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March 9, 2026

VIA FEDEX

Palm Beach State College Board of Trustees
c/o Ava Parker, President
4200 Congress Avenue, MS #21
Lake Worth, FL 33461-4796

Re: Unsolicited Proposal (the "Unsolicited Proposal") to Palm Beach State College (the "College") for Professional Soccer Facilities

Members of the Board:

Enclosed, please find the Unsolicited Proposal submitted by Renee Noto on behalf of Palm Beach Sports Management LLC, a Delaware limited liability company, to the College for the development of Professional Soccer Facilities.

Should you have any questions, please do not hesitate to contact us.

Best regards,

A handwritten signature in blue ink, reading 'Brian M. Seymour'.

Brian M. Seymour, Esq.

Enclosure: as noted above

Palm Beach Sports Management, LLC
11042 Turtle Beach Road
Suite D304
North Palm Beach , FL 33408

March 6, 2026

VIA FEDEX AND EMAIL:

Palm Beach State College Board of Trustees
c/o Ava Parker, President
4200 Congress Avenue, MS #21
Lake Worth, FL 33461-4796

**Re: Unsolicited Proposal (the “Unsolicited Proposal”) to Palm Beach State College
(the “College”) for Professional Soccer Facilities**

Dear Members of the Board:

I. INTRODUCTION:

I am the President and CEO of Palm Beach Sports Management LLC, a Delaware limited liability company (the “Club”). The Club submits this Unsolicited Proposal for your consideration pursuant to Section 255.065, Florida Statutes (the “Statute”), for it (or one of its affiliates) to plan, finance, construct, operate, and maintain a 6,000 to 8,000 seat soccer stadium and related facilities (the “Stadium”) on the College’s Lake Worth campus (the “Property”). As discussed more fully below, the Club is the sole holder of franchise rights from the United Soccer League to provide both a men’s and a women’s professional soccer team in Palm Beach County. This presents a unique opportunity to highlight the College as it becomes associated with the world’s leading sport in a professional capacity. As discussed below, this provides numerous benefits to the College and its students. The Club proposes a Public Private Partnership pursuant to the Statute by using College land to provide the Stadium. As further discussed in Paragraph II.A herein, the Stadium will be home to the Club’s professional soccer teams and the College’s NJCAA (as hereinafter defined) men’s and/or women’s soccer teams when the College establishes these teams.

The Stadium will serve a demonstrable public purpose by advancing the College’s mission of delivering long term value to students and faculty and promoting economic and social growth of the wider community. In addition to providing significant public benefits, the Club is prepared to meet all other requirements of the Statute, each as outlined and discussed below.

II. STATUTORY REQUIREMENTS:

A. Stadium Operation (Sections 3(f) and 4(b)) :

The Club proposes to construct a 6,000 – 8,000 seat soccer stadium and related facilities located on the Property (collectively referred to herein as the “Project”) integrated into the existing campus master plan. The Stadium is proposed to be generally located where the College has been evaluating its own, smaller stadium facility, generally located at the southeast corner of the campus, totaling approximately ten to twelve acres.

The Club proposes to enter into a financeable Ground Lease with the College (the “Lease”). The Lease would have an initial term of fifty years with two twenty-five year renewals. During the term of the Lease, the Club will own the Project and all improvements constructed by the Club on the Property. Upon expiration of the Lease, ownership of the Facilities shall automatically revert to the College. The Club proposes the numerous benefits to the College and its students as set forth below, which along with the Club absorbing all construction costs, would be the consideration for the Lease. The Club will be responsible for its own costs, including construction, insurance, taxes as applicable, security, repair and maintenance of the facilities, and operations during any non-College event, and profits will be net to the Club, as further discussed in Paragraph II.G.

B. Public Benefits (Sections 2, 3(c), 3(d), 3(f)):

The College partnership with the Club provides extensive opportunities and benefits to the College and its students. As an initial matter, the College will not need to expend any money to bring a soccer stadium to the Property as is currently under the College’s consideration. Instead, the College will receive and have access to, at no overhead expense or cost to the College, a brand new, state of the art 6,000 – 8,000 seat soccer stadium and related facilities (with the possibility of future expansion as discussed below). The Project serves both the immediate needs of the College and generates lasting advantages for the College as well as the surrounding community and the public at large.

The Project will be available to the College for National Junior College Athletic Association (“NJCAA”) men’s and women’s soccer teams for its NJCAA games throughout the term of the Lease. This provides immeasurable value to the College’s soccer program and, most importantly, to the student athletes. This allows the College to enhance recruiting for soccer in its league at the highest possible level, immediately placing the College in the highest quality light throughout Florida and beyond. More, it assures that the College can keep the best possible soccer talent from the community at home as members of the College community. In addition to the College’s receiving the state of the art Facilities for NJCAA soccer games, the College, through coordination with the Club, will have access to the Stadium for certain event purposes, including, at a minimum, two graduation events annually. This allows the College to celebrate each graduating student’s accomplishment and comfortably house the students’ family, friends and loved ones all on its own campus without any cost to rent an offsite facility.

The benefits of collegiate athletics are both as innumerable as they are invaluable. Athletics serve as a significant driver of student enrollment, a significant source of student entertainment and pride, long term connectivity to an alma mater, and a significant opportunity for career development. Student athletics, in addition to keeping students healthy and happy, build strong life skills in students, such as self-discipline, time management, ambition, and the importance of both team work and leadership. Additionally, athletics have been linked to higher graduation rates among student athletes and the student body in general.

The Club is part of the United Soccer League (“USL”), which is the largest and fastest growing pre-professional and professional soccer organization in North America. The Club, through its partnership with USL, owns the franchise rights to a men’s and a women’s professional soccer team for Palm Beach County. In addition to bringing the Stadium to the campus, the Club will bring professional soccer teams who will practice and play at the Stadium (the “Teams”). The Club will also put on certain other events, such as programming with outside sporting events, concerts and festivals, speeches, large scale corporate events, fairs, charity events and more. This all brings people to and highlights the College beyond what it can do on its own.

The Club will bring global focus to the College. The Club will televise its matches, in coordination with USL, locally, nationally and internationally (with NBC Peacock broadcasting women’s games). This will enhance the College’s branding and marketing. The Club will also utilize social media opportunities, in addition to traditional media opportunities, that will further enhance the focus on the College. Club ownership includes one of its founders, Michael Cohen, who is nationally recognized in sports production, providing additional connectivity and media draw. As part of the media attention, the Club will provide the College with advertising rights within the Stadium, in one or more places that are visible during game days.

Facilities of this caliber will cause the College’s athletic program to grow and prosper, as funding from donors will be drawn in by this program and sports recruiting will be more magnetic. Therefore, this Project, while resulting in immediate benefits for the College’s current student athletes, will also grow the College’s overall athletic program tremendously.

The Club also proposes to provide mentoring and support for the College student athletes related to financial education and training focused on athletes. This will focus on elements of financial literacy and career development opportunities beyond athletics that will include Club ownership and management. It will also include proper athletic development with Club professional athletes and staff. Further, the Club proposes to build an internship program in collaboration with College staff, creating job opportunities for students with an interest in professions related to the sports world, focused on: sports marketing, finance, facilities operations, television and radio production, physical therapy, and other areas associated with Club operations. Finally, the Club proposes to provide students with game-day and event day part time jobs.

The College will also have an opportunity to obtain revenue from its own sporting or other events within the Stadium. College events will include the opportunity for the College to operate parking and team store (which will always have College merchandise displayed) with net profits (revenue less expenses) as discussed in Paragraph II.G going directly to the College.

Although directly a benefit to the College, the Project will also stimulate local economic activity. Match days and events would attract visitors who could patronize nearby businesses, including restaurants, shops, and hotels, and tour the campus. The construction phase itself would generate employment opportunities for local tradespeople and contractors, with the ongoing operation of the Project creating permanent positions in areas such as maintenance, groundskeeping, security, hospitality, media broadcasting, and event management.

C. Application Fee (Section 3):

The Club is prepared to pay the College's Application Fee if there is such a fee.

D. Club Information and Qualifications (Section 3(c)):

The Club's ownership group consists of Michael Cohen, Ignacio "Nacho" Figueras, Natalie Grainger, myself, and Peer Pedersen ("Club Ownership"). The Club Ownership offers a team of highly qualified individuals with critical backgrounds to making the Project successful. We are passionate about the Stadium, the ability of sport to enhance quality of life and build community, and for the future of the College. As shown by the biographies attached to this proposal, we bring an array of combined working experiences in financial services and asset management, commercial real estate, and sports media broadcasting. In addition, we have direct access to development partners with the USL with direct experience in similar college/university and soccer club partnerships like those proposed herein.

