed in 12 days.

MCFC wants to provide a safe place for children to play soccer and learn the game they love.

Haas Park is not just a soccer field...It is a Community Destination



# 523%

Percentage of increase of Manchester City Football Club fan base worldwide



# COMMUNITY NUMBERS

59%

Of girls from single-family homes do not play sports

25%

Of High School Girls from cities have NEVER PARTICIPATED in organized sports

69%

Of High School 9th Graders do not get 60 minutes of activity / 7 days a week

80

At-Risk teens enrolled in Haas Park Programs

14

Number of Community Members enrolled in Programs at Haas Park in 2011

1200

Number of Community Members enrolled in Programs at Haas Park in 2015

*"Soccer is important to me. The reason it is important to me is because it is our culture, we grew up with it, it's our hobby, it keeps us healthy, it's the number one sport, challenges our skills and it's in our blood."*

Alfredo, Age 11

+100

Number of birthday parties hosted at Haas Park in 2012

6

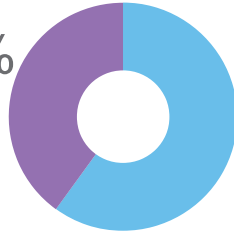
Number of 'Tuesday Night Out Events' awarded to Haas Park in 2015

# COMMUNITY IMPACT

160

Number of 6-12 year olds enrolled in the CITC Program at Haas Park

40%  
Girls



60%  
Boys

Percentages of 6-12 year olds enrolled in the MCFC CITC Soccer



Number of Soccer Leagues at Haas Park

50K

Number of people who used the soccer field at Haas Park in 2013.

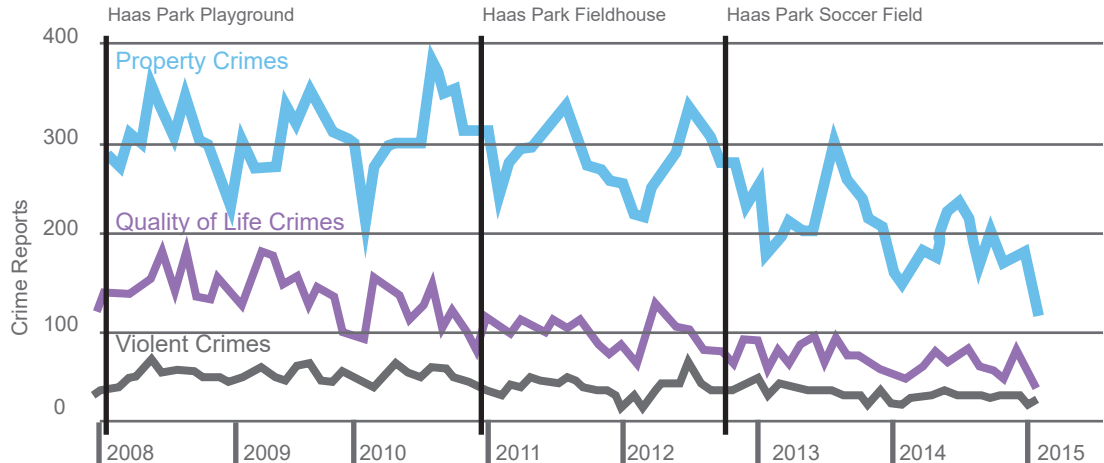
1

Number of Soccer Leagues at Haas Park prior to 2012 (Soccer League was canceled due to field conditions)



Community Members play soccer at Haas Park from 6am to 2am

## Logan Square Neighborhood Crime Rates



# ENVIRONMENTAL IMPACT

0.63

Size of Haas park Soccer Field  
(Acres)



**Chemicals:** No pesticides or herbicides are used at Haas Park. Haas Park saves 5000lbs of pesticides and 400lbs of fertilizer per year.



**Water Conservation:** No watering at Haas Park. If the soccer field were a natural field, an estimated 1 Million gallons of Water would be used per year.



**Reuse of Products:** The Haas Park Soccer Field reuses an estimated 15,000 rubber tires. The tires are used as the infill material.

