

GREENVILLE COUNTY COUNCIL

COMMITTEE ON FINANCE

January 20, 2022

4:30 p.m.

County Square – Conference Room D

Pursuant to the Freedom of Information Act, notice of the meeting date, time, place and agenda was posted online and on the bulletin board at County Square and made available to the newspapers, radio stations, television stations and concerned citizens.

Committee Members Present:

Dan Tripp, *Chairman*
Liz Seman, *Vice-Chairman*
Ennis Fant
Willis Meadows
Stan Tzouvelekas

Committee Members Absent:

None

Others Present:

Mike Barnes, *Council District 18*
Chris Harrison, *Council District 21*
Lynn Ballard, *Council District 26*
Butch Kirven, *Council District 27*
Joe Kernell, *County Administrator*
John Hansley, *Deputy County Administrator*
Mark Tollison, *County Attorney*
Regina McCaskill, *Clerk to Council*
Jessica Stone, *Deputy Clerk to Council*

Call to Order:

Chairman Tripp

Invocation:

Councilor Tzouvelekas

Item (3)

Project Kick

Presented by: Joe Erwin
Doug Erwin
Amy Ryberg Doyle
Dr. Steve Pettit, *President, Bob Jones University*
Terry Merritt, *Mayor, City of Mauldin*
Brandon Madden, *City Administrator, City of Mauldin*



The proposed stadium was not just for the Greenville Triumph soccer team. It would be a multi-purpose stadium. McMillan Pazdan Smith, a local architectural firm, completed a proposed rendering of the stadium. Estimating for the project was completed by Harper Construction.

Building a Community Asset

Anchoring a 38-acre mixed-use retail, office, residential and entertainment complex at Bridgeway Station in Mauldin that creates jobs and generates tax revenue





- 8,100+ seat stadium and multi-use event venue
- Hosting 150 or more events per year
- Concerts, festivals and community events
- Soccer + lacrosse, football, rugby and other field sports



The stadium would have approximately 8,100 seats, which was twice the capacity of the temporary stadium the team was currently using at Legacy Early College. The facility would have the capacity to host 150 or more events per year; concerts, festivals and other community events as well as sporting events ranging from soccer, lacrosse, football, rugby and other field sports.

The Heart of Upstate Soccer

At the center of Triumph ticket buyers, soccer fans and soccer families in the Upstate

Forty-two (42) different sites for the proposed stadium were considered. Minimum acreage, proximity to excellent roads and the cost of infrastructure were the main criteria used to determine the best location. A heat map, using fan locations for the three seasons already played, determined the proposed “sweet spot” for the complex.

Creating a Home for Soccer

In addition to serving as the Greenville Triumph team headquarters, the stadium can host:

- USL playoffs & championships
- High school and youth soccer matches
- U.S. Women's National Team events
- International soccer exhibition matches
- U.S. Soccer Open Cup matches
- NCAA conference tournaments and national championships




The Greenville Triumph was part of the United Soccer League (USL) playoffs and championships. One USL championship game was televised from Greenville. The stadium could be used for high school and youth soccer matches, the US Women's National Soccer Team, international soccer exhibition matches, US Soccer Open Cup matches and NCAA conference tournaments and national championships. Temporary seating could be used for certain events, if necessary.

\$38.6 million project




Triumph Headquarters

Providing an asset to draw and retain millennials and young professionals to Greenville

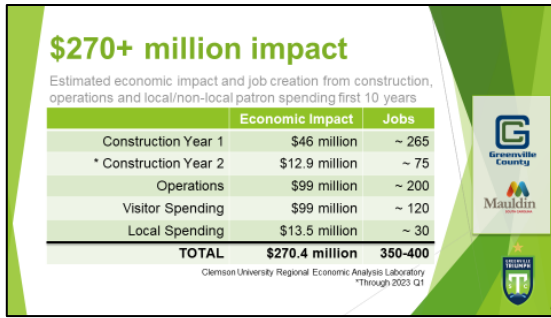


- Attracting new companies and businesses, especially international businesses to locate here
- Bringing diverse young talent to the market
- Creating jobs



The proposed cost of the stadium was approximately \$38.6 million. The Greenville Triumph was looking to put “serious skin” in the game; \$18.25 million to include lease payments, seating and land cost.

