



WASHOE COUNTY

Integrity Communication Service

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STAFF REPORT

BOARD MEETING DATE: July 24, 2024

DATE: July 16, 2024

TO: Open Space and Regional Parks Commission

FROM: Eric Crump, Director
Community Services Dept., 328-3625, ecrump@washoecounty.gov

SUBJECT: Discussion and possible recommendation to the Board of County Commission on whether staff should move forward with negotiating the unsolicited proposal received by Wendy W. Damonte, representing For Our Fans Foundation, a Nevada non-profit corporation for an outdoor soccer stadium at the County's South Valleys Regional Park, within APNs 142-011-13 and 142-011-02; negotiations would involve staff obtaining an appraisal for the fair market value of a 20-year ground lease contemplated by the proposal pursuant to NRS 244.2815. (Commission District 2) (For Possible Action).

SUMMARY

The purpose of this item is to provide an opportunity for the Open Space and Regional Parks Commission (Parks Commission) to advise or make a recommendation to the Board of County Commission (County Commission) on the unsolicited proposal (attached) received by Wendy W. Damonte, representing For Our Fans Foundation, to construct and operate an outdoor soccer stadium at South Valleys Regional Park. Washoe County Park Staff anticipates taking an item to the Board of County Commission on August 20, 2024, seeking direction on the unsolicited proposal. Pursuant to Washoe County Code Chapter 95.020 "the powers of the Washoe County Open Space and Regional Parks Commission are to act primarily in an advisory capacity to the board of county commissioners...including the development of recreation and park facilities."

At this time, staff intends to seek direction from the County Commission before expending additional staff time and resources on the unsolicited proposal. The Park Commission's advice to the County Commission will be presented on August 20, 2024. The unsolicited proposal has been considered by the Park Commission on May 22, 2024 and June 24, 2024. The comments and actions by the Park Commission during the two meetings will be included in the Staff Report to the County Commission. This item provides an additional opportunity for the Park Commission to take action and make a recommendation to the County Commission. If the County Commission directs staff to proceed at the August 20, 2024 meeting, it is anticipated that NRS 244.2815 would be followed, requiring an appraisal of fair market value and a resolution approved by the County Commission finding it is in the best interest of the public to lease the land for this purpose.

AGENDA ITEM # _____

Washoe County Strategic Objective supported by this item: Stewardship of our community.

PREVIOUS ACTION

June 24, 2024 – The Open Space and Regional Parks Commission approved directing staff to continue negotiations with project proponent with the following three recommendations, look into cost recovery of staff time, at least one public meeting be held with noticing of residents in the area of this project, and future design ideas and or contract negotiations are brought back to Park Commission for review and/or approval with recommendations to the Board of County Commissioners.

May 22, 2024 – The Open Space and Regional Parks Commission discuss this agenda item and postponed direction and possible recommendation to a future special meeting.

January 12, 2016 – The Board of County Commissioners approved the Unsolicited Proposal Policy and Guideline

BACKGROUND

Washoe County is committed to implementing a clear policy and framework for the consideration of unsolicited proposals for development and/or use of County-owned land and/or infrastructure and associated service delivery. This policy and guideline (attached) indicate a willingness on the part of the County to partner with the private sector to deliver innovative infrastructure and associated service delivery outcomes and provides a gateway for the private sector to deal directly with Washoe County on unique proposals.

The policy and guidelines apply to supplies, services, partnerships, and projects which have a minimum private investment contribution of \$100,000.

The following objectives guide the County's process for considering unsolicited proposals:

- Promoting the development of innovative ideas with the private sector where appropriate;
- Ensuring an open, transparent and fair process that involves a high standard of ethics and public accountability;
- Ensuring a project benefit for Washoe County is achieved;
- Ensuring the benefits of the Project for the County are measurable and can be maximized; Ensuring the proponents Intellectual Property (IP) is respected.

The County has no obligation to approve an unsolicited infrastructure proposal no matter how much contribution the Project proponent has offered. The County recognizes that a number of issues must be considered in evaluating such proposals and that even considering a significant upfront commitment, that commitment may be dwarfed by

ongoing costs of the County in operating or maintaining the facility, which could otherwise be used by the County for other initiatives it deems of greater value.

The County Commission is responsible for initial approval at Stage One and for final approval, including entering into a contract. The County's Budget division is able to issue administrative instructions to clarify the requirements for the assessment under this Policy and Guideline. Any administrative instructions must be consistent with this Policy and Guideline.

Evaluation Criteria

The guiding principles of the Stage One evaluation are listed below:

1. The proposal is unique and innovative and cannot be reasonably delivered by another proponent or achieve the same (or greater) value for money outcome through a competitive Process within acceptable timeframes;
2. The proposal aligns with the County's strategic objectives and policies;
3. The proposal represents value for money for the investment required by Washoe County and provides benefits to the community by meeting the following principles:
 - a. The proposal is cost-effective on a cost-benefit basis;
 - b. The proposed use of the facility is considered the highest and best use of the facility when considered against other proposals or plans for the Development of the property within the last 10 years;
 - c. The method of development and operation of the facility is less expensive than if the County were to develop the property in question itself unless the County lacks the financial resources within the next two fiscal years to develop the property itself;
 - d. Preferably, there are synergies or economic spinoff benefits associated with the proposal that the County cannot solely achieve.
4. There is a demonstrated need and support [or interest] for the project from the perspective of both the County and the broader public interest;
5. The proposal is financially, legally, economically, socially and technically feasible.

These principles are used to assess proposals throughout the process to ensure net benefits are delivered to the community. Specific and more detailed evaluation criteria relevant to a particular proposal will be developed and applied at later stages in the process.

Proposal

The proposal to Washoe County from Wendy W. Damonte, representing For Our Fans Foundation, is presented as "Reno USL Unsolicited Proposal" (Attached). The proposal includes a background, summary, and details for meeting Washoe County's Unsolicited Proposal Policy and Guideline's Evaluation Criteria. In the time since the proposal was submitted, Wendy Damonte has registered a Nevada non-profit 501(c)3 organization, in the name of "For Our Fans Foundation." The proposal includes the utilization of a portion

of South Valleys Regional Park to construct a soccer stadium, training facility and parking facility.

The County's assessment panel confirmed that the proposal is generally consistent with the South Valleys Regional Park Master Plan. The estimated cost to complete the project is \$40,000,000, to be funded by FOFF. Ms. Damonte has further clarified that FOFF intends to sublease the facility to a for-profit entity to operate as a public events center and the home of a United Soccer League team, which will be based on the Property. If staff moves forward with negotiations, the for-profit entity may be involved in any ground lease and development agreement.

Comments from the Open Space and Regional Parks Commission, May 22, 2024 and June 24, 2024, are summarized below and will be included in the Staff Report for the County Commission.

- Plans shall include at least fifty (50) parking spaces more than required by any City of Reno permitting
- Plans shall include connecting bike paths to existing bike paths within the Regional Park Master Plan and for bike parking at the soccer stadium.
- At least twice per year during FOFF's regular off season, FOFF shall offer use of the soccer stadium
- In years where the Nevada Interscholastic Activities Association ("NIAA") holds the State of Nevada high school soccer or other sport(s) championship game in Northern Nevada, FOFF shall offer NIAA use of the soccer stadium for the championship game(s).
- Agreement should include rent, revenue sharing, or construction of park infrastructure, including but not limited to a vertical parking structure.

Other key concerns to be addressed through the permitting and planning process include:

- Noise
- Traffic
- Lights
- Impacts to the conceptual plan from the South Valleys Regional Park Master Plan

Additionally, several public comments on the proposal have been received and forwarded to the Parks Commission.

If the Board of County Commission direct staff to proceed, staff, under advisement of Deputy District Attorney, will proceed under the economic development statute NRS 244.2815, which requires appraisal of fair market value and a resolution approved by the County Commission finding it is in the best interest of the public to lease the land for the proposed purpose. Negotiated agreement(s) would be brought before the County Commission for consideration and approval.

FISCAL IMPACT

No fiscal impact

RECOMMENDATION

Staff recommends the Open Space and Parks Commission consider the proposal and take one of the following actions:

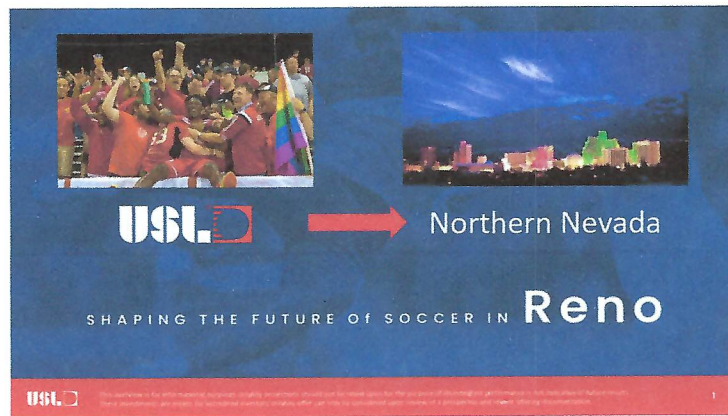
1. Recommend the Board of County Commission direct staff to proceed negotiations with Wendy W. Damonte, representing For Our Fans Foundation, for an outdoor soccer stadium and training facility at Washoe County's South Valleys Regional Park under the economic development statute NRS 244.2815, which requires appraisal of fair market value and a resolution approved by the County Commission finding it is in the best interest of the public to lease the land for the proposed purpose.
2. Recommend the Board of County Commission not support the unsolicited proposal from Wendy W. Damonte, representing For Our Fans Foundation, a Nevada non-profit corporation, for an outdoor soccer stadium and training facility at Washoe County's South Valleys Regional Park, within APNs 142-011-13 and 142-011-02, and that staff should not move forward with negotiating the unsolicited proposal.

