



Press Release July 12, 2024

Contact: Jason Jacob

Phone: 612-232-8535

Adrenaline Sports Center (ASC) Facing Challenges including a \$100,000+ Operation Cost Increase.

July 12, 2024 (Ramsey, MN) - Adrenaline Sports Center (ASC) announced today, that although it is facing significant financial challenges in 2024-2025, it is committed to continuing as a valuable, accessible and affordable resource to families and the youth sports community throughout the North Metro area.

ASC is a 56,000 sq. ft. venue which houses field turf and sport court space for families, youth associations and events for people of all ages throughout the Twin Cities Metro area and beyond. Beginning its 7th year of operation in 2024, the facility continues to expand its programming and operations, but ASC is facing major financial challenges due to a large property tax increase (resulting from a 40%+ assessment value increase in 2024 for the building out of which it operates), annual rent increases and inflation (in addition to the financial impact of COVID in 2020-2021 when roughly a year of revenue was lost over an 18 month period).

As a third-party lease tenant, the tax increase resulted from the building value being raised from roughly \$5.1 million in 2023 to \$8.6 million in 2024 ([Anoka County Property Value Link – Click Here](#)). This tax increase contributed substantially to a \$78,000 increase in 2024 Common Area Maintenance Fees (CAMs) compared to 2023 and that along with an annual rent increase and inflationary costs has resulted in 2024 basic operational costs exceeding 2023 by \$100,000+. Taxes will increase again in 2025, though not as much, but that cost, along with an additional rent increase and inflationary costs will need to be covered by increased rental fees and new revenue sources such as sponsorships and contributions from the community.

“Despite all of our recent financial challenges, Adrenaline is committed to continuing to serve the families, youth associations and all the organizations that use the facility throughout the year,” said Jason Jacob, ASC’s Owner. “We are exploring a variety of options to deal with these increases, and contracted youth association and other regular users of the facility have already been notified of potential increases over the coming months. We don’t want to price them out of using our facility. Our impact on families in the North Metro Community is substantial, and we want to continue to be a resource for them long into the future.” ([View ASC’s community impact – Click Here](#))

Initial rental rate increases have already taken place since the first of the year but ultimately, the goal for ASC is to minimize any future rate increases on all users of the facility by spreading those increases across all revenue sources and by generating additional revenue streams through adding events and programming and bringing in revenue through expanded sponsorships and contributions, which are particularly valuable as 100% of all funds received can be directly applied to basic operational cost increases helping to offset rental rate increases to facility users.

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“ASC’s importance to the North Metro community, especially the families and youth that participate in youth athletics, cannot be underestimated,” Jacob stated. “We want to be able to provide what this community needs at an affordable price. Any help we can get from the North Metro community to make that happen will be greatly appreciated.”

Companies, organizations or individuals interested in sponsorships or contributing should contact Jason Jacob directly at jason@adrenalinesc.com or 612-232-8535.

Additional information on sponsorships can be found at: [Sponsorship Flyer – Click Here](#)

Contributions to Adrenaline’s Operating Costs can also be made at <https://givebutter.com/UQECLV>