



Youth Sports Programs

Health & Wellness Emphasis

Enrichment, STEM, and Education Programs

Facilities & Special Needs Community Support

“Educating youth and community through sports and enrichment programs”

Foundation History

Founded in 1986 by former Denver Nugget player and coach, Bill Hanzlik, and his business partner Ray Baker, Gold Crown Foundation prepares kids for the game of life through sports, educational programs, health and wellness programs, parent/coach seminars and youth sports officiating training.

- 1986: Founded to offer girls basketball camp
- 1994: Expanded to year-round basketball operations
- 1998: Opened Coca-Cola All-Star Park in Lakewood
- 1999: Added Junior Golf programs
- 2000: Added Volleyball programs
- 2002: Broke ground on the Gold Crown Field House in Lakewood
- 2003: Opened Gold Crown Field House and added Enrichment programs
- 2004: Youth with Disabilities organizations begin using GCFH free of charge
- 2007: Opened Junior Golf Learning Center in Broomfield
- 2014: Gold Crown Enrichment hosts the Annual Computer Clubhouse International Conference with participants from 19 countries
- 2018: Opened Gold Crown Enrichment's second location in Edgewater
- 2019: Launched Gold Crown Health Huddle
- 2022: Hosted and operated the first annual Healthy Kids Expo



Youth Sports Programs

KEY PROGRAMMING INCLUDES:

- Boys/Girls 4th – 8th Grade Competitive Basketball League
- Boys HS Prep Development League
- Boys/Girls High School Summer Team Camps
- Boys/Girls Bill Hanzlik Basketball Camps
- Boys/Girls High School JV Golf Tournaments
- Boys/Girls Fall Middle School Golf Tournaments
- Girls 5th – 8th Grade Volleyball League
- Girls Summer Volleyball Camp
- Gold Crown Officiating Academy



17,000
Participants



1,600
Volunteers



21
Basketball Programs



8
Volleyball Programs



5
Golf Programs



15,000
Basketball Games
Assigned

Health & Wellness Emphasis

In 2019, Gold Crown Foundation introduced the Health Huddle, a new resource providing an integrated approach to helping youth deal with the challenges of everyday life. Gold Crown Foundation is proud to be expanding our reach beyond the playing field as we help parents, coaches and patrons tackle the “whole child,” in mind, body and health.



Mental Health

Anxiety
Depression
Suicide



Healthy Habits

Nutrition
Sleep
Technology



Sports Performance

Strength & Conditioning
Injury Prevention
Burnout

Enrichment, STEM, and Education Programs

Gold Crown Enrichment provides rich, interest-based instruction and mentoring to hundreds of underserved youth participants ages 12-21 through programs that integrate art and technology with choice, curiosity, skill building, and strong relationships. The goal of our Enrichment Program is to provide a creative, accepting environment that encourages our members to imagine creatively, reason systematically and work collaboratively.

KEY PROGRAMMING INCLUDES:

- The Clubhouse After-School Program
- Career Pathways
- Summer STEAM Camps
- Lego Robotics Teams



500
Clubhouse
Members



30
Clubhouse
Mentors



94%
Free & Reduced
Lunch



54%
English Language
Learners



35%
Single-Parent
Households

Facilities & Special Needs Community Support

GCF operates four facilities with an estimated 500,000 visitors each year; Gold Crown Clubhouse at Edgewater, Coca-Cola All-Star Park, Gold Crown Field House & Best Buy Teen Tech Center. Annually, almost 500 hours of our gym reservations are provided free of charge to community partners which is valued at over \$25,000.

KEY COMMUNITY PARTNERS INCLUDE



Gold Crown Field House



Best Buy Teen Tech Center



Keli McGregor Field at Coca-Cola All Star Park



Gold Crown Clubhouse at Edgewater



Gold Crown Supporters

CORPORATE SPONSORS



FAMILY / FOUNDATION SUPPORT



Additionally: US Army, Comcast, Innovest, STOMP Athletics, Otten Johnson, B&M Roofing, Ortho Colorado Hospital, Next Level Performance, Aramark, CU Anschutz, and Colorado Sports Hall of Fame

Additionally: Dawn Foods, Guerra Family, Boettcher Foundation, Payback Foundation, Liberty Gives, and KeyBank Foundation

Project Overview



Gold Crown Foundation is seeking to build a 65,000 square foot indoor facility with an external multipurpose turf field on a 12-acre site. The facility will be very comparable to our existing Gold Crown Field House in Lakewood, CO which opened in 2003.