POSSIBLE MOTIONS

"Move to recommend the Board of County Commission direct staff to proceed negotiations with Wendy W. Damonte, representing For Our Fans Foundation, for an outdoor soccer stadium and training facility at Washoe County's South Valleys Regional Park under the economic development statute NRS 244.2815, which requires appraisal of fair market value and a resolution approved by the County Commission finding it is in the best interest of the public to lease the land for the proposed purpose."

OR

"Move to recommend that the Board of County Commission not support the unsolicited proposal from Wendy W. Damonte, representing For Our Fans Foundation, a Nevada non-profit corporation, for an outdoor soccer stadium and training facility at Washoe County's South Valleys Regional Park, within APNs 142-011-13 and 142-011-02, and that staff should not move forward with negotiating the unsolicited proposal."



January 31st, 2024

Washoe County Manager's Office – Budget Office
P.O. Box 11130
Reno, NV 89520

RE: Proposal to Washoe County for Creation of a Professional Soccer Stadium at South Valleys Regional Park.

Background and Summary:

Reno USL Soccer stands at the forefront of a new era in professional soccer within northern Nevada. Rooted in a blend of competitive soccer excellence and community engagement, our mission transcends being a mere sports franchise – we aim to foster a deep connection with our fans and create a positive impact on the local community. Reno USL Soccer, as a member of the USL League One, seeks to not only entertain but also inspire, making us a hallmark of northern Nevada's sporting identity.

On February 16, 2023, Wendy Damonte and executive leaders from the United Soccer League (USL) hosted a community wide meeting to gauge support of the northern Nevada community in bringing professional soccer, specifically a League One men's team and a women's Super League team in USL, to Reno. In attendance that day were members from Washoe County, Chamber of Commerce, RSCVA, City of Reno, EDAWN, University of Nevada, a local developer, and the local soccer community. After the presentation, everyone in the room showed not only support for this endeavor, but true excitement at the opportunity of having professional soccer back in our region. From that day forward, Wendy Damonte has continued talking to community stakeholders. Several entities have shown interest in having a stadium built on their land. After reviewing all options, Wendy Damonte and her team, decided the perfect place to build the soccer stadium is at the South Valleys Regional Park on a parcel located on the northeast corner of Area 1 as outlined as a "flat field" on the county's master plan. On January 19th, 2024, Wendy Damonte and Bob Enzenberger, met with Eric Crump, Colleen Wallace-Barnum, Dan Gallagher, Luke Tipton, Brett Steinhardt, Stephen Hein and several members from Great Basin Youth Soccer League. Wendy and Bob outlined their interest in utilizing county land to build a professional soccer stadium in Area 1 of the county master plan for South Valleys Regional Park. The consensus at that meeting was that the parcel which borders Virginia Street would indeed be a good spot for such a

development. It was also discussed that the parcel just to the west of the proposed stadium parcel could and should be used to build a parking facility to ensure enough parking is available for all activities at South Valleys Regional Park. Parking is currently an issue for all park users and the building of a parking facility is a solid solution to this problem.

A professional soccer stadium will be a huge asset to the entire community. Northern Nevada hasn't had any major new development since the Reno Aces built the triple A baseball stadium in downtown Reno in 2009. We've seen numerous professional sports franchises move to Las Vegas over the last few years. We've also seen taxpayer money help build multibillion dollar stadiums in the southern half of our state. The north deserves a new, exciting development that will offer entertainment options for our entire community. The soccer stadium will be the home of both men's and women's professional soccer teams. That will provide 15 home games for each team, totaling at least 30 professional soccer games the community will be able to enjoy. The plan is to also create a youth academy that will call the stadium home. This academy will be of the highest quality and will have boys and girls teams capable of competing against academies in California. Those California teams currently have local soccer players on their rosters. This means kids get out of school at 3pm, get in the car and drive to their California teams in places like Sacramento and Santa Clara, practice until 8pm and then get in the car and drive back home all while studying for school in the back of the car. Our local athletes do this so they can compete at the highest level. Our academy will keep our local kids here in Reno/Sparks by providing them a high quality academy. The University of Nevada women's soccer team currently plays on the football field in Mackay Stadium. These athletes will finally be able to play in a soccer specific stadium and elevate their program regarding recruiting, retaining players, and competing at a true division 1 level. Soccer friendlies, games outside the regular season, will also be an exciting opportunity for our community. With a stadium, we will host friendlies with MLS teams such as the Earthquakes and teams from Europe. Beyond soccer, the stadium will be available as a community asset for other entities. Since soccer has the largest field of any sport, all sports fit on a soccer pitch. It will now be possible to host large-scale lacrosse tournaments in Reno. We will be able to host high school football championships in a professional stadium. In fact, any sport needing a special place to host a tournament or championship will now have a beautiful, exciting location to use. This stadium will increase Reno's reputation as a location to consider when it comes to large scale events. Additionally, Reno lacks a concert venue that seats 10,000 people. Our approximately 6,500 seat stadium will easily convert to a 10,000 seat concert venue attracting top name performers to Reno. In the entertainment industry, a 10,000 seat venue is the sweet spot for performers. Having well known entertainers of all types performing locally makes Reno an attractive place for tourists, new residents, new business, and helps us earn media coverage that showcases Reno as a thriving community.

Professional soccer has a proven track record in Reno. 1868 FC was in Reno from 2015 to 2020 and played in the Reno Aces baseball stadium. The average attendance was anywhere between 4300 to 5500 per game, according to a Nevada Sports Network report. In 2019, 1868 FC distributed more than 104,000 tickets according to USL documents. The team folded in 2020 due to the covid pandemic, according to 1868 FC president, Eric Edelstein. Edelstein went on to say the future of professional soccer would be successful if a new ownership group could build a soccer specific stadium. "That would be the best path forward in the future, because that is definitely desired, not only by leagues, but by players who want to play on the best field possible. It's too early to speculate, but my true belief is the future of soccer and

pro soccer in America, if you're buying a 20-year stock, I'd be buying soccer right now. It's only going to continue to grow."

The Reno USL teams will join a league this is thriving across the United States. Currently, there are 200 communities and 42 states with a USL franchise, with more coming onboard each year. Reno is a key target market for USL with the desire to have enough teams on the west coast to create a divisional playoff system. Spokane is the latest USL League One team which will begin competition in 2024.

The goal of the Reno USL franchise is to begin competition with the Super League women's team in the fall of 2025. The men's team will begin play in the spring of 2026. This will coincide with the World Cup being played in the United States, Canada and Mexico in 2026. Soccer fever will be at an all-time high in 2026 and we must take advantage of that excitement.

We would like to request that Washoe County consider leasing the land mentioned above, specifically, a portion of APN 142-011-13, on a long-term basis to our soccer nonprofit which is in the process of being created. We would then enter into a contract with a developer to design and build the soccer stadium. The Reno USL Teams would manage and maintain the stadium. The total cost of the stadium should not exceed \$35 million.

This property has been studied extensively. The initial Master Plan for South Valleys Regional Park was completed in 1993 and updated in 2000 to specifically include soccer fields. The most recent Master Plan update was completed in December 2015 after extensive analysis and input from consultants, a technical review group, citizens, stakeholders, on-line surveys and a multi-day charrette. The proposed stadium would be a permitted use under the Master Plan and attachments thereto. As stated in the latest Master Plan: "An overwhelming number of people voiced their support for an indoor recreation facility and additional multi-use fields." Reno Ice has satisfied the public's want for an indoor recreation facility at this park, and the proposed soccer stadium will provide the needed multi-use fields. Wendy Damonte and her team are currently fundraising through public grant opportunities, private foundations and individuals known to support sports and entertainment opportunities in our area.

If Washoe County chooses to commit to this concept it's understood by Wendy Damonte and her team that much would still need to be worked out by all parties involved. A more detailed and multi-phased plan would be presented to the Washoe County Board of Commissioners for final approvals.

Meeting the EVALUATION CRITERIA FOR AN UNSOLITED PROPOSAL TO WASHOE COUNTY

GUIDING PRINCIPLES

1. This proposal is unique and innovative. It's unique because there has never been a soccer specific stadium in Reno/Sparks. Further, it is unique to Wendy Damonte because she currently owns the exclusive rights to purchase the Reno USL franchises. This type of venue, as stated above, offers a vast and unique array of activities that fit inside a soccer stadium.
2. This proposal aligns with the mission of Washoe County's Regional Parks and Open Space Mission: "To provide exceptional parks, open space and recreational opportunities while preserving our natural, historical and cultural resources."

