



An Investment Proposal Prepared for for Jeffrey Shepard, Ph.D.



**Medaille College**



May 29, 2019

MedaCheck LLC  
Attn: Jeffrey Shepard  
2230 Park Avenue  
Cincinnati, OH 45206

Dear Jeffrey:

As an alumnus and member of our Board of Trustees, you understand the importance of Medaille College's role in Western New York. Medaille has traditionally been the college of opportunity for first-generation and low-income students, and continues to strive to be the local college most prepared to accept students from diverse backgrounds and assist them in reaching their academic and life goals. Our role in the Buffalo community is growing, and we believe that the building of the Medaille Sports Complex adds an additional layer of resources and support for both the College and surrounding community.

As an athlete and sports fan, you understand the impact of home field advantage. With the Medaille Sports Complex, current and future Mavericks will have a dedicated practice and home field with their collegiate name, school colors, and mascot represented. Our goal is to make the student experience better, both on and off the field, during and after students' time at Medaille.

As an entrepreneur and investor of start-up companies, you understand the risk that is required to turn innovative ideas into successful business ventures. This Complex is a smart investment not only for the College's future but for Buffalo's resurgence.

The development of the Medaille Sports Complex is a literal game changer for the College as we explore new ways to recruit students and athletes, and engage alumni, investors, and the WNY community in support of our initiatives. With that in mind, we respectfully request a donation of \$25,000 toward the completion of Phase II of the Medaille Sports Complex. In recognition and appreciation of your support at this level, the college would be honored to offer a naming opportunity at the Complex commensurate with the generous level of this gift.

I hope you will feel free to contact John Crawford at (716) 880-2879 or [jpc334@medaille.edu](mailto:jpc334@medaille.edu) to discuss this proposal.

Thanks for all of your support of the College. I look forward to our continued partnership and your consideration.

With Warmest Regards,

A handwritten signature in black ink, appearing to read "K. Macur", written over a light blue horizontal line.

Dr. Kenneth M. Macur

## A History of Academic Achievement

Medaille College traces its roots back more than a century to the Sisters of St. Joseph, who strived to make a difference in the Western New York area. Understanding the far-reaching impact an education could provide, the Sisters established a school for teachers who would educate the children in the City of Buffalo and surrounding communities. Today, the College remains an important part of Buffalo's landscape, as our student body increasingly reflects the city's own diverse constituency.

The drive to better oneself intellectually and physically has always been integral to a liberal arts education. For that reason, intercollegiate athletics has long been a key part of the Medaille experience. We proudly offer 16 NCAA sports teams as part of the Allegheny Mountain Collegiate Conference (AMCC). Medaille embraces the NCAA's vision for Division III Athletics: "Participation in a competitive athletic environment that pushes student-athletes to excel on the field and build upon their potential by tackling new challenges across campus. Academics are the primary focus for Division III student-athletes...Participants are integrated on campus and treated like all other members of the student body, keeping them focused on being a student first."

According to the NCAA, Division III student-athletes have a graduation rate approximately five-percent higher than the overall student body. This is readily reflected in student-athlete achievement at Medaille. Since 2013, the College has seen a 20-percent increase in the number of students on the Academic All-Conference Team, athletes earning a 3.2 GPA or higher. In addition, in 2017, Medaille received the first-ever AMCC Institutional Peak Performer Award, given to the AMCC school with the highest percentage of student-athletes on the AMCC Academic All-Conference Team. Medaille earned this prestigious award after 106 (55.5%) of its student-athletes earned at least a 3.2 GPA during the Fall 2016 semester. Sixty-eight student athletes were also honored as Individual Peak Performers, earning a GPA of at least 3.5 or higher. This success is replicated year after year. Most recently, 98 student-athletes earned Academic All-Conference honors, with 68 also named Individual Peak Performers for their academic achievements during the Fall 2018 semester.

At Medaille, we are committed to building good citizens for a healthy, diverse democracy. By challenging our students to push their minds and their bodies to the limit, we are encouraging them to be better, to be stronger, to be more.