Triumph Headquarters was aware that it was important to attract new companies and businesses to the area, especially international businesses. The proposed complex would bring diverse, young talent to the market and create new jobs. Millennials, or “gen zers”, with disposable income were looking for ways to spend their entertainment dollars.



World's Fastest-Growing Sports League

- 43 professional clubs
- 40 new markets under consideration for expansion
- 180+ amateur/youth clubs
- Attendance up 100 percent in past 10 years to 3.2 million
- Launched Women's League in 2021 to begin play May 2022

The Clemson University Regional Economic Analysis Laboratory estimated the facility would generate \$270 million in economic impact for the first 10 years.

The Greenville Triumph was fortunate to play in the US Soccer League, which was the world's fastest growing sports league. The league had been operating for about 25 years and had seen phenomenal growth over the past decade. The league consisted of 43 professional clubs across two leagues on the men's side; it was currently in the process of adding a women's league to begin playing in 2023. There were approximately 180 amateur and youth clubs within the league. Forty new markets were under consideration for expansion.

The USL front office was located in Tampa, Florida. The purpose of the office was to help the league succeed. Attendance was up 100% in the past 10 years to approximately 3.2 million. The United States was scheduled to host the World Cup in 2026.

Building a Soccer Community

In its first three years, the Upstate's only professional soccer team has built a franchise, fan base and array of community partners

- Partnered with **Legacy Early College** as its home pitch, upgraded the school's playing field to FIFA standards and added a scoreboard
- Partnered with **Bob Jones University** for its training facility and upgraded spaces for its locker room, coaching offices and players' lounge

In the Greenville Triumph's first three years, the team had built a franchise, fan base and array of community partners. It partnered with Legacy Early College as its home pitch, upgraded the school's playing field to FIFA standards and added a scoreboard. The team also partnered with Bob Jones University for its training facility; it upgraded spaces for a locker room, coaching offices and players' lounge.

Capacity was a challenge at Legacy, as well as the location of the field. Due to the lack of requisite locker room availability, a number of international soccer exhibitions have been turned away.

GREENVILLE TRIUMPH SOCCER CLUB CORPORATE PARTNERS

223 Community Events

From youth clinics to school events, the Triumph are actively making a difference in our Upstate community

Greenville Triumph Soccer Club was a mission-based organization, making a difference in the community through soccer. The Club had hosted 223 community events in the past three years, in spite of the inability to hold events due to the COVID-19 pandemic. There are more than 93 corporate partners; some are small "mom and pop" establishments while others are large corporations.

There were currently approximately 9,000 registered youth soccer players in the Upstate; including church leagues, YMCA, Y-League, CESA, United Soccer, high school teams, Bob Jones University and North Greenville University.



Recently, nearly 50 girls and young women participated in open tryouts for the W League, representing youth clubs, high schools and area colleges.

The Upstate was the hub of soccer for the state. Four out of five state championship teams were from the Greenville area in A, AA and AAA leagues. Clemson University was the National Champions in soccer for the current year; Bob Jones University was the current National Champions in the National Christian College Athletic Association.

Upstate leaders had to listen to the facts. There were families moving in from all over the country and internationally. The proposed stadium would be transformative for the area; it was important to look to what the area now needed, not what the area was used to having.

The proposed stadium was a “win-win” of a public/private partnership. No new taxes were part of the proposal; the path for the County to consider would be through Hospitality Tax, which was created especially for such projects. The developers were simply wanting to start a dialogue with the County in regards to the project.

Action: After a brief discussion, Councilor Tzouvelekas moved to hold the item in order for County Administrator, Joe Kernell, to gather additional information regarding the project.

Motion carried.

Item (4) Adjournment

Without objection, the meeting was adjourned at 5:30 p.m.

Respectfully submitted:

Jessica M. Stone
Deputy Clerk to Council