



City of East Ridge

1517 Tombras Avenue
East Ridge, Tennessee 37412
(423)867-7711 • www.eastridgetn.gov

RESOLUTION NO. 3163

AGENDA MEMO

TO: Mayor and Council

FROM: Chris Dorsey, City Manager 

SUBJECT: Request for Proposals for Soccer Field Utilization and Programming Services at Camp Jordan

DATE: July 6, 2021

The proposals for the Soccer Field Utilization and Programming Services of Camp Jordan soccer fields was received on June 29, 2021. The two submitters were Chattanooga Football Club Academy and MSE Amateur (Chattanooga Red Wolves). Both organizations had very good submittals and a bullet note summary of each is attached, along with the submitted proposals.

Both groups have proposed to take over and run the recreation soccer program and to expand soccer participation in the park. The Red Wolves plan to introduce other competitive sports which can utilize fields during the year such as kickball and flag football. Both organizations have school involvement. The Red Wolves plan to have clinics and coaching help for the ER schools.

Compensation- Red Wolves \$300,000 minimum investment over 5 years using 9 fields- \$6,667 per field per year. CFC Academy wishes to lease 6 fields at \$5,000 per field per year or to continue renting them at \$20 per hour. Capital improvements show a bigger disparity with CFCA pledging \$50,000 over the life of the agreement to maintain the park while the Red Wolves propose \$10,000 the first year for maintenance equipment, \$5,000 per year for playing surface enhancements and Public/Private partnerships to improve ADA access, drainage issues and other improvements to make the park more tournament friendly.

The vision of programming for field usage for the future plus higher yearly compensation, along with introducing other sports to utilize fields with the help of Chattanooga Sports are the reasons that I recommend the approval of the Red Wolves proposal by the City Council.

Respectfully,

Chris Dorsey

Brian Williams
Mayor

Mike Chauncey
Vice-Mayor

Jacky Cagle
Councilmember

Esther Helton
Councilmember

Andrea Witt
Councilmember

Chris Dorsey
City Manager

Red Wolves

Competitive soccer

Run Recreational Soccer at Camp Jordan. Fall '21 U8 and under, Spring '22 all.

Champions League play date.

Summer training, summer camps, weekend league play.

TN State Soccer League play at CJ for games hosted by Red Wolves/ State tournaments

Work with Chattanooga Sports Leagues Soccer Men's and Coed 7v7 and 11v11.

Coed Kickball League

Coed Flag Football League

7 tournaments (includes college ID Camp).

Summer Events

- ECNL Regional and National
- US Youth Presidents Cup Regionals
- US youth Presidents Cup Nationals
- US Adult Soccerfest

East Ridge Schools to use fields for home games/ Clinic and coaching help for ER schools

Compensation

\$300,000 minimum investment- field use 5 year term

9 fields= \$6,667/field/year

CIP

Public/Private partnership

Playing Surface enhancements \$5,000/yr.

Sidewalks and ADA improvements

\$10,000 in year 1 for lawn mowing upgrade/other equipment

Drainage improvements on fields

Landscaping/foilage.

CFCA

Operate all soccer fields at CJ- Guaranteed revenue exceeding current budget.

Competitive soccer league

Run Recreational Soccer at Camp Jordan.

Or lease 6 fields.

Governing body- BOD representing multiple recreational soccer associations- Not ER.

Tournament experience-Riverfest (3-day event), draw from 8 states, maybe go National.

Charitable programs- Chattanooga Sports Ministries/Operation Get Active.

Branding- Collaborate with City.

Service

- 1- Scenic City League- CJ Primary location for TN State League games hosted by CFCA.
- 2- Operate Rec League (youth) Fall and Spring. 2 yr. term with 1 yr. options.
- 3- Adult Soccer League (600 adults/60 teams)- Can (not will) utilize CJ. Where do they play now?
- 4- Major tournaments- \$50 per team fees go to ER at Fall and Spring tournaments, in addition to field lease.

Compensation

\$20/hr. per field OR if flat rate \$5,000/field/yr. (6 fields= \$30,000) Could use 7 if available or manage with 5 if necessary.