*At Medaille, we are committed to building good citizens for a healthy, diverse democracy.*

*By challenging our students to push their minds and their bodies to the limit, we are encouraging them to be better, to be stronger, to be more.*



## The Medaille Sports Complex: Home of the Mavericks

In September 2018, Medaille College broke ground on the first, five-acre phase of an 18-acre property located at 427 Elk Street in South Buffalo. In an area known as Buffalo Color Park, the site dates back to the 1879 founding of Schoellkopf Aniline and Dye Company. Buffalo Color Park is Buffalo, reflecting our community's story as a global industrial hub. Even among the construction, the feeling of progress and potential can be felt. And with the site's developer set to restore neighboring buildings to their former glory, the Medaille Sports Complex promises to be a 21st Century architectural gem with strong 19th Century roots.

The Medaille Sports Complex will be home to Medaille's NCAA Division III soccer, lacrosse, baseball and softball teams. As a member of the AMCC, Medaille will host home games with the 11 members of the conference from throughout Ohio, Pennsylvania and New York, as well as other Division III programs.

The \$5.5 million Phase I of the project, currently in progress, includes the construction of our premier soccer/lacrosse field, as well as an indoor facility. The 20,000 square-foot building will include Athletic Department offices, locker rooms, classrooms, and training spaces for our athletic teams, community partners and visitors. The field is complete and was used by Medaille's men's and women's lacrosse teams this past season. The field house is slated for completion in August 2019.

Once Phase II is completed in 2020, the complex will include two competition-grade soccer and lacrosse fields, a baseball diamond, a softball diamond, additional multi-use fields overlaying the baseball and softball fields, and an intramural field. As the Home of the Mavericks, these fields will feature rich, multi-color team logos on artificial turf. Fields will include lighting, netting, fencing, two press boxes, and two scoreboards. The size of the baseball and softball fields will allow for concurrent play or practice by baseball and softball teams at the Complex – a feature lacking at any other athletic facility in the City of Buffalo.



## A Benefit to Athletic Recruitment

As mentioned, Medaille's men's and women's lacrosse teams played at the Complex this past season. The women's team qualified for the North Eastern Athletic Conference (NEAC) Tournament for the eighth straight season, and six Mavericks were selected to the All-Conference Team. For the first time in the men's team's program history, three Mavericks earned AMCC All-Conference honors, and were selected to the AMCC All-Conference Team. These accomplishments take on a special meaning this year given the field's inaugural status.

Prior to the building of this Complex, no Medaille outdoor sports team had their own field and had to rent or borrow space for practices and competitions. In his remarks at the September 2018 groundbreaking, Lacrosse player Matthew Gabalski, also one of the men selected to the 2019 AMCC All-Conference Team, said, "The Medaille Sports Complex is so much more than just a place to play. It's a place to call home." Other athletes have mirrored this view. In an interview with her hometown paper *The Finger Lakes Times*, Women's Lacrosse player Sierra Scott said, "Our new field is beautiful, to say the least. It's honestly such a good feeling to call it our home...it's just a pleasure for our athletics here at Medaille to call something ours."

According to *NIRSA: Leaders in Collegiate Recreation*, in a comprehensive study of 33,500 U.S. students, 68% of the students said that campus recreation facilities influenced their decision on which educational institution to attend. Sixty-two percent reported that campus recreation programs influenced their choice of where to enroll. With the expanded facilities at the Medaille Sports Complex, we will be able to fill the rosters for our current teams, and expand the athletic opportunities to include Junior Varsity teams and intramurals. The Medaille Sports Complex will serve not only as a quality playing field, but also as a key tool for recruiting student athletes to attend Medaille College.



*"The Medaille Sports Complex is so much more than just a place to play. It's a place to call home."*

*- Matthew Gabalski*

*The new Medaille Sports Complex is truly unique in higher education, because it's being built not just with Medaille College's athletic programs in mind, but the larger WNY community as well.*



#### *Community Users*

##### *Primary Partners*

*Global Premier Soccer New York  
GameOn! Sports*

##### *Primary Renters*

*Buffalo District Soccer League  
SUNY Erie Varsity Soccer Team  
Niagara Pioneer Soccer League  
WNY Flash Youth Soccer League  
Empire United Soccer  
Buffalo Seminary  
Villa Maria College*

##### *Non-Profits and Community Groups*

*Algonquin Sports for Kids  
Community Action Organization  
of WNY  
Valley Community Center*

## **Economic Impact**

Enclosed are detailed renderings of what the facility will look like when it is complete. At present, our home soccer/lacrosse field is in place, and our 20,000 square foot athletic administration building is under construction. Ultimately, the Complex will accommodate a variety of additional sports including softball, baseball, kickball, field hockey, and football.

