



Willamette
United
FC
Capital Case
Statement
SouthLake Park



We Are Willamette United MISSION

Willamette United FC will inspire and educate our members to be strong and productive athletes, citizens, and leaders. We strive to help all children grow physically, emotionally, mentally and academically through the vehicle of youth sports.





We Are Willamette United

PHILOSOPHY

WUFC strives to create a safe environment where children can develop positive behaviors that will help them grow. **We work to instill in our players the courage to try, and fail, and try again, think independently, gain the discipline to set and achieve goals, and learn the importance of working as a team.** The nature of competitive sport will always create winners and losers; this cannot be avoided. But the process itself can help children learn to cope with future successes as well as potential failures. Willamette United FC strives to be a club that knows no boundaries, and where everything within the sport of soccer is possible. As we grow, we will have our own facilities that will strengthen our identity.

WILLAMETTE UNITED

We Are Willamette United HISTORY

Willamette United FC is located in West Linn, Oregon and was founded in 1974. The club identity and name was updated in 2016 to the Willamette United Football Club. **Willamette United has spent the last 40 years providing soccer programming for children living in West Linn, Wilsonville and other surrounding communities.** The club has served players of all skill levels and ALL children are welcome to join the organization. We offer numerous programs, camps, and clinics so that children can enjoy the beautiful game. In our 40 years the club has grown to serve over 2,500 players in our community annually.

We take great pride in the fact that no child is ever turned away due to their financial situation. WUFC provides thousands of dollars in financial assistance to those in need each year.



We Are Willamette United

PROGRAMMING



PDP

Player Development Program
U8-U10 or ages 7-9
4v4 and 7v7

PDP is an introduction to competitive soccer for U8-U10 players who are placed onto teams with like-ability players within their age group. This program is designed to help young players develop their skills in a fun and productive environment. PDP teams will practice two times per week with league games played on Sundays.



COMPETITIVE

Classic Soccer
U11-U14 or ages 10-13
9v9 and 11v11

WUFC Classic Soccer is our year-round competitive program for players ages U11 – U14. Teams will compete against other competitive soccer clubs in the Portland metro area and around the state. Players will be invited to join a Classic team after a successful tryout. Teams train twice a week with games being played on Saturdays and/or on Sundays.



RECREATIONAL K-8th GRADE

The season kicks off with a pre season Jamboree in late August. Volunteer coaches will organize 1-2 practices a week starting mid August. K-2nd grade teams will only play against other WUFC teams. Our 3rd to 8th grade teams will play league games against teams from other clubs. Each team has games on our Home fields in West Linn & Wilsonville and Away games on the local opponents fields. Games will be played on Saturdays.



RECREATIONAL HS COED

This program is for High School aged players that choose not to play for their school teams. Practices begin in mid-August, with league games on Saturdays. Our High School age teams play in our Soccer 5 High School Coed League with a balance of girls and boys on each team. Each team has games on our Home fields in West Linn and Wilsonville and Away games on the local opponents fields. We end the season with a fun year end tournament in early November.



We Are Willamette United

CAMPS & CLINICS



Willamette United camps are a **FUN** way for children in the community to grow their soccer skills throughout the year! The curriculum includes all the basic technical elements of soccer including, dribbling, passing, ball control, shooting, and defending. The camp coaching staff is comprised of club coaches and WUFC alumni. The club offers a series of camps and special topic clinics throughout the year.

We Are Willamette United

MT HOOD CHALLENGE

One of the tournaments that will be hosted at SouthLake Park is the annual Nike Mt. Hood Challenge. The Mt. Hood Challenge registers an average of 500 teams every year.

