



# **SOCCER: A PLATFORM FOR SOCIAL & ECONOMIC GOOD**

Presented to:  
Pima County Board of Supervisors

**May 4, 2021**

**YOUR TEAM OUR CITY**

**FCTUCSON.COM**



# OUR HISTORY



ESTABLISHED

## FC TUCSON SEMI-PRO TEAM FIRST SEASON

The team goes 8-4-1 over its non-league schedule, scoring 33 goals under coach Rick Schantz. The season was capped with a highly successful, 6-0 win over FC Sunland before 823 fans at Cienega High School on July 8.

**2012 - 2018  
PDL DOMINANCE**  
• 3 DIVISION TITLES  
• 4 CONFERENCE FINALS  
• 60 WINS IN 7 SEVENS



FC TUCSON GOES PROFESSIONAL  
(BEGINS PLAY IN USL LEAGUE 1)  
• FC TUCSON FINISHED 8TH



NEW OWNERSHIP  
BENEVOLENT SPORTS TUCSON, LLC





# ANNUAL MLS PRESEASON EVENT



- 11 Consecutive Years
- More than 28,000 Hotel Room Nights 2014-2021
- Team Spends Range From: \$350,000 to \$1M+
- Annual Economic Impact: \$5M+
- Average Time Spent In Market: 10 Days
- Opportunities to Grow 2022: NWSL and USL Championship Teams
- Public –Private Partnership with Pima County





# OUR VISION

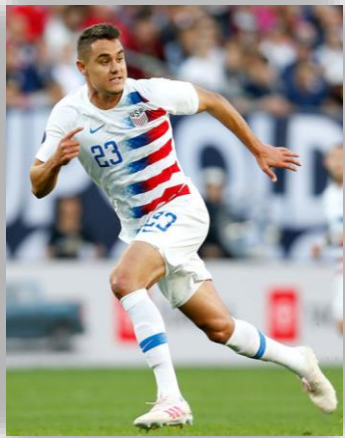
FC Tucson will be a leading premier professional soccer club known for developing world class talent and game day experience that gives Tucsonans a sense of identity, pride, and inspiration.



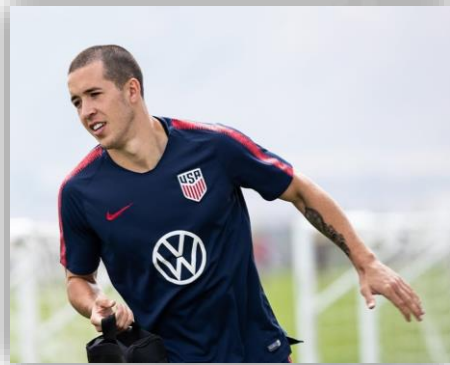
# WORLD CUP 2026

## *LET'S BE READY!*

- Watershed Moment For Soccer In The US
- Build Up Years To 2026 World
- Tucson Can Be An Active Player
- We Must Invest In US Talent Today



Aaron Long, USMNT Captain  
FCT 2011-2013 Seasons



Aaron Herrera, USMNT Defender  
FCT 2017 Season



UNITED2026



# US MEN'S PROFESSIONAL SOCCER LANDSCAPE



## PROFESSIONAL



25 Markets



31 Markets



12 Markets

The US Soccer Federation sanctions 3 divisions of professional soccer in the United States: MLS, USL Championship, and USL League One.

USL is the largest soccer league in the United States supporting professional, amateur and youth soccer.







# COMPARABLE MARKET VENUES

USL<sup>TM</sup> 1

League One



Globe Stadium - 48,000+ Seats - Year Built: 1994  
Dallas, TX



Breese Stevens Field - 5,000 Seats - Year Built: 1926  
Madison, WI



CHI Memorial Stadium - 5,500 Seats - Year Built: 2018  
Chattanooga Red Wolves Soccer Club



