



TENNESSEE
SOCCER ACADEMY
MID SOUTH
US YOUTH SOCCER
TN

DEVELOP. INSPIRE. BELONG.

Tennessee Soccer Academy Programming Proposal
In Partnership with the City of Oakland



Overview

Tennessee Soccer Academy (TSA) is committed to inspiring players and their love for the game through a positive, player-centered environment that fosters growth on and off the field. Guided by integrity, inclusion, empathy, and community, TSA strives to create a culture where every player and family feels valued and connected. We believe that soccer is more than just a sport—it's a vehicle to teach teamwork, resilience, discipline, and leadership. Our dedicated leadership team is committed to advancing both player development and the broader soccer community across the region through innovative programs and a shared passion for the game.

Our Purpose

"Inspiring players and their love for the game."

Our Mission

"To inspire the next generation of athletes through expert coaching, an unparalleled leadership team, and a focus on true personal and player development."

Our Core Values

Integrity Do the right thing, on and off the field. **Inclusion** Every player and family belongs, regardless of background. **Empathy** Lead with understanding, kindness, and compassion. **Community** Build meaningful connections that strengthen players and families.



TENNESSEE
SOCCER ACADEMY

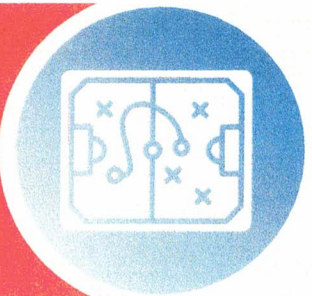


Benefits of Playing with TSA



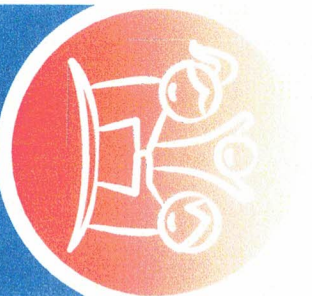
Player Development Pathway

A dynamic, professionally designed player pathway from U4 to U19—built to inspire, challenge, and develop every athlete at every stage. From first touches in the grassroots game to the demands of elite competition, our curriculum evolves with each player, unlocking their full potential along the way.



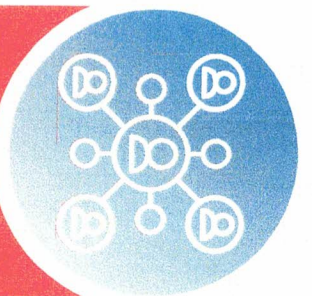
Professional Licensed Coaching Staff

U.S. Soccer—licensed, professionally trained coaches who implement proven, age-appropriate training models—ensuring every session is tailored to a player's stage of development. Our approach builds confidence, sharpens technical ability, and supports long-term growth, all while keeping the game engaging, challenging, and fun.



Positive Player & Family Environment

A strong emphasis on fun, teamwork, and sportsmanship—creating a positive, player-centered environment where kids can thrive. We uphold a zero-tolerance standard for abuse or harassment, ensuring every player, coach, and family experiences the game in a safe, respectful, and supportive atmosphere.



Connected Through Community

Meaningful opportunities for players and families to connect beyond the field—through community events, local partnerships, sponsorships, and volunteer initiatives. We believe in building more than players; we're building a strong, connected community around the game.



Positive & Supportive Club Culture

A steadfast commitment to integrity, inclusion, empathy, and community—shaping a culture where every player and family feels genuinely valued and supported. We strive to create an environment that not only develops athletes, but builds confident individuals, fosters meaningful connections, and empowers everyone to thrive both on and off the field.

Player Development Pathway

At Tennessee Soccer Academy, our Player Development Curriculum is built on a long-term vision centered around growth, confidence, and a genuine love for the game. Guided by our core values of Integrity, Inclusion, Empathy, and Community, we provide a structured yet supportive environment where players are inspired to learn, compete, and thrive. Through expert coaching, intentional mentorship, and a clearly defined, age-appropriate curriculum, we focus on developing not just better players—but better people.