While the Mavericks will derive the principal benefit from the Complex, Medaille will maximize its community impact by offering the space to a variety of other non-Medaille sports and events.

Medaille College intends to enter into a bold partnership with Global Premier Soccer, one of the largest and most successful soccer clubs and leaders in player development in North America. Locally-run Global Premier Soccer New York (GPS) allows youths aged 11 to 18 to participate in soccer via house league, travel, premier, and academy teams, with tournament play at the national and global level. With 27 GPS boys and girls soccer teams in the region, 800 players, parents, and coaches will visit the site two to three times a week. Individual games will draw an additional 2,500 to 3,000 athletes and their family members annually. Many of these visitors will be from out of state. GPS will also use the field for its College Showcase Tournament featuring 60-80 teams, and day and residential summer camps for 200-300 campers each. Thousands of athletes and their families will use the Complex through GPS activities alone.

Hosting adult football, kickball, and soccer games and tournaments, Game On! Social Sports Leagues will bring approximately 1,000 people a night to the Medaille Sports Complex, four to five nights a week for six months of the year. The Buffalo District Soccer League will also host four games, with up to 160 players, family and friends, every Sunday from May to August. Other users include SUNY Erie (Erie Community College), Villa Maria College, Empire United Soccer, Niagara Pioneer Soccer, and WNY Flash Youth Soccer.

In addition, the Buffalo Niagara Sports Commission expects the Medaille Sports Complex to host a number of tournaments each year. The projected economic impacts range from \$300,000 for a two-day, 100-150 participant, lacrosse tournament, to more than \$2 million for a three-day soccer tournament, drawing approximately 900 athletes and requiring 1,400 hotel rooms.

Additionally, future fundraising events will take place at the Complex, engaging alumni, new investors, partners, and the entire WNY community in support the College.

## Community Impact

Because it is being built not just for Medaille athletes and students, but for the larger WNY community, the new Medaille Sports Complex is truly unique in higher education. Medaille has a flexible 15-year lease-to-buy agreement that will allow us to build and expand our new Sports Complex with maximum flexibility, ensuring the greatest possible community impact.

Your existing relationship with the Rochester River Monsters, and partnerships with the Rochester public school system and community, shows that you understand the impact that access to facilities and resources can have on youth. The Medaille Sports Complex will provide a sustainable athletic venue that will be made available, free of charge, to many not-for-profit organizations when the Mavericks or our for-profit partners are not using the facility. Buffalo's youth will finally have access to the top-notch sports facility that they deserve.

To better understand the state of youth sports in our region, the Ralph C. Wilson, Jr. Foundation commissioned a study by the Aspen Institute's Sports and Society Program entitled Project Play Western New York. The study "envisions a community in which all children have the opportunity to be active through sports." That same research, however, found that, "Despite the relative abundance of recreational spaces in Erie County, many are in need of revitalization."

This is where the Medaille Sports Complex is key.

Medaille College will partner with organizations like Algonquin Sports for Kids, the Community Action Organization, and the Valley Community Association for their use of the facility. Algonquin Sports for Kids (ASK) creates a safe environment for more than 2,400 young players across Buffalo and Erie County, providing the opportunity to play soccer and tennis while learning about healthy behaviors and life skills necessary to become strong, productive members of our community. The Community Action Organization and Valley Community Organization, meanwhile, operate more than 50 programs for low-income children and families, including wellness and recreational programming.

It is our belief that support for these and other not-for-profit programs is both critical to the long-term vitality of WNY, and constitutes an opportunity for you to partner with Medaille College and other supporters to showcase our commitment to further enhancing and developing the region.