Phoenix Rising FC, Modular Stadium  
Wild Horse Pass 10,000 capacity



New Mexico United- 15,000 Seat Stadium Concept  
\$50M

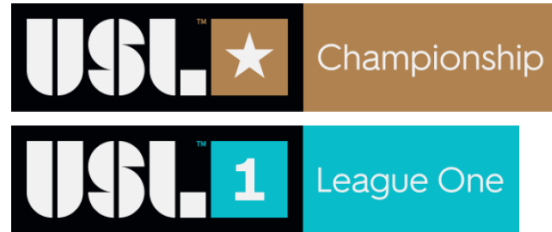


Tidewater Landing \$400M+ 3P Development  
Pawtucket, Rhode Island - 7,500 seat stadium



# UNITED SOCCER LEAGUE PROPERTIES

## PROFESSIONAL



## PRO-AM / AMATEUR



## YOUTH



- Substantial growth over the last five years
- More growth to come
- National network of teams and infrastructure to support unprecedented growth
- Provide access to opportunities to kids at every level from all backgrounds

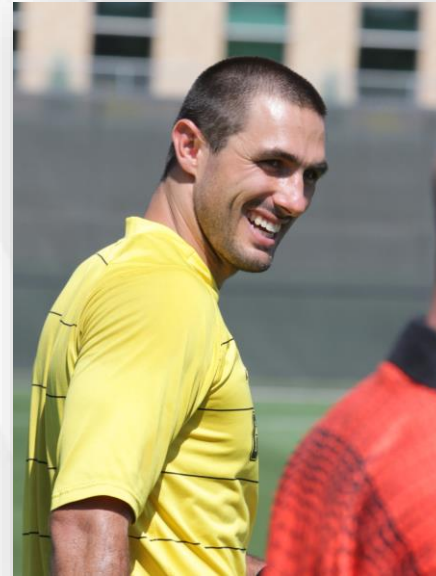




# YOUTH PRO ACADEMY



- 60 Scholarship Players
- Drive vertical integration within our clubs
- Help develop better players for our US Men's national teams (YNT, MNT, WNT)
- Great opportunities for Coaches to develop and pursue opportunities at higher levels



Vito Higgins, 1<sup>st</sup> Team Assistant Coach &  
Pro Academy Head Coach  
*Former LA Galaxy Goalkeeper &  
Gonzaga Men's Soccer Assistant*



FOR MORE INFORMATION :

**FCTUCSON.COM/ACADEMY**



# LEAGUE VISION & STRATEGIC PILLARS

*"To unite communities and positively impact the sport of soccer at ALL levels across North America."*



**Build World-Class Teams  
on and off the Pitch**

**2021 ACTION TAKEN:**  
Increased franchise investment in personnel and infrastructure for improved performance on the field and in the community.



**Drive Membership  
Club Values**

**2021 ACTION TAKEN:**  
Investments and enhancements to digital platforms such as ESPN+ and F360 App that positively impact fan engagement and sponsorship ROI.



**Grow the  
Beautiful Game**

**2021 ACTION TAKEN:**

- ✓ Launch the Pro Academy
- ✓ Return of the Women's Program
- ✓ Active engagement with regional clubs and teams at all levels of play



**Drive Positive  
Community Impact**

**2021 ACTION TAKEN:**

- ✓ Barrio 2 Barrio
- ✓ Community Corner
- ✓ Sunnyside Foundation
- ✓ Give Back Initiatives