01

Long-Term Development Philosophy

We believe player development is a journey, not a race. Our approach emphasizes long-term growth over short-term results, ensuring each player progresses at the right pace for their stage of development. By creating a positive and encouraging environment, we help players build confidence, stay engaged, and develop a lasting passion for the game while reaching their full potential.

02

Whole Player Development

Our curriculum is grounded in the four pillars of development outlined by U.S. Soccer: Technical, Tactical, Physical, and Psychosocial. This holistic approach ensures players are not only improving their skills on the ball, but also growing in decision-making, athleticism, confidence, and teamwork. We are committed to developing well-rounded individuals who are prepared for challenges both on and off the field.

03

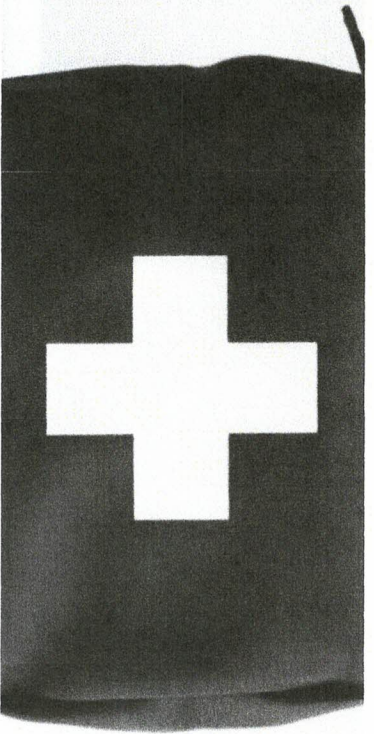
Intentional Coaching & Training Environment

Every training session at TSA is designed with purpose. Our licensed coaching staff—along with our trained recreational volunteer coaches—deliver age-appropriate curriculum to ensure consistency across all levels of the club. Each session is engaging and developmentally appropriate, challenging players while keeping the game fun and inspiring. We prioritize consistency, positivity, and creativity—encouraging players to think, solve problems, and express themselves. Through this intentional environment, players develop into confident athletes, supportive teammates, and emerging leaders.





Staff Requirements and Player Safety



At Tennessee Soccer Academy, the safety, well-being, and development of every player is our top priority. We are committed to maintaining the highest standards across our coaching staff by ensuring proper education, certification, and accountability at every level of the club. Through these standards, we create a safe, positive, and professional environment where players and families can trust the experience.



01

Coaching Qualifications & Development

Our competitive coaching staff is required to hold U.S. Soccer-certified licenses, ensuring they are equipped with the knowledge and expertise to deliver high-level, age-appropriate training. Recreational volunteer coaches play a vital role in our grassroots program and are required to attend TSA-provided coaching courses. All coaches—both competitive and recreational—are guided by the Academy's curriculum, creating a consistent developmental experience for every player across the club. Volunteer coaches are also supported and overseen by our Recreational Director to ensure guidance, alignment, and continued growth.

02

Safety Education & Compliance

Every TSA coach is required to complete U.S. Soccer SafeSport training and safety certifications. This includes education in Abuse Awareness, Concussion Protocol, and Cardiac Arrest preparedness, along with successfully passing a background check. These requirements are in place to protect our players and ensure that all coaches are fully prepared to provide a safe and secure environment on and off the field.

03

Standards of Conduct & Accountability

All coaches are held to the TSA Code of Conduct, which reflects our core values of Integrity, Inclusion, Empathy, and Community. Coaches are expected to model professionalism, respect, and positive behavior at all times—creating an environment that supports player development and fosters trust with families. Accountability to these standards ensures a consistent, respectful, and player-centered culture throughout the Academy.

Programming Offered

Tennessee Soccer Academy (TSA) is committed to delivering a professionally managed, comprehensive soccer program in partnership with the City of Oakland. Our model is built on operational excellence, player-centered development, and strong community engagement—while also generating meaningful economic impact for the city. TSA will oversee all aspects of programming, including registration, fee management, recruitment and oversight of coaches and referees, scheduling, Certificates of Insurance (COIs) for all facilities, and membership communications. Player, coach, and referee liability coverage will be secured through our state governing body, Tennessee State Soccer Association (TSSA). All participants will be registered through TSSA, providing access to benefits such as secondary health insurance, state programming, and partner discounts.

