

# USA

# BENCHMARKING

## 2023 REPORT



Concacaf





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# Key Facts

Association Founded	Concacaf Affiliation	FIFA Affiliation	Population	GDP
1913	1961	1914	334.9 million	27.36 trillion

## Active Competitions

♂	♀
Men's Senior League	Women's Senior League
U20 Men's League	U20 Women's League
U17 Men's League	U17 Women's League
U15 Boys' League	U15 Girls' League
U13 Boys' League	U13 Girls' League

## Players

♂		♀
Total Registered	44,558	23,818
20 Years or Older	4,053	1,143
Age 17-19	2,424	1,289
Age 15-16	3,713	2,529
Under 15	34,368	18,857



**Officialussoccer**

3.1M Followers



**@ussoccer**

165.3K Followers



**@Usmnt**

2.5M Followers



**Website**

[www.ussoccer.com](http://www.ussoccer.com)



# Men's Professional

## Key Facts

League Name	Major League Soccer
Year League Started	1996
2023 Champion	Columbus Crew
Stadiums Used	30
Domestic Cup Competition	Yes
Men's 2nd Division League	Yes

## Domestic Cup Competition

Official Name	US Open Cup
Number of Clubs	90+
Format	Knock Out
Champion	Houston Dynamo

## Men's Senior League

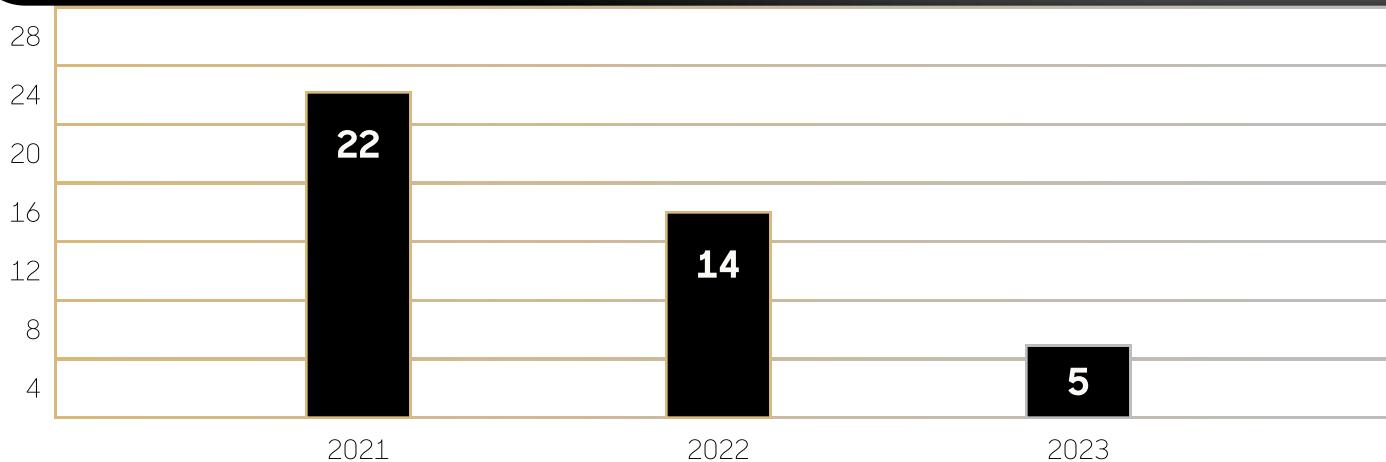
Participating teams	Minimum # of games	Dates of Competition	Format
30	36	March - December	Teams play nationally throughout the regular season, followed by a playoff championship.

