



Rochester Rhinos
Empire United Soccer Academy
Organizational Announcement FAQ

The Rochester Rhinos and Empire United Soccer Academy have announced a strategic alliance that will see the two organizations work in tandem for the betterment of soccer in the greater Rochester area. The Alliance includes bringing the 2 youth clubs together under one management umbrella and the creation of a path to its future USL First Team for its players.

1. Why is Empire United Soccer Academy and the Rochester Rhinos doing this?

The soccer landscape in Rochester and Upstate New York is incredibly fractured. By bringing together two of the leading premier youth clubs, we are building a foundation to bring together the soccer community here in Upstate New York similar to the way soccer is organized in areas outside of Rochester.

Further we believe that through this affiliation we will be able to create multiple points of entry to better serve each individual player and stay within the same club. The breadth of options will continue to expand as we broaden our programming, to better serve our members and the Rochester soccer community.

- 2. What is the impact on our organization and our team?** Today and for the upcoming year there are no changes planned. Over the next year, the two organizations will be working together to determine the best strategy for joining together.
- 3. How will this impact our tuition?** There will be no impact this year. We should collectively be able to improve our cost structures and diversify our programming.
- 4. How will this impact the location of our training sessions and matches?** Our partnership should not impact field time this year at all. Each organization will operate independently over the next year.
- 5. Will we be changing our name?** No, not at this time. As we continue to review how we can best serve the Upstate New York youth soccer market collaboratively, there may be some branding changes.

6. **What are the benefits of the new structure?** We believe that there is an opportunity to bring together the best that each of our organizations represents to better serve the soccer market in Upstate New York. Beyond cost efficiencies we believe that our players will have increased opportunities and experiences for both our boys and girls.
7. **What benefits are there for the girls at the top of the player pyramid?** By working together across the entire organization we believe that all of our players will benefit through stronger competition, improved coaching and greater opportunities across the board, irrespective of gender. While there is currently no professional opportunity on the women's side, the girls soccer landscape is vibrant and offers ample opportunities for expansion and growth. Through this affiliation, our primary goal on the girls side is to pursue the highest level of competition, or platform, available using our improved resume, stronger brand and depth of talent. While there will be no immediate impact for this upcoming season, this will help build a stronger foundation for our longer term strategy on the girls side.
8. **Who will be leading the organization?** The current staff of Empire United will stay in place. We will be working with our counterparts, Greg Stanton and Pat Ercoli to determine what changes, if any, are required to best serve the new organization structure over the next year.
9. **Is there a time line for when the USL professional team will be launched?** Look for future announcements in the coming months.