

JUNE 29, 2021

# CHATTANOOGA FC ACADEMY

MARK HARRISON, BOARD PRESIDENT  
CHATTANOOGA FOOTBALL CLUB ACADEMY  
1306 CARTER STREET  
CHATTANOOGA, TENNESSEE 37402  
423-708-4625



# PROPOSAL RESPONSE

**T**he Chattanooga FC Academy proposes to operate all soccer fields at Camp Jordan Park at no cost to the City of East Ridge under a plan that includes guaranteed revenue to the City that exceeds its current budget. If full operation of the park is not of interest to the City, the Academy purposes to lease six fields at Camp Jordan Park (up from five in the current written agreement) for the purpose of operating soccer leagues and games benefitting the citizens across the community. Our vision is to enhance the partnership we have held with the City of East Ridge since 2014. With your support we can continue to help East Ridge be the gateway not only to Tennessee, but to the world's game.

This goal is a natural extension of the Academy's mission, which is to use soccer as a tool to build community and to strengthen relationships among all people. Soccer is the world's most popular sport because it is the world's most accessible sport, and we believe that continuing to give Chattanooga FC Academy access to the soccer fields at Camp Jordan Park will significantly improve the quality of life for the community.

Chattanooga Football Club was founded in 2009 and launched the Academy in 2012, with the cooperation of recreation associations across the area. Since that time, the club has brought more TSSA State Championships than any other soccer club and helped more student-athletes reach their dream of playing soccer in college than any other organization. Our club has the history, proven results, and is committed to continuing the work we have done together on making Camp Jordan a destination for soccer events.

## BACKGROUND

**History & Philosophy** - The official history of Chattanooga Football club dates back to 2009 with the Academy forming as a 501(c)(3) non-profit organization in 2012. However, the key leaders in our organization have been part of youth soccer in the Tennessee Valley for decades. Our philosophy is simply to build community through the world's game. That has been our vision statement from the beginning. Since 2014, CFC Academy has invested \$291,302.14 into Camp Jordan Park — likely making it the largest single direct investor into the park. This investment total includes \$42,339 in capital expenditures for equipment that was purchased by CFC Academy and made available for all groups who utilize the park.

**Governing Body** - We are governed by a board of directors representing multiple recreation soccer associates as well the Chattanooga Football Club. The diversity of our board of directors is our strength — they are committed to the greater good for all of youth soccer.

**Staff** - The front office staff is comprised of Jeremy Alumbaugh, managing director for Chattanooga Football Club, who provides leadership support to Steve Hirayama, Director of Coaching. Reporting to Hirayama are Travis Markum (Programming Director), Juan Hernandez (Senior Academy Director U13-U18), Scott Chapman (Junior Academy Director U9-U12), Rickie Powers (Junior Academy Assistant Director), Caleb Norman (Pre-Academy Director U7-U8), and Don Maples (Goalkeeper Director & Tournament Director). Serving the front office are Derrall Stalvey (Director of Communication/Operations), Kim McCroskey (Club Administrator), and Laura Catalanotto (Club Treasurer). We employ 40+ full-time and part-time staff and coaching positions who depend on Camp Jordan for work.

**Accomplishments** - Chattanooga Football Club has brought national attention to soccer in the Tennessee Valley. Even though the competitive landscape has changed recently, the club this community has known for more than a decade is now stronger — fiscally and organizationally — than ever before. As an Academy, we are helping players reach their dreams of playing soccer in college or even through a path to pro. We placed more than 50 players in college in just a five year period. During our current lease with Camp Jordan, CFC Academy has earned five State Championships, nearly 10 State Finalists, and an equal number of State Semifinalists. The club is a member of US Youth Soccer Association and Tennessee State Soccer Association. It is also an official partner of **The Sideline Project**, which is a national movement to improve sideline behavior in sports.