In partnership with TSA, the City of Oakland will provide safe, properly maintained and lined fields with anchored goals. The City will also promote TSA as the exclusive provider for soccer programming within Oakland, actively supporting participation through its official communication channels, including social media, email outreach, event promotion, and marketing materials.

TSA will contribute financially through an agreed-upon per-player seasonal fee based on program level, as well as event-based fees for supplemental programming. Beyond direct fees, TSA programming will drive increased usage of city facilities, attract visiting teams and families, and create additional revenue opportunities for local businesses.

Scheduling priorities will be structured to best serve the community in the following order: Youth Recreational, TOP Soccer, Youth Competitive, Hosting Competitive Games/Events, Camps & Clinics, and Adult Recreational.

Tennessee Soccer Academy (TSA) is proudly affiliated and holds strategic partnerships with US Youth Soccer (USYS), US Club Soccer, United Soccer Coaches, Adidas, Tennessee State Soccer Association (TSSA), Campbell Clinic Orthopaedics, Praxis Sports, TeamSnap, Trace, Dick's Sporting Goods, and Soccer.com. These affiliations and partnerships reinforce TSA's commitment to providing a professional, well-supported, and high-quality soccer experience for all players and families.



Youth Recreational Programming (4U–15U Ages)

TSA will deliver a complete Youth Recreational program offered during both Fall and Spring seasons, designed to provide a fun, safe, and developmentally appropriate introduction to the game. The program will include organized league play, trained volunteer coaches supported by TSA staff, and free seasonal skills clinics to enhance player development. TSA will oversee all operations including registration, fee collection, coach recruitment and education, referee assignment, scheduling, COIs, and communication. This program will drive consistent seasonal participation, increasing park utilization and generating steady per-player revenue for the City while fostering long-term community engagement in Oakland.

Youth Competitive Programming (7U–19U Ages)

TSA's Youth Competitive program will provide a full-season, academy-style environment running from Fall through Spring, focused on long-term player development. Players will train under a structured, age-appropriate curriculum that includes weekly team training, specialized skills sessions, goalkeeper training, speed and agility development, and Game Day IQ education. TSA will manage all aspects including professional coach hiring, referee assignment, scheduling, and exclusive supplemental training opportunities. Additionally, TSA can host and operate a local competitive league. This program could significantly increase facility usage throughout the year and attract teams from surrounding areas, generating additional revenue through league play, visitor spending, and extended field use.

Youth Special Needs Programming (4U–19U Ages)

In partnership with US Youth Soccer (TOPSoccer), TSA will offer a 6–8 week TOPSoccer program aligned with the recreational season. This program is designed to provide children with special needs a structured, inclusive, and positive soccer experience led by trained TSA staff and volunteers. While community-focused at its core, this program enhances Oakland's reputation as an inclusive and family-centered city, strengthening community value and long-term participation across all programs.

Adult Recreational Programming (19+ Ages)

TSA will provide a well-organized Adult Recreational league during the summer season, offering opportunities for continued participation and community engagement. TSA will oversee all operational aspects including registration, scheduling, referee assignment, COIs, and communication. This program will activate facilities during off-peak youth seasons, creating an additional revenue stream for the City while increasing overall field utilization and community involvement.



Summer & Winter Leagues, Camps, & Clinics

TSA will deliver year-round supplemental programming to support player development and maximize facility usage. This includes outdoor summer leagues for ages 7U–19U, winter FUTSAL leagues for ages 7U–19U utilizing City-provided indoor facilities, and professionally led summer camps. Recreational players will benefit from free seasonal skills clinics, while additional advanced training opportunities will be offered. These programs will generate additional seasonal revenue for the City, activate facilities during non-traditional seasons, and attract participants from outside the immediate area, further contributing to local economic activity.

Tournaments & Events

TSA will organize and host sanctioned tournaments and community events that bring teams, families, and visitors into the area. TSA will oversee all aspects including promotion, registration, scheduling, and event execution in partnership with the City. These events will serve as a major economic driver, generating hotel stays, restaurant traffic, and local spending while also producing direct revenue through event fees and facility usage.

