

Central Broward Regional Park Project Overview



1. KEY PROFESSIONAL PERSONNEL



VÍCTOR MUÑOZ

KS Sporting Director

Former professional Soccer player from Madrid, Spain. Victor played 9 years for Real Madrid FC Academy and represented his National Team (Spain) from U15 to U18. He moved to the US after receiving a full scholarship from UCLA, where he graduated in 2013 (BA International Business). Right after his graduation, he was drafted by the MLS and played for Sporting Kansas City in 2014. Victor also played USL1 for Arizona United (2015) and Second Division in Spain for San Sebastian de los Reyes (2016). In 2017 he became the Director of Soccer at AGM Sports helping thousands of players from Europe to obtain an scholarship in the US. Currently, Victor is the current Sporting Director at Kaptiva Sports USA.

1. KEY PROFESSIONAL PERSONNEL



STEVE ZIEGLER

WESTON FC PRESIDENT

Involved with youth soccer for all of his life as a player, coach, referee, and in various official positions with youth leagues. Original founder of Weston AYSO in 1994 and served as its Regional Commissioner for 6 years. Started AYSO with 100 kids and built the program into a 2,000-player program. In 1998, founded Weston FC and served as its President for many years. Also created an alliance amongst all the sports organizations operating in the City of Weston and offering to the City of Weston a contractual arrangement with these organizations to operate the sports programs so the City would not have that expense. Instrumental in assuring that the Weston Regional Park was built and in obtaining needed funds from the State of Florida to construct the Park.

1. KEY PROFESSIONAL PERSONNEL



VICTOR PASTORA

WESTON FC Technical Director

Responsible for the development and implementation of the overall curriculum for our Premier & Academy programs for Boys. USSF Youth National Team Staff experience, coached professional at Miami FC and was head Talent Scout for U.S., Central America and the Caribbean for Traffic Sports. Bachelor in Arts and Sciences (Economics), December 2003. USSF National “A” License. USSF Youth Technical Director License – First class, January 2013 – July 2014. Fluent in English, Spanish and Portuguese.

1. KEY PROFESSIONAL PERSONNEL



BILL FISHER

TOURNAMENTS DIRECTOR

Tournament Director of Weston Cup & Showcase since 2009. The Weston Cup is grown from 225 teams in 2009 to 700 teams in 2018 with teams throughout the United States, North America, South America, Europe, and the Caribbean. The Weston Cup & Showcase generates 1,500+ room nights and has a positive economic impact on Broward County. Founder and Executive Director of United Sports Academies, Inc. (United Soccer Academy), which was established in 1988 and focus on coordinating international sports tours, training camps and matches both internationally and in the United States. 10-15 youth teams, high school or universities (500-750 individual participants) travel annually with United Sports Academies. Director of Tournament Success Group (TSG) which is an event/tournament management company with coordinates youth soccer tournaments, lacrosse, and other sports throughout Florida. Currently TSG manages 12 soccer tournaments and 3 lacrosse tournaments in Florida.

1. KEY PROFESSIONAL PERSONNEL



Enrique Guijarro – Director USA

Gemma Castellarnau – Chief Financial Operator

Albert Padilla – Club Administrator

Janet Castillo – Travel Manager

Marcelo Barbosa – Public Relationship Manager

Gibran Tevar - Director of Coaching (U12-U17)

Pablo Garrido – Director of Coaching (U6-U12)

Ronald Garces – Goalkeeper Director



Steve Ziegler – President

Ares Michaelides – VP Boys

Tood Sussman – VP Girls

Stephen Enriquez – VP DA Academy and NPSL

Tony De Castro – Club Treasurer

Steve Lewis – Club Operations

Christine Thomas – Executive Administrator

Engrid Spence – Club Registrar

2. PROJECT APPROACH



- Soccer Academy in Broward County with a Residential Academy in Europe (Barcelona)
 - 150+ Players Academy
 - Only Academy in all Florida as official partner with FC Barcelona (Spain)
 - Summer Camps at CBRP with 400+ participants
 - Summer Camps all over the US with 2000+ participants
 - KS League celebrated at CBRP with 200+ players and 15+ teams participating
 - KS Tournament at CBRP (Spring 2019)
- Largest and most prestigious Soccer Academy in Broward County
 - 1000+ Players
 - Only Academy with all USS Developmental Academy age groups in Broward County
 - 200+ Players under DA National USSF Program
 - Most Nationally awarded Soccer Academy in Florida
 - Weston FC Summer Camps with 400+ participants
 - Weston Cup Tournament with 10.000+ players and 700+ teams participating

2. PROJECT APPROACH



1. The **partnership** constituted of KS and Weston FC will be the **strongest youth soccer** collaboration in all south Florida.
2. This partnership will allow us to conduct many soccer related events with the **knowledge** and **expertise** of organizations that have been successfully operating in this market, have positively shaped the Broward County Soccer landscape for many years, and benefit players of all levels.
3. Engage involvement & support from Greater Fort Lauderdale (**Sunny.org**) to continue to drive economic impact to Broward County through **soccer academies** with the highest level in south Florida (KSA and Weston FC DA Teams), some of the biggest and most important **tournaments** in the US (Weston Cup & Showcase), **summer camps** for national and international brands (FC Barcelona), **Semi-Pro teams** competing in NPSL and USL2, to **other special and centralized Soccer events**.

