

PRECOURT SPORTS VENTURES, LLC

March 13, 2018

The Hon. Steve Adler, Mayor
The Hon. Kathie Tovo, Mayor Pro Tem
The Hon. Ora Houston, District 1
The Hon. Delia Garza, District 2
The Hon. Sabino "Pio" Renteria, District 3
The Hon. Gregorio "Greg" Casar, District 4
The Hon. Ann Kitchen, District 5
The Hon. Jimmy Flannigan, District 6
The Hon. Leslie Pool, District 7
The Hon. Ellen Troxclair, District 8
The Hon. Alison Alter, District 10

CC: Kimberly McNeeley, acting director, Austin Parks and Recreation Department

City of Austin
Austin City Hall
301 W. Second Street
Austin, TX 78701

Dear Mayor, Mayor Pro Tem and Council Members:

As has previously been stated, Precourt Sports Ventures desires to work with the community to secure an appropriate site for a stadium with the guidance and wishes of the city. With the right site, we will build a world-class, privately financed soccer park and grounds to provide the community with numerous economic and social benefits. The right site will also help assure Major League Soccer's approval of the location. Based on the direction of the City of Austin Council and staff from December 14, 2017 (Council Resolution No. 20171109-046), we are presently focused on McKalla Place and conducting relevant due diligence with this site.

Precourt Sports Ventures sincerely wants to bring and contribute new benefits to this community. It has taken some time to be thoughtful and thorough in bringing forward a complete picture. What follows is our "**Commitment to the Community**" to begin the conversation about the value the City of Austin and its residents might derive should we be granted the privilege of improving and using mutually agreed-upon city-owned land at McKalla Place.

We strongly believe, based on polling, other research, demographics and the dynamic personality of Austin, this community is an ideal fit for Major League Soccer—young, multicultural, digitally sophisticated, and a great 21st Century American metropolitan area to live, work and play. If we earn the privilege, our club, which will become the hometown club for all of Austin to embrace, will be a great contributor to this

community for generations to come, bringing all Austinites together under a common cause. Soccer—as the world’s game—is welcoming to people from all backgrounds and is inherently inclusive.

As Austin weighs the opportunity at hand, it is important for us to quantify and contextualize the nature of what a public-private partnership might afford Austin if we were to build a privately financed soccer-specific stadium for the community at McKalla Place. The following are ideas presented in an attempt to begin the discussions about potential community benefits and to make suggestions as a starting point. There is not an infinite number nor do we pretend to know or understand all of the needs or wants of the Community, but offer this as a conversation starter.

McKalla Place

McKalla Place may require strategic investments to improve the site for readiness, but it carries potential should cooperation from a variety of private and public interests form. What follows are potential community benefits from a public-private partnership that could accrue to Austin and its residents should we develop the stadium at this site. If an MLS club were to build a soccer park and grounds on city-owned land, in addition to these direct community benefits from the team and stadium, Austin would also receive broad economic and social impact, all of which we would encourage the City of Austin to independently verify. Under this scenario, Precourt Sports Ventures (and affiliated partners) would not only privately fund construction of a new soccer stadium for approximately \$200 million, but also bring **in excess of \$326 million direct value to the community over the next 25 years**, including:

Construction Phase

Development of a site improvement plan creating a soccer stadium

- Design and construction of venue and surrounding land
- Scientific studies on parking, traffic, light, noise and environment

Partnership with Workers Defense Project on the stadium construction

\$6.25 million of sourcing of local companies to provide goods and services, including meeting agreed-upon MWBE standards and best efforts to procure services from Austin-based subcontractors

Construction of a LEED-certified soccer park

Operations Phase

Adoption of nonprofit organizations totaling \$2.5 million direct cash contributions and 2,500 total annual hours of volunteerism from Precourt Sports Ventures and its network of partners and supporters. Organizations of interest could include:

- Foundation Communities (provides affordable homes, free on-site support services for families, veterans, seniors and individuals with disabilities)
- Boys & Girls Club
- AISD Foundation
- Others, as appropriate

\$4 million in charitable donations to local nonprofit organizations with fundraising opportunities via food service operations at soccer stadium

\$1.35 million in direct revenue distribution to local small food and beverage companies, such as food truck operators, who will have service opportunities at new soccer stadium

Community usage of soccer stadium structure

- Use of meeting and event space for neighborhood nonprofit organizations
- Use of full stadium, free of rent, one time per year for AISD (e.g., graduations, city soccer championships for boys and girls, etc.)

Extensive soccer programs and related access and opportunities, including:

- Alliance with local youth clubs to provide free soccer training for underserved youth
- Youth soccer camps (30 complimentary camp registrations per year)
- Youth soccer clinics (four per year minimum)
- Equipment and gear donations to deserving young athletes
- Operation of U.S. Soccer Development Academy for elite players
 - 100% full scholarships for 120 Central TX young athletes
 - U12, U13, U14, U15, U16/17, and U18/19-year-old squads
 - Elite development to earn college scholarships or professional contracts

Ticket Programs

- Minimum 50 tickets per game donated to deserving local organizations
- Affordable ticket pricing options on all MLS games

Stadium Management Employment and Job Training for Local Residents (750+ individuals)

Front Office Employment for Local Residents (100+ individuals)

Community Events – staging and development of key citywide or neighborhood events, such as:

- Partnership with local organizations on development of a neighborhood cultural celebration, including a music and arts festival with revenue sharing component for the city

- Development of an annual concert featuring local musicians who will be highlighted at club matches via musical performances during MLS events and subsequently showcased at a year-end special event (100 percent of gate proceeds to be donated to the participating artists)

These community benefits would be subject to the completion of a definitive agreement to build a privately financed soccer stadium on city-owned land at McKalla Place. If one backs out the \$234 million in wages and internships, the total contribution from Precourt Sports Ventures (direct cash contributions, community investments, and some in-kind services) would exceed \$90 million over the first 25 years of the soccer stadium's opening.

While the focus is now on McKalla Place, Precourt Sports Ventures previously released a community benefits figure of "more than \$400 million," which was tied to the construction of a soccer park on city-owned parkland. We believe it is important to clarify the previously disclosed figure despite the focus having turned to McKalla Place. The basis of the difference in community benefits is tied directly to the site and its potential value for all parties involved. Again, the focus shall apply to McKalla Place (city-owned land) versus city-owned parkland, but we wish to provide further clarification.

Conclusion

We believe in Austin, what the community represents, and what we could accomplish together. A soccer stadium on city-owned land is a befitting and enriching use of this community space.

We recognize that city-owned land, such as McKalla Place, is meant for the enjoyment and use by the greatest number of citizens possible. This "**Commitment to the Community**" would provide increased access, necessary improvements, and significant community benefits as outlined above.

If given the opportunity, we would fulfill the public trust to maximize Austin's enjoyment of this city-owned site.

Sincerely,



Anthony Precourt
Chairman/CEO
Precourt Sports Ventures, LLC



Dave Greeley
President
Precourt Sports Ventures, LLC