Michael Cohen co-founded PBSM, which is the genesis of the opportunity presented herein. A pioneer, innovator, and sports television visionary, Michael has radically altered the business and presentation of soccer in the United States. His efforts have significantly contributed to the establishment of the game in America through igniting a new respect for soccer by improving the value and visibility of soccer in the totality of the media landscape. Michael, among his other accomplishments, is the winner of eight National Emmy awards and led coverage of the 2002 and 2006 FIFA Men's World Cup on ABC and ESPN, the 2003 FIFA Women's World Cup, and NBC's soccer coverage for four Olympic Games. Additionally, he became the first person in history to be involved with soccer production on all four of the major networks: ABC, CBS, NBC, and Fox, in addition to ESPN.

Nacho Figueras is an internationally recognized professional athlete, entrepreneur, and brand builder with over two decades of experience operating at the intersection of sport, luxury lifestyle, media, and global business. Nacho brings to the Club a unique combination of global brand equity, elite relationship capital, and operational experience in sports ventures. He is the Co-Founder of The Polo Room in Palm Beach, a member of the Board of Directors of FuboTV (NYSE: FUBO), a leading sports-first live streaming platform, a long-standing global ambassador for St. Regis Hotels & Resorts, and has strategic collaborations with brands including Ralph Lauren, Audi, Visa, Veuve Clicquot, and others.

Natalie Grainger is an accomplished and decorated professional athlete, winning 3 U.S. Open Squash Championships and 3 Pan-American Games Gold Medals representing Team USA. She won 2 World Doubles titles and is the only player, male or female, to have achieved the world number 1 ranking in both singles and doubles. In 2003, she was elected President of the Women's World Professional Tour, a position which she held for the next eight years until she retired. Among other accomplishments, she was a U.S. National Team Coach from 2002 through 2017, was named USOC Coach of the Year in 2011, and received the prestigious U.S. Squash Award for "Profound Contributions to the Sport" in 2017.

I have over thirty years of experience in financial services and asset management. In my career, I have built three asset management firms, including serving as Partner and President of Brightstar Capital Partners, a middle market private equity firm, which I helped found in 2015 and grew to over \$4 Billion in assets by 2023. As a public market investor, I focus primarily on the retail and consumer sectors and am fluent in all aspects of the investment process and public markets. Additionally, I am an owner in Angel City Football Club (NWSL), Westchester FC (USL League One) and Queretaro FC (Mexican Division One League).

Peer Pedersen has been working in finance for his entire professional career, primarily in hedge funds, structured and distressed credit, and commercial real estate finance. Throughout his career, he has founded or co-founded several successful financial businesses, and been a consultant for many more, including co-founding Palm Beach Sports Management LLC ("PBSM"), serving as Managing Director at Donaldson, Lufkin & Jenrette (which was acquired by Credit Suisse First Boston in 2000), serving as lead independent Board Director for Pyros Pharmaceuticals Inc (which was later acquired by the largest publicly traded pharmaceuticals company in Taiwan, Bora Pharmaceuticals Co., LTD), and serving as the Managing Partner and Co-Founder of Blue Orchid Capital, LLC, a Connecticut based investment management company, just to name a few.

The Club Team's resumes are attached as Exhibit "A" for further review and consideration of the many strengths and experience we bring to this Project, making us uniquely qualified and positioned to successfully develop and operate the Stadium. The Club Ownership is directly involved in fundraising for the Stadium, which funding is discussed further in Paragraph II.F below. For more information on what USL provides and how the College may benefit from USL's

involvement, please see the PowerPoint attached as Exhibit “B”, entitled Palm Beach State College Partnership. Additionally, information regarding the USL’s development team, United Soccer Development (“USD”), which is a wholly owned subsidiary of USL, is attached as “Exhibit C”, showing some of the success it has brought to stadium development. As an integral member of the team, the USL experience added to our own will ensure a successful Project.

The Club is guided on the Project by the Gunster law firm. The Gunster team is led by Brian M. Seymour, Esq., who has been the attorney for several important developments throughout Palm Beach County over the past several decades. This includes acting as the lead attorney for all matters related to the leasing, development, and operations of CACTI Park of the Palm Beaches, the spring training home to the Houston Astros and Washington Nationals in West Palm Beach.

E. Timeline (Section 4(a)):

If this Unsolicited Proposal is accepted and agreement can be reached by April 1, 2026, the Club will commence design efforts promptly and work diligently to construct and complete the Stadium by July 1, 2027 (subject to coordination efforts for master plan design and approval with the College).

Targeting a completion date of July 1, 2027 is not only due to the Club’s willingness to efficiently begin and complete this highly anticipated Project, but is a product of strategy: If completed by July 1, 2027, the women’s team can play immediately following the 2027 FIFA Women’s World Cup, which takes place in June and July 2027. Launching the Stadium then will capitalize on the high degree of excitement and enthusiasm generated by the Women’s World Cup in soccer and sports fans and in the larger community.

However, if additional time is required, the Club can adjust the timeline; we are committed to coordinating with the College on a timeline that works for both the Club and the College.

F. Funding (Sections 4(c) and 7(a)):

The Club will fund 100% of the Project costs, including in its entirety the construction and development of the Project. The Club will not require nor request any funding from the College. Currently, the Club’s budget and vision for the Project is \$50 to \$60 Million.

In its beginning stages, the Project will be wholly privately financed, 100% equity, by the Club Team, who, as discussed in Paragraph II.D herein, have extensive fundraising experience and have the drive, ability, and power to succeed. As the Project unfolds, the Club Team will consider bank financing as a source of funding, which will be achievable due to the Club Team’s deep and well established relationships with several institutional lenders and experience with real estate

financing. However, should the Club Team choose not to fund by bank debt, the Club Team will be able to complete the Project through 100% private financing.

G. Financial Plan (Sections 3(f), 3(g), and 4(e)):

All revenue generated by the operation of the Stadium for any Team events or events put on by the Club (not the College) shall be retained by the Club. However, as discussed and except as provided within this Paragraph, all net profits (less the costs and expenses for the operation of the Stadium for that event) generated by a College event, including the sale of any tickets for NJCAA games and the sale of any College merchandise, shall be retained by the College.

Currently included within the plan for the Stadium is a store for the sale of merchandise of the Teams. Should the College choose to avail itself of the opportunity, the store will display for sale the College's merchandise and the net profits (less the costs and expenses for the operation of the store) from the sale of the College's merchandise shall belong to the College whenever the sale occurs. This arrangement provides a revenue boost for the College, while contributing to greater College pride and to the students' view of the Stadium as their own.

The concession stands within the Stadium may be open during NJCAA games and events and staffed by the College, at the College's request. Any revenue generated by these concession stands will be retained by the Club.

The Club shall retain the naming rights for the Stadium provided that the College shall have reasonable approval rights over any such name selected, including absolute right to decline any request that is directly contrary to the College's mission (e.g., no other school would obtain such rights). Any revenue generated from such naming rights shall belong to the Club.

H. Technical Study / Design Plans and Materials (Sections 3(h) and 4(a)):

If this Unsolicited Proposal is accepted, the Club will work together with a development partner and a reputable architectural firm, such as HKS, to develop a design and architectural plan for the Stadium (the "Design"). The Club is currently evaluating a partnership with USD, Sterling Project Development, or other partners of similar expertise and quality. The Stadium will be designed to be compatible with the College's master plan for the campus. Additionally, the College will have reasonable approval rights over the exterior aesthetic features of the Stadium. As noted above, the College will also be provided signage located within the Stadium, including an opportunity to promote the College and its programs via the digital score boards and LED video displays.

I. Future Growth (Section 3(c) and 3(f)):

Within five to ten years after the completion of the Stadium, the Club will evaluate the possibility of increasing the size of the Stadium to expand the number of seats. In the event that the land is available and the College is amenable, at that time, the Club would prepare a design and development plan for the Stadium such that it can be expanded up to 15,000 seats without large-scale redesigning or re-constructing. Any costs associated with expanding the Stadium will be borne solely by the Club and would be handled in coordination with the College to avoid disruption to Club and College operations.