CIP

\$50,000 over life of agreement to maintain and use park.

Scheduling

Coordinate with others-Practice with 7 fields in Fall/ 6 fields in Spring. M, T, R 5:30-8:30.

RESOLUTION NO. 3163

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EAST RIDGE, TENNESSEE, ACCEPTING A PROPOSAL FROM MSE AMATEUR GROUP (CHATTANOOGA RED WOLVES) FOR SOCCER FIELD UTILIZATION AND PROGRAMMING SERVICES

WHEREAS, on June 16, 2021, the City of East Ridge advertised a Request for Proposals for soccer field utilization and programming services; and

WHEREAS, proposals were received and publicly opened on June 29, 2021, 2:00 pm EDT at East Ridge City Hall; and

WHEREAS, City staff has maintained a file with all proposals received and,

WHEREAS, after conducting a public opening and after reviewing the proposal documents, City staff recommends the proposal from MSE Amateur Group (Chattanooga Red Wolves) be accepted in the amount of \$300,000 over a five-year term.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EAST RIDGE, TENNESSEE, that the proposal for soccer field utilization and programming services from MSE Amateur Group (Chattanooga Red Wolves) be accepted in the amount of \$300,000 over a five-year term.

BE IT FURTHER RESOLVED that the Mayor, or his designee, is hereby authorized to execute any contract or agreement necessary between the City of East Ridge and MSE Amateur Group (Chattanooga Red Wolves), subject to approval of the City Attorney, in the amount stated herein.

BE IT FURTHER AND FINALLY RESOLVED that this Resolution shall take effect immediately after its passage, the public welfare of the City requiring it.

Adopted this _____ day of _____ 2021.

Brian W. Williams, Mayor

Attest:

Christopher J. Dorsey, City Manager

Approved as to Form:

Mark W. Litchford, City Attorney



CHATTANOOGA PROFESSIONAL SPORTS
MANAGEMENT

MSE AMATEUR GROUP

CONTACT:
DEREK GREENE
EXECUTIVE VICE PRESIDENT
CHATTANOOGA RED WOLVES ACADEMY

6739 RINGGOLD RD
CHATTANOOGA, TN 37214

DGREENE@REDWOLVES-SC.COM

C. 615-525-5686

The Chattanooga Red Wolves organization is excited to provide you with the enclosed information in response to the RFP for Camp Jordan and soccer. We hope you find our plan engaging in all aspects of the RFP and are available to answer any questions as needed.