CASE STUDY: 2022 Mt. Hood Challenge

PARTICIPATING TEAMS

511

NUMBER OF GAMES PLAYED

1,031

NUMBER OF SOCCER PLAYERS:

7,665

ESTIMATED SPECTATORS

25,550

STATES REPRESENTED

**Alaska, California, Idaho, Oregon, Utah,
Washington, Hawaii & Arizona**

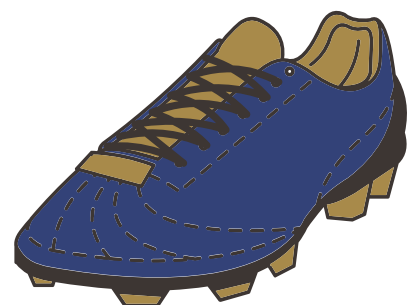


We Are Willamette United

WUFC BY THE NUMBERS



Total WUFC Players / 2,867
Classic Players / 295
PDP Players / 134 Fall/169 Spring
K-2 Recreational Players / 989
3-8 Recreational Players / 1,148
Co-Ed High School Players / 132



6 OYSA
CHAMPIONSHIPS



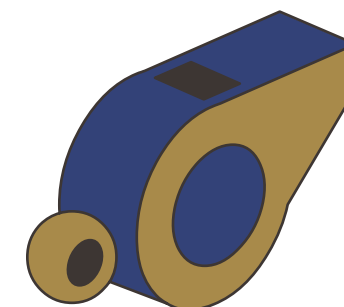
2,500+ **5,000+**
TOTAL **TOTAL**
GAMES PER/YEAR **TRAININGS PER/YEAR**



TOTAL WUFC TEAMS
203

Classic Teams / 19
PDP Teams / 16
K-2 Recreational Teams / 83
3-8 Recreational Teams / 80
CO-ED High School Teams / 5

270+
VOLUNTEER
COACHES



45
PAID
COACHES

93% **PLAYER**
RETENTION

We Are Willamette United

CAPITAL CAMPAIGN



Willamette United FC has entered a phased capital project to raise funds for much needed facility creation.

SOUTHLAKE PARK

will enhance Willamette United's current programming as well as ensure the organization keeps up with our growing community needs.

We Are Willamette United

SOUTHLAKE PARK



SW BORLAND RD.

TUALATI

Each year WUFC loses approximately 1,000 hours of game and practice time due to city and school maintenance and inclement weather. For WUFC to stay viable we must offer an array of programming with best in-class facilities. The club needs additional year round capacity to satisfy the growing demand for soccer in our community.



SOUTHLAKE PARK will include:

- **Three outdoor artificial turf fields with lights**
- **A 30,000 SF indoor training facility that can be used for all field sports**
- **Covered “crow’s nest” for comfortable parent viewing of outdoor fields**
- **Over 300 dedicated parking spaces with another 300 overflow parking**

- **An operational building that will include:**
 - 1. 220 seat (multi-purpose training room)**
 - 2. Operational offices**
 - 3. Gathering areas and a lobby**
 - 4. Team rooms with lockers and showers**
 - 5. Training and health room**
 - 6. Concession area that provides healthy food**

- **Harper’s Playground - designed for all children including those with special needs**
- **Large BBQ pit and picnic area for individual families and large groups**
- **Jogging path and river viewing area**



We Are Willamette United

SOUTHLAKE PARK

PARK BENEFITS

WUFC provides programming that allows children to be active and learn valuable life lessons like, discipline, teamwork, friendship, goal setting and giving back to the community. The club is now having to turn players away due to community growth and limited field inventory. There are simply NOT ENOUGH FIELDS to serve all of the new families in our community.

By building SouthLake Park we will:

- Add much needed turf fields to the local inventory.
- Provide fields/facilities that can be used in poor weather
- Add fields and facilities that can be used after dark
- Greatly impact the local economy in a positive way
- Provide fields at a reasonable cost to non-profit organizations
- Provide a training room for player education
- Provide a facility that is able to host leagues and tournaments
- Provide a home location for life skills and leadership programs.



Scientific studies show that youth sports programs help build confidence, teach life skills and increase academic performance only when sport is delivered in appropriate ways. Research consistently shows the importance of social interactions (with coaches, parents, and peers) for teaching life skills. The emotion-laden context of sport and the excitement and challenge it can provide present ideal 'teachable moments' for children to learn in an environment that is so different to the classroom.

We Are Willamette United THE OPPORTUNITY



WUFC will launch a phased capital campaign professionally prepared and designed, by **COGEO CONSULTING**, a nationally-recognized and respected fundraising-and-capital campaign consulting firm.

