

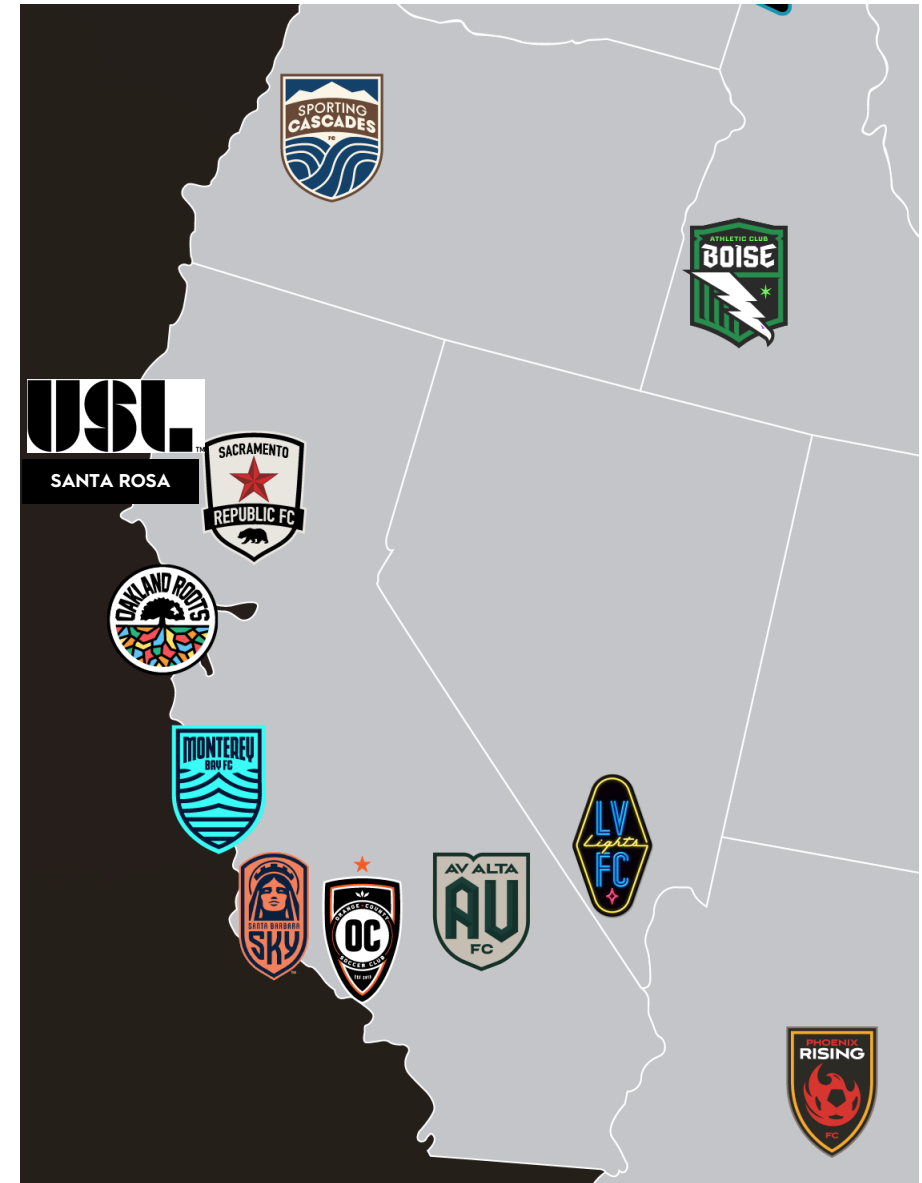


SANTA ROSA'S SPORTS-ANCHORED WORK-LIVE-PLAY DISTRICT

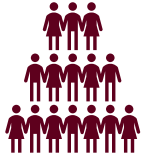
Opportunity to bring USL professional soccer franchise(s)
and a stadium anchored mixed-use district to Sonoma County

WHY SANTA ROSA ?

- 1. 480,000+ population with a majority within a 20-miles of the stadium.**
 - Historically, approx. 90% of USL ticket sales have come from within a 20-mile radius of the stadium.
- 2. Opportunity to build a world-class sports and entertainment destination which fills a significant need in Santa Rosa.**
 - Located adjacent to downtown Santa Rosa approx. 1.-mile from the city hall & 9 miles from the Sonoma County Airport.
 - 70+ acres of developable land within the fairgrounds site.
- 3. Ability to create regional rivalries with USL clubs across the West Coast, which help boost interest & attendance while reducing travel costs. Similar rivalry examples:**
 - Saturday, June 15, 2024 – Sacramento Republic v. Oakland Roots – 10% higher attendance than average.
 - Saturday, June 1, 2024 – Hartford Athletic v. Rhode Island FC – 18% higher attendance than average.
 - [Read more](#) about USL's newest rivalry in Hartford v. Rhode Island.
- 4. Santa Rosa has a rich history of sports enthusiasm.**
 - Santa Rosa has a rich history of sports enthusiasm rooted in decades of community-backed teams, championship-winning college programs, fostering a loyal fan base and a culture that consistently rallies around local athletics.



