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New York City can support five top professional soccer clubs in MLS, NASL, and USL



MLS, NASL, and USL

(Stadium locations in New York City)

New York Cosmos

- Wien Stadium: 20,000+ (expanded)
- Average: 20,000+

New York City FC

- Yankee Stadium: 49,642
- Average: 20,000+

Queens FC

- CitiField: 41,922
- Average: 20,000+

Brooklyn FC

- Brooklyn Stadium: 20,000+
- Average: 20,000+

New York Red Bulls

- Red Bull Arena: 25,000
- Average: 20,000+

*Average = Potential future

This important document can shape the future of American Soccer

Benefits

1. A minimum worth of \$5 billion dollars between all five professional soccer clubs (\$1 billion minimum per club) within the next 10 years.

2. Utilizing existing state-of-the-art venues, and eventually having a total of five prosperous Soccer-College Football stadiums with 20,000+ seats in strategic areas within 10 miles from the center of NYC, near mass transit, highways, and other important amenities.

3. Substantial increase in

- a) regional, national, and international TV viewership for US pro soccer leagues.
- b) sponsorships and other investments for pro clubs and leagues.
- c) TV revenue.
- d) asset value of MLS, NASL, and USL.
- e) average attendance across the five clubs and the three pro soccer leagues.
- f) promotion and exposure for the sport.
- g) quality of players within the leagues from around the world, including within the US.

4. Potential for

- a) more successful NYC Derbies (or NYC Soccer Subway Series)
- b) more fan awareness, interest, and support for soccer within the NY metro area (with 20 million+).
- c) more investments in player development in the largest metropolitan area in the United States.
- d) more investments across the board for all clubs and academies in the NY metro area.
- e) more NY and NJ HS and College connections with the pro clubs in NY.
- f) more investments at NY metro area public and private schools for soccer.
- g) more investments at NY metro area parks for soccer.
- h) players from the NYC area that can join the national teams.
- i) pro league, national, continental, and world club championships won by NYC area teams.
- j) NCAA College Soccer National Championships.
- k) a renaissance of NCAA (D1) College Football in the NYC area.
- l) NCAA College Football National Championships.
- m) one of the biggest nationally televised College Bowl games.
- n) financial revenue for colleges through football and soccer (which leads to increase in scholarships).
- o) an annual US men's and women's national soccer team game in the New York metro area.
- p) more opportunities to place up to five pro female counterpart teams for the NWSL within 10 miles of NYC's center.
- q) nationally televised Ticker-Tape Parades for club soccer championships.
- r) a USSF National Soccer Hall of Fame satellite in NYC.
- s) soccer history of the area to be restored and shared for present and future generations to honor.
- t) a US Soccer University or a NYC Sports University (by the 5 clubs) in NYC.
- u) major soccer championships held in the NY metro area.
- v) revenue made across the board for the NY region: hotels, restaurants, shops, transportation, states, etc.
- w) to be one of the host sites for the 2026 FIFA World Cup.
- x) winning a national team world cup (in the NY metro area).
- y) long term unity between MLS, NASL, and USL clubs.
- z) turning MLS into one of the top five pro soccer leagues in the world within 10 years, just in time for the 2026 FIFA World Cup.

Among so much more.

New York City is one of the largest and most influential cities in the world. It is found in the region's core of the most populous metropolitan area in the United States, within one of the largest states of the country. It is the financial and sports capital of the northeast corridor, and arguably the whole of the USA. Over the centuries, this city has attracted many investors and sports fans alike in baseball, football, basketball, hockey, and soccer. This city boasts numerous wealthy teams in the top four sports that are annually ranked by Forbes among the top 100 richest in the entire globe.^{9a} With the right design, professional soccer clubs from New York City can eventually form a part of that elite list.

The rich history of soccer in the United States traces its roots to this area. The original American Football Association (AFA) (1883)¹ and the United States Football Association (USFA) (1913) - present day United States Soccer Federation (USSF) - were both formed in this region. Many historical leagues, including the first American Soccer League (ASL), the North American Soccer League (NASL), and Major League Soccer (MLS), have all been represented by clubs there. Though soccer has existed for approximately 150 years in the US with various important periods of success (including the 1920s, '30s, '60s, late '70s, and early '80s), for the past decade in particular, there has been a nationwide growing appetite for the sport - thanks to the wide exposure of the global game via cable/satellite and the internet. Old and new sports fans in the US, including in NYC, have been influenced by the broadcast accessibility to the FIFA World Cup; UEFA Euro Cup, Champions League, and Europa Cup; CONMEBOL Copa America, Copa Libertadores, and Copa Sudamericana; as well international leagues such as the Premier League (England), La Liga (Spain), the Bundesliga (Germany), Serie A (Italy), Liga MX (Mexico), among many others. Many of these games feature stadiums with 30,000 to 100,000 in attendance, and some of the highest salaries and team prizes in all of sports. Soccer is the most played game on the planet, with nearly every country being associated to FIFA. Both cable and the internet have allowed fans of the sport, who live in the US, to (re)discover the global game and see its potential at the highest level.

Simultaneously, during the past twenty years, Major League Soccer (MLS) has truly done a remarkable job of expanding the sport in the US. Placing teams and building stadiums across the country, while attracting international and national stars, has given fans stateside an opportunity to see and support the professional game on a frequent basis in person or on television. This includes international matches against famous clubs from around the world in friendlies or CONCACAF Champions League. Moreover, the North American Soccer League (NASL), the United Soccer League (USL), National Women's Soccer League (NWSL), as well as all the semi-professional and amateur leagues in the US have played an enormous role in further cultivating the sport over the past decade. In addition to club soccer, the amazing success and attention of both the US women's and men's national teams in the FIFA World Cups and CONCACAF Gold Cups has been significantly valuable for the growth of the game. The collective amount of fans and supporters culture for both clubs and national teams in the US is also unprecedented. All of these components together have played a huge role in making soccer into what it is today in the US (with global and national viewership, professional and amateur facilities, attendance, youth academies, collegiate development, growing professional and amateur clubs, and more). In total, the demand for the game across the board is at an all-time high.

With this vast momentum, there is an opportunity to take the game to a whole new level, and it can be done right where it all started: in the core of the New York metropolitan area. New York City, and its immediate surrounding neighbors, can fully support five top quality professional soccer clubs in the right location, which can in time rival London and the Premier League (the biggest and most watched soccer city and league in the world). The population, the infrastructure, the authentic soccer history, the finance, the media exposure, the demand, and the fan support in NYC are all there to make this happen. **There is a multi-billion dollar soccer industry ready to grow in and around NYC.**

In this presentation I will show where clubs can properly be located at. I'll compare them to some of the best soccer clubs and derbies in the world, and the wealthiest teams on the planet. This document will demonstrate international, national, and regional precedence between club proximity. It will reveal how and why these clubs in NYC can be successful together, especially with an abundant historical soccer and sports foundation, and how they can ultimately benefit soccer in the US. **Let's begin:**

Presently, the United States Soccer Federation (USSF), the governing body of the sport in the US, has division requirements for three levels of professional soccer.² In particular, for men's Division 2, USSF requires that 75 percent of a league's teams play in markets with at least 750,000 people. Meanwhile, for men's Division 1, USSF requires that 75 percent of a league's teams play in markets with at least 1 million people. In comparison to these criteria, all the following target counties or combined counties discussed, that are in or around NYC, meet both those standards. On their own, New York (Manhattan), Bronx, Queens, Kings (Brooklyn), and Hudson + Essex are all both DII and DI markets.

***If sports markets in USSF are based on population, then New York City and the NY metro area is too big to be treated as one market. In truth, there are several individual markets in one mega market.**

Let's take a look at some numbers:

Population of New York City: **8.55 million**

Population of New York metro area: **20 million+**

Top population of dense areas with multiple rail and highway access closest to the center of the region:

- a) Manhattan (New York County): **1.65 million** (comparable to 5th largest city in the US)
- b) Bronx (Bronx County): **1.46 million** (comparable to 6th)
- c) Queens (Queens County): **2.34 million** (comparable to 4th)
- d) Brooklyn (Kings County): **2.65 million** (comparable to 3rd)
- e) Newark-Harrison (Essex + Hudson Counties): 800k + 680k = **1.48 million** (comparable to 6th)

Potential club and stadium locations in these areas:

- a) Wien Stadium (+ future Cosmos Stadium) (New York) - **New York Cosmos (NASL)**
- b) Yankee Stadium (+ future NYCFC Stadium) (Bronx) - **New York City FC (MLS)**
- c) CitiField (+ future Queens FC Stadium) (Queens) - **Queens FC (NASL or USL)**
- d) Future Brooklyn Stadium (Kings) - **Brooklyn FC (NASL or USL)**
- e) Red Bull Arena (Hudson-Essex) - **New York Red Bulls (MLS)**
- f) MetLife Stadium (Bergen) - **US Men's and Women's National Soccer Teams** (each once a year).

(Note: Queens FC, Brooklyn FC, Brooklyn Stadium, Queens FC Stadium, Cosmos Stadium, and NYCFC Stadium are working titles utilized in this presentation.)

Based on the county population number alone, and the recognizable identity and name that each county has, five professional clubs placed in strategic locations can fully maximize the vast market potential of the New York City area, which today has yet to be completely captured by pro soccer as it is very large.

All distinct clubs would be located **less than 10 miles from the center of Manhattan**, with access to NYC Subway or PATH trains, Commuter Rail (NJT, MetroNorth, and / or LIRR), highways, principal roads, buses, taxis, waterways, airports, restaurants, bars, large parks, and the most dense residential areas of NYC. These counties also make up some of the most culturally diverse communities in the entire metro area, with soccer fans from an array of countries. This is where soccer in NYC can grow.

To get there, one of the first goals is to ensure that all NYC professional clubs have a good working relationship with one another for the greater good of the game and the combined New York market. **A united soccer community is a strong one.** All of these clubs should create an equal partnership committee (e.g. the New York Pro Soccer Alliance (NYPSA), or similar) which works in their best interest and creates a platform for discussion and true synergy amongst them. Promoting the game together will take the clubs further within their communities and across the city. This is an important foundation that will help to truly strengthen and corner the market.

Next, the clubs should all be in the right locations. A sports club's business and success, especially in NYC, is heavily influenced by where a club plays. The closer to the center of the city, the more connections a sport's club has to the numerous city amenities and infrastructure, which appeals to the majority of fans. Convenient access (for fans in a county and the entire city) is paramount for a club to prosper both in the short and long run. **The richest NYC pro teams, many of which are billionaire teams, are found less than 10 miles from the center.**

Here is the template of where the clubs should be and how they can share their facilities or maximize an existing venue:

(Note: Colleges and high schools mentioned here would be using or reintroducing their football and / or soccer teams for various major events.)

I. New York Red Bulls (Red)

1) **Red Bull Arena** - seats: 25,000

- by Harrison-Newark (Hudson + Essex Counties) = **1.48 million residents**

a) This is a historical soccer community for the US where the American Football Association (AFA) was formed, and many American Football Association (AFA aka American) Cups, National Association Football League (NAFL), United States Open Cup (USOC), and American Soccer League (ASL) games were played. Arguably, the first soccer internationally friendly with a US team was held there.

b) The venue can be used by the New York Red Bulls, NYRB II (for championships), Sky Blue FC, Seton Hall Pirates, NJIT Highlanders, Rutgers Scarlets, HS county championships, national and international rugby, college lacrosse championships; championship boxing, wrestling, and mixed martial arts; concerts, and festivals; and for international soccer matches.

c) In a future separate document I will show how the Red Bulls can work with NJ state to improve some of the transportation infrastructure surrounding the arena to the large benefit of the club.



II. New York Cosmos (Green)

1) Wien Stadium - seats 17,000 (expanded to 20,000)

- in Manhattan (New York County) = **1.65 million**

a) Similar to the surroundings of RBA, this is a historical soccer area where several of the aforementioned tournaments and leagues were held. It is by the Harlem River where both the North American Soccer League and Major League Soccer have fielded teams. It is also in the Harlem River region where Pelé played his first game in New York in the 1960s with Santos, and 1970s with the Cosmos; and where the Cosmos played their first game in the 1970s.

b) Wien Stadium can be refurbished to modern standards (as shown in detail in a previous document I shared, titled: ***The New York Cosmos should move into Wien Stadium in NYC by Spring 2017***³⁾)

c) The stadium can potentially host the New York Cosmos, the Columbia Lions, Forham Rams, Manhattan College Jaspers, NYU Violets, College of Mount Saint Vincent Dolphins, CCNY Beavers, other nearby CUNY and SUNY school teams; HS county and city championships; national and international rugby, gaelic football, and athletics; college lacrosse championships; championship boxing, wrestling, and mixed martial arts; as well as concerts, and festivals; and international soccer matches.



2) Cosmos Stadium

a) Eventually, after a few years - and with proper community dialogue, input, and support - a new privately funded permanent stadium can be built in northern Manhattan, which can be used by the Cosmos and all of the above participating groups.

3) MetLife Stadium - seats 82,566 (tarped to 40,000)

- at the Meadowlands by East Rutherford (Bergen County) = **905k residents**

a) Both the New York Cosmos and the New York Red Bulls have a prestigious history at the original Giants Stadium. Both of these clubs should utilize the modern MetLife Stadium as a joint neutral venue for larger special games in the 40,000+ range - especially for international friendlies against high profile clubs. The Cosmos and Red Bulls can have international double-headers there, possibly in the summer, which can attract a large fan base from the metropolitan area.

4) CitiField - seats 41,922 (tarped to 25,000)

- in Queens (Queens County): **2.34 million**

a) Similar to MetLife Stadium, the New York Cosmos can temporarily utilize CitiField for major events such as championships, derbies, and high profile international friendlies in the 30,000+ range. This would also cultivate the fan base in that area for a future team.

III. New York City FC (Blue)

1) Yankee Stadium - seats 49,642 (tarped to 25,000)

- in the Bronx (Bronx County) = **1.46 million**

a) Like Wien, Yankee Stadium is found by the historical sports corridor along the Harlem River where the aforementioned important leagues and tournaments also were played. The area is one of the cradles of baseball, football, and soccer in the United States.

b) NYCFC should continue to play at Yankee Stadium for the next few years. It is found in one of the most accessible locations in all of NYC. Meanwhile, the club should consider tarping the upper deck like the Seattle Sounders at CenturyLink Field, or placing drapes/banners with team images and logos to cover that section off like Mercedes Benz Stadium with Atlanta United.²⁰ After NYCFC Stadium is built, the club can continue to use Yankee Stadium for special events in the 40,000+ range.

c) With the Fordham Rams going through a renaissance with their football program, the Yankees should invite the Rams to feature some matches at the new stadium like the team did in the old venue. The Rams used to have crowds in the 30,000 to 70,000 range at the original stadium. The new Yankee stadium can feature a couple of Rams games in the year to help boost the profile of the college team. This relationship can help towards building a soccer / college football stadium in the future.



2) NYCFC Stadium

a) When the opportunity is available, NYCFC can build a stadium in the Bronx near Yankee Stadium or another desirable location in the borough (which I will share in a separate proposal).

***Both the New York Cosmos and NYCFC, through a smart venture, might even consider joining forces in building a 30,000+ seat stadium together** along the Harlem River with the purpose of making one of the best pro soccer and college football stadiums in the country. The venue can be used by the Cosmos, NYCFC, and the above schools utilizing Wien. Eventually, a second 30,000+ stadium can be built by one of the clubs (or by both). Each club can then have their own venues (one in Manhattan and the other in the Bronx) and split their ground share with the various colleges per county mentioned above. All options should be on the table. **College football can play a major role in helping these two clubs obtain their own stadiums in due time.** What the colleges need, and have needed for decades, is a proper stadium to showcase their football games. **There can be a strong partnership between professional soccer and college football in NYC which can benefit all parties involved.**

- Beyond the next couple of years, after the Cosmos and NYCFC have solidified their place along the Harlem River sports corridor, these following two professional teams can join the circle:

IV. Queens FC (Yellow/Gold)

1) CitiField - seats 41,922 (tarpred to 25,000)

- in Queens (Queens County): **2.34 million**

a) Like NYCFC at Yankee Stadium, the new club can start playing at CitiField in Queens as this state-of-the-art venue is already available. (It's possible that the owners of the New York Mets could even form part of the ownership group.) Like proposed for Yankee Stadium, CitiField's upper deck can be tarpred. This venue has hosted various international soccer matches to an average of approximately 30,000 over the years, since opening. With the eclectic soccer-friendly community (many from Latin America, Asia, and Europe), the area surrounding CitiField is prime for professional soccer.



2) Queens FC Stadium

- a) After a few years, Queens FC can build a 20,000+ stadium adjacent to CitiField or nearby
- b) The venue can be used by Queens FC, St. John's Red Storm, Queens College Knights, York College Cardinals, Hofstra Pride, other nearby college teams; HS county and city championships; national and international rugby, gaelic football, and athletics; the New York Lizards of Major League Lacrosse (MLL), college lacrosse championships; championship boxing, wrestling, and mixed martial arts; as well as concerts, festivals, even tennis (as an additional venue for the US Open); and for international soccer matches.

Like the Cosmos and NYCFC stadiums, the Queens FC stadium can benefit from a Soccer-College Football sports partnership.

- While Queens FC plays at their own venue, the club can continue to use CitiField for high profiled international matches in the 40,000+ range.

V. **Brooklyn FC (Purple)**

1) Brooklyn FC Stadium

- in Brooklyn (Kings County): **2.65 million**

- a) With four strong pro clubs in the area, a new club can build a temporary 10,000 seat pop-up stadium (similar in design and cost to Bonney Field in Sacramento) in Gowanus or Red Hook, near subway access, where the club can play long term.
- b) Eventually the club can build a permanent 20,000+ stadium in the same area, based on the momentum of the above and the growing demand for the club and the sport.
- c) Similar to the Harlem River historical sports area (between North Manhattan and Bronx), the northwestern area of Brooklyn is another pillar of baseball, football, and soccer for all of the US. Like Newark and the Harlem River, many of the historical soccer tournaments and leagues were played there, some at Brooklyn's most famous stadium ever - Ebbets Field (home to the Brooklyn Dodgers of baseball). Soccer was a dominant sport for Brooklyn. More so, two of the first true soccer specific stadiums for pro soccer in the US were built in the 1920s in the Bronx and Brooklyn for the NAFL and ASL. (The first amateur soccer specific stadium was built in the 1880s in East Newark). After the Brooklyn Dodgers left to Los Angeles, there has been a massive void and craving for pro sports in the borough of Brooklyn (which by itself ranks as the fourth, if not third, largest city in the United States). This demand led to the construction of both the Barclays Center arena and MCU Park in recent years. There is both a historical foundation and a growing appetite for soccer in Brooklyn which can benefit this club.
- d) The venue can be used by Brooklyn FC, St. Francis College Terriers, LIU Brooklyn Blackbirds, Wagner College Terriers, other nearby college teams; HS county and city championships; national and international rugby, gaelic football, and athletics; college lacrosse championships; championship boxing, wrestling, and mixed martial arts; concerts and festivals; and for international soccer matches.

Like the Cosmos, NYCFC, and Queens FC; Brooklyn FC can benefit from a Soccer-College Football sports partnership to help build their stadium. Meanwhile, Red Bull Arena can benefit from a college football presence to maximize stadium use.

**Pro Soccer + College Football =
Potential New Stadiums in NYC**



2) CitiField and Yankee Stadium can be utilized by Brooklyn FC for larger special games in the 40,000+ range.

When demand increases for both Queens FC and Brooklyn FC, their venues can then be expanded to 30,000+.

*Keep in mind that all five of these clubs can also have their pro women's teams and academy teams (during championship matches) play at the the above soccer venues. In time, there can be five successful modern Soccer-College Football stadiums all within 10 miles from the center of NYC.

VI. US Men's and Women's National Soccer Teams (Red, White, & Blue)

1) MetLife Stadium - seats 82,566 (tarpred to 40,000)

- at the Meadowlands by East Rutherford (Bergen County) = **905k residents**

- New York City: **8.55 million**

- New York metro area: **20 million+**

a) As mentioned, both the AFA and the USFA/USSF were formed in the metropolitan area (in East Newark¹ and Manhattan, respectively). The first two international friendlies by a soccer team from the US were played in East Newark (in 1885 and 1886 against a Canadian team). Many historical international matches by the USFA/USSF men's national team, the New York State Football Association (NYSFA) All-Stars, American Soccer League (ASL) All-Stars, and the German-American Soccer League (GASL) All-stars were held in the NYC area to multiple attendances in the 20,000 to 70,000 range for about century. The entire New York metro area as a whole is a cornerstone for American soccer. The highest attended ever pro soccer league championship (Soccer Bowl '78 with the New York Cosmos), the 1994 FIFA World Cup Semi-Finals, and the 2016 Copa America Centenario Final were all held in this region at Giants Stadium and its successor MetLife Stadium. There is an enormous history for both the national team and international competition in the metro area.

b) There once was a desire in the first half of the 20th century by one of the founding members and influential figures of the USFA / USSF, Thomas Cahill (considered to be the father of US Soccer ^{4a}), to build a large soccer stadium in the NY metro area to host the national team and championships.^{4b} That dream didn't fully materialize, but perhaps it can evolve. Today, there is no official home venue for the national teams.

c) I propose that US Soccer makes a long term partnership with MetLife Stadium and the Meadowlands to annually showcase the United States Men's and Women's National Teams each for one game a year as a testament to the massive legacy of the sport in the region. The majority of these matches can be high profile friendlies. The national teams would continue to play around the country, showcasing their talent for fans everywhere, but they can finally call one venue its official home for one game a year, as this area is where the sport has its historical roots in the US and where the federation was born. (Note: While NYC can be the official home for one game in the year in the east coast, the second home in the west coast can be LA - either City of Champions Stadium, the LA Coliseum, or the Rose Bowl - also for one game a year).



***With the five professional clubs together and the national teams playing one game a year, the New York metro area (the financial, media, and sports capital of the US) will immediately become one of the most financially dominant and watched soccer hubs on the planet, competing with the levels of London and the Premier League,** as discussed ahead. In turn, NYC will also become one of the biggest college football destinations in the entire country, potentially bringing national championships and one of the biggest bowl games to the metro area. Each of the mentioned counties will eventually have their own facilities, pro soccer clubs, and top college football teams to support. With attendance rising from all points, the clubs working in sync, and the derbies becoming the biggest sports events in the city and among the country, pro soccer and college football will reach a new apex in the metro area which will lead to greater demand and larger TV viewership.

(As a side: While the **USSF National Soccer Hall of Fame** (USSF NSHF) has been relocated to the Dallas metro area in Frisco, Texas, I propose in the future for the federation to heavily consider making five additional satellites for this very important museum, as this country is too big for just one facility to try to encompass all. With Dallas as one of the main sites, the federation can put satellites in New York City, Atlanta, Chicago, LA, and Portland or Seattle, for a total of six. Rather than have one facility trying to feature the abundant history of soccer, each of the six satellites can focus on the surrounding regions. Portland or Seattle can be for the northwest; LA for the southeast; Dallas for the southcentral; Chicago for the northcentral; Atlanta for the southeast; and New York can focus on the northeast. With such a vast history in the sport, the northeast corridor deserves to showcase their soccer history in a relatively accessible area in the region. All of these sites can then be linked through various technology (computers, digital documents and images, holograms, replicas, etc) so people who are interested in learning about the soccer history of those particular regions can have access to them. This creates a more fluid database. Like in Dallas, each of these satellites can perhaps be located within one of the soccer stadiums or near them. Each site can generate lucrative funds which can go towards more resources. **With over 50 million tourist annually in NYC alone, a satellite for the Soccer Hall of Fame in this city will be valuable for USSF.**)

National team player development challenge for NYC

In 2014, at the annual NY Soccer Gala at the New York Athletic Club (NYAC), Sunil Gulati, President of the United States Soccer Federation (USSF), issued a wise and inspiring challenge to New York City soccer programs to produce top quality soccer players again that can join the national team. For decades, since the 1910s, the USSF national team had players from the New York metro area participating on the squad. The USSF President pointed out that while there had still been players from New Jersey representing the area, New York City itself hadn't produce a player since Mike Windischman, a Queens native, captained the USMNT at the 1990 FIFA World Cup in Italy.

Mr. Gulati continued to astutely express this: "Think about that. We've got a huge metropolitan area. I don't want to hear about the fields or all the nonsense or the weather and all of that. We've got to produce some better players, guys. We can't take credit for all the Jersey guys. We've got to keep at it, we've got to go after it. We've got to better everything we do, whether that's at the club level, whether that's at the adult level, whether that's at college level. **Given the millions of people we've got in the metropolitan area, I think we can do better.**" ⁵

I wholeheartedly agree with that assessment. With the massive population in the area, Sunil Gulati is absolutely right - **New York City soccer can and should do better towards this endeavor as it once did.**

That said, one thing to profoundly consider, which brings us full circle, is that one of the reasons why the city was able to produce a lot of great players for decades was also because there were a lot of professional teams and leagues in the area for so long, ranging from the ASL (from the '20s to '80s) to the NASL ('60s to '80s). When those leagues and pro clubs disappeared from NYC, a lot of the development changed between the 1980s and now, as less focus was placed on the professional and collegiate-amateur sides and more on the youth or adult levels in NY due to financial incentives.

Today, the New York metro area boasts three fully professional clubs in the Red Bulls, Cosmos, and NYCFC. Together, these pro clubs have ushered in a soccer renaissance period for the city. In addition to the professional games, these clubs are building their youth academies in the local area and connecting with college programs. They are following Mr. Gulati's challenge. With the addition of two more pro teams in Queens and Brooklyn, for a total of five major clubs, more academies would be

created with the goal of training and developing those players to the highest levels. These players can eventually join their club's senior team and potentially even represent the US on the national team.

(*USSF, in connection with these five clubs, can open up an official US Soccer University in NYC, which can possibly partner with CUNY or SUNY or other private institutions in the area. Similarly, the five clubs can independently partner to create a university on their own together. (See Escuela Universitaria Real Madrid ⁶, and Instituto Universitario River Plate ⁷). Through a specialized intercollegiate program, students can take classes at various schools while playing and getting a degree in a related area of soccer or sports, including business. This will also allow US Soccer or the New York pro clubs to create their own soccer team that can fully compete in the NCAA tournaments. For several years there's been a large gap between the youth, college, and professional levels with regard to how younger players can maximize their growth without losing NCAA eligibility - a thorough discussion that is too intricate to properly expand upon here, but the soccer community is fully understanding of. That said, a US Soccer University or New York Sports University in NYC with its own team playing in the NCAA D1 can help significantly close the gap, as these same collegiate players can also be practicing side by side with professional players in the various academies. The professional players and staff in the city can work closely with these players to help them enter the next level. In addition, this program can help professional players further their education so they can have more options available to them in the future. A lot can be accomplished from this proposal.)

Market distribution, share, and overlap

Placing the five clubs in strategic areas is the key to making this venture a success. The five selected areas within NYC's core can all independently sustain and amplify a professional club on their own. While the soccer clubs will principally be drawing their fan base from their local counties, they will also have a large interborough / intercity demand. When it comes to professional sports (baseball, football, basketball, hockey, and soccer), NYC has a tremendous market and sports overlap, with fans from one area supporting teams (or multiple teams and sports) located in other sections of the city (for various reasons, including residential relocation, proximity, affinity, history, name, accomplishments, players, etc). This healthy overlap has helped cultivate pro sports around the metro area. Furthermore, years of professional data research of NY sports has shown that there are Yankees fans in Queens and Mets fans in the Bronx; Knicks fans in Brooklyn and Nets fans in Manhattan; Islanders fans in Bronx and Manhattan, Devils fans in NYC, and Rangers fans in Brooklyn, Queens, and NJ; Giants and Jets fans spread across the five NYC boroughs; and there are Red Bulls fans in NYC, NYCFC fans on Long Island and New Jersey, and Cosmos fans all around the metro area notwithstanding where any of these teams play. Sports fans are widely spread across the city. What they've all wanted is stadium accessibility (near mass transit and highways within the 10 mile range), and TV accessibility. The NY mega market has five individual large markets within its core that link together through a diverse fan support.

One of the most important points in this entire proposal is the strategic use of proximity between clubs (for instance, placing the New York Cosmos at Wien Stadium in Manhattan at about 3 miles away from NYCFC at Yankee Stadium in the Bronx). There is substantial proven evidence utilized around the world that shows that this strategy of relative proximity works for professional sports clubs located in a metropolitan area's core. Proximity has demonstrated to be a successful ally and a key component for financial growth. In the following pages, I will reveal in detail how this strategy works around the world and how it can be utilized in NYC.

First, let's briefly discuss one of the most sought after NYC prizes that these clubs can aim for together.

Ticker Tape Parades for soccer champions in NYC



Annually, New York City showcases some of the best parades in the entire country. Every so often, on a very special occasion, the city throws a Ticker Tape Parade - one of the biggest outdoor events in the year - down the Canyon of Heroes, on Broadway in Lower Manhattan, for an important honoree.

Simultaneously, this parade has become a great symbol of accomplishment for sports teams in New York City and in the United States. Several championship teams have been bestowed this great honor: The New York Yankees (9 times for winning the American league and World Series titles); New York Mets (3 times for entering the National league and for winning the World Series); New York Giants (2 times for winning the Super Bowl); New York Rangers (1 time for winning the Stanley Cup); and the United State's Women's National Team (USWNT) (1 time for winning the World Cup). Baseball, football, hockey, and soccer have all been honored, with NYC pro basketball ever seeking its time.

Other NY metro area championship teams have received honors as well by their home venues: The New York Cosmos (for Soccer Bowls) and New Jersey Devils (for Stanley Cups) had celebrations at the Meadowlands in New Jersey by Giants Stadium and the Continental Airlines Arena. The Nets (for ABA Championships) and Islanders (for Stanley Cups) had celebrations by the Nassau Coliseum. And the Jets (for winning the Super Bowl) had a celebration by Shea Stadium. However, none of these teams that won a championship for New York at some point received a NYC Ticker Tape Parade.

Moving forward, it would be great to see all New York metro area teams within the top five sports receive ticker tape parades in NYC after winning a major championship. Imagine the Cosmos, Red Bulls, NYCFC, Queens FC, or Brooklyn FC parading down the Canyon of Heroes after winning a league, national, continental, or world title; or perhaps see some of these championship teams participating in the Macy's Thanksgiving Day Parade or the Times Square New Year's Eve celebration. This kind of recognition and exposure would be fantastic for the clubs in NYC and for the sport.

A financially successful ticker tape parade for NYC pro club soccer can be a championship away.

The closest the New York Cosmos came to having a large celebration within NYC proper, after winning a championship, was in 1977 upon arriving to JFK Airport after Soccer Bowl '77 and being welcomed by 5,000 fans ⁸:

The New York Times

TUESDAY, AUGUST 30, 1977

Cosmos Met on Return By 5,000 Yelling Fans

By ALEX YANNIS

Approximately 5,000 fans mobbed the Cosmos when the players arrived on a chartered plane at Kennedy International Airport last night from Portland, Ore., where they had won the soccer championship.

The fans repeatedly shouted, "Cosmos! Cosmos! Cosmos!" and "We're No. 1!"

When Werner Roth, the Cosmos' captain, held up the N.A.S.L. trophy, the crowd surged forward, and the players ran—as if for their lives.

Several small children were nearly trampled and had to be scooped off the floor to avoid injury.

Giorgio Chinaglia, who scored the winning goal in the 2-1 victory over the Seattle Sounders on Sunday, received the key to Englewood, N.J., from the Mayor of that city, where Chinaglia lives.

Only a few hours after the Cosmos had added the United States championship to Pelé's career, Coach Eddie Firmani and the team's board of directors met in Portland Sunday night to discuss what to conquer next.

One subject discussed was the club's decision to bid for the North American Soccer League's championship game next year. All indications are that the bid will be officially approved at the league meetings in early October.

heeded his orders and suggestions, disobeyed this time and joined friends and others in shouting "Pelé! Pelé! Pelé!"

"You know," he said, leaning over to a friend's shoulder as if to whisper a secret, "I feel like a baby, like a baby that wants to cry."

"You cried this afternoon," he was told, "at the stadium, when all those people were carrying you on their shoulders."

"That was good," he said. "It felt like winning the World Cup."

On Sunday at Civic Stadium, a shout while after Chinaglia had scored the winning goal, Pelé had said: "I am very happy. God has been kind to me. Three World Cups and now a championship in America. I can die now."

A day later he was sitting on the plane, the N.A.S.L. trophy popped on a seat directly in front of him, and he bit like talking.

He spoke of what he planned to do after his farewell game, an exhibition between the Cosmos and Santos of Brazil on Oct. 1 at Giants Stadium. Those plans include possible public relations work in Europe for the Cosmos, scouting and helping the Cosmos with a little bit of coaching—but, he said, "for three months during the year only." Further, he has written the script and will do a movie in Brazil. Changing his mind once in deciding



The New York Times/Decker Hoag '77, Jr.

Pelé getting a squeeze on the cheek as Cosmos arrived at Kennedy Airport

Vilas C Orante

Argentine Wins, Extends Streak

By PARTON KE

HARRISON, N.Y. Aug. 29—Borg and Cosmos, Bring States Open. Guillermo Vilas won his 19th consecutive tennis match and his 10th in a row last night. He defeated Nastase of Rumania, 6-0 in the final of the Lionel Tennis robin and received a \$100,000 prize.

The victory took only too short a period for to pull any of his anti-shake his head as the off Vilas's racket. And he to find anyone to blame that abounded on his side off his normally scintillating.

Smiling benignly in the was Ion Tiriac, the stars master who once coached now coaches Vilas.

Backhanded One

"I think Nastase played said Tiriac, who knows hand a compliment. "But played as well as he played won the French open this At first, Tiriac said



(From left to right: Cosmos' Franz Beckenbauer, Giorgio Chinaglia, Pelé, Werner Roth, Shep Messing at JFK airport with the 1977 NASL Soccer Bowl Championship trophy, while surrounded by reporters and 5,000 fans)

One of the biggest satisfactions the Cosmos had came in 1978 when the NASL's Soccer Bowl was held at Giants Stadium and the team played for the title. In front of 74,901 screaming fans from across the metropolitan area, including from NYC, (still ranked today as the largest crowd for a pro soccer league championship in the US), the Cosmos were crowned champions on their home field.



(Cosmos' Werner Roth hoisting the 1978 NASL Soccer Bowl Championship Trophy at Giants Stadium)

In 2015, NYC hosted one of the most nationally watched ticker tape parades ever - this time for the United States Women's National Soccer Team who won the FIFA Women's World Cup.



This amazing and transcending celebration brought fans from all over the country together. It showed that soccer's rightful place as one of the top five sports in the US was finally sealed with approval. (Thank you ladies for making it happen!) It also demonstrated that a NYC Ticker Tape Parade for soccer can be a major event. With five potential professional soccer teams in NYC, the probability of hosting a successful ticker tape parade for a soccer league championship is significantly greater. This kind of celebration can help expand the sport across the metro area and the country even further.

Let's now compare the locations of some of the top soccer clubs in the world that share their metropolitan area with one or more pro clubs within the same league. These next pages will demonstrate proximity and quantity of teams juxtaposed population size:

Spain - Madrid (La Liga)



Real Madrid is the richest soccer club in the world, and the second richest sports team in the world. They play in La Liga, which is the second most watched soccer league on the planet. Located in Madrid, the capital of Spain, Real Madrid shares the metropolitan area with two other La Liga clubs - Atletico Madrid and Leganes. All three are near each other and they all have flourishing businesses.

Figures for Madrid:

Population of the Madrid metro area: **6.4 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 6 miles from the center of Madrid.**

Amount of pro clubs in La Liga (Division 1) from Madrid: **3 clubs** (See MLS in NY metro area)

Madrid Derby Stadium Distance (3 games total):

Real Madrid and Atletico Madrid - **Less than 4 miles away.** (See New York Cosmos and NYCFC)

Atletico Madrid and Leganes - Less than 5 miles away.

Real Madrid and Leganes - Less than 9 miles away.

Average distance between clubs: 6 miles.

Average attendance:

Real Madrid: 67,374

Atletico Madrid: 44,540

Leganes: 9,718

Average of the Average Attendance: 40,544

National team: The **Spanish National Soccer Team** plays the majority of its game in Madrid, the capital and most populous city of Spain. This is similar to the proposal for the USMNT to play one game a year in the NY metro area (the largest metro area and the sports capital in the US).

Salaries: The league and teams in Madrid in particular have some of the highest salaries in the sports world. (New York clubs can one day be in this class.)

Population distribution:

6.4 million / 3 = **2.13 million per club in Madrid** vs 20 million / 5 = **4 million per club in NYC**.

Spain - Barcelona (La Liga)



FC Barcelona is the second richest soccer club in the world, and the third richest sports team in the world. Like Real Madrid, they too play in La Liga. Located in Barcelona, the second largest city in Spain, FC Barcelona shares the metropolitan area with another La Liga club - RCD Espanyol. Both clubs have strong followings and growing businesses.

Figures for Barcelona:

Population of the Barcelona metro area: **5.5 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 6 miles from the center of Barcelona.**

Amount of pro clubs in La Liga (Division 1) from Barcelona: 2 clubs

Barcelona Derby Stadium Distance (1 game total):

FC Barcelona and RCD Espanyol - **Less than 4 miles away**. (See New York Cosmos and NYCFC)

Average attendance:

FC Barcelona: 80,939

RCDE Espanyol: 19,475

Average of the Average Attendance: 50,207

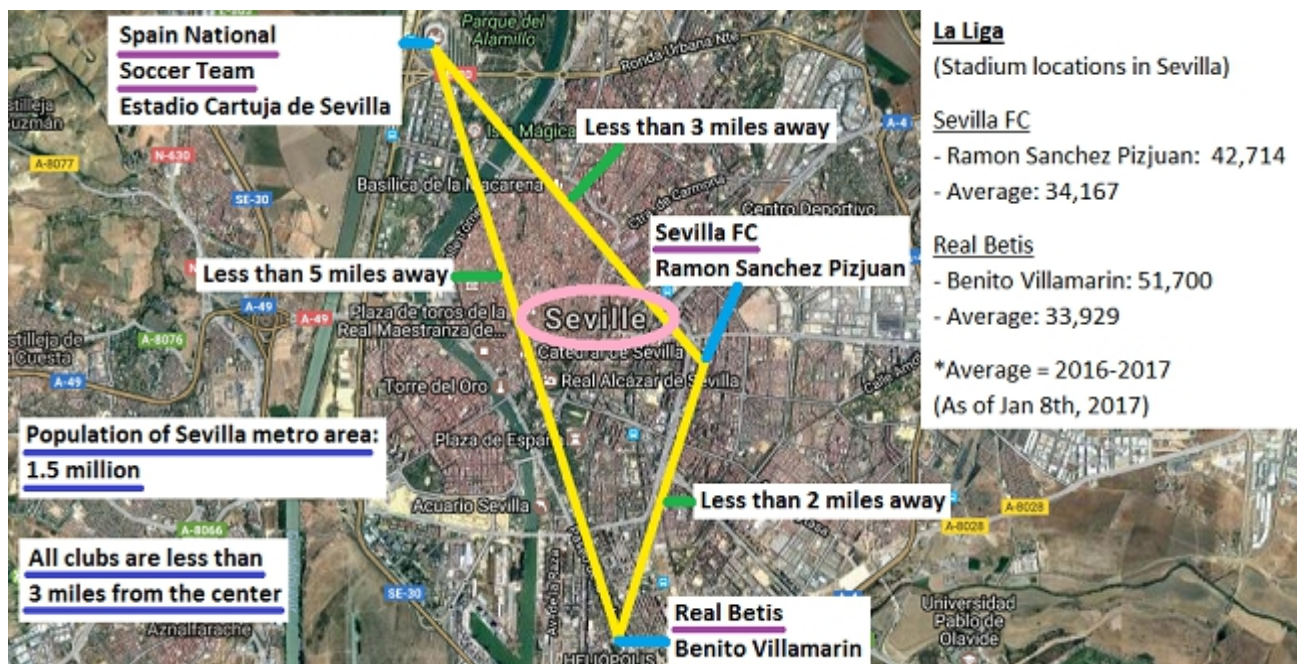
National team: The **Spanish National Soccer Team** plays some games in Barcelona, the second most populous city in Spain. (This a good comparison for Los Angeles).

Salaries: Teams in Barcelona have some of the highest salaries in the sports world.

Population distribution:

5.5 million / 2 = **2.75 million per club in Barcelona** vs 20 million / 5 = **4 million per club in NYC**.

Spain - Sevilla (La Liga)



Sevilla FC is one of the most famous soccer clubs from Spain and Europe. They play in La Liga. Located in Sevilla, the fourth largest city in Spain, Sevilla FC shares the metropolitan area with another La Liga club - Real Betis. Both clubs have strong followings and growing businesses.

Figures for Sevilla:

Population of the Sevilla metro area: **1.5 million** vs NY metro area of **20 million+**
Distance from the center: **All clubs are less than 3 miles from the center of Sevilla.**
Amount of pro clubs in La Liga (Division 1) from Sevilla: 2 clubs

Sevilla Derby Stadium Distance (1 game total):

Sevilla FC and Real Betis - **Less than 2 miles away**. (See New York Cosmos and NYCFC)

Average attendance:

Sevilla FC: 34,167

Real Betis: 33,929

Average of the Average Attendance: 34,048

National team: The **Spanish National Soccer Team** plays some games in Sevilla, while they also mainly play in Madrid and Barcelona.

Salaries: Teams in Sevilla have some of the highest sports salaries in Europe.

Population distribution:

$1.5 \text{ million} / 2 = \mathbf{750k \text{ per club in Sevilla}}$ vs $20 \text{ million} / 5 = \mathbf{4 \text{ million per club in NYC}}$.

***Three major cities in Spain - Madrid, Barcelona, and Sevilla - have teams from La Liga playing close to each other.**

Portugal - Lisbon (Primeira Liga)



Primeira Liga

(Stadium locations in Lisbon)

Benfica

- Estadio da Luz: 64,642
- Average: 55,821

Sporting CP

- Estadio Jose Alvalade: 50,044
- Average: 43,538

Belenenses

- Estadio do Restelo: 19,856
- Average: 4,997

*Average = 2016-2017
(As of Jan 8th, 2017)

Note:

Benfica have 35 D1 Titles
Sporting CP have 18 D1 Titles
Belenenses have 1 D1 Title

Benfica is the richest soccer club in Portugal, and one of the richest sports clubs in Europe. They play in Primeira Liga, which is one of the most watched soccer league on the planet. Located in Lisbon, the capital of Portugal, Benfica shares the metropolitan area with two other Primeira Liga clubs – Sporting CP and Belenenses. All three division 1 clubs are near each other.

