



Legislation Text

File #: ID#17-4167, **Version:** 1

SUBJECT/RECOMMENDATION:

Approve a Sports Facility Use Agreement with the DC Soccer, LLC, to provide preseason training in Clearwater at the Walter C. Campbell Facility, from January 25, 2018 through December 31, 2018, and authorize the appropriate officials to execute same.

SUMMARY:

The DC Soccer, LLC dba "DC United" (Team) is one of only 22 franchises that make up Major League Soccer (MLS). They have held successful preseason workouts in Clearwater at the Countryside Sports Complex the past two seasons.

Due in part to the success with the Philadelphia Union spring training experience in Clearwater, the Team approached the City two years ago about the possibility of making Clearwater the home of their preseason training as well.

MLS is continuing to grow in popularity and in 2017 attendance was at an all time high in excess of 8.2 million. Soccer fan base continues to grow at a pace higher than all other major sports.

Over the past three years, the Tampa Bay area has been attracting more attention from MLS teams as a location for preseason training and several more are looking to relocate to the Tampa Bay area.

Having both the Philadelphia Union and Team in Clearwater at the same time for preseason training adds to the synergy between what these two MLS teams can provide for visiting fans as well as local residents.

The City will provide soccer fields maintained at MLS professional standards, as well as goals, lining of fields, and ancillary facilities including office, meeting room and restrooms.

The Team will promote the City of Clearwater and their preseason training site through numerous print and media outlets in and around the Washington DC area. The Team is in negotiations with the Conventions and Visitors Bureau (CVB) for support of up to \$100,000 in promotion for the Team.

This agreement is for eleven months with an option to renew for two additional one year periods.

APPROPRIATION CODE AND AMOUNT: N/A

USE OF RESERVE FUNDS: N/A