



Proposal for Single Soccer League Recreational Services RFP #030625

SUBMITTED TO:

City of Coachella

Department of Community Services
53990 Enterprise Way
Coachella, CA 92236

SUBMITTED BY:

Coachella Valley Soccer League

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Date of Submission:

November 30th, 2026

"Built for the People of Coachella - by the People of Coachella."





Introduction

The Coachella Valley Soccer League (CVSL) is proud to submit this proposal in response to RFP #030625: Single Soccer League Recreational Services. CVSL has served the Coachella community for over a decade, operating under a formal MOU with the City and delivering recreational, competitive, and adult soccer programming to more than 7,000 players annually.

This proposal represents more than our qualifications — it reflects our shared belief that soccer is not just a sport, but a tool for community building, youth development, and long-term opportunity.

What follows is a detailed overview of how CVSL will continue to serve the City of Coachella with integrity, scalability, and impact — while exceeding the goals outlined in the RFP. Our hybrid model ensures a single, unified league that serves all ages and skill levels while reflecting the values and cultural identity of the Coachella Valley.

We thank the City for this opportunity and look forward to continuing — and expanding — our partnership in service of the families, players, and future of Coachella.

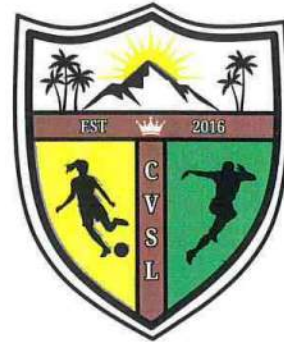
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Coachella Valley Soccer League
84-638 Calle Diego
Coachella, CA 92236
May 6, 2025



City of Coachella – Review Committee
Department of Community Services
53990 Enterprise Way
Coachella, CA 92236

RE: Proposal Submission – RFP #030625: Single Soccer League Recreational Services

Dear Honorable Council Members and Review Committee,

With pride, accountability, and a clear long-term vision, Coachella Valley Soccer League (CVSL) submits this proposal in response to RFP #030625. We recognize that the City of Coachella has opened this process to assess what’s possible — not only for the management of soccer fields, but for the children, families, and future of Coachella itself.

We believe this RFP is about more than logistics. It is about equity, access, structure, and leadership. It is about ensuring that the City’s largest youth sport is managed by those who understand the local culture, speak the languages of the people, and are invested in long-term community outcomes.

CVSL currently operates under a Maintenance and Operations Agreement (MOU) with the City of Coachella. Over the past decade, we’ve managed thousands of players, hosted hundreds of local and inter-league matches, and cultivated meaningful partnerships with clubs like Coachella FC (UPSL affiliate), FCA, Alianza, Indio Alliance FC, Desert Empire Surf and more.

We offer scalable systems, bilingual communication, community employment opportunities, and future-ready programming — including scholarship pathways, teen refereeing, and coach certification.

This proposal reflects not only our qualifications, but our unwavering commitment to the City of Coachella’s vision — a vision that extends beyond city boundaries and serves families from throughout the Coachella Valley. CVSL is proud to unite players from neighboring communities under one mission: to foster growth, discipline, and opportunity through soccer.

With respect and readiness,



Manuel Montaña

President, Coachella Valley Soccer League

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EXECUTIVE SUMMARY



The Coachella Valley Soccer League (CVSL) is proud to present a visionary, community-rooted plan to manage the City of Coachella’s recreational soccer league under RFP #030625. This proposal outlines a comprehensive hybrid model that integrates the values of community recreation with progressive player development — offering every child, teen, and adult a place to play, grow, and belong.

CVSL is a nonprofit organization with over a decade of service to the City of Coachella, operating under a valid Maintenance and Operations Agreement (MOU). Over the past two years alone, we’ve delivered a 300% increase in league activity, while maintaining full compliance and expanding both recreational and competitive offerings.

With decades of collective experience, bilingual communication, certified staffing, and strategic partnerships — including alignment with FC Dallas via Coachella FC — CVSL is ready to provide a seamless, inclusive, and dynamic soccer experience that reflects the heart and identity of Coachella.