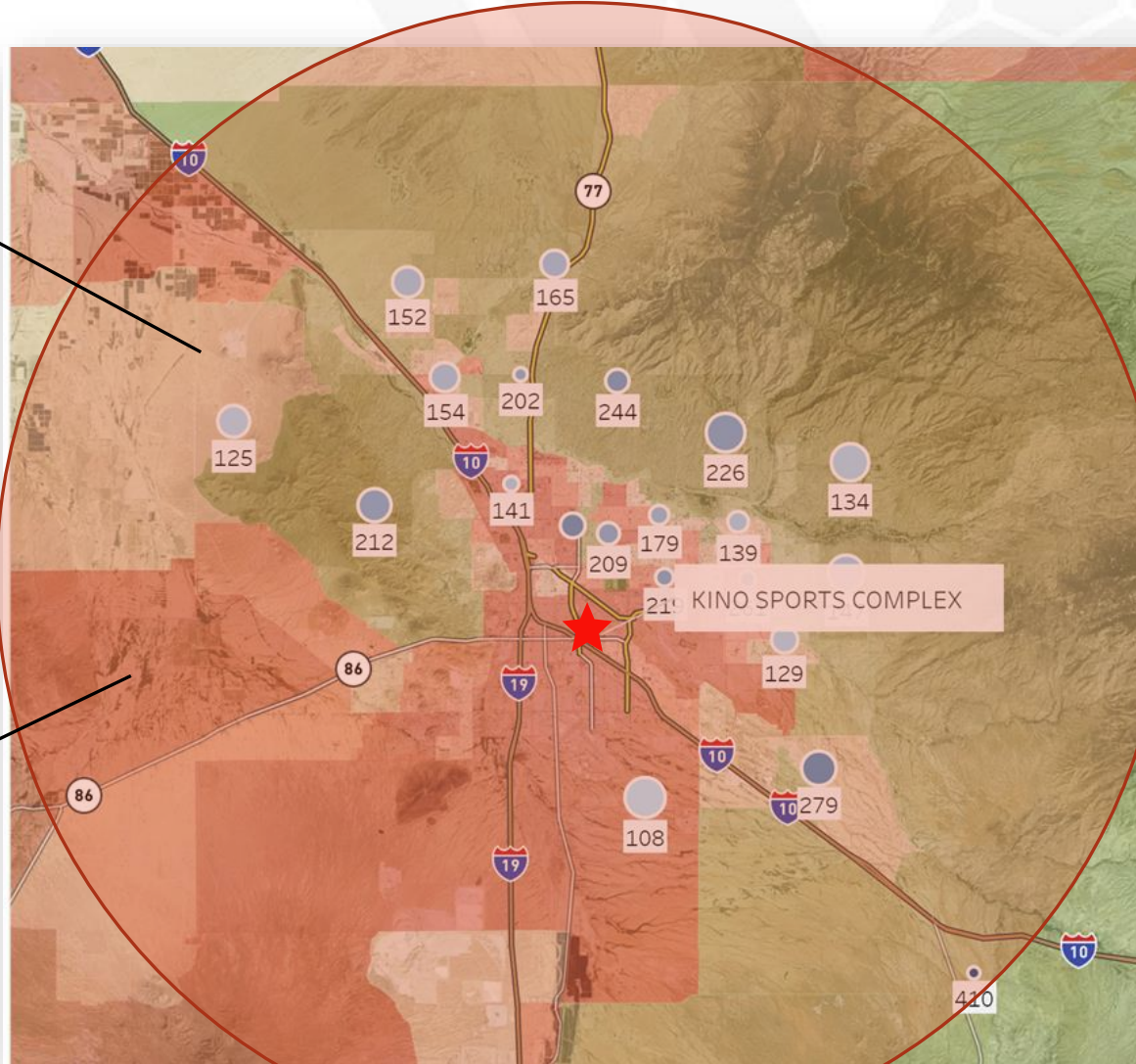




# FAN DEMOGRAPHICS

152k+ Target  
Market HH within  
25 Mile Radius

8-10% Market  
Penetration Rate =  
6,000+ fans per  
game



## UP & COMING FAMILIES



\$53k HH Income  
31 Years Old  
3.6 HH Size

## PLAYFUL EMPTY NESTERS



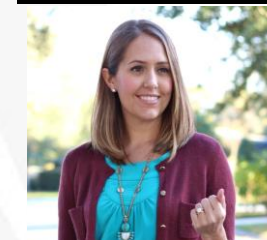
\$82k HH Income  
56 Years Old  
2.2 HH Size

## MILLENNIALS



\$46k HH Income  
33 Years Old  
2.0 HH Size

## IN STYLE PROFESSIONALS



\$97k HH Income  
43 Years Old  
2.5 HH Size





# COMMUNITY INITIATIVES



## FC TUCSON IS COMING TO YOUR BARRIO!

### WE'RE TAKING IT TO THE STREETS ONE BARRIO AT A TIME!

This year, we are bringing soccer culture and fun to the people of Tucson with pop-up block parties. We will be in your neighborhood, May 1st at the Rillito Park Race Track.