# Men's Senior National

## Senior National Team Staff

- ✓ Licensed Head Coach
- ✓ Licensed Assistant Coach
- ✓ Goalkeeping Coach
- ✓ Physiotherapist
- ✓ Physical Preparation Coach
- ✓ Team Doctor

## Competitive Matches Played



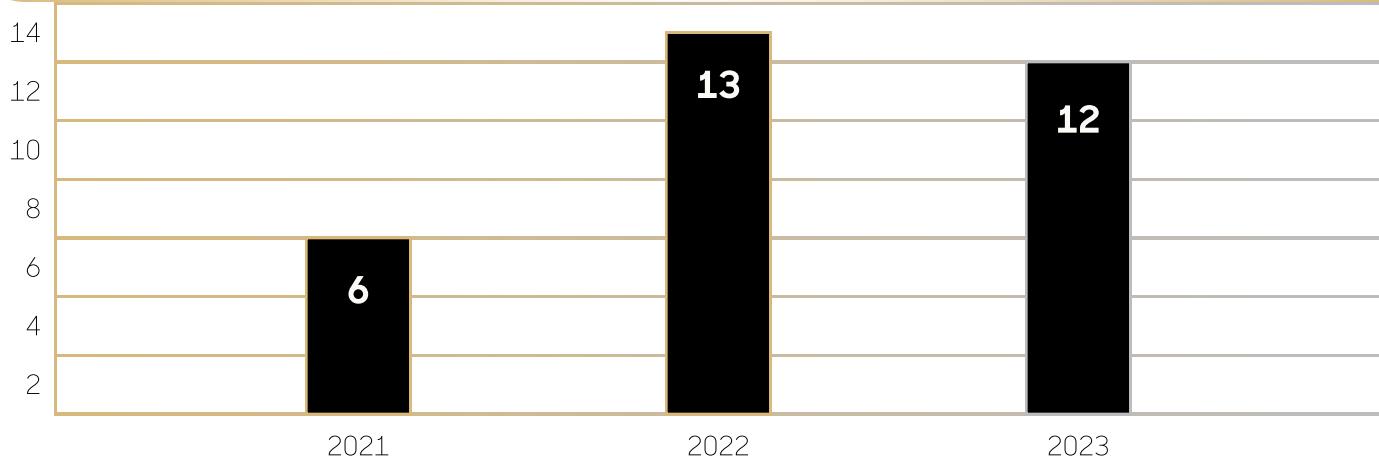
# Men's Youth - U20

## U20 - Team Staff

- Licensed Head Coach
- Licensed Assistant Coach
- Goalkeeping Coach
- Physiotherapist
- Physical Preparation Coach
- Team Doctor



## U20 - Competitive Matches Played



## U20 - Men's League

### Participating teams

**100+**



### Minimum # of games

**24+**



### Dates of Competition

August - June



### Format

Regular season games played regionally - followed by a national playoff championship.