**Tournament Experience** - No organization in the Tennessee Valley has more experience operating and recruiting teams to soccer tournaments than Chattanooga FC Academy. The largest soccer events at Camp Jordan since 2016 were hosted by our organization. The last two years specifically have seen our greatest growth. Partnerships with clubs and state associations allows us to continue the success you have already experienced at Camp Jordan. These tournaments create significant economic

impact for the City of East Ridge because of the relationships and the name brand of CFC Academy. We have begun to draw clubs from at least 8 states and want to make these events become national destinations. The organization's last tournament in November 2020 generated a \$1,173,256 direct economic impact, according to the Chattanooga Sports Committee calculation. Additionally, this single event generated a \$791,776 indirect impact during the 3-day event. In the most recent three years, our tournaments have generated nearly \$5 million in economic impact for East Ridge and surrounding communities. We wish to host our annual RiverFest Classic tournament at Camp Jordan on November 12-14, 2021. This event is already sanctioned by US Youth Soccer and the Tennessee State Soccer Association but is waiting on reservation approval by East Ridge. ✓



**Vision of Soccer in East Ridge** - Our mission is to use soccer as a tool to build strong relationships – across age, race, creed and socio-economic status – for the greater good of East ridge. Worldwide, soccer builds community, shapes culture, develops talent and unites diverse peoples. Chattanooga FC does this through its professional Men’s team, its Women’s team (returning in 2022), its youth training programs, adult leagues, and well-established charitable programs like Chattanooga Sports Ministries, and Operation Get Active. We have the blueprint for these groups and will offer this outreach into East Ridge.

**Branding plan for East Ridge League & Tournaments** - We want to collaborate with the City to make sure any branding plans meet the goals of the City. We believe amplifying the “Camp Jordan Park” brand through our existing connections will be a significant advantage.

**Additional Comments** - Chattanooga FC Academy is a known commodity and a community asset that has paid all lease payments on time, fulfilled all lease obligations, always left the park better than it found it, cultivated relationships with your business community, and generally improved the quality of life for the citizens. We strongly encourage you to seek the input of your Parks & Rec staff to see how Chattanooga FC Academy performs as a partner.

## SCOPE OF SERVICES

Chattanooga FC Academy believes its history at Camp Jordan makes it the most qualified organization to provide soccer field utilization and programming services. We wish to work together with the City of East Ridge on future renovations.

## SERVICES

1. Chattanooga FC Academy offers to operate a competitive soccer league at Camp Jordan, including registration and officiating. We will do this through our existing Scenic City League event, which primarily attracts local teams and teams within a day's drive. In addition, we will make Camp Jordan the primary location for Tennessee State League games that are hosted by CFC Academy and other local clubs involved in State League. This will attract some of the state's best teams from Johnson City all the way to Memphis.
2. Chattanooga FC Academy is willing to operate a recreational soccer league for youth in the fall and the spring. We commit to keeping the participation fee at or below other recreation associations in the market to make sure it not cost-prohibitive for the citizens of East Ridge. Our proposed term will be for two years plus additional 1-year options. CFC Academy will only collect a small management fee per registration that covers our true costs. All other funding goes to the City of East Ridge.



3. Chattanooga FC Academy already operates an adult soccer league, Chattanooga Football League, with 600+ adults and 60+ teams. This league can utilize multiple fields at Camp Jordan on a regular basis. This is a league that already exists and has proven to be successful. It has 3 divisions with a promotion/relegation component.

4. As the current #1 soccer tournament provider for Camp Jordan and the City of East Ridge, we know this can continue at a level already experienced. However, we are in a growth phase as an organization and will share

the benefits of that growth with your local business community and citizens. Our proposal is to provide full operation of local, state, regional, and national tournaments. We commit to a payment of \$50 for every team that comes to our major fall and spring tournaments annually. That would have totaled approximately \$15,000 in additional revenue payment to the City for the 2020-21 year. This is in addition to any field lease payments.

5. Because we are a non-profit organization with history or service to the community, our volunteer outreach is second to none. We have an army of 300+ volunteers in our database who have made a binding commitment serve at Camp Jordan

and other parts of the soccer community for a total of 1,342 hours in the 2021-22 season. In addition, we will continue our practice of hosting coaching clinics and referee clinics at Camp Jordan that will be open to everyone, regardless of club affiliation.

## **COMPENSTATION**

Chattanooga FC Academy was offered the rental rate of \$20 per hour per field for the 2020-21 season. We would enjoy keeping that rate because it will allow us, as a non-profit, to do even more for the community. It was also a fair way to manage the cost of field closures when rain prevents Camp Jordan from opening. If the City is looking to return to a flat rate rental agreement, our proposal would be \$5,000 per field per year. We are requesting 6 fields for a total annual payment of at least \$30,000. We can utilize 7 on a regular basis if available or we could manage with only five if that become necessary.