#### FUN KID ACTIVITIES

- INFLATABLE SOCCER CAGE
- CHALLENGE GAMES • MUSIC
- TIFO PAINTING • FOOD TRUCKS
- CONTESTS & GIVEAWAYS
- PLAYER APPEARANCES & AUTOGRAPHS
- FC TUCSON SWAG & MERCHANDISE



HAVE A QUESTION? NEED SOMETHING?  
**IT'S ON THE APP**

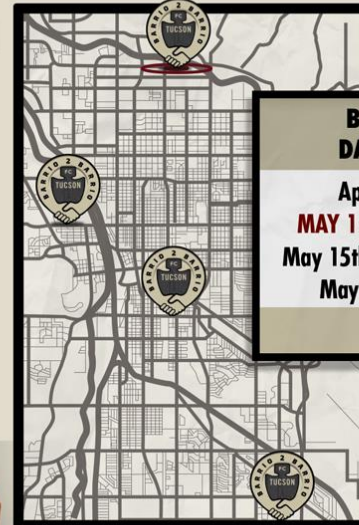


#### DONT MISS YOUR SHOT TO STOP COVID-19

Pima County has made it easier than ever to get a COVID-19 vaccine. Mobile units will be set up to provide free vaccines.

**NO APPOINTMENT NEEDED!**

**DOWNLOAD TODAY!**  
[FCTUCSON.COM/COMMUNITY/B2B](https://fctucson.com/community/b2b)



#### BARRIO 2 BARRIO DATES & LOCATIONS

April 24th - MSA Annex  
**MAY 1st - Rillito Park Race Track**  
May 15th - Desert View High School  
May 29th - Cafe Santa Rosa  
**12pm - 2pm**







# COMMUNITY INITIATIVES

## COMMUNITY CORNER

A collage of images and logos representing various community initiatives. At the top left is the "TST TOP SHELF TRANSPORTATION 'Arrive in Style'" logo with a photo of a black van labeled "Student Transportation". To its right is a photo of soccer players in action. Below the TST logo is a photo of two young men, one holding a soccer ball, labeled "Lifetime Inspiration". In the center is a map of Arizona with a red star in the Tucson area, surrounded by soccer ball icons. To the right of the map is the "AZ Fit Kitchen" logo with the tagline "PREPARED FOR SUCCESS" and a photo of meal prep containers labeled "Student Meal At the Game". At the bottom left is the "SUNNYSIDE UNIFIED SCHOOL DISTRICT FOUNDATION" logo. At the bottom center is the "FC TUCSON'S 2021 Sueños Grande Initiative" logo, featuring the Puma logo and the hashtag "#ITSTARTSINTUCSON". At the bottom right is a photo of match day tickets labeled "MATCH DAY MATCH DAY 2021".