This capital campaign will allow WUFC to develop SouthLake Park into a state-of-the-art community youth sports complex. The location located at I-205 and Stafford Road is perfect for providing additional field space, while serving both the West Linn and Wislonsville communities.

We will raise \$11.3 million in order to complete phase one of the project.

You can play an important role in helping us create something that will positively impact thousands of children and families over the next 30 years by giving to this capital campaign.



SOUTHLAKE PARK

PHASE ONE



SW BORLAND RD.

TUALATI

The need for turf fields is so desperate that project leadership has decided to build the park in two phases. Phase one will include the site preparation, parking lot and three artificial turf fields with lights. The financing package will include a SNAP loan, sponsorships and donations from the capital campaign. We estimate that we will need approximately \$3 million in donations and sponsorships to start work and complete phase one.

We will raise \$11.5 million in order to complete phase one of the project.

SOUTHLAKE PARK

PHASE TWO



SW BORLAND RD.

TUALATI



Once phase one is complete and the fields are open we will begin fundraising for phase two of the park project. Phase two includes the field house portion of the complex. The field house will allow WUFC to diversify revenue and protect against seasonal and weather issues. The club serves a large number of small children and having an indoor facility will allow them to participate no matter how cold and wet the weather may be. The field house will also allow for a concession area, gathering lobby, park offices, team rooms and a training room.

We will raise \$11.3 million in order to complete phase two of the project.

ESTIMATED WUFC ECONOMIC METRICS

TOTAL ESTIMATED ANNUAL WUFC VISITORS.....6,380+ (2,552 players x 2.5 Family)
ESTIMATED ANNUAL UNIQUE WUFC IMPRESSIONS.....6,380+
ESTIMATED ANNUAL WUFC REPEAT IMPRESSIONS.....138,920+ (2,552 players x #games + # Trainings)
ESTIMATED ANNUAL TOTAL WUFC IMPRESSIONS.....145,300+

 **4,718 EMAIL ADDRESSES**

 **61,000 impressions since 03/2023**

 **1,200 FOLLOWERS**

 **128 FOLLOWERS**

 **1,148 FOLLOWERS**

Average Household Net Worth

\$2,770,392

For unique households over a net worth of \$1mm, the average net worth of those households in WUFCs community for seasons 2023 - 2024.



Number of \$1mm+ Net Worth Households in WUFC's Community

2,523

(52.3% of 4,823 households)



2266+

TOTAL GAMES PER/YEAR



2895+

TOTAL TRAININGS PER/YEAR

ESTIMATED PARK ECONOMIC METRICS

TOTAL ESTIMATED ANNUAL VISITORS.....	72,208+ (15,000+ NON-LOCAL)
ESTIMATED ANNUAL UNIQUE IMPRESSIONS.....	72,208+
ESTIMATED ANNUAL REPEAT IMPRESSIONS.....	392,880+
ESTIMATED ANNUAL TOTAL IMPRESSIONS.....	465,088+

PARK VISITOR ESTIMATES

A COMMUNITY BASED DESTINATION

The proposed park has already secured a large and diverse group of potential customers. There are no less than 15 groups hoping to reserve significant time in the park when it opens. This large and diverse customer base will allow the park to operate profitably the day it opens.

17

GROUPS THAT HAVE OFFICIALLY REQUESTED TO RENT TIME AT THE PARK

58,320

ESTIMATED COMBINED MEMBERSHIP OF THESE GROUPS

14

LARGE TOURNAMENTS/EVENTS HOSTED ANNUALLY BY THESE GROUPS

2,951+
TOTAL
YOUTH SPORTS-
GAMES PER/YEAR



5,243+
TOTAL
YOUTH SPORTS
TRAININGS PER/YEAR

VISITOR IMPRESSIONS

SouthLake Park will host a large number of visitors that are valuable to brands looking to grow affinity with active families.

