

# How To Build Your Own 24/7 Soccer Field



Now you can  
have the  
soccer fields  
your players  
want and need

Soccer, Round the Clock

**P**roject 24/7 Fields is an initiative of the U.S. Soccer Foundation to help create enough fields for every U.S. boy and girl, man and woman who wants to play soccer. It puts a high-tech soccer field system within financial reach of many more communities and soccer organizations.

Creating partnerships is one of the core strengths of the U.S. Soccer Foundation. It is helping to build fields and install lights at facilities across the nation through its partnerships with government agencies and private companies such as Nike and the NikeGo program.

The U.S. Soccer Foundation's priorities also include a focus on urban programming and player development. Both are well served by creating more soccer fields in our communities.

NikeGO has a simple mission: Get kids moving and give them the means to do it. Creating more soccer fields serves that mission perfectly.

# Introduction

We've all seen the statistics – some disturbing, some shocking – on youth health problems. No matter the causes – school funding cuts, lack of phys-ed programs, shortage of facilities, computers and the Internet, or plain old apathy – the unvarnished truth is that too many kids today are not involved in enough physical activity to achieve and maintain a healthy lifestyle.

Active kids are happier, healthier and more likely to make positive life choices. NikeGO wants to inspire kids ages 8 to 15 to be active – to help them discover the joy of movement and the fun of physical activity.

The U.S. Soccer Foundation and Nike are working together, along with suppliers such as FieldTurf, GE Capital Public Finance, Kwik Goal, Musco Lighting and TGI Systems, to get kids moving and grow the sport of soccer.

Sincerely,



**JOHN KOSKINEN, U.S. Soccer Foundation** - President  
**JOE ELSMORE, NIKE** - Director of U.S. Soccer Sports Marketing





## The Components

# 'Project 24/7 Fields' Targets Field Shortage

**P**roject 24/7 Fields is a program of the U.S. Soccer Foundation that brings high-tech, low-maintenance soccer field systems within reach for clubs, leagues and communities throughout America.

The Foundation, in conjunction with Nike, has brought together four of the premier suppliers for soccer: FieldTurf, Kwik Goal, Musco Lighting and TGI Systems. Together these Resource Partners have created a one-stop-shop field development package that includes all the hardware and most of the expertise that an organization requires to install a first-class soccer field that can be used 24 hours a day, 7 days a week, 52 weeks a year.

The challenge is clear: There are over 19 million people playing soccer in America and the lack of field space is at a crucial point. Hundreds – perhaps thousands – of new soccer fields are needed to accommodate the boys, girls, men and women who want to play the world's favorite game.

The Foundation has also developed a relationship with GE Capital Public Finance, Inc. to assist organizations in obtaining the financing they require to make their dream soccer field a reality.

As part of this project, Nike and the U.S. Soccer Foundation have partnered on a grant program that can even help bring new fields within reach for inner city and low income areas.

The Foundation has brought these Partners together and selected recreational-appropriate products at preferred discounted prices (up to 10% for regular purchases not awarded a grant, and up to 33% with grant awards of \$100,000), not including base work and light installation. The revolutionary FieldTurf synthetic surface saves thousands of dollars in water and maintenance costs over the life of the field. It also dramatically extends the playing time possible per field due to the resilience of its unique synthetic structure - including the use of Nike Grind, a material comprised of recycled athletic shoes. In addition, Project 24/7 Fields offers two new or expanded revenue sources. There can be an increase in league fees (more time slots available to play on a high-quality field) and the potential of sponsored signage on both the light structures and on "boards" around the field.

Three Fields – at New York City's Metropolitan Oval, South Central Los Angeles' Ross Snyder Field, and Chicago's Douglas Park – have been developed as the prototypes for this innovative program. Already, nine more communities have Project 24/7 Fields in development.

The dream of enough soccer fields for everyone who wants to play is becoming a reality.

# New Technology Makes Player-Friendly Fields

**B**lazing sun, torrential rain, parching winds, blizzards and drought – America is a big country and within its borders is every type of inclement weather condition. It makes maintaining a natural grass soccer field an expensive and often frustrating experience. So when the U.S. Soccer Foundation began the planning of the Project 24/7 Fields program, it needed a partner that could provide a workhorse but player-friendly soccer surface. It chose FieldTurf.