# COMMUNITY INITIATIVES

## AWAY GAME WATCH PARTIES

**american eat co.**  
EST. 2016  
TUCSON  
x **TECATE**  
AT MARKET BAR  
1439 S 4TH AVE | TUCSON

**AWAY MATCH  
WATCH PARTIES**

**ALL THROUGH MAY @ AMERICAN EAT CO.**

@ SAT. MAY 1ST  
4PM

@ SUN. MAY 16TH  
4:30PM

@ WED. MAY 26TH  
7PM

@ SAT. MAY 29TH  
TBD

**EL FUERZA**  
STARTS IN TUCSON





# CURRENT COMMUNITY ALLIANCES



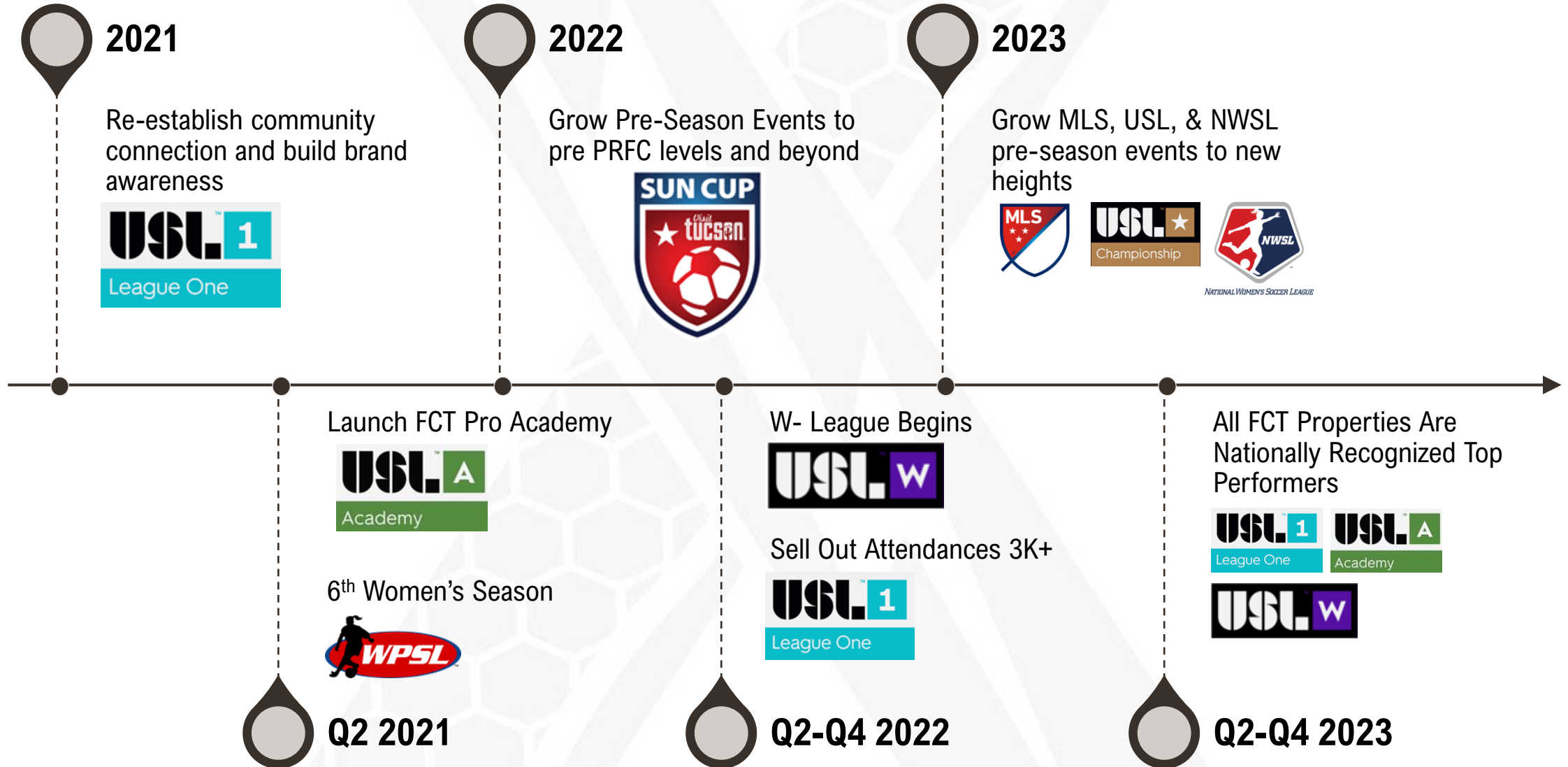
- FC Tucson Youth has approximately 3,000 recreation, club, and Elite Club athletes registered in the Tucson Metro Area.
- 90% of the FC Tucson Youth girl players are placed in top Division I collegiate soccer programs in the U.S.
- FC Tucson provides a path to professional play for talented players developing in the FCT Youth system.
- FCT contributes coaching talent and development academy contracts



- Bringing professional players, students, parents, and teachers into sports as a strategic teaching tool for students 12-19 years of age and helping to build a more skilled workforce for tomorrow.
- Growing the game by providing coaching, personalized skill development, nutrition, strength training, and mentorship opportunities between players, coaches, and the student-athletes of CPLC Community Schools, Toltecalli and Envision, programs.
- Supporting women leaders and using sports as a tool for teaching and learning.



# FC TUCSON 3 YEAR TIMELINE







# 10 YEARS OF A RICH HERITAGE



**YOUR TEAM OUR CITY**



**FCTUCSON.COM**