UNIQUE IMPRESSIONS

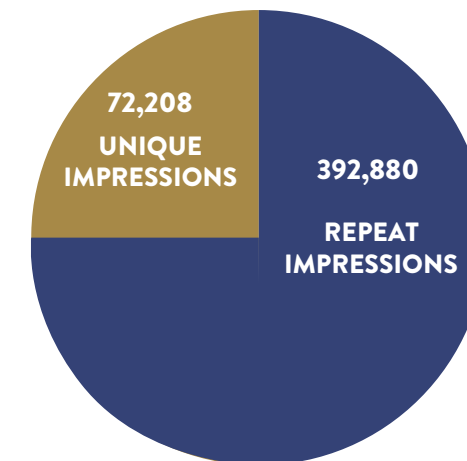
The first time a person visits the park

REPEAT IMPRESSION

Every time a person visits the park after it is seen the first time

UNIQUE VISITORS

The number of **DIFFERENT** individuals that VISIT each year



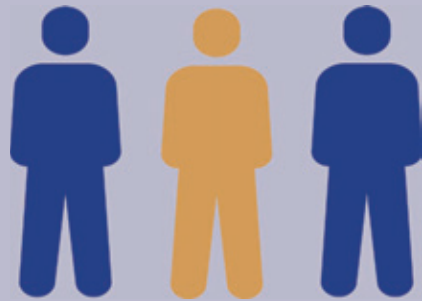
ESTIMATED TOTAL PARK IMPRESSIONS



ECONOMIC IMPACT

72,208+

Estimated annual park visitors.
Defined as 57,208 local
& 15,000 non-local



\$160.00

per day/per person

The average daily expenditure of non-local visitors lodging, dining, entertainment, retail, travel, and associated expenses. (assuming 160 = \$80 per person/night for lodging, \$30/person food, \$15/person/day for entertainment, \$15/person/day for transportation + parking, \$20/day/person for retail purchases)



115

Restaurants within FIVE miles of the park

32

Hotels within FIVE miles of the park

27

Gas stations within FIVE miles of the park

30,000 DAYS



The total number of individual days spent in the area by non-local visitors because of tournament and complex activity.

15,000 non-local visitors stay an average of two nights per event.

8,194

Estimated number of trainings and games at the park each year

When families finish a practice or game they often look to find dinner “to-go” for convenience. There are more than one hundred restaurants within five miles of the park that will benefit from this facility.



Estimated Yearly Total Economic Impact

\$4,800,000.00+

The estimated direct economic spending impact of the park that is based on expenditures for lodging, dining, entertainment, retail, travel, and associated expenses. (15,000 x 2 x \$160) This does not include any revenue generated by LOCAL visitors.

We Are Willamette United

PROJECT TIMELINE



MAY 2023

Complete project documentation including but not limited to budget, business plan, permits, park plans and project decks.

Launch Capital Campaign. Raise \$3 million in donations and sponsorships to close PHASE ONE financing package.

MAY 2023 to DECEMBER 2025

Perform various phases of capital campaign fundraising, supporting Phase 1 of WUFC's Site Plan

SEPTEMBER 2023

Begin construction for Phase 1.

DECEMBER 2025

Construction for PHASE ONE complete. Fields Open!

Evaluate plan for PHASE TWO.

Continue to raise capital for debt reduction and phase two construction

PHASE 2

PROJECT TIMELINE



SEPTEMBER 2025

Construction for PHASE ONE complete. Fields Open!

Begin capital campaign for PHASE TWO construction and debt reduction. Target \$5 million

SEPTEMBER 2027

Close \$5 million in donations to close financing gap for PHASE TWO. Continue to raise capital for debt reduction.

2028

Start construction of PHASE TWO.

2029

Phase TWO opens. Park complete.

ONGOING

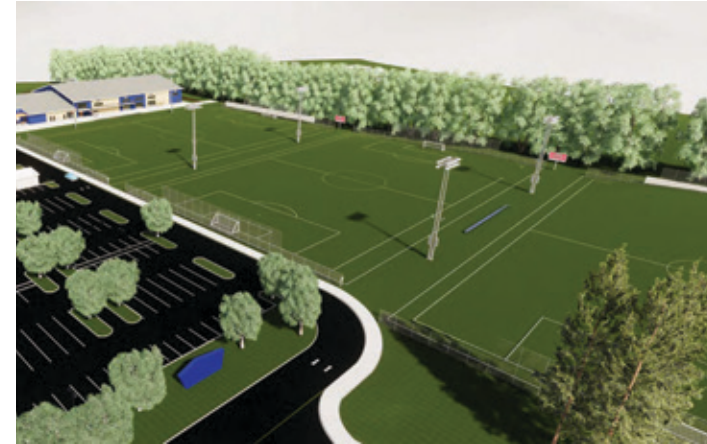
Capital campaign continue to retire debt and pay off all park debt.