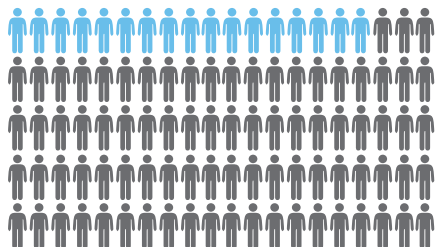


**Land Fill Material:** No lawn clippings at Haas Park. No additional materials added to land fills. Grass clippings usually comprise 10% to 20% of solid waste per year.  
3/4 of a Ton of CO<sub>2</sub> is saved from entering the atmosphere due to not mowing at Haas Park.

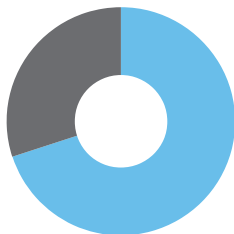




# COMMUNITY HEALTH



17% of United States Children are Obese



Percentage of Probability of Overweight Children becoming Overweight Adult

70%



34% of United States Adults are Obese

6.5%

Percentage of United States Children that were Obese in 1980

10.1%

Chicago Diabetes Rate

20.8%

Logan Square / Humboldt Park Diabetes Rate

31.2%

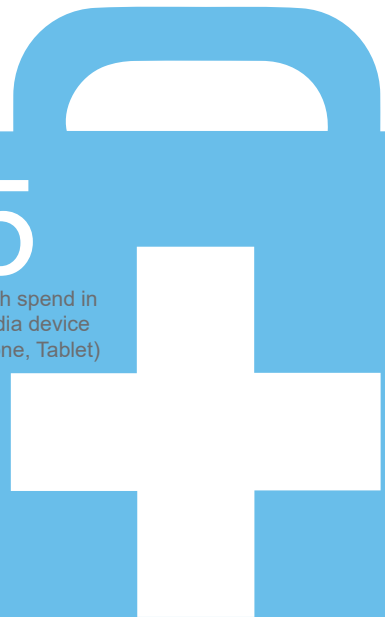
Chicago Diabetes Mortality Rate

67.6%

Logan Square / Humboldt Park Diabetes Mortality Rate

+7.5

Hours a day America Youth spend in front of some form of media device (TV, Computer, Smart Phone, Tablet)



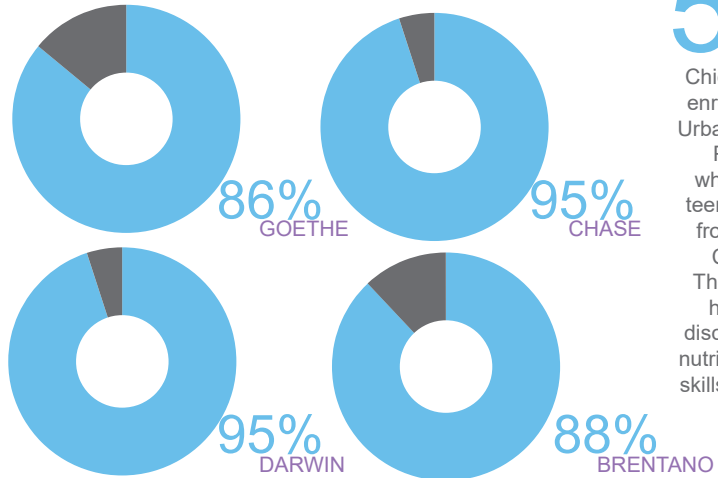
# COMMUNITY EDUCATION

In our Haas Park community, one of our goals is to further promote healthy living and teach lessons for eating well and leading a healthy life.

**Fresh from the Farm** each class focuses on exposure to a particular fruit or vegetable. Students investigate the food's characteristics using all five senses, taste test the food, help prepare a simple recipe using the food, and learn about how and where the food grows. The lessons thread together ecology, healthy eating, organics, and local farming - teaching the children about the source and nature of their food. In addition, every lesson emphasizes the importance of drinking water throughout the day, along with healthy snacking and getting at least one hour of physical activity, whether playing outside or creatively moving inside.

**HPAC Half-Time Snack Attack** Organized teams will facilitate efforts to shift away from the poor habits of junk food and promote snacks that are geared towards soccer players who need replenishment during and after a grueling soccer game.

## HAAS PARK NEIGHBORHOOD SCHOOLS



Percentage of Low Income Families

# 500

Chicago Youth enrolled in the Urban Initiatives Program which brings teens together from around Chicago. The program highlights discussions on nutrition and life skills programs.