## **CAPITAL IMPROVEMENT/PROJECT PARTNERSHIPS**

Chattanooga FC is willing to assist the City of East Ridge with capital improvements and project partnerships, not unlike it has already done during the life of this existing agreement. Many of the goals at Camp Jordan today were purchased by Chattanooga FC Academy as well as at least three \$10,000 zero turn mowers used to maintain the park. We are committed to at least \$50,000 over the life of the lease agreement to maintain and improve the park. We will coordinate with the City on how best to invest those funds.

## **SCHEDULING**

In recognition that Camp Jordan is a public park and state law prohibits exclusivity, Chattanooga FC Academy willingly commits to coordinate dates and times for games, training, and tournaments in a timely manner. It is not our request nor our intention to be the only competitive soccer organization at Camp Jordan. We want to co-exist with any organization in which the City chooses to partner. Bringing the community together is at the core of our beliefs. This park should be open to all — and we intend to be good neighbors in support of the sport we all love.

## **BRANDING**

When it comes to marketing designs and plans, it is important to collaborate with the City representatives so we know we're meeting the greater mission for the park. Once we are familiar with those goals, we can update our branding proposal. To be clear, this is Camp Jordan Park first and foremost. Our proposal will not include any sort of permanent branding that portrays this property as belonging to Chattanooga FC. It is the people's park. We would be the guest.

## OPERATING ENTITY

CFC Academy, if desired to serve as the operating entity, would prioritize community use, striving to make the fields available for recreational, league and tournament play for soccer and other sports, keeping field use fees reasonable and affordable. The field use fees and any other revenues generated on site will only serve to fund the personnel and upkeep of the facility and support community programs.

## CFC FAMILY

Chattanooga FC Academy is one entity that is part of the larger Chattanooga Football Club family. Our CFC Foundation operates Highland Park Commons, a 6-field turf facility, in the Highland Park neighborhood of Chattanooga. On average, 1,200 individuals use HPC each week and it has become a hub for the local community. Our larger organization has demonstrated a competence in running that facility and will carry that knowledge and compete once forward in any operation of a portion of Camp Jordan Park. Operation Get Active is another entity under our umbrella. OGA is a health initiative that uses the game of soccer to encourage the youth in Hamilton County to live active, healthy lifestyles. In 2018, the program served 1,850 children, and

employed 146 coaches operating in 41 schools and 21 YFD centers, including 1 center for those with disabilities. In 2019, the program grew to 2,250 kids, employing 165 coaches, and operating in 44 schools and 20 YFD centers, including 2 centers for those with disabilities. Since 2016, Operation Get Active has served over 5,500 youth participants ages 7-13, with a roughly equal mix of African American, Hispanic/Latino, White/Caucasian and Other ethnicities, in 44 schools, 21 YFD Centers, and two centers for those with



disabilities.

## NEEDS FOR 2021-22 SEASON

Chattanooga FC Academy continues to experience growth and can utilize as many as seven practice fields in the fall (August-November) and six fields in the spring (February-May) every Monday, Tuesday, and Thursday 5:30-8:30 p.m. This is based on actual registrations for 2021-22 plus a conservative estimate of additional players who join within the season. If there is a field shortage at Camp Jordan for any reason, we could make it work with just five fields because we want to demonstrate a spirit of cooperation and co-existence with other club(s).

## GROWING WITH EAST RIDGE

Chattanooga FC Academy is growing and we want to be part of Camp Jordan's growth. Our current registration number is approximately 550 players as of June 29. That is pacing 42% ahead of where we were this time last year. If we do not add a single new player after this month, we are already 21% above the end of last year. These names represent an actual player and family that is part of CFC Academy and depends on Camp Jordan to further their soccer dreams.