*Every child—regardless of location, income or ability—should have access to fun and fulfilling physical activities that build confidence and set them on a path for lifelong success.*

*Support for these and other not-for-profit programs is critical to the long-term vitality of WNY and constitutes an opportunity to showcase our commitment to further enhancing and developing the region.*

## **In Conclusion**

The potential return for a philanthropist and social entrepreneur cannot be understated at the Medaille Sports Complex. Exposure through naming opportunities and sponsor signage alone provides tremendous value. The potential to add to the health and wellbeing of Medaille students and the larger WNY population is second to none in the region.

It's a great time to be a Maverick! Medaille College is proud of what we've accomplished academically, athletically and as a community partner over the past 50 years. The Medaille Sports Complex will have a wide impact for WNYers of all ages. It will enhance the college careers of thousands of students over the years and will also help children and families from economically diverse backgrounds.

Your entrepreneurial work has demonstrated a commitment to making WNY better, stronger, greater. We have the same commitment at Medaille - Buffalo's "College of Opportunity." The new Medaille Sports Complex will help us create opportunities beyond our campus and for all of Western New York.

This request is to support the completion of Phase II of the Medaille Sports Complex, located at 427 Elk Street in Buffalo Color Park. In recognition and appreciation of your support at the \$25,000 level, the college would be honored to offer a naming opportunity at the Complex commensurate with this level of generosity.

Should you be interested in making this gift over multiple years, we suggest \$6,000 a year for 5 years, with \$5,000 toward the Complex, and \$1,000 toward your annual gift.

We have taken the liberty of enclosing a pledge form that reflects this option, but also allows you an opportunity to make other specifications should you wish.

You are a tremendous friend and partner and we cannot thank you enough for your support and consideration!





Medaille-Sports Complex and Support Building

427 Elk Street, Buffalo, NY 14210

REVISIONS

	MM/DD/YY	REMARKS
1	01 /30 /19	Model by EB
2	04 /23 /19	Tennis Court Revision
3	-- /-- /--	...
4	-- /-- /--	...
5	-- /-- /--	...





### Medaille-Sports Complex and Support Building

427 Elk Street, Buffalo, NY 14210

#### REVISIONS

	MM/DD/YY	REMARKS
1	01 /30 /19	Model by EB
2	04 /23 /19	Tennis Court Revision
3	-- /-- /--	...
4	-- /-- /--	...
5	-- /-- /--	...