Accordingly, should the College decide to move forward with the Unsolicited Proposal, the Club requests that the parties work together in good faith to provide in the Lease that the Club be granted the option, but not the obligation, to expand the Stadium in accordance with this Section.

J. Compatibility with Infrastructure (Section 3(c)):

USD has performed a preliminary evaluation of the site and concluded that all infrastructure required to complete the Project is available. To the extent a more detailed analysis identifies any upgrades or additional infrastructure are necessary, the Club, at its sole cost, shall be responsible for providing it.

K. Performance Bonds (Section 5(b)):

The Club will obtain any necessary Payment and Performance bonds to ensure payment of subcontractors in connection with the construction of the Project, which will be subject to the recordation, notice, suit limitation, and other requirements of the Statute.

L. Parking:

As part of its evaluation of the Property, USD's preliminary review accounted for parking. In evaluating the need and available parking, the Club and USD considered that the proposed Lease will include a requirement to coordinate parking with the College for high demand uses, such as game days, to occur off hours from when the College is in full session, e.g., nights and weekends. There is sufficient parking on the Property to accommodate the Stadium.

To ensure compatible parking and circulation needs for both College and Club, the Club will schedule its games on Friday nights, Saturday days and nights, Sunday days and nights, and occasional week nights (i.e., when class is not in session). This will apply to any other Club sponsored events as well. This avoids increasing traffic on campus and causing an unavailable

parking demand. Further, the Club commits to coordinate with the College to set up a parking system that works for both College and Teams.

If the Club elects to expand the Stadium in accordance with Paragraph II.I, the parking built for the Stadium would also need to be expanded. The Club believes there would be available parking opportunities on the Property or immediately adjacent thereto. The Club agrees that any future expansion would require College agreement on parking, which would be based on information on actual parking demand based on on-site data from then current operations.

M. Contact Person (Section 4(a) of the Statute):

The Contact Person for this Unsolicited Proposal will be myself, Renee Noto, with copy to Brian M. Seymour.

Renee Noto:

E-mail: rnoto1@gmail.com

Tel: 203.275.1451

Brian Seymour:

Gunster, Yoakley & Stewart, P.A.

777 South Flagler Drive, Suite 500 East

West Palm Beach, Florida 33401

E-mail: BSeymour@gunster.com

Tel: 561.650.0621

III. CONCLUSION:

We are very excited to be able to partner with the College on the Project. The College is a critical part of what makes Palm Beach County special, part of why the Club looks to bring professional soccer to Palm Beach County. Your commitment to the community aligns with our vision of how the Teams will create value and enhance the most exciting area of the country. The revenue, job opportunities, sense of community, media coverage, and other benefits which will be generated from the Project will enable the College to increase its impact. We also look forward to adding direct value to the students' futures through mentorships, internships, and job opportunities.

Student athletes, and the spectators coming to support them, deserve facilities that are as impressive as they are. In compliance with the Statute, we will build a Stadium that will reflect that sentiment, helping the College community and the wider Palm Beach County community to continue to flourish.

Palm Beach State College Board of Trustees
March 6, 2026
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Please do not hesitate to contact me or Brian with any questions. We are looking forward to discussing this Unsolicited Proposal more with you and hope to work together to bring this idea to life.

Sincerely,



Renee M. Noto

CC: Brian Seymour (via e-mail: bseymour@gunster.com)
Peer Pedersen (via e-mail: peer@blueorchidcap.com)
Michael Cohen (via e-mail: bizzycohen@icloud.com)
Natalie Grainger (via e-mail: natgno1@hotmail.com)
Nacho Figueras (via e-mail: nachofigueras@icloud.com)

EXHIBIT “A”

CLUB OWNERSHIP RESUMES

(Please see attached)

Michael Cohen

Winner of eight National Emmy awards and 15 nominations, Michael Cohen's broadcasting career includes sports, entertainment, and music with a specialty in Live events. He has created shows, launched successful start-up media properties, produced major events and led talent development. His executive producer and producer credits include some of the world's biggest events for all the major networks including NBC, ABC, CBS, FOX, ESPN, NETFLIX and A+E Networks. He was head of production for two FIFA World Cups, a Women's World Cup, 15 MLS Cups and All Star Games, and has been a part of the production team for nine Olympic Games, the World Series, the Super Bowl, Indy 500, Kentucky Derby, Wide World of Sports, 14 NFL Drafts and the inaugural X Games.

Michael's has vast experience and shows creative vision as an executive and producer specializing in Live events. He designed the Live broadcast and media plans and was the executive producer for Lifetime Networks coverage of the National Women's Soccer League and designed the Live production strategy plan for the United Soccer League where he currently oversees media productions. He was the first executive producer for Netflix, helping to build their World Cup division. Previously, he was an executive consultant for FOX Sports and its FIFA World Cup division, which produced the highest rated soccer show in US viewing history at the time (with the 2015 Women's World Cup). He was an executive producer for Nickelodeon's series Soccer Superstar, the creator and producer for Nickelodeon's Ultimate Sports Mom series, and Judging Sasha. Michael co-founded Route One Studios with the Kraft Group, owner of the New England Patriots, to produce original entertainment content. In addition, he consulted with Relevant Sports, the leading soccer exhibition promoter globally; and was part of CBT Systems' team that designed the Notre Dame University digital media feasibility plan. Michael had development deals with Magic Pictures, IMG Media, Tupelo Honey Raycom, On-Air/On- Line and Vista Worldlink.

Michael began his career at ESPN and helped lay the groundwork for the company now celebrated as the World Wide Leader in Sports and the most well-known global media brand. He was the first employee to move to ABC Sports following the Capital Cities purchase of ESPN and was involved in the first phase of the merger of the two divisions under the Disney Corporation. His connections in the sports industry range from the highest levels of international organizations such as FIFA and the Olympics to all major sports leagues in this country and around the world at the ownership level.

As executive producer and head of production for Major League Soccer, Michael contributed to the increased value of the soccer in the US media which resulted in the English and Spanish rights

for the 2010/2014 World Cups selling for a record \$450 million in 2005; and in 2012, Fox and Telemundo paid a combined billion dollars for the 2018/2022 World Cups.

Michael was a founding executive for Soccer United Marketing (SUM), the marketing arm of MLS, US Soccer, Mexican National Team and other key properties. SUM's current valuation has reached over a billion dollars. In addition to his creative ability to produce sports as entertainment, Michael was involved with US Soccer and MLS executive on the business side, managing and negotiating budgets of \$15 million annually for SUM/MLS and over \$30 million for World Cup programming. He worked with League and team executives on negotiations of media contracts and creating innovative revenue generating programming opportunities.

In his role as a broadcast executive at MLS, Michael developed and designed a television plan, in association with the MLS Business Development Committee, to produce every available regional game for air in the local markets and nationally on DirecTV and MLSSoccer.com. The plans success has aided in the advancement of MLS in the media and unprecedented rights fees for soccer in this country and provided the ground work for MLS's current media deal with Apple TV valued at 2.5 billion dollars.

He was the consultant for three soccer themed sports films, Once in a Life (the story of the New York Cosmos) for Academy Award winning director John Battsek, Game of their Lives (the story of 1950 USA national team who defeated England in the World Cup) and HBO's highly acclaimed documentary Dare to Dream (the story of the USA Women's national soccer team).

As President of Bizzy Signals Entertainment, he has produced entertainment shows, pay-per-view concerts, commercial and corporate production, publishing, international television, Internet and program development. He served as a sports consultant and segment producer for the CBS primetime sitcom "Good Sports" starring Farrah Fawcett and Ryan O'Neal. He has also consulted for companies including Brillstein-Grey Productions, New Line Cinemas, Dreamworks-SKG, HBO, and Liberman/Hirschfeld Casting on shows such as Seinfeld, Roc and the Larry Sanders show. Michael was a consultant for the start up of Small World Sports (later purchased by Vulcan Ventures), which was one of the pioneers in the fantasy sports industry.

Michael serves on the Advisory Board of the Sports Video Group and is a member of the Directors Guild of America.

His background in major events has helped him establish new ventures and create media businesses. In 2015 Michael formed Bizzy Media Ventures to focus on media investment opportunities.

