

**What is the Turn on the Lights Project?**

The Turn on the Lights Project includes the installation of permanent lighting to the stadium next to Pershing field to allow for nighttime track, soccer and football meets and games. The stadium will be renamed after two of Southwest's legendary coaches, Art Frederickson and Dave Peterson. Long-range enhancements to the stadium include an upgraded concession/ticket booth, improved entrance, new scoreboard, turf and more.

**Why is the school doing this now?**

An alumnus of SWHS, Harvey Feldman, class of 1961, came forward and offered to provide matching funds for all donations up to \$300,000. Mr. Feldman was inspired after attending the homecoming game in 2011 with rented lights.

**What is the match?**

The first \$300,000 raised will be matched, dollar-for-dollar.

**Who is Harvey Feldman?**

Harvey Feldman is a 1961 alumni of Southwest High School. He played football, baseball, and basketball. He remembers playing at Parade Stadium and says "I want those kids to have that same feeling I had – playing under the lights with the community there to support them." He knows the power of athletics to motivate some students. He says: "I was in class at 8:30 so I could play at 3:30." He wants all Southwest High School students to feel special and be successful.

**Why is the stadium being renamed?**

The stadium will be re-named after two of southwest's legendary coaches, Arthur Frederickson and Dave Peterson. Coach Frederickson coached football, girls basketball and boys and girls golf. He was inducted into the Minnesota Football Coaching Hall of Fame. Coach Peterson coached hockey at SWHS for 25 years. He was also an Olympic hockey coach, US junior national and national coach. He was inducted into the Minnesota Hockey Coaching Hall of Fame.

**Who is in charge of this project?**

The project is being managed by the Southwest Foundation with the full support of Southwest High School and in coordination with the Minneapolis Public Schools. Anderson-Johnson Associates, Inc., a local firm with experience in other city stadium projects, has been hired to install the lights.

**What is the Southwest Foundation? Is that the same as the Southwest Education Fund?**

The Southwest Foundation has been around since 1992. In recent years it has concentrated on scholarships for graduating SWHS seniors, alumni activities and athletics. The Southwest Education Fund was established in 2004 and has focused on supporting academic enrichment. In January of 2013, the Foundation and the Education Fund agreed to merge and now, as one organization under the Southwest Foundation banner, is committed to creating an exceptional

experience for all Southwest students. The Foundation will raise money to support academic achievement, cultivate quality artistic and athletic opportunities and provide scholarships to support the post-secondary pursuits of graduating seniors. The Foundation is also committed to building and maintaining relationships with alumni and the community.

**Does this mean that the school's priorities are shifting from arts and academics to sports?**

Absolutely not. The Turn on the Lights project is a once in a lifetime opportunity for our school that enhances, but does not take away from, our focus on excellence, opportunity and vibrancy in all areas of school life. To quote Dr. Smith, principal of SWHS, "we want every student at SWHS to be successful and to find a variety of ways to be successful." So whether it is in the classroom, in the arts, on the field or in the community, we want to support kids where they are and where they want to go. As an outdoor learning environment, our stadium is an extension of the classroom—learning at Southwest continues well beyond the front door.

**How much does this cost?**

Installation of the lights will cost approximately \$300,000. This includes all the design, permitting, and installation. The budget for the long-range enhancements has not yet been determined and will depend, in part, on how much money is raised.

**What is the timeline?**

Construction is tentatively scheduled to begin in June of 2013 and be completed in time for the fall season of 2013.

**What will the lights look like? How many will there be?**

There will be 4 lights. Two of the lights will be 70 feet tall and will have 10 fixtures. The other two lights will be 80 feet tall and will have 13 fixtures. The lights at Pershing Park are 35 feet tall. The increased height will allow for more directional placement and less "spill." The lights are provided by Musco Sports Lighting. The bulbs are the "Green Generation" model which means they require less energy and less money to operate. These are infinitely "smarter" lights than when we went to High School.

**What does the neighborhood think?**

The Turn on the Lights project was presented to the Fulton Neighborhood Association in December. Concerns were raised regarding parking, waste, security and bike racks. A desire was also expressed for neighborhood use of the track. The Project will need City approval. Formal notification will be given to homes within the affected area. We are committed to addressing the needs of the neighborhood.

**Who else will be using the stadium besides the SWHS track, football and soccer teams?**

There are currently several groups that use the stadium including SWAC, Armatage, and the Special Olympics. We are not foreseeing any substantial changes in usage. As the field is grass and not artificial turf we must responsibly limit it's use; overuse ruins the grass.

**Will there be any changes with regard to resident use of the track?**

No. We do not envision any change to neighbors' use of the track. Neighbors can continue to access the track by working with the staff at Pershing Park. Residents will not be able to turn the lights on at night.