A FieldTurf soccer field looks like grass, feels like grass and plays like grass. Its base is comprised of sand and Nike Grind rubber, which is made from recycled athletic shoes. Its grass-like fibers, made of polyethylene blend, give it a natural look and feel, while the blend of sand and rubber particles that form its base are loosely packed around the blade, providing a softer cushion than real dirt.

FieldTurf is used across America in pro, college, high school and community soccer fields, including Boston University (WUSA Boston Breakers), Seattle Seahawks Stadium (A-League Seattle Sounders) and Giants Stadium (MLS MetroStars). It offers a 24/7, year-round playing surface that saves thousands of dollars in watering and field maintenance. It is very cost efficient even though it is initially more expensive than natural grass to install.

FieldTurf is now also approved for most international use. It's used for practice and game fields by international leagues and clubs including the England Premier League (Arsenal, Liverpool, Chelsea, Newcastle United FC, Middlesbrough, Blackburn, Leeds United, Manchester City, Fulham, Aston Villa, Birmingham City and Charlton Athletic); the Scottish Premier League (Glasgow Rangers); Germany's Bundesliga (Werder Bremen); Russia's Lokomotiv and CSKA and Spain's Primera Liga (Barcelona).

FieldTurf's infill and special fibers provide ball bounce almost identical to natural grass; there is no topspin as on other synthetic surfaces. And since water drains directly through FieldTurf, a minimal crown is all that is necessary, eliminating "runaway balls" so common on other synthetic surfaces.

It is the ideal soccer field surface for every region of America.

**FIELD**turf™



## ‘Water, water NOwhere’

FieldTurf playing fields have been tested from Alaska to the Sahara. Here are some things to know:

- No watering. Ever. So no need for water sources, sprinkler systems and additional maintenance costs.
- Play in any weather. A totally porous system, it drains water rapidly to keep the field in perfect playing condition regardless of the weather.
- Increased usage. Even non-stop action won't damage the turf. Never any need to re-seed.
- Virtually no maintenance. Only needs simple periodic brushing.
- Fewer injuries. Ample space between each blade of turf allows cleats to easily penetrate, rotate and release, minimizing motion-related injury and "turf burn."
- Save by building on existing fields. If an existing natural grass field has a well-functioning drainage system, FieldTurf may be able to use the existing system.
- Guaranteed. An eight-year, third party insurance guaranteed warranty – the most comprehensive guarantee in the industry.
- Expert installers and advisors. FieldTurf will help design the base system, and only works with the best installers. They will be your expert consultants throughout the process.
- High quality surface and 24/7 availability ensures maximum fees per field!

**“Better than the old artificial turf. It's quite soft. The bounce of the ball rises instead of skipping on. If you strike a longer ball, it slows up quicker.”**

**TIM HANKINSON, Colorado Rapids Coach**

**“It's definitely the best artificial surface I've ever played on.”**

**RICHIE WILLIAMS, MetroStars Midfielder**

**“As an athletic trainer, I like the fact that the surface is 'forgiving' ...we have seen a significant reduction in concussive and joint line injuries.”**

**DAVE BURTON, University of Washington,  
Associate Athletic Director of Sports Medicine,  
Wellness and Student Services.**

## The Goals

# New Portable Design Protects FieldTurf

**E**very soccer player knows there are goals...then there are GOALS. That was the challenge Kwik Goal accepted as a partner in the U.S. Soccer Foundation's Project 24/7 Fields.

Kwik Goal had to design a state-of-the-art goal for the FieldTurf surface. The goal could not have any below-ground anchors while maintaining Kwik Goal's high standards that it be light, very portable, safe and durable.

The result was the Pro Premier Euro Match Play Goal. Shaped like a backwards "L", it is uniquely counterbalanced for excellent stability. It's a top-of-the-line, official size aluminum goal, with attached wheels that flip up and down to make moving it an easy two-person job.

Small-sided soccer is endorsed by virtually every top level coach and countless youth soccer organizations around the country. It's considered the premier way for young children to learn the game. The smaller squads allow more touches on the ball, making the soccer experience more enjoyable for the players while improving their skills.

With this important trend in mind, Kwik Goal and the Foundation determined that each Project 24/7 Fields package will also include two sets of small-sided goals. Two small-sided fields can be set up across the width of a regulation size soccer field by using the Deluxe European Club Goals (6' x 12') provided in the package. These smaller goals use the same counterbalance design as the Pro Premier European Match Play Goal. A full set of nets is included with both the European Match Play and the European Club Goals.