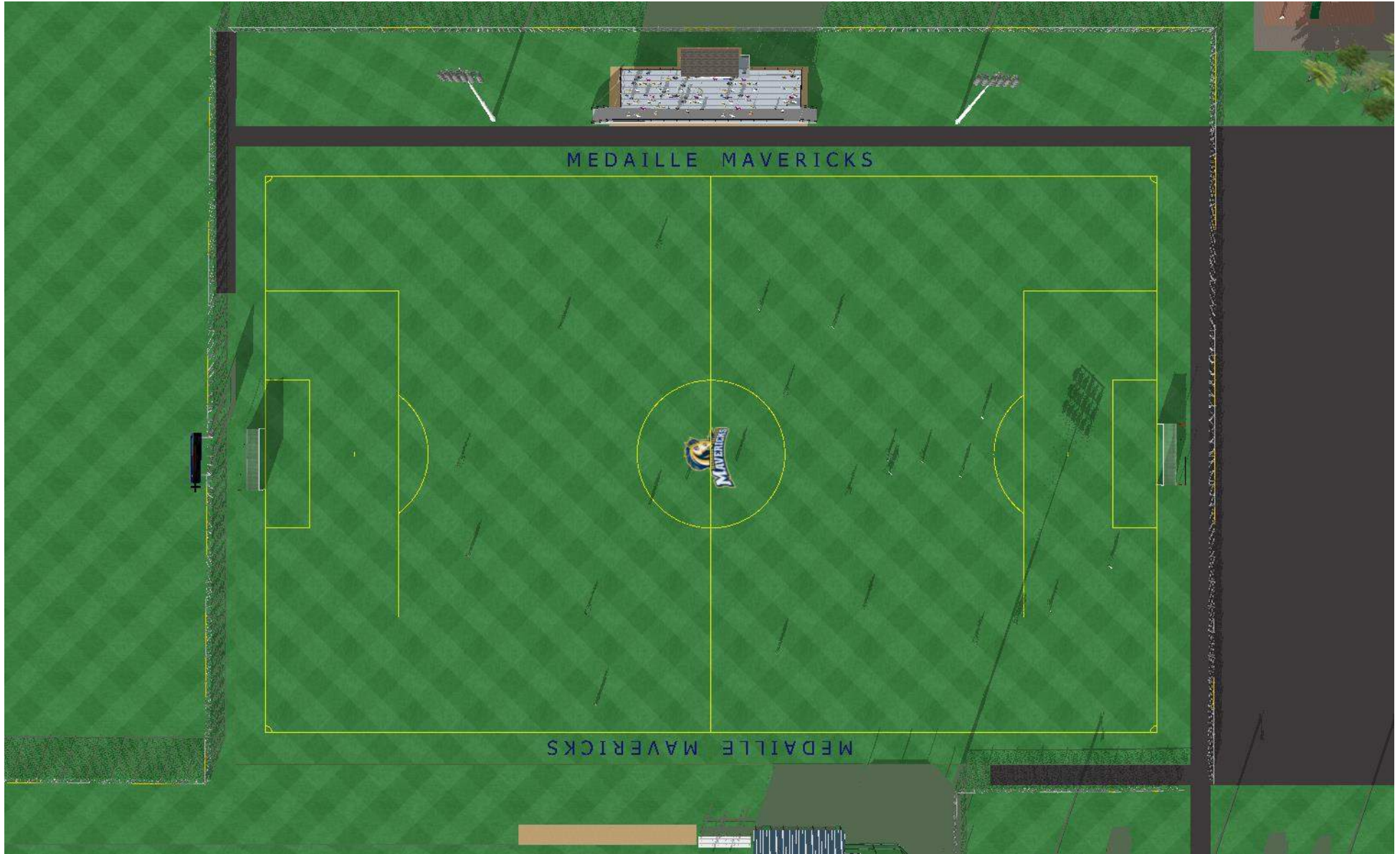


Medaille-Sports Complex and Support Building

427 Elk Street, Buffalo, NY 14210

REVISIONS

	MM/DD/YY	REMARKS
1	01 /30 /19	Model by EB
2	04 /23 /19	Tennis Court Revision
3	-- /-- /--	...
4	-- /-- /--	...
5	-- /-- /--	...