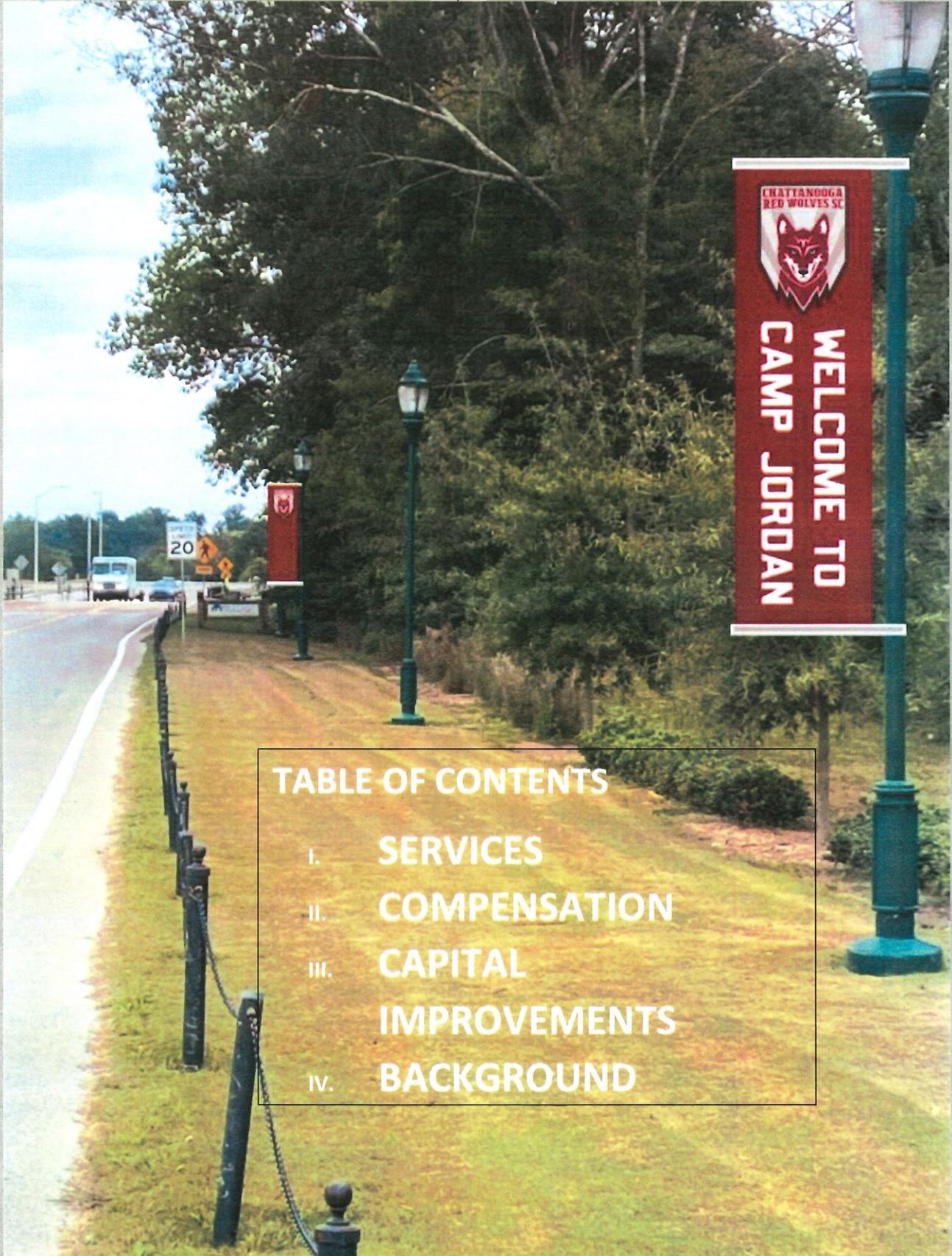


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RED WOLVES IMPACT OVER THE NEXT 5 YEARS IN EAST RIDGE:

\$42 MILLION IN TAX REVENUE, EVENTS, AND CAMP JORDAN

MIXED-USE DEVELOPMENT TO CREATE APPROXIMATELY 2000 JOBS

PROFESSIONAL SOCCER STADIUM AND FRANCHISE

WOMEN'S PRO-AM TEAM IN 2022

NCAA SOCCER CHAMPIONSHIPS

TSSAA GIRLS HIGH SCHOOL STATE CHAMPIONSHIPS

TENNESSEE/GEORGIA HIGH SCHOOL ALL-STAR GAME

YOUTH ACADEMY OF OVER 550 PLAYERS AT CAMP JORDAN

TOURNAMENTS AT CAMP JORDAN

MULTIPLE ECNL LEAGUE GAMES WITH OUT-OF-TOWN VISITORS





I. SERVICES

A. COMPETITIVE SOCCER – Approximately 600 players, male and female, are part of CRWA

- The Chattanooga Red Wolves run a competitive soccer organization in the Chattanooga and Dalton markets that will directly impact the East Ridge business community.
- The Red Wolves youth academy currently accounts for approximately 2000 patrons per week using Camp Jordan
- We intend to drive more traffic to Camp Jordan through added summer training, additional summer camps, and weekend league play against teams from inside and outside the market
- Camp Jordan will become the Red Wolves home facility for all Elite Clubs National League Play(ECNL), Tennessee State League(TSL) play, and tournaments. All leagues will bring out of town visitors
- Officials, referees, and field lining will all be handled by the Red Wolves