Kwik Goal Pro Premier and European Club Goal product lines also feature the patented Kwik Lock Net system for easily attaching nets while ensuring fingers don't get caught. As with all portable goals, the extra safety precaution of using sandbags or above ground anchor weights (also included) to provide further anchoring is required.

To round out the package, Kwik Goal has included two 21' portable team benches, as well as a set of Universal Corner Flags specifically designed for FieldTurf use. Each community buying a Project 24/7 Fields package will receive the newest designs.



## The Signs

# Create Pro Atmosphere And More Revenue

**W**hat if your club, community or college soccer field had the atmosphere of a professional soccer venue? Project 24/7 Fields makes that not only possible, but practical.

Those signs around a pro soccer stadium make you feel like you've come to a big event. That's the same kind of atmosphere you can create for your program with signage from U.S. Soccer Foundation Resource Partner TGI Systems.

TGI Systems customers include MLS, WUSA, FIFA, U.S. Soccer, U.S. Youth Soccer and other U.S. and international soccer organizations. TGI offers the patented AdTrac System, which is used by professional teams, and the more economical AdTrac Banner System. Both systems are simple, durable and portable.

TGI can also tailor a system – small or large – specifically for your program's needs. It can create large banners that attach to existing perimeter fencing or walls. TGI offers complete design and production capabilities.

Nothing boosts the atmosphere of a soccer game more than having the field of play enclosed with perimeter "boards." Even some freestanding signs, done professionally, can transform your soccer field. The sign messages can include your sponsors' ads, your team's logo, your city's slogan and many other options that can generate revenue.

Here are a few tips when you're thinking about signage for your program:

- Make them simple. Too many words on a sign and it can't be read at a distance.
- Offering value is the key to successfully bringing sponsor revenue into your program. If your club, community or college is seeking sponsors, signage is one of the most valuable benefits you can offer.
- Signage can make your soccer field come alive, but it must be professionally done.

**TGI**  
**SYSTEMS**



## The Lights

# Field Lights Expand Soccer Playing Time

**T**here are times of year when lights on a soccer field can almost double its number of playing hours. Musco Lighting's approach to sports lighting provides a wide array of solutions for a soccer field.

The U.S. Soccer Foundation chose Musco as a Resource Partner for Project 24/7 Fields program because it designs innovative lighting solutions not only for professional stadiums, but also makes lights practical for club, community and college soccer fields. Here are just some of the features of Musco lights:

- Economical. Fewer required fixtures means less to buy, install, operate and maintain.
- Environmentally sensitive. Patented designs redirect wasted spill light and reduce glare. Important considerations when your field has neighbors!
- Computer-based design services ensure lighting conditions can meet the needs of participants, spectators, photographers and even TV cameras!
- Guaranteed. 10-year comprehensive foundation-to-poletop warranty. You won't have to touch your lighting system for 10 years.
- Lighting structure includes opportunity for signage. Another source of revenue for your soccer field!

Here are just a handful of the soccer fields that today use Musco Lighting systems:

**Ross Snyder Park**  
Los Angeles, Calif.

**Owasso Sportsplex**  
Owasso, Okla.

**Jeffrey Soccer Field**  
Penn State University  
University Park, Penn.

**Disney's Wide World  
of Sports Complex**  
Orlando, Fla.

**Maryland Soccer Plex**  
Boys, Md.

**Dublin High School  
Soccer Stadium**  
Dublin, Ohio





## How To Pay For It

# Savings, New Revenue Drive 24/7 Fields

**Y**our community desperately needs new soccer fields, but they're a lot of money to install. How can Project 24/7 Fields help pay for itself? There are two components: creating new revenue and saving money. Here's how you can increase your revenue:

- The ability to generate additional, and higher, league fees. Your organization is now offering the highest quality playing surface, lights, and a great atmosphere. When one city administrator was asked if he thought \$100 an hour was in the ballpark for league fees, he commented, "In many cases soccer leagues will be happy to pay even more." Every community is different, but even if you choose not to increase league fees, there will now be more "playable" hours in the day. Inclement weather, darkness, "resting" and re-seeding will no longer take soccer playing hours out of your field schedule.