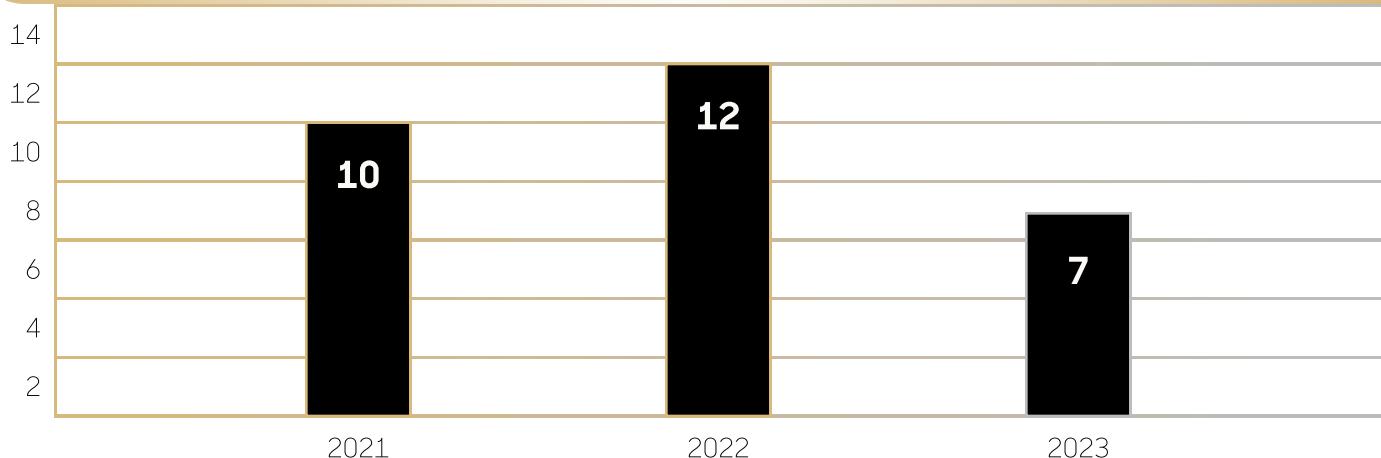
# Men's Youth - U17

## U17 - Team Staff

- Licensed Head Coach
- Licensed Assistant Coach
- Goalkeeping Coach
- Physiotherapist
- Physical Preparation Coach
- Team Doctor



## U17 - Competitive Matches Played



## U17 - Men's League

### Participating teams

**100+**



### Minimum # of games

**24+**



### Dates of Competition

August - June



### Format

Regular season games played regionally - followed by a national playoff championship.



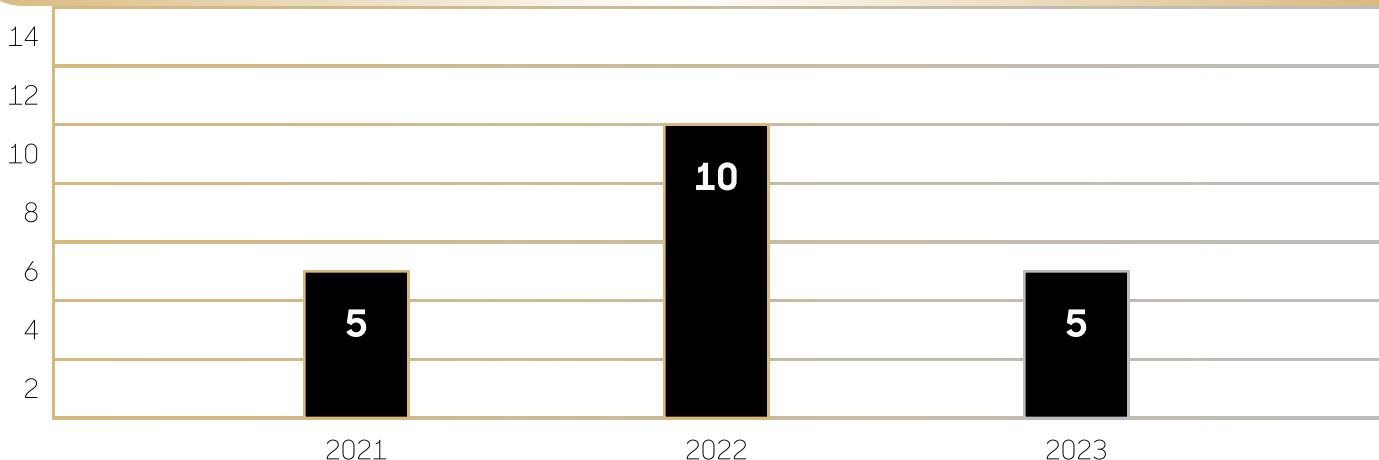
# Men's Youth - U15

## U15 - Team Staff

- Licensed Head Coach
- Licensed Assistant Coach
- Goalkeeping Coach
- Physiotherapist
- Physical Preparation Coach
- Team Doctor



## U15 - Competitive Matches Played



## U15 - Men's League

### Participating teams

**100+**



### Minimum # of games

**24+**



### Dates of Competition

August - June



### Format

Regular season games played regionally - followed by a national playoff championship.



# Men's Youth - U13

## U13 - Men's League

Participating teams

**100+**



Minimum # of games

**20+**



Dates of Competition

August-June



Format

Regular season games  
played regionally.