Figures for Lisbon:

Population of the Lisbon metro area: **2.8 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 4 miles from the center of Lisbon.**

Amount of pro clubs in Primeira Liga (Division 1) from Lisbon: **3 clubs** (See MLS in NY metro area)

Lisbon Derby Stadium Distance (3 games total):

Benfica and Sporting CP - **Less than 2 miles away.** (See New York Cosmos and NYCFC)

Benfica and Belenenses - Less than 4 miles away.

Sporting CP and Belenenses - Less than 5 miles away. **Average distance between clubs: 3.67 miles**

Average attendance:

Benfica: 55,821

Sporting CP: 43,538

Belenenses: 4,997

Average of the Average Attendance: 34,785

National team: The **Portuguese National Soccer Team** plays all of its game at Estadio Nacional (Estadio do Jamor) in Oeiras, less than 7 miles from the center of Lisbon, the capital and most populous city of Portugal. (See USMNT one game a year in the NY metro area.)

Salaries: The league and teams in Lisbon in particular have some of the highest sports salaries in all of Europe.

Population distribution:

2.8 million / 3 = **930k per club in Lisbon** vs 20 million / 5 = **4 million per club in NYC.**

Italy - Turin (Serie A)



Juventus is one of the richest and most successful soccer clubs in Italy and the world. They play in Serie A, which is one of the most watched soccer leagues on the planet. Located in Turin, one of the most popular metro areas in Italy, Juventus shares the region with Torino FC. Both clubs are prospering together.

Figures for Turin:

Population of the Milan metro area: **2.2 million** vs NY metro area of **20 million+**
Distance from the center: **All clubs are less than 4 miles from the center of Turin.**
Amount of pro clubs in Serie A (Division 1) from Turin: 2 clubs

Turin Derby Stadium Distance (1 game total):

Juventus FC and Torino FC - **Less than 5 miles away.**
 (See New York Cosmos and NYCFC)

Average attendance

Juventus: 39,445

Torino: 19,520

Average of the Average Attendance: 29,348

Salaries: The league and teams in Turin in particular have some of the highest sports salaries in Europe.

Population distribution:

$2.2 \text{ million} / 2 = \mathbf{1.1 \text{ million per club in Turin}}$ vs $20 \text{ million} / 5 = \mathbf{4 \text{ million per club in NYC}}$.

Italy - Milan (Serie A)



Both AC Milan and Inter Milan are among the richest soccer clubs in the world, and richest sports teams in Europe. They play in Serie A, which is one of the most watched soccer leagues on the planet. Located in Milan, the most populous metro area in all of Italy, the two clubs share the same metropolitan area. Both clubs share the same venue and are prospering together.

Figures for Milan:

Population of the Milan metro area: **4.3 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 3.1 miles from the center of Milan.**

Amount of pro clubs in Serie A (Division 1) from Milan: 2 clubs

Milan Derby Stadium Distance (1 game total):

AC Milan and Inter Milan - **0 miles from each other** - Share the same stadium.
(See New York Cosmos and NYCFC)

Average attendance

Inter Milan: 43,592

AC Milan: 41,300

Average of the Average Attendance: 42,466

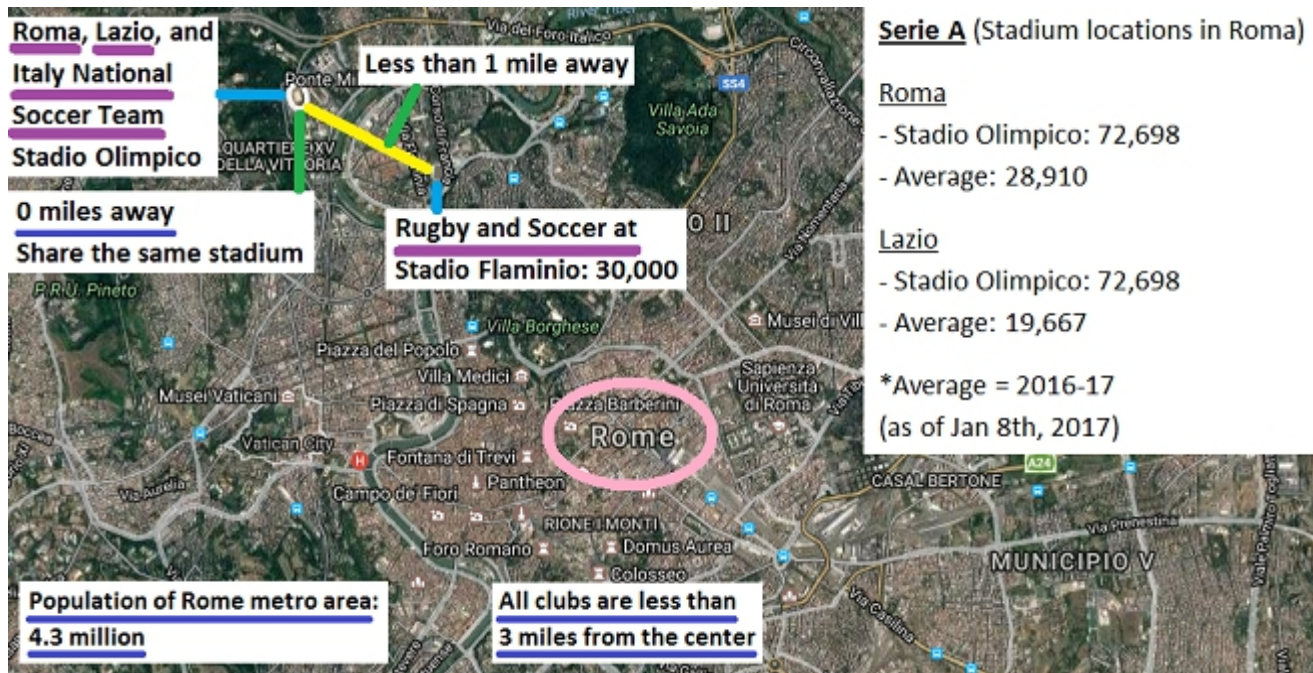
Both clubs in the same stadium are averaging over 40,000 a game.

Salaries: The league and teams in Milan in particular have some of the highest sports salaries in Europe.

Population distribution:

4.3 million / 2 = **2.15 million per club in Milan** vs 20 million / 5 = **4 million per club in NYC.**

Italy - Rome (Serie A)



Both Roma and Lazio are among the richest soccer clubs in the world, and richest sports teams in Europe. They play in Serie A, which is one of the most watched soccer leagues on the planet. Located in Rome, the capital and second most populous metro area of Italy, the two clubs share the same metropolitan area. Like in Milan, both Rome clubs share the same venue and are prospering together.

Figures for Rome:

Population of the Rome metro area: **4.3 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 3 miles from the center of Rome.**

Amount of pro clubs in Serie A (Division 1) from Rome: 2 clubs

Rome Derby Stadium Distance (1 game total):

Rome and Lazio - **0 miles from each other** - Share the same stadium.
(See New York Cosmos and NYCFC)

Average attendance:

Roma: 28,910

Lazio: 19,667

Average of the Average Attendance: 24,289

National team: The **Italian National Soccer Team** plays all of its game in Rome, the capital and second most populous city of Italy. (See USMNT one game a year in the NY metro area.)

Salaries: The teams in Rome have some of the highest sports salaries in the Europe.

Population distribution:

$4.3 \text{ million} / 2 = \mathbf{2.15 \text{ million per club in Rome}}$ vs $20 \text{ million} / 5 = \mathbf{4 \text{ million per club in NYC}}$.

***Just like Spain, three major cities in Italy - Turin, Milan, and Rome - have teams from Serie A playing close to each other.**

China - Guangzhou (Chinese Super League)



Guangzhou Evergrande Taobao is one of the richest soccer clubs in Asia. They play in the Chinese Super League, which is the fastest growing soccer league, in terms of financial investment and attendance, on the planet. Located in Guangzhou, the second largest metropolitan area in China, Guangzhou Evergrande Taobao shares the metropolitan area with another CSL club - Guangzhou R&F. Both clubs are near each other and have growing businesses.

Figures for Guangzhou:

Population of the Guangzhou metro area: **25 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 4 miles from the center of Guangzhou.**

Amount of pro clubs in the Chinese Super League (Division 1) from Guangzhou: 2 clubs

Guangzhou Derby Stadium Distance (1 game total):

Guangzhou Evergrande Taobao vs Guangzhou R&F - **Less than 4 miles away.**

(See New York Cosmos and NYCFC)

Average attendance:

Guangzhou Evergrande Taobao: 44,883

Guangzhou R&F: 9,831

Average of the Average Attendance: 27,357

Salaries: The league and teams in Guangzhou in particular have some of the highest salaries in all of Asia, and are reaching competitive world figures.

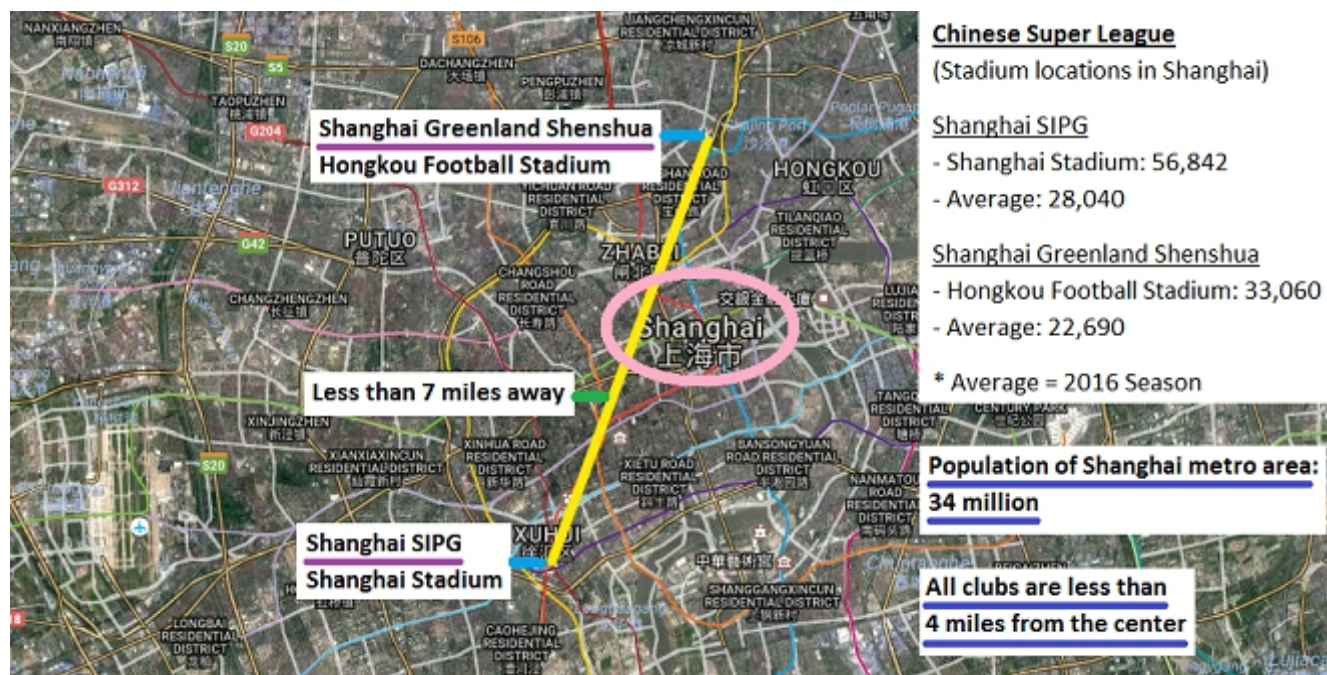
Population distribution:

25 million / 2 = **12.75 million per club in Guangzhou** vs

20 million / 5 = **4 million per club in NYC.**

Note: The Chinese Super League is a relatively new (since 2004). Due to population, over time, Guangzhou is capable of having three or more pro soccer clubs in Division 1 in the metro area.

China - Shanghai (Chinese Super League)



Both Shanghai SIPG and Shanghai Greenland Shenshua are among the richest soccer clubs in Asia. They play in the Chinese Super League. Located in Shanghai, the largest metropolitan area in China, and second most populous in the world, both clubs share the metropolitan area. Both clubs are near each other and have growing businesses.

Figures for Shanghai:

Population of the Shanghai metro area: **34 million vs NY metro area of 20 million+**

Distance from the center: **All clubs are less than 4 miles from the center.**

Amount of pro clubs in the Chinese Super League (Division 1) from Shanghai: 2 clubs

Shanghai Derby Stadium Distance (1 game total):

Shanghai SIPG vs Shanghai Greenland Shenshua - **Less than 7 miles away.**
(See Queens FC and NYCFC)

Average attendance

Shanghai SIPG: 28,040

Shanghai Greenland Shenshua: 22,690 **Average of the Average Attendance: 25,365**

Salaries: The league and teams in Shanghai in particular have some of the highest salaries in all of Asia, and are reaching competitive world figures.

Population distribution:

$34 \text{ million} / 2 = \mathbf{17 \text{ million per club in Shanghai}}$ vs $20 \text{ million} / 5 = \mathbf{4 \text{ million per club in NYC.}}$

Note: 34 million is by no means a common population size for any city or metro area. Shanghai is a **megapolis**. Shanghai can be divided 7 times and each cluster city would still have almost 5 million. Like Guangzhou, Shanghai is capable of having multiple pro soccer clubs in Division 1 in the metro area. They already have a third pro club nearby in Division 2 called Shanghai Shenxin FC.

Australia - Sydney (A-League)



Western Sydney Wanderers and Sydney FC are two of the richest soccer clubs in Australia. They play in the A-League, which is one of the most watched soccer leagues in the world. Located in Sydney, the largest city of Australia, both clubs share the same metropolitan area. Both clubs are near each other and they all have growing businesses.

Figures for Sydney:

Population of the Sydney metro area: **5 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 9 miles from the center of Sydney.**

Amount of pro clubs in the A-League (Division 1) from Sydney: 2 clubs

Sydney Derby Stadium Distance (1 game total):

Western Sydney Wanderers and Sydney FC - **Less than 10 miles away.**

(See NYRB and Brooklyn; Brooklyn and Queens; Queens and NYCFC; Queens and NY Cosmos)

Average attendance

Western Sydney: 24,000

Sydney FC: 15,458

Average of the Average Attendance: 19,729

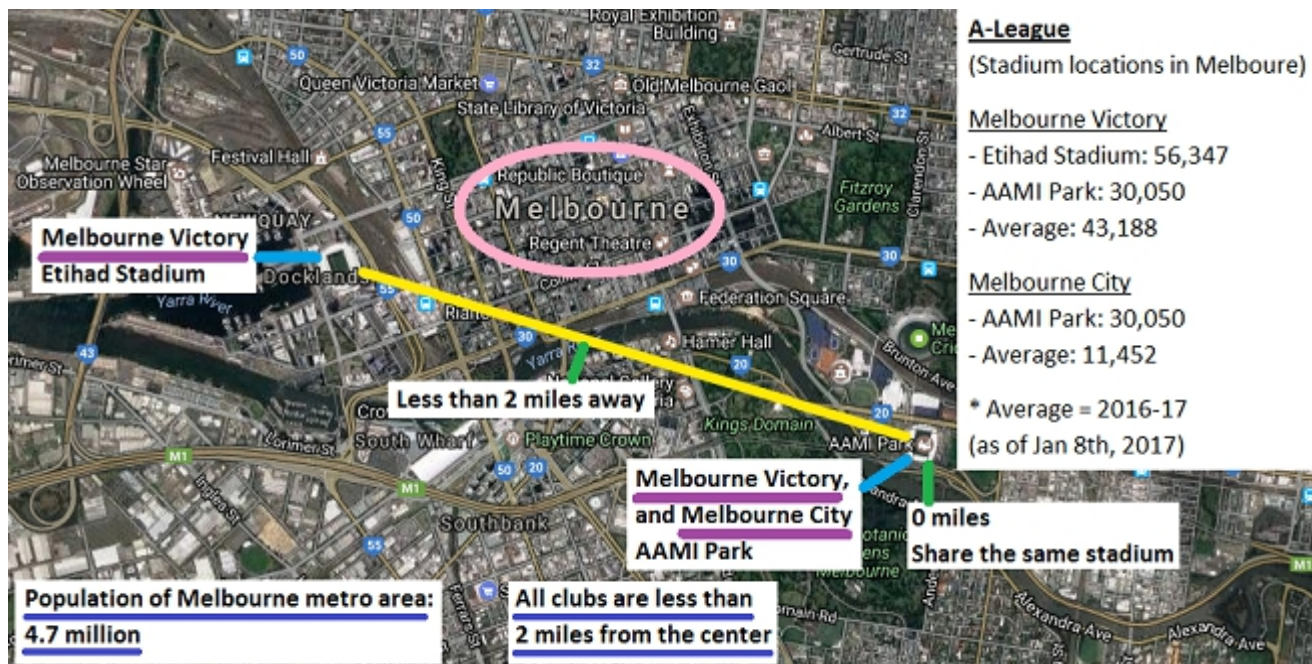
National team: The **Australian National Soccer Team** plays many of its games at Allianz Stadium in Sydney, the most populous area in Australia. (See USMNT one game a year in the NY metro area.)

Salaries: The league and teams in Sydney in particular have some of the highest salaries in all of Pacific.

Population distribution:

5 million / 2 = **2.5 million per club in Sydney** vs 20 million / 5 = **4 million per club in NYC.**

Australia - Melbourne (A-League)



Melbourne Victory is one of the richest soccer clubs Australia. They play in the A-League, which is one of the most watched soccer leagues in the world. Located in Melbourne, the second largest city of Australia, the clubs shares the metro area with another A-League team - Melbourne City. Both clubs share the same metropolitan area. Both clubs are near each other and have growing businesses.

Figures for Melbourne:

Population of the Melbourne metro area: **4.7 million vs NY metro area of 20 million+**

Distance from the center: **All clubs are less than 2 miles from the center of Melbourne.**

Amount of pro clubs in the A-League (Division 1) from Melbourne: 2 clubs

Melbourne Derby Stadium Distance (1 game total):

Melbourne Victory and Melbourne City - **Less than 2 miles away.**

(See New York Cosmos and NYCFC)

Average attendance:

Melbourne Victory: 43,138

Melbourne City: 11,452

Average of the Average Attendance: 27,295

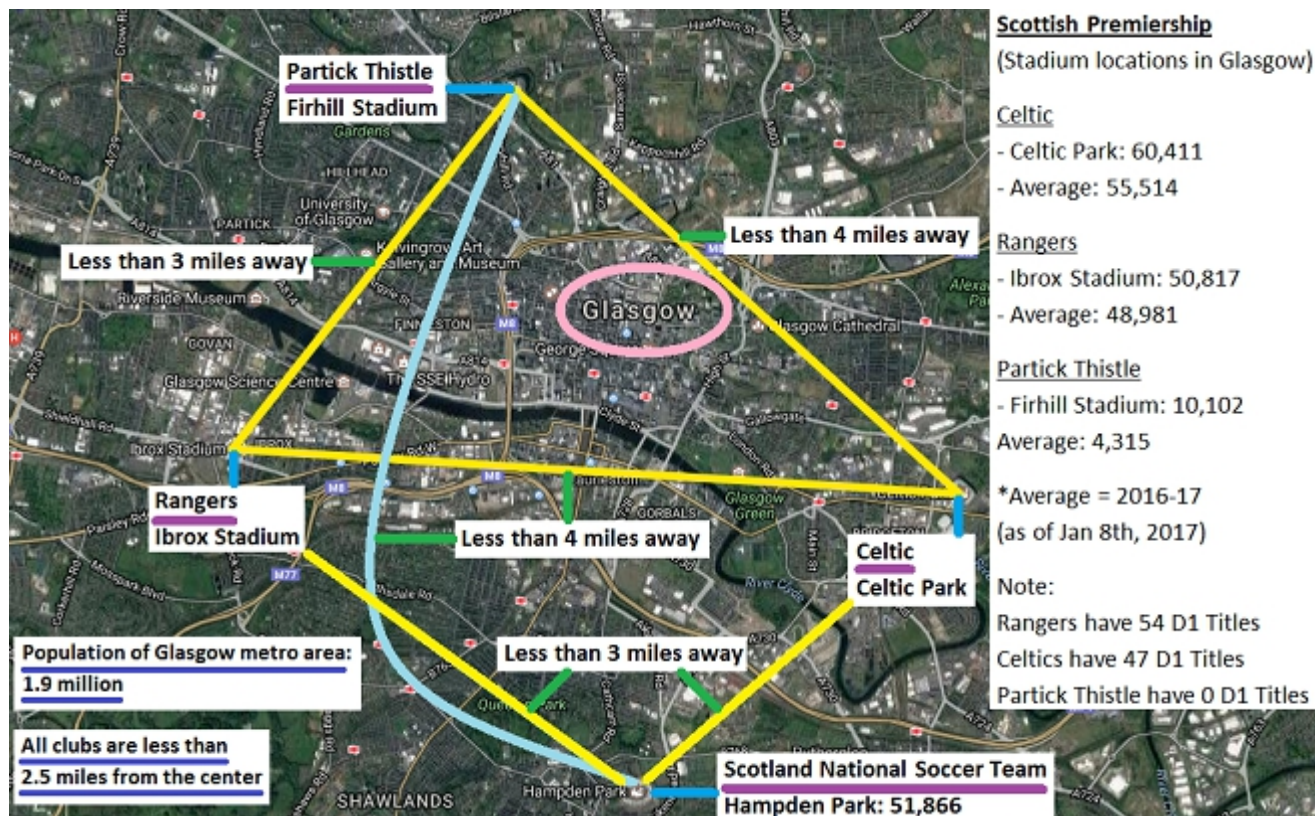
National team: The **Australian National Soccer Team** plays many of its games at Etihad Stadium in Melbourne, the second most populous area in Australia. (See USMNT in LA.)

Salaries: The teams in Sydney in particular have some of the highest salaries in all of Pacific.

Population distribution:

4.7 million / 2 = **2.35 million per club in Melbourne** vs 20 million / 5 = **4 million per club in NYC.**

Scotland - Glasgow (Scottish Premiership)



Celtic and Rangers of Glasgow are two of the oldest, most famous, and prestigious soccer clubs in the world. They play in the Scottish Premiership, which is one of the most watched soccer leagues on the planet. Located in Glasgow, the largest city in Scotland and sixth largest metro area in the United Kingdom, the two clubs share the metro area with a third club in the Premiership - Partick Thistle. All three historical Glasgow teams (each with almost 150 years of existence) are near each other.

Figures for Glasgow:

Population of the Glasgow metro area: **1.9 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 2.5 miles from the center of Glasgow.**

Amount of pro clubs in the Scottish Premiership (Division 1) from Glasgow: **3 clubs** (See MLS in NY)

Glasgow Derby Stadium Distance (3 games total):

Celtic vs Rangers - **Less than 4 miles away**. (See New York Cosmos and NYCFC)

Celtic vs Partick Thistle - Less than 4 miles away.

Rangers vs Partick Thistle - Less than 3 miles away. **Average distance between clubs: 3.67 miles**

Average attendance:

Celtic: 55,415

Rangers: 48,981

Partick Thistle: 4,315

Average of the Average Attendance: 36,237

National team: The **Scottish National Soccer Team** plays all of its game at Hampden Park in Glasgow, the most populous area of Scotland. (See USMNT in NY.)

Salaries: Glasgow Rangers and Celtic have some of the highest sports salaries in Europe.

Population distribution:

1.9 million / 3 = **630k per club in Glasgow** vs 20 million / 5 = **4 million per club in NYC**.

Mexico - Monterrey (Liga MX)



CF Monterrey and Tigres UNAL are among the richest soccer clubs in North America and the Western Hemisphere. They play in Liga MX, the most watched soccer league in North America and one of the most watched leagues in the world. Located in Monterrey, the third largest city in Mexico, the two clubs share the same metro area. Both clubs are near each other and have growing businesses.

Figures for Monterrey:

Population of the Monterrey metro area: **4.5 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 6 miles from the center of Monterrey.**

Amount of pro clubs in Liga MX (Division 1) from Monterrey: 2 clubs

Monterrey Derby Stadium Distance (1 game total)

CF Monterrey vs UNAL - **Less than 6 miles away**. (See Queens FC and NYCFC)

Average attendance:

CF Monterrey: 48,392

UNAL: 41,428

Average of the Average Attendance: 44,910

Salaries: The league and the clubs in Monterrey have some of the highest sports salaries in the Western Hemisphere.

Population distribution:

4.5 million / 2 = **2.25 million per club in Monterrey** vs 20 million / 5 = **4 million per club in NYC**.

Mexico - Guadalajara (Liga MX)



Atlas FC and CD Guadalajara (aka Chivas) are among the richest soccer clubs in North America and the Western Hemisphere. They play in Liga MX, the most watched soccer league in North America and one of the most watched leagues in the world. Located in Guadalajara, the second largest city in Mexico, the two clubs share the same metro area. Both clubs are near each other and have flourishing businesses.

Figures for Guadalajara:

Population of the Guadalajara metro area: **4.8 million vs NY metro area of 20 million+**

Distance from the center: **All clubs are less than 8 miles from the center of Guadalajara.**

Amount of pro clubs in Liga MX (Division 1) from Guadalajara: 2 clubs

Guadalajara Derby Stadium Distance (1 game total):

Atlas vs Guadalajara (Chivas) - **Less than 9 miles away.**

(See NYRB and Brooklyn; Brooklyn and Queens; Queens and NYCFC, Queens and NY Cosmos)

Average attendance:

Atlas: 34,131

Guadalajara: 33,411

Average of the Average Attendance: 33,771

Salaries: The league and the clubs in Guadalajara have some of the highest sports salaries in the Western Hemisphere.

Population distribution:

4.8 million / 2 = **2.4 million per club in Guadalajara** vs 20 million / 5 = **4 million per club in NYC.**

Mexico - Mexico City (Liga MX)



Club America, Pumas UNAM, and Cruz Azul are among the richest soccer clubs in North America and the Western Hemisphere. Club America is one of the biggest soccer clubs in the continent. All three clubs play in Liga MX. Located in Mexico City, the capital and largest city in Mexico, the three clubs share the same metro area. All three clubs are near each other and have flourishing businesses.

Figures for Mexico City:

Population of the Mexico City metro area: **21 million** vs NY metro area of **20 million+** (very similar)

Distance from the center: **All clubs are less than 9 miles from the center of Mexico City.**

Amount of pro clubs in La Liga (Division 1) from Mexico City: **3 clubs** (See MLS in NY metro area)

Mexico City Derby Stadium Distance (3 games total):

America and UNAM - **Less than 3.5 miles away.** (See New York Cosmos and NYCFC)

America and Cruz Azul - Less than 6 miles away.

UNAM and Cruz Azul - Less than 3.5 miles away.

Average distance between clubs: 4.33 miles

Average attendance:

America: 39,193

UNAM: 25,896

Cruz Azul: 16,928

Average of the Average Attendance: 27,339

National team: The **Mexican National Soccer Team** plays all of its game at Estadio Azteca in Mexico City, the capital and most populous city of Mexico. (See USMNT in the NY metro area.)

Salaries: The league and the clubs in Mexico City have some of the highest sports salaries in the Western Hemisphere.

Population distribution:

$21 \text{ million} / 3 = \mathbf{7 \text{ million per club in Mexico City}}$ vs $20 \text{ million} / 5 = \mathbf{4 \text{ million per club in NYC}}$.

Similar to NYC in population, Liga MX demonstrates that MLS can handle at least three clubs in NYC.

Brazil - Sao Paolo (Campeonato Brasileiro Serie A)



Campeonato Brasileiro Serie A is one of the biggest and most watched soccer leagues in the world. There are three clubs from the league - Palmeiras, Corinthians, and Sao Paolo - share the Sao Paolo, which is one of the largest city in Brazil and one of the three most populous metro areas in the Western Hemisphere (comparable to Mexico City and New York City). All three clubs have strong followings and prosperous businesses.

Figures for Sao Paolo:

Population of the Sao Paolo metro area: **21 million** vs NY metro area of **20 million+** (very similar)

Distance from the center: **All clubs are less than 10 miles from the center of Sao Paolo.**

Amount of pro clubs in CB Serie A (Division 1) from Sao Paolo: **3 clubs** (See MLS in NY metro area)

Sao Paolo Derby Stadium Distance (3 games total):

Palmeiras vs Sao Paolo FC - **Less than 6 miles away**. (See NYCFC and Queens FC)

Palmeiras vs Corinthians - Less than 13 miles away.

Corinthians vs Sao Paolo FC - Less than 16 miles away.

Average distance between clubs: 11.7 miles

Average attendance:

SE Palmeiras: 32,684

SC Corinthians: 28,795

Sao Paulo FC: 22,565

Average of the Average Attendance: 28,015

Salaries: Teams in Sao Paolo have some of the highest sports salaries in the Western Hemisphere.

Population distribution:

21 million / 3 = **7 million per club in Sao Paolo** vs 20 million / 5 = **4 million per club in NYC**.

Similar to NYC in population, Sao Paolo with Campeonato Brasileiro Serie A fully demonstrates that MLS can handle at least three top clubs in NYC.

Brazil - Rio de Janeiro (Campeonato Bras Serie A + B)



Campeonato Brasileiro Serie A + B (Stadium locations in Rio de Janeiro)

CR Flamengo

- Maracanã: 78,639
- Average: 24,542 (in 2016)
33,450 (in 2015)

Fluminense FC

- Edson Passos / Giulite Coutinho: 13,544
- Average: 9,275 (in 2016)
17,268 (in 2015)

Botafogo FC

- Estadio Olimpico Joao Havelange: 46,931
- Average: 7,382 (in 2016)
9,672 (in 2015)

Vasco da Gama

- Estadio Vasco da Gama: 21,880
- Average: 6,926 (in 2016)
14,393 (in 2015)

*Average = 2016 and 2015 years
Note: the 2016 Olympics in Rio

Rio de Janeiro has four pro clubs play in the Campeonato Brasileiro Serie A and Serie B. Flamengo, Vasco da Gama, Botafogo, and Fluminense all share Rio de Janeiro, which is the second largest city and metro area in Brazil and one of the six most populous metro areas in the Western Hemisphere (comparable to Los Angeles). All four clubs have strong followings and prosperous businesses.

Figures for Rio de Janeiro:

Population of Rio de Janeiro metro area: **12.3 million** vs NY metro area of **20 million+**

Distance from the center: **3 clubs are less than 8 & 1 is 18 miles from the center of Rio de Janeiro.**

Amount of pro clubs in CB Serie A + B (Division and Division 2) from Rio de Janeiro: **4 clubs**

(See MLS, NASL, and USL in NY metro area)

Rio de Janeiro Derby Stadium Distance (6 games total):

Flamengo vs Vasco da Gama - **Less than 2 miles away**. (See NY Cosmos and NYCFC)

Flamengo vs Botafogo - Less than 5 miles away.

Flamengo vs Fluminense - Less than 15 miles away.

Botafogo vs Vasco da Gama - Less than 4 miles away.

Botafogo vs Fluminense - Less than 11 miles away.

Fluminense vs Vasco da Gama - Less than 14 miles away.

**Average distance between
Clubs: 8.5 miles**

Average attendance:

CR Flamengo: 24,542 (in 2016)

Fluminense FC: 9,275 (in 2016)

Botafogo FR: 7,382 (in 2016)

CR Vasco da Gama: 6,926 (in 2016)

Average of the

Average Attendance:

12,301

Olympics Year in Rio

33,450 (in 2015)

17,268 (in 2015)

9,697 (in 2015)

14,393 (in 2015)

Average of the

Average Attendance:

18,702

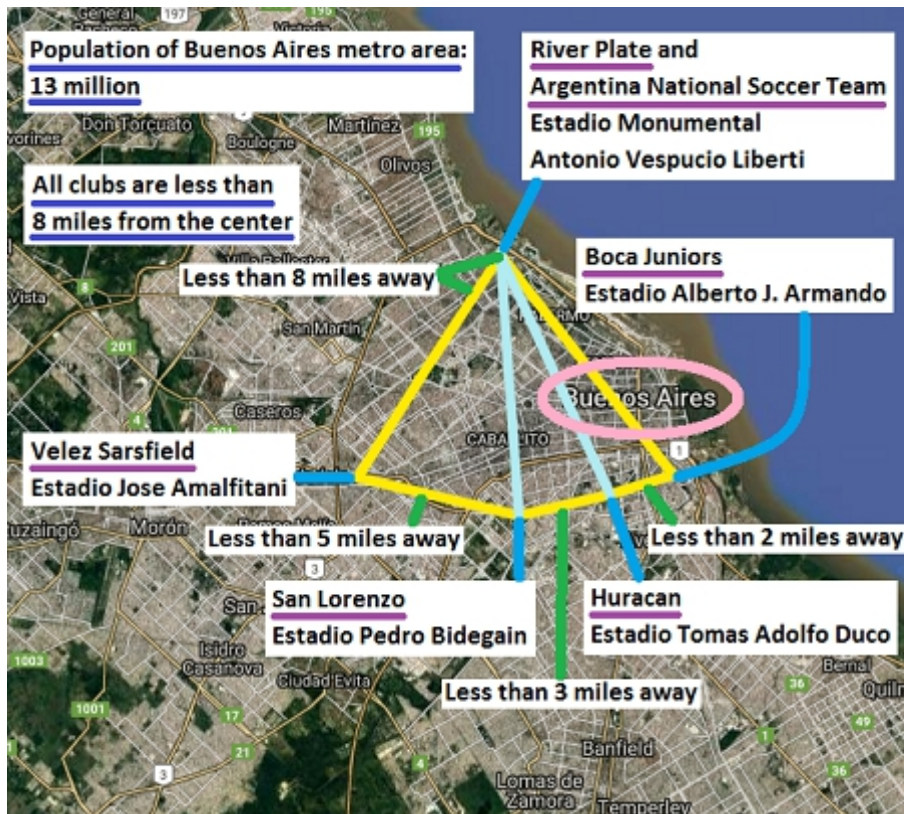
National team: The **Brazilian National Soccer Team** plays many of its game Rio de Janeiro.

Salaries: Teams in Rio de Janeiro have some of the highest sports salaries in South America.

Population distribution:

12.3 million / 4 = **3 million per club in Rio de J** vs 20 million / 5 = **4 million per club in NYC**.

Argentina - Buenos Aires (Primera Division de Argentina)



Primera Division de Argentina

(Stadium locations in Buenos Aires)

River Plate

- Estadio Monumental
- Antonio Vespucio Liberti: 61,321
- Average: 54,000

Boca Juniors

- Estadio Alberto J. Armando: 49,000
- Average: 41,000

Huracan

- Estadio Tomas Adolfo Duco: 48,314
- Average: 20,000

San Lorenzo

- Estadio Pedro Bidegain: 39,494
- Average: 19,750

Velez Sarsfield

- Estadio Jose Amalfitani: 45,540
- Average: 16,500

*Average = 2014-15 Torneo Inicial

River Plate and Boca Juniors are among the richest and most prestigious soccer clubs in the Western Hemisphere. Both clubs play in Primera Division de Argentina, viewed as one of the top soccer leagues in the world. Located in Buenos Aires, the capital and largest city of Argentina, the two clubs share the city with three more clubs in the same league - Huracan, San Lorenzo, and Velez Sarsfield. All five clubs within Buenos Aires city proper are near each other and have large fan support.

Figures for Buenos Aires:

Population of the Buenos Aires metro area: **13 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 8 miles from the center of Buenos Aires.**

Amount of pro clubs in Primera Division de Argentina (Division 1) from within the city of Buenos Aires: **5 clubs** (See NY Cosmos, NYCFC, NY Red Bulls, Queens FC, and Brooklyn FC)

Buenos Aires City Derby Stadium Distance (10 games total): (See all 5 NYC Soccer Clubs)

River Plate and Boca Juniors - Less than 8 miles away

River Plate and Huracan - Less than 8 miles away

River Plate and San Lorenzo - Less than 8 miles away

River Plate and Velez Sarsfield - Less than 8 miles away

Boca Juniors and Huracan - Less than 2 miles away

Boca Juniors and San Lorenzo - Less than 5 miles away

Boca Juniors and Velez Sarsfield - Less than 9 miles away

Huracan and San Lorenzo - Less than 3 miles away

Huracan and Velez Sarsfield - Less than 7 miles away

San Lorenzo and Velez Sarsfield - Less than 5 miles away

Average distance between clubs: 6.3 miles

Average attendance:

River Plate: 54,000

San Lorenzo: 19,750

Boca Juniors: 41,000

Velez Sarsfield: 16,500

Huracan: 20,000

Average of the Average Attendance: 30,250

National team: The **Argentina National Soccer Team**, ranked 4th among national soccer teams in the world, plays all of its home games at Estadio Monumental Antonio Vespucio Liberti in Buenos Aires, the capital and most populous city of Argentina. (See USMNT in NY metro area.)

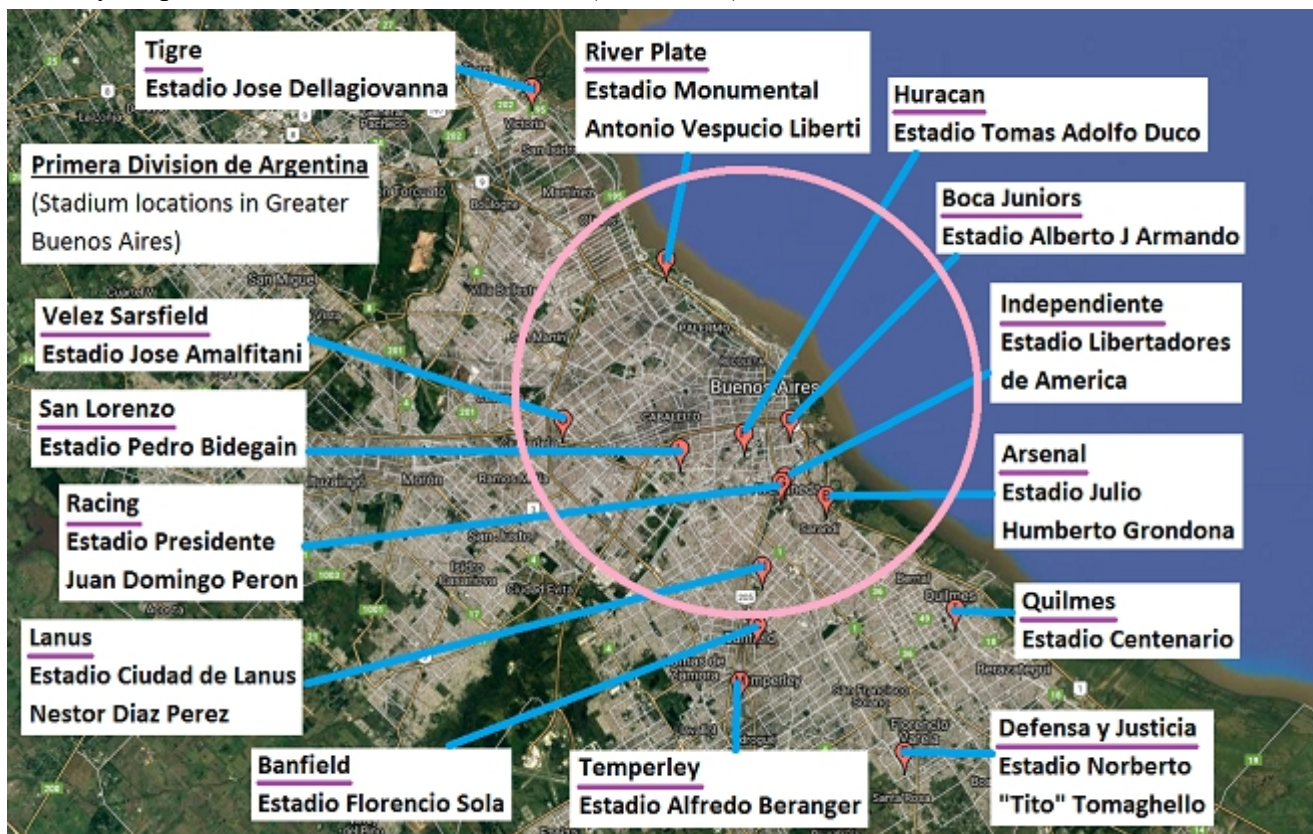
Salaries: The league and the clubs in Buenos Aires have some of the highest sports salaries in the Western Hemisphere.

Population distribution:

13 million / 5 = **2.6 million per club in Buenos Aires** vs 20 million / 5 = **4 million per club in NYC**.

Similar to NYC in proposed club quantity, Argentina's Primera Division in the city of Buenos Aires fully demonstrates that the NY metro area can handle 5 pro clubs.

Keep in mind that within the Greater Buenos Aires metropolitan area, not just the city, there are also currently 14 pro clubs all in Primera Division (Division 1).



Population distribution:

13 million / 14 = **930k per club in Buenos Aires** vs 20 million / 5 = **4 million per club in NYC**.

If the Buenos Aires metropolitan area, with 13 million and which features the 4th ranked national team in the world, can support 14 Division 1 clubs, then the NY metro area can certainly support 5 clubs.

***The NY metro area can produce the next Messi or Maradona** (or even attract Messi or Cristiano Ronaldo one day. It already once attracted the greats Pelé, Beckenbauer, and Raúl. And it almost had Maradona and Cruyff). Once upon a time it produced the great Archie Stark - a US soccer legend.

Germany - Hamburg (Bundesliga and 2. Bundesliga)



The Bundesliga is the league with the highest average attendance in the world, with 40,000+. It's second division, the 2. Bundesliga, has the highest average for a second division in the world, with 20,000+. The Bundesliga is one of the most popular soccer leagues on the planet. Both the Bundesliga and 2. Bundesliga have teams in Hamburg, which is the fourth largest metropolitan area in Germany. The club, Hamburger SV and FC St. Pauli, share the region. Both clubs are near each other and have flourishing businesses.

Figures for Hamburg:

Population of the Hamburg metro area: **5.1 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 5 miles from the center of Hamburg**

Amount of pro clubs in Bundesliga and 2. Bundesliga (Division 1 and 2) from Hamburg: 2 clubs

Hamburger Derby Stadium Distance (1 game total)

Hamburger SV and FC St. Pauli - **Less than 4 miles away**. (See New York Cosmos and NYCFC)

Average attendance:

Hamburger SV: 52,523

FC St. Pauli: 29,419

Average of the Average Attendance: 40,971

Salaries: The league and teams in Hamburg in particular have some of the highest sports salaries in Europe.

Population distribution:

$5.1 \text{ million} / 2 =$ **2.55 million per club in Hamburg** vs $20 \text{ million} / 5 =$ **4 million per club in NYC**.

Germany - Munich (Bundesliga and 2. Bundesliga)



Like in Hamburg, both the Bundesliga and 2. Bundesliga have teams in Munich, which is the second largest metropolitan area in Germany. The clubs, Bayern Munich and 1860 Munich, share the region. Bayern Munich is one of the richest soccer clubs and sports teams in the world. Both clubs share the same venue and have flourishing businesses.