The expected project cost will be around \$35m and our preferred opening would be in the first half of 2027 in conjunction with the opening of the Crystal Valley interchange. We are in the early stages of raising the capital for the project and already have a major private funder interested in the project.

In addition to the typical amenities (bathrooms, offices, concessions, etc.), the facility would consist of 6 high school regulation basketball courts with 12 overlapping volleyball courts, multi-purpose room for STEM and Enrichment camps, and a 1.5-acre multipurpose turf field (subject to funding).

The facility would house Gold Crown programs and be available to non-Gold Crown groups to rent in support of their own programming. We would also make the facility available at no charge to the special needs community including adaptive sports, Special Olympics, and any other group in need of space to serve the special needs population.

It is important to note that the primary purpose of this project is to solve the desperate need for indoor youth sports facility space. Gold Crown programs will be offered but the real motivation is to create a facility that can better serve all groups in need of facility space. Through tournaments and leagues this facility will be a destination location and bring people from all along the southern I-25 corridor to Castle Rock.

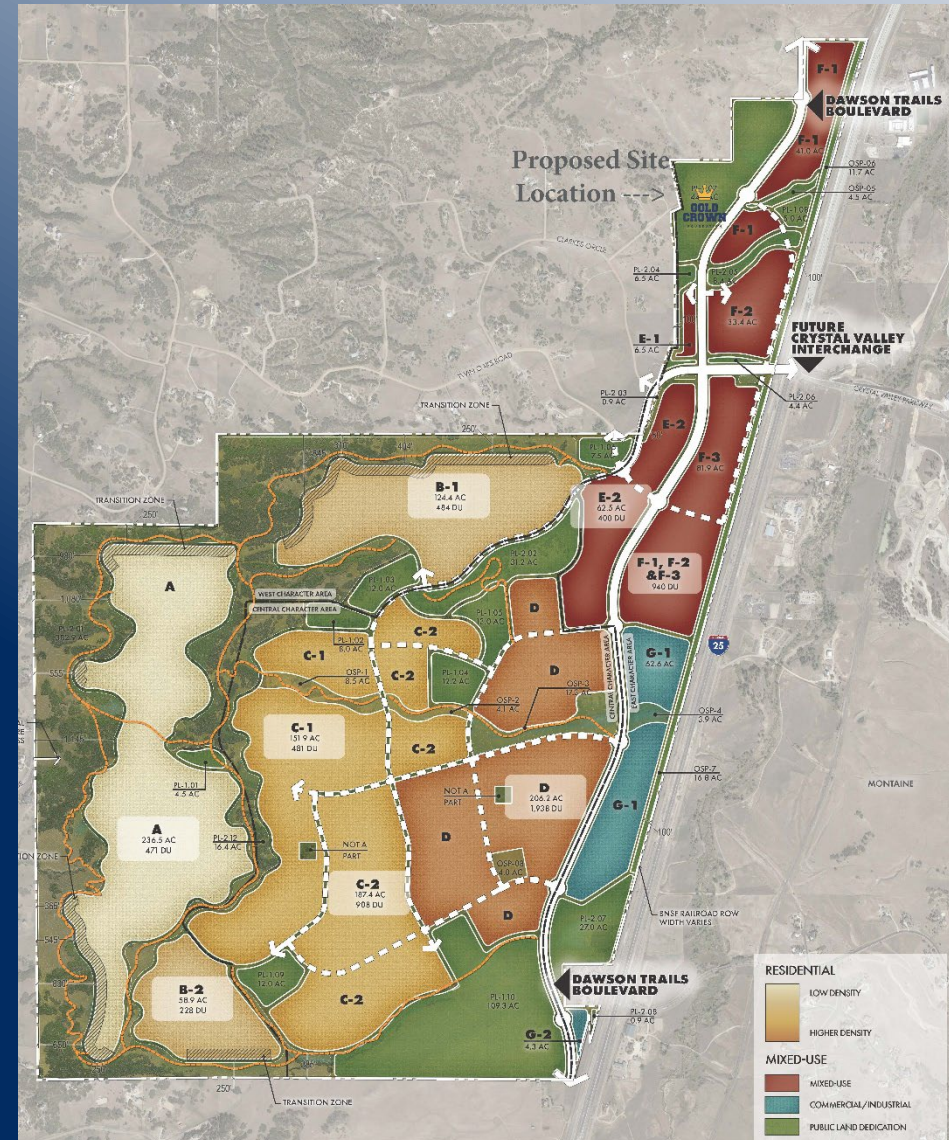
We have been working with a leading architect in recreational facilities (Barker, Rinker, Seacat), to develop preliminary design renderings and we have also worked extensively with Mortenson Construction to understand cost analysis for the project scope we have in mind. Neither firm is under contract for the project, but we have close relationships with both firms. We will draw significantly on our experience and design of our existing facility in Lakewood which is showcased here: <https://youtu.be/nrMa4kke4jY>