B. RECREATIONAL SOCCER

- The Red Wolves organization has full intention to run recreational soccer at Camp Jordan allowing the city to free up manpower to expand outdoor sports and other city interests.
- Fall of 2021 we will provide professional on-field leadership, structure, and coaching in the U6 and U8 age groups. The city will oversee U10 and above recreational soccer
- Spring of 2022 we intend to fully integrate recreational soccer under the Red Wolves organization to include lining fields, run all age groups, handle fees and registration, work with the referee assignor, as well as set up and breakdown of fields on gamedays
- Our expertise and best practices model will ensure the continued growth of soccer playing opportunities for the youth of East Ridge
- Provide a Champions League play date that will bring together the best rec teams/all-star teams from the Chattanooga and North Georgia markets
- Takeover PE in East Ridge elementary schools, with approval from the Hamilton Co. Board of Education, one day per semester to market our rec league and allowing kids to be exposed to soccer and the health benefits associated with the sport





C. Adult Soccer and other Programming

- The Chattanooga Red Wolves intend to work with our partners at Chattanooga Sports Leagues to increase opportunities for adult sports

- Soccer participation will include the following:
 - 7v7 men's league
 - 7v7 co-ed league
 - 11v11 men's league
 - 11v11 co-ed league
 - Approximately 200 new visitors to the park weekly

- Sports other than soccer participation will include the following:
 - Co-ed kickball league
 - Co-ed flag football
 - Approximately 150 new visitors to the park weekly





D. Tournaments

Continuation of our strategic plan to recruit and run large scale soccer tournaments(4 per year) that create economic revenue streams for the city. The Red Wolves events will implement a “stay to play” policy and require teams that travel from out of town to book East Ridge hotels(assuming the hotel is an adequate and safe facility) before other hotels are utilized in the Chattanooga market

Events to include:

- August
 - HS Girls Invitational
- September
 - League play with 2 weekends of out of town visitors
- October
 - Red Wolves Invitational
 - TSSAA High School Girls Championships
- November
 - Meet Me in the Middle Classic/USL Fall Academy Cup
- January
 - Boys College ID Camp
- March
 - Adidas Premier Cup/Spring College Challenge
- April
 - Spring tournament and league play

Summer events that will be recruited along with Chattanooga Sports Committee:

ECNL Regional Competition and National Playoffs

Economic impact of approx. \$2,000,000

US Youth Soccer President’s Cup Regionals

Economic Impact approx. \$5,000,000

US Youth Presidents Cup Nationals

Economic Impact approx. \$900,000-1.2 million

US Adult Soccerfest

Largest Adult Soccer event in the US



E. Other Programs

CRWA to provide:

- East Ridge schools access to the fields for home games
- Run a free clinic for the high school and middle school teams in East Ridge
- Provide coaching education for the high school and middle school coaches in the area at Camp Jordan
- Create more “street soccer” days where players and adult players are encouraged to come play soccer in an open, pick-up concept
- Red Wolves to run recreational soccer at Camp Jordan allowing the city to free up manpower to expand outdoor sports and other city interests
- Send our professional players into East Ridge schools to help foster connection and create a Reding Days with the Red Wolves
- Engage in community centered events in to ingrain ourselves in East Ridge as the place we call home

II. COMPENSATION

- **\$300,000 minimum investment for field use**
- Chattanooga Red Wolves seek use of 9(nine) fields at Camp Jordan for the full length of the 5-year term for competitive, recreational, and adult programming utilization
- Red Wolves will request additional fields for tournaments



III. CAPITAL IMPROVEMENTS

The Red Wolves have already committed to bringing restrooms, locker rooms, fencing, and field upgrades to the Camp Jordan stadium area at the cost of approximately \$1.2 million. Our organization has a vested interest in seeing Camp Jordan improve to one of the region's best facilities and we welcome open discussion on a public/private partnership with other groups coming together for overall park improvements to include:

- Playing surface enhancements (topdress/sand) \$5000 per year
- Sidewalk and pedestrian improvements for ADA and other accessibility
- Restroom upgrades
- Red Wolves have invested \$500,000 by adding bleachers to CJ stadium field
- Director of Field ops to free up parks staff lining time at \$8000 per year
- \$10,000 in year 1 to upgrade lawn mowing or other equipment
- Field/branded signage in and around the park highlighting Sponsors, East Ridge and Red Wolves
- Drainage at fields and areas around fields for improved fan experience and playability
- Improved food and beverage locations and upgraded options
- Increased landscaping and foliage

The Red Wolves desire to create a positive driveway to driveway experience for all participants that visit the park. That includes Red Wolves families, league play, soccer and non-soccer tournament participants, daily visitors from the local community, and all Camp Jordan events.