Figures for Munich:

Population of the Munich metro area: **5.2 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 6 miles from the center of Munich**

Amount of pro clubs in Bundesliga and 2. Bundesliga (Division 1 and 2) from Munich: 2 clubs

Munich Derby Stadium Distance (1 game total)

Bayern Munich and 1860 Munich - **0 miles from each other** - Share the same stadium.
(See New York Cosmos and NYCFC)

Average attendance:

Bayern Munich: 75,000

1860 Munich: 23,113

Average of the Average Attendance: 49,057

National team: The **German National Soccer Team** plays various games in Munich, the second most populous city of Germany. (See USMNT one game a year in the LA metro area.)

Salaries: The league and teams in Munich in particular have some of the highest sports salaries in Europe.

Population distribution:

5.2 million / 2 = **2.6 million per club in Munich** vs 20 million / 5 = **4 million per club in NYC**.

Germany - Berlin (Bundesliga and 2. Bundesliga)



Like in Hamburg, both the Bundesliga and 2. Bundesliga have teams in Berlin, which is the largest metropolitan area in Germany. The clubs, Hertha BSC and Union Berlin, share the region. Both clubs are near each other and have flourishing businesses.

Figures for Berlin:

Population of the Berlin metro area: **6 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 8 miles from the center of Berlin**

Amount of pro clubs in Bundesliga and 2. Bundesliga (Division 1 and 2) from Berlin: 2 clubs

Munich Derby Stadium Distance (1 game total)

Hertha BSC and Union Berlin - **Less than 15 miles away.**

(See NYRB and Cosmos; NYRB and Queens FC; Cosmos and Brooklyn; NYRB and NYCFC; NYCFC and Brooklyn)

Average attendance:

Hertha BSC: 47,771

Union Berlin: 21,017

Average of the Average Attendance: 34,394

National team: The **German National Soccer Team** plays various games in Berlin, the capital and most populous city of Germany. (See USMNT one game a year in the NY metro area.)

Salaries: The league and teams in Berlin in particular have some of the highest sports salaries in Europe.

Population distribution:

6 million / 2 = **3 million per club in Berlin** vs 20 million / 5 = **4 million per club in NYC.**

England - Liverpool (Premier League)



Liverpool FC is one of the richest soccer clubs in the world, and one of the richest sports team in the world. They play in the Premier League (of England), which is the #1 most watched soccer league on the planet. Located in the city of Liverpool, the fifth largest metropolitan area in the United Kingdom, Liverpool FC shares the region with another Premier League club - Everton FC. Both clubs are near each other and have flourishing businesses.

Figures for Liverpool:

Population of the Liverpool metro area: 2.2 million vs NY metro area of 20 million+

Distance from the center: All clubs are less than 2.5 miles from the center of Liverpool.

Amount of pro clubs in Premier League (Division 1) from Liverpool: 2 clubs

Liverpool Derby Stadium Distance (1 game total)

Liverpool FC and Everton - **Less than ½ a mile away.** (See New York Cosmos and NYCFC)

Average attendance:

Liverpool FC: 52,876

Everton: 38,767

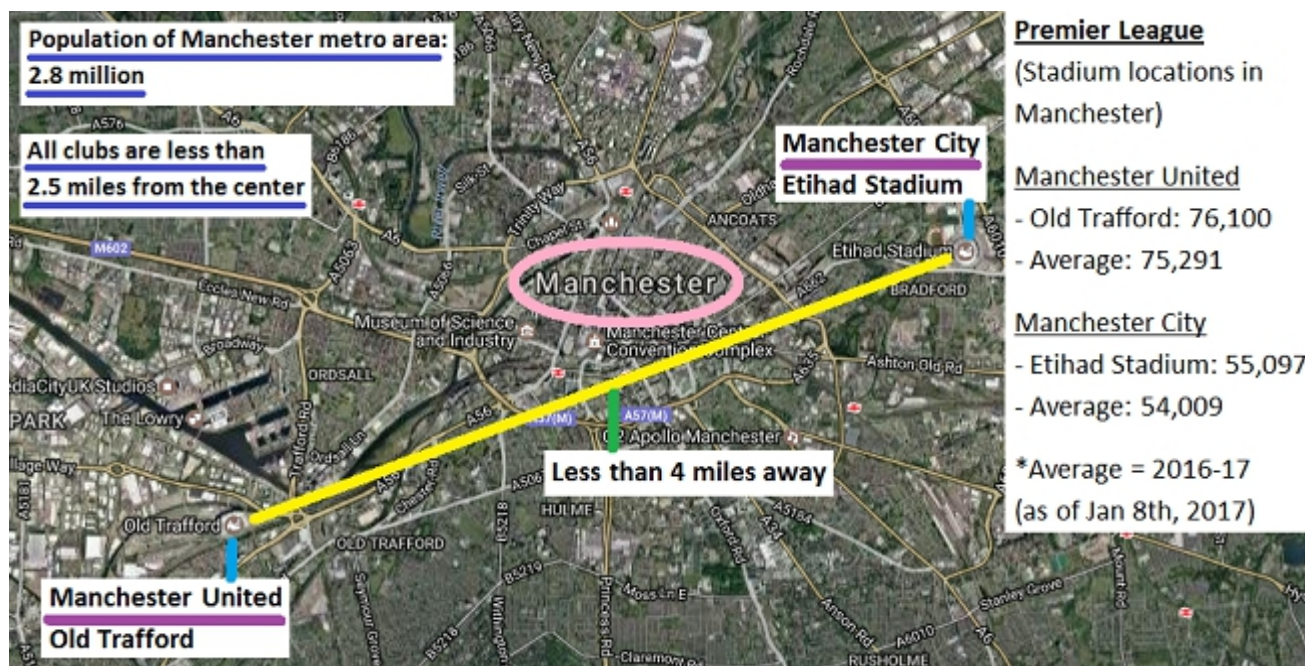
Average of the Average Attendance: 45,822

Salaries: The league and teams in Liverpool in particular have some of the highest salaries in the sports world.

Population distribution:

2.2 million / 2 = **1.1 million per club in Liverpool** vs 20 million / 5 = **4 million per club in NYC.**

England - Manchester (Premier League)



Manchester United and Manchester City are two of the richest soccer clubs and sports teams in the world. They play in the Premier League (of England), which is the #1 most watched soccer league on the planet. Located in the city of Manchester, the third largest metropolitan area in the United Kingdom, both clubs share the same region. Both clubs are near each other and have flourishing businesses. **The Manchester Derby is one of the biggest derbies in the world.**

Figures for Manchester:

Population of the Manchester metro area: **2.8 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 2.5 miles from the center of Manchester.**

Amount of pro clubs in Premier League (Division 1) from Manchester: 2 clubs

Manchester Derby Stadium Distance (1 game total):

Manchester United and Manchester City - **Less than 4 miles away.**

(See New York Cosmos and NYCFC)

Average attendance

Manchester United: 75,291

Manchester City: 54,009

Average of the Average Attendance: 64,650

Salaries: The league and teams in Manchester in particular have some of the highest salaries in the sports world.

Population distribution:

$2.8 \text{ million} / 2 = \mathbf{1.4 \text{ million per club in Manchester}}$ vs $20 \text{ million} / 5 = \mathbf{4 \text{ million per club in NYC.}}$

The **Manchester Derby**, the Madrid Derby (Real Madrid and Atletico Madrid), and the London derbies are the most watched city/metro area derbies in the world. (Note: the most watched national derby is Real Madrid vs FC Barcelona). **The NY derbies with the five pro clubs can one day reach this international caliber.**

England - London (Top four English divisions - Soccer)

<u>List of professional soccer teams</u> <u>in London, England within the top four divisions</u> (Arranged by average attendance for the 2016-2017 season, as of January 8 th , 2017)				
Premier League (Division 1)				
	<u>Teams</u>	<u>Stadiums</u>	<u>Capacity</u>	<u>Average</u>
1	Arsenal FC	Emirates Stadium	60,388	59,989
2	West Ham United	Olympic Stadium	60,010	56,963
3	Chelsea FC	Stamford Bridge	41,798	41,516
4	Tottenham Hotspur	White Hart Lane	36,230	31,473
5	Crystal Palace	Selhurst Park	26,309	24,975
Football League Championship (Division 2)				
	<u>Teams</u>	<u>Stadiums</u>	<u>Capacity</u>	<u>Average</u>
6	Fulham FC	Craven Cottage	25,700	18,816
7	Queens Park Rangers	Loftus Road	18,360	14,774
8	Brentford FC	Griffin Park	12,763	10,152
Football League One (Division 3)				
	<u>Teams</u>	<u>Stadiums</u>	<u>Capacity</u>	<u>Average</u>
9	Charlton Athletic	The Valley	27,111	11,031
10	Millwall FC	The Den	20,146	9,318
11	AFC Wimbledon	Kingsmeadow	4,850	4,484
Football League Two (Division 4)				
	<u>Teams</u>	<u>Stadiums</u>	<u>Capacity</u>	<u>Average</u>
12	Leyton Orient	Brisbane Road	9,271	4,496
13	Barnet FC	The Hive Stadium	5,100	1,983

Median average attendance in London

Divisions 1-4 (13 clubs): **14,774**

Divisions 1-3 (11 clubs): **18,816**

Divisions 1-2 (8 clubs): **28,224**

Division 1 (5 clubs): **41,516**

Average of the Average Attendance: 22,305

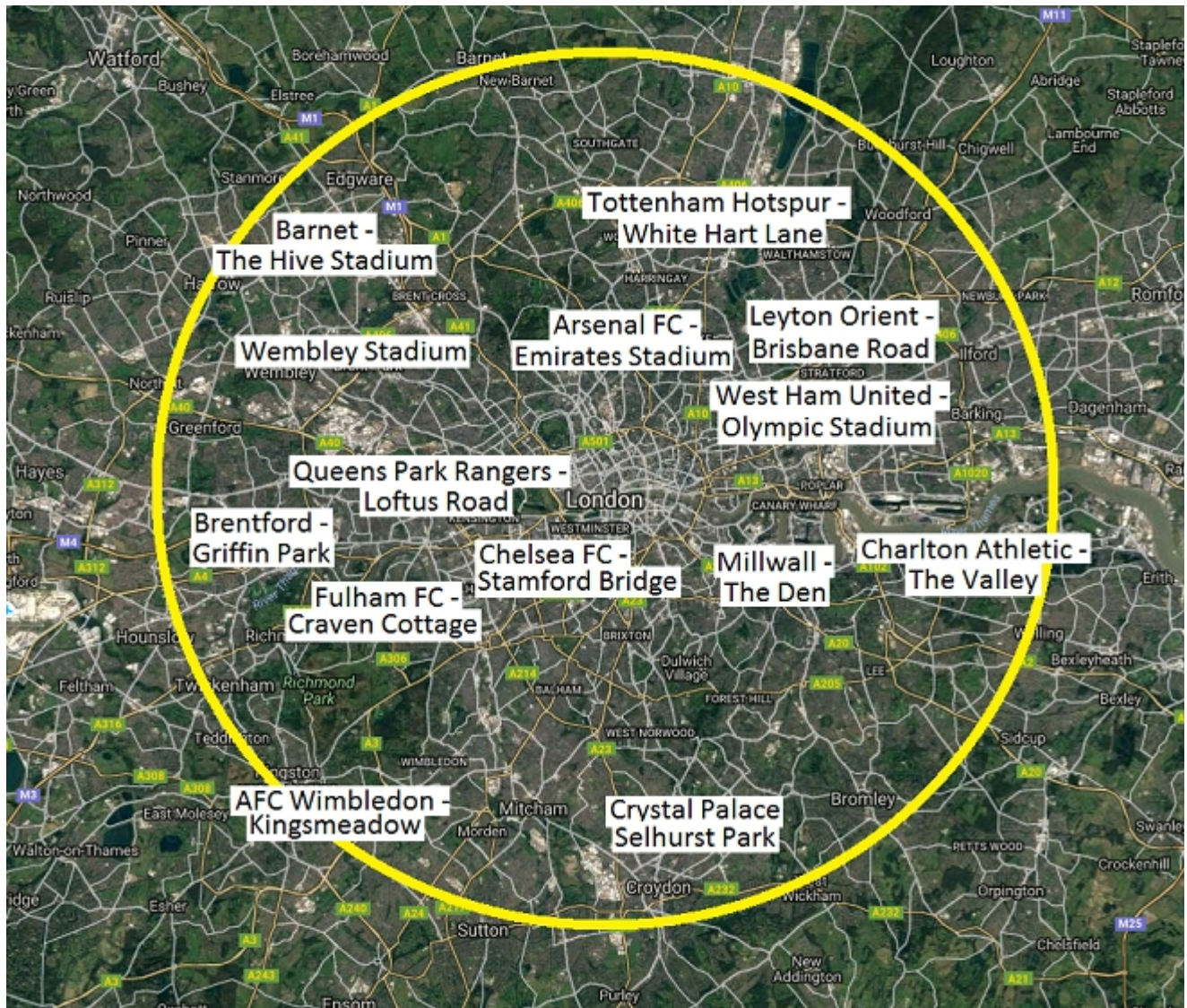
Average of the Average Attendance: 25,772

Average of the Average Attendance: 32,332

Average of the Average Attendance: 42,983

* **Population of London metro area: 14 million**

* **All 13 pro clubs are less than 10 miles from the center of London.** (See NYC)

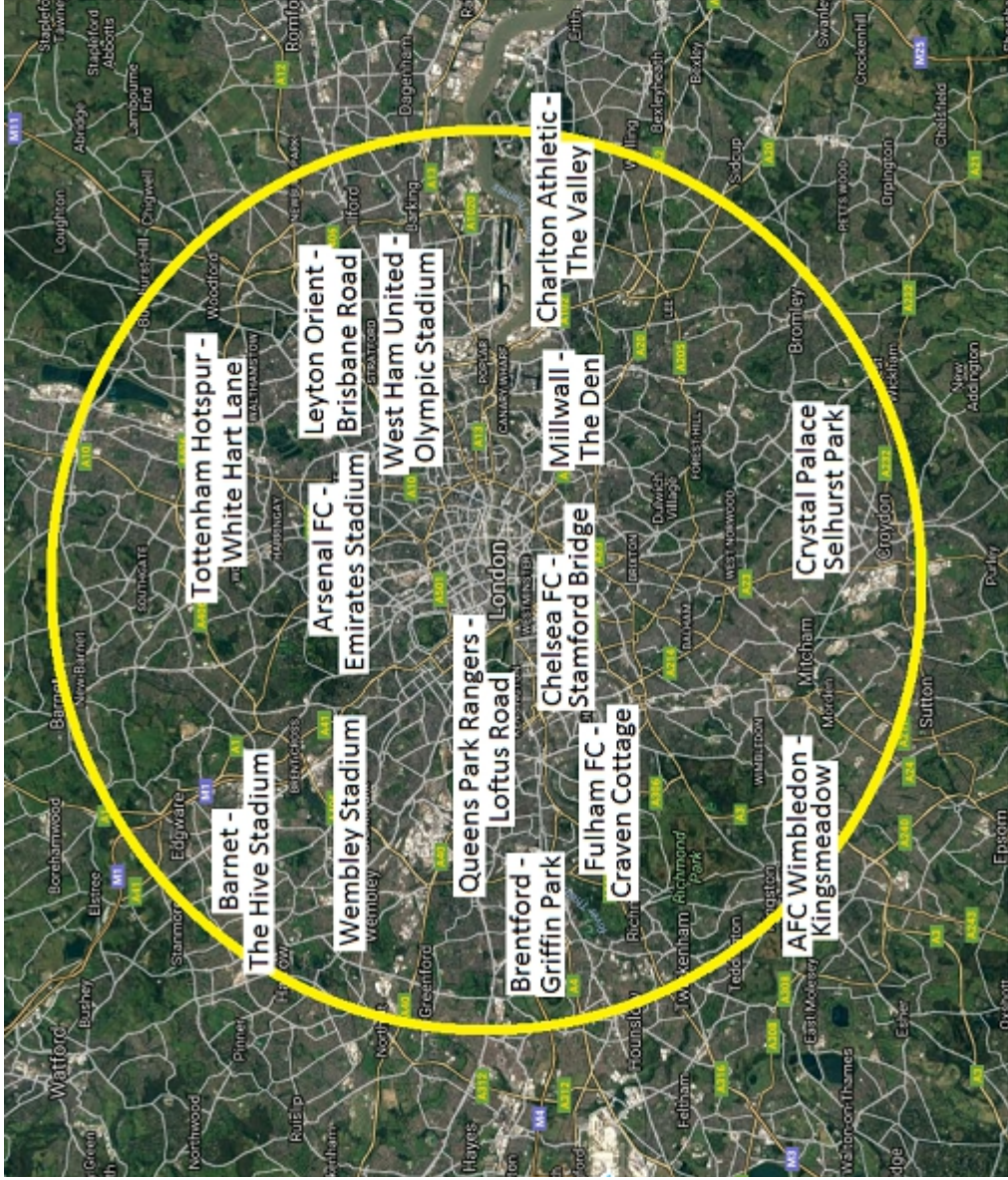


Population distribution:

14 million / 13 clubs = **1.1 million per club in London** vs

20 million / 5 clubs = **4 million per club in NYC.**

Let that sink in for a minute.



Locations of professional soccer stadiums in London:

Premier League (Division 1)

- 1) Arsenal FC
- Emirates Stadium: 60,388; Average: 59,989
- 2) Chelsea FC
- Stamford Bridge: 41,798; Average: 41,516
- 3) Crystal Palace
- Selhurst Park: 26,309; Average: 24,975
- 4) Tottenham Hotspur
- White Hart Lane: 36,230; Average: 31,473
- 5) West Ham United
- Olympic Stadium: 60,010; Average 56,963

Football League Championship (Division 2)

- 6) Brentford FC
- Griffin Park: 12,763; Average: 10,152
- 7) Fulham FC
- Craven Cottage: 25,700; Average: 18,816
- 8) Queens Park Rangers
- Loftus Road: 18,360; Average: 14,774

Football League One (Division 3)

- 9) AFC Wimbledon
- Kingsmeadow: 4,850; Average: 4,484
- 10) Charlton Athletic
- The Valley: 27,111; Average: 11,031
- 11) Millwall FC
- The Den: 20,146; Average: 9,318

Football League Two (Division 4)

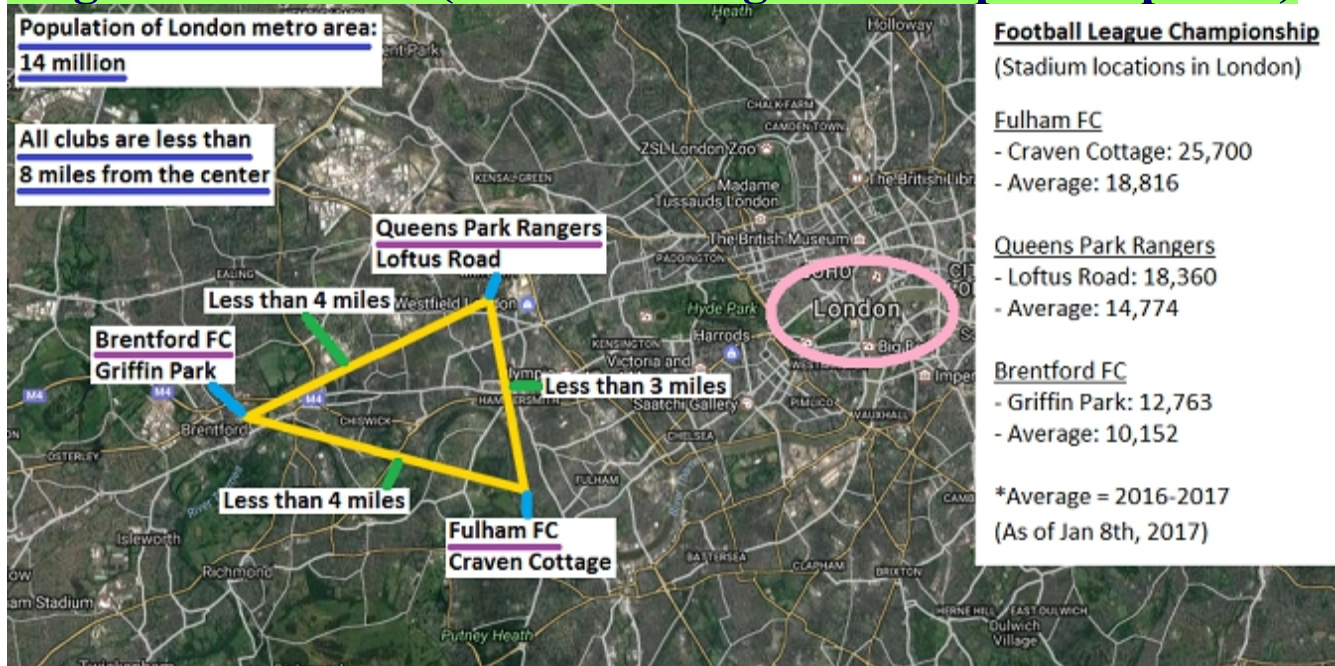
- 12) Barnet FC
- The Hive Stadium: 5,100; Average: 1,983
- 13) Leyton Orient
- Brisbane Road: 9,271; Average: 4,496

Population of London metro area:
14 million

All clubs are less than
10 miles from the center

*Average = 2016-2017
(As of Jan 8th, 2017)

England - London (Football League Championship - D2)



Fulham FC and Queens Park Rangers are two clubs with some of the highest average attendance within a second division league in the world. These clubs play in the Football League Championship, which has the second highest average attendance for Division 2 in the world, (with 19,000+), and the 12th or 13th highest average attendance of any soccer league (including D1) world-wide. The clubs are located in London, the capital and largest metropolitan area in England and the United Kingdom. They share the region with another FL Championship club - Brentford FC. All three clubs are near each other and have flourishing businesses within division 2, all while sharing London with 5 Premier League clubs and 5 other pro soccer clubs.

Figures for London:

Population of the London metro area: **14 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 9 miles from the center of London.**

Amount of pro clubs in the FL Championship (Division 2) from London: **3 clubs**

(See MLS, NASL and USL in NYC area; See Cosmos, Queens FC, and Brooklyn FC)

London Derby Stadium Distance (3 game total):

Fulham FC and Queens Park Rangers - **Less than 3 miles away**. (See NY Cosmos and NYCFC)

Fulham FC and Brentford FC - Less than 4 miles away.

Queens Park Rangers and Brentford FC - Less than 4 miles away.

Average distance between clubs: 3.67 miles

Average attendance:

Fulham FC: 18,816

Brentford FC: 10,152

Queens Park Rangers: 14,774

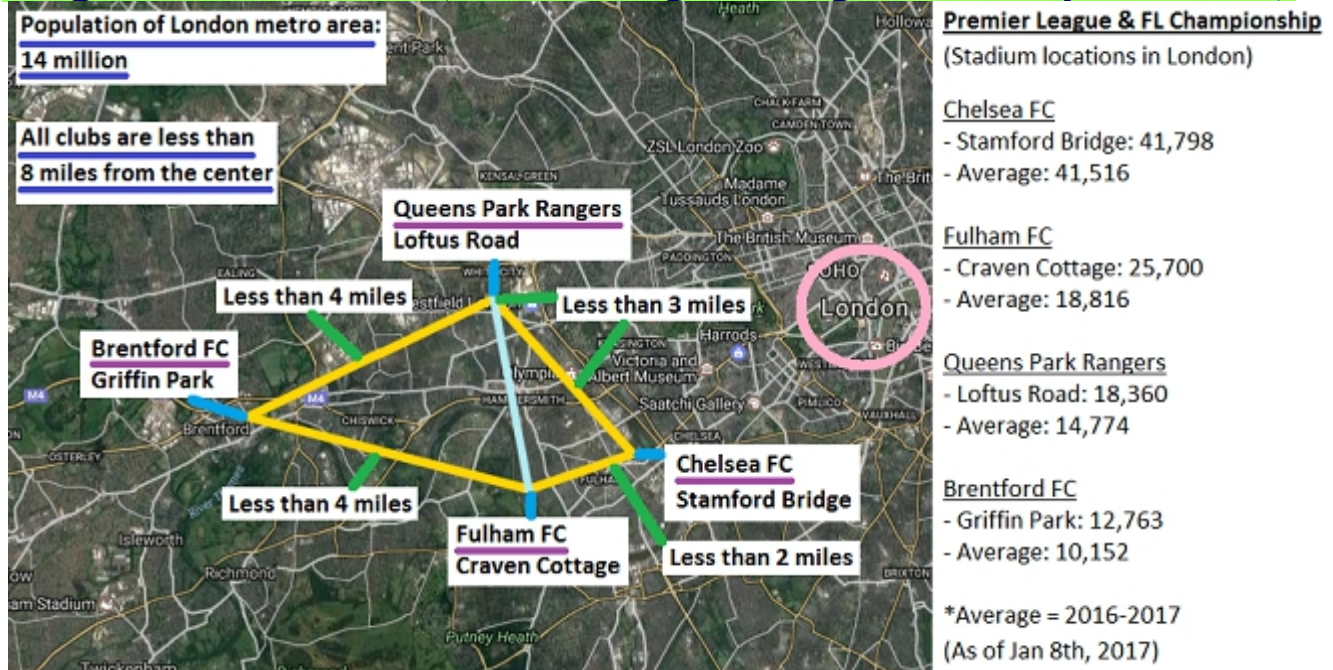
Average of the Average Attendance: 14,581

Salaries: The league and teams in London in particular have some of the highest sports salaries in division 2 around the world.

Population distribution:

14 million / 3 = **4.67 million per club in London** vs 20 million / 5 = **4 million per club in NYC**.

England - London (FL Championship w/nearby PL club)



Fulham FC, Queens Park Rangers, and Brentford FC play in the Football League Championship (D2) and draw strong attendance all while be very close to a Premier League (D1) club - Chelsea FC, which is one of the richest soccer clubs and sports clubs in the world. All four clubs are near each other and have flourishing businesses within division 2 and division 1.

Figures for London:

Population of the London metro area: **14 million** vs NY metro area of **20 million+**

Distance from the center: **All clubs are less than 9 miles from the center of London.**

Amount of pro clubs in the FL Championship (Division 2) and nearby PL clubs from London: **4 clubs**
(See MLS, NASL and USL in NYC area; See NYRB, NYCFC, Cosmos, and Queens FC)

London Derby Stadium Distance (6 games total):

Chelsea and Fulham FC - **Less than 2 miles away.** (See New York Cosmos and NYCFC)

Chelsea and Queens Park Rangers - Less than 3 miles away

Chelsea and Brentford FC - Less than 6 mile away

Fulham FC and Queens Park Rangers - Less than 3 miles away.

Fulham FC and Brentford FC - Less than 4 miles away.

Queens Park Rangers and Brenford FC - Less than 4 miles away.

**Average distance
between clubs: 3.67 miles**

Average attendance:

Chelsea: 41,798 Queens Park Rangers: 14,774

Fulham FC: 18,816 Brentford FC: 10,152

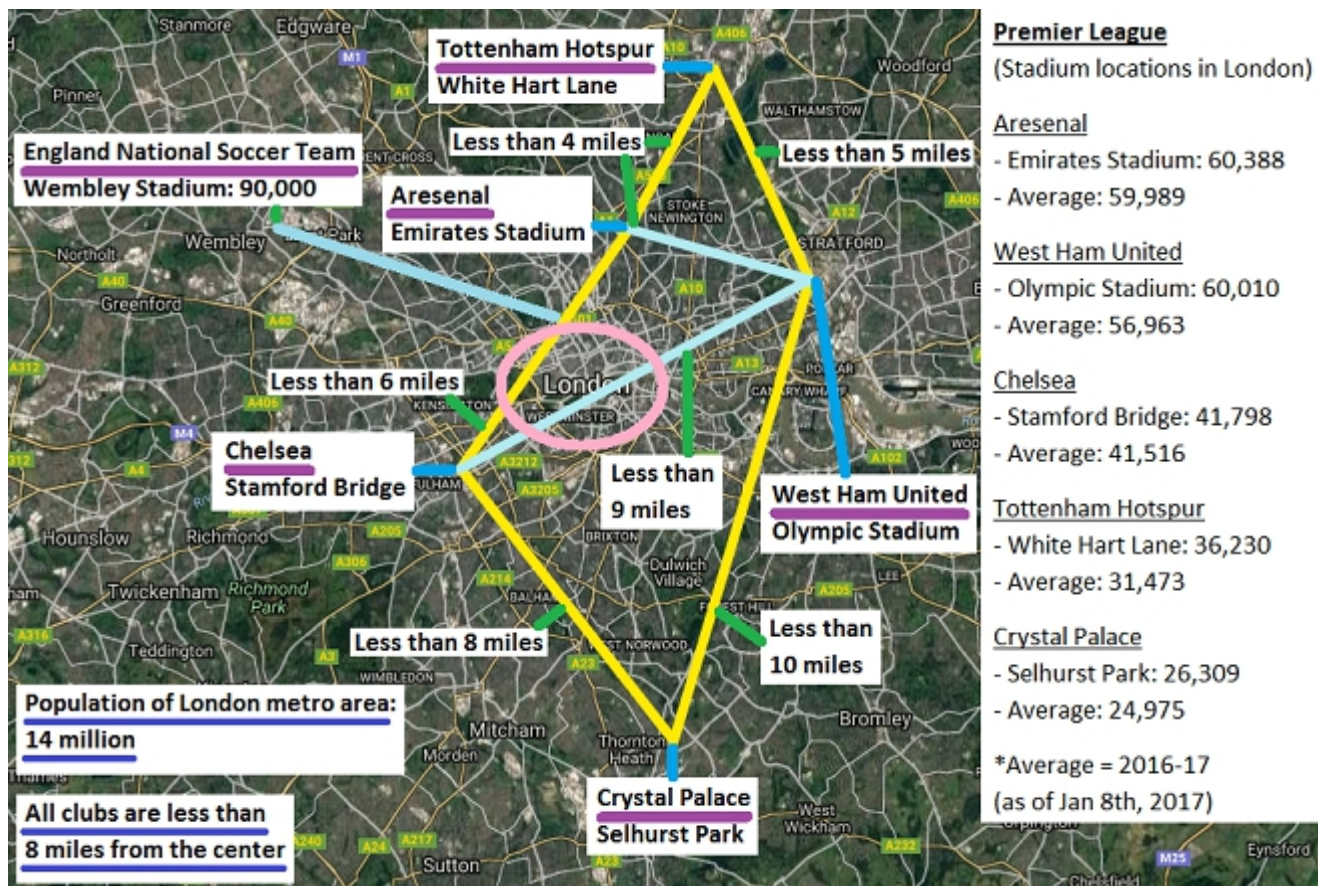
Average of the Average Attendance: 21,385

Salaries: The league and teams in London in particular have some of the highest sports salaries in division 2 and division 1 around the world.

Population distribution:

14 million / 4 = **3.5 million per club in London** vs 20 million / 5 = **4 million per club in NYC.**

England - London (Premier League - D1)



Arsenal and Chelsea are ranked among the richest soccer clubs and sports teams in the world. They play in the Premier League, the #1 most watched soccer league in the world. Located in London, the capital and most populous metro area of the UK, these clubs share the region with three more PL clubs – West Ham United, Tottenham Hotspur, and Crystal Palace. All five clubs have growing businesses.

Figures for London:

Population of the London metro area: **14 million** vs NY metro area of **20 million+**

Distance from the center: All clubs are less than 9 miles from the center of London.

Amount of pro clubs in Premier League (Division 1) from London: **5 clubs**

(See NY Cosmos, NYFC, NY Red Bulls, Queens FC, and Brooklyn FC)

London Derby Stadium Distance (10 games total = four per club): (See all 5 NYC Soccer Clubs)

Arsenal and West Ham United - Less than 4 miles away

Arsenal and Chelsea - Less than 6 miles away

Arsenal and Tottenham Hotspur - Less than 4 miles away

Arsenal and Crystal Palace - Less than 11 miles away

West Ham United and Chelsea - Less than 9 miles away

West Ham United and Tottenham Hotspur - Less than 5 miles away

West Ham United and Crystal Palace - Less than 10 miles away

Chelsea and Tottenham Hotspur - Less than 10 miles away

Chelsea and Crystal Palace - Less than 8 miles away

Tottenham Hotspur and Crystal Palace - Less than 14 miles away.

**Average distance
between clubs: 8.1 miles**

Average attendance:

Arsenal: 59,989

West Ham United: 56,963

Chelsea: 41,516

Tottenham Hotspur: 31,473

Crystal Palace: 24,975

Average of the Average Attendance: 42,983

All five clubs are averaging between approximately 25,000 and 60,000.

Triangle Derbies: 10 total (six per club)

- Arsenal vs West Ham United vs Tottenham Hotspur
- Arsenal vs West Ham United vs Chelsea
- Arsenal vs West Ham United vs Crystal Palace
- Arsenal vs Tottenham Hotspur vs Chelsea
- Arsenal vs Tottenham Hotspur vs Crystal Palace
- Arsenal vs Chelsea vs Crystal Palace
- West Ham United vs Tottenham Hotspur vs Chelsea
- West Ham United vs Tottenham Hotspur vs Crystal Palace
- West Ham United vs Chelsea vs Crystal Palace
- Tottenham Hotspur vs Chelsea vs Crystal Palace

Shortest 3 triangle distances in the Premier League London Derbies:

- | | |
|---|-------------------------------|
| - Arsenal vs West Ham United vs Tottenham Hotspur | - Average distance: 4.3 miles |
| - Arsenal vs West Ham United vs Chelsea | - Average distance: 6.3 miles |
| - West Ham United vs Chelsea vs Crystal Palace | - Average distance: 9 miles |

(vs Shortest 3 triangle distances in the New York Derbies:

- | | |
|--|-------------------------------|
| - Cosmos at Wien, NYRB at RBA, and NYCFC at Yankee | - Average distance: 11 miles |
| - NYCFC, Queens FC, and Brooklyn FC | - Average distance 9.7 miles |
| - Cosmos, NYCFC, and Queens FC | - Average distance 6.3 miles) |

With Manchester and Madrid, the London derbies are the most watched local derbies in the world.
(Note: the most watched national derby is Real Madrid vs FC Barcelona)

Salaries: The pro soccer clubs in London have some of the highest salaries in the sports world.

Population distribution:

14 million / 5 = 2.8 million per Premier League (D1) club in London vs

20 million / 5 = 4 million per MLS, NASL, and USL club in NYC.

14 million / 8 = 1.75 million per Premier League (D1) and Championship (D2) club in London vs

20 million / 5 = 4 million per MLS, NASL, and USL club in NYC.

14 million / 11 = 1.27 million per Premier League (D1), Championship (D2), and League One (D3) club in London vs

20 million / 5 = 4 million per MLS, NASL, and USL club in NYC.

14 million / 13 = 1.08 million per Premier League (D1), Championship (D2), League One (D3), and League Two (D4) club in London vs

20 million / 5 = 4 million per MLS, NASL, and USL club in NYC.

London vs New York City with regard to pro sports clubs and facilities.

London

- a) City population: **8.7 million**
- b) Metro area population: **14 million+**
- c) Amount of professional men's sports clubs in London's 10 mile radius core within the top seven pro sports: **22**
 - Soccer (Premiership: 5; Championship: 3; League One: 3, and League Two: 2 = **13 total**): Arsenal, Chelsea, Crystal Palace, Tottenham Hotspur, West Ham United; Brentford FC, Fulham FC, Queens Park Rangers; AFC Wimbledon, Charlton Athletic, Millwall FC; Barnet FC, and Leyton Orient.
 - Rugby (Premiership: 2; and RFU Championship: 4 = **6 total**): Harlequins FC, Saracens FC; Ealing Trailfinders FC, London Scottish FC, London Welsh FC, and Richmond FC.
 - Basektball (BBL: **1**): London Lions.
 - Cricket (T20 Blast: **2**): Middlesex CCC, and Surrey CCC.
- d) Amount of stadiums used by the above: **22**

vs

New York City

- a) City population: **8.6 million+**
- b) Metro area population: **20 million+**
- c) Amount of professional men's sports clubs in NYC's 10 mile radius core within the top seven pro sports: **12 (potentially 14)**
 - Baseball (MLB: **2**): Yankees and Mets.
 - Football (NFL: **2**): Giants and Jets.
 - Basketball (NBA: **2**): Knicks and Nets.
 - Hockey (NHL: **3**): Rangers, Islanders, and Devils.
 - Soccer (MLS: 2; NASL + USL: 3 = **5 total**): Red Bulls, NYCFC; Cosmos, with potentially Queens FC, and Brooklyn FC.
- d) Amount of stadiums used by the above: **9 (potentially 11 - half of London's stadium count)**

*Top seven world club pro sports: Soccer, Cricket, Baseball, Football, Basketball, Hockey, and Rugby.

Population distribution:

14 million / 22 = **636k per pro sports club in London** vs

20 million / 14 = **1.43 million per pro sports club in NYC.** (See USSF Division 1)

***If London can do it with less of a population, then there is substantial room for more pro sports, including soccer, in the NY metro area's 10 mile core.**

Imagine

if NYC one day has 18 top pro clubs
all within the top seven world club pro sports

New York City

- a) City population: **8.6 million+** (and growing)
- b) Metro area population: **20 million+** (and growing)
- c) **Amount of professional men's sports clubs in NYC's 10 mile radius core within the top seven pro sports: 18**
 - Baseball (MLB: **2**): Yankees and Mets
 - Football (NFL: **2**): Giants and Jets
 - Basketball (NBA: **2**): Knicks and Nets
 - Hockey (NHL: **3**): Rangers, Islanders, and Devils.
 - Soccer (MLS + NASL + USL = **5 total**): Red Bulls, NYCFC, Cosmos, Queens FC, and Brooklyn FC
 - Cricket (2): NY 1 and NY 2 (in NYC - Bronx and Queens)
 - Rugby (2): NY 1 and NY 2 (in NYC - at the new soccer-college football stadiums)
- d) **Amount of stadiums used by the above: potentially 11**
(Still half of London's stadium count)

*Top seven club world pro sports: Soccer, Cricket, Baseball, Football, Basketball, Hockey, and Rugby.

Population distribution:

14 million / 22 = **636k per pro sports club in London** vs

20 million / 18 = **1.11 million per pro sports club in NYC**. (See USSF's Division 1 population requirement. **Fully qualified!**)

***Plus, NYC gets an additional 50 million tourist annually, which is a bonus market.**

There is plenty of room in NYC for five pro soccer clubs to successfully coexist with all the other pro sports in the metro area.

Like in London,
the success of top professional sports in NYC is influenced by location.

United States – New York City

Stadiums and Arenas for professional sports within NYC's 10 mile core:



Similar to London, all the major teams within the NY metro area from the various top sports play approximately within 10 miles from the center of Manhattan. The above image gives an overview of where the major locations are by the center (highlighted in yellow). **The closer the clubs are to the center, the richer they are within their respective leagues.**

List of top sports venues for pro sports inside or right by the 10 miles:

- Madison Square Garden (3 miles): New York Knicks (NBA), New York Rangers (NHL), and New York Liberty (WNBA)
- Yankee Stadium (3.5 miles): New York Yankees (MLB) and New York City FC (MLS)
- MetLife Stadium (6.1 miles): New York Giants (NFL) and New York Jets (NFL)
- Continental Airlines Arena (6.1 miles)
- CitiField (6.4 miles): New York Mets (MLB)
- **Wien Stadium (6.4 miles): Potentially for the New York Cosmos (NASL)**
- Billie Jean King National Tennis Center (6.4 miles): US Open (Tennis)
- Barclays Center (7.2 miles): Brooklyn Nets (NBA) and New York Islanders (NHL)
- Red Bull Arena (10.5 miles): New York Red Bulls (MLS)
- Prudential Center (11.5 miles): New Jersey Devils (NHL)

List of other pro sports venues outside of the 10 miles:

- Bears and Eagles Riverfront Stadium (11 miles): Newark Bears
- Richmond County Ballpark (11.5 miles): Staten Island Yankees (NYPL)
- Pittser Field (13.5 miles): New York Red Bulls II (USL)
- Yogi Berra Stadium (13.5 miles): New Jersey Jackals (CanAM)
- **Proposed Cosmos Stadium at Belmont (13.5 miles): Proposed home for New York Cosmos (NASL)**
- Hinchliffe Stadium (14.5 miles)
- **MCU Park (14.7 miles): Brooklyn Cyclones (NYPL) and Proposed for New York Cosmos (NASL)**
- **Shuart Stadium (19.7 miles): New York Cosmos (NASL) and New York Lizards (MLL)**

- Westchester County Center (19.8 miles): Westchester Knicks (NBA D-League)
- Nassau Coliseum (20 miles): Long Island Nets (NBA D-League)
- Palisades Credit Union Park (26.7 miles): Rockland Boulders (CanAm)
- Yurcak Field (32 miles): Sky Blue FC (NWSL)
- TD Bank Ballpark (34.7 miles): Somerset Patriots (ALPB)
- Bethpage Ballpark (40 miles): Long Island Ducks (ALPB)
- Skylands Stadium (45.7 miles): Sussex County Miners (CanAm)
- The Ballpark at Harbor Yard (48.5 miles): Bridgeport Bluefish (ALPB)
- Webster Bank Arena (48.5 miles): Bridgeport Sound Tigers (AHL)
- Dutchess Stadium (49.7 miles): Hudson Valley Renegades (NYPL)
- Danbury Ice Center (49.8 miles): Danbury Titans (FHL)
- FirstEnergy Park (50.5 miles): Lakewood Blueclaws (SAL)
- Sun National Bank Center (58 miles)
- Arm & Hammer Park (58.2 miles): Trenton Thunder (EL)

(Note: *Italics* represent stadiums or proposals no longer active for professional sports)

Notice that the majority of the teams outside of the 10 mile center are minor league teams or teams not in the top seven global sports or national leagues. Teams in this range are many times associated with a minor league image. The difference in attendance and financial wealth between teams within and outside of the 10 mile range is staggering (as shown ahead). Moreover, the financial value of these teams is highly influenced by their location.

Tell me where you play in the NY metro area and I'll tell you more or less what your club's attendance, media exposure, and financial wealth can potentially look like.

New York Cosmos at MCU Park



After playing the past four years (2013-2016) at Shuart Stadium, **about 20 miles away from the center**, and having declining attendance due to location, the Cosmos are presently seeking a new venue to give the historical and championship club a much needed refreshing start. One of the options

floating around is MCU Park. As thoroughly discussed in a separate proposal I shared, *The New York Cosmos should move into Wien Stadium in NYC by Spring 2017*³, MCU Park faces similar challenges to Shuart with regard to distance. **It is approximately 15 miles away from the center.** It is a minor league baseball stadium in “the minor league zone” (outside of the 10 mile range). **The additional 5 miles makes a significant difference:**

The farther away from the neutral center a venue is, the harder it becomes for fans traveling from different points to access it.

The closer it is, the more fans from different points can attend, and the more revenue can be made.