## Grassroots

- Boys' Grassroots Program Is Active Only Part of the Year
- Boys' Grassroots Program Is Active Year-Round
- Member Association / Clubs Have a Partnership with Local Schools and Have a Year-Long U12 After School Program for Boys
- Member Association Has a Local Boys' U12 Competition for Grassroots Participants
- Member Association Actively Asks for a Boys' Grassroots Programs as a Club Licensing Requirement
- A Majority of Clubs Within the Member Association Have a Boys' U12 Team
- A Majority of Clubs Within the Member Association Have a Boys' U10 Team
- A Majority of Clubs Within the Member Association Have a Boys' U8 Team



# Women's Professional

## Key Facts

2023 Champion	Gotham FC
Women's Football Strategy	Yes
% of Budget Allocated to Women's Football	50%

## Women's Senior League

### Participating teams

**14**



### Minimum # of games

**24**



### Dates of Competition

March - November



### Format

Teams play nationally,  
followed by a  
championship playoff.

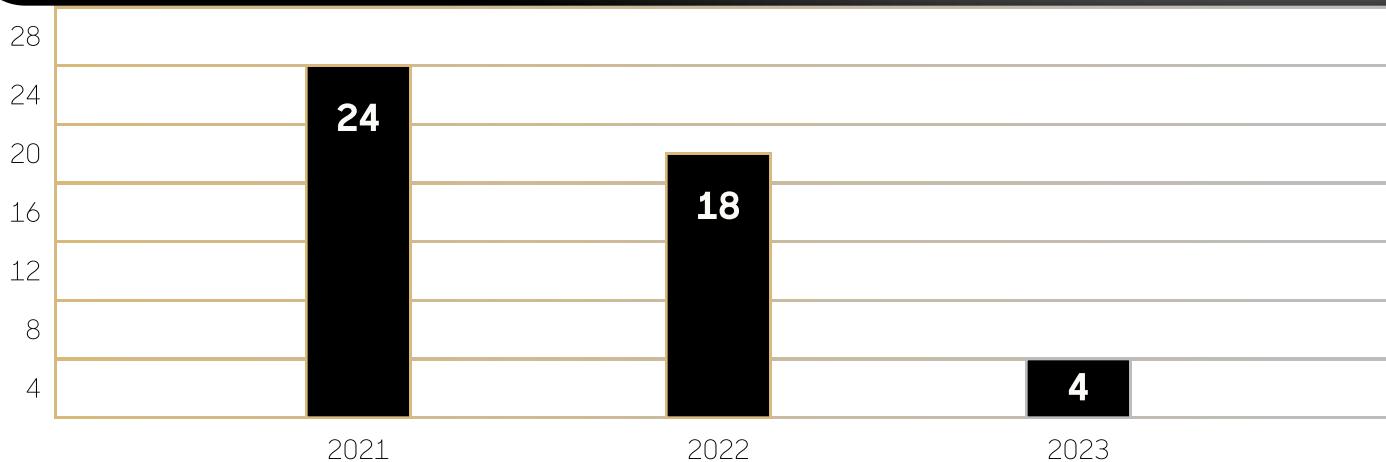


# Women's Senior National

## Senior National Team Staff

- Licensed Head Coach
- Licensed Assistant Coach
- Goalkeeping Coach
- Physiotherapist
- Physical Preparation Coach
- Team Doctor