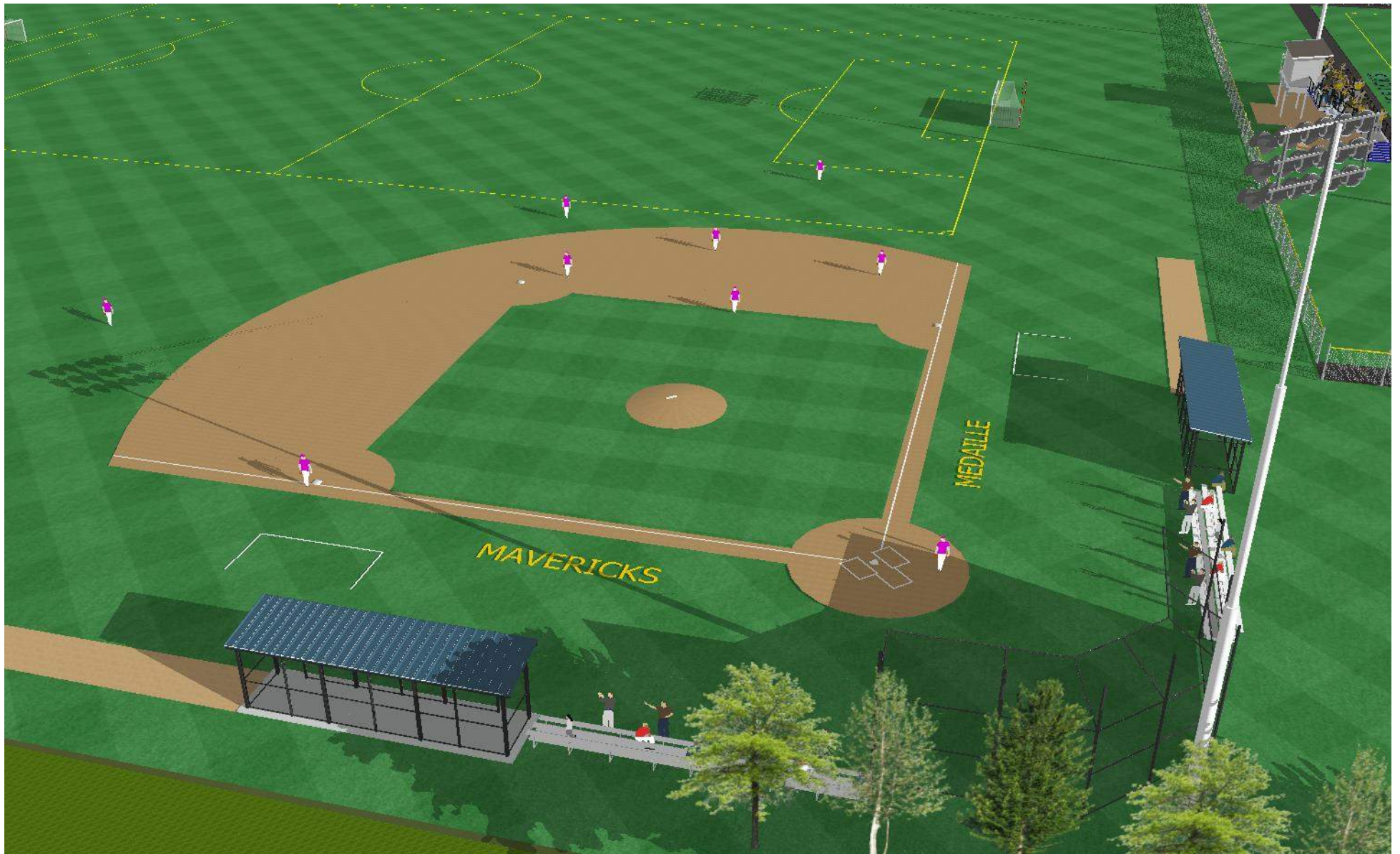
Medaille-Sports Complex and Support Building

427 Elk Street, Buffalo, NY 14210

REVISIONS

	MM/DD/YY	REMARKS
1	01 /30 /19	Model by EB
2	04 /23 /19	Tennis Court Revision
3	-- /-- /--	...
4	-- /-- /--	...
5	-- /-- /--	...