- Increased sponsorship sales. Signage on lighting structures and field perimeters is a valuable benefit in sponsor packages. Whether it's a local business, a major soccer manufacturer or a large corporation, name visibility via signage can be a key component of an attractive sponsor program.

- Holding play-off and championship games or tournaments at your site can bring in additional revenue from fees and concessions.

And here's how you can save money:

Annual Maintenance Costs		
	Natural Grass	FieldTurf
Moving Equipment	\$7,068.00	
Labor Cost (\$20/hour)	\$6,000.00	\$1,000.00
Clipping Removal	\$2,861.00	
Fertilization	\$4,856.00	
Overseeding	\$466.00	
Coring	\$2,848.00	
Topdressing	\$9,565.00	
Thatch Removal	\$185.00	
Monitor Irrigation	\$846.00	
Equipment Depreciation and Fuel	\$3,500.00	\$1,500.00
Water Cost	\$5,400.00	
Re-Striping Field Lines:		
Labor	\$5,800.00	\$1,000.00
Material	\$3,105.00	\$1,500.00
	\$52,500.00	\$5,000.00

Project 24/7 Fields will help you pay for your soccer field in record time!

## 'Seed' Money

# Nike & Foundation Announce Five-Year, \$5 Million Field Grant Partnership

**N**ike and the U.S. Soccer Foundation have entered into a five-year partnership to help bring world-class soccer fields to communities across the United States as part of their Project 24/7 Fields program. The partnership represents Nike and the Foundation's commitment to promote soccer in the United States. It is also an integral part of NikeGO, Nike's grassroots initiative in the U.S. to inspire kids ages 8 to 15 to experience the joy and benefits of being physically active.

Each year of the five-year partnership, Nike and the Foundation will award approximately 10 communities with \$50,000 to \$100,000 grants to be used toward a new soccer field with lights, goals and signage. The communities awarded the grants in the first year of the program are the City of Frisco in Texas, Creighton University in Nebraska, Kirkwood Soccer Club in Delaware, Take the Field in New York, United for DC in Virginia, The Colorado Rush, FC Delco (PA) and the Players Development Academy (NJ).

The Nike-U.S. Soccer Foundation program is an initiative that provides communities, leagues, clubs or groups an avenue to apply directly to the U.S. Soccer Foundation for financial grant assistance or to make an outright purchase of a field package.

For information on applying for a Nike-U.S. Soccer Foundation field grant, see page 12.

**Ross Snyder Park in South Central Los Angeles was a dirt field (photo above) before it was transformed with a FieldTurf surface through the help of Nike and the U.S. Soccer Foundation.**





## The Financing

# Getting The Money Gets The Ball Rolling

GE Capital Public Finance is a resource partner of the U.S. Soccer Foundation Project 24/7 Fields. Here Kevin Johnson, Vice President & National Sales Manager of GE, answers some of the common questions people have on financing their soccer field project.

**Q. What type of organizations does GE Capital Public Finance most commonly work with? What does it do?**

**A.** GE Public Finance provides financing to state and local governments, school districts, colleges and universities as well as not-for-profit organizations.

**Q. What type of documentation should we prepare prior to applying for financing?**

**A.** The borrower will need to provide financial statements, project description, justification for the project and cost savings and/or source of repayment.

**Q. What is the maximum amount my organization can receive?**

**A.** Minimum size with GE Public Finance is \$100,000. Larger amounts depend upon the borrowers financial strength.

**Q. What is the maximum term of financing that GE Public Finance offers?**

**A.** Eight years

**Q. On average how long does it take to obtain financing?**

**A.** 5 - 10 business days

**Q. What are the most common reasons why our soccer organization would not be approved for financing?**

**A.** The most common issues are limited financial resources and cash flow. Also we need to see a clear source of funding to repay the loan.

**Q. If we don't have the financial strength to tackle this project on our own, what do you recommend?**

**A.** Partner with your city or school district. Working together you can accomplish terrific results.

**Q. What homework should our organization do as we start the process?**

**A.** You will need to provide the lender a very specific description of how the loan will be repaid.

## The Process

# Frequently Asked Questions

### ● How does the U.S. Soccer Foundation get better prices for the field components – turf, lights, goals and signage – than we can on our own?

