



About Eugene Civic Alliance

Eugene Civic Alliance is a 501(c)(3) nonprofit corporation established to build and operate a community sports and recreation venue on the historic Civic Stadium property for the physical education and recreation of all the children and youth of the community and the community at large.

ECA was founded in 2014, purchased the Civic site in 2015, and is currently engaged in a fundraising campaign to develop the site as a place where thousands of kids can discover the joy of fitness and where local sports teams can compete.

ECA and its fundraising campaign are led by more than three dozen accomplished volunteers, many of whom are well-known for their service to our community over the years. We are proud and humbled that they have joined our work.

Tagline

Play On



History

Eugene Civic Alliance is a 501(c)(3) founded in 2014 to build and operate a community sports and entertainment venue on the historic Civic Stadium property. In April of 2015, ECA purchased the former Civic Stadium property for \$4.5 million in a deal involving the Eugene 4J School District and the City of Eugene. The plan was to renovate the historic grandstand and construct a recreational facility that would benefit the entire Eugene/Springfield area. Two months after the purchase of the site, on June 29, 2015, Civic Stadium was lost in a tragic fire.

The fire destroyed a historic building, but the response from the Eugene/Springfield community gave ECA a sense of hope for the future of the site and a renewed determination to finish what they had started. The goals for the Civic property have not changed. Eugene Civic Alliance wants to give the community a place where kids can enjoy playing their favorite sports, where adults can participate in recreational leagues and enjoy a lifetime of physical activity, and where families and friends can rally together to cheer on local sports teams.

ECA has partnered with local sports and recreation organizations to develop a plan for the site that includes a fieldhouse for KIDSPORTS and a multi-sport turf field with a 2,500 seat grandstand that will be used by local sports teams including Lane United Football Club. Robertson/Sherwood Architects pc and Skylab have been selected as the architects for the Civic Park project. Chambers Construction was chosen as contractor and will oversee construction. These three firms, along with ECA Project Manager Carole Knapel, and the ECA Design and Construction Committee, have collaborated to create the final architectural designs.

The site will allow Eugene to host exciting events such as OSAA high school championship games, youth soccer tournaments, concerts, recreational league games, elite sporting competitions, and more. The facility will also boost the local economy, as events provide increased exposure for local businesses. Civic Park also will be an additional incentive for young professionals to establish themselves in the Eugene area.

Eugene Civic Alliance's goal for the site is multifaceted just as Civic Park will be. However, the overarching vision that ECA pursues in every aspect of this project is to create a place where children and adults can experience the joys of a fit, active life and where they can, as at Civic Stadium, create lifelong memories with their friends and families.



Milestones

April 27, 2015	\$4.1 million property purchase
July 1, 2015	After the Civic Stadium fire on June 29th, ECA declares commitment to develop and operate Civic Park as a community sports and entertainment venue
October 3, 2015	Community members invited to the Civic site to learn about ECA's vision for Civic Park during Community Day
September 2016	Architectural renderings of Civic Park completed
November 2016	Demolition of remaining on-site structures completed
December 2016	Oregon Community Foundation issues \$100,000 matching challenge grant to ECA. Goal is exceeded with a total of \$214,000 raised!
January 2017 - June 2017	All-in campaign: ECA Board and Leadership Team pledge \$3.7 million to the project – 10% of the fundraising goal!
June/July 2017	ECA team members submit \$6 million proposal to Oregon Legislature for lottery-backed bond funds. Their efforts produced an outpouring of support from local businesses, schools, and individuals. The request was approved July 7, 2017.
October 2017	The Campaign for Civic Park reaches 50% of the total fundraising goal.
January 2018	ECA Board of Directors vote to approve a construction plan that will allow Civic Park to break ground in 2018.