SOCCER

Michael Cohen - Soccer Background

Executive Producer, Consultant, show creation, strategic planning, talent development and live broadcasts

For over 35 years Michael has dedicated himself to enhancing the business and broadcast presentation of soccer on television. From the early days of Major League Soccer as the first producer of the national broadcasts on ESPN and ABC in 1996 to overseeing FIFA World Cups, Olympic Soccer coverage and original soccer programming, to his current role as consultant with Fox Sports FIFA World Cup division, Michael's involvement in the sport has had an impact on the tremendous growth of soccer in the United States

Michael's has vast experience and shown creative vision as an executive and producer specializing in Live events. He designed the Live broadcast and media plan, and served as the executive producer for NWSL's coverage on Lifetime, ESPN, CBS and Yahoo Sports. He also designed the Live media plan for the United Soccer League and was the first executive producer for Netflix's World Cup division. Previously, he was an executive consultant for FOX Sports and its FIFA World Cup division, which produced the highest rated soccer show in US viewing history with the 2015 Women's World Cup and was the executive producer for the Nickelodeon Soccer Superstar reality series and is designing the digital media plan for the United Soccer League.

In 2012 Michael Produced NBC's Olympic Soccer from London that had record ratings for broadcast and new media. As the Executive Producer of Soccer United Marketing's network and cable coverage of the 2002 and 2006 FIFA World Cup on ABC and ESPN, 2003 FIFA Women's World Cup, the United States men's and women's national soccer teams, and Major League Soccer, Cohen's work over the past decade has helped increase the value of soccer and has expanded the audience and its appetite for the sport in this country. His work has also helped change the perception of soccer in the United States, and launched new relationships for soccer in the marketing, entertainment and broadcast fields.

In addition to his creative ability to produce sports as entertainment, Identify and develop soccer talent on camera and behind the scenes as producers and directors, Cohen was involved with US Soccer and MLS executives on the business side managing and negotiating budgets over \$15 million annually for SUM/MLS and over \$30 million for World Cup programming. He has worked with League and team executives on negotiations of media contracts and creating innovative revenue generating programming opportunities.

As one of the founding executives of Soccer United Marketing he played a key role in building the company is now valued in the billions.

He developed and designed a television plan in association with the MLS Business Development Committee to produce every available regional game for air in the local markets and nationally on DirecTV and MLSnet.com. In 2010 every MLS game was produced in High Definition. The plan also included requirements for minimum standards. The plan's success has resulted in over 8,000 MLS broadcast hours since 2007 and has aided in the advancement of MLS in the media and resulted in the MLS Apple TV deal valued at 2.5 billion dollars.

Michael worked on all broadcast related issues with the design teams for the construction of the new Major League Soccer Stadiums built between 1998 and 2011.

He was the consultant for three soccer themed sports films, Once in a Life (the story of the New York Cosmos) for Academy Award winning director John Battsek, Game of their Lives (the story of 1950 USA national team who defeated England in the World Cup) and HBO's highly acclaimed documentary Dare to Dream (the story of the USA Women's national soccer team).

Cohen has initiated and was instrumental in creating Disney's Jetix Kids Cup, The David Beckham Soccer USA show, Nickelodeon MLS Plays of the Week, The Sueno MLS reality series for Univision's Republica Deportiva, Rock N Gol for MTV 2, Disney Rock N Soccer and the MLS Anthem with music producer Audiobrain, heard throughout stadiums 2007-2020. Michael produced Christina Aguilera's MLS Cup 1999 halftime performance and the Hilary Duff show open for the 2003 FIFA Women's World Cup.

A+E Networks/Lifetime Network, ESPN and CBS NWSL broadcasts + media	Executive Producer
Fox Sports FIFA World Cup Division 2015 thru 2017	Consultant to Executive Producer
Netflix FIFA World Cup Division	Executive Producer
Nickelodeon Soccer Superstar	Executive Producer
United Soccer League	Executive Vice President and Head of Media
Relevant Sports Soccer Division	Executive Media Consultant
NBC Sports Olympic Soccer Coverage 2000-2012	Supervising Producer
NBC Olympic Soccer Channel 2008 + 2012	Supervising Producer
FIFA World Cup on ESPN/ABC 2002 + 2006	Executive Producer/Soccer United Marketing
FIFA Women's World Cup on ESPN/ABC 2003	Executive Producer/Soccer United Marketing
FIFA Women's World Cup World Feed)	Executive Producer FIFA/HBS
David Beckham Soccer USA / 19 Entertainment	Executive Producer
MTV 2 Rock n Gol Special 2010	Executive Producer

MLS Sueno Univision's Republica Deportiva	Creator
DISNEY Rock n Soccer 2009	Executive Producer
MLS Music Anthem 2007	Executive Producer
DISNEY Jetix Kids Cup 2004-2006	Executive Producer
MLS/US Soccer/Soccer United Marketing 2001-2011	Executive Producer
Major League Soccer on ESPN/ABC 1996-2001	Lead Producer
Major League Soccer 1997-2001	Broadcast Consultant
Nike Brazil World Tour 1997-1998	Senior Producer
Futbol Americas 1995-1998 CSI/London	Producer

Notable Achievements

ESPN experienced record ratings for the 2002 and 2006 World Cup. ESPN's morning telecast of the U.S. vs. Germany quarterfinal match on June 21, 2002 was seen in an average of 3.77 million television homes based on a 4.36 rating and at the time, was the networks most watched and highest-rated soccer telecast ever. The 1-0 USA loss was ESPN's highest-rated program of the year among men 18-34, and was cable's most-viewed morning program (7am – 1pm) ever among men 18-34.

Initiated bid to FIFA for Soccer United Marketing to serve as Host Broadcaster for 2003 Women's World Cup. The World Feed production generated sizeable revenues and was SUM's first profitable venture.

Disney's Jetix Kids Cup which aired during the ABC's Saturday Morning block in 2004. The promotion for MLS resulted in record ratings in the 2-17 age demographics of the 2004 MLS All-Star Game (+250%). Jetix returned in 2005 and 2006 as a series of vignettes on the Disney Channels which featured MLS Stars Freddy Adu, Kyle Martino and Kenny Cooper.

Innovations include first use of the underground turf microphones, Stro-Motion digital replay, Sky Cam and virtual offside lines for soccer in this country.

Ignacio “Nacho” Figueras

Co-Founder & Strategic Partner, Palm Beach FC

Ignacio “Nacho” Figueras is an internationally recognized professional athlete, entrepreneur, and brand builder with over two decades of experience operating at the intersection of sport, luxury lifestyle, media, and global business.

As one of the most prominent figures in modern polo, Nacho has competed at the highest levels of the sport across the United States, Europe, the Middle East, and Australia. Beyond competition, he has played a pivotal role in expanding polo’s global visibility, helping transform it into a commercially relevant lifestyle platform through strategic partnerships and international event development.

Nacho brings to Palm Beach FC a unique combination of global brand equity, elite relationship capital, and operational experience in sports ventures.

Sports & League Development Experience

- Active participant and advisor in multiple international sporting events across the U.S., Europe, Australia, and the Middle East.
- Experienced in host city negotiations, sponsorship structuring, and global sports positioning.

Governance & Public Company Experience

- Member of the Board of Directors of **FuboTV (NYSE: FUBO)**, a leading sports-first live streaming platform.
- Provides insight into sports media rights, digital distribution, audience engagement, and capital markets strategy.

Brand & Commercial Partnerships

- Long-standing global ambassador for **St. Regis Hotels & Resorts** (since 2008).
- Strategic collaborations with brands including Ralph Lauren, Audi, Visa, Veuve Clicquot, and others.
- Proven track record of driving sponsorship revenue and elevating experiential sports properties through premium brand alignment.

Hospitality & Real Estate Ventures

- Co-Founder of **The Polo Room** in Palm Beach, a high-profile lifestyle restaurant blending sport, culture, and hospitality.
- Involved in multiple equestrian-anchored real estate and destination developments in the U.S., Latin America, and the Caribbean.

- Experience structuring joint ventures, investor partnerships, and brand-led community development.
-

Value to Palm Beach FC

Nacho contributes to Palm Beach FC in three critical areas:

1. **Capital & Investor Access** Direct relationships with high-net-worth individuals, family offices, and institutional investors across the U.S., Latin America, Europe, and the Middle East.
2. **Global Brand & Media Leverage** International recognition and credibility that enhances league positioning, sponsor acquisition, and media storytelling.
3. **Community & Lifestyle Integration** Deep roots in Palm Beach's sporting and philanthropic ecosystem, with the ability to bridge elite networks and broader community engagement.

His vision for Palm Beach FC is to build more than a team — to create a premium, culturally relevant sports property that elevates women's professional soccer in one of the most dynamic markets in the United States.