# COMMUNITY ECONOMICS

## AIR QUALITY BENEFITS

0.63 Acres x \$94.91 per year \$ 59.79

## WATER QUALITY BENEFITS

0.63 Acres x \$58.00 per year \$ 36.54

## TAX BENEFIT

15 Homes abutting Haas Park x \$285,000 Average Sales Price  
\$4,270,000 Total Value x 1.5% Community Property Tax Rate  
\$6,421,500 Total taxes paid x 10% Proximity Effect \$ 641,250

## TOURISM BENEFITS

1100 Visitors that are Tourists x \$17.00 \$ 18,700

## DIRECT REVENUE BENEFITS

Direct Revenue from Rentals \$ 20,000

## HEALTH BENEFITS

30,000 Number of Moderately Active Participants under Age 65 x \$351.00 \$10,530,000

300 Number of Moderately Active Participants over Age 65 x \$702.00 \$ 210,600

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**TOTAL COMMUNITY ECO-BENEFIT \$11,420,646**

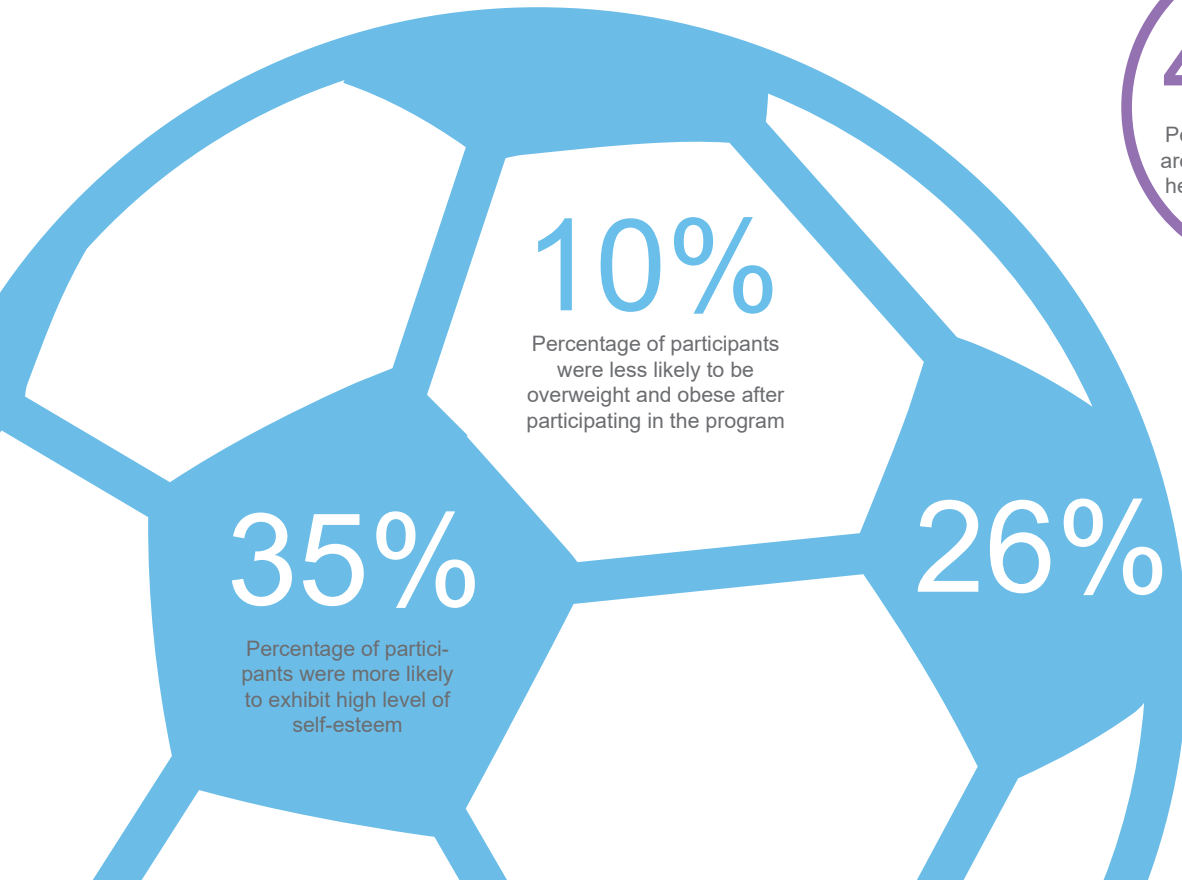
# \$20,000

Number of dollars created by rental of soccer field in 2013.