Regional soccer park competition:

Jack Allen Soccer Complex – Decatur, AL



Siegel Soccer Park – Murfreesboro, TN



Other:

MESA Soccer Complex – Greer, SC

Bryan Park - Greensboro, NC

Mike Rose Soccer Complex – Memphis, TN



The Chattanooga Red Wolves SC professional soccer team and academy were founded in 2018 by owner and real estate developer Bob Martino. Mr. Martino communicated with United Soccer League(USL) leadership his desire to own a professional soccer team and was given exclusive rights to a USL franchise in Chattanooga. Mr. Martino found a desirable location in East Ridge to build the teams home stadium and found adequate land on the same site for real estate development. This site will serve as an economic engine for East ridge for years to come.

The professional team operates under Chattanooga Professional Soccer Management, LLC and the youth academy operates under MSE Amateur Group, LLC. Both entities have a home office located in East Ridge at 6739 Ringgold Rd., Chattanooga, TN 37412. The Camp Jordan use agreement will be operated under MSE Amateur Group, LLC.

The agreement will be signed by Mr. Bob Martino who is the sole owner of the Red Wolves organization.





1. History and philosophy

Since our founding, the Chattanooga Red Wolves have been committed to transform East Ridge to a cutting edge and bustling hub of local, regional, and national soccer activity. We are creating a cradle to grave soccer experience where a player can start with us at age 4 and play an entire career through our organization and remain a fan in the later years of life. Soccer is an expensive sport and our owner has pledged over \$120,000 in financial aid and scholarships to our academy players since arriving in 2018. We want every player that participates in our programs to have access to soccer regardless of socio-economic circumstances.

The Red Wolves offer the only Path to Pro experience in the market for both male and female players and offer the following programming:

Youth Boys

Pre-Academy for ages 4-6
4-6

Jr. Academy for ages 7-12
7-12

Sr. Academy for ages 13-19

Men

USL League 2 Amateur team (Dalton and Park City, UT)