Natalie J. Grainger

Ms. Grainger has over thirty years of experience competing and working in the field of sport.

Ms. Grainger was raised in Johannesburg, South Africa and after completing high school, she pursued a career in professional squash that spanned 15 years from 1996 through December 2010. Her career took her across the globe and to every continent.

Ms. Grainger reached the pinnacle of her sport, achieving the World Number 1 squash ranking in 2003, and that same year she was elected President of the Women's International Squash Player's Association, the governing body of the women's professional tour; a position which she held for the next 8 years.

Ms. Grainger won three U.S. Open Championships, was a finalist in the World Open and British Open, and won twenty-three WISPA World Tour titles, including two J.P. Morgan Tournament of Champions titles in Grand Central Station. Ms. Grainger won two World Doubles titles and is the only person, male or female, to achieve the World Number 1 ranking in both singles and doubles.

Before she retired from the world professional squash tour, Ms. Grainger began the process of amalgamating the Men's and Women's professional tours, which transpired in 2014. That year she was honored to receive the Tournament of Champions Leadership Award recognizing outstanding contributions by women to the sport. Today the Professional Squash Association (PSA) oversees close to 850 tournaments annually and over 1500 registered professional players from around the world. After 20+ years of effort, part of which Ms. Grainger spearheaded in its earliest days, squash achieved inclusion in the 2028 Olympics.

Currently Ms. Grainger is a Co-Founder of Palm Beach Sports Management LLC (PBSM), which since 2024 has been working to build professional Women's and Men's soccer teams in Palm Beach County, Florida, to play in the United Soccer League (USL). PBSM was created by Founder Michael Cohen, an eight-time Emmy award winning television producer of nine Olympics and four FIFA World Cups.

Ms. Grainger earned her U.S. Citizenship in 2007, after which she won 15 U.S. National Squash Championships including 6 Singles titles and 9 Doubles titles. She captained the U.S Women's National Team from 2007 through 2015, during which time she won 3 Pan American Games Gold Medals and 3 Pan American Federation Cup Gold Medals. Ms. Grainger was a U.S. National Coach from 2002 – 2017 and was named USOC Coach of the Year in 2011 and received the prestigious U.S. Squash Award for "Profound Contributions to the Sport" in 2017.

In 2011 Ms. Grainger was hired by Chelsea Piers in New York to build and manage the racquets programs at the then under construction Stamford, CT location. The Chelsea Piers squash program, created and managed by Ms. Grainger, encompassed over 500 squash members with the largest

elite junior program in the country using 11 singles and one doubles court when she departed Chelsea Piers at the end of 2017. Ms. Grainger had also hired 17-time Grand Slam Champion Gigi Fernandez to oversee tennis played on the Chelsea Piers 7 indoor tennis courts. In mid 2018, Ms. Grainger accepted the Director of Squash position at Westchester Country Club in Rye, NY, where she managed squash and co-managed the Club's newly created sport of Pickleball until she departed at the end of the first quarter of 2022.

Ms. Grainger has spent significant time giving back, marrying her life in sport to community outreach. She has given numerous exhibitions to raise money for local schools and charities and from 2011 – 2020 was on the Board of Squash Haven, an inner-city youth enrichment squash and education program housed at Yale University.

Since she retired from international professional squash competition, Ms. Grainger was the 35+ World Open Champion twice and the 40+ World Open Champion. Ms. Grainger continues to do various private coaching and mentoring as well as leadership consulting to private corporations.

Recently she has developed a passion for golf and won back-to-back 2024 and 2025 New York State Mid-Amateur Championships and qualified for the 2024 USGA Mid-Amateur Championship. Ms. Grainger currently sits on the New York State Golf Association Women's committee.

Renee M. Noto

Greenwich, CT | 203.275.1451 | rnoto1@gmail.com | [LinkedIn](#)



Renee has over thirty years of experience in financial services and asset management. She has built three asset management firms and most recently was Partner and President of Brightstar Capital Partners, a middle market private equity firm she helped found in 2015 and grew to over \$4 billion in assets by 2023. Prior to the inception of Brightstar, Renee was involved in founding two asset management firms, Narragansett Asset Management, a long short hedge fund, and Talon Advisers, a specialty fund of funds. She has advised several other funds on capital raising, operations and strategy. Renee started her career with Peter Lynch at Fidelity Investments where she was a public equity analyst.

Renee is an experienced investor in both public equities and private companies. As a public market investor, she focused primarily on the retail and consumer sectors and is fluent in all aspects of the investment process and public markets. At Brightstar, in addition to running the firm's daily operations, she was involved in sourcing and deal activity and was a member of several portfolio company deal teams. As a board member, she worked closely with the management teams of two portfolio companies, Gateway Dealer Network and America's Group. Renee has raised over \$7 billion of capital for multiple asset classes across many LP types and geographies and has been the primary contact and relationship manager for these capital allocators.

Renee is a leader with a proven track record of creating, managing and developing teams across many different functional areas, combining empowerment with accountability and leading from the front with strong technical expertise. She has strong relationship building skills and was instrumental in creating a sourcing network of family business owners across the U.S. for Brightstar. Renee has extensive experience in working with entrepreneurs and assessing business models, including as a Regional Judge for the EY Entrepreneur of the Year program.

Renee currently serves on the boards of MidCap Financial and the Metropolitan Golf Association. She graduated Magna Cum Laude from Dartmouth College with an AB in Mathematics and Geography and has earned an MBA from Harvard Business School. She lives in Greenwich, CT with her husband and is an avid golfer.

Peer T. Pedersen Jr.

Peer Pedersen has been working in finance for his entire professional career, primarily in hedge funds, structured and distressed credit, and commercial real estate finance. He has worked at firms both large and small, and has founded or co-founded several successful financial businesses.

Since 2025 Mr. Pedersen has been a financial consultant to and the Co-Founder of Palm Beach Sports Management LLC (PBSM). PBSM was created by Founder Michael Cohen, winner of eight National Emmy awards and most recently of media investment company Bizzy Signals Entertainment, and Netflix as an Executive Producer of the 2027 FIFA Women's World Cup. PBSM is engaged in creating professional Women's and Men's soccer teams in Palm Beach County, Florida, which will play in The United Soccer League (USL) across the United States.

Mr. Pedersen was, prior to his engagement with PBSM, an investor in and lead independent Board Director for Pyros Pharmaceuticals Inc., the private New Jersey based specialty pharmaceuticals company which develops and commercializes medicines for rare diseases. In late 2024 Pyros was acquired by the largest publicly traded pharmaceuticals company in Taiwan, Bora Pharmaceuticals Co., LTD.

Mr. Pedersen, from 2004-2024, was the Managing Partner, and Co-Founder, of Blue Orchid Capital, LLC, a Greenwich, CT based investment management company of two funds investing in U.S. and Europe based hedge funds. The firm was created in 2004 and returned outside capital in 2024. He was the Chairman and Co-Founder of its related charitable enterprise, Steamboat Foundation, Inc. which since its inception in 2004 created and funded numerous scholarship grants and work opportunities for exceptional students of financial need across the Northeast.

Prior to creating Blue Orchid Capital from 2002-2004 Mr. Pedersen was a consultant to and subsequently the Chairman, President and CEO of Pearl Street Group, Ltd., a private financial data aggregation, analysis and consulting company working with the venture capital community and created in 1998, based out of Boulder, Colorado.

Mr. Pedersen is a former Managing Director and Co-Head of Structured Finance at Donaldson, Lufkin & Jenrette (DLJ), which was acquired by Credit Suisse First Boston in 2000. He was a Managing Director for both firms from 1997-2002.

Mr. Pedersen joined DLJ in 1997 from NatWest Markets, the investment bank of the former Royal Bank of Scotland, now NatWest Group; he was Head of Fixed Income for North America, including High Yield, CMBS, RMBS, ABS and Credit Derivatives, and a member of the firm's Global Capital Markets Committee, and the North American Commitment Committee.

Prior to joining NatWest Markets, in 1990 Mr. Pedersen was the Founder and CEO of PW Group, Inc., a joint venture with Minneapolis based Cargill, Inc., specializing in distressed credit, and commercial real estate and related securities. He was the financial advisor to the hedge fund Steinhardt Partners in its acquisition and restructure of the commercial real estate firm Integrated

Resources. Mr. Pedersen's PW Group co-structured and through Cargill, Inc. financed the first commercial real estate properties acquired by Starwood Capital Group in 1991.