Group buying power. The Foundation is serving as the conduit for many communities and soccer groups. It is handling all the leg work. The Resource Partners have agreed to give their best possible pricing if the order comes directly through the Foundation. It serves our mission of “enriching lives through soccer.”

### ● We love to negotiate a deal...what if we go to the companies ourselves?

You're welcome to work directly with each of our partner companies, but once you've made that contact, you will not be able to utilize the Foundation's Project 24/7 Fields program. This is a no-exception policy. Each of the Resource Partners is a for-profit company that is in the business of selling its products. It is only through the group buying power of the U.S. Soccer Foundation's Project 24/7 Fields that they are willing to discount their products to this level.

### ● What if we want to buy a Project 24/7 Fields package outright without going through the grant process?

You can do so, just call (202) 872-9277 and a Foundation representative will discuss your options.

### ● What are the financial terms of Project 24/7 Fields?

The financial terms have been modified to a three-payment model: 1/3 due upon signing of the contract, 1/3 due upon delivery of the FieldTurf and 1/3 due upon completion of the project.

### ● What kinds of questions will I need to answer on the form?

The form is extensive. You will need to answer demographic and usage questions, and provide credit and other financial information. We will need to understand how your organization will use and pay for the project. The Foundation and the Resource Partners will be doing a great deal of work on your behalf. We must know that your application is a serious one.





### ● **How much does this program cost?**

The retail cost of each of the field components purchased individually could be as high as \$1 million. The Foundation has brought these Partners together and selected recreational-appropriate products at preferred discounted prices (up to 10% for regular purchases not awarded a grant, and up to 33% with grant awards of \$100,000), not including base work and light installation. The revolutionary FieldTurf synthetic surface saves thousands of dollars in water and maintenance costs over the life of the field. It also dramatically extends the playing time possible per field due to the resilience of its unique synthetic structure - including the use of Nike Grind, a material comprised of recycled athletic shoes.

### ● **If I think our town, organization or club may qualify for the Nike-Foundation Field Grant program, how do we apply?**

Visit [ussoccerfoundation.org](http://ussoccerfoundation.org) and fill out a grant application. Each year these become available on or about Sept. 15. The deadline for grant applications is late November. Approximately 10 grants for this program will be given each year. The need is great, however, and the competition for grants is stiff. A preference will be given to low income neighborhoods or programs that serve very broad constituencies.

### ● **Isn't it cheaper to install a grass field?**

Communities and soccer organizations around the nation have found the cost of water, maintenance and limits of playing time on natural grass fields make them far more costly than anticipated. Project 24/7 Fields' purpose is to maximize soccer playing time in each community. The higher front-end cost of this program is offset by reduced maintenance costs, greater playing time and potential revenue that can be generated from fees and signage.

### ● **OK, I filled out the form, now what happens?**

The U.S. Soccer Foundation will supply your information, including all your answers and contact information, to each of the Resource Partners. The Foundation and the Resource Center partners will contact you directly to work through the specifics of your project.

### ● **What if I have more questions?**

We're happy to help. Contact us at:

**U.S. Soccer Foundation**  
1050 17th Street, NW, Suite 210  
Washington, D.C. 20036  
Phone: (202) 872-9277  
Fax: (202) 872-6655  
[ussoccerfoundation.org](http://ussoccerfoundation.org)

# U.S. Soccer Foundation

**T**he U. S. Soccer Foundation is the development and philanthropic arm of soccer in the United States. It was established to administer the profits from the phenomenally successful 1994 FIFA World Cup USA. Its mission is to enrich lives through soccer.

The Foundation is dedicated to investing resources in people, programs and priorities that will continue to grow soccer in the U.S. It has invested more than \$35 million to help all aspects of the soccer community. With subsequent contributions to the endowment from the blockbuster FIFA Women's World Cup '99, a capital campaign and other fundraising programs, the Foundation continues to be the development engine for American soccer. Some of its projects and priorities include:

**The Resource Center** – A unique combination of partner companies, online and print tools offering the U.S. soccer community assistance in the development of projects and programs.

**Grassroots** – The Foundation has granted nearly \$20 million to 300 soccer organizations, both large and small, to support their efforts in communities across the nation.

**Nike Project-40** – The Foundation has committed funds to reimburse young professional players' educational expenses.

**Player Development** – A \$6 million commitment has been made to U.S. Soccer's Player Development Initiative.

**Women's World Cup 1999** – The Foundation gave \$385,000 to fund the bid bringing the games to the U.S. Additionally, \$2.5 million was loaned to the organizing committee to start the administrative and planning functions necessary to make the games a success.

