



Real Estate Request for Information

Overview

The US Youth Soccer Association (USYS) is entering its 51st year. Formed as a 501c3 entity in the State of Tennessee, USYS has had its principal office HQ in the Dallas area of Texas. Currently, and for the past 20-years, USYS has been located in the parking lot of FC Dallas in Frisco. FC Dallas owns the building, and our lease expires end of October 2025. USYS, throughout the years, has had a great relationship with FC Dallas and has had access for our major events at their multi-field facility.

While USYS would ideally like to stay in Frisco at this facility, FC Dallas has let us know that they are beyond capacity in their building and would like USYS to vacate our space at the end of the lease, or sooner if we find a suitable location. FC Dallas would subsidize our rent through October 2025 for the 13,000 sq. feet of space we currently occupy.

USYS employs 54 staff, 34 of them full-time. 24 are located in Frisco, the rest are remote. Our office space includes 8,000 sq. feet of offices and 5,000 sq. feet of warehouse space. Looking ahead, we ideally would like office space for up to 35 staff and would prefer to have warehouse space close, though we are looking at alternative options for the warehouse. Our ideal location would be on or close to a sports complex with 12 or more fields.

USYS, based on the facility and/or surrounding available fields would potentially bring one of its Championship Events. This would include our National Championships, Presidents Cup and numerous USYS National League events.

Please review our RFI and if interested, return you proposal to us by October 1, 2024.

- 1. Please describe the structure of the bid organization and proposed local support organizations, including all major proponents and their relationship with the bid organizer.**
- 2. Describe the relationship between the bid organization and any local professional or semi-professional soccer teams, including any past events the organizations have hosted and/or promoted together.**
- 3. Provide detailed information on the professional or semi-professional soccer facilities in your area.**
- 4. Would any of the above named professional or semi-professional soccer teams each annually host a USYS competition event at their respective facilities under a mutually agreeable financial**

situation?

5. Please describe in detail the building(s) bid organization proposes for office and storage space, including location (if not on-site), square footage, and whether a build out will be necessary.
6. Describe the area surrounding the proposed office and storage space (i.e. commercial, residential, downtown, etc.) *Please provide a map of the general area, including landmarks.*
7. USYS will want to build-out a media/broadcast studio. Please describe how this might be possible to build out or if there are alternative opportunities for a studio with soundproofing, that USYS could utilize.
8. Include information on annual expected occupancy costs to USYS and whether the proposed office and storage space will be rent subsidized or rent-free.
9. Include specific information on new or quality used office furniture and equipment that can be provided to USYS upon its relocation.
10. Include information on opportunities to assist USYS in moving its existing necessary office equipment and team training equipment from its facility in Frisco, TX to the bid city.
11. Please describe in detail any training site (fields) the bid organization proposes for USYS use.
12. Include the number of fields, their respective dimensions, turf or grass and any additional support details such as bathrooms, buildings, stands, etc. Please provide a map of the facility.
13. Define who controls field scheduling for the training site and the role USYS can and will have in this process.
14. Will USYS have a first-right of refusal for field usage?
15. What other soccer related training elements are available on-site besides the fields? (i.e. small-sides fields, goalkeeper training areas, weight room, etc.)
16. Define the marketing rights USYS will (and will not) be permitted at these fields (i.e. sponsor product sampling, public address announcements, signage, how much signage, etc.).
17. How will bid organization work with USYS to establish our identity in the bid city area and differentiate it from existing soccer properties?
18. How can bid organization work with USYS to ensure a successful media and public relations presence in the community?
19. Provide specific ideas for a unique and successful media and public relations strategy for USYS in bid organization city.

- 20. Please provide a list of all hotel properties within ten (10) miles of the proposed location, including the number of rooms at all properties listed and the corresponding summer rack rates.**
- 21. Explain how the bid organization has worked with the local business community to support other sports organizations and events in the community. Please provide specific examples of sponsorships and value-in-kind contributions that have been secured for organizations and events.**
- 22. Please outline a statement of your specific financial commitment to the USYS relocation. This may include dollars, value-in-kind donations of products and services including airline tickets, hotel rooms, rental cars and other benefits from any source. This is a major area of the final evaluation process and will be a means by which USYS can compare opportunities between communities.**
- 23. In its new community, USYS will be seeking a minimum of three new corporate or individual sponsors for its ODP (Olympic Development Program) and Grassroots Programs. USYS will work with the sponsor to create a unique marketing package to meet the objectives of the sponsor. Please provide creative ideas of how the bid organization can work with USYS to meet this goal (i.e. soliciting sponsors, providing sponsor leads, etc.)?**
- 24. Please define any other benefits of USYS to moving to and becoming a part of your bid organization city?**