When it comes to stadium building or choosing to use an existing stadium, a sports club has to heavily consider where the location is and what the capacity is (among other things). Stadium and Arena size are built with a well studied projected attendance for various events in correlation to an actual target market. (Realistically, who exactly is a particular venue primarily attracting or can attract?) The majority of stadiums and arenas **for pro sports** within the 10 mile core of NYC are built approximately between 15,000 and 80,000. They are intended to attract the NYC core and the entire metropolitan area market. Conversely, the majority of stadiums and arenas for pro sports outside of the 10 mile core are built approximately between 5,000 and 13,000. Their goal is to appeal to the immediate smaller counties, cities, or towns within the metro area. Their goal is **not** truly to appeal to the entire metro area, but just a small part of it. Most minor league teams or teams within minor league sports within the NY metro area target these locations in order to carve a piece. The maximum that these teams tend to average is around 5,500 (as we'll see ahead). On the other hand, the minimum that pro teams within the top seven sports played in NYC average is about 12,000.

A consistent maximum of about 5,500 for minor league vs a frequent minimum of 12,000 for major league is a substantial difference.

***If you build it they will come?????**

No, if you put it in the right location they will.

Stadium Location, Demand, Attendance, and Wealth for pro sports go hand in hand (especially in the New York metropolitan area).

***The New York Cosmos have to ask themselves, today, if they want to be a minor league caliber club (as presently being perceived with attendance due to location) or a major league caliber club (as they once were at the core center of NYC).**

The following pages will chart **all the wealthy pro sports clubs in the world** in connection to their distance from the center of their respective metropolitan areas. **The results will be eye openers.**

I. 2016 List of Forbes top 50 most valuable sports teams in the world^{9a}

<u>2016 List of Forbes top 50 most valuable sports teams in the world</u>				
<u>Rank</u>	<u>Team - Sport (League)</u>	<u>Closest Major City or Metro Area, Country</u>	<u>Distance in miles from city center</u>	<u>Value (\$B = US)</u>
1	Dallas Cowboys - Football (NFL)	Dallas-Fort Worth-Arlington, USA	1m from Arl 14m from Fort 18m from Dal	4 billion
2	Real Madrid - Soccer (La Liga)	Madrid, Spain	2.5m	3.65
3	FC Barcelona - Soccer (La Liga)	Barcelona, Spain	2.5m	3.55
4	New York Yankees - Baseball (MLB)	New York City, USA	3.5m 6m from MT	3.4
5	Manchester United - Soccer (Premier League)	Manchester, England	2.25m	3.32
6	New England Patriots - Football (NFL)	Boston / Providence, USA	20m from Prov 22m from Bos	3.2
7	New York Knicks - Basketball (NBA)	New York City, USA	3m 0.5 from MT	3
8	Washington Redskins - Football (NFL)	Washington DC, USA	9.2m	2.85
9	New York Giants - Football (NFL)	New York City, USA	6.1m 6.1m from MT	2.8
10-11	Los Angeles Lakers - Basketball (NBA)	Los Angeles, USA	1.5m	2.7
	San Francisco 49ers - Football (NFL)	San Francisco / San Jose, USA	6.3m from San J 35m from San F	
12	Bayern Munich - Soccer (Bundesliga)	Munich, Germany	6.1m	2.68
13	New York Jets - Football (NFL)	New York City, USA	6.1m 6.1m from MT	2.6
14-15	Los Angeles Dodgers - Baseball (MLB)	Los Angeles, USA	1.5m	2.5
	Houston Texans - Football (NFL)	Houston, USA	5.6m	
16	Chicago Bears - Football (NFL)	Chicago, USA	1.2m	2.45
17	Philadelphia Eagles - Football (NFL)	Philadelphia, USA	3.5m	2.4

18-19	Boston Red Sox - Baseball (MLB)	Boston, USA	2.1m	2.3
	Chicago Bulls - Basketball (NBA)	Chicago, USA	2.3m	
20	San Francisco Giants - Baseball (MLB)	San Francisco, USA	1.6m	2.25
21	Chicago Cubs - Baseball (MLB)	Chicago, USA	5m	2.2
22	Boston Celtics - Basketball (NBA)	Boston, USA	0.5m	2.1
23	Arsenal - Soccer (Premier League)	London, England	3.3m	2.02
24	Los Angeles Clippers - Basketball (NBA)	Los Angeles, USA	1.5m	2
25	Green Bay Packers - Football (NFL)	Green Bay / Milwaukee, USA	2.4m from Green 100m from Mil	1.95
26	Denver Broncos - Football (NFL)	Denver, USA	1m	1.94
27	Baltimore Ravens - Football (NFL)	Baltimore, USA	1m	1.93
28	Manchester City - Soccer (Premier League)	Manchester, England	1.7m	1.92
29-30	Golden State Warriors - Basketball (NBA)	San Francisco, USA	4.7m	1.9
	Pittsburgh Steelers - Football (NFL)	Pittsburgh, USA	1m	
31	Indianapolis Colts - Football (NFL)	Indianapolis, USA	0.5m	1.88
32	Seattle Seahawks - Football (NFL)	Seattle, USA	0.7m	1.87
33	Miami Dolphins - Football (NFL)	Miami, USA	14m	1.85
34	Brooklyn Nets - Basketball (NBA)	New York City, USA	7.2m 5m from MT	1.7
35-36	Atlanta Falcons - Football (NFL)	Atlanta, USA	0.9m	1.67
	Chelsea - Soccer (Premier League)	London, USA	3.2m	
37	New York Mets - Baseball (MLB)	New York City, USA	6.4m 7.2m from MT	1.65
38	St. Louis Cardinals - Baseball (MLB)	St. Louis, USA	0.4m	1.6

39	Minnesota Vikings - Football (NFL)	Minneapolis, USA	0.4m	1.59
40	Carolina Panthers - Football (NFL)	Charlotte, USA	0.5m	1.56
41	Liverpool - Soccer (Premier League)	Liverpool, England	1.9m	1.55
42	Arizona Cardinals - Football (NFL)	Phoenix, USA	12m	1.54
43	Kansas City Chiefs - Football (NFL)	Kansas City, USA	6.1m	1.53
44	San Diego Chargers - Football (NFL)	San Diego, USA	5.2m	1.525
45	New Orleans Saints - Football (NFL)	New Orleans, USA	0.5m	1.515
46	Tampa Bay Buccaneers - Football (NFL)	Tampa Bay, USA	3.25m	1.51
47-48	Cleveland Browns - Football (NFL)	Cleveland, USA	0.5m	1.5
	Houston Rockets - Basketball (NBA)	Houston, USA	0.8m	
49	Tennessee Titans - Football (NFL)	Nashville, USA	0.5m	1.49
50	Jacksonville Jaguars - Football (NFL)	Jacksonville, USA	1.2m	1.48
		Average distance in miles from main city centers	6.4m	

Note:

a) In the average distance, the largest metropolitan areas were selected for teams with multiple distances: Dallas, Boston (for New England), San Francisco, and Milwaukee (for Green Bay). If Arlington, Providence, San Jose, and Green Bay are selected, which are shorter distances, the average distance would be: **3.5 miles**.

b) Furthermore, in the average distance, the city center miles were chosen for NYC area teams (which total 32.3m), and not the distance from Midtown (MT) (which totals 30.9m, and is less than the other).

Points:

1) The majority of these teams are individually found **less than 10 miles from the centers** of big cities and TV markets.

2) **On average, the richest sports teams in the world are found less than 7 miles from their center.**

3) Forty-three of the fifty teams (43/50) are found in the USA, three in England, two in Spain, and one in Germany. **Six out of the top fifty richest teams are from NYC (6/50), more than any metro area.**

4) Twenty-seven (NFL) football teams make the top 50 (27 of 50)

5) **Eight soccer clubs from around the world make the top 50 (8 of 50). All eight also have major local derbies in their cities within their top two divisions, and 3 of those make the top 5 richest):**

- Real Madrid (vs Atletico Madrid vs Leganes vs Alcorcon vs Getafe vs Rayo Vallecano)
- FC Barcelona (vs RCD Espanyol vs Girona vs Reus Deportiu)
- Bayern Munich (vs 1860 Munich)
- Manchester United vs Manchester City
- Arsenal vs Chelsea (vs Tottenham Hotspur vs West Ham United (vs Crystal Palace vs Fulham vs Queens Park Rangers vs Brentford)
- Liverpool (vs Everton)

6) Eight (NBA) basketball teams make the top 50 (8 of 50).

7) Seven (MLB) baseball teams make the top 50 (7 of 50).

II. 2016 List of Forbes top 20 most valuable soccer clubs in the world^{9b}

<u>2016 List of Forbes top 20 most valuable soccer clubs in the world</u>				
<u>Rank</u>	<u>Team (League)</u>	<u>Closest Major City or Metro Area, Country</u>	<u>Distance in miles from city center</u>	<u>Value (\$M = US)</u>
1	Real Madrid (La Liga)	Madrid, Spain	2.5m	3,645 million
2	FC Barcelona (La Liga)	Barcelona, Spain	2.5m	3,549
3	Manchester United (Premier League)	Manchester, England	2.25m	3,317
4	Bayern Munich (Bundesliga)	Munich, Germany	6.1m	2,678
5	Arsenal (Premier League)	London, England	3.3m	2,017
6	Manchester City (Premier League)	Manchester, England	1.7m	1,921
7	Chelsea (Premier League)	London, England	3.2m	1,661
8	Liverpool (Premier League)	Liverpool, England	1.9m	1,548
9	Juventus (Serie A)	Turin, Italy	3.5m	1,299
10	Tottenham Hotspur (Premier League)	London, England	7.1m	1,017
11	Borussia Dortmund (Bundesliga)	Dortmund, Germany	1.5m	836
12	AC Milan (Serie A)	Milan, Italy	3.1m	825
13	Paris Saint-Germain (Ligue 1)	Paris, France	4.6m	814
14	Schalke 04 (Bundesliga)	Gelsenkirchen / Essen, Germany	2.6m from Gel 7.3m from Ess	655
15	Atletico Madrid (La Liga)	Madrid, Spain	1.3m	633
16	Inter Milan (Serie A)	Milan, Spain	3.1m	559

17	West Ham United (Premier League)	London, England	5.2m	542
18	Roma (Serie A)	Rome, Italy	3m	508
19	Napoli (Serie A)	Naples, Italy	4.2m	396
20	Newcastle United (Premier League)	Newcastle upon Tyne, England	0.3m	383
		Average distance in miles from main city centers	3.4m	

Points:

1. **On average, the richest soccer clubs in the world are found less than 4 miles from the center.**
2. Four out of the five (4 of 5) Premier League clubs in London make the top 20 of most valuable soccer clubs in the world.
3. **Eighteen out of the top twenty (18 of 20) richest soccer clubs also have major local derbies in their cities or nearby within their countries' top two leagues:**
 - Real Madrid vs Atletico Madrid (vs Leganes vs Alcorcon vs Getafe vs Rayo Vallecano)
 - FC Barcelona (vs RCD Espanyol vs Girona vs Reus Deportiu)
 - Bayern Munich (vs 1860 Munich)
 - Manchester United vs Manchester City
 - Arsenal vs Chelsea vs Tottenham Hotspur vs West Ham United (vs Crystal Palace vs Fulham vs Queens Park Rangers vs Brentford)
 - Liverpool (vs Everton)
 - Juventus (vs Torino)
 - Borussia Dortmund vs Schalke (different cities but less than 18 miles apart from each other)
 - AC Milan vs Inter Milan
 - Paris Saint-Germain (vs Red Star)
 - Roma (vs Lazio)

III. 2016 List of Forbes most valuable Major League Soccer (MLS) clubs in USA and CAN^{9c}

2016 List of Forbes most valuable Major League Soccer (MLS) clubs in USA and CAN				
Rank	Team	Closest Major City or Metro Area, State / Province	Distance in miles from city center	Value (\$M = US)
1	Seattle Sounders	Seattle, Washington	0.7m	285 million
2	LA Galaxy	Los Angeles, California	13m	265
3	New York City FC	New York City, New York	3.5m 6m from MT	255
4	Toronto FC	Toronto, Ontario	2.2m	245

5	Orlando City SC	Orlando, Florida	1.4m	240
6	Houston Dynamo	Houston, Texas	1.2m	215
7	Portland Timbers	Portland, Oregon	0.7m	210
8	Sporting Kansas City	Kansas City, KS / MO	10.5m to KC, KS 13m to KC, MO	195
9	New England Revolution	Boston, Massachusetts; Providence, Rhode Island	20m from Prov 22m from Bos	185
10	San Jose Earthquakes	San Jose, California	2.2m	180
11	New York Red Bulls	Newark, New Jersey; New York City, New York	1.1m from Newa 10.5m from Cent 8.75m from MT	178
12	Chicago Fire	Chicago, New York	12m	177
13	DC United	Washington D.C.	3.6m	155
14	Philadelphia Union	Philadelphia, Pennsylvania	14m	152
15	FC Dallas	Dallas, Texas	26m	150
16	Montreal Impact	Montreal, Quebec	4.2m	135
17	Vancouver Whitecaps	Vancouver, British Columbia	0.5m	128
18	Real Salt Lake	Salt Lake City, Utah	12.2m	125
19	Columbus Crew	Columbus, Ohio	3.3m	123
20	Colorado Rapids	Denver, Colorado	6.9m	110
		Average distance in miles from main city centers	7.5m	

Note:

- In the average distance, the largest metropolitan areas were selected for teams with multiple distances: Dallas; Kansas City, MO; Boston (for New England), and New York
- During MLS' early years of stadium development, various construction was made outside the 10 mile range from a metro area's core (e.g. Dallas, Chicago, Salt Lake, Philadelphia, etc). Today, MLS is astutely aiming to build stadiums and place teams as close as possible to a city's center for optimum results with regard to **attendance and market capture**. See the locations of the vast majority of all proposed stadiums for MLS, whether from current or future teams: San Jose (just built in San Jose's core), Atlanta (almost complete), Orlando (almost complete), Minnesota United, NYCFC, DC United, Miami, New England in Boston, Sacramento, St. Louis, Detroit, etc. All new or proposed stadiums are either in downtown areas or within less than 10 miles from the center of major cities.

Points:

- On average, MLS teams are found less than 8 miles from the center.
- Two of the richest MLS soccer clubs out of the 20 (2 of 20) also have major local derbies in their cities within their leagues. (These clubs are among the top three).
 - LA Galaxy (previously vs Chivas USA; soon vs LAFC)
 - New York City FC (vs New York Red Bulls)
- These two clubs are also found in the biggest TV markets, cities, and metropolitan areas of the USA.

IV. 2016 List of Forbes most valuable (men's) sports teams in the New York metropolitan area⁹

<u>2016 List of Forbes most valuable (men's) sports teams in the New York metropolitan area</u>				
Rank	Team	Borough, Town / City, State	Distance in miles from city center	Value (\$M = US)
1	New York Yankees - Baseball (MLB) (ranked #1 in MLB's richest list)	Bronx, NYC, NY (at Yankee Stadium)	3.5m from Cent 6m from MT	3,400 million
2	New York Knicks - Basketball (NBA) (ranked #1 in NBA's richest list)	Manhattan, NYC, NY (at Madison Square Garden)	3m from Cent 0.5 from MT	3,000
3	New York Giants - Football (NFL) (ranked #4 in NFL's richest list)	East Rutherford, NJ (New York City area) (at MetLife Stadium)	6.1m from Cent 6.1m from MT	2,800
4	New York Jets - Football (NFL) (ranked #6 in NFL's richest list)	East Rutherford, NJ (New York City area) (at MetLife Stadium)	6.1m from Cent 6.1m from MT	2,600
5	Brooklyn Nets - Basketball (NBA) (ranked #7 in NBA's richest list)	Brooklyn, NYC, NY (at Barclays Center)	7.2m from Cent 5m from MT	1,700
6	New York Mets - Baseball (MLB) (ranked #6 in MLB 's richest list)	Queens, NYC, NY (at CitiField)	6.4m from Cent 7.2m from MT	1,650
7	New York Rangers - Hockey (NHL) (ranked #1 in NHL's richest list)	Manhattan, NYC, NY (at Madison Square Garden)	3m from Cent 0.5 from MT	1,250
8	New York Islanders - Hockey (NHL) (ranked #18 in NHL's richest list)	Brooklyn, NYC, NY (at Barclays Center)	7.2m from Cent 5m from MT	385
9	New Jersey Devils - Hockey (NHL) (ranked #22 in NHL's richest list)	Newark, NJ (New York City area) (at Prudential Center)	0m from Newa 11.5m from Cent 9.9m from MT	322
10	New York City FC - Soccer (MLS) (ranked #3 in MLS' richest list)	Bronx, NYC, NY (at Yankee Stadium)	3.5m from Cent 6m from MT (at Yankee)	255
11	New York Red Bulls - Soccer (MLS) (ranked #11 in MLS' richest list)	Harrison (/ Newark), NJ (New York City area) (at Red Bull Arena)	1.1m from Newa 10.5m from Cent 8.75m from MT	178

		Average distance in miles from Manhattan (1-11)	6.2m from Cent 5.6m from MT	
	Future pro soccer clubs within NYC's core (less than 10 miles from the center)			
12-14	New York Cosmos - Soccer (NASL or eventually MLS)	Manhattan, NYC, NY (at Wien Stadium)	6.4m from Cent 8.9m from MT	Potential initial value (based on location) \$50-\$100 million
	Queens FC - Soccer (NASL or USL or eventually MLS)	Queens, NYC, NY (at CitiField)	6.4m from Cent 7.2m from MT	
	Brooklyn FC - Soccer (NASL or USL or eventually MLS)	Brooklyn, NYC, NY (at Brooklyn FC Stadium in Gowanus or Red Hook)	8.2m from Cent 5.8m from MT	
		Average distance in miles from Manhattan (12-14)	7m from Cent 7.3m from MT	
		Average distance in miles from Manhattan (1-14)	6.4m from Cent 5.9m from MT	

Note:

a) **Cent** = City center. For NYC in particular it equals Manhattan's and the New York City area's geographical midpoint at approximately 90th St and 6th Ave, within Central Park.

b) **MT** = The geographical midpoint of Midtown Manhattan or the Central Business District (CBD), at approximately 42nd St and 6th Ave, by Bryant Park and near Times Square.

Points:

1) The average distance in miles for the first 11 teams on the list is 6.2 miles from the center, and 5.6 miles from Midtown. **On average, the richest NYC pro sports teams are found less than 7 miles from the center.**

2) **All of the top 11 NYC pro sports teams have local derbies.**

3) **The first 11 teams have an approximate value ranging from \$178 million to \$3.4 billion.**

4) Seven out of the top eleven (7 of 11) NY metro area pro teams within the top five pro sports leagues in the USA **are found in NYC proper.** The other four (4 of 11) are found in strategic areas of New Jersey (Bergen and Hudson Counties) in close proximity to Manhattan, with access to highways and mass transit. All eleven are found **within or by the 10 mile range from the center of Manhattan.**

5) None of the NY metro area pro teams within the top five sports leagues are found in Nassau or Suffolk Counties on Long Island; or Fairfield County in Connecticut; or any NY or NJ counties that are outside the 10 mile range. (Note: Teams outside of the 10 mile range within the metro are usually minor league teams within minor leagues or teams within sports outside of the top five.)

6) Three out of the top eleven (3 of 11) teams are also **ranked #1** within their respective leagues (and sports) for Forbes richest teams.

7) Eight out of the top eleven (8 of 11) teams are also ranked among the top within their respective leagues for Forbes richest teams.

*The New York Cosmos played 20 miles outside of the city center and midtown while at Hofstra. MCU Park is approximately 15 miles from the city's geographical center and 12.5 miles from midtown. **Wien Stadium is 6.4 miles from the city center and 8.9 miles from midtown.** There is a major difference between the three venues with regard to distance in comparison to the other top and rich sports teams in NYC, and the majority of rich clubs from around the world.

Based on various measurements and proper location within the ten mile center range, the three new soccer clubs within NYC's core (New York Cosmos, Queens FC, and Brooklyn FC) would initially be valued at **\$50 million dollars**. The New York Cosmos with eight championships, after year one in the NYC area at Wien Stadium, will instantly double that value. **In short time, all five clubs will hit the \$300 million mark. From there the sky's the limit.**

V. 2016 List of (men's) pro sports teams in the New York metro area outside of the 10 mile center

<u>2016 List of (men's) pro sports teams in the New York metropolitan area outside of the 10 mile center</u>				
<u>Amount</u>	<u>Team</u>	<u>Borough, Town / City, State</u>	<u>Distance in miles from city center</u>	<u>Attendance (2016)</u>
<u>Baseball</u>				
1	Trenton Thunder - AA Baseball (EL)	Trenton (Mercer), NJ (at Arm & Hammer Park)	1.3 from Tren 58.2m from Cent 56m from MT	5,039
2	Bridgeport Bluefish (ALPB)	Bridgeport (Fairfield), CT (at The Ballpark at Harbor Yard)	1m from Brid P 48.5 from Cent 50.5m from MT	3,939
3	Long Island Ducks (ALPB)	Central Islip (Suffolk), NY (at Bethpage Ballpark)	1.75 from C Islip 40m Cent 41.5 from MT	5,265
4	Somerset Patriots (ALPB)	Bridgewater (Somerset), NJ (at TD Bank Ballpark)	3.6 from Brid W 34.7 from Cent 32.7 from MT	5,228
5	New Jersey Jackals (CanAm)	Little Falls (Passaic), NJ (at Yogi Berra Stadium)	3.5 from Paterson 9.3m from Newa 13.5m from Cent 13.5m from MT	1,652
6	Rockland Boulders (CanAm)	Pomona (Rockland), NY (at Palisades Credit Union Park)	3m from NewCity 3.8 from Spr Val 26.7 from Cent 28.7 from MT	2,934
7	Sussex County Miners (CanAm)	Augusta (Sussex), NJ	2.2m from Lafa	1,842

		(at Skylands Stadium)	45.7 Cent 45.9m MT	
8	Lakewood Blueclaws - A (SAL)	Lakewood (Ocean), NJ (at FirstEnergy Park)	1.25m from Lak 50.5m from Cent 48.1m from MT	5,350
9	Brooklyn Cyclones - A (NYPL)	Brooklyn (Kings), NYC, NY (at MCU Park)	7.45m from DT Brklyn 14.7m Cent 12.5m MT	5,614
10	Hudson Valley Renegades - A (NYPL)	Wappingers Falls (Dutchess), NY (at Dutchess Stadium)	12m from Pough 1.7 from Beacon 49.7m from Cent 51.9m from MT	4,231
11	Staten Island Yankees - A (NYPL)	Staten Island (Richmond), NYC, NY (at Richmond County Bank Ballpark)	0m from DT SI 5.9m from SI Cen 11.4m from Cent 8.9m from MT	2,250
	<u>Basketball</u>			
12	Long Island Nets (NBA-D)	Garden City (Nassau), NY (at Nassau Coliseum)	2.3m from Gar Ci 19.9m Cent 20.7m MT	N/A
13	Westchester Knicks (NBA-D)	White Plains (Westchester), NY (at Westchester County Center)	0.8m from WP Cent 19.8m from Cent 22.2m from MT	N/A
	<u>Hockey</u>			
14	Bridgeport Sound Tigers (AHL)	Bridgeport (Fairfield), CT (at Webster Bank Arena)	1m from Brid P 48.5 from Cent 50.5m from MT	3,940
15	Danbury Titans (FHL)	Danbury (Fairfield), CT (at Danbury Ice Center)	0m from Dan 49.8m from Cent 52.3m from MT	734
	<u>Soccer</u>			
16	New York Cosmos (NASL)	Hempstead (Nassau), NY (at Shuart Stadium)	2m from Gar City 19.7m from Cent 20.5m from MT	3,775
17	New York Red Bulls II (USL)	Newark, New Jersey; New York City, New York (at Red Bull Arena)	1.1m from Newa 10.5m from Cent 8.75m from MT	589
		Montclair (Essex), NJ (at Pittser Field, at MSU)	3.5 from Paterson 8.75m from Newa 13.5m from Cent 13.5m from MT	

	Lacrosse			
18	New York Lizards (MLL)	Hempstead (Nassau), NY (at Shuart Stadium)	2m from Gar City 19.7m from Cent 20.5m from MT	5,259
		Average distance in miles from local area's center	2.6m	
		VS		
		Average distance in miles from Manhattan	32.3m from Cent 32.5 from MT	

Note:

- 1) All of these teams are considered to be professional teams (either fully or semi-professional).
- 2) Though not absolute, theoretically, the NY metro area encompasses about a 65-70 mile radius from the center, in addition to all of Long Island.
- 3) Content from the ABA teams in basketball are not included in this list as their information is not fully available.
- 4) While there are many leagues and teams from various sports played within the NY metro area, only teams within the top 5 pro sports and lacrosse were included for relevant analysis to the prior charts.

Points:

1. With the exception of the Cosmos and Lizards, all of the above teams are officially considered to be minor league teams. However, due to their association with distance and attendance, both the Cosmos and Lizards today are comparable to the minor league teams above.
2. On average, all of these minor league teams are about 32 miles from NYC's center and from Midtown. This is in comparison to the less than 7 miles on average that the pro teams in the top 5 major leagues are located at from the center and Midtown.
3. Median average attendance for pro teams in the minor league range: $4,086 = (3,940 + 4,231) / 2$
4. The main goal of the above minor league teams is to cater to local areas, not necessarily the NYC core markets, though they are a part of it. Their names are reflective of their local areas, whether it be county or city (e.g Somerset, Rockland, Bridgeport, Trenton, etc). However, that is not the goal of either the New York Cosmos or New York Lizards who have been trying to tap into the greater New York City area market, but have been playing in the wrong areas to do so.

(Note: Sky Blue FC plays about 2.35 miles from New Brunswick (Middlesex), NJ; 30 miles from Midtown and 32.2 miles from the center of Manhattan. Their 2016 average attendance is 2,162 - comparable to minor league teams above. Along with the Cosmos and Lizards who aim for the New York market, due to attendance and distance, Sky Blue FC is viewed as a minor league team / product. They too could greatly benefit by moving closer to the NYC center either at Red Bull Arena with the New York Red Bulls or Wien Stadium with the New York Cosmos.)

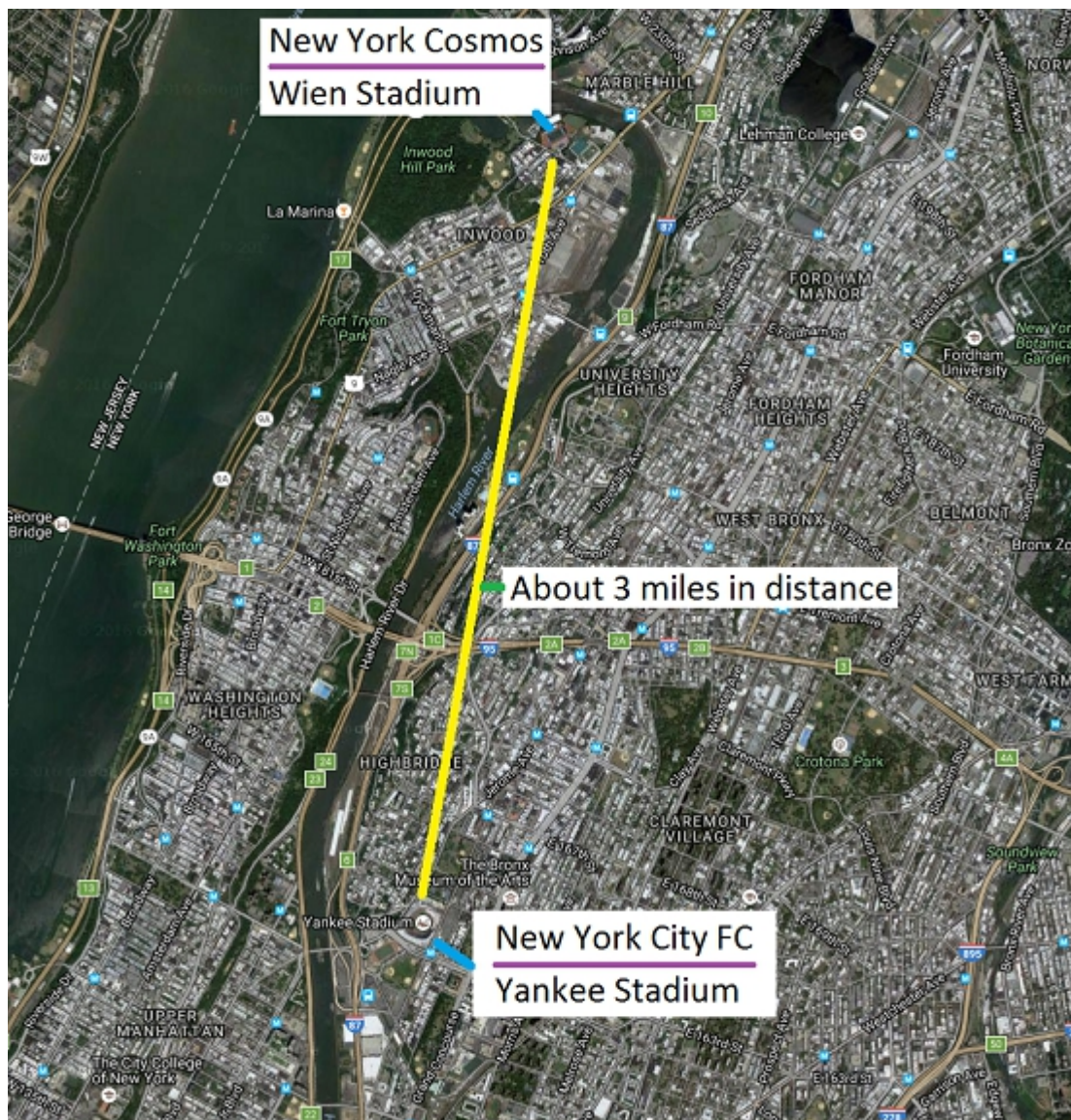
*As completely proven above, the attendance and financial (short and long term) success of the New York Cosmos, Queens FC, and Brooklyn FC as major pro sports clubs from the NY metro area is equal to their location. If these clubs, along with NYCFC and the New York Red Bulls, are to individually and collectively increase their financial value one day to the levels of the richest soccer clubs and sports teams in the world, then they all need to be within or by the 10 mile range from the center of NYC. Location, location, location is the name of the game, and the richest teams in the world know it. This foundation leads to greater attendance, investments, interest, TV revenue, and wealth.

Some of the biggest, most famous, and most watched local soccer rivalries or derbies in the world are also found between clubs that are closest to each other:

List of some of the biggest soccer city derbies in the world

Clubs	City / Metro Area Derby	Distance from each other
Real Madrid vs Atletico Madrid vs Leganes	Madrid Derby	Avg 6 miles away
FC Barcelona vs RCD Espanyol	Barcelona Derby	Less than 4 miles away
Sevilla FC vs Real Betis	Sevilla Derby	Less than 2 miles away
Benfica vs Sporting CP vs Belenenses	Lisbon Derby	Avg 4 miles away
Juventus vs Torino FC	Turin Derby	Less than 5 miles away
AC Milan vs Inter Milan	Milan Derby	0 miles away
Roma vs Lazio	Rome Derby	0 miles away
Guangzhou R&F vs Guangzhou Evergrande Taobao	Guangzhou Derby	Less than 4 miles away
Shanghai SIPG vs Shanghai Greenland Shenshua	Shanghai Derby	Less than 7 miles away
Western Sydney Wanderers vs Sydney FC	Sydney Derby	Less than 10 miles away
Melbourne Victory vs Melbourne City	Melbourne Derby	Less than 2 miles away
Rangers vs Celtic vs Partick Thistle	Glasgow Derby	Avg 4 miles away
CF Monterrey vs Tigres UNAL	Monterrey Derby	Less than 6 miles away
Atlas FC vs CD Guadalajara	Guadalajara Derby	Less than 9 miles away
America vs Pumas UNAM vs Cruz Azul	Mexico City Derby	Avg 4 miles away
Palmeiras vs Corinthians vs Sao Paolo	Sao Paolo Derby	Avg 12 miles away
Flamengo vs Vasco da Gama vs Botafogo vs Fluminense	Rio de Janiero Derby	Avg 9 miles away
River Plate vs Boca Juniors vs Huracan vs San Lorenzo vs Velez Sarsfield	Buenos Aires (City) Derby	Avg 6 miles away
Hamburger SC vs FC St. Pauli	Hamburg Derby	Less than 4 miles away
Bayern Munich vs 1860 Munich	Munich Derby	0 miles away
Hertha BSC vs Union Berlin	Berlin Derby	Less than 15 miles away
Liverpool FC vs Everton FC	Liverpool Derby	Less than ½ a mile away
Manchester United vs Manchester City	Manchester Derby	Less than 4 miles away
Fulham FC vs Queens Park Rangers vs Brentford FC	London Derby (FL Championship)	Avg 4 miles away
Arsenal vs West Ham United vs Chelsea vs Tottenham Hotspur vs Crystal Palace	London Derby (Premier League)	Avg 8 miles away
Arsenal vs Chelsea	London Derby (Premier League)	Less than 6 miles away
Arsenal vs West Ham United vs Tottenham	London Derby	Avg 4 miles away

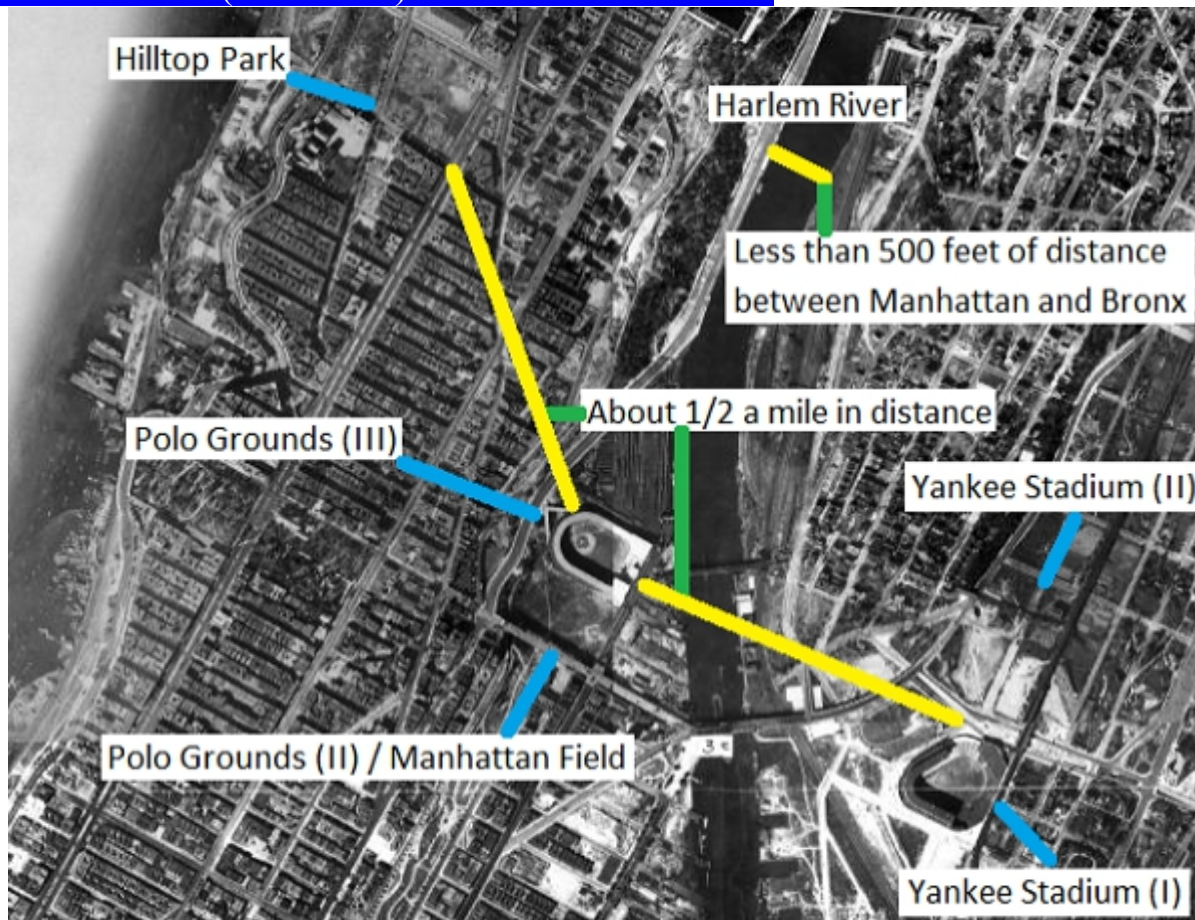
Hotspur	(Premier League)	
New York Red Bulls vs New York Cosmos vs NYCFC vs Queens FC vs Brooklyn FC	New York Derby	Avg 11 miles away
New York Red Bulls vs New York Cosmos vs New York City FC	New York Derby	Avg 11 miles away
New York Cosmos vs New York City FC	New York Derby (Harlem River Derby)	Less than 3 miles away



The individual New York Cosmos vs New York City FC, **New York Derby**, can become as big as the top Madrid, Barcelona, Sevilla, Lisbon, Turin, Milan, Rome, Melbourne, Glasgow, Mexico City, Rio de Janeiro, Buenos Aires, Hamburg, Munich, Liverpool, Manchester, and London Derbies. They are very comparable in location and distance. Being close to the center of a city while being close together in a large metro area has worked around the world and can work in NYC. It already has worked in the past and the present in the NY metro area for top sports, as we'll see next.

United States - New York City (Baseball - MLB)

New York Giants (of baseball) and New York Yankees



As discussed in my previous proposal, *The New York Cosmos should move into Wien Stadium in NYC by Spring 2017*³, NYC once had one of the biggest city derbies in all of sports between the New York Giants (of baseball) and the New York Yankees. Both clubs, with a lot of financial success, played near each other - either in the same facility or $\frac{1}{2}$ a mile away from one other - for approximately 55 years (1903-1957). Pictured above, the New York Giants played at the Polo Grounds (III), while the New York Highlanders (before becoming the Yankees) played at Hilltop Park for ten years (1903-1912). Then the Giants and the renamed New York Yankees shared the Polo Grounds for ten more years (1913-1922). Eventually, the Yankees moved into their own stadium across the Harlem River and continued their nearby rivalry with the Giants for 35 more years (1922-1957).

For 55 years, the Harlem River area was one of the premier sports meccas of the United States with these two large stadiums (50,000-60,000+) and various other smaller stadiums that surrounded them. The Giants and Yankees formed the original MLB NYC Subway World Series (between the National League and American League). They played against each other six times in the modern World Series. Between them alone, they won 22 World Series titles (1905-1956) out of 53 total at the time (1903-1956). They dominated the sport. Their attendance and prestige was among the elite of all of MLB. These two prosperous stadiums would also attract multiple sports and leagues ranging from football, soccer, and more (as we'll discuss ahead). The Cosmos and NYCFC by the Harlem River (with Wien Stadium and Yankee Stadium) can become for soccer what the Giants and Yankees were for baseball.

New York Giants (of baseball), New York Yankees, and Brooklyn Dodgers



Furthermore, the Giants and Yankees shared the New York City area with the Brooklyn Dodgers.

Population of the NY metro area by 1957 was: **14 million+** vs NY metro area in 2017: **20 million+**

All clubs were less than 9 miles from the center. (See Cosmos at Wien, NYCFC, and NYRB)

Amount of pro clubs in Major League Baseball (MLB) between 1903-1957 from NYC: **3 clubs**

(See MLS in NY)

MLB New York City Subway Series (1903-1957):

New York Giants vs New York Yankees - **Less than 1/2 a mile away**. (See Cosmos and NYCFC)

New York Giants vs Brooklyn Dodgers - Less than 12 miles away. (See Cosmos and NYRB)

New York Yankees vs Brooklyn Dodgers - Less than 12 miles away. (See NYCFC and NYRB)

Between 1903 and 1957, NYC with the Giants, Yankees, and Dodgers held the most World Series championships than any other city in the US. These clubs were competitive with each other, but they also dominated the sport. They were arguably the wealthiest clubs in all of baseball. While there were various important periods and dynasties of baseball in the NY metro area since the 19th century, the era between 1903 and 1957 in NY is undoubtedly regarded as the Golden Era of NYC baseball.

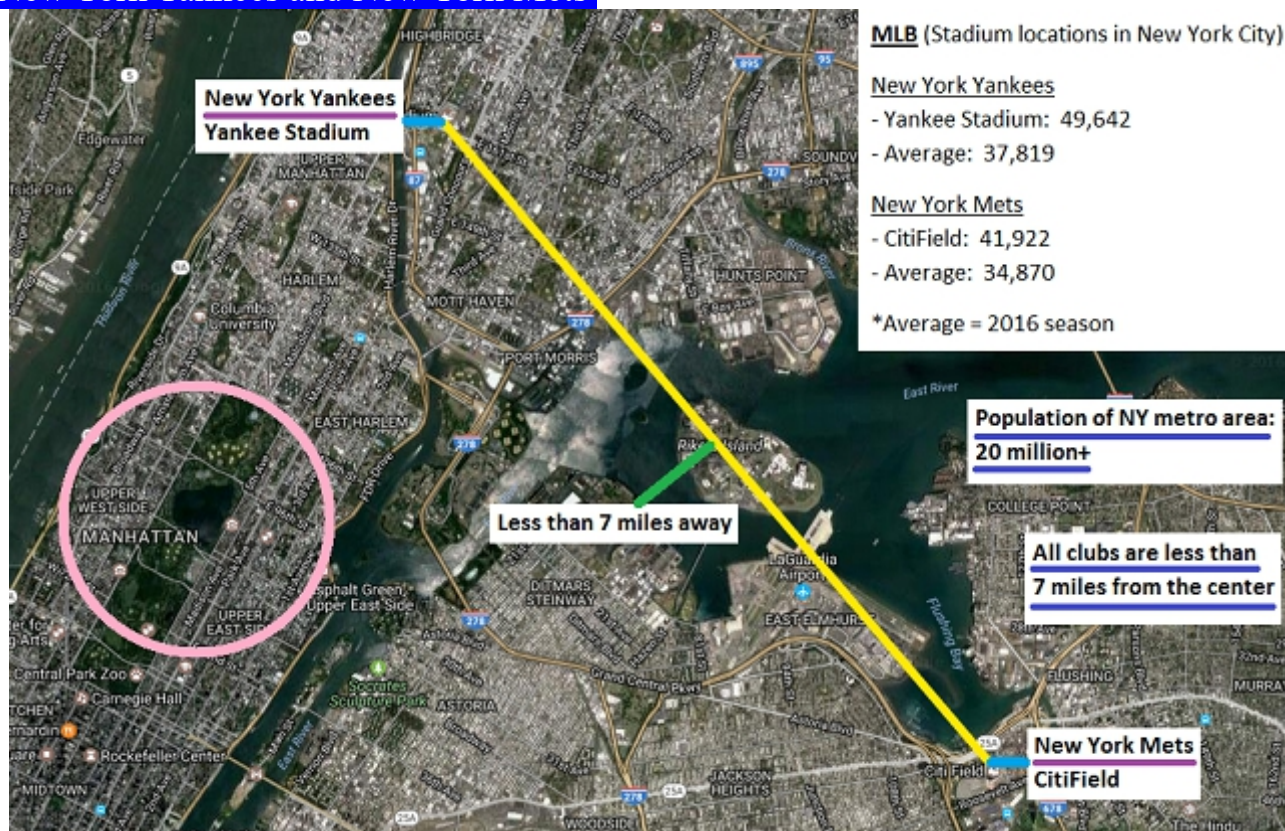
14 million / 3 = **4.6 million** per MLB club in NYC in 1950 (and approximately by 1957)

vs 20 million / 3 = **6.67 million** per MLS and NASL club in NYC in 2017

vs 20 million / 5 = **4 million** per MLS, NASL, and USL club in NYC by 2019-2020.