Our area has always supported healthy activities, providing opportunities for kids to compete and learn from successes and failures in the sporting world, and prided itself on being an outdoor and adventurous community. Adding hometown professional sports teams fully aligns with the roots of this community and helps support a positive future for everyone who lives here.

3. This proposal represents value for money for the investment required by Washoe County and provides benefits to the community by meeting the following principles;

a. This proposal is cost-effective on a cost-benefit basis. Assuming that Washoe County provides the land with a \$1 a year lease agreement, the county would not have to pay to build the soccer stadium. In fact, this proposal saves the county money and helps it finish its master plan that's been on hold for many years.

The vast majority of additional funding for this project will be provided by public grant opportunities, private foundations, corporations, and individuals. The stadium will be a \$35 million dollar asset the county didn't have to pay for. The stadium will be self-sustained with income from concerts, the soccer teams, concessions, parking, tournaments, and special events.

b. This proposed use of the land is the best option. It will become a gathering place for locals to come together for a healthy, fun outing. Currently, northern Nevada only has one professional sports team. A community of our size deserves another professional sports franchise and building a stadium at the South Valleys Regional Park provides a safe place for families to come cheer on their local teams. It also enhances the identity of this park. South Valleys has historically been a sports-based park and a professional stadium is an attractive addition to its identity.

c. This method of development is less expensive than any other option. The stadium will be a modular stadium, similar to Mackay Stadium at the university and can be constructed in a relatively short period of time after the building site is prepared.

4. Professional soccer was successful in Reno in the past. It will be successful again. People were extremely disappointed when 1868 FC left town due to Covid. Soccer is the first sport most kids play. People love soccer and will embrace the chance to have two hometown teams they can cheer for.

5. There are no apparent obstacles to this proposal. It is feasible in every way, financially, legally, economically, socially, and technically.

Unique and Innovative

Across this country, soccer stadiums and professional teams are pulling communities together and building a sense of pride for residents. The soccer stadium at South Valleys Regional Park will be no different. The uniqueness of a brand new stadium in Reno will be exciting, invigorate a new type of energy, and will offer a unique experience never before offered in northern Nevada. In Colorado Springs, a community very similar to ours, the Switchbacks FC are playing in a new soccer stadium which is anchoring a multi-million-dollar redevelopment project. The Colorado Springs Urban Renewal Authority is forecasting the project will attract approximately 1.2 million visitors annually which will increase retail sales by \$140 million each year and add \$4.4 million in new sales tax revenue for the city annually. "Not only were the Switchbacks born to help unify Colorado Springs, but the United Soccer League (USL) expansion franchise plays an integral part in the city's ambitious downtown redevelopment strategy

dubbed City for Champions,” said Switchbacks President, Nick Ragain. Similar stories are happening all across the country. This will happen in Reno too!

Strategic Objectives and County Policy

The Mission of the Washoe County Strategic Plan is: “Working together regionally to provide and sustain a safe, secure and healthy community.” As a parent of two kids growing up in Reno, I hear all the time, “there’s nothing to do here!” Cheering on a hometown soccer team, at a vibrant stadium location, will give kids of all ages something fun to do. Families will have a safe place to go and enjoy themselves. A healthy community has healthy entertainment options. Our project will provide that in Reno. As previously pointed out, this project checks all the boxes in the Strategic Objects and Goals in the Washoe County Strategic Plan that include Fiscal Sustainability, Economic Impacts, Vulnerable Populations, and Innovative Services.

Project Benefit

This project delivers a concept that brings significant value to the community. It will sustain itself, offer quality entertainment, provide youth the opportunity to learn soccer at the highest level, and allow local athletes the chance to play soccer at the professional level in their hometown. In our community, we are adding desperately needed flat fields. The Moana fields are invaluable. The newly proposed fields on the northeast side of the airport will be a huge benefit. However, by not providing our local athletes with the chance to go to the next level, we are limiting our kids in the sport of soccer. Our goal as a community should be to try and keep our kids here. With the new stadium and professional men’s and women’s teams, our local kids now have a pathway to greatness here at home. A third grader at Anderson Elementary who started her athletic prowess in soccer, now will have the opportunity to play professional soccer in front of her hometown crowd.

Need and Support

12,000 kids in our area are playing soccer right now in 5 different soccer leagues. There are 3 adult leagues with 750 adults playing weekly as their go-to activity to stay active. Soccer is the most popular sport in the world, it’s the second most popular sport in the United States for people ages 12 to 24, and it’s the second most popular sport to watch on TV for Americans aged 18 to 34. Adding to the coverage already happening on ESPN, USL has just signed a contract with CBS. Our soccer games will be aired nationally, giving Reno/Sparks huge media visibility.

Feasibility

As the Assessment Panel considers the financial, legal, economic, social, and technical feasibility of this project, we believe they will agree with our determination that there are no real obstacles. If a green light is given to move to STAGE TWO, we will work with the county to bring this proposal to the next level and create a detailed plan and timeline to efficiently meet the needs of the community.

Community Engagement

Our commitment to community engagement is unwavering. We envision the stadium as a hub for community activities. We plan to partner with local schools, youth soccer leagues, and community organizations to host events, workshops, and soccer clinics. Educational programs and charity events will

be a regular part of our community involvement efforts, ensuring that the stadium becomes a center for learning and sportsmanship.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Wendy W. Damonte'. The signature is fluid and cursive, with the first name 'Wendy' being more prominent.

Wendy W. Damonte
Artemisia Sports, LLC
775-843-7575

Renosoccer24@gmail.com

WASHOE COUNTY

Unsolicited Proposal Policy and Guideline

Approved Board of County Commissioners January 12, 2016

WASHOE COUNTY

Unsolicited Proposal Policy and Guideline

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Introduction

Washoe County is committed to implementing a clear policy and framework for the consideration of unsolicited proposals for development and/or use of County-owned land and/or infrastructure and associated service delivery.

This Policy and Guideline indicates a willingness on the part of the County to partner with the private sector to deliver innovative infrastructure and associated service delivery outcomes and provides a gateway for the private sector to deal directly with Washoe County on unique proposals.

The aim of this Policy and Guideline is to provide a transparent and consistent assessment process to allow the County to fairly consider unsolicited proposals received from the private sector, and to determine whether they align with the County's strategic priorities and provide a benefit to the public.

It should be noted that Washoe County procures infrastructure and associated services under the process set forth in the Nevada Revised Statutes (NRS), which provide for an open competitive process to achieve the best value for money. In the majority of cases, this is the preferred approach for procurement to achieve the best return for Washoe County and to ensure all proponents wishing to conduct business with the County are given a fair and reasonable opportunity to do so.

Application of the policy

The *Unsolicited Proposals: Policy and Guidelines* applies to services, supplies, partnerships, and projects which have a minimum private investment contribution of \$100,000.

This policy is to be applied as a policy for normal review of unsolicited requests for purchases or investments as outlined in the Rules and Procedures for the Board of County Commissioners.

Definition of unsolicited proposal

An unsolicited proposal is a unique or innovative proposal initiated by the private sector¹ that uses County-owned fixed assets -- either land, infrastructure or both -- and is submitted to the County to deliver outcomes that are desirable to Washoe County and which may not be suitable to progress through standard competitive procurement processes. It involves private sector businesses approaching Washoe County for the County's approval and support for the project, which could take the form of financial support, or other forms of in-kind support such as regulatory or social support, or the use of County assets. When involving the financing, design, construction and/or maintenance of infrastructure, these proposals are sometimes called private-public partnerships ("P3"). However, an unsolicited infrastructure proposal also can include proposals such as the leasing and development of County land.

Objectives

The following objectives will guide the County's process for considering unsolicited proposals:

- Promoting the development of innovative ideas with the private sector where appropriate;

¹ "Private sector" includes for-profit businesses, tax-exempt nonprofit organizations formed under Section 501(c) of the United States Internal Revenue Code, and faith based organizations.

- Ensuring an open, transparent and fair process that involves a high standard of ethics and public accountability;
- Ensuring a project benefit for Washoe County is achieved;
- Ensuring the benefits of the project for the County are measurable and can be maximized; and
- Ensuring the proponent's Intellectual Property (IP) is respected.

The County has no obligation to approve an unsolicited infrastructure proposal no matter how much contribution the project proponent has offered. The County recognizes that a number of issues must be considered in evaluating such proposals and that even considering a significant upfront commitment, that commitment may be dwarfed by ongoing costs of the County in operating or maintaining the facility, which could otherwise be used by the County for other initiatives it deems of greater value.

Ethics

The assessment of unsolicited proposals must be fair, open, demonstrate the highest levels of ethics and be consistent with the public interest. The assessment of proposals will be conducted through the application of established ethical principles that aim to ensure the integrity of the decision making processes. In particular, Washoe County will aim to ensure the process is:

- Impartial;
- Accountable and transparent, with any conflicts of interest managed appropriately;
- Confidential to the extent allowed under State law; and
- Provides benefit to Washoe County residents.