What We Deliver

- Youth Recreational Soccer: U4–U18 brackets, including free U4 and U5 categories (parents only pay referee fees).
- Competitive/Club Integration: Includes Coast and SoCal-affiliated teams participating in CVSL brackets.
- Adult League Structure: Primera, Segunda, Veteranos 34+, Veteranas, and 7v7 divisions.

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- Technology Systems: Sportwey platform for schedules, rosters, and alerts.
- Bilingual Communication: WhatsApp groups for coaches, referees, and admin across all levels.
- Special Events: Día del Niño, Posadas, CVSL Showcases and Tournaments, holiday and community events.
- Elite Match Hosting: CVSL proudly hosts UPSL matches at Rancho Las Flores for Coachella FC, the Valley's most advanced amateur club aligned with Major League Soccer.

Why CVSL Stands out

Existing MOU & Proven Track Record

- Currently managing league operations under an active MOU.
- Over 10 years of experience hosting youth and adult divisions on City fields.
- Delivering 3,000+ games per year with no service disruptions.
- Zero transition risk — we're already delivering.

Full-Service League: Rec + Competitive + Adult

- One integrated league that serves every player at every level.
- Recreational, club-level, and adult categories all under one coordinated system.
- Unified experience for families, refs, coaches, and city staff.

Scalable, Inclusive, Bilingual

- Over 7,000 registered players annually and growing.
- All communication and materials offered in English and Spanish.
- Supports under-resourced families, first-time players, and community-driven programs.
- Local leadership team with deep community ties and cultural alignment.

Elite Soccer & Long-Term Development

- Hosts UPSL matches for Coachella FC, the Valley's premier semi-professional club.
- Partnerships with Coachella FC, Coachella FC Academy, FCA, Alianza, Indio Alliance FC, etc..
- Offers clear development pathways – from recreational fields to college exposure and pro-aligned teams.

Understanding of Scope

Based on RFP #030625 and Addenda No. 1 and No. 2 (both acknowledged and attached), CVSL fully understands that the City of Coachella seeks a single nonprofit provider to deliver comprehensive soccer league services, including:

- League Administration: Complete operational oversight under legal nonprofit structure with active bylaws.
- Scheduling & Field Use: Coordination of all games and events at City-approved locations (Bagdouma Park, Rancho Las Flores, etc.).

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- Staffing & Training: Recruitment, certification, and management of coaches, referees, and event staff.
- Bilingual Communication: All documents, notices, and channels accessible to Spanish and English-speaking families.
- Municipal Compliance: Full insurance coverage naming the City as additionally insured, with reporting, transparency, and field coordination protocols.

CVSL's mission is not just to manage soccer fields — it is to build opportunity, shape futures, and ensure that every child in Coachella, regardless of background, skill, or income, can access the lifelong joy and benefits of organized sport.

We are honored to expand our partnership with the City of Coachella and lead this next chapter — together.



About Coachella Valley Soccer League (CVSL)

Our Structure, Mission, and Community Role

Coachella Valley Soccer League (CVSL) is a nonprofit, bilingual, and community-rooted soccer organization proudly based in the City of Coachella. For over a decade, CVSL has provided affordable, inclusive, and high-quality soccer programming for youth and adults across the Coachella Valley.

What began as a grassroots effort has grown into the City's most trusted soccer league — currently operating under a Maintenance and Operations Agreement (MOU) with the City of Coachella, serving more than 7,000 players annually across 580+ teams and 3,000+ matches per year.

Organizational Structure

- Registered nonprofit organization.
- Governed by an active Board of Directors.
- Operates with approved bylaws and internal policies.
- Fully insured, listing the City of Coachella as additionally insured.
- Staffed by certified referees, trained volunteers, and bilingual coordinators.

Our Mission

"To provide every child, teen, and adult with a safe, structured, and culturally connected soccer experience — regardless of skill, language, or income."

CVSL's mission is deeply rooted in community service. We believe that sport is a tool for growth, education, and empowerment. We strive to deliver a league that reflects the diversity, values, and aspirations of Coachella's families.

Bilingual and Inclusive Operations

All communication — digital, verbal, and printed — is provided in both English and Spanish. Our staff, coaches, and officials are trained to engage families with empathy and clarity, ensuring that no player or parent is left out of the experience due to language barriers.

"Built for the People of Coachella — by the People of Coachella."