Board of Directors

Jon Anderson, ECA Board President, Publisher/President, Random Lengths
Bev Smith, ECA Board Secretary, Executive Director, KIDSPORTS
Dean Hansen, ECA Board Treasurer, Senior Vice President, Pacific Continental Bank
Charlene Carter, President, Carter and Carter Financial
Dave Galas, Managing Director, Lane United Football Club
Nancy Golden, Professor of Practice, University of Oregon School of Education
Nate Jaqua, Forward, Seattle Sounders MLS professional soccer team, retired
Art Johnson, Attorney, Johnson Johnson Lucas & Middleton
Jordan Kent, Director, Jordan Kent Skills Camps
Jenny Ulum, Managing Director of Strategic Communications, King Estate Winery
Rick Wright, President, Market of Choice

CAMPAIGN LEADERSHIP TEAM

Jon Jaqua (Co-Chair), Co-Owner, Metal Products Company
Kip Leonard (Co-Chair), Judge, Lane County Juvenile Court, retired
Bev Smith (Co-Chair), Executive Director, KIDSPORTS
Ann Aiken, Chief Judge, U.S. Federal District of Oregon
Sarah Bascom, Community Volunteer
Tom Bascom, Doctor, Northwest Surgical Specialists
Allan Benavides, General Manager, Eugene Emeralds
Derek Johnson, Attorney, Johnson Johnson Lucas & Middleton
Guy Justice, Peace Health, retired
Anne Marie Levis, President and Creative Director, Funk/Levis and Associates
Bob Newland, Wide Receiver, NFL New Orleans Saints, retired
Dan O'Brien, General Sales Manager, KEZI
Brittany Quick-Warner, Interim CEO, Eugene Area Chamber of Commerce
Stephanie Seubert, Partner/Broker, Evans, Elder and Brown Inc.
Ken Singer, Orthopedic Surgeon, Slocum Ambulatory Surgery Center
Kenda Singer, Physicians Assistant, retired
Tim Stokes, Co-Owner, Metal Products Company
Mark Szymanski, Professor, Pacific University
Jim Torrey, School Board Member, Eugene 4J School District
Susan Walsh, Director of Research and Strategic Impact, Friends of the Children - National
Nancy Webber, Owner, Tzum Productions



Biographies

Jon Anderson, Board President

Jon Anderson is Publisher and President of Random Lengths, a publication that covers the wood products industry. He joined Random Lengths in 1974 and became president and publisher in 1984. Anderson was a competitive distance runner from 1966-1984, a member of the U.S. Olympic Team in 1972, and he won the Boston Marathon in 1973. He recently completed ten years of service on the UO Foundation Board of Trustees.

Bev Smith, Board Secretary and Campaign Leadership Team Co-Chair

Beverly "Bev" Smith is Executive Director of KIDSPORTS, a nonprofit organization that gives more than 15,000 children the opportunity to play in seven team sports throughout the year. From 2001 to 2009, Smith was head women's basketball coach at the University of Oregon. In 2002, her team won the NWIT national championship and in 2005 competed in the 2nd round of the NCAA tournament. Smith was also a student athlete at Oregon from 1978 to 1982. As a member of the Oregon Women's Basketball team, the Canadian native set multiple records and was named to the Kodak All American team in 1981 and 1982.

Smith played 12 years for the Canadian National Team, competing in the 1979, 1986 and 1994 World Championships, as well as the 1984 and 1996 Olympic games. She was head coach of the Canadian National Team from 1997-2001 and coached the team in the 2000 Sydney Olympics. She is a member of the Canadian Olympic Hall of Fame, the American Women's Basketball Hall of Fame, the Oregon Athletic Hall of Fame, and the Oregon Sports Hall of Fame. Smith holds a level 4/5 National Coaching Certificate from the Canadian National Institute of Coaching. She was the author of the first draft of Canada Basketball's Long Term Athlete Development Plan and has conducted coaching clinics in Canada, Italy, Jordan and the United States. She also currently serves on the Sports Conflict Institute Advisory Board.

Dean Hansen, Board Treasurer

Dean Hansen is senior vice president and relationship manager at Pacific Continental Bank. Hansen serves as capital campaign chairman at Serenity Lane, as a board member for both the Beaver Athletic Scholarship Fund and United Way of Lane County, and as a member of the Eugene Rotary. He is a past board president of KIDSPORTS, has served on the Lane County Fair Board and is a past campaign chairman at United Way.

