

SOCCER'S IMPACT IN THE UNITED STATES

- MLS Soccer has seen explosion of growth in the past few years and anticipate it to continue with the 2014 World Cup approaching. In 2002, MLS had 10 franchises run by a total of three ownership groups. In 2012, MLS had 19 franchises and 17 ownership groups. Ten years ago, there was only one soccer-specific stadium in the league. Today, there are 14. Source: [Sports Business Daily](#) (2012)
- MLS saw their best attendance ever in 2012 with an increase of 5 percent over last season's numbers for an average of 18,807 and total attendance of 6,074,729. Source: [Sports Business Daily](#) (2012)
- MLS has seen a 12 percent increase in television ratings from last year, to 345,000 viewers on average — a best-ever average to date for the networks for the league. After averaging 68,000 viewers a year ago on former partner Fox Soccer, MLS is up 62 percent to 110,000 viewers this season on the more widely distributed NBC Sports Network. Source: [Sports Business Daily](#) (2012)
- The 2010 FIFA World Cup was the most watched soccer game in U.S. TV history with over 24.3 million U.S. viewers. Top markets included: San Francisco, San Diego, New York, Miami and Washington D.C. In comparison, the record setting NBA Game 5 of the 2012 NBA Finals was viewed by approximately 18 million U.S. viewers. Source: [The Nielsen Company](#) (2010)
- Univision was the number one station during the U.S.A. versus Mexico qualifying match time's period in the 2010 FIFA World Cup. Over 10.7 million viewers watched the live match. Source: [TV by the Numbers](#) (2010)
- In 2009, the Portland Timbers anticipated a \$30 million impact to the Portland area and 300 long-term jobs when it announced leaving the USL for MLS. Source: [Portland Online](#) (2009)
- Orlando City (USL PRO) released a 2012 study that reported approximately \$40 million in economic impact for a soccer-specific stadium in Orlando. The stadium would also create 890 construction jobs and a total economic impact of \$1.3 billion with its first 30 years. Source: [Business Journals](#) (2012)
- In the past decade or so, soccer and volleyball surpassed Little League baseball and football to become the top youth sports in America, primarily because they appeal to girls as well as boys. Outdoor soccer saw a participation growth of 2.8 percent in 2011. Source: [Athletic Business Wire](#) (2011)
- United States Youth Soccer League has over 3.2 million affiliated players nationwide. Over 15 million youth play soccer in the United States. Source: [US Youth Soccer](#) (2012)
- The number of high school soccer players has more than doubled since 1990, to 730,106 athletes, the fastest growth rate among any major sport, according to statistics compiled by the Sporting Goods Manufacturers Association. Source: [New York Times](#) (2010)

SACRAMENTO AND SOCCER

- During the 2010 World Cup, Univision had higher viewership in Sacramento than ABC, CBS, NBC and FOX stations combined for the game between Mexico versus Costa Rica. Sacramento was also consistently in the top 10 for ESPN/ABC Nielsen ratings during the 2010 FIFA World Cup. Source: Sports Business Daily and [TV by the Numbers](#) (2010)
- California Youth Soccer Association is the largest state youth soccer organization in the United States with over 197,239 members from ages 5 -19 years old with 128 leagues and 24,000 coaches. Source: [US Youth Soccer](#) (2012)
- Numerous athletes with ties to Sacramento play or played in Major League Soccer (MLS) and/or USL including but not limited to: Peter Lowry (MLS), Kevin Goldthwaite (retired MLS), Sam Reynolds (retired MLS/USL), Cole Grossman (Real Salt Lake), Lee Morrison (Portland Timbers), Steve Cronin (MLS), Amobi Okugo (Philadelphia Union), Adam Smarte (USL), Patrick Ianni (Seattle Sounders FC), Jalil Anibaba (Chicago Fire), Quincy Amarikwa (Toronto FC), Ernesto Carranza (MLS), Fernando Cabadas (MLS), Ryan Shaw, DJ Countess (MLS), Mark Baena (retired MLS/USL), Guillermo Jara (retired MLS), Andre Schmid (retired MLS/USL), Ryan Suarez (retired MLS/USL), Randy Dedini (retired MLS/USL), Taylor Graham (retired MLS), Nate Boyden (Retired USL), David von Stockhausen (USL), Ryan Kenny (USL), Jamel Mitchell (USL/MLS), John Jones II (USL/MLS), Shawn Blakeman (retired MLS), Iain Fraser (retired MLS), Sean-Michael Callahan (retired USL).
- San Juan Soccer Club is one of only 77 USSF Development Academies in the country as well as Elite Club National Program for girls.
- Sacramento recently hosted the 2012 US Youth Soccer National President's Cup Games. Over 7,500 attended the championship games providing a \$1.2 million economic impact to the region. Source: [Sacramento Bee](#) (2012)
- UC Davis Men's Soccer team won the 2012 Big West Championship. Source: [UC Davis](#) (2012)
- Sacramento has a long history with professional indoor soccer and semi-pro teams. The Sacramento Knights were an indoor professional soccer team that played at ARCO Arena under the CISL (1993-1997), PSA (1998) and WISL (1999-2001). The Knights average attendance over its history was 6,231 and at its height averaged over 7,100 fans a game. The Sacramento Knights won a Championship in 1999. Additional professional/amateur teams have included: Sacramento Knights (NPSL), Sacramento Geckos (USL D-3), Sacramento Gold/Spirits (ASL), Sacramento Pride (WPSL), Sacramento Scorpions (USISL), Sacramento Senators (WSL). Source: Wikipedia (2012)