SANTA ROSA HAS THE INGREDIENTS TO BE A TOP SOCCER MARKET



SPORTS FAN POPULATION

87% of the DMA are sports fans



AGE

Median age of Soccer fans trends much younger compared to the DMA



DIVERSITY

Diverse population, that trends towards sports like soccer



SPORTS SUCCESS

The state's professional league franchises & collegiate programs have historically been successful on & off the field



SOCCER AUDIENCE

Soccer Fan demographics skews towards average soccer market: younger, more diverse, higher income, more educated, compared to the DMA

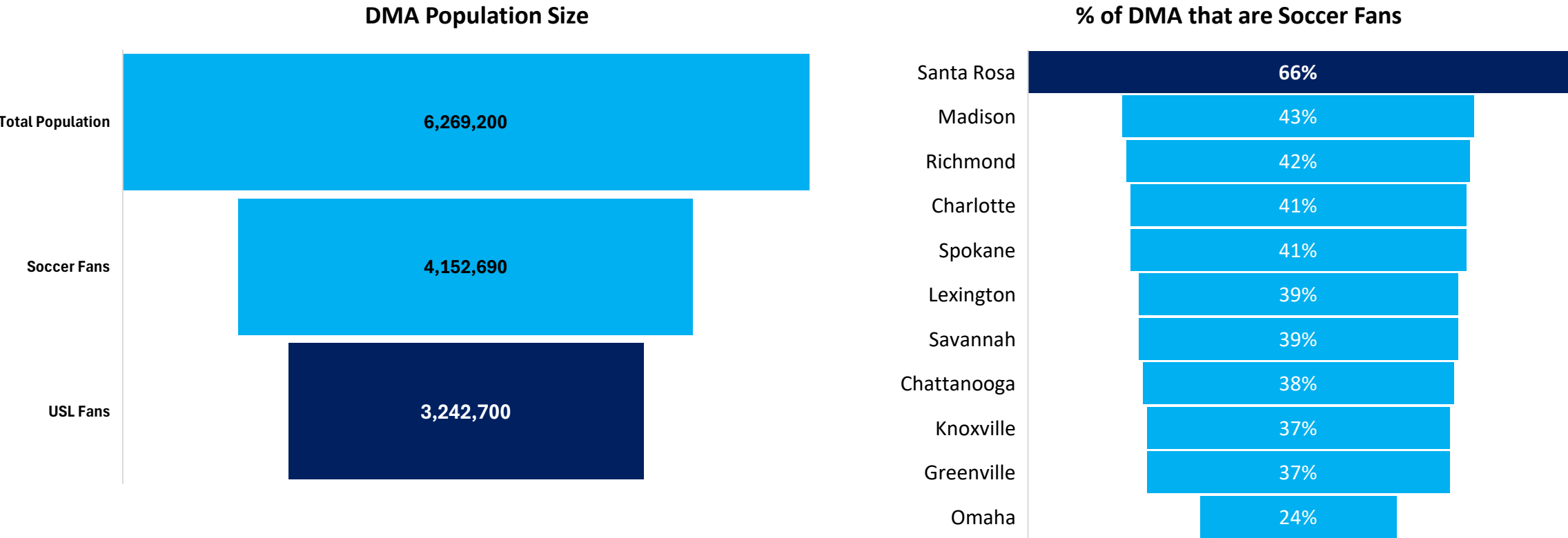


CORPORATE ECOSYSTEM

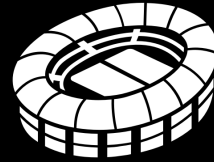
Significant sponsorship opportunity revenue for the team, stadium, and stadium development.

SANTA ROSA HAS A ROBUST BUILT-IN SOCCER FAN BASE PRIME FOR NEW, HOMETOWN TEAM

When compared to current USL League One markets, Santa Rosa has upside, in terms of soccer fan concentration, in addition to having a large casual sports fan consumer base.