### We are CFC Academy

Will	Nick	Lexas	Enma	Hannah	Isabelle	Emma	Idris	Maya	Brayden	Hugh
Roman	Joshua	Maclane	Brayan	Miles	Braydin	Maddox	Brianna	Natalie	Summer	Spencer
Gavin	Drew	Madden	Luke	Sarah	Ella Day	Chloe	Randy	Georgia	Garrett	Aidan
Donnovan	Deen	Claire	Tyler	Zeshariah	Bradley	Charlie	Tallulah	Grey	Christian	Elizabeth
Miller	Jack	Daniel	Travis	Silas	Carly	Neyland	Braden	Nora	Aaden	Nathan
Jackson	Micah	Patrick	Lily	Giovani	Jensen	Ethan	Pierson	Eva	loley	Brogan
Robert Earl	benjamin	Japho	Jimmy	Mia	Alison	James	Andrew	Abraham	Christian	John
Luke	Landon	Truett	Gillen	Lily	Raniero	Zeke	Emmaline	Kadi	Adrian	George
Cora	Brayden	Maddox	Connor	Madelyn	Ellie	Noah	Reithvik Reddy	Kamryn	Madelyn	Dekeker
Madeline	Solomon	Isabel	John	Pryor	Jayde	Adrian	Seth	Cheyenne	Ellen	Denton
Sadie	Braddock	Ava	Jude	Ayanna	Abby	Gabi	Zoe	Cole	Anderw	MARCO
Cathryn	Levi	Micah	Brock	Elin	CJ	Keely	Andrew	Kathryn	Avery	Shefaan
Giovanni	Britton	Bryce	Eli	Gabriella	Kayden	Max	Graeme	Addison	James	Maria
Saylor	Connor	Colton	Lauren	Gavin	Rohan	Lilly	Hayden	Gabriel	elvis	Lilah
Jude	Brantley	Elena	Alexander	William	Gavin	Adrian	Tariq	Elizabeth	luke	Tori
Kennedy	Caroline	Emerson	Jax	Harun	Ravin	Stella	Khalil	Samuel	Carter	Alexys
Ansley	Colin	Graham	Tristan	Jayde	Cameron	Mia	Pierce	Nolan	Ella	Arnold
Nathan	Caleb	Austin	William	Valeria	Anna Grace	Janie	Reilly	William	Jasper	Alexandria
Harley	Luciana	Bailee	Ruby Kate	Cambrie	Amos	Lulu	Hayden	Madisyn	Madison	Richard
Emma	John	Graham	Isaiah	Alexander	Cameron	Seth	David	Callie	Christian	Brady
Emma	Mackenzie	Norah	Matzo	Katiana	Anthony	Isaac	Graham	Hailey	Katherine	Ethan
Caroline	Dylan	West	Nicolas	Naomi	Gracielee	Wesley	Eliza	Abigail	Dakota	Alexander
William	Andrew	Reid	Christopher	Heidi	Owen	Conor	Brian	Madison	Brandston	Enlee
Isabella	Pei-Ying	Caleb	Hudson	Abigail	James	Anna	Kaden	Caleb	Jackson	Zachary
Ava	Colette	Alon	Ruth	Edie	Taylor	Eric	Nolan	Uriel	Ryan	Micah
Kaidence	Mila	Nolan	Naomi	Cayden	Mckenzie	Cayden	Kanden	Samuel	John	Justice
Davis	Benjamin	Edwin	Sasha	Kade	Eleanor	Mae	Geovanny	Cora	Joshua	William
Eden	Oliver	Gavyn	Savannah	Caleb	Joseph	Whitaker	Aremie	Emma	Jarol	Charlotte
Ava	Ryan	Garik	Ethan	Evra	Mohammad	Sebastian	Autumn	Henry	Emilio	Parkeer
Emerson	Rhea	Emily	Anabelle	Cannon	Lili Kay	Brady	Shrish	Justin	Aubrey	Mohamed
Harper	Esha	Wesley	Nathan	Jaxon	Gavin	Aubrey	Pablo	Ben	Lily	Jim
Ian	Nathan	Ella	Bryce	Alexander	Carter	Connor	Drew	Emma	Mary	Gabrielle
Blakely	Paige	Ronald	Braden	Josiah	Eli	Thomas	John	Emi	Hallie	Jonathan
Rafael	Addison	Macey	Everett	Ellijah	Jonah	Joshua	Trey	Sophia	Addie	Cohen
Rose	Charlie	Caden	Catherine	Samuel	Diego	William	Ellie	Christopher	Serena	Will
Asher	Townes	Sammy Yair	Jaeden	Olivier	Alexander	Carston	Daniel	Abbigail	Elliot	Ben
Cason	Stella	Evelyn	David	Joshua	Rachel	Kloe	Andrew	Caroline	Ann	Asher
Kinsley	Isabel	Luke	Axel	Samuel	Ian	Maggie	Jackson	Daniel	Joshua	Tahereh
Amelia	Elia	Aiden	Alayah	Noah	Paxton	Charles	Malhar	Heidi	Nicholas	Matthew
Anthony	Tristan	Grace	Madeline	Micah	Samuel	Ella Kate	Elijah	Daniel	Nathaniel	Camden
Madison	Daniel	Emma	Sagan	Bess	Zach	Sam	Addison	Cameron	Deborah	Aerie
Aroher	Samuel	Leonard	MAKenna	Isaac	Catie	Michael	Matthew	Kate	Esther	Jackson
Owen	Hattie	David	Elijah	Ethan	Ira	Lauren	Antonio	Abel	Evan	Saul
Fabian	Collin	Annabeth	Zoan	Claire	Amelia	Abigail	Johnny	Braden	Jonathan	Jose
Noah	Boden	Brandon	Victoria	Emilie	Christian	Ava	Luke	Brooks	Ambilio	Victor
Cortland	Maeve	Thatcher	Jiji	Kai	Ahmed	Luke	Jackson	Talan	Alex	Juan
Porter	Ridge	Mathilda	David	Cooper	Matthew	John	Braulio	Rebecca	Jastyn	Franklin
Jackson	Graham	Max	Quinn	Maximo	Andrew	Savanna	Murphy	Olivia	John	
Krew	Oliver	Larkin	Neizan Yeudiel	Annabelle	Ella Kate	Anne	Eleanor	Allie	Iker	
Daniel	Levi	Hudson	Emelia	Ryleigh	Colin Jangwoon	Ella Claire	Helen	Morgan	Sara	