**Art Johnson**

Art Johnson is a founding partner of Eugene-based law firm, Johnson Johnson Lucas & Middleton, PC. Art has been honored every year since 1989 in Best Lawyers in America, and he was honored as the Lawyer of the Year in 2011. Art received the distinguished Owen M. Panner Professionalism Award in 2006, was the recipient of the Meritorius Service Award from the University of Oregon School of Law in 1994, received the Distinguished Trial Lawyer Award from the Oregon Trial Lawyers Association in 1990, and the nationally regarded Public Justice Award in 1991. Johnson is a past president of the Oregon Bar Association, a President's Club member of the American Association of Justice, and President's Club member of the American Association for Justice (AAJ).

Charlene Carter

Charlene Carter is President of Carter & Carter Wealth Strategies. Carter was a member of the Raymond James Financial Services Chairman's Council in 2013 was named to Barron's Top 100 Women Financial Advisers in 2010 and Registered Rep.'s 2010 and 2011 Top 100 Independent Advisors. Carter serves as a member and past president of the local chapter of the Financial Planning Association (FPA). Charlene is a proud member of University of Oregon Alumni Association and Order of the O. She's a past member of the board of directors for the American Red Cross and the Eugene Symphony. She is frequently featured in financial talk segments on local AM stations including KUGN and KLCC.

Dave Galas

Dave Galas is Managing Director of Lane United Football Club, a local soccer team that competes in the national Premier Development League. He founded Lane United FC in 2013 with the goal of bringing high-quality soccer to Lane County and of providing a new team for the vacant Civic Stadium. Galas was recently named Executive of the Year by the Premier Development League at the league's annual Winter Summit. Prior to founding LUFC, Galas worked in software and hardware engineering at Los Alamos National Labs, UO Neuroscience Labs, and PMC Sierra.

Nancy Golden

Nancy Golden recently retired as Chief Education Officer for the Oregon Education Investment Board, where she served from 2011 to 2015. She was superintendent of Springfield School District from 2003 to 2011, where she significantly increased student achievement and passed a \$42.7 million bond levy. Golden continues to teach for the University of Oregon's Administrative Licensure Program. She serves on a variety of local and state-level boards and committees and is widely respected for her inclusive and collaborative leadership style.

**Nate Jaqua**

Nate Jaqua is a retired professional soccer player from Eugene, Oregon. He was drafted by Major League Soccer team Chicago Fire in 2003. He had brief stints with Toronto FC, LA Galaxy, Houston Dynamo, and Austrian club SC Rheindorf Altach from 2006 to 2008. Jaqua finished his career with the Seattle Sounders, playing for the club from 2008 to 2011. He represented the United States in international matches on the U-18, U-20, U-23, and senior men's teams.

Jordan Kent

Jordan Kent is the director of Jordan Kent Skills Camps and works as a sports news broadcaster for Comcast Sportsnet NW. The Kent Skills Camps is a summer program that provides children of any background or ability the opportunity to develop skills in a variety of sports, including football, basketball, baseball, soccer, and general speed and agility. Kent was a three-sport athlete at the University of Oregon – in football, basketball, and track. He was drafted in the sixth round of the 2007 NFL draft by the Seattle Seahawks and played wide receiver for three seasons in the NFL.

Jenny Ulum

Jenny Ulum is the Managing Director of Strategic Communications for King Estate Winery. Prior to joining King Estates, Ulum held a variety of communications and government relations leadership positions for PeaceHealth, and owned the public relations firm The Ulum Group from 1995 to 2008. Ulum also has served as the board chairwoman for the Eugene Area Chamber of Commerce, campaign chairwoman for United Way's Live United 2008 fundraising campaign, United Way board president, and Relief Nursery Board of Directors president.

Rick Wright

Rick Wright is the CEO of Market of Choice and owner of Eugene event center Venue 252. He and his wife founded the Angel Hair Foundation to help provide cranial hair prostheses for children who have lost their hair from illness or medical treatment.

**Jon Jaqua, Campaign Leadership Team Co-Chair**

Jon Jaqua owns McKenzie Oaks Ranch near Eugene. He has been farming and ranching for more than 40 years and is now managing the ranch with his son, Josh. For more than 30 years, he was also an owner, in partnership with Tim Stokes, of Metal Products Company. The company is a metal stamping and fabrication business in Springfield.