Hosting Competitive Games & Events

TSA will facilitate the hosting of State League matches, local competitive fixtures, and Olympic Development Program (ODP) events. TSA will manage scheduling, referee assigning, fees, and COIs. By positioning Oakland as a host site for high-level competition, these events will bring consistent outside traffic into the city, increasing economic impact through visiting teams and extended stays.

Coaching Education

TSA is committed to elevating coaching standards within the community by hosting U.S. Soccer coaching education courses. These courses will attract coaches from across the region, bringing additional visitors into the area while strengthening the overall quality of soccer within the community. This investment in education supports long-term program growth and sustainability.

Through this partnership, TSA will not only deliver a high-quality, professionally operated soccer program, but also create sustainable financial impact for the City of Oakland through increased participation, expanded programming, and regional event attraction—positioning Oakland as a premier soccer destination in the Mid-South area.



Our Partnership & Growing the Game

Tennessee Soccer Academy has an established history of providing high-quality soccer programming across the Mid-South, including strong partnerships with the City of Arlington, City of Lakeland, and most recently the City of Atoka. Building on this proven success, TSA is excited to bring our programming to our newest partner, the City of Oakland.

Our approach is rooted in professionalism, player development, and meaningful community impact. We focus on growing participation across all age groups, increasing community engagement and visibility, and delivering consistent financial returns through expanded programming and year-round facility usage.

As we launch in Oakland, our vision is to establish a sustainable, high-quality soccer environment that serves players of all levels while maximizing facility usage and economic impact. Through leagues, tournaments, camps, and events, TSA is committed to generating increased revenue not only for the City of Oakland, but also for local businesses through hotel stays, shopping, dining, and community involvement.

Guided by our core values of Integrity, Inclusion, Empathy, and Community, we look forward to building a strong, long-term partnership with the City of Oakland and positioning it as a premier soccer destination in the Mid-South. Tennessee Soccer Academy remains committed to leading with excellence, innovation, and integrity as we continue to expand our impact across the communities we serve.

OAKLAND FIELDS — PARTNERSHIP OPPORTUNITY



10X MORE REVENUE with TSA vs. without

| | | |
|---|----|--|
| <p style="text-align: center;">WITH TSA</p> <p style="text-align: center;">\$66,693 / year</p> <p style="text-align: center;">Same Rec + Everything Below Same \$6,250 — TSA runs it for you</p> <ul style="list-style-type: none"> Rec program (TSA runs it) \$6,250 State league games (50%) \$6,000 Tournament — 40 teams (20%) \$5,200 Concessions — city runs, 100% \$27,600 Parking — city runs, 100% \$10,400 Hotel/motel tax \$9,462 Sales tax from visitors \$1,681 Camp permit fee \$100 <p style="text-align: center;"><i>* TSA is registered with USYS / TN State Soccer Association and can host sanctioned events</i></p> | VS | <p style="text-align: center;">WITHOUT TSA</p> <p style="text-align: center;">\$6,250 / year</p> <p style="text-align: center;">Rec Program Only 250 kids x \$25 profit per kid</p> <ul style="list-style-type: none"> No state league games No tournaments No concession revenue No parking revenue No out-of-town visitors No hotel nights generated City runs all operations Cannot host sanctioned events * <p style="text-align: center;"><i>* Municipality cannot register with USYS / TN State Soccer Association</i></p> |
|---|----|--|