Similarly, **a new Golden Era of NYC soccer can flourish with the Cosmos, NYCFC, and the Red Bulls.**

New York Yankees and New York Mets



Between 1962 and 1963, like the Giants, the New York Mets played at the Polo Grounds, while the Yankees played ½ mile away at Yankee Stadium. By 1964, the Mets moved to Shea Stadium in Queens. Between 1964 and 1974 the Mets played at Shea while the Yankees at Yankee Stadium. **In 1975, both the Mets and Yankees shared Shea.** Between 1976 to the present, the Yankees played at Yankee Stadium (I and II - across the street from each other) while the Mets played at Shea and CitiField (which were built next to each other). **For 56 years** the Yankees and Mets have been near one other in NYC, whether both by the Harlem River or both by Flushing in Queens, or each at either point.

The 2 MLB clubs from NYC (1962-present) are less than 7 miles from the center.

MLB New York City Subway Series:

New York Yankees and New York Mets - **Less than 7 miles away.** Before, 0 to less than ½ a mile away.
(See New York Cosmos and NYCFC; Queens FC and NYCFC)

Average attendance:

New York Yankees: 37,819

New York Mets: 34,870

MLB is the #1 baseball league in the world for attendance and viewership.

From 1962 to the present, the Yankees and Mets have won 10 World Series together, and they faced each other once in the series final. Since 1903, there's been a record 14 MLB NYC Subway World Series. **Meanwhile together, the Giants, Yankees, Dodgers, and, Mets, have won 38 (modern) World Series Championships** out of 113 (or 33%) and have won a total of 74 National and American League titles **for NYC**, by far the most for any city or metro area. These clubs became legendary in NYC.

Today, the Yankees, Dodgers, Giants, and Mets - thanks to their link - are ranked by Forbes among the top 50 richest sports teams in the world, and are ranked #1, #2, #4, and #6 within MLB's richest.^{9d}

The Cosmos, NYRB, NYCFC, Queens FC, and Brooklyn FC can together bring more prestige to NYC.

United States - New York City (Basketball - NBA)

New York Knicks and New York Nets



For the past 36 years, since 1981, the New York / New Jersey / Brooklyn Nets have played very near to the New York Knicks, who play at Madison Square Garden in Manhattan. The Nets played at the Meadowlands' Continental Airlines Arena (less than 7 miles away), and Newark's Prudential Center (less than 10 miles away), and they currently play at the Barclays Center (less than 5 miles away) in Brooklyn. The Knicks and Nets, playing near each other, and presently within two distinct NYC boroughs, are ranked among Forbes top 50 richest sports teams in the world, and ranked #1 and #6 within the NBA's richest.^{9e}

The 2 NBA clubs in NYC are also less than 8 miles from the center.

NBA NY Rivalry:

New York Knicks and Brooklyn Nets - Less than 5 miles away. (See New York Cosmos and NYCFC)

Average attendance:

New York Knicks: 19,812

Brooklyn Nets: 15,421

The NBA is the #1 basketball league in the world for viewership and attendance.

United States - New York City (Hockey - NHL)

New York Rangers, New York Islanders, and New Jersey Devils



Like baseball before it, the NHL currently has a NY metro area triumvirate with the New York Rangers, New York Islanders, and New Jersey Devils, all playing near each other. These teams have won a total of 11 NHL Stanley Cup Championships - collectively tied for the third most of any NHL metro area. The Rangers, Islanders, and Devils, playing near each other are ranked #1, #18, and #22 among Forbes NHL's richest teams.^{9f} Together, these NY metro area clubs are worth nearly 2 billion dollars (1.955 b) - almost double the next NHL metro area. In the 2015-2016 season alone, these three teams together in the NY metro area drew nearly 2 million fans (1,914,980) - also more than double the next NHL metro area. Together, as a package, these teams are the biggest attendance draw for the NHL per market, and they're able to do this in and around NYC due to its massive population.

All clubs are less than 8 miles from the center.

Amount of pro clubs in the NHL from NYC area: **3 clubs** (See NY Cosmos, NYRB, and NYCFC)

NHL NY Rivalry:

- New York Rangers and New York Islanders - **Less than 5 miles away.** (See NY Cosmos and NYCFC)
- New York Rangers and New Jersey Devils - Less than 10 miles away. (See Queens FC and NYCFC)
- New York Islanders and New Jersey Devils - Less than 11 miles away.
(See Brooklyn FC and New York Red Bulls; Queens FC and Brooklyn FC; New York City FC and Brooklyn FC)

Average attendance:

New York Rangers: 18,032

New Jersey Devils: 14,825

New York Islanders: 12,819

The NHL is the #1 hockey league in the world for viewership and attendance.

Like MLB once did and NHL is currently doing with three teams, the NYC area - with the New York Cosmos, New York Red Bulls, and NYCFC, and eventually Queens FC and Brooklyn FC, all close together - can be the biggest annual combined attendance draw for MLS-NASL-USL, and quite possibly one of the biggest of any metro area in the entire world (potentially over 2 million fans).

United States - New York City (Football - NFL)

New York Giants (of football) and New York Jets



The New York Giants (of football) and New York Jets have played near each other, within the 10 mile range of NYC's center, for 57 years. Between 1960 and 1963, like the Giants (of baseball) and the Mets, the Jets played at the Polo Grounds, while the New York Football Giants, like the Yankees, played ½ a mile away at Yankee Stadium. By 1964, the Mets moved to Shea Stadium in Queens. Between 1964 and 1973, like the Mets and Yankees, the Jets played at Shea while the Giants at Yankee Stadium (7 miles away). (For 1974 only, the Giants played in New Haven, CT at the Yale Bowl, which is still part of the NY metropolitan area, but outside of the 10 mile range.) In 1975, both the Jets and Giants shared Shea, with the Mets and Yankees. All four teams were in the same stadium. By 1976, the Giants moved to Giants Stadium at the Meadowlands. Then between 1984 and 2009, the Jets and Giants shared Giants stadium. From 2010 to the present, the Jets and Giants have shared their new home, MetLife Stadium, which was built right next to Giants Stadium. For 57 years, these two NFL teams have been near one other in the NY metro area's 10 mile range, whether both by the Harlem River or both by Flushing in Queens, or one in Queens and the other at the Meadowlands. The Giants and Jets have shared the same venue (Shea, Giants, and MetLife Stadiums) for approximately 34 years. They have been 0 to ½ a mile away from each other (including their simultaneous years at Yankee Stadium and the Polo Grounds) for 38 years.

In the same sport, league, metropolitan area, city, and the same stadium, the Giants and Jets are ranked by Forbes among the richest sports teams in the world, and #4 and #6 richest in the NFL.^{9g}

Both NFL clubs from the NYC area are less than 7 miles from the center.

NFL NY Rivalry

New York Giants and New York Jets - 0 miles away. (See New York Cosmos and NYCFC)

Average attendance

New York Giants: 78,789

New York Jets: 78,160

The NFL is the #1 grid iron football league in the world for viewership and attendance.

Like Inter Milan and AC Milan which in the same stadium average 40,000+ in soccer, the Giants and Jets in the same stadium average 78,000+ in football while playing in the NY metro area. In 2016 alone, the Giants and Jets had a combined attendance of 1.25 million (1,255,595), which is the most of any metro area for the NFL. All five NY pro soccer clubs can together draw 2 million fans annually.

As previously suggested and now backed by sufficient evidence, in the future, both the Cosmos and NY Red Bulls, which once played at Giants Stadium for many years, can use MetLife Stadium for larger games. Meanwhile, the Cosmos and NYCFC might consider building a stadium together near the Harlem River area. It's already been done to great success. Eventually a second stadium can be built.

Salaries and Revenues: The collective pro teams in the NYC area have some of the highest salaries in MLB, the NBA, NHL, and NFL. One day, with this proposal of 5 clubs in the New York metro area, they can also be among the highest not only in MLS but all of global club soccer.

***See a Major Trend?** Like MLB, the NBA, NHL, and NFL, which are ranked #1 leagues within their respective sports; what if we can eventually turn MLS into the #1 soccer league in the world - thanks to a larger exposure with 5 clubs in the New York metro area? With the right strategies in this proposal, it's all attainable.

You still think it can't be done because there isn't room or because of market saturation?????

2016 Attendance for NY pro clubs within the top 5 sports leagues (located approximately in or by the 10 mile range of NYC).

Clubs	Total Attendance	Average Attendance	Year
New York Yankees (MLB)	3,063,405	37,819	2016
New York Mets (MLB)	2,789,602	34,870	2016
New York Giants (NFL)	630,315	78,789	2016
New York Jets (NFL)	625,280	78,304	2016
New York Knicks (NBA)	812,292	19,812	2015-2016
Brooklyn Nets (NBA)	620,142	15,125	2015-2016
New York Rangers (NHL)	738,246	18,006	2015-2016
New Jersey Devils (NHL)	618,029	15,073	2015-2016
New York Islanders (NHL)	558,705	13,626	2015-2016
NYCFC (MLS)	462,336	27,196	2016
New York Red Bulls (MLS)	350,535	20,620	2016
Median Total Attendance	625,280		

Median Average Attendance		20,620	
Combined Total Attendance (CTA)	11,268,887		

The **Combined Total Attendance** (CTA) is 11.27 million (11,268,887). This theoretically equals the amount of people attending games. However, in practice, it really is how many times people (repetitiously) went. If we factor in season ticket holders, who often repeat, then the **Actual Person Count** (APC) would be much less than the CTA.

20,000,000+ (NY metro area population)
 - 11,268,887 (2016 CTA of NY clubs in the top 5 leagues)
8,731,113 (Theoretical amount of people not attending games in the NY metro area)

By analyzing the CTA only, there are **8.73 million** potential sports fans **who are not** attending games. By USSF's Division 1 requirements, that is approximately 8 markets (at 1 million each).

Meanwhile, the Actual Person Count (APC) - not how many times people attended (the CTA), but which individuals exactly attended - is difficult to precisely formulate without proper data collected annually by all the above parties. That said, factoring in season ticket holders who attend multiple games, we can make two General APCs (GAPC) which can give us a closer count. Keep in mind that we're not factoring in fans who might have season tickets for various teams, or walk-up fans that attend games for various sports, which would make the APC even smaller.

1) We can cut the CTA in half, and consider that every person went to 2 games, to make it balanced.

11,268,887 - 50% = **5,634,443 (General Actual Person Count at 50%)**

20,000,000 (NY metro area population)
 - 5,634,443 (The 50% GAPC of NY clubs in the top 5 leagues)
14,365,557 (More realistic amount of people not attending games in the NY metro area)

While the NY metro area is the biggest pro sports hub in the US, in 2016 about **14.37 million people, out of 20 million, did not attend games.** That is about 75% of the entire NY metro area population.

2) We can cut the CTA by 25%, and consider that every person went to 1.33 games (or 100 / 75).

11,268,887 - 25% = **8,451,665 (General Actual Person Count at 75%)**

20,000,000 (NY metro area population)
 - 8,451,665 (75% GAPC of NY clubs in the top 5 leagues)
11,548,335 (More realistic amount of people not attending games in the NY metro area)

About **11.55 million people out of 20 million did not attend games.** That is about 57% of the entire NY metro area population. The Actual Person Count (APC) falls somewhere between 57% and 75%.

At either point, **11.55 million to 14.37 million is a sizable sports market that is still untapped.**

***Plus, NYC gets an additional 50 million tourist annually, which is a bonus market.**

***Yes, there is room in the NY metro area for five top soccer clubs, and more sports.**

United States - New York City (Soccer - ASL)

American Soccer League (ASL) (1921-1983)

The American Soccer League was the longest running and one of the most prestigious professional soccer leagues in the US. In many ways it was the official combined successor of both the National Association Football League (NAFL) (1895-1921), which originally started in the late 19th century in the NY metropolitan area, and the Southern New England Soccer League (SNESL) (1914-1921). In turn, the NAFL succeeded the American League of Professional Football Clubs (ALPFC) (1894) - the first official professional soccer league in the US. Like the ALPFC, and the NAFL and SNESL together, the ASL had many teams in and around NYC, as well as clubs in Washington DC, Maryland, Pennsylvania, and various areas of New England. Yet, **the heart or midpoint of the northeastern ASL was found in NYC.** The ALPFC (1894), NAFL (1895-1921), and ASL (1921-1983) leagues, as well as the American Football Association (AFA) (1883-1920s), AFA Cup (aka American Cup) (1883-1924), United States Soccer Federation (USFA/USSF) (1913-present), the USSF Open Cup (aka National Cup) (1913-present), and the ASL Cup (1925-1963) were all formed in the NY metro area. (See USSF Soccer Hall of Fame satellite to NYC). Since starting in 1921, the ASL had multiple NYC area teams. **During what it is considered to be the Golden Era of the ASL (1921-1933), the league had between 4 and 5 teams in the NYC area alone. This was also a Golden Era period for NYC professional soccer.**

The ASL in the 1920s and 1930s was ahead of its time in many ways. While with growing league game numbers (in the 3,000 to 10,000 range), and key attendance records (in the 20,000 to 40,000+ range) for international friendlies, primarily in the northeast region, the sport of soccer was sometimes viewed in this period as a niche sport that didn't have the same national hold as baseball and eventually football. Though with rising support in areas like St. Louis and Chicago, soccer's strongest hold was the entire northeast - from Washington DC to Massachusetts. It's greatest asset was NYC and its international connection. **The American Soccer League astutely saw the great benefit that the league could have in the short and long run with many teams in strategic areas in the NY metro area.** **Similar to the FA and the English Football League with its many teams in London - the largest city in England, which influenced the AFA and in turn the USFA/USSF, the ASL placed many teams in the NYC area - the largest city or metro area in the US.**

Comparison of London and NYC population			
City, Metro, and Country/Region	1920 / 1921	1930 / 1931	2010 / 2011
London city	7.55 million	8.1 million	8.17 million
London metro area	9.94 million	10.92 million	14 million+
England	35.23 million	37.36 million	53.01 million
Versus			
New York City	5.62 million	6.93 million	8.18 million
New York metro area	7.04 million	8.67 million	20 million+
US' Northeast (DC to Maine)	34.32 million	36.3 million	59.57 million

The population numbers between London and NYC, as well as England and the US's northeast,

between the 1920s and 1930s aren't too different. Yet, during that period, the population in NYC and the northeast was smaller in comparison to London and England. Meanwhile, soccer was still trying to become a mainstream sport in the US. Today, almost 100 years later, in the 2010s, NYC and the northeast are much larger in population than both London and England. The NY metro area alone has more than doubled to 20 million+, and is about 50% larger than the London metro area. Furthermore, soccer has finally broken through and become one of the official top five sports in the US. Learning from some of the major strategies of the ASL, as well as every US pro soccer league, and combining them (past and present) with the growth of soccer in the US and the NY metro area's population today, NYC can finally become one of the strongest soccer cities on the planet, and in turn MLS can become one of the biggest soccer leagues in the world.

While there were multiple fields and stadiums used specifically by the American Soccer League (ASL) in the metro area between 1921 and 1933, the most famous ones per county were:

- a) Manhattan (New York County): Lenox Oval (MPF); and the Polo Grounds (III) (MPF - primarily baseball)
- b) Bronx (Bronx County): New York Oval (SSS); Starlight Park Stadium (SSS); Innisfail Park aka Gaelic Park (MPF); and Yankee Stadium (I) (MPF - primarily baseball).
- d) Queens (Queens County): Dexter Park Stadium (MPF - primarily baseball); Recreation Field (MPF); Steinway Oval (SSS); and the Madison Square Garden Bowl Field (MPF).
- c) Brooklyn (Kings County): Todd Field (MPF); Wanderers Stadium (SSS); Hawthorne Field (MPF); Commercial Field (MPF); and Ebbets Field (MPF - primarily baseball).
- e) Newark-Harrison (Essex and Hudson Counties): Clark Field (SSS); Ironbound Field (MPF); and Harrison Park aka Federal League Park (MPF - primarily baseball).

Notes:

- 1) SSS = Soccer Specific Stadium
- 2) MPF = Multi-Purpose Field
- 3) Major professional baseball stadiums used: Polo Grounds, Harrison Park, Ebbets Field, Dexter Park, and Yankee Stadium
- 4) New York Oval (1920) (in the Bronx adjacent Manhattan), Wanderers Stadium (1923) (in Brooklyn), Starlight Park Stadium (in the Bronx) (1921 - first used by ASL in 1927), and Steinway Oval (1921 - first used by ASL-ESL in 1928) (in Queens), are among the first official soccer specific stadiums built for professional soccer clubs in the US. Clark Field (1883) was the first soccer specific stadium built for an amateur club in the US. It was eventually expanded and used by various amateur and pro teams.
- 5) Bronx and New York Counties were treated as the same areas during this period by many sports leagues, primarily because the West Bronx was previously a part of New York County for various decades, and the trains and many streets were designed as extensions of Manhattan.
- 6) Of these fields, only 5 survive as parks or school fields: Gaelic Park (at Manhattan College); Yankee Stadium (I) (now Heritage Field); Hawthorne Field (now Wingate Park); Commercial Field (now Hamilton Metz Field); and Ironbound Field (now Riverbank Park Soccer Field). Meanwhile, 5 fields are partially vacant lots (or parking spaces) and, with the right investment for historical purposes, can be properly restored: New York Oval; Steinway Oval; Todd Field; Clark Field; and Harrison Park. (Imagine the New York Cosmos and NYCFC restoring New York Oval; Queens FC restoring Steinway Oval; Brooklyn FC restoring Todd Field; and New York Red Bulls restoring Clark Field and Harrison Park. And all of the 5 NYC area clubs together investing in various fields in and around NYC.)

Let's browse through some of the NY area clubs of the ASL per season and county:

List of NYC area teams in the American Soccer League between 1921 and 1933

1921-22 (ASL) (Fall to Spring)

- New York Football Club (II) (NYFC) (Bronx and New York Counties)
- Todd Shipyards (Brooklyn / Kings County)
- Harrison Soccer Club (Harrison and Newark / Hudson and Essex Counties)
- Jersey City Celtics (Jersey City / Hudson County)

1922-23 (ASL) (Fall to Spring)

- New York Football Club (II) (NYFC) (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Paterson FC (Paterson / Passaic County)
- Harrison Field Club (Harrison and Newark / Hudson and Essex Counties)

1923-24 (ASL) (Fall to Spring)

- New York Football Club (II) (NYFC) (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- New York Giants (II) (Bronx and New York Counties)
- Newark Skeeters (Harrison and Newark / Hudson and Essex Counties)

1924-25 (ASL) (Fall to Spring)

- Indiana Flooring (Bronx and New York Counties)
- New York Giants (II) (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark Skeeters (Harrison and Newark / Hudson and Essex Counties)

1925-26 (ASL) (Fall to Spring)

- Indiana Flooring (Bronx and New York Counties)
- New York Giants (II) (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark Skeeters (Harrison and Newark / Hudson and Essex Counties)

1926-27 (ASL) (Fall to Spring)

- Indiana Flooring (Bronx and New York Counties)
- New York Giants (II) (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark Skeeters (Harrison and Newark / Hudson and Essex Counties)

1927-28 (ASL) (Fall and Spring seasons)

- New York Nationals (Bronx and New York Counties)
- New York Giants (II) (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark Skeeters (Harrison and Newark / Hudson and Essex Counties)

1928-29 (ASL) (Fall and Spring seasons)

- New York Nationals (Bronx and New York Counties)
- New York Giants (II) (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark Skeeters (Harrison and Newark and / Hudson and Essex Counties)
 - replaced by Jersey City (Jersey City / Hudson County)

1928-29 (Eastern Soccer League (ESL)) (Fall and Spring seasons)

- New York Giants (II) (Bronx and New York Counties)
- New York Hakoah aka Hakoah All-Stars (Bronx and New York Counties)
- IRT Rangers (Bronx and New York Counties)
- New York Hispano (Queens County)
- New York Celtics (Queens County)
- New York Hungaria SC (Queens County)
- Newark Skeeters (Harrison and Newark and / Hudson and Essex Counties)

1929 (ASL) (Fall)

- New York Nationals (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Brooklyn Hakoah (Brooklyn / Kings County)

1929 (Eastern Soccer League (ESL)) (Fall)

- New York Giants (II) (Bronx and New York Counties)
- New York Hakoah (Bronx and New York Counties)
- IRT Rangers (Bronx and New York Counties)
- New York Hispano (Queens County)
- New York Hungaria SC / Victoria Hungaria (Queens County)
- Newark Portuguese (Harrison and Newark and / Hudson and Essex Counties)
- Newark Skeeters (Harrison and Newark and / Hudson and Essex Counties)

1929-30 (Atlantic Coast League (ACL)) (ASL and ESL merged) (Fall to Spring)

- New York Nationals (Bronx and New York Counties)
- New York Giants (II) (Bronx and New York Counties)
- Hakoah All-Stars aka New York Hakoah (Brooklyn / Kings County)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark (Harrison and Newark and / Hudson and Essex Counties)

1930 (ASL) (Fall)

- New York Giants (III) (Bronx and New York Counties)
- New York Soccer Club (Bronx and New York Counties)
- Hakoah All Stars (Brooklyn / Kings County)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark Americans (Harrison and Newark and / Hudson and Essex Counties)

1931 (ASL) (Ending Jan 1932)

Spring season

- New York Giants (III) (Bronx and New York Counties)
- New York Yankees (Bronx and New York Counties)
- Hakoah All-Stars (Brooklyn / Kings County)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Newark Americans (Harrison and Newark and / Hudson and Essex Counties)

Fall season

- New York Giants (III) (Bronx and New York Counties)
- New York Americans (Bronx and New York Counties)
- Hakoah All-stars (Brooklyn / Kings County)
- Newark Americans (Harrison and Newark and / Hudson and Essex Counties)

1932 (ASL) (Spring)

- New York Giants (III) (Bronx and New York Counties)
- New York Americans (Bronx and New York Counties)
- Hakoah All-stars (Brooklyn / Kings County)
- Newark Americans (Harrison and Newark and / Hudson and Essex Counties)

1932 (National Soccer League (NSL)) (Fall)

- New York Giants (III) / New York Nationals (Bronx and New York Counties)
- New York Americans (Bronx and New York Counties)
- Queens Bohemians (Queens County)
- German Hungarians (Queens County)

1932 (ASL) (ASL and NSL merged) (Fall)

- New York Americans (Bronx and New York Counties)
- New York Field Club (Bronx and New York Counties)
- Hakoah All-stars (Brooklyn / Kings County)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Queens Bohemians (Queens County)

1933 (ASL) (Spring)

- New York Americans (Bronx and New York Counties)
- Brookhattan (Bronx and New York Counties)
- Brooklyn Wanderers (Brooklyn / Kings County)
- Queens Bohemians (Queens County)

([Note, as a side for fans of US soccer history](#)): The 1933 ASL Spring Season was actually intended to be the first half of the 1933 Spring to Fall tournaments. It wasn't a continuation of the 1932 Fall season, which saw the merger of the ASL and NSL. However, by the summer of 1933, after months of planning and requests from clubs, the ASL finally created two divisions - considered to be conferences today by most standards - known as the Metropolitan and New England Divisions (similar to the days of the National Association Football League (NAFL) and the Southern New England Soccer League

(SNESE)) in order to cut travel costs and to place teams into smaller regions. A new 1933-1934 season was initiated, and a match between division champions was held in 1934. There is a modern day misinterpretation that the ASL folded in 1933 and a new league was created in that year. Yet, that is actually not the case. The league was the same - just with two divisions. The ASL would evolve over the decades with different regional and national divisions and conferences (and financial structures), but it was actually the same league between 1921 and 1983, not two (or three, or four, or five, or six, or seven) different leagues between that period. I'll eventually share a full outline with supported documents.)

Between 1921 and 1933, the five major points of the metropolitan area for soccer by the American Soccer League (ASL) were: 1) Manhattan / New York County; 2) Bronx County; 3) Queens County; 4) Brooklyn / Kings County; and 5) Newark-Harrison / Essex-Hudson Counties.

These are the exact strategic five points that this document is aiming for. There is an enormous historical foundation and a new momentum to reestablish professional clubs in these areas.

ASL Classic stadium locations in the NYC area between 1921-1933



All of these fields were less than 10 miles from the center, near mass transit and major roads (prior to highways being constructed - which have now linked all of these areas much faster).

$8 \text{ million} / 5 = 1.6 \text{ million}$ per ASL club in the 1920s-1930s

$8 \text{ million} / 4 = 2 \text{ million}$ per ASL club in the 1920s-1930s

vs

$20 \text{ million}+ / 5 = 4 \text{ million}+$ per MLS, NASL, and USL club in NYC by 2019-2020.

*It is a very different landscape today, and the ASL was ahead of its time.

Comparison of the ASL stadium areas to the MLS, NASL, and USL stadium areas.



Notice that all of the new league stadium areas within the five major points are all near historical soccer field locations and soccer communities of the ASL. One of the benefits that both the NY Red Bulls and NYCFC have, which has influenced attendance in the 20,000 to 30,000 range, is their location and proximity to historical soccer areas, all within the 10 mile range of NYC, near mass transit and highway access. This strategy will also greatly benefit the NY Cosmos, Queens FC, and Brooklyn FC, and in turn all of NYC soccer and the national team.

Today with the vast growth of the game nationwide, more than double population size of the NY metro area, access to major highways in the city, availability of cable and internet, and large demand for the sport within the NYC area (with academies and soccer fields in major parks and schools), there is even more connection and fan support which can boost the the five professional clubs to greater success.



United States - New York City (Soccer - MLS)

New York Red Bulls and New York City FC

MLS (Stadium locations in New York City)

New York City FC

- Yankee Stadium: 49,642
- Average: 27,196

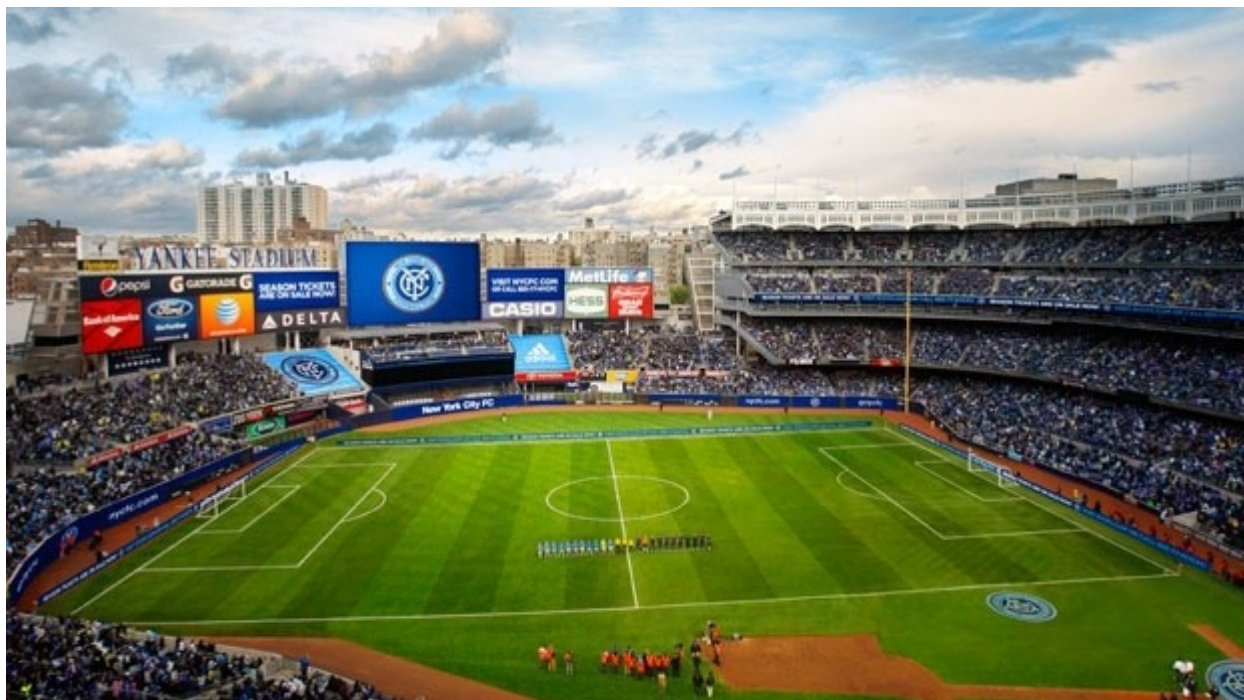
New York Red Bulls

- Red Bull Arena: 25,000
- Average: 20,620

*Average = 2016 season



Since 2015, MLS has two clubs in the NY metro area - precisely by two historical soccer sections, near Newark and the Harlem River, all within the 10 mile range of the center. While in the same metropolitan area, the New York Red Bulls and New York City FC have been drawing 20,000 to 30,000 fans. All derby games at Red Bull Arena have been sold out with 25,000+, while derby games at Yankee Stadium have all been between 30,000 to nearly 50,000. In 2015 and 2016 respectively, both clubs together drew 800,000+ fans. Both years combined they have 1,600,000+ fans.



In a matter of just two years, NYCFC was able to be ranked #3 within Forbes MLS' richest clubs, and both teams together are worth \$433 million - more than any MLS metro area clubs combined. It has been recognized countless of times by MLS that the presence of two teams in NY has benefited the Red Bulls and NYCFC, the league, and the sport.^{12 and 13} These two clubs and their respective fan base have been thriving together. The games and location of the Red Bulls and NYCFC were in many ways a successor to the days of the original ASL (as several historical teams played in those areas).



Population of the New York metro area: 20 million+

Distance from the center: All clubs are less than or by the 10 mile range from the center of NYC.

Amount of pro clubs in Major League Soccer (Division 1) from NYC area: 2 clubs

Figures for the MLS New York Derby:

New York City FC and New York Red Bulls - Less than 14 miles away.

(See NYRB and NY Cosmos; NYRB and Queens FC;

NY Cosmos and Brooklyn FC; and NY Cosmos and Brooklyn FC)

Average attendance:

New York City FC: 27,196

New York Red Bulls: 20,620

Average of the Average Attendance: 23,908

The MLS New York derby matches had some of the highest national and international TV ratings for MLS games in both 2015 and 2016. While considered among the top 10 soccer leagues in the world for attendance, MLS is still seeking to be among the top 10 for combined international viewership and performance on the pitch. Since placing a second team in NY, MLS' ratings have shown significant increase, and there have been more widespread interest and investments in the league which have enhanced the competition on the field. With 5 pro clubs in the NY metro area, which can ultimately rival London and the Premier League, MLS's numbers will substantially increase even further.

Yet, whether either group humbly believes or accepts it, both MLS and the New York Cosmos eventually need each other if they want to honestly take the sport of soccer to new heights in the US and abroad. It's not a question of survival or individual prosperity, but of united growth. The entrance of the Cosmos within NYC proper, and the unifying relationship between the club and the league, can help positively shape the future of the sport (regionally, nationally, and internationally).

United States - New York City (Soccer - MLS and NASL)

With a total of 8 professional soccer US-CAN national club league championships (from the North American Soccer League - NASL) and a decorated legacy with international stars and fame (including Pelé, Chinaglia, Beckenbauer, Alberto, Senna, and Raúl), without a doubt, still today, the **New York Cosmos** are the most recognized soccer name from the US. Their height and global success in the late '70s and early '80s (with 60,000-70,000 in attendance) still resonates around the soccer world.



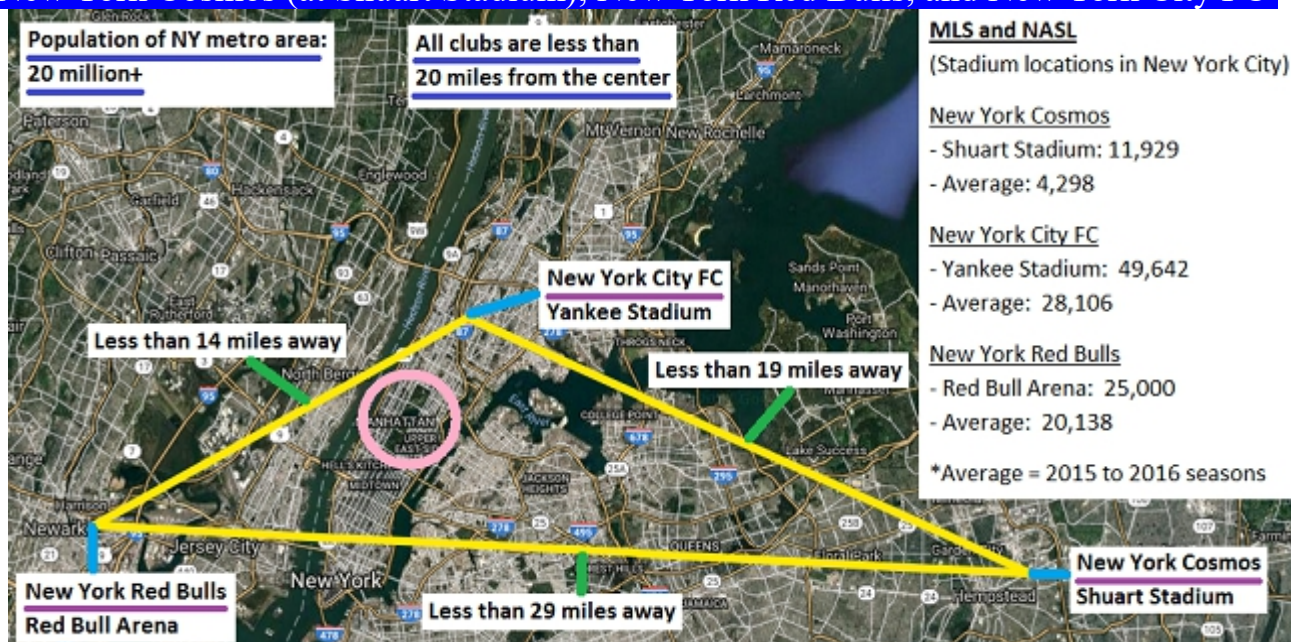
The Cosmos were the original Galacticos or superclub of international soccer. One day, they can be again. **All they need today is the right location** to jump start their reboot and rightful place in NYC.



When the Cosmos returned to pro outdoor league play in 2013, after 29 years, they had a great atmosphere and sold-out 11,000+ crowd (11,929) at Shuart Stadium for their first game. The name of the club, after so many years, was still able to command such attention.

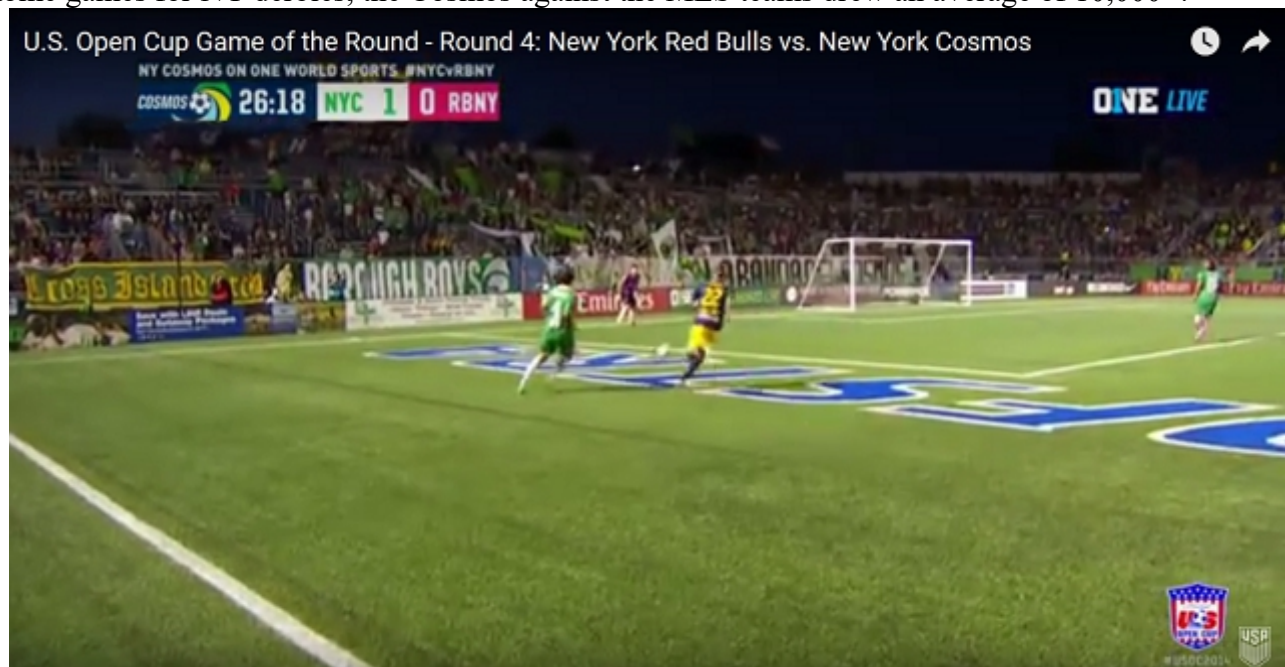


New York Cosmos (at Shuart Stadium), New York Red Bulls, and New York City FC



Yet, due to their location and distance at 20 miles out from the center, their NYC support eventually diminished. **Location is everything in NY sports.** Between 2013 and 2016, the average of the Cosmos at Hofstra / Shuart Stadium (similar to their time there between 1972 and 1973) is approximately 5,000. Visually notice in the image above the distance of Shuart from the center in comparison to Red Bulls and NYCFC (which are less than 10 miles away). Also the distance to MLS teams is far. Still, despite

attendance issues, for the past four years the Cosmos had one of the best soccer teams in the US, winning 3 of their 8 league championships. They also won 3 out of 4 New York Derby matches, during the USSF Open Cup, against MLS teams - New York Red Bulls and New York City FC. During their home games for NY derbies, the Cosmos against the MLS teams drew an average of 10,000+.



(New York Cosmos vs New York Red Bulls (4th Round US Open Cup game) - June 14th, 2014
- Shuart Stadium - **9,364** in attendance)



(New York Cosmos vs New York City FC (4th Round US Open Cup game) - June 17th, 2015
- Shuart Stadium - **11,446** in attendance)

These electrifying matches fully demonstrated the enormous potential that these teams could be, closer together.

For away matches against the MLS NY teams, the average Cosmos USOC games drew approximately 8,000.



(New York Cosmos vs New York Red Bulls (5th Round US Open Cup game) - July 1st, 2015
- Red Bull Arena - **11,442** in attendance)



(New York Cosmos vs New York City FC (4th Round US Open Cup game) - June 15th, 2016
- Coffey Field Stadium - **4,500** in attendance)

The average of the four New York Derby US Open Cup matches with the New York Cosmos is **9,188**. Keep in mind that USOC matches across the US, on average, draw significantly less than pro soccer league matches. Historically, on average since 1913, 4th and 5th round USOC matches don't draw more than about 4,000. The Cosmos averaged 9,000+ during these rounds. That's a **225% increase**. Imagine the Cosmos vs NY Red Bulls vs NYCFC during league games, in MLS: potentially 25,000+

The name of the Cosmos alone can draw.

For Raúl's first home league game with the club, on April 18th, 2015, the club drew a sold-out **12,550** at Shuart. (If that game had been played in NYC at Yankee Stadium or CitiField, with access to NYC subway and other amenities, it would have likely seen a minimum of 20,000+)



For the 2015 NASL Spring Season, the Cosmos home and away average was **7,786** (their highest since their 2013 return). This was all while playing 20 miles out of the center for home games. (A proper location in NYC (like Wien Stadium) would have easily tripled that figure.)

For the 2015 NASL Soccer Bowl, the Cosmos had **10,166** at Shuart Stadium - the highest record attendance for any NASL Championship held since 2011. (At Wien Stadium or CitiField, it could have been 20,000-25,000+). With Raúl and Marcos Senna's last pro game ever at hand, the Cosmos won their 7th league championship.



In 2015, the Cosmos had the best preseason and midseason average and combined attendance for single-game friendlies matches of any pro soccer club in the US - including of any MLS teams (not including International Champions Cup tournaments).

On February 19th, 2015, in Hong Kong (for the Lunar New Year Cup), the New York Cosmos vs South China AA drew **19,522** in attendance to Hong Kong Stadium.



On February 28th, 2015, in Sacramento, CA, the New York Cosmos vs Sacramento Republic FC had a sold-out **20,000+** (20,231) attendance at Hughes Stadium.



On March 14th, 2015, in San Salvador, El Salvador, the New York Cosmos vs CD Fas had **30,000+** in attendance at Estadio Cuscatlan.



On June 2nd, 2015, in Havana, Cuba, the New York Cosmos vs the Cuba National Soccer Team drew **20,000+** to Estadio Pedro Marrero.



In four friendly games, the Cosmos drew approximately **90,000** (89,753), and averaged **22,438**.

With a new outlook and determination for 2017 and beyond, the Cosmos have the ability to channel that demand within NYC's 10 mile range and potentially draw 10,000+ and gradually to 20,000+ on average, as they strategically and successfully did in the late 1970s after moving from Shuart.

New York Cosmos (at MCU Park), New York Red Bulls, and New York City FC



As mentioned, the Cosmos have considered MCU Park, which is 15 miles away from the center, as a possible relocation venue. In 2015 the club played there twice to an average of 5,170 (for a league and a playoff game). Similar to Shuart, though in NYC, **the issue with this venue is location.**

Notice that MCU Park is at a geographical endpoint, whereas RBA and Yankee Stadium have access all around. Furthermore, the distance of MCU Park from the center in comparison to Red Bulls and NYCFC is much larger. Yet, the average distance from MCU Park to MLS team venues is **16.5 miles**, whereas Shuart is **24 miles**. Though an improvement over Shuart in terms of being in the city and closer to MLS teams, the location - substantially outside of the 10 mile range - is still a big problem for what the Cosmos are aspiring to achieve with regard to attendance. It is also 5 miles south of where Brooklyn ASL teams strategically played or where Ebbets Field (the most famous stadium in Brooklyn) was. There is a reason why a lot of pro sports teams in Brooklyn were found further north (due to access) and why the Barclays Center was also strategically built where it is - which hosts both the Nets and Islanders, as well as other major events.