Our Roots, Partnerships & Pathways

Local Leadership, Club Integration & Community Impact

Local Leadership, Deep Roots

Our leadership is 100% local. We live in the communities we serve. CVSL is made up of parents, educators, volunteers, former players, and civic-minded leaders who have a shared goal: to keep the heart of Coachella beating strong through sport.

Partner Clubs & Development Pathways

CVSL maintains partnerships with several club-level programs to create a hybrid league model that includes both recreational and competitive play. Our partners include:

- Coachella FC (UPSL) – The region’s only semi-professional club affiliated with FC Dallas.
- Coachella FC Academy, Alianza, Indio Alliance FC, FCA, Desert Empire Surf, and many more – All of which field teams in CVSL’s brackets.

Many of these clubs use CVSL as a platform to:

- Introduce new players to structured soccer.
- Build team chemistry in offseason brackets.
- Identify and elevate talent into pro and college pathways.

By the Numbers

- 7,000+ Registered Players Annually.
- 580+ Teams Across All Divisions.
- 3,000+ Games Scheduled Each Year.
- 100+ Coaches, Referees, and Staff Coordinated.
- Youth categories from U4 to U18, including free U4–U5 divisions.
- Five adult categories: Primera, Segunda, Veteranos 34+, Veteranas, and 7v7.

A League Built for Coachella

CVSL is more than a league – it is a trusted civic partner. We operate with transparency, passion, and professionalism, and we are committed to helping the City of Coachella expand access to sport while developing long-term talent and community pride.

Whether welcoming a 4-year-old to the field for the first time or hosting UPSL semi-pro matches at Rancho Las Flores, CVSL stands ready to deliver.





Scope of Services

Meeting and Exceeding the City's Expectations

As outlined in RFP #030625 and Addendums No. 1 and 2, the City of Coachella seeks a single, qualified nonprofit organization to provide comprehensive recreational soccer league services. The Coachella Valley Soccer League (CVSL) offers a fully integrated, bilingual, and hybrid league model that goes beyond compliance — offering a scalable, community-anchored, and developmentally sound program for all age groups and ability levels.

League Administration & Digital Management



League Administration & Management

- Operates under an established nonprofit structure with board governance and bylaws.
- Oversees team formation, player eligibility, scheduling, and season-long coordination.
- Manages official rosters, standings, match records, and league communications.
- Provides real-time access to calendars and alerts through Sportway.
- Maintains compliance with the City's nonprofit and insurance documentation requirements.

Upcoming Application Platform

- CVSL is developing a custom soccer league management application to enhance operations and transparency. This new tool, tailored to local community needs, will offer:
 - Direct registration for parents via app.
 - Player photo and age verification uploads.
 - Coach access to roster and starting lineup tools.
 - Admin dashboard for payment tracking and reporting.
 - Online payment processing for teams and families.



Field Coordination & Scheduling

Scheduling, Field Use & Coordination

- Schedules all games, practices, playoffs, and tournaments at Rancho Las Flores and Bagdouma Park.
- Prevents field overlap and wear through bracket-based allocation and rest periods.
- Aligns all usage with City lighting and maintenance timelines.
- Uses Sportway for real-time schedule updates and automated rescheduling.
- Coordinates hosting of inter-league matches including Coast, SoCal, and UPSL (Coachella FC home games).

Program Divisions



Program Divisions Offered

Youth Recreational Divisions

- U4–U5 (offered free of charge, ref fee only).
- U6–U18 boys/girls divisions.
- Game format and rules tailored to each age group.

Competitive Club Integration

- Brackets include partner club teams from:
 - Coachella FC/ Coachella FC Academy
 - Alianza
 - FCA
 - Firebirds
 - Juventus
 - Aztecas FC
- Allows local players to experience both recreational and competitive play within the same league structure.

Adult Divisions

- Primera
- Segunda
- Veteranos 34+
- Veteranas 34+
- 7v7 mixed play

UPSL Hosting

- CVSL proudly hosts Coachella FC's home games at Rancho Las Flores.
- Supports local elite talent as the only UPSL-level affiliate in the region tied to FC Dallas.



Staffing, Youth Jobs & Development

Staffing, Training & Youth Development

- Recruits, trains, and assigns referees, game-day staff, and monitors.
- Offers bilingual staffing across all operations.
- Mentors teen referees and offers paid youth job opportunities.
- Trains volunteer coaches in CVSL policies, safety standards, and player development.