# YOUTH BEHAVIOR

\*Results from members of the Urban Initiatives Youth Soccer Program at Haas Park

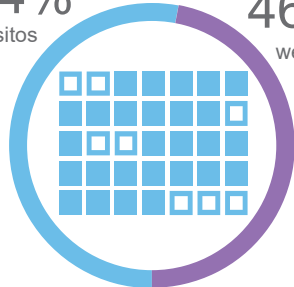


Percentage of participants were more likely to practice emotional control and were less likely to solve problems through fighting

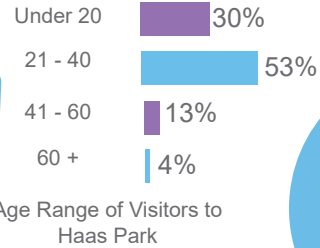
# POST OCCUPANCY



54%  
daily visitors



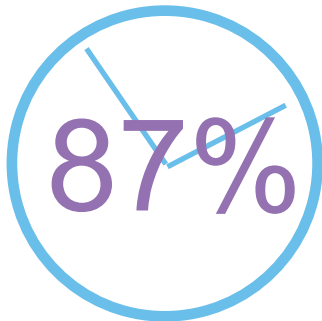
46%  
weekly visitors



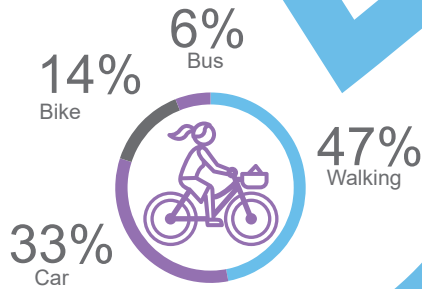
77%

Percentage of visitors that travel less than 1 mile to Haas Park

Percentage of daily / weekly use of visitors at Haas Park