## BUSINESS COMMUNITY SUPPORT

Chattanooga FC Academy has enjoyed several years of support from the East Ridge business community. Our best years have been in the last 2-3 years as our organization and the area near Camp Jordan has grown. We are proud to conclude this RFP with economic impact statements from the Chattanooga Sports Committee as well as a sampling of endorsements from local business leaders who depend on CFC Academy's presence at Camp Jordan.





CFC Academy would utilize Fields 1-3 for ages U13-U18 ages and Fields 4-6 for U7-U12 ages. Remaining fields plus any new fields to be developed would be utilized for other programming or other soccer club(s). Nothing in this proposal prevents the City from honoring reservation requests from other entities. We are able to plan large events with several months' notice. During the RiverFest Classic tournament in November and the Spring tournament in March, we would utilize all soccer fields and possibly some baseball outfields to accommodate these major events.

New fields are for illustration purposes only and may not be the final layout

# CFC ACADEMY + CAMP JORDAN



*CFC Academy has called Camp Jordan its home since 2014. Whether it is through economic impact partnerships, capital investments into the park, or free soccer clinics to the youth of East Ridge, our non-profit soccer club is committed to serving your community. CFC Academy is proud to continue to grow as Camp Jordan grows.*

## INVESTMENT TO CAMP JORDAN

CFC Academy has invested \$291,302.14 into the park since 2014, including \$42,339 in capital expenditures for equipment that was purchased and made available for all groups who utilize the park.



## RIVERFEST CLASSIC TOURNAMENT

CFC Academy hosts the park's #1 soccer event of the year. With nearly 200 teams from 8 states, this annual tournament in November is responsible for nearly \$5 million in economic impact in the last 3 years. The 2020 event alone resulted in a \$1,173,256 direct economic impact and a \$791,776 indirect impact during the 3-day event.

## SHAMROCK CUP TOURNAMENT

The annual tournament in March creates an estimated impact of \$730,500 with more than 100 teams from Nashville, Knoxville, Kingsport, Huntsville, Atlanta, and locally competing in the 2-day event.



## ECONOMIC IMPACT OF TRAINING

CFC Academy Practice sessions create an estimated 2,300 round-trip vehicle passes through the Jordan Crossing. Hundreds of families visit drive-thru restaurants, stores, and gas stations each week. For many families who live elsewhere in Hamilton County, soccer practice creates their only trip to East Ridge every week.

## NON-TOURNAMENT GAMES

CFC Academy hosts, on average, 300 non-tournament games per year at Camp Jordan. These games attract at least 20,000 visitors and approximately half of the opponents travel at least 100 miles. Relying on a 2008 study by Marquette University, it is estimated these games generate at least \$560,000 in direct spending annually.