Coach Development with FC Dallas

- Through our partnership with Coachella FC and FC Dallas, CVSL is implementing:
- Curriculum-based development programs for every youth age bracket.
- Coach certification and in-house training workshops.
- Field-based clinics using City facilities with real players and staff.



Communication, Safety & Risk Management



Bilingual Communications

- All communication (flyers, digital alerts, forms) provided in English and Spanish.
- WhatsApp groups used for each division to share real-time game updates.
- In-person and app-based support available for parents and coaches.

Safety, Risk Management & Compliance

- General Liability Insurance lists City as additional insured.
- Concussion protocols, sideline control, and injury documentation procedures in place.
- Safety zone checks and heat/weather policy implemented.
- Player, parent, and coach codes of conduct enforced through CVSL's disciplinary policies.
- "CVSL enforces a Zero Tolerance Code of Conduct policy known as "One & Done" for egregious behavior by players, coaches, or spectators. Any participant involved in a verified incident of physical aggression, referee abuse, or threatening behavior may face immediate removal from league play for the remainder of the season. Reinstatement requires a formal review by the league's disciplinary committee and a written behavior agreement."

This policy ensures a safe, family-friendly environment for all participants and reinforces the league's commitment to community values.

Community Engagement, Events & Reporting



Events & Community Engagement

Hosts cultural and seasonal events including:

- Día del Niño
- Posadas
- CVSL All-Star Showcase.
- Collaborates with local vendors, nonprofits, and schools.
- Supports vendor inclusion and sponsorship opportunities to promote local businesses.

Reporting & Transparency

- Submits seasonal league reports including:
 - Player registration totals.
 - Game and referee counts.
 - Incident and conduct summaries.
- Provides all required nonprofit documentation to the City annually.
- Maintains clear and auditable financial reporting procedures.

- Summary Statement (Repeat at Bottom of Final Page)
- CVSL's scope of services is tested, trusted, and future-focused.
- We provide the structure of a professional league with the heart of a community organization — delivering unmatched value to the City of Coachella and its families through every game, bracket, and initiative.

Experience & Qualifications

Proven Performance and Capacity to Deliver

Coachella Valley Soccer League (CVSL) brings over a decade of experience managing comprehensive recreational and competitive soccer programming in the City of Coachella. Our leadership team includes lifelong community members, certified referees, trained coaches, and experienced coordinators who have collectively managed thousands of games and players.

As the current operator under a valid Maintenance and Operations Agreement (MOU) with the City, CVSL has consistently met field use, compliance, insurance, and reporting requirements. Our model has demonstrated significant growth and sustained operational excellence, including a 300% increase in league activity over the past two years.





Highlights of CVSL's Experience

- 10+ years of operational leadership in youth, adult, and competitive league management.
- 7,000+ active players served annually across over 580 teams.
- 3,000+ games coordinated per year, including playoffs and showcases.
- 300% league growth in just two years, expanding brackets and divisions.
- Full compliance with insurance, bylaws, and reporting under existing City MOU.





Programs & Partnerships

Scope of Programs Managed

- Youth divisions from U4 to U18, including free U4–U5 categories.
- Adult categories including Primera, Segunda, Veteranos 34+, Veteranas, and 7v7.
- Competitive bracket management for Coast and SoCal teams via club partnerships.
- UPSL home games hosted for Coachella FC at Rancho Las Flores.

Trusted Community & Club Partnerships

- Alianza, FCA, PSG Coachella, Indio Alliance FC, Desert Empire Surf — all participate in CVSL brackets.
- Partnered with Coachella FC, the region's only UPSL team affiliated with FC Dallas.
- Collaboration with schools, churches, and nonprofits to expand access to play.
- Coordination with vendors, referees, and community volunteers for seasonal events.



Governance, Leadership & Staff Structure



Board of Directors

CVSL operates under an active nonprofit board structure. Each board member plays a direct role in governance, oversight, and community engagement:

Manuel Montaña, President

Provides executive leadership, strategic oversight, and organizational direction.

Luis Ignacio Bustillos, Vice President

Supports executive functions and community engagement.

Beatriz Montaña, Secretary

Maintains board documentation, meeting records, and league communications.