## Competitive Matches Played



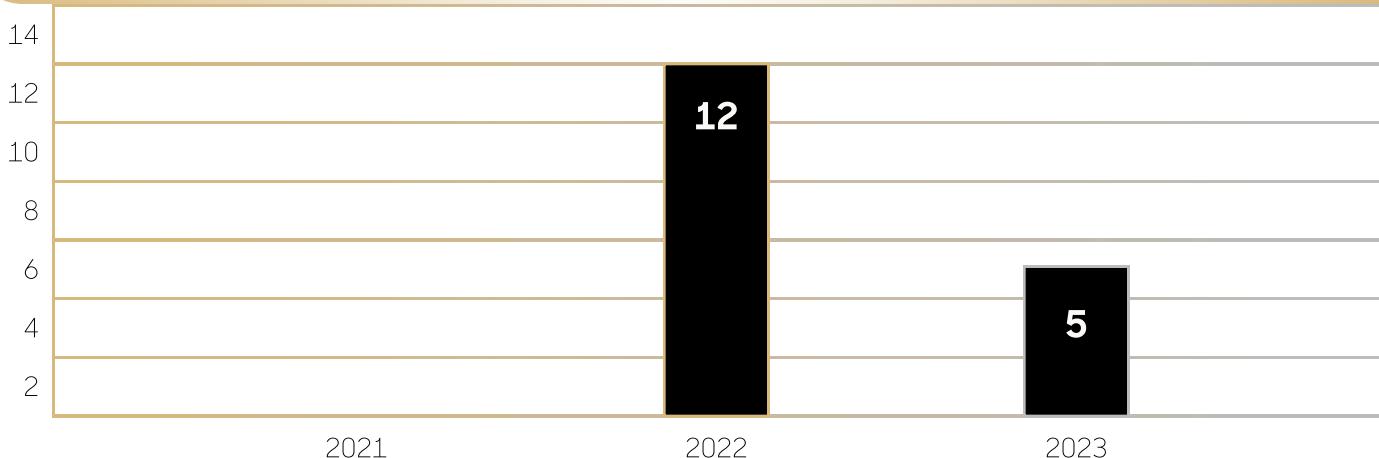
# Women's Youth - U20

## U20 - Team Staff

- Licensed Head Coach
- Licensed Assistant Coach
- Goalkeeping Coach
- Physiotherapist
- Physical Preparation Coach
- Team Doctor



## U20 - Competitive Matches Played



## U20 - Women's League

### Participating teams

**100+**



### Minimum # of games

**24**



### Dates of Competition

August - June



### Format

Regular season games played regionally, followed by a national playoff championship.



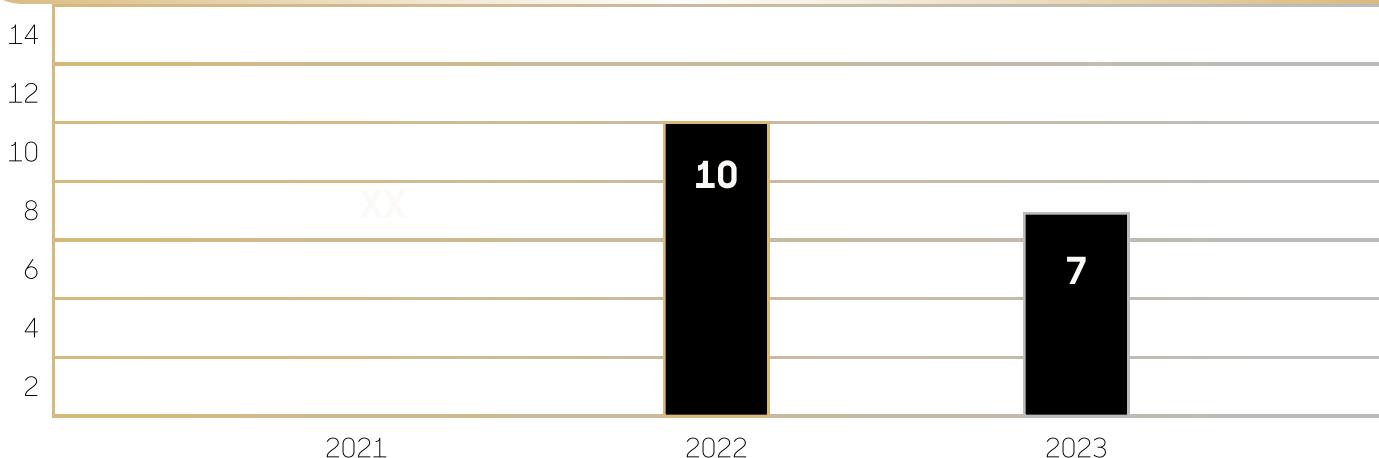
# Women's Youth - U17

## U17 - Team Staff

- Licensed Head Coach
- Licensed Assistant Coach
- Goalkeeping Coach
- Physiotherapist
- Physical Preparation Coach
- Team Doctor