**Major League Soccer, Women's United Soccer Assoc.** – The Foundation has been a sponsor of Major League Soccer since 2000. It has been a supporter of the WUSA since 2002.

**U.S. Soccer Foundation Soccer Yellow Pages™** – A 200-page national telephone book for American soccer, including thousands of listings of soccer clubs, leagues, organizations, services and companies. It is also available free online at [www.socceramerica.com](http://www.socceramerica.com).



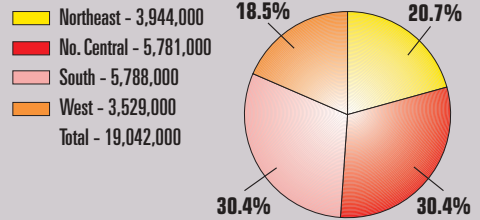
# Soccer In The USA

*Soccer in the USA* is a resource booklet from the U.S. Soccer Foundation that gives an overview of the organizations, structure, trends, resources and leadership of American soccer. It was created for public and private organizations and individuals who are exploring soccer in America, including municipalities, companies, media and soccer groups. For a free downloadable edition of this resource, which includes participation and other statistics, visit [ussoccerfoundation.org](http://ussoccerfoundation.org).

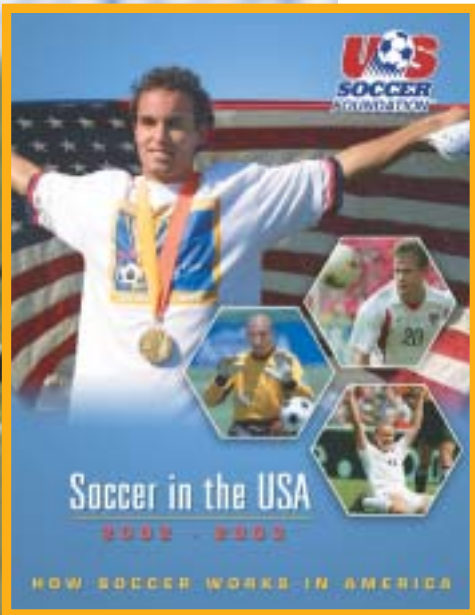
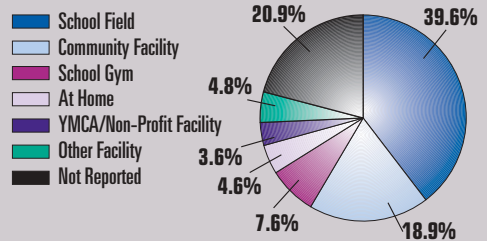
## Key Findings 2001

	1987-2001 Change
Total Participants	19,042,000 +23.8%
Total Adult Participants	4,070,000 +42.9%
Frequent Participants (25+ days)	9,117,000 +53.8%
Core Participants (52+ days)	4,276,000 +89.8%
"Aficionados" (Soccer is favorite sport)	4,981,000 +65.9%

## Participation by Region



## Facility Usage 2001



## A Soccer Leader

# Nike Soccer Stars Shine Bright in USA And The World

**A**s 1994 dawned, the words Nike and soccer barely went together. Not a single team wore Nike uniforms at the 1994 U.S.-hosted World Cup. By the end of the year, however, things were a little different. Seven players had worn Nike boots in the World Cup final. Nike ran its first global soccer ad campaign, and signed a 17-year-old Brazilian named Ronaldo.

That year Nike also launched the International Premier Cup – now the Manchester United Premier Cup – a grassroots world championship for U-15 teams that has grown from 600-plus European teams in 1994 to over 6,000 from all over the world in 2003.

Nike and soccer. A natural. Nike's relationship with the U.S. national teams has gone from cheering on the local heroes to supporting world champions and world quarterfinalists. Both the U.S. women and men have transformed the way Americans see the game and the way the world sees Americans in soccer. American stars such as Mia Hamm and Landon Donovan have led that transformation.

At the 2002 FIFA World Cup Korea/Japan, more players wore Nike boots than any other brand. More goals were scored in Nike boots than in any other brand. Ronaldo scored more goals than anyone else, completing an astonishing comeback from injury. A quarter of the teams wore Nike uniforms, including champion Brazil. It was the embodiment of Nike's commitment to supporting attacking, imaginative, inspired soccer.