Percentage of visitors that spend 1-3 hours at Haas Park per visit



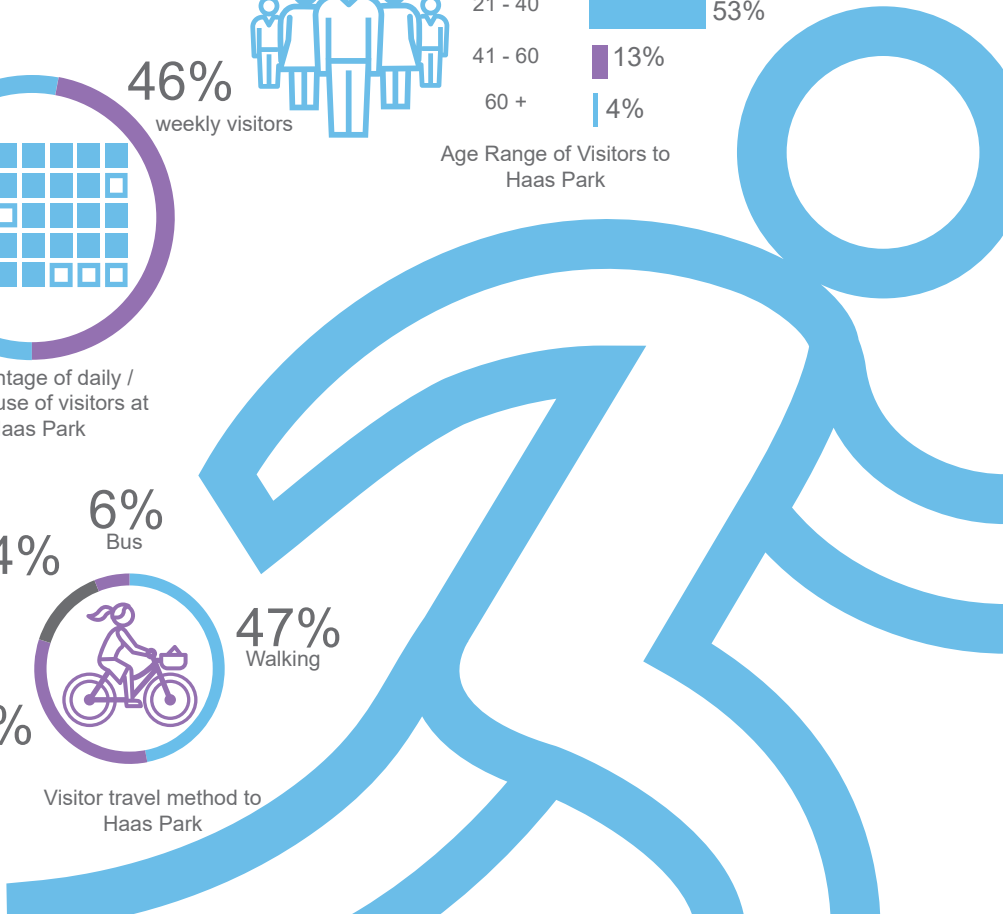
14%  
Bike

6%  
Bus

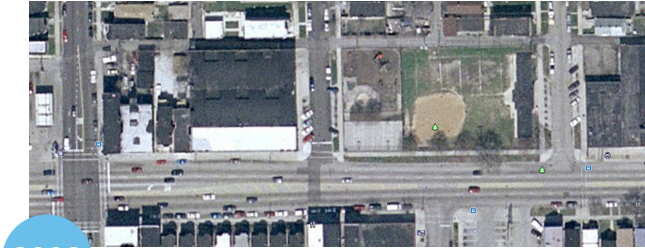
47%  
Walking

33%  
Car

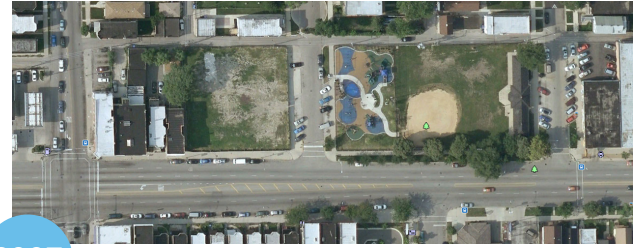
Visitor travel method to Haas Park



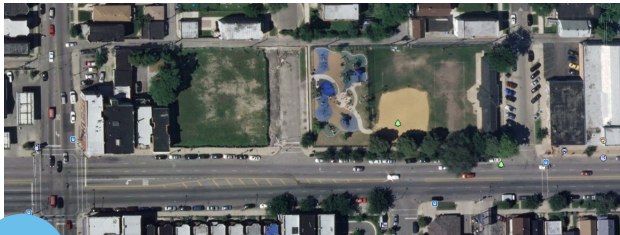
# SITE TRANSFORMATION



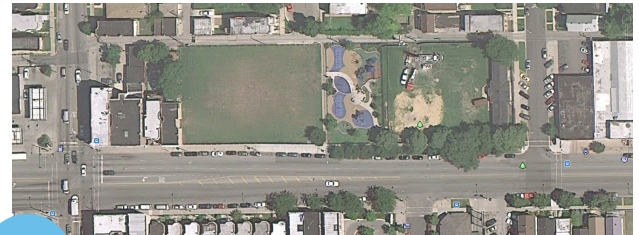
2002



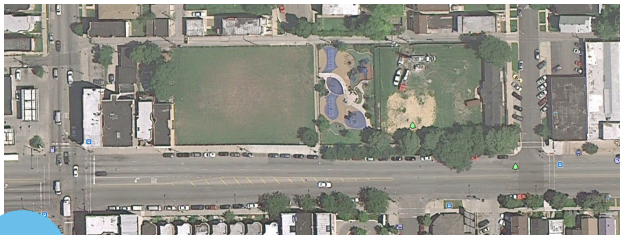
2007



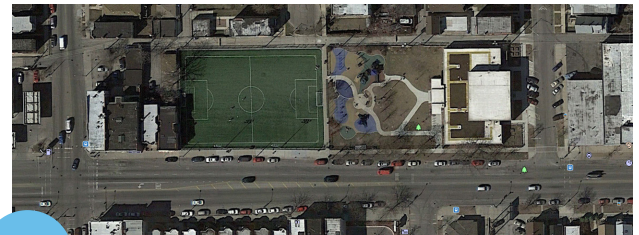
2008



2010



2012



TODAY



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