



United Soccer League

May 6, 2025

Maraskeshia Smith
City Manager
100 Santa Rosa Avenue
Santa Rosa CA 95404

Dear City Manager Maraskeshia Smith,

On behalf of the United Soccer League (USL), I want to thank you and your team for your continued partnership and vision as we explore bringing professional soccer to Santa Rosa. The USL Site Selection Committee, in collaboration with an independent third-party consultant, conducted a thorough evaluation of all potential sites within the City, the results of which are currently being finalized into a report which will be delivered in the next 4-6 weeks. Each site was assessed based on a range of criteria including but not limited to location, visibility, development potential, public-private partnership opportunities, long-term viability, and overall alignment with the League's and City's goals for community impact and sustainability. Following this analysis, the Fairgrounds site emerged as the clear leader and most promising location for advancing to the next phase of due diligence.

The USL is prepared and eager to initiate a comprehensive evaluation of the Fairgrounds site to better understand its constraints and opportunities for the development of a new multi-purpose stadium. This stadium would serve as the anchor for a broader, thoughtfully planned mixed-use district that could include retail, dining, residential, and hospitality components creating a vibrant new commercial core for Santa Rosa. As part of our due diligence, we also intend to explore the feasibility of developing professional training facilities, along with additional recreational and tournament-grade fields that could bring increased tourism, economic activity, and community engagement to the City.

At this time, our intent is to focus all efforts on evaluating the Fairgrounds site. Only in the event that this location is ultimately deemed unfeasible due to physical, regulatory, or financial constraints would the USL consider resuming evaluating alternate sites.

As such, and pursuant to the previously agreed upon Letter of Intent, we respectfully request the City's support in narrowing our collective efforts and coordinating with the County and the Fair Board in order to secure the site for potential development. During this time, the USL will evaluate the site's physical, financial, and regulatory feasibility in close coordination with City staff, County representatives, and other key stakeholders. Our goal is to ensure that any potential development is aligned with community needs, compatible with the surrounding environment, and capable of delivering long-term benefits to Santa Rosa and Sonoma County.

Very truly yours,

Justin Papadakis
Deputy CEO & Chief Real Estate Officer
United Soccer League