Before creating PW Group with Cargill, Mr. Pedersen was a Managing Director at the bond guaranty firm, Financial Security Assurance (FSA), subsequently a NYSE listed company acquired by Belgium-based Dexia. At FSA, which Mr. Pedersen joined at its inception in 1985, he was the Managing Director in charge of global commercial real estate and CMBS, and was a member of the firm's Operating, Credit, and Compensation Committees. Mr. Pedersen joined FSA from Kidder, Peabody & Co., where for two years he was an Associate in Investment Banking primarily involved in mergers and acquisitions.

Mr. Pedersen received his M.B.A. in Finance from The Wharton School of the University of Pennsylvania (1983) and his B.A. from Dartmouth College (1978). He is a former Trustee of his alma mater, The Hotchkiss School, and The Brunswick School in Greenwich, CT. He was a member of the Brunswick School Endowment Investment Committee for 15 years and is currently the Vice Chairman of the Hotchkiss School Endowment Investment Committee and Co-Chair of its Hedge Fund/Alternatives sub-committee, having served as a member for over 25 years.

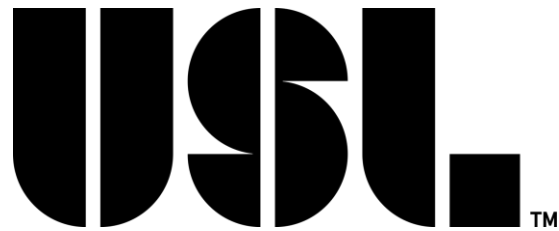
Mr. Pedersen, in addition to his Board work for Pyros Pharmaceuticals, is a former Board Member of the New York-based St. Vincent's Hospital, former Advisory Board Member of the Philadelphia-based commercial real estate private equity firm, The Arden Group, and was a financial consultant to a medical technology company headquartered in Connecticut.

A squash enthusiast since college, Mr. Pedersen was a Board member of the Bronx, NY based inner city urban youth organization CitySquash, Inc., a Founding Board Member of the professional squash organization- The Squash Doubles Association Tour, the 2002 United States National Champion and 2004 World Open Champion in squash doubles in the veteran's 45+ division, Co-Chairman of two U.S. National Squash Doubles Championships, and the Captain of the victorious U.S. Squash Team for the 2009 and 2010 Lapham Grant Cup, since 1922 the annual USA vs Canada Invitational Squash Matches.

EXHIBIT “B”

PALM BEACH STATE COLLEGE PARTNERSHIP – USL

(Please see attached)



PALM BEACH STATE
COLLEGE

PALM BEACH STATE COLLEGE PARTNERSHIP
PRESENTED BY THE UNITED SOCCER LEAGUE



INTRODUCTION TO THE USL

UNITED SOCCER LEAGUE ECOSYSTEM

The United Soccer League (USL) represents the most comprehensive soccer ecosystem in North America, delivering opportunities for players, fans, and communities at every level of the game. From youth development to professional men's and women's leagues, the USL has built a unified structure that ensures accessibility, growth, and long-term sustainability.

47

Professional Clubs

Operating across more markets than any other organization in the United States

210

Pre-Professional Clubs

Providing critical pathways for emerging talent development

100+

Youth Clubs

Giving the next generation opportunities in meaningful national competition

20K

Players Annually

Participating across the entire USL system each year

Innovation Through Promotion and Relegation

Central to the USL's future vision is the introduction of a promotion and relegation system that will create greater competitive balance, reward ambition, and deepen engagement across every level of the pyramid. By linking youth, pre-professional, and professional leagues in a way that reflects global soccer standards, the USL is positioning itself as the driving force for long-term growth of the game in America.



DEVELOPMENT PATHWAY

MEN'S PATHWAY

WOMEN'S PATHWAY

PRO	D1	USL DIVISION ONE	➤ GAINBRIDGE SUPER LEAGUE USL
	D2	USL ★ CHAMPIONSHIP	
	D3	USL 1 LEAGUE ONE	
PRE-PRO		USL 2 LEAGUE TWO	USL W W LEAGUE
		USL A ACADEMY	
YOUTH		USL Y YOUTH	



Recently completed USL projects:

5-10,000 Seat Stadium

Sept 2024: Lexington SC

- 7,500 seat stadium / \$60m
- 7 fields & commercial development adjacent to stadium

Sept 2024: Fort Lauderdale United

- 6,500 seat stadium / \$10m renovation

10,000+ Seat Stadium

April 2025: Rhode Island

- 11,000 seat stadium / \$137m
- \$200M+ of ancillary development

April 2020: Louisville City

- 11,300 seat stadium / \$65m
- \$135m of ancillary development

USL Media & Digital Reach

The USL delivers one of the most extensive media footprints in North American professional sports, reaching millions of fans annually through national television, streaming platforms, and digital channels.

Broadcast & Streaming Presence

- 700+ matches annually across national linear (CBS, CBSSN, ESPN2, TUDN), national streaming (ESPN+, CBS Golazo, Peacock), and local linear broadcasts.
- 45 national TV matches projected in 2026, ensuring consistent prime exposure.
- 6.1M+ linear viewers across CBS, ESPN, TUDN, and local affiliates.
- 4.9M+ streaming viewers across ESPN+ and CBS Golazo.

Local Impact

- Each team retains rights to simulcast matches on local linear TV, driving community engagement.
- Local broadcasts project 25,000+ viewers per match, inclusive of home and away audiences.

Digital & Social Media Presence

- 40M annual website impressions and 13M unique visitors to the USL Digital Network.
- 6.3M followers across the USL ecosystem's social channels.
- 2.5M fan records in the league database, offering targeted engagement and marketing reach.

**CBS SPORTS
NETWORK**



TUDN[®]

ESPN 2

ESPN+

peacock



University Impact

2

USL + PALM BEACH STATE COLLEGE BENEFITS AT A GLANCE

The below benefits statement highlights the key advantages to Palm Beach State College from the USL:



Financial Terms

- Revenue generation from College game day ticket sales and concessions
- Long-term lease agreements ensuring financial stability for the venue
- Economic stimulus through job creation and local business partnerships
- Diversified funding sources, including private investment and public-private partnerships

Professional Soccer:

- 
- Home to a Men's Professional Soccer Team & Women's Professional Soccer Team establishing the area as a premier soccer destination
 - Focus on sustainable revenue models ensuring consistent sold-out gamedays
 - The USL Franchise Owners' launch of girls' and boys' elite academy teams would create a clear pathway for local talent
 - Opportunities for Palm Beach State College student-athletes and local players to progress to professional levels

Student & Community Engagement

- 
- Stadium serves as a hub for Palm Beach State College events, concerts, and community gatherings
 - Hands-on experience for students in sports management, event planning, marketing, and hospitality
 - Youth soccer clinics, wellness initiatives, and partnerships with local schools and organizations

Modern-Mixed Use Development

- 
- Enhancing Palm Beach State College's campus and surrounding areas with housing, entertainment, retail, and dining options
 - Incorporating green building practices and smart energy solutions
 - Improving connectivity between Palm Beach State College and local businesses
 - Creating a vibrant live-work-play environment benefiting students and residents

Economic Impact

- 
- Construction, operations, and team-related employment opportunities
 - Attracting out-of-town visitors for matches and events, increasing hotel and restaurant activity
 - Increased foot traffic supporting surrounding retail and service industries
 - Increased tax revenue generating additional funding for public services and infrastructure improvements

Project Team

- 
- A unique combination of professional sports management experience and real estate design and development expertise

MORE THAN JUST A STADIUM PARTNERSHIP

Partnering with Palm Beach State College to develop a new field is about far more than building a place to play matches. USL partnerships go beyond the game itself by creating vibrant on-campus experiences, connecting colleges with their surrounding communities, and providing meaningful opportunities for students. From energizing game-day atmospheres to career pathways within the broader USL ecosystem, this collaboration has the potential to deliver long-lasting value for both Palm Beach State College and the league.