BE A PART OF SOMETHING INCREDIBLE!

SPONSOR OPPORTUNITIES



NAMING PRIVILEGES



THE PARK

Your business or family will have the opportunity to name the entire complex. Park naming rights include a large monument sign at the park entrance and banners throughout the park. All references to the park in media, schedules (seen by over 50,000 people a year) and public relations will include the corporate/family name.

FIELDS

Name one of the three fields that will be used by thousands of children every year. Large logo will be placed in the middle of the field. Banners will surround the field and your name will be included on all schedules that are published with field locations!

HAT TRICK PACKAGE OPPORTUNITY

Sponsor all three fields for a discounted rate! Name all three fields used by thousands of children every year. Large logo will be placed in the middle of each field. Banners will surround all fields and your name will be included on all schedules that are published with field locations!

JOGGING PATH

SouthLake Park is located along the beautiful Tualatin River. We will be creating a jogging/walking path for the community around the park and along the river. Your organization can name the path. Signage will be present and visible along the entire path.

PHASE 2

NAMING PRIVILEGES



FIELDHOUSE PHASE TWO

Name the Fieldhouse after your family or organization! thousands of children and their families will visit the Fieldhouse which will feature a **LARGE** training area, training room, lobby/gathering area, concessions and offices! Large sign and multiple banners will be visible throughout the facility.

CONCESSIONS PHASE TWO

Name the concession area after your family or organization! The concession area will feature healthy snacks, espresso drinks and meals for all of the visitors coming to the park. The concession area will feature a large BBQ so players can grab a quick and healthy meal! Team eating area will also be part of the concession program.

LOBBY & GATHERING AREA PHASE TWO

The park building will have a large gathering area and lobby. Players can do homework here and teams will be able to meet for team meetings. Parents can use wi-fi to work while they wait for their player to finish training. The club plans of hosting viewing get together for players for Timbers, Thorns and World Cup games!

PARENT SPACE/ CROW'S NEST PHASE TWO

We will be creating several strategic locations for parents and families to gather. Parents and families may enjoy the outdoor balcony, indoor crow's nest and the large BBQ area or team meals and family relaxation. Be the sponsor that names these areas!

THE PARK TEAM



ENDORSED BY:

OPFC

Oregon Premier FC (OPFC) **endorses** the SouthLake Park project and will be a critical **anchor tenant** of the facility.

In 2009 Willamette United partnered with Lake Oswego Soccer Club to form OPFC. OPFC provides an elite level of programming for Willamette United's elite players and competitive high school-aged players. OPFC allows both organizations to create robust rosters of like-minded and like-skilled players. While Oregon Premier FC is its own non-profit entity, it shares staff, coaches and resources with WUFC and LOSC in an effort to best serve the players in our communities.

Oregon Premier FC is very excited about the SouthLake Park Project. Additional quality field space is critical as OPFC continues to see increasing interest in youth soccer. Modern artificial turf expands opportunities for youth athletics during the wettest winter and spring months, and lighted fields can almost double daily use in Oregon from November through April. The SouthLake Park Project addresses both of these challenges and more.

Mark Olen - OPFC President

OREGON

PREMIER FC



EST. 2009

ENDORSED BY: OPFC



MISSION

Oregon Premier FC will provide the highest possible level of technical and tactical training, athletic development and competitive team play. We will offer our highly-skilled and capable players with endless opportunity to further excel in the sport and in the classroom. It is Oregon Premier FC's goal to become recognized across the United States as a consistently successful soccer club that provides model development for its players, both in terms of soccer development and personal growth.