Jocelyn Ortega, Treasurer

Directs budget management, financial reporting, and accounting compliance.

Rogelia Mejia, Disciplinary Chair

Leads disciplinary reviews and enforces league conduct policies.

Claudia Escobar, Registrar & Operations Coordinator

Oversees player registration, scheduling systems, and internal logistics.

J. Antonio Elias, Youth Director & Development Lead

Manages youth programming and directs player development initiatives.

Salvador Torrez, League Spokesperson

Manages public communication and represents CVSL at official events.

Benjamin Gonzalez, Field Manager

Oversees field preparation, painting, and equipment inspection.

David Larios, Director of Referees

Trains, assigns, and evaluates league referees

Operational & Technical Staff

In addition to the board, CVSL has a well-rounded team performing key league functions:

- League Coordinator – Facilitates daily league management and ensures communication between departments.
- Field Operations Assistant – Supports game-day logistics and equipment setup.
- Technology & Scheduling Lead – Manages Sportwey and league's upcoming app, ensuring efficient scheduling and notifications.
- Volunteer & Events Manager – Organizes support personnel and manages seasonal events.
- Compliance & Safety Officer – Maintains risk management, insurance documentation, and league safety protocols.

This dynamic structure ensures that CVSL remains responsive, accountable, and effective in delivering a league experience that meets the highest standards.



Training, Safety & Volunteer Development

Ongoing Training & Development Initiatives

CVSL's long-term operational strength lies in our commitment to continuous improvement:

- Referee Pathways – Youth mentorship program for aspiring referees with hands-on support and certification assistance.
- Coaching Certification – In collaboration with Coachella FC and FC Dallas, we're introducing in-house coaching certification and education modules.
- Volunteer Onboarding – Standardized onboarding procedures for volunteers including field safety, child protection policies, and role-specific guidance.
- Background Screening – Mandatory annual background checks and signed code of conduct agreements for all staff, coaches, and referees.

These initiatives demonstrate our proactive approach to league sustainability, safety, and leadership development.

CVSL's qualifications are grounded in proven leadership, detailed planning, and community investment. We are fully operational, well-staffed, and ready to continue serving the City of Coachella without disruption.



Implementation Plan



Timeline, Responsibilities, and Execution Strategy

Coachella Valley Soccer League (CVSL) is prepared to assume full league operations under a formal agreement with the City of Coachella immediately upon contract award. As the current league already managing soccer programming at Rancho Las Flores and Bagdouma Park, CVSL will require no onboarding period or operational transition.

This section outlines our implementation approach, including key activities, responsible parties, and timelines to ensure uninterrupted and improved service delivery.

Phase 1: Contract Finalization & Onboarding

Timeline: Week 1 Post-Award

- Review and sign contract with the City of Coachella.
- Confirm field allocation and access permissions.
- Submit updated insurance documents naming the City as additionally insured.
- Meet with City staff to review RFP expectations and reporting structure.

Responsible Leads: CVSL President, Compliance Officer, Field Manager.



Phase 2: Registration & Scheduling Preparation

Timeline: Weeks 2–4

- Open league registration online and in-person.
- Organize division brackets by age and skill.
- Verify team rosters, birth certificates, and player photos via Sportway and internal systems.
- Build full seasonal game schedule using bracket-based allocation and field availability.
- Coordinate with partner clubs and SoCal/Coast affiliates for competitive play integration.

Responsible Leads: Registrar, Youth Director, Scheduling Lead, Competitive Director.

Phase 3: Staffing & Logistics

Timeline: Weeks 3–5

- Finalize staffing for referees, coaches, field support, and volunteers.
- Train all referees and staff on safety protocols, field setup, code of conduct.
- Paint fields and check goals, nets, flags, and equipment.
- Assign referees and sideline staff for opening games.

Responsible Leads: Director of Referees, Field Manager, Volunteer Manager.



Phase 4: Season Launch

Timeline: Week 6 (Season Start)

- Kick off league games at Bagdouma Park and Rancho Las Flores.
- Monitor field operations and staffing in real-time.
- Troubleshoot scheduling conflicts or attendance issues.
- Provide bilingual support for parents and coaches during first match week.