The numbers speak for themselves. The farther away from the neutral center, the harder it is for fans from different points to access a venue. The closer to the center, the easier it is for fans. And remember, teams way outside of the 10 mile range are often associated with a minor league image. MCU Park is a **minor league baseball stadium**. MCU Park was built in the location that it is found in, outside of the 10 mile range 1) so it wouldn't be within the heart of the city area and it wouldn't further encroach on the Yankees' and Mets' (1st teams) principal territory - who both agreed to place MCU and Richmond County Ballpark in the NYC area for their minor league teams. 2) with the main intention to attract the local community of Brooklyn; like Richmond County Ballpark's main intent to attract Staten Island.

For it's purpose of serving the local community and creating a fun afternoon in the summer, MCU Park is a really good minor league stadium. However, due to location and capacity of 7,500 seats, it's goal

was not to attract the masses of the New York metropolitan area. That is why, there are several minor league baseball facilities around the region in strategic points to serve local followings. The all-time average of the Brooklyn Cyclones (2005-2016) at MCU is **6,924**. Their 2016 average is **5,614**. Those are similar numbers to what the Cosmos did at Hofstra, and that is not what the club should aim for.



When the Cosmos moved in 1973 from Hofstra and into NYC, they went to the 10 mile center and played at Downing Stadium for 1974 and 1975. Then moved up to nearby Yankee Stadium for 1976. Then moved to Giants Stadium in 1977 and played there until 1985 (with a reunion game in 1991).



New York Cosmos Average (1974-1991)

Downing Stadium (2 miles from center)

1974-1975 league games = **7,178**
 friendlies = 12,854
 league games + friendlies = 7,888
 1975 league games = **10,450**

Yankee Stadium (I) (3.5 miles from center)

1976 league games = **18,235**

Shea Stadium (6.4 miles from center)

1976 playoff game = **22,698**

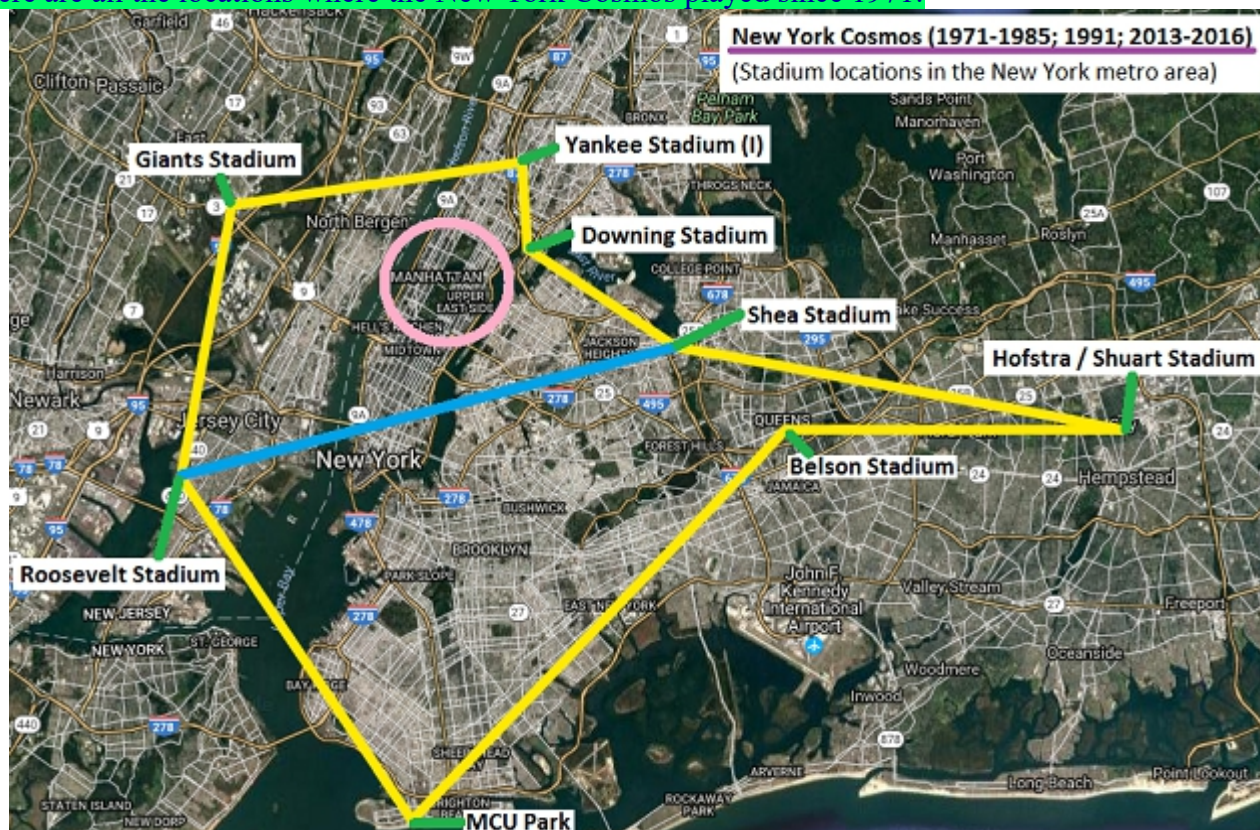
Giants Stadium (6.1 miles from center)

1977-1984 league games = **35,005**
 playoff games = 47,766
 1977-1991 friendlies = 33,356
 league + playoff games = 36,841
 league + playoff + friendlies = 35,975

Combined Average within the 10 mile range

league games = **29,837**
 playoff games = 46,572
 friendlies = 32,101
 league and playoffs = 31,868
 league + playoff + friendlies = 30,313

Here are all the locations where the New York Cosmos played since 1971:



The New York Cosmos' best years for attendance were all within the 10 mile range:

New York Cosmos (1971-1985; 1991; 2013-2016)

(Average attendance in the New York metro area)

Hofstra / Shuart Stadium (19.7 miles from center)

1972-1973 league games = **5,165**
 playoff games = 5,564
 friendlies = 6,462
 league + playoffs = 5,207
 league + playoff + friendlies = 5,508
 2013-2016 league games = **4,870**
 playoff games = 7,595
 league + playoffs = 4,972
 1972-2016 league games = **4,943**
 playoff games = 6,275
 league + playoffs = 5,034
 league + playoff + friendlies = 5,144

MCU Park (14.7 miles from center)

2015 league game = **5,279**
 playoff game = 5,061
 league + playoff games = 5,170

Belson Stadium (9.9 miles from center)

2016 playoff game = 2,150 (at capacity)

Roosevelt Stadium (9.2 miles from center)

1971 league game = **9,000**

Downing Stadium (2 miles from center)

1974-1975 league games = **7,178**
 friendlies = 12,854
 league games + friendlies = 7,888
 1975 league games = **10,450**

Yankee Stadium (I) (3.5 miles from center)

1971 + 1976 league games = **11,190**
 1976 league games = **18,235**

Shea Stadium (6.4 miles from center)

1976 playoff game = **22,698**

Giants Stadium (6.1 miles from center)

1977-1984 league games = **35,005**
 playoff games = 47,766
 1977-1991 friendlies = 33,356
 league + playoff games = 36,841
 league + playoff + friendlies = 35,975

Games at both Hofstra and MCU, outside of the 10 mile range, have all averaged in the 5,000 area. Meanwhile games at stadiums within the 10 miles have averages around the 10,000 and 35,000 area.

Let's look at the all-time numbers of the **New York Cosmos** outside and within the 10 mile range.

New York Cosmos all-time home attendance and average (1971-2016)			
	Outside the 10 mile range	Inside the 10 mile range	In the entire New York metro area
League Average	4,948	27,728 (460.39% increase)	21,039
Playoff Average	6,275	44,553 (610.01% increase)	38,826
Friendlies Average	6,462	32,101 (396.77% increase)	29,304
League and Playoffs Average	5,039	29,697 (489.34% increase)	22,812
League, Playoffs, and Friendlies Average	5,146	29,449 (472.27% increase)	23,941
League Attendance	341,454	4,602,895+ (4,568,750 difference)	4,944,349+
Playoff Attendance	31,379	980,168 (976,989 difference)	1,009,487+
Friendlies Attendance	38,769	1,572,952+ (1,534,183 difference)	1,611,721+
League and Playoffs Attendance	372,833	5,583,063+ (5,210,230 difference)	5,953,746+
League, Playoffs, and Friendlies Attendance	411,602	7,156,015+ (6,744,413 difference)	7,565,557+
<p>*Note: 1) The plus sign (+) reflects that one or two additional games are missing attendance, which would make the tally even higher. 2) All attendance figures were painstakingly gathered and calculated from primary historical sources. 3) USOC games are not included as they draw significantly less across the US for all clubs, per rounds. Only league, playoffs, and friendly matches are used as a properly consistent barometer.</p>			

Point: Keep in mind that the all-time numbers substantially decrease outside of the 10 mile range, and dramatically increase within the 10 mile range.

The overall numbers don't deceive. It is clear as day. There is a **major** difference between the outside and inside 10 mile range for the Cosmos, as well as professional sports in NYC.

Moving to Wien Stadium, within the 10 mile range is what the Cosmos need to do for the club and for the future of pro soccer in the region and the US.

The Pelé Effect

VS

The Location Effect

The “**Pelé Effect**” is a term primarily used in American pro soccer to define how a single top star can help attract more fans and investment in a club. It reflects the time period in which the New York Cosmos signed the three-time FIFA World Cup Champion, Pelé, and had him play for them between 1975 and 1977. With the presence of Pelé in the club, the Cosmos gained further notoriety from the media and a boost in attendance, which in turn raised the profile of the North American Soccer League (NASL). His presence also helped attract more star players to the club and the league.

This same concept was used in 2007 when David Beckham was signed by the Los Angeles Galaxy. The “**Beckham Effect**” gave a boost in recognition to both the LA Galaxy and Major League Soccer (MLS). The goal was to replicate what was accomplished in the late 1970s with Pelé, the Cosmos, the NASL, and US Soccer.

Though today people in American soccer speak of the Beckham Effect in association to MLS, it is really the Pelé Effect in the NASL and US Soccer which gave way to the latter.

That said, what many individuals completely overlook, when latching to either effect as a conductor to growth, is that a player alone won't be able to attract the masses on a frequent long term basis if the player and club are placed too far from the majority of fans or a metropolitan area's center. It's the right location which can help boost the lucrative commodity of the player and his/her connection to a club.

When the Cosmos signed Pelé they were already back in NYC for about a year, laying down a good foundation to reconnect with fans in the city. They were no longer playing at Hofstra Stadium, 20 miles out. They were playing at Downing Stadium. Without train access on Randall's Island, where Downing was located at, the club with Pelé in his first year drew 10,450. When the club moved in 1976 to the larger and fully renovated Yankee Stadium, near subway access, they nearly doubled their average to 18,235. When they moved to the new and even larger Giants Stadium, less than 7 miles from Midtown, the club nearly tripled to 34,651. After the great Pelé retired, for the next three years the Cosmos averaged in the 40,000+ range (47,886 in 1978; 46,690 in 1979; and 42,617 in 1980). Between 1975 and 1977 with Pelé for three years, the Cosmos league average attendance is 22,132. In comparison, between 1978 and 1984, without Pelé playing league games during those seven years, the Cosmos league average attendance is 31,109. (22,132 vs 31,109). While Pelé gave an astronomical exposure to American soccer on the national and international level as a whole, what made his time even more significant in NY was the fact that the Cosmos were able to showcase their club and their star(s) together in the right location. If Pelé had played those three years with the Cosmos at the much smaller Hofstra Stadium, with inconvenient access from the city, then the enormous attendance growth would not have happened and the impact of the star and the club would have been minimal. In truth, it was the combination of both Pelé AND the right location that made the Cosmos the phenomal soccer stars in the late '70s and '80s.

In fact, the first iteration of the club knew about the benefit of location very well. Furthermore, they never wanted to move out of the city and play for a long period at Hofstra if they didn't have to.

What a lot of people don't know is that by early 1972 the Cosmos were trying to buy their very own facility and fully convert it into a multi-purpose venue with soccer as the main sport. In other words, they were seeking a soccer-specific stadium (more than a quarter-century before MLS' first SSS was completed in 1999).^{10a} Before becoming the Louis Armstrong Stadium and annexed Grandstand for the Tennis US Open, the combined facility was known as the Singer Bowl. Located in Flushing Meadows-Corona Park (yes, NYC soccer fans, the same elusive park for soccer stadiums; See MLS to Flushing), adjacent to then Shea Stadium, the Singer Bowl was going to be turned by the Cosmos into an 18,000 seat soccer stadium. (Factoring inflation, the privately-funded remodeling by the club would have cost approximately \$11.5 million in 2016, while the city would have still gotten a percentage of the revenue stream, like it did with Shea). The plan was for the Cosmos to play one year only at Hofstra (under a one year contract), while the Singer Bowl would be approved and completely rebuilt by May 1973, one year later. However, the plan wasn't approved (as international tennis relocation, from the West Side Tennis Club, was playing a major role), while the Cosmos lingered at Hofstra for two years with league attendance in the 5,000 range. (Forty plus years later, does that sound familiar, Cosmos fans...? See Cosmos to Belmont, and their recent four years at Hofstra's Shuart Stadium.¹¹)

In 1972, with respects to the Singer Bowl, the president and general manager of the Cosmos, Clive Toye said, "We want to keep the Cosmos in New York City and want our own stadium facilities. The Cosmos and soccer will outgrow Hofstra one day, so the appeal for a Singer Bowl is one part of our future planning for our home one day. We will need a stadium that is firmly identified in everyone's mind as the home of soccer."^{10a}

When the Cosmos worked out a plan with NYC to return back in 1974, they went to Downing Stadium and upgraded the then almost forty year old dilapidated facility. Their goal was to play there for three years and reestablish the club's NYC fan base. About the relocation from Hofstra to Downing, Clive Toye said, "Long Island fans will be no more shortchanged than the fans from the other areas of the city in the last two years. We felt that two-thirds of our fans (from NYC) were left out by us playing at Hofstra. Right now we consider Downing Stadium our home for the next three years. We are delighted to move into the center of the city. We feel we will get fans from Northern New Jersey, Southern Connecticut, Westchester and Rockland Counties plus the people from the city we didn't get at Hofstra." Toye said that the move was an "elevation in stature. We are simply making ourselves more accessible to people. We will be accessible by mass transportation." He further said, "In many ways we are beginning all over again. At Hofstra we were too far away for the ethnic fan who has forgotten about us for two years. We are looking basically at two types of soccer fans: the ethnic and the native-born who has been awakened by the sport."^{10b} Keep in mind, this is all before signing Pelé one year later. Clive Toye and the Cosmos knew that in order for the club to grow they needed NYC.

With a much better location in the center of NYC and Pelé joining in by 1975, the club's attendance doubled from 5,000 at Hofstra to 10,450 at Downing. After only two years, with one more year left on their contract at the 20,000+ seat Downing Stadium, the club knew they had to upgrade to further raise the value of their star's potential and the accessibility and comfort for fans. In 1976, the Cosmos moved to the 50,000+ completely refurbished Yankee Stadium. When they did, Toye said that playing at Yankee Stadium "means comfort and accessibility for our fans. Maybe we won't make any money, but my job was to find a decent place for Pelé to play and a decent place for the fans to sit and watch a game."^{10c} In that year, the Cosmos nearly doubled their previous year's attendance at Downing and were up by almost 300% in total and average attendance than when they were at Hofstra, with multiple

games in the 20,000+ range. This location, by the historical Harlem River sports corridor, near the center of Manhattan by train and highway access, helped to substantially elevate the exposure of both the club and Pelé.

The allure and total valuation of the club was on the rise. By 1977, the Cosmos upgraded again and moved to the new 76,500 seat Giants Stadium, just 7 miles from the center and from Midtown. Upon the move with a ten year lease, Toye said the following: “We intend to make the Meadowlands stadium the most famous soccer stadium in the world. We did not abandon Yankee Stadium or Shea Stadium for New Jersey. We simply moved into the best facility, and it just happened to be in the Meadowlands. If it were in Queens, we would have gone to Queens”. Regarding Giants Stadium, “It was very simple – we were going to move to the best stadium in our market area. To me, there's no question at all that our average crowd will be 50,000 by then. By 1980 I think we'll be over 40,000, possibly 50,000. This season I expect our average crowd to be 25,000. It was over 18,000 last year at Yankee Stadium despite our weather situation. And now we're in the best stadium in our market area. I think it's unfair that one sport, baseball, gets two stadiums in New York City and all the other sports get nothing. But we don't feel that we're leaving New York and going to New Jersey, we're simply going to the best stadium in our market area. We feel just as attached now to the people who pay taxes in New York as we did before to people who pay taxes in New Jersey.”^{10d}

And you know what? Clive Toye was right! By 1977, with Pelé at Giants Stadium – the NY metro area's best stadium in the market, the Cosmos had 34,651 (almost 10,000 more than what he predicted), and by 1978 and 1980, without Pelé, the Cosmos were already drawing 40,000+ average (three years sooner than he thought). At Giants Stadium the Cosmos were drawing 60,000+ and 70,000+ for various games. Their location in the center, by Downing Stadium, then Yankee Stadium, and then Giants Stadium, as Toye predicted, attracted people from all parts of New York City and the metro area.

Fastforward to 2015, both the reborn New York Cosmos and New York City FC tried to utilize the Pelé Effect to raise league attendance, but only one of them succeeded in that regard.

The New York Cosmos signed the great Raúl, who by then was Real Madrid's - the richest soccer club and one of the most successful sports teams in the world - all-time leading goal scorer, as well as the UEFA Champions League all-time leading goal scorer. The Cosmos, who were playing at Hofstra for a third year since their reboot, thought that by bringing Raúl onboard that the profile and the attendance would rise. Though the profile of the club did make an impact, the attendance didn't because the club missed out on a major piece of the equation: location, location, location. Had the Cosmos relocated to NYC, either at CitiField or Wien Stadium, with Raúl the club would've seen an average rise to about 20,000+ (similar to Pelé at Yankee Stadium). However, the club missed a grand opportunity to showcase a major star in one of the biggest cities in the world, and unfortunately left his potential 20 miles out at Hofstra. That year the Cosmos total league average was 5,000+.

Meanwhile, NYCFC signed David Villa, a World Cup Champion and Spain's national team all-time leading goal scorer (just ahead of Raúl). In their first year NYCFC with David Villa at Yankee Stadium averaged 29,000+ (a vast difference of about 24,000 from the Cosmos). What was the variable? Major stars? Both of them had that, and of the highest caliber. Was it year one fanfare for NYCFC? In 2016, NYCFC still had 27,000+. Was it difference in divisions: (DI vs DII)? In 2016, FC Cincinnati, in US Soccer DIII, with virtually no high profile international stars, had an average of 17,000+ and drew 30,000+ to a playoff game (all while playing in Downtown Cincinnati, at the heart of their city). So it can't really be divisions. Was it too many pro clubs in one city or metropolitan area? That's already been debunked - see all the aforementioned metro areas around the world, including

London (which has 13 pro soccer clubs, and 8 within the top two divisions). Was it the weather? That doesn't stop the NFL, or professional soccer around the world when playing in rain or snow, and it didn't stop the Cosmos in 1976 at Yankee Stadium. Was it winning records? In 2015, NYCFC had one of the worst records (points per game or win percentage) within the top three US Soccer divisions, while the Cosmos had one of the best records within the top three and a 7th Championship that year, and they beat NYCFC in a highly anticipated US Open Cup NY Derby game. So it definitely wasn't the product on the field. So what was it? Ah, yes, as Clive Toye already analyzed about 40 years prior: location, location, location. The fact that NYCFC plays at Yankee Stadium, near the center of NYC, by rail, highway access, and multiple amenities, helped the club to average 28,000+ in two years. The fact that the Cosmos played 20 miles out at Hofstra, away from the majority of fans, caused the club to average about 5,000 in four years, just like they did from 1972 to 1973 at the same location. **Clive Toye saw it then, and the Cosmos today need to see it as well.**

There's a reason why the Yankees, Mets, Giants, Jets, Knicks, Rangers (all billionaire teams), and NYCFC don't play outside of the city's center, and why the Nets and Islanders moved closer to it.

If the New York Cosmos want to regain their status, which the club once had in the 70s and 80s, as one of the premier sports teams in all of the NY metropolitan area, eventually averaging 30,000-40,000+, then they need to move closer to the center of the city for long term sustainability. The 1st iteration of the club changed their focus from building a SSS to playing in the best facilities in the NYC area's core, and they became the biggest soccer club ever in the US. If the club wants to continue to attract major national and international stars, then it needs to focus first on playing the best available facilities in the right locations. Clive Toye eventually moved the Cosmos to Yankee Stadium in 1976 to have a top facility for the club and Pelé. That year, the club attracted more stars, including Giorgio Chinaglia. When they moved to Giants Stadium in 1977, the club signed Franz Beckenbauer, Carlos Alberto, and others. Together, they won the 1977 NASL championship, and the rest was soccer history.

**Tell me where you play and
I'll tell you who you are in this market.**

The Pelé Effect?

It helps to a certain extent, but

Long term it's

The Location Effect!

New York Cosmos (at Wien Stadium), New York Red Bulls, and New York City FC



Strategically placing the Cosmos closer to NYCFC (similar to clubs in Milan, Rome, Barcelona, Manchester, and Liverpool), and having a three way derby with the New York Red Bulls (like in Madrid, Lisbon, Glasgow, and Mexico City), will turn the New York City area into one of the most in-demand pro soccer hubs on Earth. (Think NYC baseball with the Giants, Yankees, and Dodgers.)

As discussed in depth in a separate proposal called, *The New York Cosmos should move into Wien Stadium in NYC by Spring 2017*³, there are multiple advantages to this site (which can be reviewed in detail in that document). The biggest advantages are venue and capacity, the location (near the center, short distance to midtown, in NY county, by transit, highways, various amenities, etc), an authentic connection to deep soccer history, and a link with the two MLS clubs. The average distance from MLS teams is only 9.5 miles (vs 16.5 miles at MCU vs 24 miles at Shuart). From this area, the Cosmos can exponentially expand their fan base.

In 1975, at Downing Stadium - with no access to trains, the Cosmos had an average attendance of 10,450. When they moved to Yankee Stadium in 1976, their attendance nearly doubled to 18,235. The Cosmos have great history in this vicinity. Playing at Wien Stadium, with 17,000 to 20,000 seats in an accessible NYC area, will ultimately boost attendance figures for the club.

With Wien Stadium, the Cosmos can finally host top friendlies again, which is a major revenue bonus.

- Nearby Yankee Stadium (I), with 28 international soccer matches throughout its history since the 1920s, had an average of 19,578.

- Yankee Stadium (II) with 5 international soccer matches since 2012 has an average of 43,232.

All three clubs can potentially average 20,000+ a year for league games.

NY metro area population distribution: $20,000,000+ / 3 = 6.67 \text{ million+ per club in the NYC area.}$

Wien Stadium is where the club can start fresh and strategically build for the future:



From there, the possibilities are limitless (including a future soccer stadium).



New York Cosmos (at CitiField), New York Red Bulls, and New York City FC

MLS and NASL

(Stadium locations in New York City)

New York Cosmos

- CitiField: 41,922
- Average: 20,000+

New York City FC

- Yankee Stadium: 49,642
- Average: 20,000+

New York Red Bulls

- Red Bull Arena: 25,000
- Average: 20,000+

*Average = Potential future



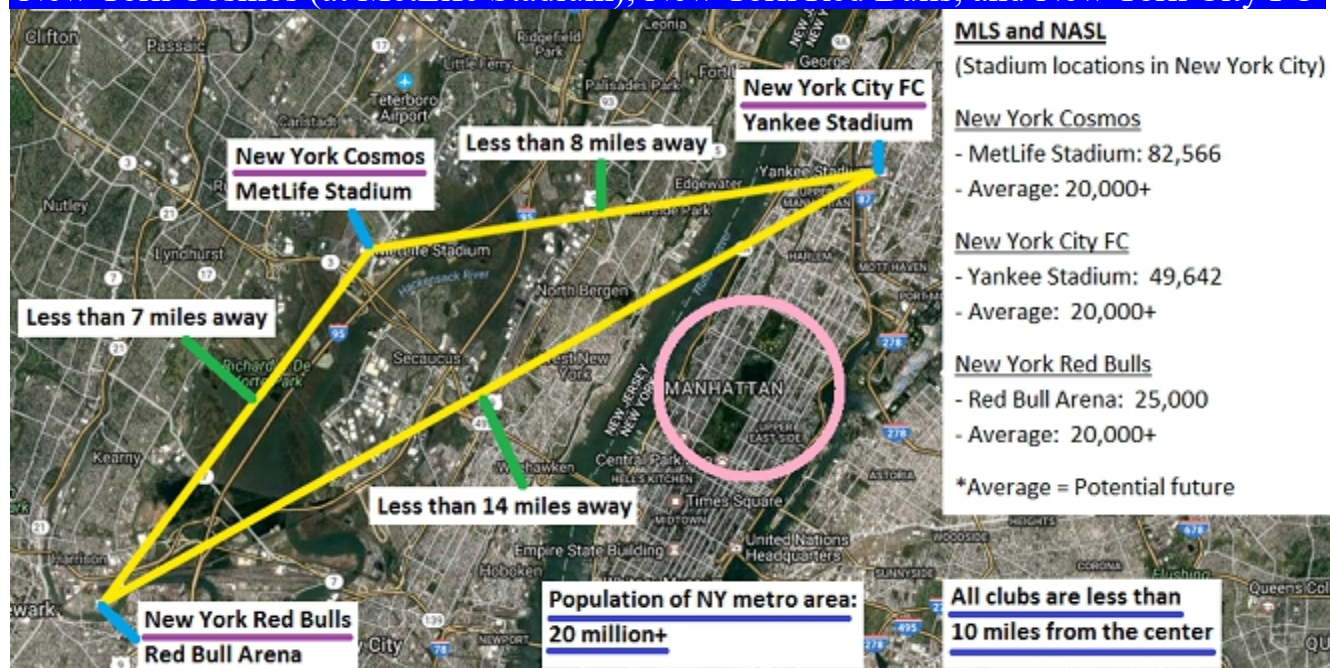
While playing home games at Yankee Stadium, in 1976, the Cosmos played a playoff game at Shea Stadium to a crowd of **22,698**. Like Shea, the Cosmos can play at CitiField for special international games, possibly in the summer, that will demand in the 30,000 to 40,000+ range. If promoted properly, this can even be an alternative venue for a home NY derby match against NYCFC or NY Red Bulls.



Playing at CitiField will lay the proper foundation for a future pro soccer club in Queens to enter.

(Note: NYCFC, DCU, and NERev can benefit from tarping the upper decks of their respective venues.)

New York Cosmos (at MetLife Stadium), New York Red Bulls, and New York City FC



Giants Stadium was the home of the New York Cosmos from 1977 to 1985 and for one game in 1991. The club had several attendances in the 60,000 and 70,000+ range. The club's league average there is **35,005**, playoff average is **47,766**, and friendlies average is **33,356**. Combined, for ten years (including 1991) the **Cosmos all-time average at Giants Stadium is 35,975**.

Along with the US National Soccer Teams playing there once a year, the New York Cosmos and the New York Red Bulls can eventually play at MetLife Stadium for big matches. Both clubs can perhaps even host doubleheaders together against famous international teams in the summer. (**NY vs the World**)



United States - New York City (Soccer - MLS, NASL, and USL)

New York Red Bulls, New York Cosmos, NYCFC, and Queens FC



After Phase I with the Cosmos, NY Red Bulls, and NYCFC is set, **Phase II** would be getting the fourth club, **Queens FC**, at CitiField. As mentioned, there is a lot of history with Queens soccer dating to the time of the original ASL. **Twelve (12) USSF Open Cups were won by teams from Queens.** The Cosmos also played at Shea Stadium in front of 22,698. CitiField, since 2011, has held international friendlies to an average attendance of **29,647**. There are many soccer fields in the borough, and there are many youth academies and amateur clubs playing. In addition, Queens has one of the most diverse communities, with cultures from around the world, especially from South America, Asia, and Europe, as well as from the US. With **2.34 million**, Queens is comparable in population size to the 4th largest city in the US. By itself, Queens is a very strong market for soccer.

The NASL or USL, with the help of the Cosmos, should be working to develop Queens FC. As mentioned, **the club can start at CitiField, much like NYCFC started at Yankee Stadium, and then they can build a 10,000+ facility which can be expanded to 20,000+.** The club can continue to use CitiField for larger international games or championships. One of the goals can be to invite the Mets ownership on board. Showing them what the Yankees are accomplishing with NYCFC, and what NYC soccer is becoming with the three clubs, as well as this very important document, can be a positive incentive for Mets representatives to join.

As an NASL club and with the Cosmos in Manhattan, Queens FC will immediately have an NASL local rivalry in the NY area, which can feature up to 4 games a year between them. During the US Open Cup, Queens FC could also meet against either or both NYCFC and the NY Red Bulls. At less than 7 miles away, Queens FC would immediately form a natural local rivalry with NYCFC because of the big Yankees and Mets connection. Furthermore, a preseason or midseason (bragging rights / winner-takes-all) single-game knock-out tournament can be played between all four NY clubs for a: **NYC Champions Cup**. **New York is what?** Is it **Red?** Is it **Blue?** Is it **Green?** Or is it... **Gold?**

NY metro area population distribution: $20,000,000+ / 4 =$ **5 million+ per club in the NYC area.**

Why **Gold**? 1) To clearly distinguish from the other clubs, but really 2) Because Ecuador, Columbia, and Brazil (big South American soccer teams) all share that color. In Queens and surrounding CitiField there are **many** residents from these countries. In fact, CitiField hosted two soccer friendlies with the Ecuadorian National Soccer Team. Their attendance was 39,656 and 31,901, an average of **35,779**. The color gold will greatly help to make the first connection with the surrounding communities.



This can be Queens FC



New York Red Bulls, New York Cosmos, NYCFC, Queens FC, and Brooklyn FC



MLS, NASL, and USL

(Stadium locations in New York City)

New York Cosmos

- Wien Stadium: 20,000+ (expanded)
- Average: 20,000+

New York City FC

- Yankee Stadium: 49,642
- Average: 20,000+

Queens FC

- CitiField: 41,922
- Average: 20,000+

Brooklyn FC

- Brooklyn Stadium: 20,000+
- Average: 20,000+

New York Red Bulls

- Red Bull Arena: 25,000
- Average: 20,000+

*Average = Potential future

With the other four clubs firm in their area, **Phase III** would be to get the fifth NYC area pro club, **Brooklyn FC**, at their own venue in Brooklyn's Gowanus or Red Hook. (In a separate document I will share where specifically in NYC can the Cosmos, NYCFC, Queens FC, and Brooklyn FC can actually build.)

Like the Harlem River area, Newark, and Queens; Brooklyn has a lot of great history with soccer. Teams from Brooklyn have won **2 AFA Cups and 8 USSF Open Cups**. **In fact, the very first USSF Open Cup (1913-1914) was won by a team from Brooklyn called... Brooklyn FC.** **When the big baseball leagues, football leagues, and soccer leagues were all formed in the late 19th and early 20th centuries, they all came to Brooklyn.** Brooklyn was a hotbed for professional sports, and it was the big rival to the Harlem River area. The borough, which was once an independent city, had several prominent soccer teams over the years, including the Brooklyn Robin Dry Docks / Todd Shipyards FC and the Brooklyn Wanderers. **Brooklyn's first professional soccer team, simply called Brooklyn, also participated in the very first professional soccer league in 1894 called the American League of Professional Football Clubs (ALPFC), and won the first championship.** Many multi-purpose fields in the borough were used for soccer, but the borough also had one of the first soccer-specific stadiums for professional clubs: Wanderers Stadium (1923). When it came to soccer in the United States, Brooklyn was one of the principal areas to go to.

Over the years, Brooklyn hosted many international soccer teams at various venues, including Wanderers Stadium, Hawthorne Field, Commercial Field, and the borough's biggest stadium - Ebbets Field. Several games were in the 20,000 and 30,000 range. In fact, Brooklyn soccer is famous for being the first to host the world-renowned Real Madrid in the NY metropolitan area and the entire United States, in **1927**. (The game ended in a 1-1 tie with Galicia FC of Brooklyn.)

Today, a fast growing and redeveloping Brooklyn is trying to recapture a lot of its sports heritage.

With the Barclays Center hosting the Nets in basketball and Islanders in hockey, while MCU Park hosts

the Cyclones in baseball - who are affiliated with the Mets, Brooklyn is showing that it wants to be at the forefront of national and even international sports. With the enormous legacy of the game, soccer can take its place again as one of the premier pro sports in the borough.

Many new fields are being used for soccer. There are a lot of academies playing, and various schools supporting the game. There is a historical club in the borough that is still continuously playing at the national level in the National Premier Soccer League (NPSL), known as **the Brooklyn Italians**. This club won 2 of Brooklyn's 8 USSF Open Cups. Like Queens, Brooklyn has numerous diverse communities which also enjoy the sport. With **2.65 million**, Brooklyn is comparable in population size to the 3rd largest city in the US. By itself, Brooklyn has the right foundation and it is a very strong market for soccer.

The NASL or USL, with the help of the Cosmos and Queens FC, can bring together Brooklyn FC. With four strong clubs in the area, Brooklyn FC can gain the right momentum to build a 10,000+ seat pop-up venue similar to Bonney Field (\$3-5 million US in 2014), within the 10 mile range of NYC in Brooklyn. The temporary modular facility can be used by the club, the various schools in the community, and local amateur teams:



The club can utilize this kind of stadium to help build the fan base. They can play there for a couple of years, while a nearby permanent stadium is constructed.

Like Queens FC with the Mets, the NASL or USL can possibly work with members of the Nets and Islanders so they can form part of the ownership group of Brooklyn FC. There are a lot of investors and international businesses calling Brooklyn their home. Brooklyn FC, an international club in the making, will be a very hot commodity that many interested parties would want to have.

Furthermore, the Brooklyn Italians, an already existing club with academies in place, can form a strong partnership with Brooklyn FC to develop local players who can play for Brooklyn on the big stage.

In the NASL, with the Cosmos in Manhattan and Queens FC in Queens, Brooklyn FC will immediately have strong local rivalries in New York City. These NY derbies can become hot tickets in the metro area. With fans traveling from different boroughs, these matches will instantly be recognized as the NY Soccer Subway Series. The three teams in the NASL from NY will form one of the strongest rivalries in soccer (think the London derbies). During the US Open Cup, Brooklyn FC can meet up against either or both NYCFC and the NY Red Bulls. At less than 10 miles away, Brooklyn FC would immediately form a natural local rivalry with the NY Red Bulls as well as Queens FC. Also, the NYC Champions Cup would eventually include Brooklyn FC. (The two teams with the lowest Points Per Game (PPG) and Win Percentage (WP) in the year can play in the first round.) New York is what? Is it Red? Is it Blue? Is it Green? Is it Gold? It just might be Purple.

NY metro area population distribution: 20,000,000+ / 5 = 4 million+ per club in the NYC area.

Why Purple? Like Queens FC with gold, purple is used to distinguish the identity of the club from the other four clubs in the city. Also, various historical soccer teams from Brooklyn wore the color purple.

This can be Brooklyn FC (one day in their own 20,000+ seat stadium):



Like the Cosmos and Red Bulls at MetLife Stadium, NYCFC at Yankee Stadium, and Queens FC at CitiField for big matches, Brooklyn FC can play at either Yankee Stadium or CitiField for major international games in the 30,000 to 40,000+ range. When demand rises, they can eventually expand their home stadium to about 30,000 seats - approximately the same capacity as Brooklyn's historical Ebbets Field.

Today, Bronx, Brooklyn and Queens Borough Presidents have shown public support for the sport, and are very open to building soccer stadiums in their boroughs. There's a great opportunity for all clubs.

The 5 Club Derbies:



MLS, NASL, and USL

(Stadium locations in New York City)

New York Cosmos

- Wien Stadium: 20,000+ (expanded)
- Average: 20,000+

New York City FC

- Yankee Stadium: 49,642
- Average: 20,000+

Queens FC

- CitiField: 41,922
- Average: 20,000+

Brooklyn FC

- Brooklyn Stadium: 20,000+
- Average: 20,000+

New York Red Bulls

- Red Bull Arena: 25,000
- Average: 20,000+

*Average = Potential future

With the 5 clubs strategically in the right position, representing unique massive boroughs and counties, several local derbies will form. All 5 teams will be competing with each other on the field, while taking the sport to a whole new level in the NY metro area.

All clubs are less than 10 miles from the center. (See the biggest soccer clubs in the world)

Amount of pro clubs in MLS + NASL + USL (Division 1 and 2) from New York City: **5 clubs**

(See Buenos Aires city and London)

List of New York Derbies: 10 total (four per club)

New York City FC and New York Red Bulls - less than 14 miles away

New York City FC and New York Cosmos - less than 3 miles away

New York City FC and Queens FC - less than 7 miles away

New York City FC and Brooklyn FC - less than 12 miles away

New York Red Bulls and New York Cosmos - less than 16 miles away

New York Red Bulls and Queens FC - less than 16 miles away

New York Red Bulls and Brooklyn FC - less than 10 miles away

New York Cosmos and Queens FC - less than 9 miles away

New York Cosmos and Brooklyn FC - less than 15 miles away

Queens FC and Brooklyn FC - less than 10 miles away

Average distance between clubs: 11.2 miles (more than enough space)

Potential Average Attendance

New York Cosmos: 20,000+

New York City FC: 20,000+

New York Red Bulls: 20,000+

Queens FC: 20,000+

Brooklyn FC: 20,000+

Average of the Average Attendance: 20,000+ (and growing)

Potential Total Annual Attendance: **2 million+ fans a year**

List of NY Triangle Derbies: 10 total (six per club) (See Buenos Aires city and London)

- New York City FC vs New York Red Bulls vs New York Cosmos	Avg distance: 11 miles
- New York City FC vs New York Red Bulls vs Queens FC	Avg distance: 12.3 miles
- New York City FC vs New York Red Bulls vs Brooklyn FC	Avg distance: 12 miles
- New York City FC vs New York Cosmos vs Queens FC	Avg distance: 6.3 miles
- New York City FC vs New York Cosmos vs Brooklyn FC	Avg distance: 10 miles
- New York City FC vs Brooklyn FC vs Queens FC	Avg distance: 9.7 miles
- New York Red Bulls vs New York Cosmos vs Queens FC	Avg distance: 13.7 miles
- New York Red Bulls vs New York Cosmos vs Brooklyn FC	Avg distance: 13.7 miles
- New York Red Bulls vs Brooklyn FC vs Queens FC	Avg distance: 12 miles
- New York Cosmos vs Queens FC vs Brooklyn FC	Avg distance: 11.3 miles

Average of the Avg distance: 11.2 miles

List of NY Four-way Derbies: 5 total (four per club)

NYCFC vs NYRB vs NY Cosmos vs Queens FC	Avg distance: 10.8 miles
NYCFC vs NYRB vs NY Cosmos vs Brooklyn FC	Avg distance: 11.7 miles
NYCFC vs NYRB vs Queens FC vs Brooklyn FC	Avg distance: 11.5 miles
NYCFC vs NY Cosmos vs Queens FC vs Brooklyn FC	Avg distance: 9.3 miles
NYRB vs NY Cosmos vs Queens FC vs Brooklyn FC	Avg distance: 12.7 miles

Average of the Avg distance: 11.2 miles

The New York 5 Club Derby

NYCFC vs NYRB vs NYCosmos vs Queens FC vs Brooklyn FC

Average distance: 11.2 miles

National Teams:

Just like top national teams in the world that play within their country's largest city or metro area (see Spain, Italy, Portugal, Australia, Scotland, Mexico, Brazil, Argentina, Germany, and England, amongst **many** others), **the US men's and women's national soccer teams can play one game a year at MetLife Stadium** (or the men's team can play at MetLife and the women's team at one off the five SSS on a rotating basis or at Yankee Stadium or CitiField) by the most populous section in the country and the financial, media, and sports capital of the US - the New York metropolitan area.

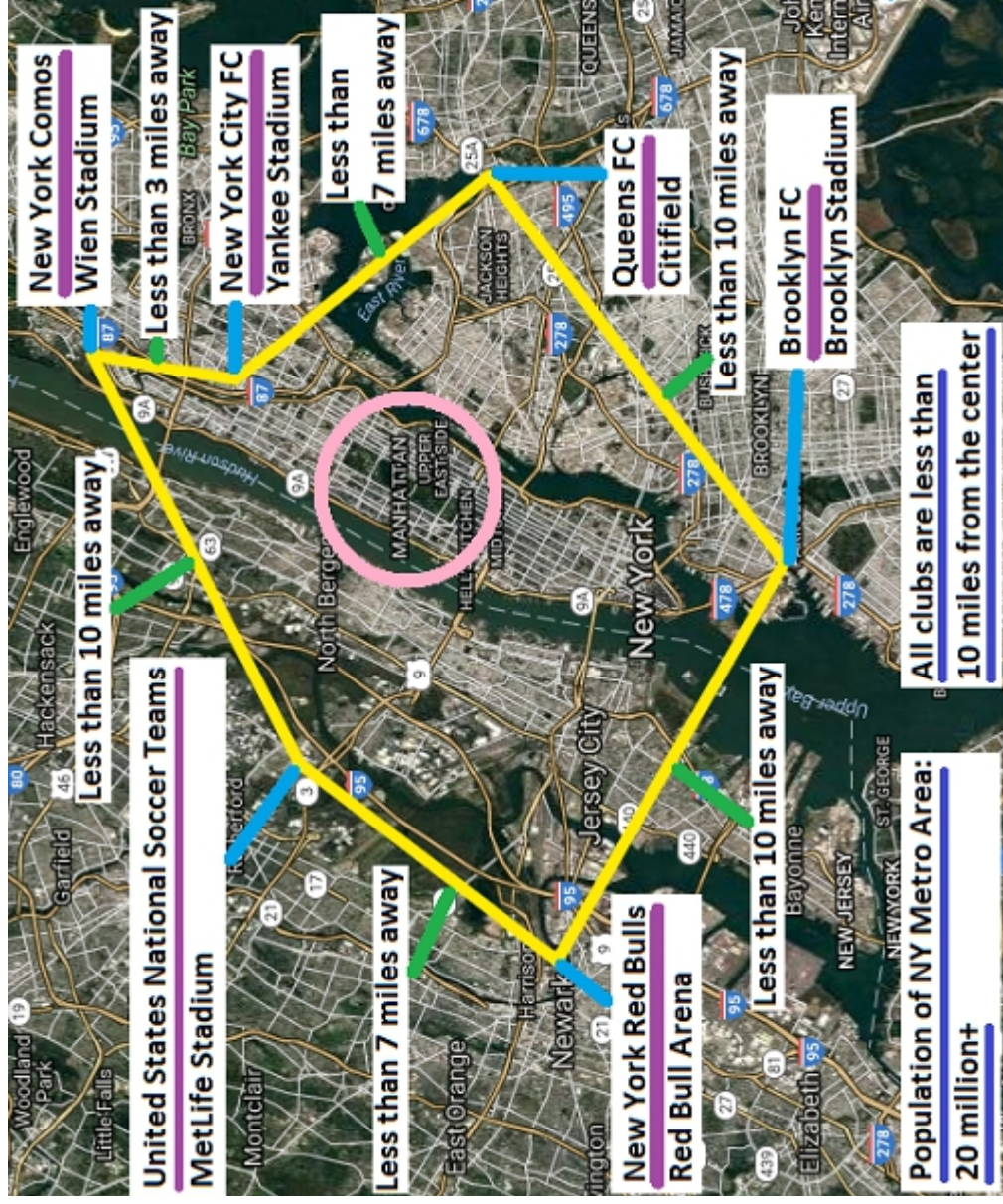
USMNT average at the Meadowlands, by NY metro area:	a) Giants Stadium (1984-2009) = $430,372 / 10 = 43,037$
	b) MetLife Stadium (2010-2011) = $156,159 / 2 = 78,080$
	c) All-time Average at the Meadowlands (1984-2011) = $86,531 / 12 = 48,878$

The 5 clubs, with their academies rapidly growing, will eventually have several players representing the NY metro area on the national teams.