Ethics laws for public employees are contained in Nevada Revised Statutes (NRS) 281A and will be the guiding principles against which the decision making process is governed for each proposal.

Governance

The Washoe County Budget Office ("Budget") is responsible for receiving unsolicited proposals and for coordinating the assessment process. Budget will participate on and establish an Assessment Panel comprised of representatives from the Capital Improvement Committee and affected County departments and agencies, to undertake the assessment of the proposal and provide a recommendation to the Board of County Commissioners ("Board").

The Board is responsible for initial approval at Stage One and for final approval, including entering into a contract.

Budget is able to issue administrative instructions to clarify the requirements for the assessment under this Policy and Guideline. Any such administrative instructions must be entirely consistent with this Policy and Guideline.

Resource Commitments

As the proponent and County work through the assessment and development of the proposal, there will likely be a requirement for the commitment of resources by both parties, including financial costs borne by the proponent for the more detailed development of the proposal in Stage Two.

Evaluation Criteria

Guiding Principles

The County has adopted the following principles to guide its consideration of unsolicited proposals:

1. The proposal is unique and innovative and cannot be reasonably delivered by another proponent or achieve the same (or greater) value for money outcome through a competitive process within acceptable timeframes;
2. The proposal aligns with the County's policies and strategic objectives;
3. The proposal represents value for money for the investment required by Washoe County and provides benefits to the community by meeting the following principles;
 - a. The proposal is cost-effective on a cost-benefit basis;
 - b. The proposed use of the facility is considered the highest and best use of the facility when considered against other proposals or plans for the development of the property within the last 10 years;
 - c. The method of development and operation of the facility is less expensive than if the County were to develop the property in question itself unless the County lacks the financial resources within the next two fiscal years to develop the property itself;
 - d. Preferably, there are synergies or economic spinoff benefits associated with the proposal that the County cannot solely achieve.
4. There is a demonstrated need and support [or interest] for the project from the perspective of both the County and the broader public interest; and
5. The proposal is financially, legally, economically, socially and technically feasible.

These principles are used to assess proposals throughout the process to ensure net benefits are delivered to the community. Specific and more detailed Evaluation Criteria relevant to a particular proposal will be developed and applied at later stages in the process, as discussed below under the assessment process. The detailed Evaluation Criteria will be a refinement of these guiding principles.

Unique and innovative

For an unsolicited proposal to be considered, it must demonstrate unique benefits, a clear ability to deliver the proposal and demonstrate how its idea is differentiated from other offerings in terms of benefiting the general public. Factors that should be considered include whether:

- The proposal can be readily delivered by other private sector entities or the County itself;
- The proponent owns something that would limit the County from contracting with other parties;
- There are other attributes which may not necessarily stand alone as unique but, when combined, create a unique proposal; and
- The proponent has a unique ability to deliver a strategic outcome or financial arrangement.

Strategic objectives and County policy

The proposal will be assessed against its ability to support or deliver on strategic objectives and whether it is consistent with the County's plans, priorities and policies. Importantly, this includes whether it upholds the public interest and delivers a public benefit such as facilitating economic growth or providing a service that is not provided by the County, what level (if any) of sustained impact it will have on the community and whether it has a positive and significant impact on local jobs.

Project Benefit

The Assessment Panel will consider whether the proposal delivers value for money to the community. It will consider the net economic benefits of the proposal, life cycle costs and revenue, quality, risk borne by Washoe County, and benefits gained by the community. The proposal must meet the following principles:

- The proposal is cost-effective on a cost-benefit basis;
- The proposed use of the facility is considered the highest and best use of the facility when considered against other proposals or plans for the development of the property within the last 10 years;
- The method of development and operation of the facility is less expensive than if the County were to develop the property in question itself, unless the County lacks the financial resources within the next two fiscal years to develop the property itself;
- Ideally, there are synergies or economic spinoff benefits associated with the proposal that the County cannot solely achieve.

The County will not consider the use of private-sector financing for the construction of any facility that the County owns or will own, unless the proponent is proposing to construct a facility and deed that facility to the County at no cost.

Need and Support

The Assessment Panel will consider whether there is a demonstrated need and support for the proposal or whether its financial and administrative resources would be better focused elsewhere. It will also ask whether the proposal is consistent with Washoe County's plans and priorities and whether the proposal would require the County to re-prioritize and/or re-allocate funding (and whether any such re-allocation is appropriate).

In determining the level of support for a proposal, the Assessment Panel will consider one or more of the following methods:

- Community surveys previously conducted by the entity submitting the proposal
- Community surveys to be conducted by the County
- An assessment of the need and projected revenues prepared by a consultant contracted by the County
- Public testimony received at one or more community workshops conducted by the County

Feasibility

The Assessment Panel will consider the financial, legal, economic, social and technical feasibility of the project. The Assessment Panel, in consultation with Budget, will consider whether the proposal can be appropriately funded and from which source this funding would be available. If the proposal moves to Stage Two of the process, a detailed financial appraisal will be required to be undertaken.

The Assessment Panel will also consider whether the:

- The proposed delivery model including planning, design and construction and operations arrangements is feasible (within a reasonable timeframe and appropriate level of risk) as well as being consistent with the County's objectives;
- Proponents/parties to the proposed project are capable of delivering the project and the proposed contractual structure will enable the delivery of the outcomes; and

- The proposed project does not violate County ordinances or state or federal law. The Assessment Panel shall consult with the District Attorney's Office and the County's bond counsel in reaching this determination.²

The assessment process

A three stage process will guide the assessment of unsolicited proposals:

- **Stage One:** The proponent submits an unsolicited proposal for preliminary consideration and assessment against guiding principles;
- **Stage Two:** The Assessment Panel and proponent work together to develop a full proposal and a detailed evaluation and assessment is undertaken, including a detailed financial assessment; and
- **Stage Three:** The County awards the contract and the parties deliver the project.

If at any stage during the process approval is not obtained to move to the next stage, the County and proponent will (consistent with any agreements reached throughout the various stages), decide on protection of relevant intellectual property and costs of both parties.

Further, if at any stage during the process the proposal (in full or any components) is deemed to be a procurement, the Assessment Panel must seek relevant approvals from the Board. It should be noted that this process cannot be used to bypass existing procurement processes already underway.

Stage One

All proponents are strongly encouraged to review this Policy and Guidelines document in order to gauge the suitability of the proposal and discuss key requirements under the Policy and Guideline with Budget prior to making their submission.

Submission of proposal

The proponent will submit an unsolicited proposal to Washoe County. All proposals are to be directed to Budget, and must include key information to facilitate a preliminary assessment of the proposal.

Proposals are to be sent to:

Washoe County Manager's Office – Budget Office
P.O. Box 11130
Reno, Nevada 89520
Phone: 775-328-2000

Proposals will not be considered until all relevant information is provided. Relevant information includes:

- Identification and supportive information relating to all of the parties associated with the proposal;
- An outline of the proposal, including sufficient detail of the costs and benefits, to demonstrate that the proposal is viable and able to be appropriately resourced;
- An explanation of how the proposal meets the guiding principles;

² An opinion from bond counsel is necessary when the proposal requires the use of land or facilities previously financed by tax-exempt debt.

- The unique or innovative aspects of the proposal;
- The proposed benefits to the County, including how the proposal is in the public interest;
- The desired delivery method;
- The required County support and financial commitments, including the expected capital cost, the financial capacity of the provider and other funding sources (if applicable); and
- A discussion of areas considered to be unique intellectual property.

Preliminary assessment

Once Budget has received all required information from the proponent and is satisfied that it meets the basic eligibility requirements, an Assessment Panel comprised of representatives from the Capital Improvement Committee and affected County departments and agencies will be established based on the type of proposal and its requirements.

The Panel will assess the proposal against the guiding principles and submit the initial recommendation to the Board. The Board submission will recommend either that the proposal is viable and should move to Stage Two to undergo a full evaluation or that the proposal should not proceed. If it is recommended that the proposal should move to Stage Two, the Panel may also recommend to the Board that it enters into an exclusive negotiation with the proponent.

If it is recommended that the proposal proceed, the Board submission will include:

- The detailed Evaluation Criteria against which the proposal will be evaluated – this will be based on the type of proposal received, but will be consistent with the guiding principles; and
- The broad terms and conditions to be included in a Memorandum of Understanding (MOU) to be developed with the proponent, including any funding requirements from the County. The MOU will be developed in conjunction with the District Attorney's Office.

Stage Two

Memorandum of Understanding

Following initial Board approval, a MOU will be developed by the District Attorney's Office in conjunction with the Assessment Panel. The MOU will include:

- All core issues identified in the Board approval;
- The detailed Evaluation Criteria previously approved by the Board (including a process for determining project budget and the proposal's local impact on jobs), which will be consistent with the Guiding Principles; and
- Ethics, process and protocols for negotiation.