3. PAST PERFORMANCE

Kaptiva Sports has successfully managed soccer academies, summer camps, tournaments, events, and other soccer related activities across the US for 10+ years working along with some of the most powerful sports brands and institutions worldwide

FC Barcelona - international academies and summer camps in the US for 5+ years in more than 12 cities within the US and more than 4 different countries.

Real Madrid CF - international academies and summer camps in the US for 2+ years

Nike Soccer – Main Sponsor for Kaptiva Sports in the US and Spain for 10+ years

Central Broward Regional Park - 4+ years operating soccer academies, summer camps, and other soccer related activities

Other venues:

Maryland Soccer Plex - 4+ years

University of Texas, Dallas – 5+ years

University of Central Florida – 4+ years

Miami Dade College - 2+ years

Atlanta Silverbacks Soccer Complex – 5+ years

Among others...

3. PAST PERFORMANCE

Weston FC, Inc. is a 501 C (3) non-profit youth soccer club formed in 1998 with 100 players. Weston FC has grown into one of the largest and most respected competitive soccer clubs in the nation with approximately **1,100 players** ranging in ages from 7-19 from all over South Florida and approximately **70 teams** that play a ten-month season in South Florida, across the nation, and internationally.

Since 2007, the US Soccer Federation has certified Weston FC as **one of only 80 US Soccer Development Academy Clubs in the nation**. **Adidas Soccer** is currently the main Sponsor for Weston FC.

In 2017, Weston FC is one of the 100 clubs in the country to be awarded USS DA Club by USSF for the girl's program. The Club is **one of the few clubs in the nation to be awarded the highest youth soccer distinction of being name as Development Academy for both the boys and the girls**.

Weston FC managed a **similar project** in Weston, Florida creating its own soccer complex at **Mission Vida** field two years ago:

1. Initial investment supported by monthly maintenance and field painting
2. Field usage includes: Training and games and Weston Cup
3. Weston Cup managed by Weston FC has operated for 14 years, starting with 100 local teams 14 years ago in one venue to now over 700 teams from around US and world, over 11 venues 10,000 players, 20,000 fans and 1,100 games, and is now one of biggest tournaments in the US.

4. INVESTMENT / FINANCE PLAN

Revenue proposal

Guaranteed: More than 100K per year in Stadium and outer fields usage fees per year; 10K annual maintenance funding.

To be negotiated as established in the BID: 1 million dollars for the turf field construction; 100K capital expenditure for equipment and/or build-outs.

Timeline

Guaranteed: Annual regular operations for Soccer Academy, Summer Camps, Tournaments, Franchise Teams, and other soccer related activities.

To be negotiated as established in the BID: Turf field constructed in less than the 3rd year of the agreement; 100K capital expenditure destined to cover equipment and/or buildouts over the first 5 years of the agreement.

5. U.S. SOCCER DIVISION FRANCHISE TEAM

1. KS will continue hosting its **NPSL team** which will host 15 to 20 home games at the stadium per season.
2. Weston FC will use the stadium for their Developmental Academy Teams (**10 DA teams**, 10-month season per DA team) and **USL2 team** (1 USL2 Team, 4-month season) to train and play its home games.
3. The approximate total attendees for these events for the whole season will be around **10,000 people**.
4. In addition to that, KS and Weston FC (supported by an external investment group) is in **direct negotiations** with the USL1 (United Soccer League), considered second division of professional soccer in the US, to bring to CBRP an **USL1 franchise** managed by KS and Weston FC.



6. SOCCER TOURNAMENTS

Tournaments can be hosted totally or partially at CBRP with more than 50,000 spectators per season, more than 35,000 players, and more than 2,000 teams for all events in just one season. This will provide a tremendous positive economic impact to the location/facility/county making it a unique sports venue for soccer throughout South Florida.

Tournament (Soccer)	Dates	Ages	# Of Teams	Tri-County area teams	Outside Tri-County area teams	Outside of FL	Int'l teams	# Of players	# Of spectators
United Soccer Cup (Fall)	September 21-23, 2018	Boys & Girls U9-U14	175	150	25	0	0	2,800	5,880
West Pines Kickoff Classic (Girls)	October 5-7, 2018	Girls U9-U19	145	130	15	0	0	2,320	4,872
West Pines Kickoff Classic (Boys)	October 12-14, 2018	Boys U9-U19	390	330	60	0	0	6,240	13,104
Plantation Thanksgiving Tournament	November 23-25, 2018	Boys & Girls U9-U19	250	200	45	0	5	4,000	8,400
Weston Cup & Showcase	February 15-18, 2019	Boys & Girls U9-U19	700	545	85	45	25	11,200	23,520
United Soccer Cup (Spring)	March 1-3, 2019	Boys & Girls U9-U19	200	145	45	5	5	3,200	6,720
Sting Cup	May 3-5, 2009		150	120	30	0	0	2400	5040
Sharks Soccer Cup & Showcase	April 5-7, 2019	Boys & Girls U9-U19	200	150	45	0	0	3,200	6,720

7. SUMMER SOCCER YOUTH CAMPS

1. **Minimum guaranteed of 4 weeks** of summer camp at the stadium and outer fields per year.
2. Average attendance **per week** of **200+** players.
3. Some of the most prestigious and worldwide recognized soccer brands (like **FC Barcelona** and **Real Madrid CF**) at CBRP every summer.



8. BOOKING STADIUM

Minimum guaranteed of 150+ days of Stadium rental per season combined between KS and Weston FC.



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Thanks for your attention