MLS, like all the leagues discussed from around the world, can turn into the #1 watched soccer league in the US and the Western Hemisphere, and eventually within the top 5 of the world.

Salaries: Like many of the above international soccer and sports teams, the five pro soccer teams in the New York metro area can one day have some of the highest salaries and overall value in the western hemisphere, and even the world for professional soccer and sports.

NY metro area population distribution: $20,000,000+ / 5 = 4 \text{ million+ per club in the NYC area.}$



MLS, NASL, and USL

(Stadium locations in New York City)

New York Cosmos

- Wien Stadium: 20,000+ (expanded)
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New York City FC

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Brooklyn FC

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New York Red Bulls

- Red Bull Arena: 25,000
- Average: 20,000+

* Average = Potential future

[illegible]

New York Cosmos

New York City FC

Queens FC

Brooklyn FC

New York Red Bulls

*Average = Potential future

In conclusion

The New York metropolitan area is ready for more soccer at the highest level. The total foundation is there. The region can support 5 top quality professional soccer clubs located in key areas within or right by the 10 mile range near mass transit, highways, and various amenities. These 5 clubs, plus the presence of the US National Soccer Teams on an annual basis, can bring forth a new era for soccer in the metro area and the United States. This proposal can turn NYC and its surroundings into one of the main top areas for soccer on the planet, directly competing with places like London, Madrid, Barcelona, Sao Paolo, Rio de Janeiro, Mexico City, Buenos Aires, and more.

The soccer clubs will have access to existing infrastructure, and potentially there can be five 20,000-30,000+ soccer stadiums completed within the next 10 years. The NYC area boasts several world class state-of-the art outdoor sports venues, including Yankee Stadium, CitiField, and MetLife Stadium. It features one of the best soccer-specific stadiums in the country in Red Bull Arena. The city also has a fantastic college venue in Wien Stadium. These five venues can serve as the platform for this rewarding venture. With a fostered relationship with college football programs from various universities in the area, the five clubs can all have their own stadium which can double as college football stadiums. Along with soccer, the city can enter a (long term and sustainable) renaissance period with college football - returning to the days when colleges like Columbia, Fordham, NYU, and City College (CUNY) were drawing 20,000 to 70,000 fans to various games annually.

Together, the five clubs will feature ten New York Derbies (or NY Soccer Subway Series) - four per club. Each individual Derby or Series can have one or up to four games a year. The current triangle matches between the Red Bulls, NYCFC, and the Cosmos have shown that the NY Derbies can draw significant numbers for league and cup games. The five club derbies can be very successful and can generate a lot of revenue for the clubs and the city. These matches can be as big or even bigger than the London Derbies, or some of the other major city derbies around the world. These matches can raise the profile of the sport in the region and in the US.

This equals more fan awareness and interest which leads to higher average and total attendance (upwards in the 20,000 to 50,000+ average range per club, and 2,000,000+ total fans annually for all). The consistent buzz creates TV interest and exposure per derby as well as all matches per club against any league or international teams, which draws even more spectators and sponsorships, which ultimately leads to larger TV Revenue. The combination of the five clubs can help build strong followings throughout the region. These five clubs can fully maximize the vast market potential of the New York City area. In doing so, the clubs and the leagues' asset value will exponentially grow.

Massive wealth for the 5 pro clubs means that money can and will be astutely reinvested right back into the region. This includes more money for youth academies, soccer programs at public and private schools (elementary to high school), soccer fields at parks, and more. This also means, more soccer programs and scholarships for colleges, which can work alongside with the 5 clubs to develop top quality players for the 1st teams, for other clubs in the country and around the world (which is a lucrative business on its own for transfer fees), and for the national teams.

With the growth and international attention of these clubs, the NY metro area can attract high profile players in their prime from around the world. Rather than go to England, Spain, or Germany, these players will eventually want to have New York first as their option. The synergy between the clubs and the players will bring more fame and revenue to both. Just like players today who want to be

associated with a Real Madrid, FC Barcelona, Manchester United, Bayern Munich, or Arsenal because of their global brand and location, many great players will also one day want to be associated to the New York Cosmos, New York City FC, New York Red Bulls, Queens FC, and Brooklyn FC. **If there is one metro area in the US that can consistently attract top international players in their prime, it is definitely New York - the financial, media, and sports capital of the US** (and arguably the Western Hemisphere), which has more billion dollar sports teams than any metro area in the world (see Forbes 50 richest sports teams). The value of these soccer clubs and these players will attract each other.

Additionally, **with the full collaboration of the five clubs, the NY metro area can produce the next Leo Messi or Cristiano Ronaldo (or Ballon D'Or or FIFA Men's Best Player winner) for the US.** With over 20 million people, a tremendous soccer history, soccer facilities all around, and financial support in the metro area, soccer programs in the region can grow even further towards this major endeavor.

Recently, one of the northeast region's very own, the international star and US pride - Carli Lloyd, has won back-to-back (2015 and 2016) FIFA Women's Best Player. **With the US Women's National Soccer Team, Carli has achieved several accolades, winning the 2015 FIFA Women's World Cup, the 2015 World Cup Golden Ball, and the 2008 and 2012 Gold Medals at the Summer Olympics, among others.** Carli was born in South Jersey, and for many years of her college and pro career she played in the New York metro area - in and around New Brunswick. In many ways, the programs in the region - along with the vast history of the sport in the NY metro area, which paved the way for many soccer programs to exist - provided Carli the soccer foundation to become the soccer star that she is. Carli is a perfect image of what the NY metro area can ultimately achieve with players. The NY metro area can one day have a male counterpart worthy of the Ballon D'Or or FIFA Men's Best Player. **One day, the NY metro area can be the place that produces the most male and female Best Players in the world for soccer.**

(And yes, with an NWSL team playing closer to NYC - whether it is Sky Blue FC at RBA or Wien, or a new team in NYC - Carli Lloyd should definitely be brought back home to the region.)

Just like players for the women's national team who have gone on to win the FIFA Women's World Cup, **the NY metro area can produce home grown players for the men's national team that can go on to win the men's FIFA World Cup.** With investments from the five clubs going towards academies and schools, money will also go to amateur clubs and leagues which form an enormous role in player development. Working closely with these parties on a long term harmonious basis will help develop numerous top quality players that can represent the US and can finally win the men's World Cup.

The five clubs working together off the field and competing with one another on the field can elevate the quality of players, both from the US and abroad, that are playing for them. These top quality clubs can then compete at the highest level against national and international clubs. **The NY 5 can eventually win more League, National Cup, Continental, and World Club championships, all in the name of the US.** The FIFA Club World Cup has been dominated by clubs from Brazil (South America) and Spain (Europe). **The NY pro soccer clubs, with their growing financial wealth and strength, can one day win the FIFA Club World Cup for the US (North America).**

These clubs will be a financial asset to the NY metro area. Collectively, they will create thousands of jobs. The games by the NY 5 will bring revenue across the board for the region. Bonus revenue can be made by the hotels, restaurants, shops, transportation (public mass transit and private services), and additional tourism (NYC alone gets 50 million tourist annually). A minimum of \$10 million dollars+ in taxes through tickets, merchandise, and food services can be generated annually (\$100 million+ in 10 years) directly from the clubs for New York and New Jersey states, as well as millions more from the bonus money incurred from the hotels, restaurants, shops, and transportation. An additional multi-million dollar tax revenue stream for the states will come from multi-million dollar TV sponsors, who

will make millions from NY and NJ customers with their individual products. Those bonus monies can be used by the states for more job creation, infrastructure, education, health, parks, etc. A strong working relationship between the clubs and the states will be beneficial to everyone.

With the strong relationship made between the 5 clubs, for the greater good of the game in the metro area, true unity between MLS, NASL, USL, and the federation can also be fused. These leagues working side by side together with USSF will make the clubs and the leagues more powerful, which in turn will boost the strength of the national team as well as the positive profile of the sport in the US.

In 1994 the United States hosted the FIFA World Cup, with a lot financial success. The US also recently hosted the money generating 2016 Copa America Centenario. The '94 semifinals and '16 finals of each competition were held in the New York metropolitan area, by the Meadowlands, at Giants Stadium and MetLife Stadium. Both lucrative major events demonstrated the capacity that the US has to host top international tournaments. With 2026 less than 10 years away, the US has the potential to host another FIFA World Cup, with NY at the epicenter (for the final). With the vast exposure and wealth of the five clubs, the unity between them, the leagues, and the federation, and the potential to feature the 2026 World Cup Final, the NY metro area will be one of the top soccer hubs on the planet.

Collectively, with the TV revenue generated, these clubs can help turn MLS into one of the top five pro leagues within the next ten years, rivaling the Premier League, La Liga, Serie A, and the Bundesliga. Money from the TV deals can spread across the league(s) to the other clubs who can also build their financial profile. The NY 5 can also help turn the US national team into one of the top five national teams in the world. Imagine the USMNT winning the 2026 FIFA World Cup in the NY metro area with some of its players coming from the region. That is where this proposal can take us. (See 1966 WC¹⁵)

This can lead to a real united pyramid between the leagues (MLS, NASL, and USL), whether with promotion and relegation, interleague play, a merger, or a combination of all. There are various positive scenarios that can happen, but the most important one is the long term unity. New York, like London, Madrid, Sao Paulo, Rio de Janeiro, and Buenos Aires, will always have representation at the top levels of US and international pro soccer.

Today, thanks to the existence of the three clubs, the New York Cosmos, New York Red Bulls, and New York City FC; as well as MLS, NASL, USL, and others; the availability of international soccer via cable and the internet; and the success of the national teams; there is greater exposure and excitement for soccer in the NY metro area and the entire US. NY, as shown since the time of the AFA Cup and the ASL, has a rich soccer history and legacy. The support and authentic foundation is there for more soccer. NY is ready and can fully support 5 top soccer clubs in the area.

Giorgio Chinaglia once said, before their momentous return in 2010, that if the Cosmos were around again that they would be worth about a billion dollars.¹⁶ Some naive people might of laughed at that vision, but many astute financial wizards would take him seriously. When the Cosmos re-enter the heart of NYC, their value will skyrocket and will further boost the wealth of the other four pro clubs.

The Yankees, Mets, Giants, Jets, Knicks, Nets, and Rangers, six teams - the most of any metro area combined, are all valued at over a billion dollars, according to Forbes, all while playing within 10 miles of the center of Manhattan near mass transit, highways, and other amenities.⁹ All five pro soccer clubs - the New York Cosmos, New York Red Bulls, New York City FC, Queens FC, and Brooklyn FC - can one day be worth a billion dollars each right in the heart of NYC. It can all happen with the right strategy fully demonstrated in this proposal. Good luck to everyone!

List of major league and cup soccer championships won by New York metro area clubs since 1883-1884.

American Football Association Cup (AFA Cup aka American Cup) (1883-1924)

(4) Clark ONT / Clark AA (1884-1885; 1885-1886; 1886-1887; and 1906-1907)

(1) Newark Caledonian (1894-1895)

(3) Paterson True Blues (1895-1896; 1908-1909; 1912-1913)

(1) Kearny Arlington (1897-1898)

(3) West Huddson AA (1905-1906; 1907-1908; 1911-1912)

(1) Scottish Americans (aka Kearny Scots) (1914-1915)

(2) Brooklyn Robins Dry Dock (1919-1920; 1920-1921)

15 AFA Cups. The New York metro won more AFA Cups than any other metropolitan area or region in the country.

USFA National Challenge Cup aka the National Cup / Dewar Cup / USSF Open Cup

(1) Brooklyn Field Club aka Brooklyn Football Club (I) (Brooklyn FC) (1913-1914) (NAFL)

(1) Robins Dry Dock / Todd Shipyards (1920-1921) (NAFL)

(1) Paterson FC / New York Giants (II) (ASL)

(1) Idiana Flooring FC / New York Nationals /New York Giants (III) (1928) (ASL)

(1) New York Hakoah aka Hakoah All-Stars (1928-1929) (ASL)

(1) Fall River Marksmen / New York Yankees (1931) (ASL)

(The club won 3 more:1923-1924; 1927; and 1929-1930 at Fall River) (ASL)

(2) New York Americans (1937, and 1954) (ASL)

(1) Brooklyn St. Mary's Celtic (1939) (ASL)

(2) Brooklyn Hispano (1943; 1944) (ASL)

(1) Brookhattan (1945) (ASL)

(1) New York German-Hungarian(s) SC (1951)

(1) SC Eintracht (1955)

(1) New York Hungaria (1962)

(1) New York Ukranians (1965)

(4) New York Geek Americans (1967; 1968; 1969;and 1974)

(2) Elizabeth SC (1970; 1972)

(1) New York Hota (1971)

(2) Brooklyn Dodgers SC / Brooklyn Italians (1979; and 1991)

(3) New York Pancyprian-Freedoms (1980; 1982; and 1983)

(1) New York AO Krete (1984)

29 USSF Open Cup championships. The New York metro area has won more US Open Cups than any other metropolitan area or region in the country.

The Bethlehem Steel SC (in 1918-19), the Fall River Marksmen / New York Yankees (in 1929-1930), and Brookhattan (in 1945) are the only three US clubs to have won major soccer trebles (three championships in the same year) at the professional level: either the AFA Cup, USOC, and NAFL Championship; or USOC, ASL Cup, and ASL Championship. Two of those clubs - the Yankees and Brookhattan - were NY clubs, and one of them - Brookhattan - won the treble as a city representative.

AFA Cup won by area within NY metro:

Northern New Jersey (13)

- (4) Clark ONT / Clark AA (1884-1885; 1885-1886; 1886-1887; and 1906-1907)
- (1) Newark Caledonian (1894-1895)
- (3) Paterson True Blues (1895-1896; 1908-1909; 1912-1913)
- (1) Kearny Arlington (1897-1898)
- (3) West Huddson AA (1905-1906; 1907-1908; 1911-1912)
- (1) Scottish Americans (aka Kearny Scots) (1914-1915)

Brooklyn (2)

- (2) Brooklyn Robins Dry Dock (1919-1920; 1920-1921)

USSF Open Cup (Dewar Cup) won by area within NY metro:

Queens (12)

- (1) New York German-Hungarian SC (1951)
- (1) SC Eintracht (1955)
- (1) New York Hungaria (1962)
- (1) New York Ukrainians (1965)
- (4) New York Geek Americans (1967; 1968; 1969; and 1974)
- (3) New York Pancyprian-Freedoms (1980; 1982; and 1983)
- (1) New York AO Krete (1984)

Brooklyn (8)

- (1) Brooklyn Field Club aka Brooklyn Football Club (I) (Brooklyn FC) (1913-1914) (NAFL)
- (1) **Robins Dry Dock** / Todd Shipyards (1920-1921) (NAFL)
- (1) Brooklyn St. Mary's Celtic (1939) (ASL)
- (2) Brooklyn Hispano (1943; 1944) (ASL)
- (1) Brookhattan (1945) (ASL)
- (2) Brooklyn Dodgers SC / Brooklyn Italians (1979; and 1991)

Manhattan and Bronx (6)

- (1) Idiana Flooring FC / New York Nationals /New York Giants (III) (1928) (ASL)
- (1) New York Hakoah aka Hakoah All-Stars (1928-1929) (ASL)
- (1) Fall River Marksmen / **New York Yankees** (1931) (ASL)
(The club won 3 more: 1923-1924; 1927; and 1929-1930 at Fall River) (ASL)
- (2) New York Americans (1937, and 1954) (ASL)
- (1) New York Hota (1971)

Northern New Jersey (3)

- (1) **Paterson FC** / New York Giants (II) (ASL)
- (2) Elizabeth SC (1970; 1972)

Note:

- 1) Manhattan and Bronx are grouped together because teams represented both areas.
- 2) Brooklyn won the first USSF Open Cup / Dewar Cup. It also is the last area to have won the cup.

American League of Professional Football Clubs (ALPFC) Championship (1894)

- (1) Brooklyn (aka Brooklyn Bridegrooms)

1 ALPFC Championship. (This is the first national pro soccer league championship in the US).

National Association Football League (NAFL) Championship (1894-1921)

- (1) Centerville AC (1894-1895)
- (1) Scottish Americans (1896-1897)
- (2) Paterson True Blues (1897-1898; 1898-1899)
- (6) West Hudson AA (1906-1907; 1908-1909 - Shared w/Clark AA; 1909-1910; 1911-1912; 1912-1913; 1914-1915)
- (1) Newark FC (1907-1908)
- (1) Clark AA (1908-1909 - Shared with West Hudson AA)
- (2) Jersey AC (1910-1911; 1916-1917)
- (1) Brooklyn FC (1913-1914)
- (1) Harrison Alley Boys (1915-1916)
- (1) Paterson FC (1917-1918)

17 NAFL Championships.

American Soccer League (ASL) Championship (1921-1983)

- (1) Indiana Flooring / New York Nationals / New York Giants (III) (1931)
- (1) Kearny Irish (1933-1934)
- (5) New York Americans / New York Hakoah Americans (1935-1936; 1953-1954; 1956-1957; 1957-1958; 1958-1959))
- (5) Scottish Americans (aka Kearny Scots) (1936-1937; 1937-1938; 1938-1939; 1939-1940; 1940-1941)
- (1) Brooklyn Hispano (1942-1943)
- (1) Brookhattan (1944-1945)
- (4) New York Greeks / New York Apollo (1971; 1973; 1975; and 1978)
- (1) New Jersey Americans (1977)

19 ASL Championships.

American Soccer League Cup (ASL Cup aka American Cup aka Lewis Cup) (1925-1963)

- (1) Indiana Flooring / New York Nationals / New York Giants (III) (1929)
- (2) Brookhattan (1942; and 1945)
- (1) Kearny Irish (1944)
- (1) Brooklyn Hispano (1946)
- (1) Scottish Americans (aka Kearny Scots) (1948)
- (1) New York Americans (1950)

7 ASL Cups.

International Soccer League (ISL) Championship (1926)

(1) Brooklyn Wanderers

1 ISL Championship.

United Soccer League (USL) Cup / Championship (2011-present)

(2) Long Island Rough Riders (1995; 2002)

(1) New York Red Bulls II (2016)

3 USL Championships.

North American Soccer League (NASL) Championship (Soccer Bowl) (1966-1985; 2009-present)

(8) New York Cosmos (1972, 1977, 1978, 1980, 1982, 2013, 2015, 2016)

8 NASL Championships. The New York metro area has won more NASL Championships than any other metropolitan area or region in the country.

Note: This comprehensive list does not include regular season titles won separate from post season championships, or runner-up titles for leagues or cups, or other amateur titles, as the list would more than double. Only the official winners of the top pro leagues and the American and National cups are displayed.

That's a total of **100 major soccer championships** won by top clubs in the New York metro area - the most of any place in the US (and only second to the total of 119 professional baseball championships won by NY teams since the 19th century). (Anyone reading can appreciate why the USSF National Soccer Hall of Fame should definitely have a proper establishment in the NYC area due to its authentic and rich soccer history that spans approximately 150 years in the area. If US baseball's hall of fame can be in New York State, then at least a satellite of US soccer's hall of fame should also be in NY).

Next up to conquer for the five clubs in the NY metro area is **the MLS Cup, more NASL and USL Championships, more US Open Cups, the CONCACAF Champions League, and the FIFA Club World Cup!**

Bonus:

List of the top 25 national soccer teams in the world, ranked by FIFA (January 2017).¹⁷

List of the top 25 national soccer teams in the world, ranked by FIFA, along with where they play and all the metro areas that have two or more pro clubs within their countries' respective top two club divisions

FIFA Rank	Country (National Team)	Top Two Leagues	Main Cities / Metro Areas	Population Size	Amount of Clubs	Population Distribution
1	Argentina	Primera Division + Primera B Nacional	Buenos Aires	13 million	22	590 thousand
			Cordoba	1.53 million	4	383 thousand
			Rosario	1.28 million	2	640 thousand
			Mendoza	1.06 million	2	530 thousand
			La Plata	900 thousand	2	450 thousand
			Santa Fe	653 thousand	2	327 thousand
			San Juan	453 thousand	2	227 thousand
			Parana	248 thousand	2	124 thousand
			Avellaneda	329 thousand	2	165 thousand
2	Brazil	CB Serie A + CB Serie B	Sao Paolo	21 million	3	7 million
			Rio de Janeiro	12.3 million	4	3.08 million
			Belo Horizonte	5.16 million	3	1.72 million
			Porto Alegre	4.41 million	2	2.21 million
			Salvador	3.92 million	2	1.96 million
			Recife	3.74 million	3	1.247 million
			Curitiba	3.4 million	3	1.13 million
			Goiania	2.46 million	3	820 thousand
			Florianopolis	1.11 million	2	555 thousand
3	Germany	Bundesliga + 2. Bundesliga	Berlin	6 million	2	3 million
			Munich	5.2 million	2	2.6 million
			Hamburg	5.1 million	2	2.55 million
			Cologne	3.57 million	2	1.79 million
			Nuremberg	3.5 million	2	1.75 million
4	Chile	Primera Division + Primera B Chile	Santiago	6.68 million	6	1.11 million
5	Belgium	First Division A + First Division B	Brussels	1.83 million	2	915 thousand
			Brugge	118 thousand	2	59 thousand

6	Colombia	Primera A + Primera B	Bogota	10.76 million	6	1.79 million
			Medellin	3.7 million	2	1.85 million
			Cali	3.4 million	3	1.13 million
			Barranquilla	2.37 million	2	1.19 million
			Tujan	243 thousand	2	122 thousand
7	France	Ligue 1 + Ligue2	Paris	12.4 million	2	6.2 million
8	Portugal	Primeira Liga + Liga Pro	Lisbon	2.8 million	3	933 thousand
			Porto	2.16 million	2	1.08 million
			Funchal	112 thousand	3	37 thousand
9	Uruguay	Primera Division + Segunda Division	Montevideo	1.9 million	22	86 thousand
10	Spain	La Liga + Segunda Division	Madrid	6.4 million	6	1.07 million
			Barcelona	5.5 million	5	1.38 million
			Valencia	1.71 million	2	855 thousand
			Sevilla	1.5 million	3	500 thousand
11	Switzerland	Swiss Super League + Challenge League	Zurich	396 thousand	2	198 thousand
12	Wales	W Premier League + Cymru Alliance + EPL + FLC	Cardiff	1.1 million	2	550 thousand
13	England	Premier League + Football League Championship	London	14 million	8	1.75 million
			Manchester	2.8 million	2	1.4 million
			Liverpool	2.2 million	2	1.1 million
14	Croatia	Prva HNL + Druga HNL	Zagreb	1.13 million	9	126 thousand
			Split	349 thousand	2	175 thousand
15	Poland	Ekstraklasa + I Liga	Warsaw	3.11 million	1 (+1 in D3)	3.11 million
			Krakow	1.73 million	2	865 thousand
16	Italy	Serie A + Serie B	Rome	4.3 million	2	2.15 million
			Milan	4.3 million	2	2.15 million
			Turin	2.28	2	1.14 million
17	Costa Rica	Primera Division + Segunda Division	San Jose	2.16 million	2	1.08 million
			Alajuela	124 thousand	2	62 thousand
			Limon	59 thousand	2	30 thousand

18	Mexico	Liga MX + Ascenso MX	Mexico City	21 million	3	7 million
			Guadalajara	4.8 million	3	1.6 million
			Monterrey	4.5 million	2	2.25 million
			Puebla	2.93 million	2	1.47 million
			Toluca	1.6 million	2	800 thousand
19	Peru	Primera Division + Segunda Division	Lima	9.75 million	4	2.44 million
			Callao	9.37 million	3	3.24 million
			Trujillo	950 thousand	2	475 thousand
			Cusco	435 thousand	2	218 thousand
			Huaraz	127 thousand	2	64 thousand
20	Ecuador	Serie A + Serie B	Quito	4.7 million	8	588 thousand
			Guayaquil	5 million	3	1.67 million
			Ambato	350 thousand	3	117 thousand
			Portoviejo	280 thousand	2	140 thousand
21	Iceland	Landsbankadeild + 1.deild	Reykjavik	200 thousand	6	33 thousand
22	Netherlands	Eredivisie + Eerste Divisie	Amsterdam	2.43 million	2	1.22 million
			Rotterdam	2.26 million	3	753 thousand
			Eindhoven	755 thousand	3	252 thousand
			Utrecht	656 thousand	2	328 thousand
23	Republic of Ireland	League of Ireland Premier Division + First Division	Dublin	1.9 million	6	317 thousand
24	Turkey	Super Lig + TFF First League	Istanbul	14.66 million	6	2.44 thousand
			Ankara	4.59 million	2	2.3 million
			Izmir	2.85 million	2	1.425 million
			Adana	1.72 million	2	860 thousand
			Gaziantep	1.56 million	2	780 thousand
25	Slovakia	Fortuna Liga + 2. Liga	Bratislava	660 thousand	1 (+16 in D3)	660 thousand
			Trnava	66 thousand	1	66 thousand
Versus (in the future)						
-	United States of America	MLS + NASL + USL	New York City	20 million+	5	4 million+
			Los Angeles	13.3 million	5	2.66 million
			Chicago	9.6 million	4	2.4 million
			Dallas	7.1 million	3	2.37 million

			San Francisco Bay	6.7	3	2.23 million
			Houston	6.7 million	3	2.23 million
			Washington DC	6.1 million	3	2.03 million
			Philadelphia	6.1 million	3	2.03 million
			Miami	6 million	3	2 million
			Atlanta	5.7 million	3	1.9 million
-	Canada	MLS + NASL + USL	Toronto	5.6 million	3	1.87 million

List of the top 25 European (and World) Soccer Clubs ranked by UEFA (January 2017). ¹⁸

List of the top 25 European and World Soccer Clubs ranked by UEFA, and the amount of derbies they have within their metro areas						
UEF A Rank	Soccer Clubs	Amount of City Pro Derbies	Country's Division 1 and 2	City / Metro Area	Population Size	Population Distribution
1	Real Madrid	+ 5	Spain	Madrid	6.4 million	1.07 million
2	Bayern Munich	+ 1	Germany	Munich	5.2 million	2.6 million
3	FC Barcelona	+ 3	Spain	Barcelona	5.5 million	1.38 million
4	Atletico Madrid	+ 5	Spain	Madrid	6.4 million	1.07 million
5	Juventus	+ 1	Italy	Turin	2.28 million	1.14 million
6	Paris Saint-Germain	+ 1	France	Paris	12.4 million	6.2 million
7	Borussia Dortmund	+ 0 (*1)	Germany	Dortmund	586 thousand	586 thousand
8	Benfica	+ 2	Portugal	Lisbon	2.8 million	933 thousand
9	Sevilla	+ 2	Spain	Sevilla	1.5 million	500 thousand
10	Chelsea	+ 7	England	London	14 million	1.75 million
11	Arsenal	+ 7	England	London	14 million	1.75 million
12	Porto	+ 1	Portugal	Porto	2.16 million	1.08 million
13	Manchester City	+ 1	England	Manchester	2.8 million	1.4 million
14	Bayer Leverkusen	+ 1	Germany	Cologne	3.58 million	1.79 million
15	Schalke 04	+ 0 (*1)	Germany	Essen	583 thousand	583 thousand
16	Napoli	+ 0	Italy	Naples	3.16 million	3.16 million
17	Shakhtar Donetsk	+ 2	Ukraine	Kiev	3.38 million	1.13 million
18	Zenit Saint Petersburg	+ 0	Russia	Saint Petersburg	5.19 million	5.19 million
19	Manchester United	+ 1	England	Manchester	2.8 million	1.4 million
20	Tottenham Hotspur	+ 7	England	London	14 million	1.75 million

21	Valencia	+ 1	Spain	Valencia	1.71 million	855 thousand
22	FC Basel	+ 0	Switzerland	Basel	176 thousand	176 thousand
23	Dynamo Kyiv	+ 2	Ukraine	Kiev	3.38 million	1.13 million
24	ACF Fiorentina	+ 0 (*1)	Italy	Florence	1.52 million	1.52 million
25	Villareal CF	+ 0	Spain	Villareal	51 thousand	51 thousand

Versus (in the future)

-	New York Cosmos	+4	USA	NYC area	20 million	4 million
-	New York City FC	+4	USA	NYC area	20 million	4 million
-	New York Red Bulls	+4	USA	NYC area	20 million	4 million
-	Queens FC	+4	USA	NYC area	20 million	4 million
-	Brooklyn FC	+4	USA	NYC area	20 million	4 million

Asterisk (*) denotes that while there might not be an inner city derby, a team has a nearby rival that is less than 20 miles away: Borussia Dortmund + Schalke 04; as well as ACF Fiorentina + Empoli FC.

The population distribution of the top 25 clubs in UEFA are comparable to that of the NY metro area:
 20 million / 5 = 4 million per club. And Los Angeles: 13.3 million / 5 = 2.66 million per club.

96 Potential Top Pro Clubs, in 41 City Derbies:

List of the 35 metropolitan areas in the USA and Canada that can support two or more top pro soccer clubs within 10 miles of their center

With 700,000 as the max population distribution

#	Metropolitan Areas (Derbies)	Population	Amount of Major Pro Teams from the top 5 sports	Amount of Potential Top Pro Soccer Clubs
1	New York (NY & NJ) (New York Derby)	20.2 million	12 (2 MLB, 2 NFL, 2 NBA, 3 NHL, 2 MLS, NASL) <u>Total Population Distribution</u> 20.2 / 12 = 1.68 million	5 (2 more) <u>Total Population Distribution</u> 20.2 / 14 = 1.44 million with room for 2 cricket, and 2 rugby teams 20.2 / 18 = 1.12 million plus plenty of room for 1 more MLB, NFL, and NBA team; and other sports to thrive.

2	Los Angeles, CA (Los Angeles Derby)	13.3 million	10 (2 MLB, 2 NFL, 2 NBA, 2 NHL, 2 MLS, 1 USL) 13.3 / 11 = 1.21 million	5 (2 more) 13.3 / 13 = 1.02 million with room for 2 cricket, and 2 rugby teams 13.3 / 17 = 782k
3	Chicago, IL (Chicago Derby)	9.6 million	6 (2 MLB, NFL, NBA, NHL, MLS) 9.6 / 6 = 1.6 million	4 (3 more) 9.6 / 9 = 1.07 million with room for 1 cricket and 1 rugby team 9.6 / 11 = 873k
4	Dallas, TX (Dallas Derby)	7.1 million	5 (MLB, NFL, NBA, NHL, MLS) 7.1 / 5 = 1.42 million	3 (2 more) 7.1 / 7 = 1.01 million with room for 1 cricket, and 1 rugby team 7.1 / 9 = 789k
5	San Francisco Bay, CA (San Francisco-Oakland- San Jose) (San Francisco Bay Derby)	6.7 million	8 (2 MLB, 2 NFL, NBA, NHL, MLS, NASL) 6.7 / 8 = 838k	3 (1 more) 6.7 / 9 = 744k with room for 1 cricket, and 1 rugby team 6.7 / 11 = 609k
6	Houston, TX (Houston Derby)	6.7 million	4 (MLB, NFL, NBA, MLS) 6.7 / 4 = 1.68 million	3 (2 more) 6.7 / 6 = 1.12 million with room for 1 NHL, 1 cricket, and 1 rugby team 6.7 / 9 = 744k
7	Washington D.C. (DC Derby)	6.1 million	5 (MLB, NFL, NBA, NHL, MLS)	3 (2 more)

			$6.1 / 5 = 1.22 \text{ million}$	$6.1 / 7 = 871\text{k}$ with room for 1 cricket, and 1 rugby team $6.1 / 9 = 678\text{k}$
8	Philadelphia, PA (Philadelphia Derby)	6.1 million	5 (MLB, NFL, NBA, NHL, MLS) $6.1 / 5 = 1.22 \text{ million}$	3 (2 more) $6.1 / 7 = 871\text{k}$ with room for 1 cricket, and 1 rugby team $6.1 / 9 = 678\text{k}$
9	Miami, FL (Miami Derby)	6 million	6 (MLB, NFL, NBA, NHL, 2 NASL) $6 / 6 = 1 \text{ million}$	3 (1 more) $6 / 7 = 857\text{k}$ with room for 1 cricket, and 1 rugby team $6 / 9 = 667\text{k}$
10	Atlanta, GA (Atlanta Derby)	5.7 million	4 (MLB, NFL, NBA, MLS) $5.7 / 4 = 1.43 \text{ million}$	3 (2 more) $5.7 / 6 = 950\text{k}$ with room for 1 NHL, 1 cricket, and 1 rugby team $5.7 / 633\text{k}$
11	Toronto, ON (Toronto Derby)	5.6 million	5 (MLB, CFL, NBA, NHL, MLS) $5.6 / 5 = 1.12 \text{ million}$	3 (2 more) $5.6 / 7 = 800\text{k}$ with room for 1 cricket, and 1 rugby team $5.6 / 9 = 620\text{k}$
12	Boston, MA (Boston Derby)	4.8 million	5 (MLB, NFL, NBA, NHL, MLS) $4.8 / 5 = 960\text{k}$	2 (1 more) $4.8 / 6 = 800\text{k}$ with room for 1 cricket,

				and 1 rugby team $4.8 / 8 = 600k$
13	Phoenix, AZ (Phoenix Derby)	4.6 million	5 (MLB, NFL, NBA, NHL, USL) $4.6 / 5 = 920k$	2 (1 more) $4.6 / 6 = 767k$
				with room for 1 cricket, and 1 rugby team $4.6 / 8 = 575k$
14	Riverside-San Bernardino, CA (Inland Empire Derby)	4.5 million	0 $4.5 - 0 = 4.5 \text{ million}$	2 (2 more) $4.5 / 2 = 2.25 \text{ million}$
				with room for 1 MLB, 1 NFL, 1 NBA, 1 NHL, 1 cricket, and 1 rugby team $4.5 / 8 = 563k$
15	Detroit, MI (Detroit Derby)	4.3 million	4 (MLB, NFL, NBA, NHL) $4.3 / 4 = 1.08 \text{ million}$	2 (2 more) $4.3 / 6 = 717k$
				with room for 1 cricket, and 1 rugby team $4.3 / 8 = 538k$
16	Montreal, QC (Montreal Derby)	3.8 million	3 (CFL, NHL, MLS) $3.8 / 3 = 1.27$	2 (1 more) $3.8 / 4 = 950k$
				with room for 1 MLB, and 1 NBA team $3.8 / 6 = 633k$
17	Seattle, WA (Seattle Derby)	3.7 million	3 (MLB, NFL, MLS) $3.7 / 3 = 1.23$	2 (1 more) $3.7 / 4 = 925k$
				with room for 1 NBA, and 1 NHL team $3.7 / 6 = 617k$
18	San Diego, CA	3.3 million	1 (MLB)	2 (2 more)

	(San Diego Derby)		3.3 / 1 = 3.3 million	3.3 / 3 = 1.1 million with room for Xolos de Tijuana from Liga MX 3.3 / 4 = 825k
19	Baltimore, MD (Baltimore Derby)	2.8 million	2 (MLB, NFL) 2.8 / 2 = 1.4 million	2 (2 more) 2.8 / 4 = 700k
20	St. Louis, MO (St. Louis Derby)	2.8 million	3 (MLB, NHL, USL) 2.8 / 3 = 933k	2 (1 more) 2.8 / 4 = 700k
21	Portland, OR (Portland Derby)	2.4 million	2 (NBA, MLS) 2.4 / 2 = 1.2 million	2 (1 more) 2.4 / 3 = 800k
22	Orlando, FL (Orlando Derby)	2.4 million	2 (NBA, MLS) 2.4 / 2 = 1.2 million	2 (1 more) 2.4 / 3 = 800k
23	San Antonio, TX (San Antonio Derby)	2.4 million	2 (NBA, USL) 2.4 / 2 = 1.2 million	2 (1 more) 2.4 / 3 = 800k
24	Sacramento, CA (Sacramento Derby)	2.3 million	2 (NBA, USL) 2.3 / 2 = 1.15 million	2 (1 more) 2.3 / 3 = 767k
25	Las Vegas, NV (Las Vegas Derby)	2.1 million	1 (NHL) 2.1 / 1 = 2.1 million	2 (2 more) 2.1 million / 3 = 700k
26	Austin, TX (Austin Derby)	2 million	0 2 – 0 = 2 million	2 (2 more) 2 / 2 = 1 million
27	Norfolk-Virginia Beach, VA (Norfolk-Virginia Beach Derby; or NVB Derby)	1.72 million	0 1.72 – 0 = 1.72 million	2 (2 more) 1.72 / 2 = 860k
<u>With 500,000 as the max total population distribution</u>				
28	Minneapolis-St. Paul, MN	3.5 million	5 (MLB, NFL, NBA, NHL, MLS)	2 (1 more)

	(Minnesota Derby)		<u>Total Population Distribution</u> 3.5 / 5 = 700k	<u>Total Population Distribution</u> 3.5 / 6 = 583k
29	Tampa Bay, FL (Tampa-St. Petersburg) (Tampa Bay Derby)	3 million	4 (MLB, NFL, NHL, USL) 3 / 4 = 750k	2 (1 more) 3 / 5 = 600k
30	Charlotte, NC (Charlotte Derby)	2.4 million	3 (NFL, NBA, USL) 2.4 / 3 = 800k	2 (1 more) 2.4 / 4 = 600k
31	Vancouver, BC (Vancouver Derby)	2.3 million	3 (CFL, NHL, MLS) 2.3 / 3 = 767k	2 (1 more) 2.3 / 4 = 575k
32	Cincinnati, OH (Cincinnati Derby)	2.2 million	3 (MLB, NFL, USL) 2.2 / 3 = 733k	2 (1 more) 2.2 / 4 = 550k
33	Kansas City (KS & MO) (Kansas City Derby)	2.1 million	3 (MLB, NFL, MLS) 2.1 / 3 = 700k	2 (1 more) 2.1 / 4 = 525k
34	Columbus, OH (Columbus Derby)	2.02 million	2 (NHL, MLS) 2.02 / 2 = 1.01 million	2 (1 more) 2.02 / 3 = 673k
35	Louisville, KY (Louisville Derby)	1.28	1 (USL) 1.28 / 1 = 1.28 million	2 (1 more) 1.28 / 2 = 640k
36	Richmond, VA (Richmond Derby)	1.27	1 (USL) 1.27 / 1 = 1.27	2 (1 more) 1.27 / 2 = 635k
37	Hartford, CT (Hartford Derby)	1.21	0 1.21 - 0 = 1.21 million	2 (2 more) 1.21 / 2 = 605k
38	Birmingham, AL (Birmingham Derby)	1.14	0 1.14 - 0 = 1.14	2 (2 more) 1.14 / 2 = 570k
39	Rochester, NY	1.08	1	2

	(Rochester Derby)		(USL) $1.08 / 1 = 1.08$ million	(1 more) $1.08 / 2 = 540k$
40	Grand Rapid, MI (Grand Rapids Derby)	1.04	0 $1.04 - 0 = 1.04$ million	2 (2 more) $1.04 / 2 = 520k$
41	Tucson, AZ (Tucson Derby)	1.01 million	0 $1.01 - 0 = 1.01$ million	2 (2 more) $1.01 / 2 = 505k$

(Note: Other metro areas with growing population can also eventually have 2 clubs)

MLS, NASL, and USL can have successful clubs located in the same metro areas in the right locations.

Each Club can average a minimum of 10,000+

The more pro clubs, the better.

The smaller the population, the closer to the center a club or clubs should be, near mass transit and highways, for optimal results.

The more people available in the market distribution, the more market dollars can be gained from merchandise and regional TV viewership.

However, the larger a market, the less maximized it is. The more pro clubs per sport in larger markets (with optimal quantity selected based on population distribution), the greater the scope to maximize market dollars.

Multiple pro clubs in one market can even have some market revenue share. The more united these clubs are per market, the greater the sport will become, and the more market dollars will be maximized as a whole.

With **500,000** as a cutoff (comparable to London's 636k total population distribution, and USSF's Men's DIII inferred population requirement), the above metro areas are the only places in the US and Canada that can comfortably support two or more top quality independent pro soccer clubs - each averaging a minimum of 10,000+, and eventually 20,000+ and beyond.

The above measurement is primarily for the five pro sports that are found in Forbes' list of the richest sports teams and soccer clubs in the world. It measures and compares the availability of men's teams within the various top leagues of the top five sports in the US and Canada within the indicated cities.

The goal should be for all clubs in MLS, NASL, and USL to be viewed and treated as “major league” quality clubs. (Neither should be treated or compared long term to AAA, AHL, AA, or ECHL, etc, as teams in those leagues or categories are viewed as minor league and they don't command massive TV dollars. That's not the optimal approach.) Each pro soccer club in their market, with the support of USSF, should be playing at a D1 standard in the right venues and locations within their metropolitan area's core, no matter in which of the three leagues they play in, this way they can command enormous TV dollars, which will grow the sport much faster as a whole.

A soccer-specific stadium does not define attendance or a club. If it did, then the Seattle Sounders with 40,000+ annually in an NFL Stadium, the highest average of any MLS club, would not be considered D1 quality or one of the most respected clubs in the country. FC Cincinnati, which averaged 17,000+ and had several attendances higher than multiple MLS clubs per week in 2016, all while playing in a college football stadium (in Downtown Cincinnati) and playing in “division III”, would not be widely talked about in American soccer circles. And a de facto “division IV” amateur club in Detroit named Detroit City FC with a shocking 6,000+ average and growing (higher than several D2 and D3 pro clubs in 2016), in Detroit's core, would not be given the ongoing recognition that it has in American soccer.