Jaqua played in the NFL for the Washington Redskins (1970-74). He was Deputy Director and Operating Officer of the Oregon Economic Development Department (1989-96), and Executive Director of the University of Oregon Foundation (1996-99). He has served on numerous state and local boards. He has lent his financial support, and has been particularly interested in and involved with organizations that are focused on kids. He also was a KIDSPORTS football coach in the 1980s.

Kip Leonard, Campaign Leadership Team Co-Chair

Kip Leonard retired as a Lane County judge in 2010 after serving on the bench for nearly 25 years. Originally appointed to the District Court in 1986, he was appointed to the Circuit Court bench in 1989. During his tenure he served as the presiding judge of both courts. For the last 10 years of his career he was the county's juvenile judge, dealing with matters involving children and families. Upon his retirement the county named a courtroom in the Serbu Juvenile Justice Center in his honor. Mr. Leonard grew up in Eugene and played sports in the Eugene Boys Athletic Association (EBAA), which became KIDSPORTS. As an adult he coached numerous KIDSPORTS teams. He has been active in many community activities and boards, including the Lane County Public Safety Coordinating Council, the State of Oregon Criminal Justice Council, The Lane County Domestic Violence Council, the Boys and Girls Club, South Eugene High School, Tracktown USA, and KIDSPORTS. He is currently the president of the boards of both the Oregon Social Learning Center and the Center for Family Development.



ADVISORY BOARD

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Anna Galas, Project Coordinator, Oregon Health Sciences University

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Stephanie Seubert, Partner/Broker, Evans, Elder and Brown Inc.

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Jim Watson, Secretary, Friends of Civic Stadium

Linda Wheatley, Board Member, Eugene Parks Foundation



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Frequently Asked Questions

What sports can be hosted at the new facility?

The KIDSPORTS Fieldhouse will house **four basketball courts** which can be converted into **nine volleyball courts** or used for other sports such as pickleball, badminton, and futsal. The outdoor turf field will accommodate soccer, football, rugby, lacrosse, and ultimate frisbee.

Why should I support this project when there are other needs the city should address (poor streets, lack of funding for schools, etc.)?

Both Eugene Civic Alliance and Emerald KIDSPORTS are private nonprofit 501(c)(3) corporations that are not associated with the City of Eugene or the local school districts. While we acknowledge the range of needs across our community, our organizations are ideally positioned to create a better future for our community by creating a space for children and adults to improve their health and fitness.

Who owns the property?

The property is currently owned by Eugene Civic Alliance. When Eugene School District 4J no longer had a use for the property, it sold to the City of Eugene, with the understanding that the city would then sell the Civic property to Eugene Civic Alliance. The school district used the proceeds from the sale for the maintenance and upgrade of school facilities. In April of 2015, ECA purchased the property from the City of Eugene for \$4.1 million.

Who will Civic Park serve? Will it be affordable?

Civic Park will be open to all. KIDSPORTS will own and operate the fieldhouse. High schools, clubs and community sports leagues will use both the fieldhouse and the field for games and activities. Lane United FC will rent the field for home games. Civic Park will be an affordable place for people of all ages to enjoy playing and watching sports. Contact us to find out how your team or organization can get involved and use the space!

Why do we need another sporting facility in Eugene? Aren't there enough fields and gyms around town?

In recent history, eight elementary schools in Eugene have closed. The closures meant the loss of access to the gyms and fields attached to those schools. With numerous youth and adult sports leagues, and over 15,000 kids participating in KIDSPORTS programs alone, scheduling gym and field time for practice can be the most competitive sport in town! Many of Eugene's sporting facilities are not for children and community sports. They require membership or elite student-athlete status to enjoy. Civic Park will provide much-needed space for youth and recreational sports teams to compete.

According to the State of Oregon's Comprehensive Outdoor Recreation Plan, Eugene needs six more rectangular turf fields for recreational use. Public school gyms are over-scheduled

and over-crowded. Given the need, we anticipate that the full-sized multi-purpose turf field will be used nearly every day. The addition of the KIDSPORTS Fieldhouse will help to lessen the pressure by adding four basketball courts, which could be converted to seven volleyball courts.

