



Client

D.C. UNITED MAJOR LEAGUE SOCCER TEAM

Overview For nearly a decade, D.C. United had been searching for a new, soccer-specific venue it could call home. After two failed attempts and several false starts spanning nearly a decade, a new front office and management team knew it had to deliver for its fans. A new site, Buzzard Point, situated near Nationals Ballpark along the banks of the Anacostia River in an underutilized industrial area was selected. The project faced major challenges because of concerns over the use of taxpayer funds and the mix of public and private land, which required multiple land swaps in order to complete the transaction.

Goal To gain legislative and community support and approvals for a new \$300M soccer specific stadium in Washington, D.C..

Strategy To create the largest advocacy coalition, UniteDC, ever created in Washington, D.C. for a sports-related cause. This goal included the dual purpose of making the campaign about much more than a stadium, but also about the diverse cultures that supported D.C. United and soccer in the District.

TOOLS WE USED

- ▶ Engagement and organizing of the local soccer community
- ▶ Outreach to the local international and Latino community
- ▶ Door-to-door canvassing of local residents and businesses
- ▶ Direct mail
- ▶ In-person meetings and phone calls with community leaders, key stakeholders, businesses and media
- ▶ Social networking and digital organizing, including a Spanish language digital campaign
- ▶ Community Giving Campaign, like sponsoring the 100,000+ people FiestaDC Festival



HIGHLIGHTS

- Over 80,000 emails to D.C. Councilmembers over a six-month period from supporters
- Over 5,750 “Likes” to the UniteDC Facebook page and 600 Twitter Followers in a three-month period
- Over 10,000 supporters joined UniteDC through our NationBuilder advocacy and engagement module
- Over 500 supporters attended four Council public hearings with over 150 providing public testimony

OUTCOME

Ultimately, the campaign was successful. Five Corners was able to garner enough support to convince elected officials to approve plans for a 20,000 seat Major League Soccer stadium for the D.C. United franchise. On December 17, 2014, the Washington, D.C. Council voted unanimously to approve the legislation and it was signed into law by Mayor Gray on December 30, 2014. The stadium is expected to be ready for the 2017 season.