Every club in MLS, NASL, USL, etc, should aim to be best soccer club. It's not about off the field competition between leagues. That is the wrong approach. It's about growing the sport together by bringing the best product(s) per market. The more top quality clubs available throughout the US and Canada, the greater the likelihood that these clubs can eventually win a FIFA Club World Cup and their players can win a national team World Cup for both countries. Rather than limit quality by suppressing quantity, soccer clubs in the US need to expand freely and in concert in order to enhance the quality on the field and maximize the market dollars and the international demand. Eventually soccer-specific stadiums should be built by the majority of the clubs (a minimum of 8,000 to 12,000+ with room for expansion to 20,000+), but it shouldn't impede a club from showcasing a high-caliber product that is of major league or D1 quality. The vast majority of metropolitan areas have facilities in prime locations that can be used to initiate clubs. After cultivating the fan base and building momentum, when the time is right, then the clubs can build a new facility or refurbish an existing venue to modern standard.

Every club is capable of being a D1 quality club. It's up to the members of the club, including the fans which authentically form part of the club, to make their club D1 standard - not necessarily by joining any specific league per se, but by filling the stands all the way to the top, week-in and week-out, and having their growing average attendance do all of the talking for them. This widespread visible growth will then bring the strongest clubs and the leagues closer together so they can form the most financially successful unified pyramid in the western hemisphere and potentially the planet. In order to do this, the clubs have to be located in strategic places first so fans from different parts of the metro areas can support. That is how the US and Canada will grow to be two of the top soccer countries in the world.

62 Potential Top Pro Clubs, in 31 City Derbies:

List of the additional 31 metro areas in the USA and Canada that can in the future support 2 pro soccer clubs within 10 miles of their center				
With 500,000 eventually becoming the max total population distribution				
#	Metropolitan Areas	Population	Amount of Major Pro Teams from the top 5 sports	Amount of Top Pro Soccer Clubs
1	Denver, CO (Denver Derby)	2.8 million	5 (MLB, NFL, NBA, NHL, MLS) <u>Total Population Distribution</u> 2.8 million / 5 = 560k	2 (1 more) <u>Total Population Distribution</u> 2.8 million / 6 = 467k
2	Pittsburgh, PA (Pittsburgh Derby)	2.4 million	4 (MLB, NFL, NHL, USL) 2.4 / 4 = 600k	2 (1 more) 2.4 / 5 = 480k
3	San Juan-Baymon, PR (Puerto Rico Derby)	2.35 million	4 (1 LBPRC, 2 BSN, 1 NASL) 2.35 / 4 = 588k	2 (1 more) 2.35 / 5 = 470k
4	Cleveland, OH (Cleveland Derby)	2.1 million	3 (MLB, NFL, NBA) 2.1 / 3 = 700k	2 (2 more) 2.1 / 5 = 420k
5	Indianapolis, IN (Indianapolis Derby)	1.99 million	3 (NFL, NBA, NASL) 1.99 million / 3 = 663k	2 (1 more) 1.99 million / 4 = 498k
6	Nashville, TN (Nashville Derby)	1.83 million	3 (NFL, NHL, USL) 1.83 / 3 = 610k	2 (1 more) 1.83 / 4 = 458k
7	Providence, RI (Providence Derby)	1.61 million	1 (NFL) (Note: NERev to Boston) 1.61 / 1 = 1.61 million	2 (2 more) 1.61 / 3 = 537k Factoring in the NERev 1.61 / 4 = 403k
8	Milwaukee, WI	1.56 million	2	2

	(Milwaukee Derby)		(MLB, NBA) $1.56 / 2 = 780k$	(2 more) $1.56 / 4 = 390k$
9	Jacksonville, FL (Jacksonville Derby)	1.45 million	2 (NFL, NASL) $1.45 / 2 = 725k$	2 (1 more) $1.45 / 3 = 483k$
10	Oklahoma City, OK (Oklahoma City Derby)	1.36	2 (NBA, USL) $1.36 / 2 = 680k$	2 (1 more) $1.36 / 3 = 453k$
11	Memphis, TN (Memphis Derby)	1.34	1 (NBA) $1.34 / 1 = 1.34 \text{ million}$	2 (2 more) $1.34 / 3 = 447k$
12	Raleigh-Durham, NC (Triangle Derby)	1.27	2 (NHL, NASL) $1.27 / 2 = 635k$	2 (1 more) $1.27 / 3 = 423k$
13	Sat Lake City, UT (Salt Lake City Derby)	1.17	2 (NBA, MLS) $1.17 / 2 = 585k$	2 (1 more) $1.17 / 3 = 390 \text{ k}$
14	Tulsa, OK (Tulsa Derby)	981k	1 (USL) $981 / 1 = 981k$	2 (1 more) $981 / 2 = 491k$
15	Fresno, CA (Fresno Derby)	974k	0 $947 - 0 = 947k$	2 (2 more) $947 / 2 = 474k$
16	Bridgeport, CT (Bridgeport Derby)	948k	0 $948 - 0 = 948k$	2 (2 more) $948k / 2 = 474k$
17	Worcester, MA (Worcester Derby)	935k	0 $935 - 0 = 935k$	2 (2 more) $935 / 2 = 468k$
18	Omaha, NE (Omaha Derby)	915k	0 $915 - 0 = 915k$	2 (2 more) $915 / 2 = 458k$
19	Albuquerque, NM (Albuquerque Derby)	907k	0 $907 - 0 = 907k$	2 (2 more) $907 / 2 = 454k$

20	Bakersfield, CA (Bakersfield Derby)	882k	0 $882 - 0 = 882k$	2 (2 more) $882 / 2 = 441k$
21	Albany, NY (Albany Derby)	882k	0 $882 - 0 = 882k$	2 (2 more) $882 / 2 = 441k$
22	Greenville, SC (Greenville Derby)	875k	0 $875 - 0 = 875k$	2 (2 more) $875 / 2 = 438k$
23	Knoxville, TN (Knoxville Derby)	861k	0 $861 - 0 = 861k$	2 (2 more) $861 / 2 = 431k$
24	New Haven, CT (New Haven Derby)	860k	0 $860 - 0 = 860k$	2 (2 more) $860 / 2 = 430k$
25	Oxnard, CA (Oxnard Derby)	851k	0 $851 - 0 = 851k$	2 (2 more) $851 / 3 = 426k$
26	McAllen-Edinburg, TX (McAllen-Edinburg Derby; or M.E. Derby)	842k	1 (USL) $842k / 1 = 842k$	2 (1 more) $842k / 2 = 421k$
27	Lehigh Valley, PA (Allentown-Bethlehem-Easton) (Lehigh Valley Derby)	832k	0 $832k - 0 = 832k$	2 (2 more) $832k / 2 = 416k$ (Note: Bethlehem Steel FC is presently an MLS B team in the USL. If it becomes an independent club, as it should, then it can be one of the representing major clubs in the market.)
28	El Paso, TX (El Paso Derby)	839k	0 $839k - 0 = 839k$	2 (2 more) $839k / 2 = 420k$
29	Baton Rouge, LA (Baton Rouge Derby)	831k	0 $831k - 0 = 831k$	2 (2 more) $831k / 2 = 416k$

30	Columbia, SC (Columbia Derby)	810k	0 $810k - 0 = 810k$	2 (2 more) $810k / 2 = 405k$
31	Dayton, OH (Dayton Derby)	800k	0 $800k - 0 = 800k$	2 (2 more) $800k / 2 = 400k$

That's 158 top pro clubs in 72 major metropolitan areas across the US and Canada.

MLS commissioner, Don Garber, wisely expressed that multiple teams in markets are good for sports: “The league feels very strongly that rivalries drive passion, in sport generally but especially in soccer”^{13a} “We feel very, very strongly that the large markets in this country, over time, will be able to support more than one team. And we’re just highly confident that we’ll be able to deliver on that objective.”^{13b} As shown, 72 major metropolitan areas in the US and Canada can support two or more pro soccer clubs.

Definitely, other metropolitan areas (that can support one major pro soccer club, based on population distribution) will also have a pro club to call their own. **Eventually, and done correctly, the US and Canada combined can have over 300 professional soccer clubs, across over 200 metropolitan areas.** The above lists are only demonstrating which metro areas can support two or more pro soccer clubs with a maximum 500,000 market distribution, similar to top soccer countries around the world. Furthermore, when they are ready, each of the main flourishing amateur and / or semi-pro soccer clubs currently in a market, that have done the enormous grassroots work, should be the future pro soccer clubs of their markets (e.g. Chattanooga FC, Grand Rapids FC, Detroit City FC, Tulsa Athletic, etc.)

All clubs at all levels should be working together to grow the game. Unity = Strength.

Sincerely,

Isaac Payano

Economist, Urban Planner, and Educator

(Email: Isaac_Payano_1@yahoo.com; Twitter: @ReimagineNYC)

PS: A definitive Promotion and Relegation Master Plan is coming...

Fun Facts for soccer in NY and the US: 19

Popularity

- The first wave

Soccer has been played in the US for approximately the past 150+ years, in various forms. It was first introduced in the northeast during the late 19th century. The American Football Association (AFA), formed in East Newark in the NY metropolitan area (mostly as a northeast regional body) in 1883, was only the second soccer association ever formed in the world - following England's Football Association (The FA). The AFA hosted the AFA Cup (aka the American Cup), the first and oldest open soccer tournament in the US which started in the 1883-1884 season. In 1894, the American League of Professional Football Clubs (ALPFC) - the first professional club soccer league in the US - was formed in NYC by six northeast club owners of baseball's National League (Washington DC, Baltimore, Philadelphia, Brooklyn, New York, and Boston). It was succeeded by the National Association Football League (NAFL) in that same year. By the turn of the century, the United States Football Association (USFA), present day United States Soccer Federation (USSF), was formed in NYC in 1913 as the national body, with full support from FIFA and the AFA which became a leading member affiliate (and a very important factor in solidifying the national body's role for the sport). Already by the end of the 1800s and beginning of the 1900s, many public schools and colleges (including Ivy League Schools) in the northeast region were adopting the sport of soccer into their sports program. The National Challenge Cup (aka the National Cup), present day US Open Cup, was created in 1913 by the USFA, and amateurs and pro clubs from all over the country could play for a chance at the title. Annually, top clubs aimed to win both the American Cup and National Cup open tournaments. By 1921, as a unifying successor to the both National Association Football League (which had clubs in New York, New Jersey, and Pennsylvania) and the Southern New England Soccer League (SNESSL) (formed in 1914, which had clubs in Rhode Island and Massachusetts), the American Soccer League (ASL) was formed in NYC and it covered the entire northeast (similar to the ALPFC). The ASL was supported financially by many wealthy investors, some of whom were either prominent steel, textile, or baseball magnates, or other. Between the 1920s and 1930s, several pro soccer clubs from the ASL built soccer specific stadiums (mostly 5,000, 8,000, and 10,000+ seats). They had multiple league attendances in the 4,000, to 8,000, to 12,000+ range. During this period, up to the 1960s, various international friendlies held in the northeast had attendances in the **20,000+ to 60,000+** range at the major league baseball stadiums, which were also used by both soccer and gridiron football leagues. Many of these clubs in the ASL had some of the highest talent in the country and important players from abroad. By 1925, the ASL, with support from the USFA, created the ASL Cup (aka American Cup), as a (northeast) league cup tournament, which in many ways served as a successor to the AFA Cup (aka American Cup) which was last played in 1924. Clubs in the ASL played for the ASL Championship (a league championship), the ASL Cup (a league cup), and the USFA National Challenge Cup (a national body cup), similar in design to top soccer leagues in Europe, primarily including England. Significant soccer leagues and associations were formed in St. Louis, Chicago, and other parts of the US. The sport spread into different areas of the country outside of the northeast, going as far as California. By 1930, the US Men's National team, with some of the best players in the country, came in 3rd place at the 1930 FIFA World Cup in Uruguay, their highest performance ever to date. In 1950, the USMNT beat England in a major upset during the group stages of the 1950 World Cup. This era was the first foundation of soccer in the US.

- Since the late 19th century, the sport of soccer in the US has been called the next big sport on multiple occasions. However, in spite of several moments of success, the game was still viewed in the US as a niche sport (that wasn't as ingrained as baseball or football in the larger American society).

- The second wave

By the 1960s, with the success of the International Soccer League (ISL) (an annual invitational tournament for clubs around the world) held in the NY metro area, and with the captivating broadcast of the 1966 FIFA World Cup, there was a new appetite for the sport in the US. Two new leagues were formed and eventually merged into the North American Soccer League (NASL). This was the first truly national league for professional teams that spanned from coast to coast (NY to LA, Dallas to Toronto) across the US and Canada. With the arrival of Pelé, the three-time World Cup Champion and arguably the best and most recognized player in the world, to the New York Cosmos in 1975 and the growth of the NASL on a national level, there was a large soccer boom all over the NY metropolitan area, the US, and Canada in the 1970s and 1980s. Many professional soccer league games and international friendly competitions in the US and Canada, mostly held at professional football, professional baseball, and college football stadiums saw consistent attendances in the **20,000+ to 70,000+** range. The 1976 American Bicentennial Soccer Cup (aka the Bicentennial Cup), which served as a six game test pilot to demonstrate the potential of the US to host a future World Cup, averaged approximately **30,000** fans a match. Meanwhile, league games were finally breaking the 20,000+ mark across the board. The first sold out game ever at Giants Stadium, with **77,691** in attendance, was an NASL playoff soccer game featuring the New York Cosmos and the Fort Lauderdale Strikers. The 1978 NASL Soccer Bowl Championship, featuring the New York Cosmos and the Tampa Bay Rowdies, had **74,901** in attendance at Giants Stadium, still today the highest attendance ever for a professional soccer league championship in the entire US. In 1979, NASL games on ABC had a 2.7 rating, about 2 million+ fans watching regularly on TV. Hundreds of thousands of kids were playing the sport, and new fields were built. At the 1984 Summer Olympics, held in Los Angeles, the gold medal soccer game between France and Brazil had **101,799** at the Rose Bowl (a record held until 2014 for the highest attended soccer match ever in the US). The NASL, with Pelé and the Cosmos, fully inspired a new generation of soccer fans and players, laying the second foundation for the 1990s and beyond.

- The third wave

After attempting to win the bid for the 1986 edition, with full support of the USSF, NASL, Henry Kissinger (the former US Secretary of State), the US Congress, and US President Ronald Reagan; the FIFA World Cup was held for the very first time in the US in 1994. Craving for the sport, spectators flocked to the host stadiums, filling the venues to an average of **69,000 a game**. In total, **3.6 million** people attended the stadiums, while millions in the nation and around the world watched on TV. The finals, held at the Rose Bowl in the LA metropolitan area, had **90,000+**. This entire event is considered to be one of the most successful World Cups ever hosted in the world. Major League Soccer (MLS) soon followed, and for the past 20+ years it has been the top flight soccer league in the US and Canada. In time it has grown to be one of the most stable pro soccer leagues ever created in the US, with growing annual league attendance - which brings us to the present:

Youth / Academies / Schools

- Forty years since the arrival of Pelé to the Cosmos, a 2014 ESPN poll revealed that MLS has caught up to MLB in popularity among kids aged 12-17, and soccer only trails basketball in that age range.
- Today, through solid growth, more kids are playing soccer in the US than ever before. 3 million+ kids are registered for soccer in the US. Youth participation for soccer is two times larger than tackle football, and larger than baseball by around 1 million players.
- There are more than 80 Soccer Development Academies spread across the nation.
- Thousands of public and private schools in the country have their own soccer teams and programs.

Infrastructure (Stadiums / facilities)

- Many major US and Canadian sponsors are investing millions of dollars in soccer infrastructure for the long term. These individuals or companies are donating money towards soccer training and building new facilities for children, pros, and the national teams.
- Moreover, there are dozens of soccer stadiums built for pro, semi-pro, amateur, and collegiate teams. Many top soccer-specific stadiums are featured in MLS, and more are appearing in the other leagues.
- Numerous soccer fields are also built inside public parks.

Three Top Pro Leagues and Two Divisions

- There are over 60 professional teams representing the US and Canada's top two divisions within MLS (D1), and the NASL and USL (DII). Twenty-two teams are in division 1 (MLS) and thirty-eight teams are in division 2 (NASL and USL).

MLS (Division 1)

- Major League Soccer is entering its 22nd season of league play - the longest run for any pro soccer league in the history of the sport in the US.
- 14 state-of-the-art soccer-specific stadiums have been constructed for teams in the league, with two more already in the construction phase. (Every new club wanting to join MLS must also include plans for a soccer-specific stadium).
- MLS is annually drawing more fans to the league in total attendance and average attendance.
- In 2016, total attendance for the league was 7.4 million, and the average attendance was nearly 22,000, higher in average than either the NBA's (17,800+) or NHL's (17,400+) average.
- According to ESPN, its television ratings for MLS games are up by 32%. Viewership is also up 44% on ESPN Deportes and 127% on the WatchESPN app.
- MLS' top club draw, the Seattle Sounders (who play in the center of Seattle, WA) attract about 40,000 fans a game, and in 2016 alone had a total attendance of approximately 725,000+ (almost three quarters of a million people).
- For the past two years, two new clubs, who also play in the center of their metro area, are also drawing significant numbers: Orlando City with 31,000+ and NYCFC with 28,000+. They follow the Sounders in the second and third place for attendance in the league.
- Atlanta United, a new club which launches this year in MLS, has already sold 27,000 season tickets for year one.
- Franchise fees in MLS were \$40 million just a few years ago. The most recent expansion round had fees at \$70-\$100 million dollars. The next round are estimated to be \$150 million.
- Forbes valuations for MLS clubs are up and range from \$110 million to \$285 million in 2016.
- MLS All-Star Games hosts big international clubs from around the world, including Manchester United, Chelsea, Roma, Bayern Munich, and Arsenal.

NASL and USL (Division 2 + 3)

- Today, there are 38 teams playing in US Division II within the NASL and USL combined.
- Together, in 2016 (as USSF Division II and III), they drew approximately 2.4 million fans total.
- More soccer-specific facilities are being planned by division II leagues, and several existing fields are being converted for soccer as its main use.
- Both leagues will broadcast games on ESPN3 in 2017.
- FC Cincinnati, a third division club in 2016, drew 30,000+ for a playoff game, and averaged 17,000+ in the season (while playing in the center of Cincinnati). That's the highest attendance ever for a DII or DIII club. At home, they brought in about 334,000 fans across all competitions in 2016.
- The next two current DII teams that follow FC Cincinnati in total league attendance are Sacramento Republic and Indy Eleven, who for the past three years have averaged 11,300+ and 9,500+ respectively

(while playing within the center of their metro area).

- Club expansion fees and valuations for NASL and USL clubs are rising, and they range from \$1 million to about \$20 million.

Between Divisions 1, 2, and 3 alone (MLS, NASL, and USL in 2016), nearly **10 million fans** went to league games, the highest count ever for the three divisions in US Soccer. At this trajectory with expansion, more facilities, greater fan interest, etc, in less than 10 years, that number could double.

Amateur or Semi-Pro (NPSL, PDL, and others)

- While there is no official division 4 in US Soccer, the National Premier Soccer League (NPSL) and the Premier Development League (PDL) have been the de facto leagues for that tier. Today, combined, they have over 170 teams.
- Amateur and semi-pro clubs in smaller markets are seeing 2,000 to 6,000+ average league attendance: Tulsa, Chattanooga, Grand Rapids, Detroit, etc. (Many of the more successful clubs are also following the strategy of playing in the centers of their metropolitan areas).
- Both leagues combined have a massive national footprint which stretches into Canada.
- There is a growing appetite for the sport that even at the amateur and semi-pro levels outside of the top three leagues, fans are supporting grassroots local soccer. Clubs are forming across the country and are growing organically.
- In the 2015 NPSL Championship, **18,200+** fans attended Chattanooga's Finley Stadium, in downtown Chattanooga, to watch Chattanooga FC vs the New York Cosmos B team.

From Division 1 to the de facto Division 4, there are over 230 teams.

There is significant attendance growth and expansion across the top four levels.

International Players

- Since the early years of the ASL in the 1920s and 1930s, to the massive attraction in the 1970s and 1980s for the NASL (with clubs like the New York Cosmos, LA Aztecs, Seattle Sounders, Toronto Metros, Fort Lauderdale Strikers, and the Tampa Bay Rowdies), there's been an interest for international stars to play in the US and Canada. Now, with MLS, there is an additional increase of famous players from the top leagues from around the world that are coming to play (joining clubs like the New York Red Bulls (formally the MetroStars), LA Galaxy, Seattle Sounders, Toronto FC, Orlando City, and NYCFC). Many of these elite players are helping to boost the exposure of the league(s) and the sport. They also attract a wider sports fan base, and to a degree influence merchandise sales, sponsorship, and advertising revenue. These players are positive role models for their teammates as well as the younger soccer players in the academies.

National Team Players

- Players for the US Men's National Soccer Team have always participated in the top leagues in the US, including the ASL, NASL, and MLS. That said, more top American players are looking at the three domestic leagues as true international competitors and leagues of choice in comparison to leagues around the world. Today, a large percentage of players for the USMNT also play for clubs in MLS.

International Leagues

- European league games are growing in popularity in the US, due to the availability of cable and the internet. Leagues like the Premier League, La Liga, Bundesliga, and Serie A have a strong following in the states.

- Fox Network's broadcast of the 2015 UEFA Champions League Final between Barcelona and Juventus had 2.2 million viewers. (Keep in mind that the NASL in 1979 for national league games was drawing those numbers as well on ABC).
- NBC's broadcast of the 2014 English Premier League games averaged 425,000 viewers across all games.
- LigaMX is the number one watched international league (from any sport, including soccer) in the US. The 2016 Liga MX Final had **6 million** viewers on Univision in the US alone.
- In total, millions of diverse fans from numerous cultures from around the world are living in the US and watching these international leagues. These fans are expanding the sport in this country.

Millions of fans together in the US are watching national and international soccer leagues to the benefit of the sport in the USA

TV Networks

- Annually, more US networks are broadcasting soccer games than ever. **Previously considered a niche sport, soccer is presently worth hundreds of millions of dollars in TV revenue to US networks.**
- The amount of US TV networks that are broadcasting soccer games has more than doubled from five in 2010 to thirteen in 2015.
- The average cost for a 30-second ad in the 2015 FIFA Women's World Cup Final was estimated to be more than **\$210,000**. That demand in price was higher than the cost of ads during the 2015 Stanley Cup Final.
- The average cost for an ad during the Germany vs Argentina 2014 FIFA Men's World Cup Final was **\$465,140**. That demand in price was higher than the cost of ads during the 2014 NBA Finals.
- More internet, cable, and US prime time channels are also covering soccer with stats and continuous game highlights.

Newspaper articles

- There is substantially more coverage in print and digital media in the US for both national and international soccer. Every year, the quantity of articles written about the sport increases.

Social Media and Independent Fan Reporting

- Millions of fans on social media (Facebook, Twitter, Instagram, etc) are following soccer clubs around the world and engaging in conversations about the sport. An increasing number of fans from across the US are interacting with each other, discussing the intricacies of the game.
- Over a hundred independent soccer blogs, webcasts, and podcasts have been created by fans in the US, with the available content and production quality expanding annually.

Merchandise

- The amount of soccer jerseys being sold in the US has grown tremendously. Collectively, jerseys for the national teams of the US and other countries, for the top pro clubs in the international leagues, and for pro clubs in the national leagues have a greater demand in the US than they did 10 years ago. Even clubs in the amateur or semi-pro levels are selling jerseys to a growing fan base.
- More people in the streets of major metropolitan areas in the US can be seen wearing soccer jerseys.

Bars / Pubs / Lounges / Cafes / Restaurants

- A plethora of bars and restaurants across the US are featuring soccer games on their big screens. While games from the other top four sports are also shown, soccer is now an accepted fixture in these establishments. People can watch a baseball game or basketball game on one screen, while seeing a

soccer match on another at these places.

Ads / Billboards with soccer

- Billboards in major metropolitan areas are being used to promote soccer. Ads for national and international clubs, as well as the national teams have been seen in NY, LA, Tampa Bay, Miami, and other major parts of the country.

New Immigrants and Latin American Population

- Since its introduction in the late 19th century, soccer in the US has been immensely supported by generations of immigrants. Today, many more cultures are arriving to the US from around the world with their own connections to the sport. They bring their playing styles, beliefs, interest, and desires for the game.
- Moreover a specific group is rapidly growing in the US: The Hispanic / Latino population is expected to reach 23% of the US population by 2035. More than 56% of Americans who identify themselves as Hispanic or Latino or African-American said they follow soccer beyond the World Cup. This group is supporting the game in the US at various levels.

American-born with no previous soccer connection

- Many Americans who had no substantial exposure to soccer, who only played or knew of baseball, gridiron football, basketball, and hockey, are also becoming intrigued by the game. They are adopting the sport as one of their own, and supporting the US national teams in international competition.

Grand Parents / Adults / Young Adults / Teens and Children (Baby Boomers, Gen X, Y, and Z)

- While there are analysis made on which specific groups are supporting soccer the most, the reality is that all of these groups are interconnected. Individuals from all ages are coming together with their families to watch games in person and on TV. Soccer is becoming a sport in the US that families are discussing at dinner tables or at outings. Many of the older generations are passing the game to the younger generations, and some of the younger generations are sharing their interests with the older generations. Soccer in the US is becoming a family tradition (similar to how it is around the world).
- Meanwhile, as in all sports, there is a substantial economic drive by adults and young adults (during every generation cycle). Many of these individuals today grew up watching or playing the game in the US or abroad, and are now supporting soccer from within the states. Their children will eventually grow up to be adults. Some of these kids are already continuing the traditions of their parents by playing soccer at schools or in academies, or following clubs. Especially from the point of the 1970s with Pelé and the Cosmos and the NASL, in the US, there is now a transcending bond in the sport by many families who share and pass the torch, which will likely continue for future generations to come.

(Guinness) International Champions Cup (ICC)

- The Guinness International Champions Cup has been one of the most successful annual international soccer friendlies in the US.
- Each year the ICC draws tens of thousands of people to stadiums around the country, and now the world - in places in like England and China.
- In 2014, an ICC game between Manchester United and Real Madrid at Michigan Stadium (in the Ann Arbor metro area, near Detroit) attracted **109,318** fans. Officially, it is the largest crowd ever for a live soccer match in the US.
- In 2015, Barcelona vs the LA Galaxy at the Rose Bowl (in the LA metro area) had **93,226** fans.
- In 2015, Chelsea vs Barcelona at FedEx Field (in the DC metro area) had **78,914** fans.
- In 2016, Real Madrid vs Paris Saint-Germain at Ohio Stadium (in the Columbus metro area) had **86,641** fans.

- In 2016, Real Madrid vs Chelsea at Michigan Stadium had **105,825 fans**.
- In 2016 Bayern Munich vs Real Madrid at MetLife Stadium (in the NY metro area) had **82,012 fans**.
(Note: All five of these venues are found less than 10 miles from the center of their metro areas)

2015 FIFA World Cup

- In 2015, the US Women's National Team became the first women's soccer team in the world to win three FIFA World Cups.
- The 2015 FIFA Women's World Cup Final had approximately **26 million US viewers** alone, making it the most watched soccer game in US history.
- For the entire event, Fox earned \$40 million just in ad revenue.
- More Americans tuned in to watch the Women's World Cup final than the 2015 NBA Finals (with 19.94 million) or 2015 Stanley Cup Finals (with 5.5 million).

2016 Copa America Centenario (From US Soccer)

- In 2016, the Copa America Centenario was held in the US and it broke several records, including total and average attendance as well as television viewership in the US and around the world.
- Over 1.5 million fans attended the 10 venues of the 32 Copa America Centenario games.
- The event averaged 46,000+ fans per match, making it the most attended Copa America ever in its 100+ year history.
- It is also the second highest-attended soccer tournament played in the United States, after the 1994 FIFA World Cup (which had 20 more games in total).
- More than 100 million viewers watched the games on Univision and FOX networks.
- Copa America Centenario had record ratings for Univision Deportes, with the group stage drawing a larger audience than the group stage of the 2014 FIFA World Cup.
- Copa America Centenario was televised in over 160 countries around the world, reaching **1.5 billion+ households**.
- The semifinal with the USMNT vs Argentina drew 8.1 million viewers in the US: 4.8 on Univision, and 3.3 on FS1 (the most watched men's soccer game ever on FS1).
- The final with Argentina and Chile had about **10 million viewers** (with a 9.9 rating) in the US: 2.9 on FS1, and 7 on Univision.
- The competition brought an average of 2.9 million viewers just for Univision alone.

2026 FIFA World Cup Bid

- With its long prestigious soccer history (second only to England in age); the growth of the sport; the popularity of the national teams and clubs throughout all levels of the game; the numerous world class venues in the US; and the success of the 1994 FIFA World Cup, the International Champions Cup, and the 2016 Copa America Centenario; the the United States Soccer Federation (USSF) is in a great position to host the 2026 FIFA World Cup (on the 250th anniversary year of the United States). The US and the Federation on their own, in collaboration with CONCACAF and FIFA, can make the 2026 FIFA World Cup into the biggest World Cup ever in terms of attendance, viewership, sponsorship, and revenue generated - surpassing the records of the '94 World Cup.

Promotion and Relegation

- Promotion and Relegation is the movement of clubs between leagues at different divisions under one football association through merit of play. This structure has been implemented by nearly every top soccer league and soccer association affiliated to FIFA, and it is a central piece in soccer development around the world. Out of 211 member associations in FIFA, only 2, the United States and Australia, do not yet have promotion and relegation in connection to Division 1. Whether it is realized or not, the widespread conversations at all levels of the game revolving around this topic is truly one of the

biggest achievements in US Soccer. The organically growing talk of Promotion and Relegation (or Pro Rel) at stadiums, bars, parks, and social media by more and more fans, players, and representatives of the sport in this country has brought the conversation to the forefront of American soccer, right at the doorsteps of the top three leagues, the amateur and semi-pro leagues, USSF, CONCACAF, and FIFA itself. Whether a person agrees or supports the structure or not, the fact that important sports news outlets such as NBC, FOX, ESPN, and others are writing about the topic demonstrates that there is an ingrained relationship with soccer and the US. The sport has indeed made it in this country (just like baseball and football), and it will continue to grow even further.

List of some of the most significant accomplishments by New York City FC, the New York Red Bulls, and the New York Cosmos:

New York City FC:

- Being the first NY pro soccer club in almost 40 years from either MLS or NASL to play within NYC proper for league games (since the Cosmos in 1976, who played at Yankee Stadium (I) while NYCFC plays at Yankee Stadium (II)).
- Having the highest attendance ever for a US pro soccer league game at Yankee Stadium as well as NYC proper: 48,047.
- Collectively drawing for league games between 2015 and 2016: almost a million fans (955,603).
- Averaging for league games between 2015 and 2016: 28,106.
- Participating in the first MLS NY Derby against the New York Red Bulls.
- Collectively drawing with the NY Red Bulls for six MLS NY Derby games almost 200,000 fans.
- Averaging at home at Yankee Stadium against the New York Red Bulls for MLS NY Derby games: 39,839
- Averaging at home at Yankee Stadium and away at Red Bull Arena against the New York Red Bulls for MLS NY Derby games: 32,529
- Collectively drawing with the New York Red Bulls in total attendance for MLS and the NY metro area between 2015 and 2016: over 1,6400,000 fans.
- Collectively averaging with the New York Red Bulls for all league games for MLS and the NY metro area between 2015 and 2016: over 24,000 fans a game (24,122).
- Opening a rapidly growing youth academy in the NY metro area.

New York Red Bulls:

- MLS Cup finalist (2008).
- US Open Cup finalist (2003).
- 2 MLS Supporters Shields (regular season championships) (2013 and 2015).
- 1 USL Championship (2016).
- 1 USL regular season championship (2016).
- Various regular season conference championships, and a playoff conference championship.
- Building the first 20,000+ Soccer-Specific Stadium in the NY metro area (the first SSS in the NY metro area of that capacity).
- Being the first pro club in either MLS or NASL to play league games in the NY metro area in almost 12 years (since the Cosmos in 1984, who played at Giants Stadium, while the NY-NJ MetroStars,

before becoming the NY Red Bulls, played at Giants Stadium as well).

- Having the only 1st team among the 1st teams from the current three pro soccer clubs to have played on the island of Manhattan (for a US Open Cup Game).
- Having various attendance in the 20,000 and 40,000 range at Giants Stadium.
- Having numerous sell-out attendances at Red Bull Arena.
- Being the first of the three current NY pro soccer clubs to participate in the CONCACAF Champions League. (Keep in mind that the Cosmos could've participated in the 1970s and 1980s).
- Collectively drawing for league games between 2015 and 2016: almost 700,000 fans (684,707).
- Averaging for league games between 2015 and 2016: 20,138.
- Participating in the first MLS NY Derby against NYCFC.
- Collectively drawing with NYCFC for six MLS NY Derby games almost 200,000 fans.
- Averaging at home at Red Bull Arena against NYCFC for MLS NY Derby games: 25,218 (sold-out capacity).
- Averaging at home at Red Bull Arena and away at Yankee Stadium against NYCFC for MLS NY Derby games: 32,529.
- Collectively drawing with NYCFC in total attendance for MLS and the NY metro area between 2015 and 2016: over 1,6400,000 fans.
- Collectively averaging with NYCFC for all league games for MLS and the NY metro area between 2015 and 2016: over 24,000 fans a game (24,122).
- Opening one of the largest and most successful youth academies in the NY metro area, and the country.

New York Cosmos:

- 8 NASL (Soccer Bowl) Championships - the most outdoor national pro league championships by any US pro soccer club (1972, 1977, 1978, 1980, 1982, 2013, 2015, 2016).
- 1 NASL Soccer Bowl Runners-up (1981).
- 9 regular season best records in the NASL (1972, 1978, 1979, 1980, 1981, 1982, 1983, 2015, 2016).
- 1 NPSL Championship (2015).
- 1 NPSL regular season best record (2015)
- Multiple regular season Division and Conference, as well as playoff Division and Conference championships in the NASL and NPSL.
- Traveling to more international cities than any other NY metro area and US pro soccer club.
- Having more international players (from different countries) than any other pro soccer club in the US.
- Having about 50 US Men's National Team players over the years represent the Cosmos on the field.
- Having almost 75,000 fans at Soccer Bowl '78 - still today the highest attendance ever for a pro league championship.
- Having 77,000+ for a 1977 NASL playoff game against the Strikers - the first game to sell out Giants Stadium, and the highest attendance ever for any US pro soccer league playoff or regular season game (that was not a doubleheader).
- Having multiple games (over 20) in the 50,000, 60,000, and 70,000 range - the most by any NY metro area and US pro soccer club.
- All-time League Average within the 10 mile range: 27,700+
- All-time Playoff Average within the 10 mile range: 44,500+
- All-time Friendlies Average within the 10 mile range: 32,100+
- All-time League and Playoffs Average within the 10 mile range: 29,600+
- All-time League, Playoffs, and Friendlies Average within the 10 mile range: 29,400+
- All-Time Total Attendance for League Playoffs, and Friendlies in the entire New York metro area: **7,560,000+.**

- Having multiple overseas matches in the 20,000 to 100,000 range, between the 1970s and the present (including 100,000+ at Estadio Azteca vs Club America in 1981, and 30,000+ at Estadio Cuscatlan vs CD FAS in 2015).
- The club has officially played in 8 home venues throughout the metro area for league and playoff games - four of which have been in 4 counties within NYC proper (Bronx County, New York County, Queens County, and Brooklyn County) - the most of any NY pro soccer club.
- It's the only NY pro soccer club to have played home games at the three biggest venues in the NY metro area at the time (1970s and 1980s), at Yankee Stadium (I), Shea Stadium, and Giants Stadium, with numerous attendances in the 20,000 to 70,000+ range.
- Having the highest attendance ever for an international friendly game in the NY metro area by a NY pro soccer club: vs Santos (2-1) - October 1, 1977 - Giants Stadium: 75,646. It is also one of the highest attendance ever around the country for a US pro soccer club (non-doubleheader).
- In 3 different decades, the NY Cosmos have been seen as US national ambassadors:
 - Becoming the first US sports club to travel to China in 1977.
 - Having specific members of the Cosmos (players and investors of the club) join USSF and Henry Kissinger for the 1986 World Cup bid.
 - Becoming the first US pro soccer club and US pro sports team to travel to Cuba in 2015, upon the two countries opening relations and travel between them.
 - Traveling around the world in the 1970s, 1980s, and 2010s, representing the US in the name of soccer.
- Beating both the New York Red Bulls and New York City FC in two US Open Cup games, and being the only NY pro soccer club (out of the three) to have won a game in cup competition against the other two pro teams in the NY metro area.
- Being the only NY pro soccer club in either MLS or NASL to actually win a league championship.
- Being the only NY pro soccer club in either MLS or NASL to win a league championship at home in the NY metro area in 1972, 1978, 2015, and 2016 - doing so four times.
- Being the only NY pro soccer club in either MLS or NASL to win a league championship away in 1977, 1980, 1982, and 2013 - doing so four times.
- Being the only NY pro sports club within the top five sports to win a championship for the NY metro area in 1972, 2013, 2015, and 2016 - doing so four times.
- Being one of only two pro sports clubs within the top five sports to win a championship for the NY metro area in 1977 and 1978 - the other being the New York Yankees.
- Being one of only two pro sports clubs within the top five sports to win a championship for NY and the NY metro area in 1980 and 1982 - the other being the New York Islanders.
- Substantially expanding the sport of soccer in the US in the 1970s and 1980s, largely thanks to club owner Steve Ross and his investment partners who brought Pelé and other great national and international stars as well as international clubs to NY, while simultaneously taking the Cosmos and the identity of soccer in NY and the US around the world.
- Helping create one of the largest youth soccer programs by a soccer club in the 1970s, and creating a new youth program in the 2010s for future generations of New York metropolitan area residents and young players world-wide to train and become future stars of the club.

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13. Don Garber, commissioner of MLS, certifying that soccer clubs do well with multiple teams in one market, and that potentially more markets will have several teams

13a. “NYCFC v New York Red Bulls: A rivalry without an official name or history but already plenty of intensity”

<http://www.telegraph.co.uk/sport/football/teams/usa/11582127/New-York-Red-Bulls-v-New-York-City-FC-A-rivalry-without-an-official-name-or-history-but-already-plenty-of-intensity.html>

(“The league feels very strongly that rivalries drive passion, in sport generally but especially in soccer”)

13b. “Talkin' Soccer: Q & A session with MLS commissioner Don Garber”.

<http://www.nydailynews.com/sports/soccer/talkin-soccer-q-mls-commissioner-don-garber-article-1.2147905>

(“We feel very, very strongly that the large markets in this country, over time, will be able to support more than one team. And we’re just highly confident that we’ll be able to deliver on that objective.”)

14. Three NYC Borough Presidents want professional soccer stadiums

14a. Bronx:

“Borough President Diaz calls on MLS to Bring Pro Soccer to The Bronx”.

<http://bronxboropres.nyc.gov/press/releases/2013-06-13.html>

14b. Brooklyn:

Eric Adams: “I want to bring a #worldclass #soccer team to #Brooklyn and a new stadium.”
<https://twitter.com/BPEricAdams/status/606440562640744449>

“A Soccer Team Grows In Brooklyn? Borough President Eric Adams on the Cosmos: 'We Want Them Here'”.
http://www.bigapplesoccer.com/teams/cosmos2.php?article_id=40933

“A Soccer Team Grows In Brooklyn? Borough Prez Wants Cosmos In Coney Island - Permanently”.
<http://www.empireofsoccer.com/brooklyn-borough-permanently-34332/>

“Boro Prez wants a professional soccer stadium in Brooklyn”.
<http://www.empireofsoccer.com/professional-stadium-brooklyn-38119/>

14c. Queens:

“Making Her (Willets) Point: Borough President Katz proposes a soccer stadium in Queens”.
http://www.bigapplesoccer.com/teams/nycfc2.php?article_id=46973

15. The Magnitude of hosting and winning a world cup in your country

15a. In reference to the 1966 FIFA World Cup being won by England in London, England:
Once In A Lifetime: The Extraordinary Story of the New York Cosmos.
<https://www.youtube.com/watch?v=45IowkHjFyk> (Minute 00:10:18)
<http://www.imdb.com/title/tt0489247/>

(With the 1966 World Cup in England, in the UK alone, 32 million people watched the game - the biggest audience ever to date for the BBC. England won at home against Germany in front of over 100,000 fans packed at Wembley Stadium, in London - the largest metropolitan area in the country and the heart of the English Football League).

15b. List of countries to win a world cup while being host: Uruguay (1930) (1st title), Italy (1934) (1st title), England (1966) (1st title), West Germany (1974) (2nd title), Argentina (1978) (1st title), and France (1998) (1st title).

16. Giorgio Chinaglia on how the Cosmos would be worth a billion dollars today

Once In A Lifetime: The Extraordinary Story of the New York Cosmos.
<https://www.youtube.com/watch?v=45IowkHjFyk> (Minute 01:28:55)
<http://www.imdb.com/title/tt0489247/>

(“Can you imagine a team like the Cosmos today, with the talent they had on the field? It would be worth a billion dollars... Talk about Real Madrid, Manchester United... In those days, the Cosmos were it.”)

17. The FIFA Men's National Team Rankings

“FIFA/Coca-Cola World Ranking” (as of January 2017)
<http://www.fifa.com/fifa-world-ranking/ranking-table/men/>

18. UEFA rankings for club competitions

“UEFA rankings for club competitions: Club Coefficients” (as of January 2017)
<http://www.uefa.com/memberassociations/uefarankings/club/index.html>

19. Some of the facts reflecting on why soccer is successful in the US

19a. *Once In A Lifetime: The Extraordinary Story of the New York Cosmos.*

<https://www.youtube.com/watch?v=45IowkHjFyk>

<http://www.imdb.com/title/tt0489247/>

(A retrospect of the enormous growth of soccer in the '70s and '80s with the Cosmos and the NASL.)

19b. “10 Data Points That Prove That Soccer Has Finally Made it in America”.

<https://www.umbel.com/blog/sports/10-data-points-prove-soccer-has-made-it-in-america/>

19c. “Historic 2016 Copa America Centenario A Record Breaking Event”.

<http://www.ussoccer.com/stories/2016/06/24/14/37/160624-copa-historic-2016-copa-america-centenario-a-record-breaking-event>

20. The Seattle Sounders tarping and Atlanta United draping the upper decks of their stadiums, CenturyLink Field and Mercedes Benz Stadium

20a. Image of Seattle Sounders with CenturyLink Field's upper deck tarped:

https://photos.smugmug.com/Slideshows/201311-Home-Page-Slideshow/i-RgfDjr7/0/XL/JW1_0176-XL.jpg

20b. Images of Atlanta United with Mercedes Benz Stadium's upper deck draped:

http://atlanta-mp7static.mlssdigital.net/styles/image_landscape/s3/images/NewsFoodBev.jpg?null&itok=gUEUCgle&c=f27dddf4582d2adecc5b7354b324b1b0

<http://ussoccerplayers.com/images/2016/07/mercedes-benz-stadium-atlanta-united-mls-soccer-team.jpg>

21. For all photographs, recognition goes to their original photographers