Responsible Leads: League Coordinator, Field Manager, Registrar

Phase 5: Ongoing Oversight & Reporting

Timeline: Continuous Throughout Season

- Submit monthly updates to City of Coachella on participation, incidents, and staffing.
- Enforce disciplinary policies via Disciplinary Chair and board committee.
- Maintain communication channels with City, coaches, and community partners.
- Adjust referee assignments and field use as needed.
- Launch internal app tools for scheduling, payment tracking, and performance reporting.

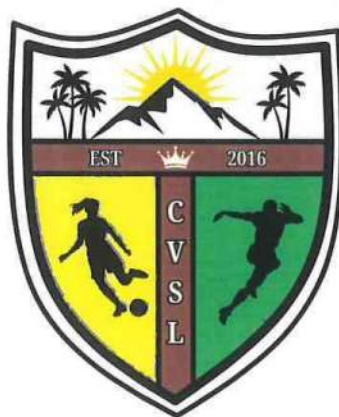
Responsible Leads: President, Secretary, Compliance Officer, Technology Lead.

CVSL's implementation plan builds on a proven infrastructure already in place. With immediate readiness, structured responsibilities, and bilingual communication at all levels, CVSL is prepared to deliver seamless league operations starting day one.

Pricing & Deliverables

Transparent Costs and Community Value

Coachella Valley Soccer League (CVSL) is committed to operating with transparency, equity, and community-driven value. We offer a full-service recreational and competitive soccer league model designed to keep costs affordable for families while partnering with the City of Coachella to help expand access through additional City-supported initiatives. This section outlines the deliverables CVSL provides, detailed participant cost structures, and the overall value delivered to the City and its families.



Detailed Fee Structure for Participants

Participant-Paid Costs (Transparent & Standardized)

Service	Description	Participant Cost	Notes
Youth Recreational Divisions	Full management of U4–U18, including rosters, standings, and scheduling	\$40–\$65/season	U4–U5 is free, only referee fee applies
Adult Divisions	Management of 5 adult brackets: Primera, Segunda, Veteranos, Veteranas, 7v7	\$35–\$50/season	Referee fees paid separately per team
Referee Staffing & Training	Includes training, assignment, and conduct oversight	Included in reg.	Referee fees itemized separately
Scheduling & Field Setup	CVSL handles all field logistics, paint, goals, flags, etc.	Included	Managed by CVSL Field Manager
Volunteer Coordination	Recruitment, onboarding, and supervision of seasonal volunteers	Included	Includes background checks and safety training
Sportway Internal Technology	Digital team platform, real-time schedules, alerts, roster access	Included	CVSL app in development with added features
UPSL Home Games (Coachella FC)	Field hosting at Rancho Las Flores	Free to Public	Promotes city visibility and player pathways
Coach Licensing & Training	Mandatory licensing for all coaches; structured training cycles and certification pathways	Included (base training)	In-house workshops and basic certifications included; higher-level licenses available through CalSouth/U.S. Soccer for an additional fee Options to pursue higher coaching ..
Community Events	Día del Niño, Posadas, All-Star Games	Free to Public	Fully managed and funded by CVSL



Overview of Leagues Services & Costs

League Services & Deliverables (City Support Enhances Access)

Category	Fee Type	Amount	Notes
Youth U4–U5	Referee Fee Only	\$15–\$20	Division is free; small ref fee per season
Youth U6–U18	Registration Fee	\$40	Based on age bracket and number of scheduled games (\$30–\$65 per team/per game)
Adult 7v7	Per Player	\$35	Referee fee: \$35 per team (each game)
Adult Primera	Per Player	\$50	Referee fee: \$75 per team (each game)
Adult Segunda	Per Player	\$50	Referee fee: \$75 per team (each game)
Adult Veteranos	Per Player	\$40	Referee fee: \$65 per team (each game)
Adult Veteranas	Per Player	\$40	Referee fee: \$65 per team (each game)

Note: Fees include full season services (registration, scheduling, field setup, basic insurance, access to Sportway, standings, and playoff structure).

Teams participating in SoCal, Coast Soccer League, or UPSL follow those leagues' separate registration and referee fee requirements. These costs are paid directly to the corresponding league by the team, player, or parent. If a team fails to pay these external fees — including penalties for red cards or missed matches — and the amount is temporarily covered by CVSL to maintain the team's good standing, the league will bill the team for full reimbursement, including any applicable late or administrative fees. CVSL does not mark up or profit from these external charges but ensures timely resolution to protect league reputation and scheduling.