We have secured the owners representation services of CAA ICON (www.caaicon.com) who is a global leader in major sports venue development including stadiums and arenas for NBA, NFL, MLS, and other international teams. A current Gold Crown Foundation Board Member is the original founder of the firm.

We expect foot traffic to be around 500,000 people annually as we host and/or operate local and regional events in the new facility.

Proposed Location

The proposed site for the new Gold Crown Field House is in the north end of the Dawson Trails development. The facility would need 12 acres in the 44-acre public land dedication space on the west side of the future Dawson Trails Boulevard and just north of the future Crystal Valley interchange. It is our understanding we would be adjacent to the new Costco.



Project Demand

During our research we commissioned a third-party (Sports Facilities Advisors) market opportunity report. From this report we have pulled the data below to illustrate the demand for indoor facility space based on sports participation in the area.

Of the current 17,000 participants in Gold Crown programs approx. 18% live in Douglas County and are currently commuting to our facility in Lakewood for programming. We also believe there is a significant opportunity to bring people from surrounding counties to this facility that are not currently participating in Gold Crown programs due to the commute.

The Gold Crown Field House in Lakewood is currently operating at capacity and many programs and kids are being turned away or put on waiting lists.

We have conducted a survey of our current participants to determine the impact level of having a Gold Crown facility in Douglas County. The survey results are provided to the right.

We have solicited letters of support for the project as well as letters of endorsement from groups impacted by our Lakewood facility. Those letters include Lakewood City Manager, Jeffco Schools Superintendent, Jefferson County Commissioner, Douglas County Schools District Athletic Director, and Owner of the Dawson Trails Development. We can provide these letters upon request.

The following table lists the “primary” sports and activities that could be accommodated within the facility types that most regularly drive a high volume and frequency of sports tourism participants and events and the number of potential participants that could be attracted from the local, sub-regional, and regional marketplaces. “Primary” sports are those identified as having regular competitive seasons or a large base of participants to draw from the market.

Potential Participants by Traditional Sport (Sample)							
Sport	Core Participation	Participants (10 Minutes)	Participants (15 Minutes)	Participants (30 Minutes)	Participants (60 Minutes)	Participants (90 Minutes)	Participants (240 Minutes)
Basketball	6.60%	3,015	16,771	104,363	252,811	313,926	385,995
Volleyball	2.57%	1,175	6,534	40,659	98,494	122,304	150,382
Gymnastics	1.15%	524	2,913	18,128	43,914	54,529	67,048
Martial Arts	1.13%	515	2,863	17,815	43,154	53,586	65,888
Wrestling	0.91%	417	2,322	14,451	35,007	43,470	53,449
Pickleball	0.91%	416	2,313	14,392	34,864	43,292	53,231
Cheerleading	0.89%	316	1,759	10,946	26,515	32,924	40,483
Futsal	0.89%	314	1,745	10,857	26,301	32,658	40,156