## U17 - Competitive Matches Played



## U17 - Women's League

Participating teams

**100+**



Minimum # of games

**24**



Dates of Competition

August - June



Format

Regular season games played regionally, followed by a national playoff championship.



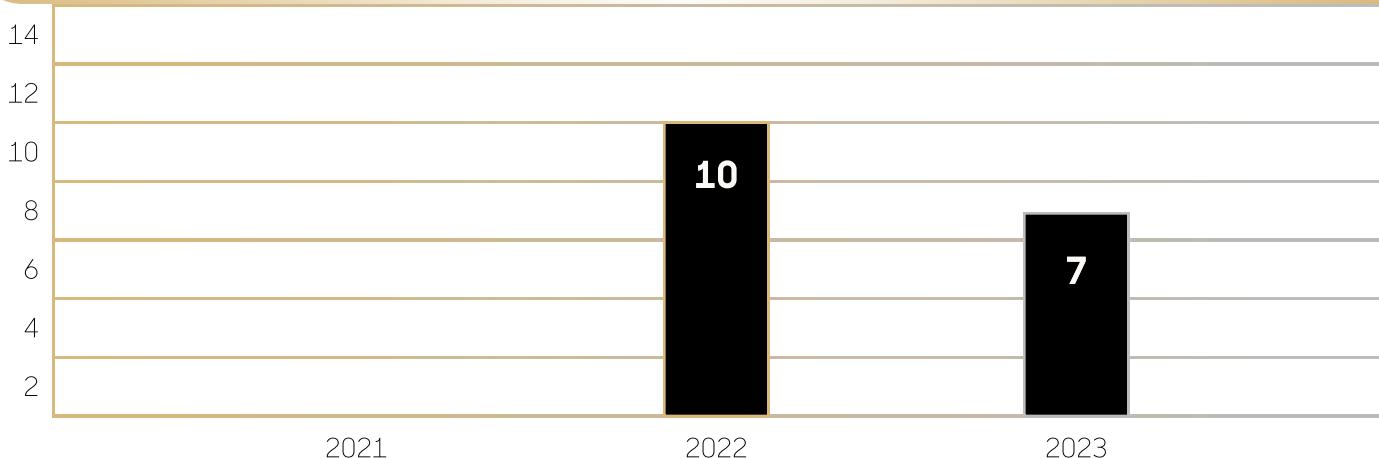
# Women's Youth - U15

## U15 - Team Staff

- Licensed Head Coach
- Licensed Assistant Coach
- Goalkeeping Coach
- Physiotherapist
- Physical Preparation Coach
- Team Doctor



## U15 - Competitive Matches Played



## U15 - Women's League

### Participating teams

**100+**



### Minimum # of games

**24**



### Dates of Competition

August - June



### Format

Regular season games played regionally, followed by a national playoff championship.



# Women's Youth - U13

## U13 - Women's League

Participating teams

100+



Minimum # of games

20



Dates of Competition

August - June



Format

Regular season games  
played regionally.