Why another park in South Eugene?

Civic Park is one of Eugene's oldest recreational sites. For 70 years, children and adults have played and watched games at Civic. The new facility will be home to a new playing field and indoor sports facility for the community's use. Civic Park will be open to all residents of the Eugene/Springfield area. It is ideally situated for access by LTD, pedestrians, and bicycles and is only blocks from downtown amenities.

Doesn't KIDSPORTS already own an office?

No. KIDSPORTS currently rents space for offices and storage from the City of Eugene. The rental does not include adequate space for coaches' training, youth programs, conferences, sporting practices or events. At Civic Park, for the first time in nearly 65 years of service to Eugene, KIDSPORTS would own and operate a building that will meet the needs of the 15,000 children it serves.

How is ECA related to Friends of Civic?

ECA and Friends of Civic are two separate organizations with complementary goals. Friends of Civic worked for seven years to raise enough money to preserve the Civic grandstand. ECA was formed with the goal of purchasing the entire property in order to build a new KIDSPORTS Fieldhouse, a new multi-purpose field and to renovate the grandstand. After the fire, ECA's goal to build a community sports and recreation center remained the same. Friends of Civic has supported ECA from the beginning with one of the Friends of Civic Board members serving on ECA's Advisory Board.

How often will the field at Civic Park be used?

Our goal is to keep Civic Park active year-round with activities that provide a broad range of community benefits. The new facility will be used by many different groups and programs. We calculate that KIDSPORTS, youth organizations, adult recreational leagues, semi-pro soccer, ultimate frisbee, lacrosse, and rugby will use the turf fields more than 300 days per year. KIDSPORTS will have priority access to the facility but other uses will provide revenue to make Civic Park financially self-sustainable.

Does the neighborhood around Civic support what you are doing?

Yes. We have the support of a growing list of people and organizations that include Friendly Area Neighbors, the City of Eugene, Eugene Chamber of Commerce, Eugene School District 4J, The Lane County Board of Commissioners, and others.



The stadium is gone. Why does it matter now?

In 1937 there was a growing need for an athletic field in Eugene, both for the community and the schools. It was that need, combined with an enthusiastic community, which developed the historic site where Civic Stadium once stood. The stadium was not just a ballpark, but a meeting place, an entertainment venue, and a symbol of community partnership.

Now, 80 years later, this need for athletic fields is greater than ever, and Civic Park is the answer. It's not merely another turf field. It will be a place where kids will learn the joy of fitness and where local sports teams can compete. It will be a place where youth can develop their physical literacy, teamwork, and leadership skills. Finally, it will be a place where families and friends can come together and build community. Civic Park will carry on the legacy of Civic Stadium with pride and purpose.

Is there a relationship between Civic Park and the Eugene Family YMCA?

There is not a direct relationship between Civic Park and the YMCA. However, ECA views the two facilities as having complementary goals. The YMCA focuses on providing after-school care and activities for children as well as membership fitness programs for adults. Civic Park will provide team-sport and recreation opportunities for children and adults through local recreational leagues. It will honor KIDSPO RTS' motto "All Kids Play." Civic Park will also host community events and sporting tournaments.

How did the fire affect ECA's plans for the site?

The fire was a big setback for Civic Park. The original plan included the renovation of the historic grandstand. The fire destroyed those plans and, due to budgetary constraints on the project, the new plan calls for the site to include 2,500 seats in the grandstands, rather than the original 6,800. Initially, the new grandstand will not feature a roof over the seating as the historic Civic Stadium grandstands did. The fire also delayed the planning and construction process for 18 months due to the cleanup, demolition, and the need to develop new architectural plans and a new construction budget for the project. Civic Stadium served as a community gathering place for seven decades and it was with a heavy heart that we witnessed the destruction of the place where so many fond memories began. The structure is gone but the spirit of community, recreation, and pride of the place lives on.

Will baseball be played at Civic Park?

After an in-depth debate and exploration into the feasibility of including a baseball field on the site, the difficult decision was made not to integrate a baseball field into the site plan. The space simply isn't big enough for two fields and the fieldhouse. Nonetheless, the turf field could be used for pee-wee t-ball.