

Frequently Asked Questions—Soccer Stadium Feasibility Study

1. What is the purpose of the study?

This study provides an expert analysis of relevant data so that government leaders, Louisville City FC ownership (“LCFC”) and citizens of the City can make an informed decision on whether to pursue construction of a soccer-specific stadium.

2. Does the study make specific recommendations?

The study contains factual conclusions that can lead to certain decision points. However, there are two sides to every positive and negative aspect about the data compiled. The study should be read as a comprehensive document and readers should not focus solely on one or two aspects, whether positive or negative.

3. Why is the site selection analysis omitted?

When a governmental entity may be in the market to acquire property, it can withhold documents/information that disclose the potential location for the obvious reason that the proliferation of that information likely would lead to land speculation that could ultimately cost the City (and ultimately the taxpayers) more money if it was public knowledge that a site(s) was desired over others. The same factors come into play when a government is acquiring land for a road/transportation project.

4. Has the City decided to participate in building a soccer-specific stadium?

No. The decision to build a soccer-specific stadium will require much more dialogue and public discussion with partners such as the Metro Council, LCFC and the public at-large. This is the first step in the process to make that decision. Portions of this study, particularly Section 8, engage in a hypothetical example of funding the construction of a stadium utilizing the City as the principal financier of said stadium. This funding structure has NOT been approved in any way and was merely a method for the consultant to construct a hypothetical funding structure using tax-exempt bonds. The easiest way to perform that hypothetical was to use the City as the principal financier.

5. How will the stadium be funded if built?

The models run in this study envision a public/private partnership with varying contribution percentages. The ultimate contribution levels will not be determined until a final deal is agreed to between the franchise ownership and the City. The Fischer administration desires that there be significant private sector contribution before the City commits to any portion of funding. Any City financial commitment will require Metro Council approval.

6. Do we have a chance at landing a MLS franchise at some point in the future?

Yes. Securing a franchise will not be easy and this study details some of the City's challenges. However, we have a successful USL team, and our City is experiencing many positive trends that will better position us for a team. There are many, many factors that will be a part of this analysis, too many to discuss here. Clearly though, to be in a position to land a MLS franchise, we will have to build a soccer specific stadium and attract an expanded ownership group/individual who will be willing to spend millions of dollars on this effort. If those two items are in place, our chances increase dramatically.

7. Why do we need a soccer-specific stadium?

Two reasons. First, the USL has stated that all teams must be in a soccer-specific stadium by 2020 to obtain/retain their franchise. Second, MLS has indicated that a soccer-specific stadium is necessary in order for a city to be favorably considered for an expansion team.

8. Does the City agree that siting the stadium in or around the downtown urban core enhance the market potential for professional soccer in the City?

Yes, we agree, because both USL and MLS prefer downtown sites.

9. Has the City seen or had access to the prototype 10,000 seat USL stadium referenced in the study?

The City has neither seen nor had access to the prototype. In December 2015, USL contracted with HOK, who has designed several current USL stadiums, to design a prototype 10,000 seat stadium. That prototype has yet to be publicly released.