- **Enhanced Game-Day Atmosphere** drives visibility and excitement
- **On-Campus Entertainment** for students, faculty, and alumni
- **High School Student Exposure** to Palm Beach State College's campus and community
- **Student-Generated Social Media** becomes organic influencer marketing
- **Prospective Student Engagement** through a unique, lively venue experience
- **Affordable Family Entertainment** that strengthens community ties
- **Internship, Job & Career Pathways** for students within the team and greater USL ecosystem

Palm Beach State College Opportunity

Utilize & Monetize

25+ USL matches and events generate revenue and create potential for venue upgrades

Media Exposure

National and international broadcasts highlight the university's brand and increase commercial visibility

Attract Students

Games provide engaging, low-cost entertainment while showcasing campus to prospective students

Student Experience

Soccer-driven culture enhances student life, campus pride, and community gathering

Career Opportunities

Hands-on roles in ticketing, marketing, and game-day operations prepare students for careers in sports and beyond

Commercial Revenue

Expanded sponsorship opportunities for the college

STRENGTHENING THE STUDENT EXPERIENCE

As one of the fastest-growing sports among millennials, soccer resonates deeply with today's students. The sport's global nature, fast pace, and authentic culture align perfectly with millennial values, boosting school spirit and campus engagement.

More Social Opportunities:

Group outings to games create fun, affordable ways for students to bond and build lasting friendships while experiencing the excitement of professional sports together.

Vibrant Campus Events:

The stadium becomes a dynamic hub for concerts, festivals, and student gatherings beyond just soccer, enriching overall campus culture.

Diversity & Inclusion Benefits:

Creates welcoming spaces for international cultures, strengthen connections between domestic and international students, boost Palm Beach State College's global reputation and ranking, and drive higher international enrollment and revenue.



Social Media Buzz:

Students naturally share exciting game moments on social media, creating authentic, free advertising and promotion for the university that reaches prospective students organically.

Recruitment Edge:

Colleges with pro teams stand out in global recruitment, appealing to students seeking both world-class academics and exciting athletic experiences.

Soccer is the World's Game:

For many international students, soccer isn't just entertainment—it's their favorite sport and a fundamental part of their cultural identity. Having access to professional soccer creates an immediate connection to home.



MANY DEGREE PROGRAMS ARE APPLICABLE TO PROFESSIONAL SPORTS

MAJORS

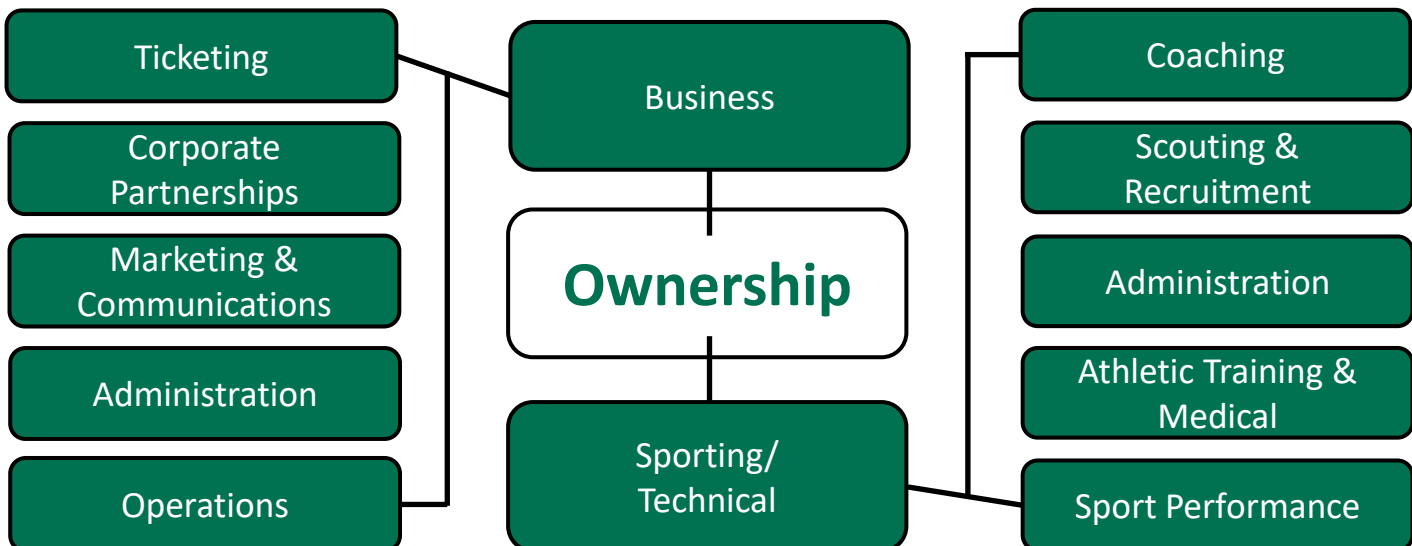
- Accounting
- Business
- Communication Studies
- Economics
- Finance
- Gender, Race & Identity
- General Studies
- International Business
- Journalism
- Management
- Marketing
- Organizational leadership
- Psychology
- Public Relations
- Statistics
- Sport Management

MINORS

- Business Administration
- Business Analytics
- Communication Studies
- Entrepreneurship
- Graphic Design
- Human Resources
- Mathematics
- Professional Selling
- Social Justice

Significant educational and professional opportunities for students

E.g., Ability to offer internship programs to students. Plus, thousands of front office jobs will be created within USL's ecosystem over the next 5 years.



UNIVERSITY & EDUCATION PARTNERSHIP EXAMPLES

The United Soccer League's partnerships extend across the full spectrum of education, from flagship NCAA Division I universities to community colleges, K–12 school systems, and youth organizations. These collaborations are designed to strengthen student life, create meaningful career pathways, and connect institutions more deeply with their surrounding communities. Together, they demonstrate how USL delivers value at every level of education.

NCAA Division I

Fresno State University	Mountain West Conference
Georgia Southern University	Sun Belt Conference
College of Charleston	Coastal Athletic Association (CAA)
University of Tennessee	Southeastern Conference (SEC)
University of Alabama at Birmingham (UAB)	American Athletic Conference (AAC)
University of San Diego	West Coast Conference (WCC)
Columbia University	Ivy League
IUPUI (Indiana University–Purdue University Indianapolis)	Horizon League
Florida International University (FIU)	American Athletic Conference (AAC)
Bryant University	America East Conference
UC Santa Barbara	Big West Conference
University of North Florida	Atlantic Sun Conference (ASUN)
Furman University	Southern Conference (SoCon)
University of Cincinnati	Big 12 Conference

NCAA Division II & Junior/State Colleges

CSU Monterey Bay	California Collegiate Athletic Association (CCAA)
Nova Southeastern University	Sunshine State Conference (SSC)
Laney College	California Community College Athletic Association

K-12 & Youth Partnerships

Spokane Public Schools
Kidsports (Eugene, OR)



CAA

SBC



THE
BIG
WEST

CCAA



USL & University Stadium Development Examples



California State University, Monterey Bay

- Added seating with select seat-backs
- New Broadcast & press box
- New offices & field house for teams and MBFC staff
- Added Premium hospitality & open-air seating
- Upgraded concessions & merchandise
- New Supporters Section
- New FIFA approved turf
- Expanded stadium capacity to 6,000



College of Charleston

- 4,000 new seats along three sides of the field
- Two new suites & a new party deck
- New beer garden behind the supporter's section
- New kids play area



Nova Southeastern University

- 5,000 new seats along the south & east sides of the field
- Refresh of existing west side seating including a new roof
- New press box
- New LED field boards

University + High Performance Training Centers

College and Student Benefits

Recruitment and Retention

- Showcase facility that attracts top domestic and international student-athletes.
- Partnership with a professional team signals commitment to excellence.

Player Development & Career Pathways

- Direct exposure to pro training environments and coaching.
- Creates clear pathways to professional playing careers, internships, and jobs in sports management, sports science, and media.

Academic Integration

- Supports programs in kinesiology, sports medicine, data analytics, and business.
- Hands-on learning opportunities tied to real-world operations.

Brand Elevation

- Aligns the college with professional sports standards.
- Positions the college as a forward-thinking institution regionally and nationally.

Community & Economic Benefits

Catalyst for Redevelopment

- Transforms underused land (parks, schools, brownfields) into a vibrant community hub.
- Anchors new investment in healthcare, retail, and housing around the site.

Prestige & Visibility

- Boosts the colleges and city's profile through professional partnerships.
- Generates consistent media presence tied to games, events, and tournaments.

Economic Impact & Sports Tourism

- Year-round activity from training, camps, and events drives revenue for local businesses.
- Attracts regional, national, and international tournaments, fueling visitor spending and hotel stays.

Community Engagement

- Serves as a hub for youth clinics, recreational leagues, and health programs.
- Creates pride of place for both campus and city residents.