SITE SELECTION PROCESS



LOCATION

- In choosing an ideal location, there are several considerations that are predictors of success for sports stadia and apply to our project:
- Downtown location
- Access to parking
- Access to public transportation
- Proximity to restaurants, bars, retail & residential
- Near the urban corridor
- Visibility in high traffic areas

FAN ENVIRONMENT

What attracts people to attend games regularly is a first-class fan experience within and around the stadium. It attracts new fans to the game and keeps existing fans coming back week after week.

When designing a stadium, there are many design features that can help facilitate a great fan experience:

- Unique seating options for supporter groups, families, corporations, groups etc.
- Inviting areas for groups to socialize while still being able to watch the action
- Easy access to food and beverage
- Dynamic lighting, video and FX displays
- Added energy and excitement inherent in an urban location
- Cultural experiences, hotels, shopping and dining

MULTI-USAGE

Stadiums become a hub for social programming throughout the entire year.

To maximize every dollar invested and ensure the stadium is accessible to all, it needs to be flexible and centrally located to host a variety of events:

- Professional & Elite Sports: USL & W-League Soccer, Rugby, Lacrosse
- Multiple Prep Sports: Football, Soccer, Lacrosse, Rugby
- Band Events & Concerts
- Graduations
- Tournaments and exhibitions
- State-wide championship events
- Music Festivals & Touring Concerts
- U.S. Men & Women's National Team Soccer Events

COST

Base Requirements

- Field Size (110 x 70 yards)
- Multi-purpose FIFA-approved field turf
- Seating capacity (3,500)
- Differentiated seating
- Lighting and broadcasting standards
- Multi-purpose design
- Video board
- Concessions
- Locker rooms
- Referee rooms

Optional Upgrades

- Roof structure over seats
- Additional capacity
- Permanent stage
- Field-level LED / IPTV
- Technology (e.g., Wi-Fi)
- Dome
- Storage facilities
- Office space
- Fan zones

THE OPPORTUNITY

1

Reimagine the Sonoma County Fairgrounds into a multi-purpose entertainment hub



Build a world-class stadium



Program venue to become year-round "community living room"



Appeal to and attract a wide variety of customers with a variety of events

2

Anchor the stadium with USL Santa Rosa professional soccer



USL Santa Rosa will be Santa Rosa's only professional soccer franchise



Building community through civic pride, creating memories, & giving-back



Enhance the brand narrative for the City and region

3

Leverage the new stadium as a catalyst for economic redevelopment



Stadium anchors future development in entertainment district



Increase footfall driving tenant success and stimulating surrounding business



Maximize revenue generation in & around the stadium

BUILD A MULTI-PURPOSE STADIUM – SYNERGISTIC WITH THE FAIRGROUNDS



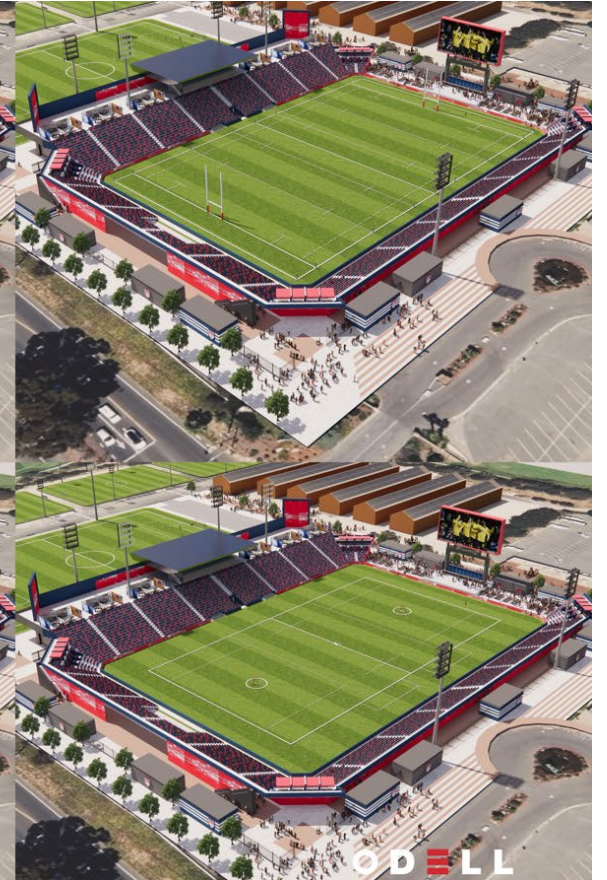
FOOTBALL



SOCCER



RUGBY



**OTHER – VOLLEYBALL,
FESTIVALS, ETC.**

CONCERTS/GRADUATIONS

LACROSSE

EXPERIENCE IN RENOVATING/BUILDING MULTI-PURPOSE STADIUMS

ONE SPOKANE STADIUM – Spokane, WA

Opened September 2023
Capacity of 5,500



- \$37.9 million stadium
- \$31M committed by Spokane Public Schools
- Home to USL men's & women's soccer and four (4) high schools