Community Value & Reinvestment

Value Proposition for the City and Its Residents

CVSL delivers:

- Affordable access to organized soccer at all levels.
- Transparent pricing and streamlined participant experience.
- Partnership readiness to align with City-sponsored youth sports subsidy programs.
- Community employment through referee jobs, field staff, and youth positions.
- Free civic events that bring families together and enhance city culture.
- Scholarship programs supported by league revenue and local sponsors.
- Leadership development through in-house coaching and referee training.
- Licensed coaches committed to continuous education and certification growth.

By partnering with the City of Coachella and aligning our registration model with available municipal youth enrichment programs, CVSL aims to expand access, reduce barriers, and elevate service quality across all age levels.

CVSL's pricing model is built on sustainability, community impact, and collaboration — delivering accessible, full-service programming that reflects the values and vision of Coachella.



Five-Year Vision Plan

2025–2030 Strategic Growth & Community Advancement



Coachella Valley Soccer League (CVSL) is committed not only to delivering high-quality, inclusive league services today – but to expanding opportunity, equity, and excellence across the next five years. Our vision is to elevate the experience for all Coachella Valley residents by growing participation, deepening development, and investing in leadership.

YEAR 1 (2025–2026): Foundation & Optimization

- Fully integrate new CVSL app with scheduling, digital rosters, communication, and payment tools.
- Expand U4–U5 free division with bilingual parent outreach and beginner soccer clinics.
- Launch community-wide referee training initiative with youth mentorship and certification.
- Begin curriculum development in partnership with FC Dallas to align player growth pathways.
- Introduce scholarship system to reduce cost barriers for low-income families.

YEAR 2 (2026–2027): Capacity Building & Licensing

- Create formal coaching ladder for in-house, grassroots, and club-level licensing.
- Host City-sponsored seasonal coaching clinics and CPR/First Aid certification days.
- Begin pilot program to train female referees and coaches to improve gender equity.
- Grow team registration across all brackets by 20%, including adult recreational expansion.
- Expand use of Rancho Las Flores for inter-league events and community tournaments.

Five-Year Vision Plan

2025–2030 Strategic Growth & Community
Advancement



YEAR 3 (2027–2028): Academic & Professional Pathways

- Partner with local high schools and CVUSD to establish academic-athletic eligibility workshops
- Begin player tracking system for college-bound and semi-pro readiness (starting U14)
- Provide letters of recommendation and guidance for players seeking collegiate recruitment
- Host joint showcase with UPSL affiliate Coachella FC and visiting scouts
- Offer application support for state-level referee and coach licensing opportunities

YEAR 4 (2028–2029): Regional Leadership & Infrastructure

- Position Coachella as a youth soccer hub in the eastern valley
- Partner with local sponsors to provide uniforms for underserved divisions
- Develop an internship/volunteer credit system for high school students
- Formalize hosting of SoCal/Coast home games and preseason friendlies
- Work with City to expand available lighting and field capacity

Five-Year Vision Plan

2025–2030 Strategic Growth & Community Advancement



YEAR 5 (2029–2030): Legacy & Advancement

- Celebrate 15+ years of community soccer impact with a city-wide CVSL Gala & Festival
- Maintain 90%+ bilingual participation across communication channels
- Transition 30+ referees and 50+ coaches through full license or certification pathways
- Add pre-UPSL “academy” model for U16–U18 players within CVSL/Coachella FC partnership
- Submit CVSL for state and regional recognition as a model community league

CVSL’s five-year plan is bold, inclusive, and realistic. It focuses on opportunity creation, partnership-driven success, and using soccer as a vehicle for community pride and youth advancement in Coachella.

Looking Ahead

We understand that growth comes from accountability, consistency, and collaboration. CVSL’s leadership is dedicated to aligning every initiative with the City’s goals for youth enrichment, equity, and civic pride. We welcome the opportunity to work alongside the City of Coachella in transforming this vision into a legacy that future generations will inherit with pride.