The MOU will also involve collaboration in conjunction with the proponent and may include other components such as:

- A process for identifying and treating intellectual property rights;
- A process for determining project costs;
- Timeframes for completion of the negotiation and assessment requirements;
- Rights and obligations of each of the parties;
- Information requirements;
- Potential outcomes;
- Confidentiality and approval requirements; and
- Management of conflict of interest.

Detailed Submission

Following the development of the MOU, the proponent and the Assessment Panel will work together to further develop the proposal and final recommendation, and to develop a project plan to be submitted to the Board. Depending upon the nature of the proposal, this may require a degree of preliminary negotiation on key issues, however, this will be covered by the MOU. The ethics laws will also be reviewed as required, and an adviser from the District Attorney's Office may be appointed for the duration of the process.

This stage involves further assessment against the guiding principles and associated specific evaluation criteria as outlined in the Board submission referred to above. It will also involve further consideration of the feasibility of the project, how it will be delivered and whether it represents a benefit for Washoe County citizens. There is no presumption that at the end of the negotiation process a proposal will be agreed upon.

It is expected that the proposal will be fully developed at the end of this stage, including the commercial and financial aspects, with only a limited number of issues outstanding.

At the end of this stage the County may decide to negotiate a final offer with the proponent, not proceed with the proposal or contemplate another approach, including a competitive process or the purchase of the proponents intellectual property, where possible.

Approval Requirements

Project Benefit

A cost/benefit evaluation will be required to assess whether value for money is being achieved for Washoe County and to ensure that the proposal and its financial impact are considered in relation to the budget. As such, a full financial analysis by the Assessment Panel will be carried out during this stage, possibly using a consultant to assist in this evaluation.

If the proposal requires that the County's financial resources will be needed to construct, operate or maintain the proposed facility or improvements or share in these costs, the proposed costs of this commitment will be considered as part of the annual CIP or operational budget process or both depending on the circumstances, unless the County Manager considers this an urgent or extraordinary opportunity that requires immediate review and directs the Assessment Panel to bring the proposal to the Board immediately upon completion of its analysis.

Board Submission

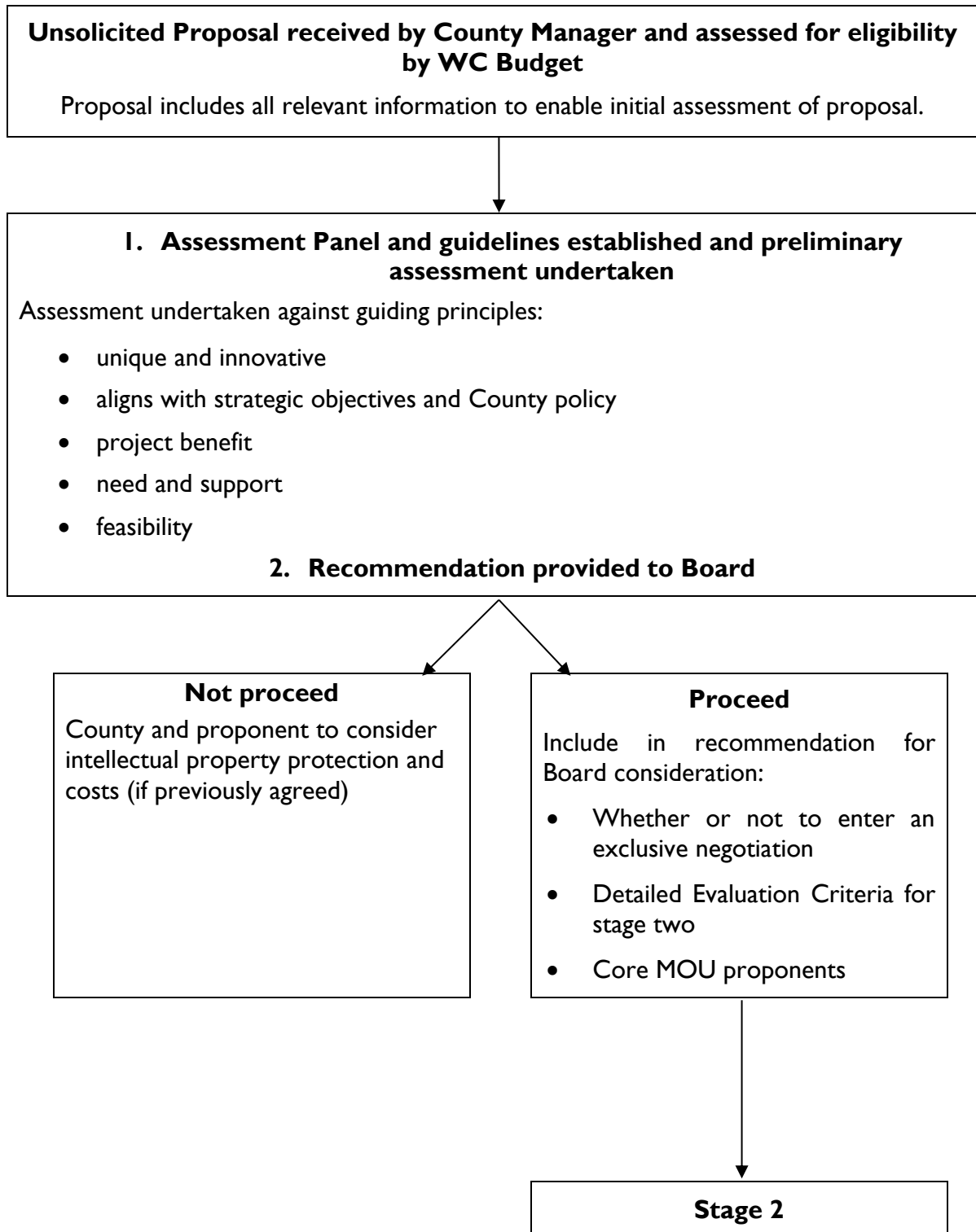
Following endorsement by the Assessment Panel, the detailed submission will be provided to the Board of County Commissioners for approval.

Stage Three

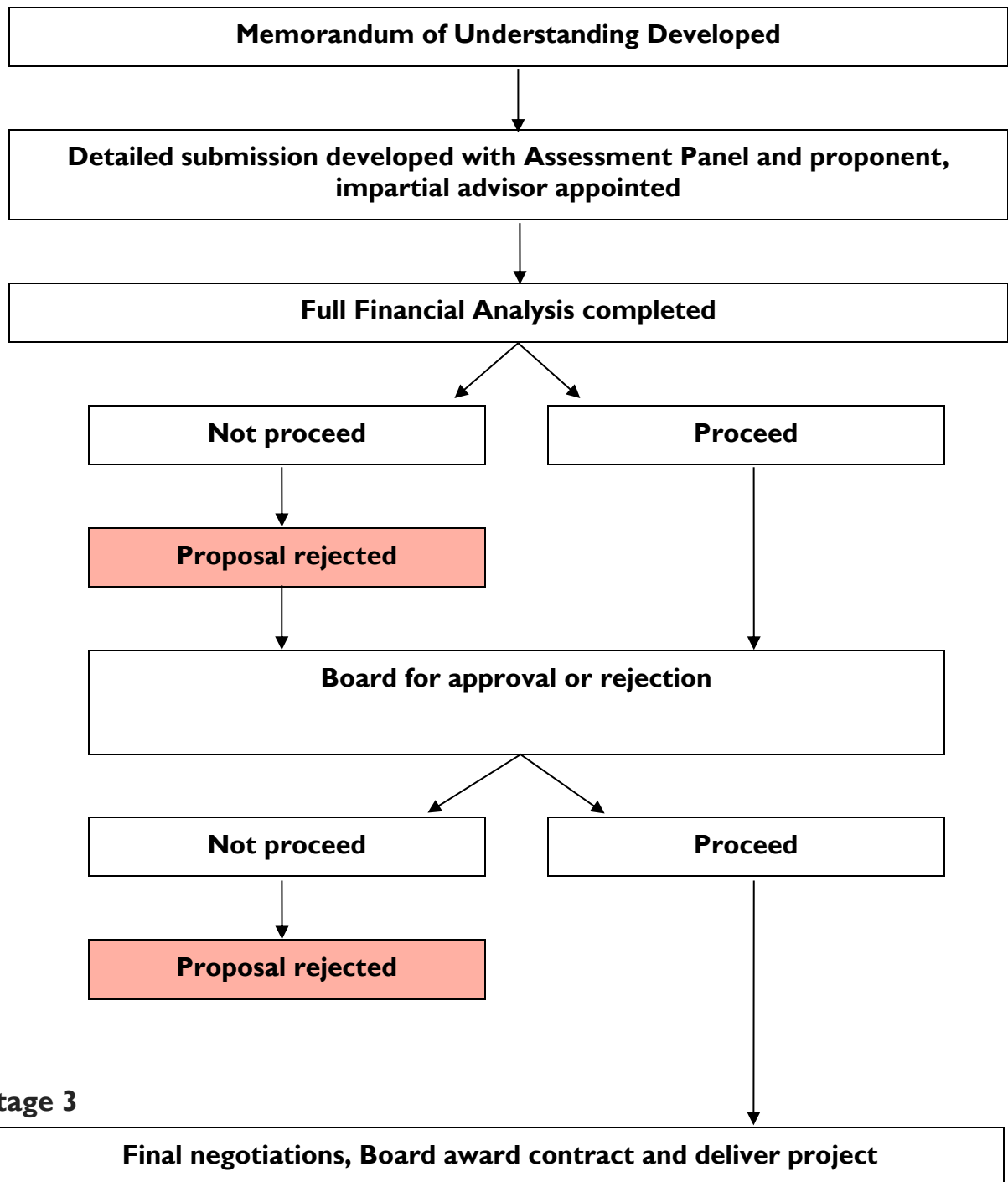
If Board approval is received, stage three involves the proponent and Washoe County entering into binding contractual arrangements to deliver the agreed proposal.