WHERE THE NUMBERS COME FROM

STATE LEAGUE GAMES TOURNAMENT CONCESSIONS (CITY RUNS, 100%) PARKING (CITY RUNS) + HOTEL + REC

| | | | |
|--|--|--|--|
| <p>4 games/wk x 20 wks = 80</p> <p>\$150/game x 50% Oakland = \$6,000 / year</p> <p>Only possible with TSA — municipalities cannot apply to host state league games</p> <p>Requires TSA affiliation as we</p> <p>1,560 visitors in 1 weekend</p> <p>Oakland keeps 20% = \$5,200 / year</p> <p>40 teams x \$650 = \$26,000</p> <p>Tournament: 40x13x3 people x \$10 = \$15,600</p> <p>Rec league (8 Saturdays): 250 families x \$6 x 8 = \$12,000</p> <p>= \$27,600 / year</p> <p>City runs it. Oakland keeps every dollar.</p> | <p>4 games/wk x 20 wks = 80</p> <p>\$150/game x 50% Oakland = \$6,000 / year</p> <p>Only possible with TSA — municipalities cannot apply to host state league games</p> <p>Requires TSA affiliation as we</p> <p>1,560 visitors in 1 weekend</p> <p>Oakland keeps 20% = \$5,200 / year</p> <p>40 teams x \$650 = \$26,000</p> <p>Tournament: 40x13x3 people x \$10 = \$15,600</p> <p>Rec league (8 Saturdays): 250 families x \$6 x 8 = \$12,000</p> <p>= \$27,600 / year</p> <p>City runs it. Oakland keeps every dollar.</p> | <p>4 games/wk x 20 wks = 80</p> <p>\$150/game x 50% Oakland = \$6,000 / year</p> <p>Only possible with TSA — municipalities cannot apply to host state league games</p> <p>Requires TSA affiliation as we</p> <p>1,560 visitors in 1 weekend</p> <p>Oakland keeps 20% = \$5,200 / year</p> <p>40 teams x \$650 = \$26,000</p> <p>Tournament: 40x13x3 people x \$10 = \$15,600</p> <p>Rec league (8 Saturdays): 250 families x \$6 x 8 = \$12,000</p> <p>= \$27,600 / year</p> <p>City runs it. Oakland keeps every dollar.</p> | <p>4 games/wk x 20 wks = 80</p> <p>\$150/game x 50% Oakland = \$6,000 / year</p> <p>Only possible with TSA — municipalities cannot apply to host state league games</p> <p>Requires TSA affiliation as we</p> <p>1,560 visitors in 1 weekend</p> <p>Oakland keeps 20% = \$5,200 / year</p> <p>40 teams x \$650 = \$26,000</p> <p>Tournament: 40x13x3 people x \$10 = \$15,600</p> <p>Rec league (8 Saturdays): 250 families x \$6 x 8 = \$12,000</p> <p>= \$27,600 / year</p> <p>City runs it. Oakland keeps every dollar.</p> |
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|--|--|--|--|

Your fields are a cost center today. With TSA, they become a revenue-producing asset.

| League parking: | | 13 | \$5,200 |
|--|-----------|-------|----------|
| League: families per game | | | |
| League parking revenue | | | |
| Tournament parking: | | | |
| Tournament: families total | | 520 | |
| Tournament days | | 2 | \$5,200 |
| Tournament parking revenue | | | \$10,400 |
| H. HOTEL & VISITOR SPENDING (ECONOMIC IMPACT) | | | |
| League visitors / year | | 3,120 | |
| Tournament visitors / year | | 1,560 | |
| Camp visitors / year | | 300 | |
| Total visitors / year | | 4,980 | |
| % visitors needing hotel | 40% | | |
| Hotel rate per night (\$) | \$95 | | |
| Avg nights per stay | 1 | | |
| Hotel/motel tax rate (%) | 5% | | |
| Room-nights / year | 1,992 | | |
| Gross hotel revenue | \$189,240 | | |
| Hotel tax collected | \$9,462 | | |
| Avg visitor spending locally (\$) | \$15 | | |
| Food, gas, retail per visit | | | |
| Total local spending / year | \$74,700 | | |
| Local sales tax rate (%) | 2% | | |
| Sales tax collected | \$1,681 | | |
| I. ANNUAL GROWTH (YEARS 2-5) | | | |
| Year 2 growth | 5% | | |
| Year 3 growth | 10% | | |
| Year 4 growth | 10% | | |
| Year 5 growth | 10% | | |

CITY OF OAKLAND — REVENUE COMPARISON

What Oakland earns WITHOUT TSA vs. WITH TSA as an operating partner.