LYNN FAMILY STADIUM – Louisville, KY

Opened April 2020
Capacity of 11,700



- \$65 million stadium
- Metro Council - \$30M bond
- Kentucky EDFA \$21.7M TIF
- Home to USL men's & NWSL women's soccer, plus hosts concerts, festivals & more

TIDEWATER LANDING – Pawtucket, RI

Opening March 2025
Capacity of 10,000



- \$400+ million development anchored by a \$130 million stadium
- \$50M incentive package
- Rebuild RI Tax Credit
- Public TIF Bonds
- Home of Rhode Island FC

Small Scale

Project Scale
Based on Total Investment

Large Scale

Strengthening Roots: USL's Continued Growth in California



RIVERSIDE, CA

- A \$200 million stadium-anchored entertainment district is planned in Riverside, featuring a new USL stadium and surrounding mixed-use development that will create a year-round destination for sports, housing, retail, and community events.



SACRAMENTO, CA

- Sacramento is moving forward with a \$175 million new stadium as part of the Railyards district, designed to connect the city's strong soccer culture with transformative economic development and year-round activity.



MODESTO, CA

- A \$188 million USL stadium project is taking shape in Modesto, designed as a downtown catalyst that blends new residential, commercial, and public spaces with a modern soccer venue to drive long-term community and economic growth.

COMMUNITY IMPACT

ECONOMIC IMPACT

- The economic impact of a new USL club ranges from \$50-\$200m annually (market & project dependent)
- USL clubs have the **potential to create hundreds of jobs** including staff & players
- **Stadiums increase revenue to all stakeholders** – City, County, State & other – especially when a fully-operating stadium is hosting 150+ events annually
- The anticipated **annual attendance at the stadium is 300K+** (assuming 5K seat stadium)
- **Every match is a 2-hour commercial for Santa Rosa** with games on ESPN & CBS networks

SOCIAL IMPACT

- Create platforms and opportunities to amplify voices and provide a beacon of hope as well as an **inclusive, safe environment** for all to enjoy the game of soccer
- **Build partnerships with corporate and community organizations that share a passion for improving their community**
- Participate in USL initiatives such as Forever Proud, United Against Racism and more

PHILANTHROPY

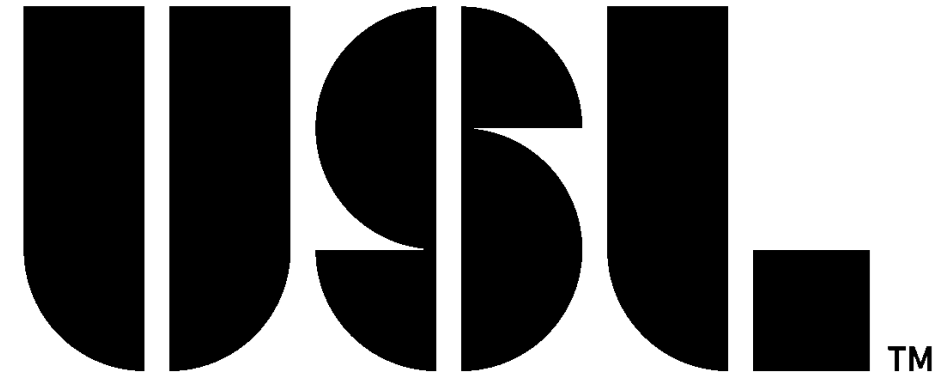
- **Committed to establishing a foundation through the club**
- Mission/Goals/Values of the foundation may include but are not limited to youth development, access & inclusion, health & wellness, education, women empowerment, social justice & equity, research and innovation, etc.
- Elevate and support all the region's existing youth programs ensuring **access for all**
- Create programs and opportunities with partners to bring soccer to neighborhoods & communities that don't have access or have limited resources