Flowchart - Process for considering unsolicited proposals

Stage I



Stage 2



Stage 3



From: [Brian Erbis](#)
To: [Roman, Brandon](#); [Managers - Commissioner Support](#); Info@sportlogicglobal.com
Subject: Stadium at South Valleys
Date: Thursday, July 18, 2024 2:41:00 AM

This Message Is From an External Sender

This message came from outside of Washoe County -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.

[Report Suspicious](#)

No stadium at South Valleys Park. If Wendy Damonte wants a stadium, a better site is where her family's home is on Old Virginia. Raze it and put the stadium there.

A stadium at that location defies common sense on so many levels.

I intend on investigating the circumstances surrounding this deal through all available remedies.

Brian Erbis
Brian Erbis Consulting LLC

From: [Marc Radow](#)
To: [Rose, Laura](#)
Cc: [CSD Info](#); [Roman, Brandon](#); [Emerson, Kathy](#); [Roebuck, Jennifer E.](#)
Subject: Re: Communicate with the Commission for Open Space & Parks
Date: Tuesday, July 9, 2024 5:42:36 PM
Attachments: [image001.png](#)
[Commissioners Letter.pdf](#)

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[Report Suspicious](#)

Laura,

Thank you for the reply message.

Attached is the correspondence I want to share with the Commissioners. Following is the email text I sent earlier this week.

Brandon, will you please assist me to deliver this message to the Commissioners.

Please find the attached letter concerning the Unsolicited Proposal Washoe County received and [the] Open Space and Regional Parks Commission voted to advance to Stage 2 of its approval process.

Ms. Johnson, will you please share with me the email addresses for the 9 members of the Washoe County Open Space and Regional Parks Commission? Will you additionally forward this email and attachment to the members of the Commission.

Thank you for your consideration,
Marc Radow

I welcome dialogue with the Commissioners and interested parties concerning this matter.

Marc Radow

On Tue, Jul 9, 2024 at 3:55 PM Rose, Laura <LRose@washoecounty.gov> wrote:

Good afternoon,

Brandon Roman, copied on this email, can assist with communication and public comment for the Open Space and Parks Commission. Brandon will return to the office in the morning.

Thank you,



Laura Rose

Administrative Assistant II | Community Services

The best way to reach me is: lrose@washoecounty.gov

My working hours are M-Th, 7:00 a.m to 5:00 p.m.

CSD Main Phone: 775-328-3600

From: Marc Radow <marc@battlebornfc.com>

Sent: Tuesday, July 9, 2024 3:40 PM

To: CSD_Info <CSDInfo@washoecounty.gov>

Subject: Communicate with the Commission for Open Space & Parks

Team,

I am trying to send an email message to the Commissioners for Open Space & Parks. Will you please confirm how to send a message to them directly? Perhaps to them collectively and if possible, I prefer if they have individual email addresses.

Further, I am looking for the email address the public may use to send comments for consideration by the Commission concerning any agenda item. Will you please share this email with me?

Thank you!
Marc

--

Marc Radow

President

(775) 745-7520

BattleBorn Futbol Club



www.BattleBornFC.com



--

Marc Radow

President

(775) 745-7520

BattleBorn Futbol Club



www.BattleBornFC.com



SportLogic Northern Nevada, Inc.
18124 Wedge Pkwy, #21, Reno, NV 89511
Phn: (775) 745-7520

Board of Washoe County Commissioners
Washoe County Open Space and Regional Parks Commission
Reno City Council
Reno Parks & Recreation Director
Sparks Parks & Recreation Department
City of Sparks

July 7, 2024

To All Engaged in Northern Nevada,
There is natural enthusiasm for a pro sports team. Northern Nevada will only benefit from the emotional and positive energy. This is not the debate. Rather, in the American system, professional sports must answer, "Where will such a (soccer) team play?" That's the question and debate before all of us in Reno, Washoe County, Sparks and all of Northern Nevada. On this point, 1868, Reno's former pro soccer team was a success, however, the Simon Group wouldn't fulfill the mandate and didn't build a soccer specific stadium. 1868 is now gone and Northern Nevada lost, the people lost!

I am a resident of Northern Nevada for 45 years, with much opportunity to live abroad, and Northern Nevada is the best place but we don't [yet] have the services and amenities, or identity, of rival communities. Eagerly, I sought to make our region a destination for the best and brightest to want to be in Reno. My crowning professional endeavor, to build Nevada's 1st Professional Soccer Stadium and return Northern Nevada's Pro Soccer Team, BattleBornFC!

Since before Covid, and then in earnest early 2022, SportLogic Northern Nevada turned every stone and met with countless administrators and elected officials of our cities and counties. Among them, I met with Washoe County's Parks & Rec Director, Wallace, and Washoe County Commissioner, Lucey, in May '22. After roundtable meetings with me, with staff, and back with me, it was determined impossible that South Valley Park could ever be a professional grade soccer stadium. Since 2000, since the deed restrictions, since the 2015 Master Plan Update, since the close proximity residential neighborhoods this South Valley expansion area would be a park, period. Its destiny accelerated by the then recent \$2 million grant for construction. The simple and direct message, "Look elsewhere for a soccer stadium!"

Having operated BattleBornFC since 2021, with the region's top men's team since 1868's closure, and having competed at the highest level possible including the US Open Cup, I know first hand the lack of adequate field space from which Northern Nevada suffers. BattleBornFC lost rights to home games and even had game winning points deducted because our best fields still don't meet US Soccer and league standards.

Pouring over every option, I found 2 connected parcels, perhaps the last of its kind, 30 acres in total, ideal for exactly what we needed; high visibility, low neighborhood impact, easy access, centrally located; APN's 035-672-14, 035-672-15 (currently known as 0 Wes Ct, being renamed to "101 Battle Field Ct"). I invested millions of dollars in the purchase, engineering, and entitlements in this property. The City of Reno has approved the Stadium, its use, access, traffic, etc. Grading permit is in hand, Walls Permit is approved, and the Site Plan Permit is underway that will allow us to begin construction imminently.



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Phn: (775) 745-7520

This site, as the sign on the property visibly reads from the 395 Hwy, “Future Home Pro Soccer”, will host a Major League Soccer (MLS) Next Pro Team. The Next Pro division carries the branding and global reputation of America’s top soccer. The mission of the MLS is to establish America as a soccer athlete producing nation. This later initiative, pathway and player development, is paramount to the opportunities for soccer in Northern Nevada [emphasis added].

Having owned and operated professional soccer teams in Europe and in Central America, promoting athletes around the world in the transfer market, only the MLS is relevant in this global perspective. Having lived overseas, and breathing the sport daily, this is the crucial concept that offers pathway and international recognition, much like attending Ivy League Universities helps a job applicant, the same holds true in promoting athletes to the 200+ countries and throughout each of their professional divisions, thousands of potential placements globally in total... Reno and BattleBornFC will stand out. We build this stadium in Reno and correctly integrate the pathways, we become a member of the distinguished MLS teams of America and connections to global soccer. World Cup 2026 will then have relevance.

While I was in Europe these past two weeks, attending to the professional Club I am affiliated with in Spain, I listened painfully to the presentation to the Washoe County Open Space and Regional Parks Commission, June 24, 2024, Item 8, South Valley’s Outdoor Soccer Stadium and Training Facility. I went back to watch the May 22nd meeting, Item 10 – South Valleys Soccer Stadium and Indoor Training Facility Stage II, pain expanding to sadness.

I must resist the temptation to correct the myriad exaggerations and falsehoods articulated with conviction to the Commission. Addressing these would consume a proportional amount of time and I empathize the Commission’s priorities are the people and parks of Washoe County, has familiarity with local soccer / sport, but has limited expertise in global and professional soccer. Ranging from exaggerated public programming, to misleading stadium architecture, to grossly inaccurate orientations, but under the guise ‘down the road - can kicking – cooperation’ proffered to the Commission the conduct and statements were misleading at best and fraudulent and at worst.

I am however compelled to correct the record in two (2) crucial areas;

1. there is land available and a soccer specific stadium is presently in development, and
2. inappropriate government meddling with private enterprise

There is an alternate stadium option and location in contradiction to the testimony of the presenters. Noted below are the time stamps wherein presenters to the Commission repeated this mistruth at the May and June hearings. Three separate statements during the presentations and one in direct response to the alternative stadium solution are deliberate, intentional, and misleading to the Commission.