Social Proof & Testimonials

Proven Impact and Community Trust



CVSL's success is not only measured by numbers — but by trust, reputation, and lasting relationships with families, coaches, referees, and clubs across the Coachella Valley. Below is a curated selection of testimonials and affiliations that underscore our credibility and impact.

Club Partnerships & Affiliations

- Coachella FC (UPSL Affiliate) – CVSL provides field access and development support; players graduate from our league to compete at the UPSL level.
- FC Dallas Partnership – Through Coachella FC, CVSL is part of a youth-to-pro development pipeline.
- FCA, Alianza, Indio Alliance FC, PSG Coachella, Desert Empire Surf, Legends (previously known as Desert United) – Multiple club teams participate in CVSL brackets, trusting us with competitive scheduling, field management, and operational leadership.

Family Testimonials:

“CVSL gave my kids the chance to play close to home in a safe, organized league. The coaches care, and the league is always improving.”

– Alianza Parent, U10 Boys Team

“This league helped me find community. The free events, scholarships, and bilingual support are exactly what Coachella families need.”

– Parent, U11 Coachella Valley Phoenix Girls Team

“My son started as a player and is now a certified referee thanks to CVSL's support and mentoring.”

– Parent of Teen Referee

“Built for the People of Coachella – by the People of Coachella.”



Social Proof & Testimonials

Proven Impact and Community Trust



Coach & Staff Endorsements

"CVSL treats every coach as a partner. They help us access training, assign competitive brackets fairly, and support our growth."

– Indio Alliance Coach, U12 Competitive team

"I've worked with other leagues, but CVSL stands out for how they care about the players, not just the teams."

– Referee, Coachella-based

Coach & Staff Endorsements

"CVSL treats every coach as a partner. They help us access training, assign competitive brackets fairly, and support our growth."

– Volts FC Coach, U11 Competitive Team

"I've worked with other leagues, but CVSL stands out for how they care about the players, not just the teams."

– Referee, Coachella-based

CVSL stands apart not only because of what we do — but how we do it. This pages represents the voice of just a few in the community, and we invite the City of Coachella to continue supporting a league built by, for, and with its people.



Contact Information & Final Notes

We look forward to serving the City of Coachella

Coachella Valley Soccer League (CVSL) remains fully committed to operating a transparent, inclusive, and high-quality soccer program that reflects the values of the City of Coachella. We thank the City Council and the Department of Community Services for the opportunity to present this proposal.

Primary Contact

Manuel Montaña
President, Coachella Valley Soccer League
Email: cvsl2016@gmail.com
Phone: (760) 391-2275
Address: 84-638 Calle Diego, Coachella, CA 92236

Thank you again for reviewing our proposal. We look forward to continuing our service and partnership with the City of Coachella – building not just leagues, but legacy.



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

**ADDITIONAL INSURED – STATE OR GOVERNMENTAL
AGENCY OR SUBDIVISION OR POLITICAL
SUBDIVISION – PERMITS OR AUTHORIZATIONS**

This endorsement modifies Insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

<p>State Or Governmental Agency Or Subdivision Or Political Subdivision: CITY OF COACHELLA 53999 ENTERPRISE WAY COACHELLA CA 92236-2724</p>

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

A. Section II – Who Is An Insured is amended to include as an additional insured any state or governmental agency or subdivision or political subdivision shown in the Schedule, subject to the following provisions:

1. This insurance applies only with respect to operations performed by you or on your behalf for which the state or governmental agency or subdivision or political subdivision has issued a permit or authorization.

However:

- a. The insurance afforded to such additional insured only applies to the extent permitted by law; and
- b. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

2. This insurance does not apply to:

- a. "Bodily injury", "property damage" or "personal and advertising injury" arising out of operations performed for the federal government, state or municipality; or
- b. "Bodily injury" or "property damage" included within the "products-completed operations hazard".

B. With respect to the insurance afforded to these additional insureds, the following is added to Section III – Limits Of Insurance:

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

- 1. Required by the contract or agreement; or
- 2. Available under the applicable limits of insurance;

whichever is less.

This endorsement shall not increase the applicable limits of insurance.



Thank you!
Hope you are
interested!

Contact

Phone (760) 391-2275

Website www.coachellavalleysoccerleague.com

Email cvsl2016@outlook.com

Address 84-638 Calle Diego, Coachella, CA 92236