**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).

see attachment

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- Annual Funding for Equipment \$ at least \$10,000

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

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

see attachment

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Contractor (legal name): CF Academy, Inc. DBA Chattanooga FC Academy

Name: Mark Harrison Title: Board President

Signature: Mark C. Harrison Date: June 29, 2021

Telephone Number:                    Fax Number: n/a

Address: 1306 Carter Street Chattanooga, TN 37402

Email:   

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



June 29, 2021

Chris Dorsey  
City Manager  
1517 Tombras Avenue  
East Ridge, TN 37412

Re: RFP for Camp Jordan

Dear Mr. Dorsey:

Please accept this letter as my unwavering support for the CFC Academy in the East Ridge community. We operate the Fairfield Inn and Suites by Marriott off Mack Smith Road, and affiliated with the Best Western Plus, Quality Inn, Holiday Inn Express, and Motel 6. The CFC has always been and continues to be a positive pillar for the region. They provide our businesses with exposure to thousands of fans, players, and families. More specifically the CFC Academy provides exposure to players and their families who participate in their very large tournaments. If CFC Academy were no longer present at Camp Jordan, there would be detrimental impacts to all of our businesses as well as the other businesses adjacent to Camp Jordan.

We believe there is room for many sports groups at the Camp Jordan complex including CFC and the Red Wolves. It is also our understanding that participation in CFC Academy's registrations is already outpacing prior years, which bodes well for East Ridge and businesses based in East Ridge.

Please give the CFC Academy every opportunity to remain in East Ridge and approve their RFP when it is presented to the respective city officials.

Sincerely,

A blue ink handwritten signature, appearing to read 'Hiren Desai', with a long horizontal flourish extending to the right.

Hiren Desai  
Chief Executive Officer





June 28, 2021

Dear East Ridge City Council:

On almost a daily basis I play soccer with Americans, Africans, African-Americans, Hispanic, Russians, French etc. All of my friends and I take great pride in the fact that we all come together because of this beautiful games. I've made life long friends and even business partners that I would not have had because of this game.

Just a month ago we we hosted Jeremey McIntyre and the entire East Ridge HS team (see photo) at our location on Camp Jordan Parkway. Jeremey and I had a lot of conversations and in one of them he mentioned how it still amazes him how diverse his team is even after all of these years of coaching. It's hard for those that aren't directly involved in this game to appreciate the diversity of the world's most popular sport.

If it was not for Camp Jordan and traffic brought their by the many sports events held there throughout the year we would not opened our sixth Chattanooga location there.

So now I am completely dumbfounded when I hear the City would even consider not allowing CFC Academy to continue its practices and games at Camp Jordan after this year. Hundreds of children chose CFC Academy because it is CFC Academy. They probably love their club and most of them have no interest in playing for another club. So without CFC Academy at Camp Jordan, my business stands to lose.

This sport is known around the world for bringing people together. I can't understand why doing anything to potentially harm a well-established youth academy that has been associated hand in hand with East Ridge and Camp Jordan for years is good business or good ethics for anyone. Why not embrace the new club without doing so at the expense of CFC Academy? As a business we have partnered with both CFC and the Red Wolves. I know you can find a way to let both clubs co-exist at this public park without showing favoritism to one or the other. As a business owner I'd be very disappointed to see you do anything to reduce CFC Academy's presence at Camp Jordan.

Please stand up and support CFC Academy's request to remain at Camp Jordan. There is a middle ground here.

Sincerely,  
Milan Patel  
Co-Founder





To Whom It May Concern,

I just want to inform you of the economic impacts that all sports and activities have on our business when there are activities at Camp Jordan. Soccer, baseball, softball, lacrosse, events at the arena and various other activities being in the park increase our sales substantially.

Families and teams alike return time and time again to our restaurant as they go to the park. Whether they are coming or going to practice, games or a big weekend tournament. Our desire is that the fields and facilities are utilized to their maximum capacity.

CFC has been a big part of this positive impact.

Thanks,  
Heath Kyle  
Owner/Operator  
Chick-fil-A East Ridge



June 22, 2021

East Ridge City Council  
1517 Tombras Avenue  
East Ridge, TN 37412

RE: Letter of Recommendation for Chattanooga FC Academy

Dear City of East Ridge,

Chattanooga FC Academy is a vital part of our local East Ridge business community. We, Buddy's of East Ridge LLC, are hopeful they will continue to be a long-term tenant at Camp Jordan.

Our proximity to the park lets us serve the many families and coaches that participate in their programming. CFC Academy sends 2,300 roundtrip vehicles past our front door weekly.

Therefore, we can recognize first-hand the positive economic and social impact that the soccer club creates. We see it in their supporter's smiling faces and sweaty jersey's. We value their business and want to help it grow for many years to come.

CFC Academy significantly helps local restaurants thrive and that is why we fully support their efforts to continue to call Camp Jordan home.

Sincerely,

Deanne Dawes  
Buddy's bar-q