As autumn 2003 dawned, the world's most famous club, Manchester United, took the pitch in Nike and swept to another Premier League championship. And they did it with a Nike Geo Merlin ball.

Manchester United toured the United States, drawing record crowds. The world prepared to converge on the U.S. to celebrate another FIFA Women's World Cup. Nike's Tape campaign paid homage to the improvisational ethic of soccer anywhere, anytime. MLS teams are playing in their own stadiums. The WUSA is the No. 1 women's league in the world. Youth soccer participation in America increases year after year and is producing stars on the global stage.

The stars of today and the stars of tomorrow all understand one thing: Soccer is no longer the sport of the future. It is the sport of now. Nike Soccer now rolls off the tongue with the ease and inevitability of a free kick off Roberto Carlos' left foot.





Since 1993, Nike's Reuse-A-Shoe program has recycled over 15 million pairs of shoes. Nike has donated more than 150 athletic courts, tracks, field and playground surfaces made from Nike Grind materials.



**1** Nike wants to help you get your old shoes back in the game.



**2** Reuse-A-Shoe does just that as an integral part of the NikeGO program.



**3** Reuse-A-Shoe collects, slices and grinds up old athletic shoes to make Nike Grind materials.



**4** Nike Grind materials are used to make a variety of sports surfaces, including FieldTurf soccer fields.

## The First Success Story

# New York's Met Oval Debuts As 24/7 Field Prototype

**T**he soccer field hosted its first game in 1930, just as the Great Depression gripped the nation. Over the next 70 years it became a neighborhood landmark. Then the tax man threatened to seize it.

For Jim Vogt, who'd kicked a thousand soccer balls at New York City's Metropolitan Oval soccer field and walked by it thousands of times on his way to school, the demise of the legendary field was not something he was going to sit by and watch.

"One day in the middle of winter, Ed Falbo – who really is the person who deserves credit for keeping the Oval alive – came to me and said 'we're going to lose the field,'" said Vogt, a soccer player who grew up in the Queens neighborhood and continued to be an active player. Over \$200,000 was owed in back taxes and penalties and the field was about to go into foreclosure.

That fateful conversation in 1998 changed Jim Vogt's life and gave the Met

Oval a new life. The Metropolitan Oval, featured in photographs throughout this publication, became the first Project 24/7 Fields.

The Metropolitan Oval Foundation was formed by Vogt and Long Island Roughriders owners Chuck and Val Jacobson. It would take four years, \$1.2 million and untold hours of blood, sweat and tears to push past the many obstacles that were put in their way. But in the end soccer fans prevailed and, with the help of the U.S. Soccer Foundation and Nike, the Met Oval was reborn as a state-of-the-art Big Apple soccer facility.

"It was a dust bowl in the summer and a mud bowl in the winter. We knew we couldn't put in grass and afford to maintain it. FieldTurf was a revelation for us," said Vogt. The addition of lighting, TGI signage and Kwik Goal goals transformed what had become a dirt field into a year-round, first-class soccer stadium.

Thousands of soccer players can again call the Met Oval home.

## Are You Ready?

We have a team of committed adults who will actively serve as a steering committee to see this project through to completion.

Yes  No

We have identified or secured a piece of land, that is not less than 2 acres, that we can lease or purchase. [Note: To include stands, concession or comfort station, 4 acres is the ideal.]

Yes  No

We have researched our community to insure that we understand its present and future soccer playing needs.

Yes  No

We have determined how we can raise the money over time to pay the financial obligation for our field development.

Yes  No

**If you have answered YES to all of the above, you're ready to build your dream field!**

**SOCCER  
AMERICA**

How to Build Your Own 24/7 Soccer Field is a publication of the U.S. Soccer Foundation and has been produced by Soccer America Magazine. For more information, call (510) 559-2202. Publisher: Lynn Berling-Manuel. Executive Editor: Mike Weitalla. Art Director: Grace C. Murdock. Photo Editor: Doug Murdock. Photos: Bijan Amini, Tony Quinn/Soccerpixusa, J.Brett Whitesell/ISI.



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**FIELD** *turf*



●●●●  
**MUSCO**  
*Lighting*