**How many events will take place each year?**

There will be 4 to 5 football games in the fall, 8 girls' and 8 boys' soccer games (often played as "doubleheaders") in the fall and a handful of track meets in the spring (the sun sets later in the spring so there is less need for night lighting). So we are really talking about 20 nights out of the entire year.

**What time do these games start and how late will do they go?**

We will generally start all events by 7:00 and the majority will be done by 9:00. We plan to abide by all city ordinances regarding the ending of events. Lights and sound will generally be turned off 30 minutes after the game ends.

**Will there be any practices at night?**

No. We will continue to hold practices after school. Students need some time to do their homework!

**What about litter? How will that be managed?**

The School District sends a crew to Southwest High School after each event at the stadium. Southwest Engineers also provide clean-up. The Booster Clubs for the respective sports also go through and around the facility and pick-up. Garbage is collected and placed in a dumpster located on site. That dumpster is emptied whenever it is full (so if there are multiple events in a course of a week, it can be emptied multiple times). We are working with the Student "Green Team" to figure out how to increase the environmentally friendly trash generation at sporting events.

**How many people are expected to attend a night game/meet? Where will everyone park?**

We generally expect anywhere from 100 to 600 people for most night events. The football game against Washburn, always a popular match and played at home every other year, may pull in 1,500 fans. Homecoming will also likely draw more fans. People can park at Southwest High School at any lot after 4:00 p.m. It is expected that people will park other places as is legally allowed including the city streets surrounding the stadium. We will encourage fans to obey parking laws and park responsibly. We are excited about the lights because it has the potential to allow many more parents and community members to watch their children play. We do understand that it will cause some temporary parking congestion. That is one of the consequences of being an urban school.

**What about security? How will the school address safety concerns?** Southwest High School currently contracts for 2 to 4 uniformed police officers to be at every event at the stadium. Two to 8 teachers and staff are also inside the stadium for all stadium events. In addition, traffic officers staff the surrounding area. This level of staffing will continue.

**Will the police submit an incident report if something happens at the night events? What happens if a student is involved in some activity that the police get involved with?**

SWHS receives police reports that are sent to the Fulton neighborhood. In addition, the principal is notified of incidences that involve a SWHS student.

**Is there a plan to replace the turf?**

Not at the present. Artificial turf is very expensive and we have been told it would cost \$1 to \$2 million dollars. This is substantially more than this project envisions raising and there are plenty

of people who prefer the real grass. Sorry that we misspoke earlier!

### **Who will be responsible for turning the lights on at the evening events?**

The athletic director and school engineers will be able to turn on the lights. The switch is keyed to prevent just anyone from turning it on. The athletic director will have a smart phone app that will allow him to remotely control the lights just in case he needs to turn them on or off and is not on site.

### **How can I be involved?**

Come to the March 16 fundraiser at the Atlas Grill from 6 to 10 pm. Tickets are \$40 (\$30 of which is tax deductible) and can be purchased at the school or by calling 612 668-3035. Visit the **SWHSTurnontheights** Facebook page to learn about purchasing an engraved tile that will be part of the stadium or to buy a lifetime athletic pass. We would also love to have you join the Turn on the Lights Committee or the Southwest Foundation.

### **How will you communicate information to the community?**

We have a Facebook page –[www.facebook.com/SWHSTurnontheights](http://www.facebook.com/SWHSTurnontheights) –that we will use to update progress. Please “like” this page if you would like to get updates to your Facebook feed. We are also planning on launching a website in the next week or so – [www.southwestfoundation.org](http://www.southwestfoundation.org). We will also have at least one SWHS Foundation member at Fulton Neighborhood Association meetings for the next 6 months or more to answer questions. We will certainly make presentations to the Fulton Neighborhood Association as requested. Our “Frequently Asked Questions” document will be continually updated as we learn about what else we should include on the FAQ list. We will send that update to the Fulton Neighborhood Coordinator as it is updated, post it on our web site, the SWHS web page and on our Facebook page. Plus we are always willing to engage in old-fashioned face-to-face conversation; see below for people who can connect you to the people and/or information you are seeking.

### **Who do I contact for more information?**

The SWHSTurnontheLights Facebook page has contact information. You can also contact Ryan Lamberty, athletic director of SWHS, [Ryan.Lamberty@mpls.k12.mn.us](mailto:Ryan.Lamberty@mpls.k12.mn.us); Kathy Horner, chair of the Turn on the Lights Committee, [kathhorner10@gmail.com](mailto:kathhorner10@gmail.com) or Christa Anders, Chair of the Southwest Foundation, [christa@advance-consulting.com](mailto:christa@advance-consulting.com).