Meeting Recording Link: <https://youtu.be/XIn0sPqrSMk>

Issue / Representation	Begin	End	Presenter	Misrepresentation
No Land available for a soccer stadium. Searched everywhere. Washoe County has to act now All of the easy developments are done. This proposal has to be approved otherwise the community misses out	1:49:00	1:49:35	Wendy Damonte, FOFF	There is an approved stadium in Reno that does not infringe on any homeowner or neighbor. Damonte met with SportLogic Northern Nevada in August 2023 but wants another 'Damonte' monument.
	2:01:30	2:01:54	Eric Crump, Washoe County	The alternative is an easy solution to Northern Nevada's soccer stadium. Ignorance and bullying threaten better judgement

Meeting Link Recording: https://youtu.be/yofM_JvXYwE

Issue / Representation	Begin	End	Presenter	Misrepresentation
No More Land. South Valley Park is the only option.	1:04:16	1:04:55	Wendy Damonte, FOFF	Damonte met with SportLogic Northern Nevada in August 2023 and knows this site is ideal for a Stadium. The land and site-plan are already approved for the Stadium and operations.

The second controversy, and perhaps the most important to the audience of this letter, is that the private sector is already doing this; building a soccer stadium in Northern Nevada, inside the City limits of Reno, and bringing Pro Soccer back to the region. I have endeavored to accomplish what Simon Group (lead by a billionaire) for the Aces / Greater Nevada Field would not do... build a sports stadium without public money, without political favor, implementing traditional hard work, dedication and with the goal to make Northern Nevada great. Great for families, great for athletes, great for boys and for girls, and great for Northern Nevada families. This is an effort to reach and bring together the widest audience and every demographic and age group in our community. For example, I still play with 'old guys', on the pitch are languages in Spanish and English... and some I don't understand, and nationalities represented from around the world. It is a fantastic opportunity to showcase how this can be done in the American system and we can do this in Reno and for Northern Nevada!

It is incomprehensible to consider that Washoe County, or any governmental entity, would thwart this entrepreneurial effort and seek to undermine us with a competing government stadium and to subsidize another entity with a land lease for \$1 per year (or at any amount regardless). Why would Washoe County contemplate taking away an outdoor recreation park for public use, land that the County received specifically with a deed restriction for exclusive public outdoor recreation purpose, and in light of the perpetual claims that there aren't enough fields. It is unnecessary to take away any field or future field. It is selfish and cunning, that the Commission was presented not once but twice and in special meetings to further contemplate infringing on neighborhoods with traffic, noise, light pollution, and to consider misappropriating a public asset.

Sadly, the presenters know this full well, but they did not reveal this at either Commission meeting. They concealed it and even downplayed it when asked about it during the June 24th meeting. The following segment is the exchange between the Commission and the Presenter(s) on this subject.



SportLogic Northern Nevada, Inc.
18124 Wedge Pkwy, #21, Reno, NV 89511
Phn: (775) 745-7520

Meeting Link Recording: https://youtu.be/yofM_JvXYwE

Issue / Representation	Begin	End	Presenter	Misrepresentation
Pleading ignorance about the alternative Stadium. Claiming the difference is this alternative isn't associated with Pro Sports	1:28:17	1:29:12	Aaron Smith & Wendy Damonte	Disingenuous claim of ignorance. The alternative is in Reno, it's private, with substantial media and processes through development entitlement. Damonte met with BattleBornFC Aug '23 and knows it has a Pro Team. The sign on the freeway reads, in bold red, "Future Home Pro Soccer".

The Washoe County Staff Report, Board Meeting May 22, 2024, reads as follows,

“The Washoe County Budget Office is responsible for receiving unsolicited proposals and for coordinating the assessment process. Budget will participate on and establish an Assessment Panel comprised of representatives from the Capital Improvement Committee and affected County departments and agencies, to undertake the assessment of the proposal and provide a recommendation to the Board of County Commissioners. The assessment panel for this proposal included representatives from the Office of the County Manager, Community Services Department (CSD), CSD Engineering/Capital Projects as well as CSD Planning and Development, and the District Attorney's Office.

This report continues, “The Board is responsible for initial approval at Stage One and for final approval, including entering into a contract. Budget is able to issue administrative instructions to clarify the requirements for the assessment under this Policy and Guideline. Any and all administrative instructions must be entirely consistent with this Policy and Guideline.”

Accordingly, the Evaluation Criteria is established as the “guiding principles” of the Stage One evaluation. Below and attached as the exhibit, “Evaluation Criteria”, are the exact wording (left column) which further provide the perspectives for which this Unsolicited Proposal is to be considered. The right column, are plain, obvious, and direct response to each Guiding Principle. It is incomprehensible that at every level of Principle this Unsolicited Proposal fails but was nonetheless was approved to advance to Stage 2, most alarmingly and seemingly because of the misinformation presented to the Commission and the Commission’s inability to independently ascertain complete information. If helpful, and because of the length of this letter and many details skipped over in order to focus on the most germane items, I welcome and encourage any explanation and further discussion on every Principle.

Finally, BattleBornFC operates a Cantera, a youth development system. BattleBornFC operates MLS GO, an MLS sponsored youth program for children ages 3-12. BattleBornFC was recognized by RCX Sports as organizing the most successful in the nation. These are important innovations that the present systems are unintentionally suppressing.

In closing, should this contemplation of misappropriating South Valley Park advance in any way, should the interference of private enterprise further damage the interests of SportLogic, I will ensure the people are duly informed and will go to every extent, without tire or fatigue, to ensure our government does not trample on public parks, damage neighborhoods, nor injure private enterprise.



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Phn: (775) 745-7520

BattleBornFC and SportLogic Northern Nevada, and I, are deeply connected to Northern Nevada. We ask for your support, encouragement, and assistance. Thank you for your consideration and confirmation that South Valley Park will remain a Park!

Marc Radow

Marc Radow
President

Evaluation Criteria

The guiding principles of the Stage One evaluation are listed below:

1. The proposal is unique and innovative and cannot be reasonably delivered by another proponent or achieve the same (or greater) value for money outcome through a competitive Process within acceptable timeframes;	SportLogic Northern Nevada has an approved alternative site inside of the Reno City limits. BattleBornFC will operate a professional soccer team with global FIFA and US Soccer Federation recognition. Private development vs Public Funded. No competitive bid process.
2. The proposal aligns with the County's strategic objectives and policies;	County (Parks & Rec Dept) is to provide public parks & recreation. Look out for the well being of residents. Deeds (and donations) were for public use and outdoor recreation, not private wealth creation!
3. The proposal represents value for money for the investment required by Washoe County and provides benefits to the community by meeting the following principles:	There is a private developer now in development of a private stadium. There is NOT a private developer to expand South Valley Park (or build another county park).
a. The proposal is cost-effective on a cost-benefit basis;	Presenters could not and did not answer basic questions on how this will benefit the County economically, akin to 'approve now and you'll find out later'.
b. The proposed use of the facility is considered the highest and best use of the facility when considered against other proposals or plans for the Development of the property within the last 10 years;	The county and region need more park space (public amenities) for kids, families, adults. The proposed reduces space, causes congestion, traffic, light and noise pollution, infringes on hundreds of private residential properties.
c. The method of development and operation of the facility is less expensive than if the County were to develop the property in question itself unless the County lacks the financial resources within the next two fiscal years to develop the property itself;	The county doesn't need to invest anything because private resources are already being invested. The County received \$2 million Grant to expand the South Valley Park.
d. Preferably, there are synergies or economic spinoff benefits associated with the proposal that the County cannot solely achieve.	A professional sports stadium and team is good for the County (and region), and this is already happening.

4. There is a demonstrated need and support [or interest] for the project from the perspective of both the County and the broader public interest;	Yes, that's why a private group has already acquired land (private transaction) and invested in the approvals and entitlements with the City of Reno.
5. The proposal is financially, legally, economically, socially and technically feasible.	This is a private enterprise transaction and the County is not in business to compete against private enterprise.

Unique and innovative

For an unsolicited proposal to be considered, it must demonstrate unique benefits, a clear ability to deliver the proposal and demonstrate how its idea is differentiated from other offerings in terms of benefiting the general public. Factors that should be considered include whether:

• The proposal can be readily delivered by other private sector entities or the County itself;	Yes, BattleBorn Futbol Soccer Complex has been approved since March 2023 and advances through its entitlement process with the City of Reno
• The proponent owns something that would limit the County from contracting with other parties	No. FOFF owns nothing unique. Professional soccer franchises are available from different sources, are readily available, and already approved for Northern Nevada.
• There are other attributes which may not necessarily stand alone as unique but, when combined, create a unique proposal; and	No. There is private enterprise deeply rooted in the development process and heavily invested in the construction of a pro soccer stadium and pro soccer team in Northern Nevada.
• The proponent has a unique ability to deliver a strategic outcome or financial arrangement.	No. There is private enterprise deeply rooted in the development process and heavily invested in the construction of a pro soccer stadium and pro soccer team in Northern Nevada.