| SCENARIO 1: OAKLAND WITHOUT TSA | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--------------------------------------|----------------|----------------|----------------|----------------|----------------|
| Rec program profit (250 kids x \$25) | \$6,250 | \$6,250 | \$6,250 | \$6,250 | \$6,250 |
| State league games | \$0 | \$0 | \$0 | \$0 | \$0 |
| Tournaments | \$0 | \$0 | \$0 | \$0 | \$0 |
| Camps / events | \$0 | \$0 | \$0 | \$0 | \$0 |
| Concessions | \$0 | \$0 | \$0 | \$0 | \$0 |
| Parking | \$0 | \$0 | \$0 | \$0 | \$0 |
| Hotel/motel tax | \$0 | \$0 | \$0 | \$0 | \$0 |
| Local sales tax | \$0 | \$0 | \$0 | \$0 | \$0 |
| TOTAL: OAKLAND WITHOUT TSA | \$6,250 | \$6,250 | \$6,250 | \$6,250 | \$6,250 |

No league games, no tournaments, no concessions, no visitor spending.
Municipality cannot register with USYS or TN State Soccer Association.

| SCENARIO 2: OAKLAND WITH TSA PARTNERSHIP | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|--------|--------|--------|--------|--------|
|--|--------|--------|--------|--------|--------|

Growth rate

| | | | | | |
|--|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| A. REC PROGRAM (same profit, zero work) Rec program (TSA pays \$25/player) | \$6,250 | \$6,563 | \$7,219 | \$7,941 | \$8,735 |
| B. NEW REVENUE (only possible with TSA) State league games (50% share) Tournament (20% share) Camp permit fee | \$6,000 \$5,200 \$100 | \$6,300 \$5,460 \$100 | \$6,930 \$6,006 \$100 | \$7,623 \$6,607 \$100 | \$8,385 \$7,267 \$100 |
| C. CONCESSIONS + PARKING (City runs. City keeps 100%) Concessions (tournaments + rec league) Parking | \$27,600 \$10,400 | \$28,980 \$10,920 | \$31,878 \$12,012 | \$35,066 \$13,213 | \$38,572 \$14,535 |
| D. TAX REVENUE FROM VISITORS Hotel/motel tax Local sales tax | \$9,462 \$1,681 | \$9,935 \$1,765 | \$10,929 \$1,941 | \$12,021 \$2,135 | \$13,224 \$2,349 |
| TOTAL: OAKLAND WITH TSA | \$66,693 | \$70,022 | \$77,015 | \$84,706 | \$93,167 |
| CUMULATIVE WITH TSA | \$66,693 | \$136,715 | \$213,730 | \$298,436 | \$391,603 |

| THE BOTTOM LINE | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|-----------------|--------|--------|--------|--------|--------|
|-----------------|--------|--------|--------|--------|--------|

| | | | | | |
|-----------------------------|----------|----------|----------|----------|----------|
| Oakland WITHOUT TSA | \$6,250 | \$6,250 | \$6,250 | \$6,250 | \$6,250 |
| Oakland WITH TSA | \$66,693 | \$70,022 | \$77,015 | \$84,706 | \$93,167 |
| ADDITIONAL REVENUE FROM TSA | \$60,443 | \$63,772 | \$70,765 | \$78,456 | \$86,917 |
| REVENUE MULTIPLIER | 10.7x | 11.2x | 12.3x | 13.6x | 14.9x |

| KEY METRICS (WITH TSA) | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------------------------|----------|----------|----------|----------|-----------|
| Total visitors to Oakland | 4,980 | 5,229 | 5,752 | 6,327 | 6,960 |
| Hotel room-nights | 1,992 | 2,092 | 2,301 | 2,531 | 2,784 |
| Local business spending | \$74,700 | \$78,435 | \$86,279 | \$94,906 | \$104,397 |

Does not include sponsorships or additional programming (all future upside).

EXECUTIVE SUMMARY

OAKLAND'S CURRENT CEILING

250-player rec program generating ~\$6,250/year in profit

Fields sit underutilized outside of rec games

No sanctioned league games, no tournaments, no camps

Zero out-of-town visitors attracted to Oakland

Zero hotel demand, zero restaurant traffic boost

City bears full cost of operations, scheduling, and management

WHAT TSA UNLOCKS

Same \$6,250 rec profit — but TSA runs the program, Oakland just collects

State league games: 80 games/year bringing out-of-town teams (\$6,000 Oakland share)

Annual tournament: 40 teams, 1,500+ visitors in one weekend (\$5,200 Oakland share)

