

ADDING REVENUE BY DOING SOCIAL GOOD

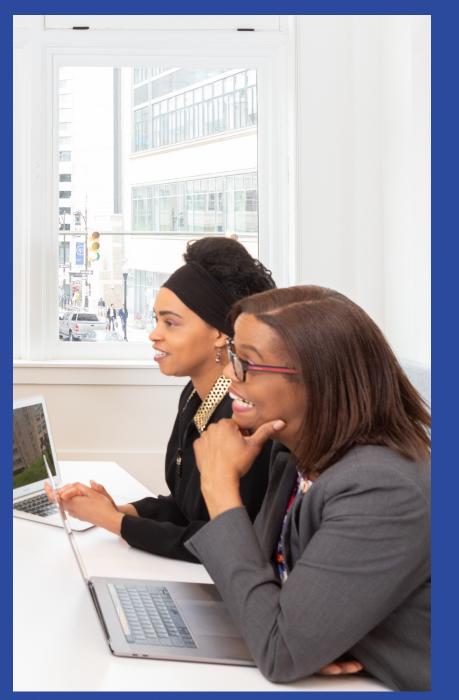
### **PROBLEM**

MLS' REVENUES ARE
APPROXIMATELY \$1B PER YEAR,
25% OF THE NHL'S REVENUE AND
ONLY 10% OF MLB'S REVENUE.



# DOING SOCIAL GOOD

78% OF
AMERICANS
WANT TO SPEND
THEIR MONEY AT
BUSINESSES
THAT USE THEIR
PLATFORM TO
TAKE ON SOCIAL
JUSTICE ISSUES.



IF A COMPANY SUPPORTS AN ISSUE CONSUMERS CONNECT WITH, 87% OF THEM WILL BE INCLINED TO PURCHASE A PRODUCT OR SERVICE FROM THAT COMPANY.



Source: <u>10 Social Impact Models For Modern Social Entrepreneurs</u>

## MLS EXAMPLES

#### **AUSTIN FC**

Austin FC's community benefits agreement (CBA) with the Austin community outlines the team's commitment to workforce development and affordable housing From 2021-2022, ticket sales grew 76%.



#### **FC CINCINNATI**

FC Cincinnati's CBA with the Cincinnati community supports phlebotomy and construction training for stadium employees and city residents. From 2021-2022, ticket sales grew 8%.



Source:: <u>Season Ticket Tour 2021</u>

Source: Guide to Austin FC tickets for 2022 home games



# COMMUNITY INITIATIVES FOR STL CITY SC

- Small Business Services
- Workforce Development
- Workforce Development II
- Equity in Youth Soccer
- Education & Youth Soccer

# SMALL BUSINESS SERVICES

**INVITE SMALL BUSINESS-**FOCUSED ORGANIZATIONS (I.E. SMALL BUSINESS EMPOWERMENT CENTER) TO HOST A WORKSHOP OUTSIDE CITYPARK TO HELP SMALL **BUSINESS OWNERS WITH** ACQUIRING CERTIFICATION, LICENSING, TAX SUPPORT, AND OTHER PROFESSIONAL SERVICES.

# WORKFORCE DEVELOPMENT

OFFER A WORKFORCE
DEVELOPMENT OPPORTUNITIES
IN THE HEALTHCARE,
EDUCATION, MANUFACTURING,
AND GEOSPATIAL INDUSTRIES
TO CITYPARK STADIUM
EMPLOYEES (SPONSORED BY
WASHINGTON UNIVERSITY IN
ST. LOUIS).

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# WORKFORCE DEVELOPMENT II

CREATE A PILOT SCHOLARSHIP **FUND FOR ST. LOUIS** RESIDENTS, WORKERS, STUDENTS, EMPLOYEES AT CITYPARK IN PARTNERSHIP WITH SAINT LOUIS UNIVERSITY, TO PURSUE CERTIFICATION IN A HIGH-DEMAND INDUSTRY (BUS DRIVER, PHLEBOTOMIST, CONSTRUCTION WORKER) BY JUNE 1, 2025.

# EQUITY IN YOUTH SOCCER

PROVIDE ANNUALLY UP TO TWENTY (20) NEED-BASED SCHOLARSHIPS FOR YOUTH DOMICILED IN THE CITY OF ST. LOUIS TO PARTICIPATE IN A YOUTH CLUB SOCCER PROGRAM BY SEPTEMBER 30, 2024.

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# EDUCATION & YOUTH SOCCER

**HOST 100 POST-TRAINING EDUCATION SESSIONS AT MINI** PITCHES BY END OF 2024 (SESSIONS PROVIDED BY THE ST. LOUIS DEVELOPMENT CORPORATION'S ECONOMIC EMPOWERMENT CENTER CAN FOCUS ON FINANCIAL AND DIGITAL LITERACY, STEM, AND/OR THE ARTS).

## EDDIE MUNGAI

314-546-0073

emutonya@gmail.com

www.eddiemungai.com

