

## City Council Meeting



**Item #10. RTC No. 24-281**  
Action to Authorize the City Manager to Negotiate and Execute a License Agreement with Bay FC for the Use of the Youth Soccer Park (YSP) as a Practice Facility for the 2024 National Women's Soccer League Season

March 19, 2024

1

## Background

- The City of Santa Clara has invested significantly in high quality soccer fields that are in demand and represent an area of revenue opportunity.
- Bay FC is a professional women's soccer expansion team with strong ties to Santa Clara looking for a practice facility for their inaugural season.
- Both parties agree that a partnership will benefit the City of Santa Clara community now and in the future.



City of Santa Clara  
The Center of What's Possible

2

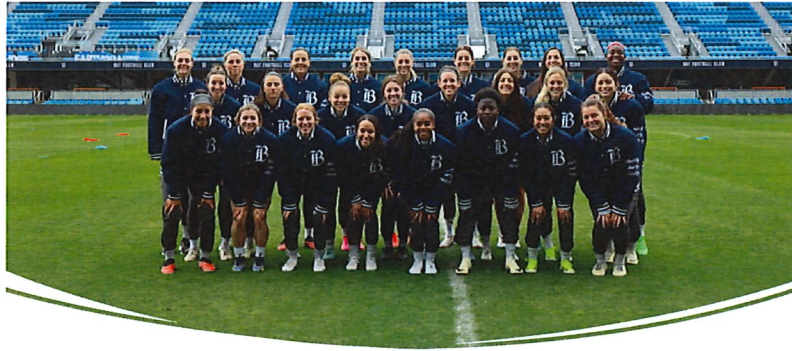
## Request from Bay FC

- Use of one grass field and building support amenities (community room, training room, and restroom/shower facilities) between the hours of 10 am and 2 pm, twice a week starting March 29, 2024, and no later than November 27, 2024.
- In the event of inclement weather or additional need, the ability to schedule up to eight (8) additional one-day uses, subject to availability and at least 24 hours advance notice.
- Fields properly lined and sufficiently maintained to ensure the safety of Bay FC players.



## Community Benefits

- An open practice for members of the Santa Clara community to watch training and interact with Bay FC players and coaches. The two parties would work in good faith to find a time amenable to both parties (likely sometime during the summer months).
- Five, 1-hour individual player appearances throughout the NWSL season at mutually agreed upon training sessions and/or matches.
- Three, 2-hour clinics exclusively for Santa Clara youth soccer groups, led by Bay FC coaching staff. Types, dates, and number of attendees to be mutually agreed upon by both parties.



## Community Benefits (continued)

- Official community partner status, which would enable City programs to be included in the conversation as the team develops programming with corporate partners and key stakeholders.
- Discounted group tickets for Santa Clara Youth soccer players to 2-4 Bay FC home games in the 2024 season.
- A donation of equipment and/or materials with an estimated value of up to \$25,000. This equipment may include weight equipment, tables and chairs, training supplies, and/or other maintenance equipment that will enhance the experience at the facility for both the community and team users.

5

## Provisions for Use

- Priority of Use Protected for Youth Soccer Programs
- Adult Use Pilot Program only
- Fees would range from \$178,640 to \$224,736, with option for 8 additional days at same rate
- Community benefits as described
- There is mutual benefit to consider a partial donation offset



6

6

## Next Steps

- Council feedback
- Finalize negotiations & execute license agreement prior to March 29
- Time to partner



7

## Recommendation

- Authorize the City Manager to negotiate and execute a license agreement with Bay FC for use of the Youth Soccer Park as a practice facility for the period **between March 29, 2024 and November 27, 2024** with terms and conditions outlined in this report, at a base rental cost of **no more than \$224,736 and no less than \$178,640 with a corresponding offset for mutually-agreed upon community benefits**, and with the option to allow Bay FC to use the YSP for up to an **additional eight (8) days at a rental rate consistent with Council's direction**, subject to City standard insurance and indemnity requirements, and in a final form approved by the City Attorney

8



9

9



10