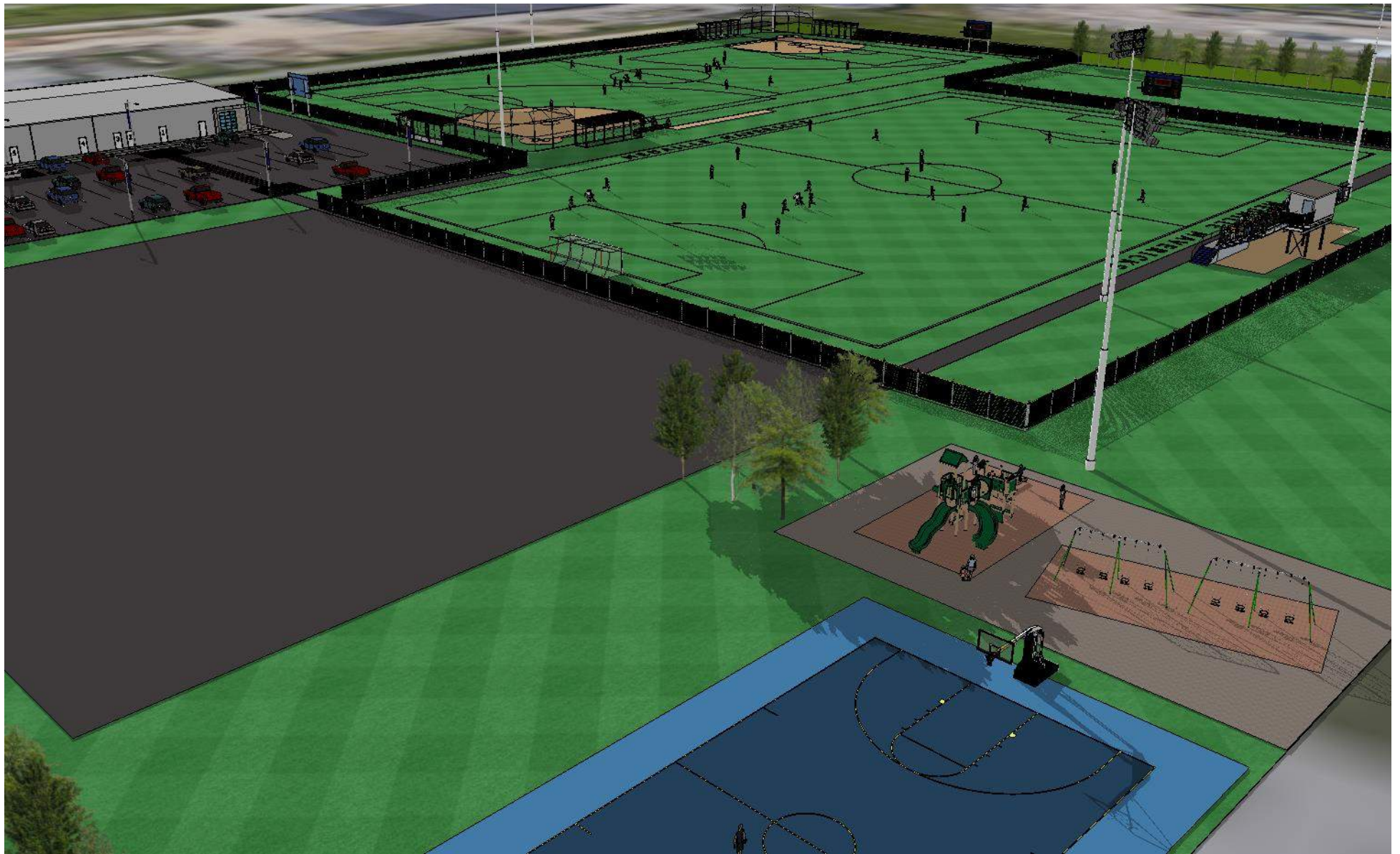
### Medaille-Sports Complex and Support Building

427 Elk Street, Buffalo, NY 14210

#### REVISIONS

	MM/DD/YY	REMARKS
1	01 / 30 / 19	Model by EB
2	04 / 23 / 19	Tennis Court Revision
3	-- / -- / --	...
4	-- / -- / --	...
5	-- / -- / --	...





### Medaille-Sports Complex and Support Building

427 Elk Street, Buffalo, NY 14210

#### REVISIONS

	MM/DD/YY	REMARKS
1	01/30/19	Model by EB
2	04/23/19	Tennis Court Revision
3	--/--/--	...
4	--/--/--	...
5	--/--/--	...



### Statement of Intent

I am pleased to support Medaille College with a gift in the amount of \_\_\_\_\_ to support \_\_\_\_\_ (specify funds(s) (i.e. Sports Complex, annual fund, other fund))

Amount per fund (if multiple funds) \_\_\_\_\_

Payable

In one payment on \_\_\_\_\_ (date you would like to make your gift)

Over 1 2 3 4 5 years (circle one)

Amount per year per fund \_\_\_\_\_  
(i.e. Year 1 \$5,000 Medaille Sports Complex, \$1,000 annual)

I wish to honor this gift intention according to the following schedule:

Annual                       Bi-Annual                       Quarterly (Feb, June, Oct, Dec)

Please send me a reminder

You have my permission to publicize this gift.

Please list my name in donor lists as: \_\_\_\_\_

I would prefer that this contribution and/or my name remain anonymous.

### **Contributor Information** (Your personal information is kept confidential)

Name: Jeffrey Shepard

Address: 2230 Park Avenue

City/State/Zip: Cincinnati, OH 45206

Telephone: Business: (585) 943-8417 Cell: (585) 233-2917

E-mail Address: jeffreyshepard@yahoo.com

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Please forward completed form to:**

John Crawford, Office of College Relations, Medaille College, 18 Agassiz Circle, Buffalo, NY 14214

For more information, contact John Crawford at (716) 880-2879 or [jpc334@medaille.edu](mailto:jpc334@medaille.edu).