Repurposed landfill site in Pinellas Park, FL being transformed into multi-field training facility.

EXHIBIT “C”

USD STADIUMS

(Please see attached)

United Stadium Development

Built for Community

USD

About United Stadium Development

United Stadium Development (USD) is the official real estate development partner of the United Soccer League (USL), focused on stadium-anchored, mixed-use development. We specialize in advancing complex, multi-stakeholder projects from early planning through execution.

Building stadiums is complex – and the biggest challenges often arise long before construction begins. Entitlements, financing, site readiness, stakeholder coordination, and project sequencing can slow momentum and add risk if they aren't addressed early.



USD

Where USD Comes In

We simplify the complex process of planning, entitling, financing, and delivering stadium-led projects by mitigating early-stage risk and advancing developments to a point of real readiness. We align stakeholders early, structure public-private frameworks, and bring discipline to projects throughout the development process.

From the venue itself to surrounding retail, hospitality, residential, and public spaces, we create places where sports, entertainment, and community come together -- active, vibrant, and sustainable year-round. By partnering closely with municipalities, teams, and investors, we help transform underutilized sites into thriving destinations that energize neighborhoods and deliver lasting economic and social impact.

USD brings deep, multidisciplinary development expertise and a hands-on, detail-oriented approach to every project, creating places where sports and real estate work together to drive long-term success for teams and communities.



Capabilities



Our Services

- Development Advisor
- Master Developer
- Joint-Venture Partner

What We Do

- **USL Stadium-Anchored Development**
Professional stadiums, training facilities, and sports complexes
- **Mixed-Use District Development**
Retail, hospitality, residential, and public spaces integrated around the venue
- **Project Positioning & Planning**
Master planning, due diligence, underwriting, and project positioning
- **Public-Private Partnership Structuring**
Site strategy, incentives, phasing, and public coordination
- **Execution & Delivery Coordination**
Aligning design, construction, municipal, and capital partners

Capabilities



Where We Work

- Downtown & Urban Districts
- Repositioning Underutilized Sites
- University-Adjacent Projects

How We Add Value

- Reduce early-stage redevelopment risk
- Accelerate project readiness and timelines
- Align teams, stakeholders, and capital around a clear, executable plan

Leadership

USD is grounded in the belief that great development starts with great people. Our leadership team brings deep experience across real estate development, finance, and project delivery, operating as a collaborative group to advance complex, stadium-anchored projects from early planning through execution.



Justin Papadakis
Co-CEO and Chief Growth Officer

Justin Papadakis leads USD's expansion into new markets and the growth of its stadium-anchored development platform. He works closely with clubs, municipalities, and investment partners to advance projects from early planning through execution, aligning facilities and surrounding districts with long-term community and economic value. Justin also serves in a C-level leadership role with the United Soccer League, bringing direct experience across the league's national footprint and real estate strategy.



Dean Marks
Co-CEO and Chief Strategy Officer

Dean Marks leads the strategic direction of USD's real estate development business, including acquisitions, municipal incentives and financing, joint venture structures, capital strategy, partner reporting, and long-term development planning. Dean brings more than 25 years of commercial real estate experience as an attorney, broker, and developer, and is licensed as an attorney in Illinois and a commercial managing broker in seven states.

Our Team



Ryan Zordan – Chief Investment Officer

As Chief Investment Officer, Ryan Zordan is responsible for managing the financial strategy behind USD's development platform. With over 18 years of experience in commercial real estate analysis, accounting, and asset management, Ryan leads underwriting for land acquisitions, entitlement and incentive packages, and joint venture and development modeling. He has supported multiple large-scale, master-planned mixed-use projects across the country.



Eric Engstrom – Chief Development Officer

With more than 20 years of experience delivering complex mixed-use commercial developments nationwide, Eric Engstrom oversees all planning, design, and construction across USD's project portfolio. He manages scope, schedule, budgeting, and stakeholder coordination to ensure projects are delivered with quality and accountability.



Agatha Omielan – Chief Administrative Officer

Agatha Omielan manages USD's corporate operations, compliance, and administrative requirements across its real estate entities. She oversees licensing, regulatory coordination, and corporate governance, while supporting the accounting and operational processes needed to execute projects across multiple markets.

United Stadium Development

Appendix: USL Modular Stadium Examples

USL Stadiums

Lexington SC

Location: Lexington, KY

League: USL Championship /
Gainbridge Super League

Name: Lexington Sporting Club
Stadium

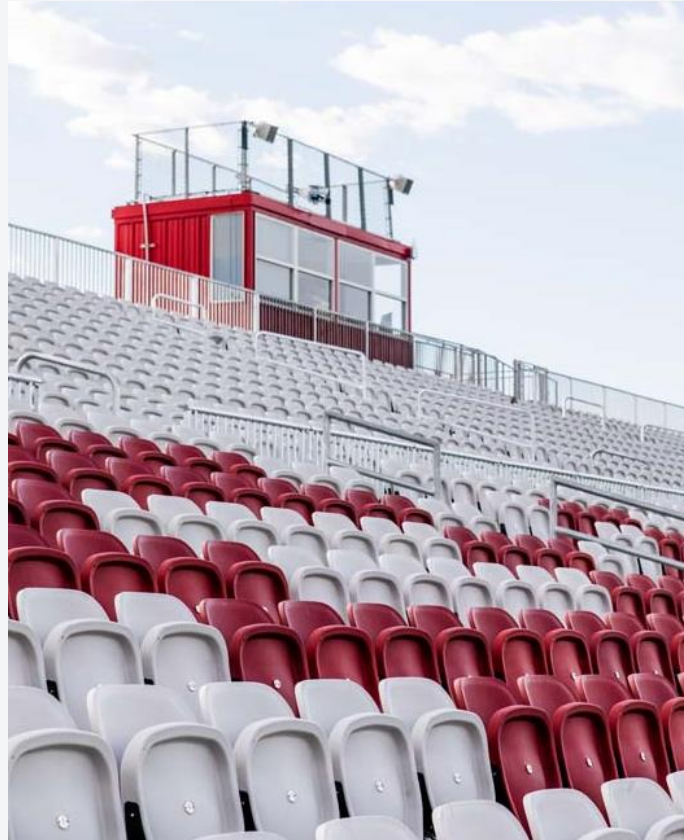
Capacity: 7,500

Stadium Lead: Stadium Structures

Open Date: 2024



USL Stadiums



Phoenix Rising FC

Location: Phoenix, Az

League: USL Championship

Name: Phoenix Rising FC Stadium

Capacity: 10,000

Stadium Lead: InProduction

Open Date: 2023

USL Stadiums

Chattanooga Red Wolves SC

Location: Chattanooga, TN

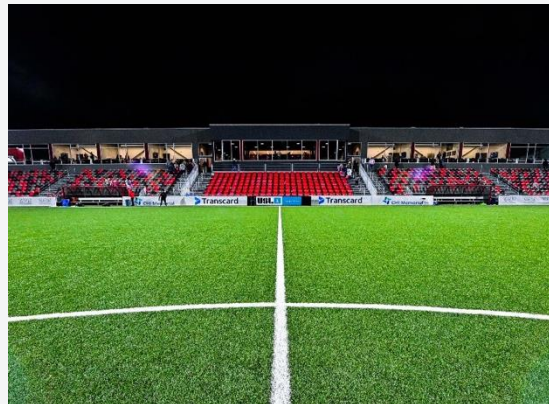
League: USL League One

Name: CHI Memorial Stadium

Capacity: 5,500

Stadium Lead: N/A

Open Date: 2020



USL Stadiums



Loudoun United FC

Location: Loudoun, VA

League: USL Championship

Name: Segra Field

Capacity: 5,000

Stadium Lead: InProduction

Open Date: 2019

Future Expansion Stadiums

USL Buffalo



Location: Buffalo, NY
League: USL League One
Stadium Name: TBD
Capacity: 7,600
Stadium Lead: TBD
Open Date: 2027

USL Riverside



Location: Riverside, CA
League: USL League One
Stadium Name: TBD
Capacity: 5,000
Stadium Lead: TBD
Open Date: 2028

POMONA, CA



RIVERSIDE, CA

RIVERSIDE STADIUM AERIAL VIEW



CAPE CORAL, FL



SAVANNAH, GA



DES MOINES, IA



BOISE, ID



NASSAU, NY (HOFSTRA UNIVERSITY)



GREENSBORO, NC



TOLEDO, OH



LEHIGH VALLEY, PA