SUSTAINABILITY

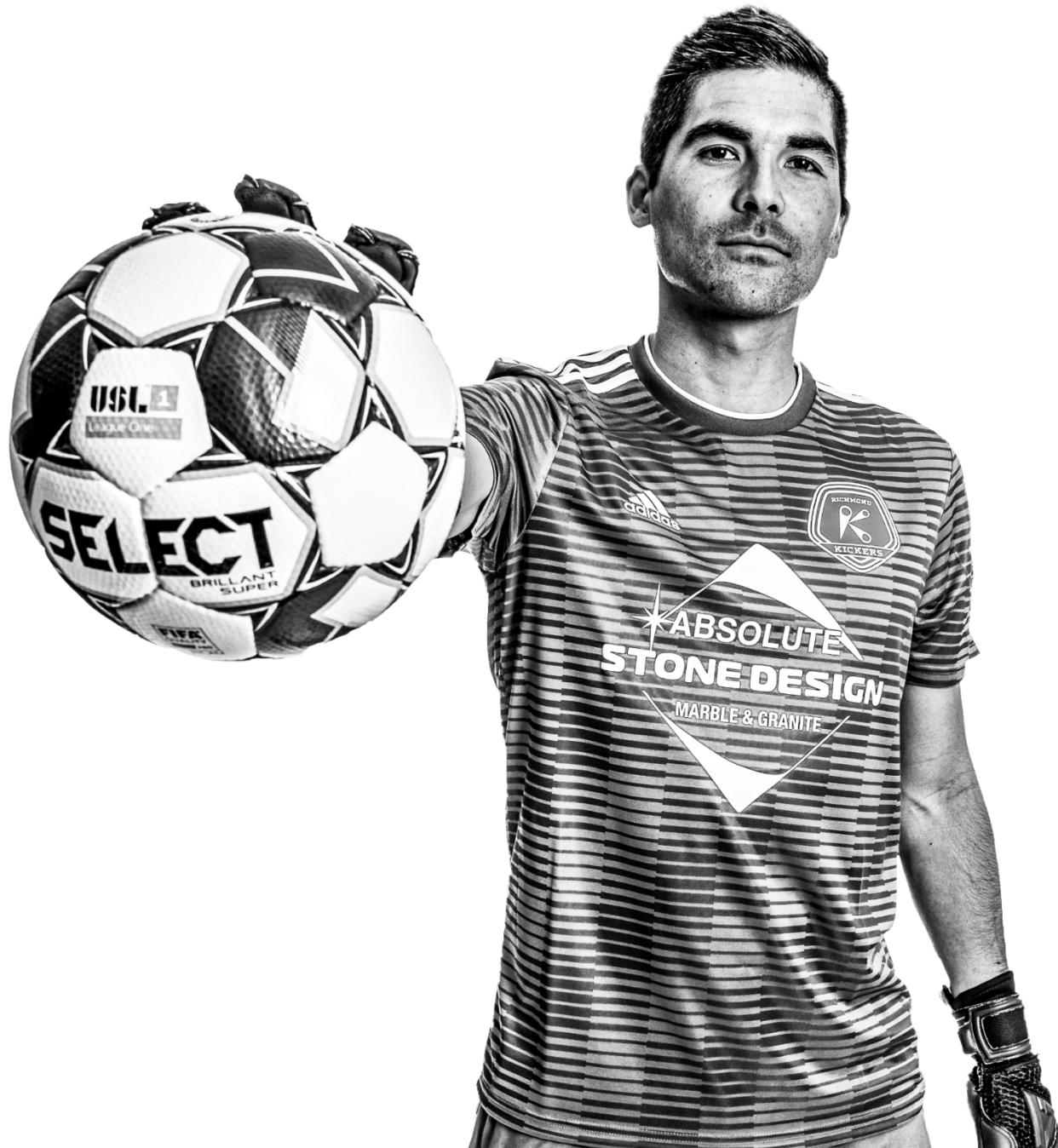
- **Committed to integrating sustainability** into our culture, processes and outcomes
- Collaborate with stakeholders to evaluate how sustainability can be integrated into our project
- We strive to improve the environmental & social fabric through the design of buildings & urban spaces that create the supporting structure for society and that appeal to our users
- Partner with like-minded organizations to amplify our sustainability efforts

ANTICIPATED NEXT STEPS

- **Q4 2025** - Complete Title Review of Fairgrounds
- **Q4 2025** - Add Sonoma County as Additional Party to ENA
- **Q4 2025** - Conduct Test Fit & Begin Conceptual Design on Preferred Site(s)
- **Q1 2026** - Develop Initial Funding Model Including Public Funding Research
- **Q2 2026** - Complete Feasibility Studies
- **Q3 2026** - Develop Team, Stadium and Real Estate Projections
- **Q4 2026** - Advance ENA into an MOU (should all parties wish to move forward)
- **2027** - Secure Project Financing Commitments
- **2027** - Public USL Franchise Award
- **2028/2029** - USL Santa Rosa Inaugural Season



SANTA ROSA



QUESTIONS? THANK YOU!



United Soccer League

