



United Soccer League

4/26/2021

ATTN: Ross I. Yamasaki, Chairperson,
Stadium Authority Board, P.O. Box 30666,
Honolulu, HI 96820-0666

Dear Mr. Yamasaki,

As COO of the United Soccer League, I am writing to express the league's significant interest in bringing professional soccer to Hawaii. We have been very impressed with the Stadium Authority and the NASED project team, and their vision and commitment to bringing a first-class new facility to the state. As an organization, we would like to play a role in elevating the project for you and your community even further.

At its core, USL is a league that prides itself on a community-first approach. The intersection between a club and the place it represents is a powerful one, and we understand that the positive community impact from stadium developments – such as the NASED project – extend far beyond the field of play. We also know that professional soccer, the USL Championship specifically, can drive national and international attention and boost foot traffic to the facility footprint.

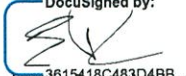
Soccer is the fastest growing sport in the United States and the USL has a vast footprint with over 40 teams across the country. With the appetite for the professional game at an all-time high, and with the continued surge of youth soccer participation across Hawaii, we feel that a professional soccer club in Honolulu is a perfect fit for the USL Championship. Adding to that sense of optimism, I am pleased to inform you our USL Expansion Committee has approved the market, pending completion of the new Aloha Stadium.

Furthermore, through our USL Academy initiative, Hawaii would have a clear path-to-pro model. It would accelerate player development and create more opportunities in the city and State for elite youth soccer players to pursue professional soccer in their own hometown. With both an Academy and a League One club, Hawaii would also be welcomed onto the national stage via the league's broadcast partnership with ESPN. Moreover, having a professional soccer team as a prime tenant of the new Aloha Stadium would be yet another asset to Hawaii's tourism industry and brand, providing not just local residents, but also guests with another entertainment option while vacationing. As we have seen in several markets across the country, stadium developments drive traffic, increase awareness, and boost economic activity.

Time and time again we have witnessed USL clubs across the United States become essential community assets on and off the pitch. It would be the same in Hawaii. The addition of this franchise would not only be historic for the State of Hawaii, but would be something that residents from all the islands could come together to support.

Please do not hesitate to contact me regarding the USL, our commitment to the City of Honolulu and the entire State of Hawaii, or this stadium development project. Thank you for your time and consideration.

All the best,

DocuSigned by:

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Justin Papadakis
Chief Operating Officer &
Chief Real Estate Officer
United Soccer League