100% concession revenue: ~\$27,600/year — city runs the stand, city keeps every dollar

Parking revenue: \$800+/year to Oakland

Hotel/motel tax from visiting teams staying overnight

Local sales tax from \$80,000+ in visitor spending at Oakland businesses

WHY OAKLAND CANNOT DO THIS ALONE

A municipality CANNOT register with USYS or TN State Soccer Association

Without TSA affiliation, Oakland cannot host sanctioned state league games

Without TSA affiliation, Oakland cannot host sanctioned tournaments

TSA provides secondary medical insurance coverage through USYS

TSA provides risk management and liability coverage

TSA handles all operations: scheduling, referees, marketing, registration

These revenue streams literally do not exist without an organization like TSA

KEY TAKEAWAYS

Same profit, zero operational burden — Oakland earns \$6,250 from rec either way

New revenue streams unlocked — league games, tournaments only possible with TSA

100% concession + parking upside — city runs both, city keeps every dollar

Visitors + hotel nights + local business spending = economic engine for Oakland

Passive fields become active revenue-generating assets

TSA absorbs all operational complexity: coaching, scheduling, insurance, marketing

THE MESSAGE

"Right now, your fields are a cost center."

"With TSA, they become a revenue-producing asset."

"You make the same money doing less — and unlock entirely new revenue streams."

ASSUMPTIONS — PLAIN ENGLISH

| BASELINE: OAKLAND WITHOUT TSA | |
|---|---|
| Current program? | 250 kids in a recreational program at \$80/kid. ~\$25 profit per kid. \$6,250/year. |
| Can they grow this? | This is the ceiling for rec-only programming. No scalable revenue beyond this. NO. A municipality cannot register with USYS or TN State Soccer Association. Sanctioned events require affiliation with an organization like TSA. |
| TSA REC PROGRAM | |
| What changes? | TSA runs the rec program. Oakland receives \$25/player — same profit, zero operational burden. Oakland earns the same money without managing scheduling, coaches, registrations, or day-to-day operations. |
| Why is this better? | |
| STATE LEAGUE GAMES (ONLY WITH TSA) | |
| What are these? | Competitive state league games where out-of-town teams travel to Oakland. 4 games/weekend, 20 weekends/year. |
| Why only with TSA? | TSA provides USYS affiliation, insurance, risk management, and access to the state league portal. Oakland cannot do this independently. |
| Revenue? | \$150/game, 50% to Oakland = \$6,000/year. |
| TOURNAMENT (ONLY WITH TSA) | |
| What is it? | One sanctioned tournament per year. 40 teams from across Tennessee. |
| Revenue? | 40 teams x \$650 = \$26,000 gross. Oakland receives 20% = \$5,200. |
| Why only with TSA? | Sanctioned tournaments require USYS affiliation, insurance, and operational expertise. TSA provides all of this. |
| CAMP | |
| Revenue to Oakland? | Flat \$100 permit fee per camp. Camps are TSA programming — not a revenue share. |
| Why no split? | Camps support TSA coaches and community programming. TSA provides this as a community benefit. |
| CONCESSIONS (CITY RUNS, CITY KEEPS 100%) | |
| Who runs them? | The City of Oakland operates the concession stand. TSA does not touch concession revenue. |
| Tournament? | 40 teams x 13 players x 3 people x \$10/person = \$15,600 in one weekend. |
| Rec league days? | 250 rec families x \$6/family x 8 Saturdays = \$12,000 per year. |
| Total? | \$27,600/year — city keeps every dollar. |
| PARKING (CITY RUNS, CITY KEEPS 100%) | |
| Who runs it? | The City of Oakland manages parking. TSA does not touch parking revenue. |
| League? | 80 games x 13 families x \$5/car = \$5,200/year. |
| Tournament? | 520 families x \$5 x 2 days = \$5,200 per tournament weekend. |
| Camp parking? | No charge for camp parking. |
| Total? | \$10,400/year — city keeps every dollar. |
| GROWTH | |
| How fast? | 5% Year 2, then 10% Years 3-5 as the program builds regional reputation. |
| What's NOT included? | Additional tournaments, sponsorships, private training — all future upside beyond this model. |