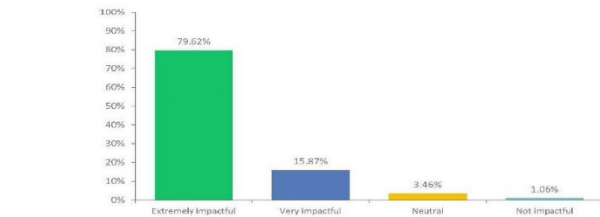
Source: SFA, National Sporting Goods Association, Sports & Fitness Industry Association

Survey Distribution Stats:

- Recipients – 7,871
- Emails Sent – 19,685 (3 attempts)
- Opens – 8,725 (44.3% open rate)
- Surveys Completed – 1,040 (13.2% response rate)

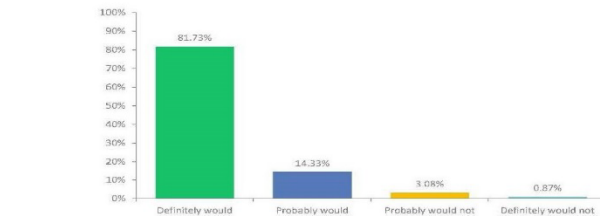
Survey Response Results:

Q1: How impactful would a new Gold Crown sports facility be for the Douglas County community?



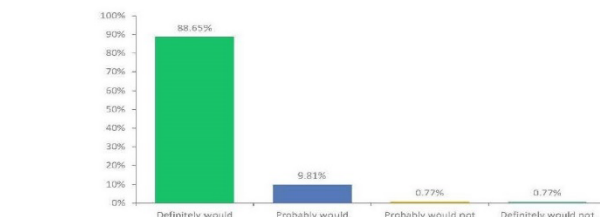
Powered by SurveyMonkey

Q2: Would you be more inclined to participate in a Gold Crown program if there was a Gold Crown sports facility in Douglas County?



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Q3: Do you think a Douglas County Gold Crown sports facility would have a positive impact on youth sports in general?



Project Economic Impact

Estimate visitor spending:

A third-party analysis we shows a significant economic impact for the area. The tables below show key findings from the study and suggest an economic impact of \$14m - \$19m annually. To better understand how that spending is broken down we have also included the per person spending data from our study.

KEY FINDINGS OF THE STUDY

- Based on data provided by the client, the indoor sports complex is expected to host approximately 18 Local Tournaments and 13 National/Regional Tournaments in addition to local league games, practices, clinics, and camps.
- Overnight visitors to the Douglas County area are expected to spend \$184.24 per person per day. Day trip visitors are expected to spend \$47.16 per person per day.
- The potential direct economic impact reaches approximately \$13,913,000 at maturity in year five of operations, generating between 12,000 and 18,000 new room nights annually.
- The combined potential, including indirect spending, reaches up to \$18,701,000 at maturity in year five.
- The potential tax revenue generation from direct spending ranges from approximately \$385,000 to \$557,000.
- The potential hotel/motel tax revenue generation ranges from \$161,000 to 241,000.

Per Person Spending By Category - Overnight

	Amount	% of Total
Lodging/Accommodations	\$66.33	36.0%
Dining/Groceries	\$59.25	32.2%
Transportation	\$10.07	5.5%
Entertainment/Attractions	\$4.74	2.6%
Retail	\$27.85	15.1%
Miscellaneous	\$16.00	8.7%
Total	\$184.24	100%

Per Person Spending By Category - Day Trip

	Amount	% of Total
Lodging/Accommodations	\$0.00	0.0%
Dining/Groceries	\$23.70	50.3%
Transportation	\$4.03	8.5%
Entertainment/Attractions	\$1.90	4.0%
Retail	\$11.14	23.6%
Miscellaneous	\$6.40	13.6%
Total	\$47.16	100%

Note – Local visitors are considered less than a 60-minute commute and are not included in the calculation. Day Trip is defined as 60 - 90-minute commute distance. Overnight is > 90 minutes. We anticipate foot traffic to be around 500,000 annually with an approximate breakdown of 50% Local, 25% Day Trip, and 25% Overnight.

THANK YOU!



Preparing kids for the game of life.