USL League One Professional team

Youth Girls

Pre-Academy for ages

Jr. Academy for ages

Sr. Academy for ages 13-19

Women

WPSL U21 team

WPSL Amateur team

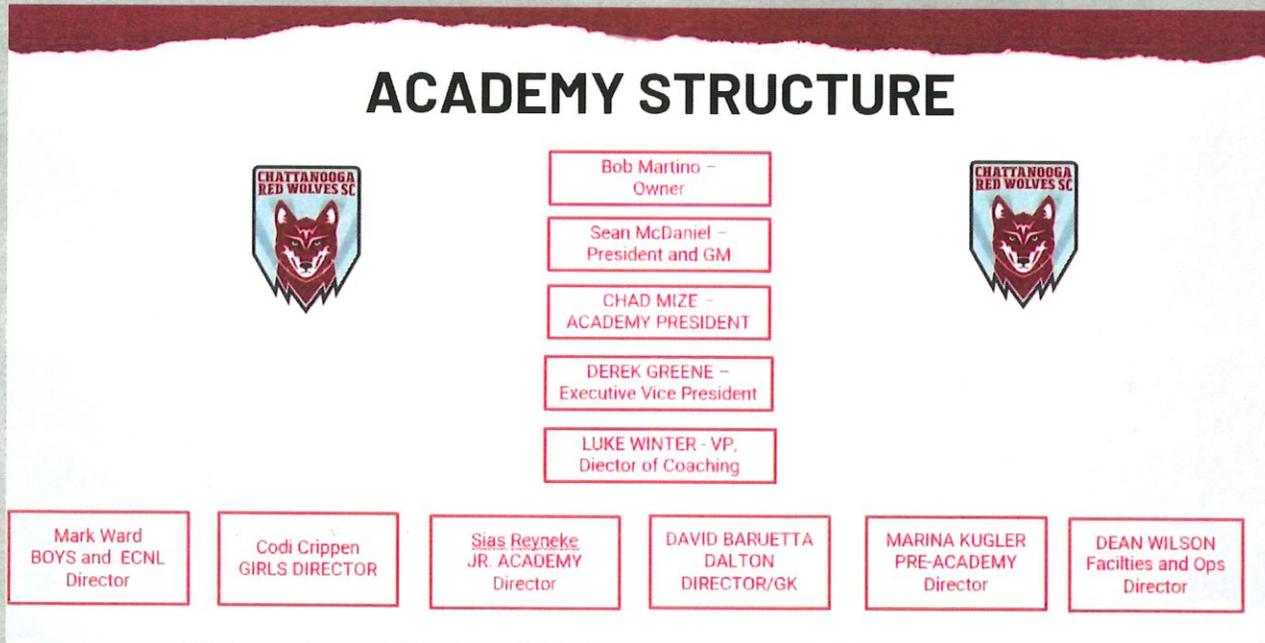
USLW Pro-Am team in 2022





2. Owner – Bob Martino

3. Staff (organizational chart)



4. Accomplishments

In our brief history, over 40 youth players have received college scholarship offers at the time of this RFP

Expanded our reach to Knoxville, TN in partnership with the Knoxville Reds

Highest number of professionally licensed coaches in the market

Winners of two state championships

Seven players have been called up to Major League Soccer Academies

2021 TN Gatorade Boys Player of the Year

We have sent two boys teams to Elite Clubs National Championship Playoffs

Winners of WPSL SE Conference Championship

Signed first youth academy player this to year to the professional team

Awarded over \$120,000 to help financially challenged players



5. Experience Operating and/or Recruiting Soccer Tournaments

Derek Greene, Executive Vice President of the Academy, has been in soccer as a player, coach, and business development director for over 40 years. He has served as a women's college assistant coach (Ole Miss) and a head coach (Carson-Newman University and Vanderbilt University), and most recently served for five years as the Director of Development/Sponsorships with the Tennessee State Soccer Association in Nashville. In his role with TN Soccer, Greene worked closely with several organizations to drive sports economic tourism and tournament recruitment to the mid-state. During Greene's tenure, TN Soccer was awarded US Youth President's Cup Nationals, US Youth Southern Regionals, US Adult Soccerfest, and assisted in creating and operating the Nashville SC Cup. These events over a five-year span will equate to an economic impact of approximately \$20 million to the Murfreesboro/Rutherford Co. region, with all of these events taking place at Siegel Soccer Complex. Greene also was part of the MLS2Nashville committee assisting in Nashville being awarded a Major League Soccer franchise. He also played an integral part in TN Soccer's negotiation process to sign a 20 year use agreement with the city of Murfreesboro, making Siegel Park TN Soccer's home complex. As part of that negotiation Siegel Soccer complex will see nearly \$10 million in upgrades to include turfing fields and building TN Soccer's home office on the complex grounds. Greene is tightly connected to board members of several of the soccer governing bodies in the US and has relationships that can foster opportunities for regional and national events at Camp Jordan.

6. Vision of Soccer in East Ridge

We will invest time and resources to ensure East Ridge rec soccer becomes the number one league across the Chattanooga region, East TN, and even the East Coast. We will be the type of organization that serves all members interested in soccer. Making East Ridge and Camp Jordan our home will create a culture never seen in this community. Grassroots recreational soccer, competitive teams, professional academy teams, Adult soccer leagues, USL league 2, Women's pro-am, and a USL League One team will complete our organization as one of the most recognizable in the country with Camp Jordan as our home. We intend to put East Ridge and Camp Jordan on the soccer map regionally and nationally.