One team for each age group from U11 to U19 / Boys and Girls

The Oregon Premier Academy Program was created to serve all players in the state of Oregon looking for the highest level of training and competition that will help them reach their maximum potential. Since its inception in 2019 our OPFC Academy players and teams have experienced success on and off the field. Two of our teams have won the USYS National League NWC and went on to qualify for National Playoffs. Six teams qualified for USYS Regional Championships for 22/23 seasonal year

534 PLAYERS



Teams for each age group from U15 to U19 / Boys and Girls

The OPFC Competitive Program is for players looking to play soccer at a high level throughout their high school years. Our competitive teams train twice a week, play a winter/spring league schedule, participate in summer tournaments and compete for a state championship in the spring.

Players are required to tryout in May each year and selected players will be placed onto teams within age group pools. The Competitive Program focuses on all components of the game: technical, tactical, psychological, and physical.



ENDORSED BY:

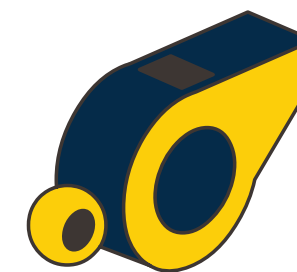
OPFC BY THE NUMBERS



Total Players / 462
Male Players / 307
Female Players / 155
Academy Players / 180
Competitive Players / 282



23
PAID
COACHES



786+
TOTAL
GAMES PLAYED
ANNUALLY

2820+
TOTAL
TRAININGS
ANNUALLY



Academy Teams / 14
Competitive Teams / 22

10
STATE
CHAMPIONSHIPS



ENDORSED BY:

OYSA

Oregon Youth Soccer Association **endorses** the SouthLake Park project and will be an important **tenant** of the facility.

60,000+
Registered Players

109
Sanctioned Clubs

“Oregon Youth Soccer Association supports the South Lake Park Project. Our state is in dire need of more artificial turf fields with lights and this project will serve thousands of children in our state. We are excited for the park to open, and we hope to use the facility for events such as State, Cup, Founder’s Cup, Presidents Cup and ODP”

Roberta Cloutier - OYSA Executive Director



We Are Willamette United

PARTNERS/SPONSORS



We Are Willamette United

PARK TENANTS



We Are Willamette United

TESTIMONIALS

ALUMNI



ZACH NELSON

2004 - 20013

Willamette United fueled my love for the game of soccer. I started playing when I was five and the game quickly became a passion. The experience I had at Willamette United changed my life. I learned so many life skills from the people at WUFC. I learned discipline, time management, goal setting and how to work hard. I had incredible coaches and the training I received allowed me to play for the Timbers Academy, T2 and several Division 1 college programs. I got to play in the MLS Academy playoffs, the NCAA Tournament and I now have friends that play all over the country! My best friends are former teammates. None of it would have been possible without Willamette United.

Today I am a police officer and I coach young goalkeepers whenever I get the chance.

Thank you Willamette United!



CASSIE WEDIN

2010-2023

I started playing for Willamette United Soccer club when I was 5 years old. Running around on that field was one of the greatest joys of my life. I learned a lot of life skills like hard work, dedication, and what it means to be a good teammate. Playing soccer was an escape from reality for me. It was something I could do wherever I was stressed or needed time to myself. I would never be where I am today without the help of WUFC. I was able to compete at such a high level and play in and win games like the state championship which I never thought would be a possibility. This is all because of WUFC and what they have done for me as a player and a person. Through my years at WUFC I have made some amazing friendships that I couldn't live without and I have also learned very important skills from each of my coaches. All the things that WUFC has taught me has lead me to where I am today. I will be continuing my athletic career at Saint Louis University and I give a big thanks to WUFC for pushing me to my fullest potential.

Thank you so much Willamette United!



We Are Willamette United

TESTIMONIALS



We Are Willamette United

CORPORATE SPONSORS

SouthLake Park will host thousands of visitors every year. Companies look for quality brand impressions when exploring sponsor opportunities. SouthLake Park will offer a large number of targeted impressions that are extremely valuable to brands looking to gain market acceptance from families with children. In addition, the WUFC mission is the kind of mission that is attractive to brands looking to build strong brand engagement and affinity.

Contact us if you would like to schedule a meeting to learn more about naming rights and other sponsorship opportunities!

CONTACT

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WUFC PARK ADVISORY COMMITTEE**

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WUFC DIRECTOR OF COACHING**

**IAN MONIHAN - ian@willametteunitedfc.com
WUFC CLUB MANAGER**