Ethics

The assessment of unsolicited proposals must be fair, open, demonstrate the highest levels of ethics and be consistent with the public interest. The assessment of proposals will be conducted through the application of established ethical principles that aim to ensure the integrity of the decision making processes. In particular, Washoe County will aim to ensure the process is:

• Impartial;	No, SportLogic Northern Nevada met with Colleen Wallace, Washoe County Parks Director and Bob Lucey, Washoe County Commissioner in May 2022. Collective message was South Valley Park was pre-approved and destined to be an expansion park. Under no circumstances could there ever be a stadium at South Valley
--------------	---

	Park. Stadium was inconsistent with neighborhood surroundings and County needs.
<ul style="list-style-type: none"> Accountable and transparent, with any conflicts of interest managed appropriately; 	<p>No. Financial terms are being deliberately kicked down the road and not disclosed, akin to 'Approve now and find out what you get after it's too late'.</p> <p>Meetings have not been open, announced, or transparent. Interested parties would include ALL leagues, teams, clubs, and sports with interest in park space and all surrounding residential neighborhoods. Conflicted persons and groups are specifically GBYSL who receives and has received the operating permit at South Valley Park for decades where there are dozens of others who have competing interests but have been 'locked-out' of South Valley Park.</p>
<ul style="list-style-type: none"> Confidential to the extent allowed under State law; and 	
<ul style="list-style-type: none"> Provides benefit to Washoe County residents. 	<p>Misappropriation of public land, preclude a future public park, and create a windfall of profits to a single private business is NOT a benefit to Washoe County residents</p>

From: [Topper Kain](#)
To: [Roman, Brandon](#); [Managers - Commissioner Support](#)
Cc: info@sportlogicglobal.com
Subject: Opposition to proposed south valleys park stadium
Date: Sunday, July 14, 2024 2:43:45 PM

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[Report Suspicious](#)

Hello,

My name is Christopher Kain. I live at 46600 Edmonton Dr, by Galena High School. I am writing in opposition to the proposed outdoor soccer stadium and training facility to be constructed at South Valleys park. The current proposal (1) has serious issues regarding viability, efficacy, appropriateness, feasibility, and uniqueness.

First and foremost, the current proposal seems to have serious deficiencies regarding parking. The claim that the site could accommodate up to 10,000 users for concerts would require sufficient parking to be built for that maximum use, not the average use. The amount of parking needed for a 10000 person venue seems to be at least 2000 spaces (I'm being generous and assuming heavy carpooling and some people use public transport). A quick search quick search for the cost of build a parking structure comes back with ranges of \$21000 to \$27500. That means a minimum cost of \$42,000,000, just for the parking structure, which is more than the entire project budget. A surface lot would be cheaper- ~\$3000/stall, but now a 2000 car facility takes up 15 acres of an 18 acre property, at 325 sq ft per car, the vast majority of which might be used one to two times per year. What's more, looking at a comparable USL League One facility (The 5000 person Spokane One Arena, host of the Spokane Velocity FC) advertises 2000 parking spaces for venue with a capacity of 5000, so these problems likely exist just with the 6500 person facility proposal.

The estimates for attendance also seem dubious. While the previous team had an average attendance of 5500 in its inaugural season of 2017 to 4313 in its final season in 2019 this was at facility much more central located and convenient to the majority of Reno's population. We love the Reno Aces but do not regularly attend because it seems difficult to get to the facility. A team and facility located in far South Reno seems to be an even worse proposition for most Washoe county residents. The proposal rejects current facilities as "not soccer specific" while citing previous success of professional soccer team at the Aces stadium and barely acknowledging the presence of Mackay Stadium. It suggests rehomeing UNR soccer events to 6500 person venue 10 miles from campus while the University of Washington team plays on a 2200 person pitch in the middle of campus in the middle of massive metropolitan area. I

question any support from University as they are in the process of selling or recently sold their Redfield campus land up the road, which could also be used for this purpose. Building a new soccer specific stadium of this size in the far south end of Reno does not seem like a recipe for success.

What's more is that the current proposal is to bring a League One men's team and women's super league team. League One is two divisions below the championship league that the 1868 FC played and the women's super league is starting this year, making it an exciting but completely unproven business model. While the league a team plays in is not the sole determinant of attendance, generally attendance goes up with the level of play. The last season average attendance for the Championship league team in the middle of downtown was 4313. Given that, a 6500 person venue seems far over capacity for the proposed events and recipe for long term failure and the county being saddled with an oversized, poorly located facility.

This facility is not a good one for the community, and is particularly bad for the South Reno community. Despite claims for "community engagement" the proposal makes clear that the primary use of the facility will be for the professional soccer teams. No provision is included for general public use outside of the parking facility. The developing a single professional facility on 18 acres here precludes the development of the area for public recreation. The conceptual master plan for the South Valleys park that gained community excited was for the development of 3 baseball/softball fields, 3 soccer/football fields, a swim center, and splash park ([S. Valleys Regional Park MP Final \(washoecounty.gov\)](#)). This proposal would preclude the development of essentially any of those facilities, public use facilities that the county needs far more in this location than a stadium. Given these facts, the current community feedback for this proposal is overwhelming negative: [062424_Soccer stadium Public comments.pdf \(washoecounty.gov\)](#)

Reno already has an active proposal to build and equivalently sized stadium in far better location that also include multiple public use facilities- [Battle Born FC gets clearance to build proposed 5,000-seat soccer-only facility \(nevadasportsnet.com\)](#). That makes any physical aspect of this proposal non-unique or innovative, and certainly not cost effective. As stated in the initial proposal, the uniqueness of the proposal is tied to that the owner of the rights to the USL Reno franchise wants it. Despite establishing a non-profit to operate the facility, this proposal is coming directly from the rights owner for professional soccer in Northern Nevada. This is proposal to subsidize a privately owned professional sports team. The current proposal does not benefit the community sufficiently to justify granting a free land lease to a sports team owner.

This proposal is a bad deal for the community and should not move forward.

Thank you,
Christopher Kain
4660 Edmonton Dr.

1. [BCC Staff Report Template \(General\) \(washoecounty.gov\)](#)

From: [Laura Uschyk](#)
To: [Roman, Brandon](#); [Managers - Commissioner Support](#)
Subject: Soccer stadium at south valleys
Date: Monday, July 15, 2024 7:51:54 PM

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[Report Suspicious](#)

Hello,

My name is Laura Uschyk. I live at 3740 Vancouver dr, by Galena High School. I am writing in opposition to the proposed outdoor soccer stadium and training facility to be constructed at South Valleys park. The current proposal (1) has serious issues regarding viability, efficacy, appropriateness, feasibility, and uniqueness.

First and foremost, the current proposal seems to have serious deficiencies regarding parking. The claim that the site could accommodate up to 10,000 users for concerts would require sufficient parking to be built for that maximum use, not the average use. The amount of parking needed for a 10000 person venue seems to be at least 2000 spaces (I'm being generous and assuming heavy carpooling and some people use public transport). A quick search for the cost of build a parking structure comes back with ranges of \$21000 to \$27500. That means a minimum cost of \$42,000,000, just for the parking structure, which is more than the entire project budget. A surface lot would be cheaper- ~\$3000/stall, but now a 2000 car facility takes up 15 acres of an 18 acre property, at 325 sq ft per car, the vast majority of which might be used one to two times per year. What's more, looking at a comparable USL League One facility (The 5000 person Spokane One Arena, host of the Spokane Velocity FC) advertises 2000 parking spaces for venue with a capacity of 5000, so these problems likely exist just with the 6500 person facility proposal.

The estimates for attendance also seem dubious. While the previous team had an average attendance of 5500 in its inaugural season of 2017 to 4313 in its final season in 2019 this was at facility much more central located and convenient to the majority of Reno's population. We love the Reno Aces but do not regularly attend because it seems difficult to get to the facility. A team and facility located in far South Reno seems to be an even worse proposition for most Washoe county residents. The proposal rejects current facilities as "not soccer specific" while citing previous success of professional soccer team at the Aces stadium and barely acknowledging the presence of Mackay Stadium. It suggests rehoming UNR soccer events to 6500 person venue 10 miles from campus while the University of Washington team plays on a 2200 person pitch in the middle of campus in the middle of massive metropolitan area. I question any support from University as they are in the process of selling or recently sold their Redfield campus land up the road, which could also be used for this purpose. Building a new soccer specific stadium of this size in the far south end

of Reno does not seem like a recipe for success.

What's more is that the current proposal is to bring a League One men's team and women's super league team. League One is two divisions below the championship league that the 1868 FC played and the women's super league is starting this year, making it an exciting but completely unproven business model. While the league a team plays in is not the sole determinant of attendance, generally attendance goes up with the level of play. The last season average attendance for the Championship league team in the middle of downtown was 4313. Given that, a 6500 person venue seems far over capacity for the proposed events and recipe for long term failure and the county being saddled with an oversized, poorly located facility.

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Thank you,
Laura Uschyk
3740 Vancouver Dr