7. Branding plan for East Ridge league and tournaments

Red Wolves leadership would like to strategize opportunities with East Ridge officials on creating a “visit East Ridge” campaign that highlights all the outstanding commercial and residential growth in the city. Heightened awareness of all the restaurants, current hotels and soon to be completed hotels, TopGolf for family entertainment, etc... that will encourage local league play to grow with the convenience of things to do after games end. This marketing campaign will encourage teams and families to outside of the region to attend events at Camp Jordan as well. Making sure the Chattanooga Sports Committee understands all the amenities in and around Camp Jordan is paramount to our success as we all work to market Camp Jordan as a regional and national destination.

Our organization has already contributed to branding East Ridge on a national scale by helping secure the NCAA Division 2 Soccer Championships to be played at CHI Memorial Stadium. Additionally, the TSSAA Girls HS State Championship matches will be played at CHI Memorial Stadium. These organizations are coming to East Ridge for their Championships solely due to our investment in the community and our stadium.

8. Additional Comments

It is our desire to grow, transform, and add to Camp Jordan, East Ridge, and soccer in this community. The Red Wolves have already made a commitment to East Ridge for growth of the city through increased residential/property and employment opportunities. These investments will be well over \$100 million as we seek to energize the city. Our desire to be partners with East Ridge in Camp Jordan will bring value to both organizations across multiple platforms and continue our already bustling partnership. We will see growth in both recreational and competitive youth soccer, adult soccer leagues and other adult programs, a grassroots investment in coaching clinics and skill instruction for the middle and high school teams, and major economic impact numbers as we strive to grow Camp Jordan’s reputation as a place to be.

We appreciate all we have done together to this point, and we are excited about taking this partnership to the next level.

10.0 Proposal Sheet

We, the undersigned, do hereby affirm that we have read and understand the enclosed requirements and specifications; and do submit this bid for the items listed below:

Camp Jordan Soccer Complex

- Proposal of Annual Utilization and Compensation Funding, including number of desired fields (attach pages if needed).

9 FIELDS AT \$300,000 OVER THE
FIVE YEAR TERM. SEE ATTACHED
PAGES.

- Annual Funding for Equipment \$ _____

Capital Improvements/Project Partnerships: Indicate (X) whether you are willing to assist with Capital Improvements and Project Partnerships

- YES
- NO
- If YES is selected, please use space provided to describe methods for assistance and project ideas along with funding (attach pages if needed).

FIELD ENHANCEMENTS, ADA AND SIDEWALK
IMPROVEMENTS, RESTROOM UPGRADES, ETC...
SEE ATTACHED PAGES

Contractor (legal name): MSE AMATEUR

Name: ROBERT MARTINO

Title: MANAGER

Signature: [Handwritten Signature]

Date: 6/29/21

Telephone Number: _____ Fax Number: _____

Address: 6739 MIPGOLD RD. CHATTANOOGA, TN 37412

Email: J _____ ?

Proposers should submit 3 copies of Bid Sheet, along with all other documents requested in the RFP.

IRAN DIVESTMENT ACT CERTIFICATION

EFFECTIVE DATE JULY 1, 2016

Chapter No. 817 (HB0261/SB0377). "Iran Divestment Act" enacted. Amends Tennessee Code Annotated, Title 12 by adding Chapter 12, which is to be known as the "Iran Divestment Act." The Act requires the chief procurement officer for the State, no more than 120 days after the effective date of this Act, to publish on the State's website, using credible information freely available to the public, a list of persons determined to be engaged in investment activities with Iran. It prohibits a person identified on the list from contracting with a local government and makes any contract entered into void. It provides that after the effective date of this Act, every bid or proposal made to a local government for goods or services, when competitive bidding is required, must contain the certification stated below, subscribed and affirmed by the bidder as true under the penalty of perjury. The Act allows the certification to be submitted electronically. It prohibits a bid from being considered or an award being made if the bidder does not provide the certification below to the local government, except under limited enumerated circumstances.

I certify, under penalty of perjury, that the following statement is true:

"By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to § 12-12-106."

Company Name: NSE AMATEUR GROUP LLC AKA CHATTAHOOCHEE RFD WORKS ACADEMY

Signature: [Handwritten Signature]

Print Name: ROBERT MANTO, MANAGER

Signature: _____

Print Name: _____

Signature: _____

Print Name: _____