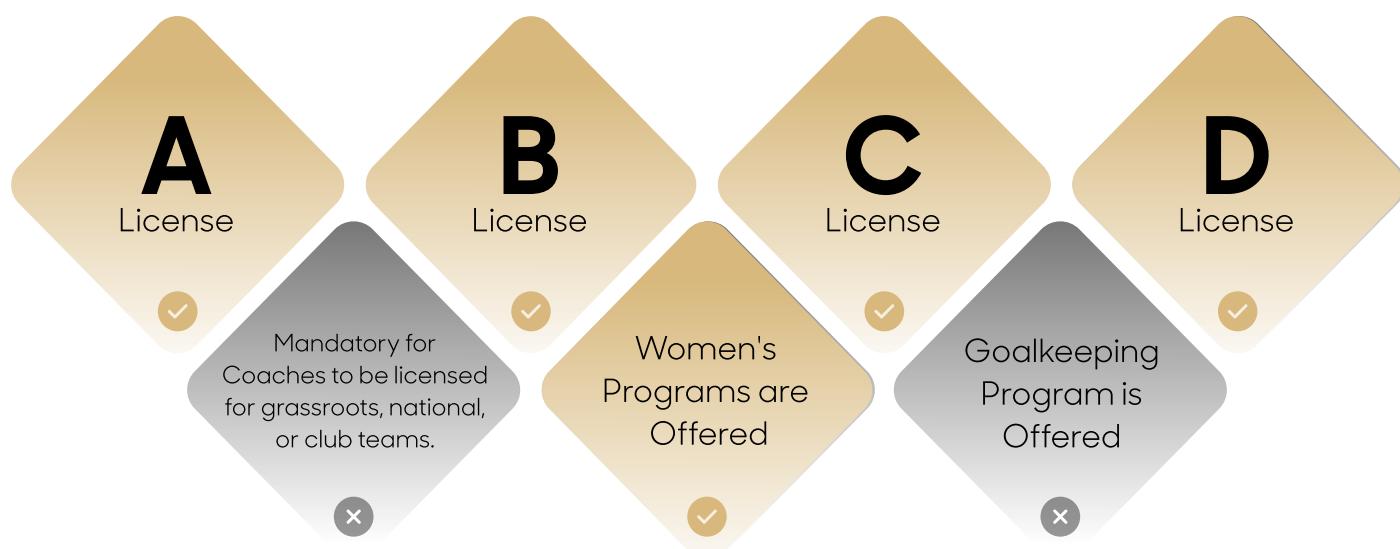
## Grassroots

- Girls' Grassroots Program Is Active Only Part of the Year
- Girls' Grassroots Program Is Active Year-Round
- Member Association / Clubs Have a Partnership with Local Schools and Have a Year-Long U12 After School Program for Girls
- Member Association Has a Local Girls' U12 Competition for Grassroots Participants
- Member Association Actively Asks for a Girls' Grassroots Programs as a Club Licensing Requirement
- A Majority of Clubs Within the Member Association Have a Girls' U13 Team
- A Majority of Clubs Within the Member Association Have a Girls' U11 Team



# Coaching

## Education Programs Offered



## Licenses Awarded

	♂	♀
A License	3,008	242
B License	6,592	625
C License	11,867	1,388
D License	27,838	4056

# Refereeing

## # of Referees

			Gender N/A
Registered Referees	82,024	24,054	1,004
<b>Age Range</b>			
40 years or older	26,394	2,080	133
30 - 39 years	5,161	828	31
20-29 years	8,332	2,116	99
Under 20	42,137	19,030	741

## # of Referees by Categories

Category 1

242

Category 2

329

Category 3

2307

Category 4

104K+



## % of Games Formally Assessed

Top Division Matches	90-100%
Division 2 Matches	70-80%
Amateur Matches	30-40%
Youth Matches	Up to 10%

# Infrastructure

## Key Venue Spotlight: Sofi Stadium



Stadiums that meet the Concacaf Nations League Standards

**50-100**

Stadiums that meet the 1,000 lux Minimum Requirement

**50-100**

Training Facilities that meet Concacaf International Standards

**5+**

# Administrative

## Member Association Staff - Key Roles

	Full-Time	Part-time	Volunteer	External	Vacant
President					
General Secretary					
Head of Legal					
Head of Refereeing					
Director of Competitions					
Technical Development Director					
Head of Coach Education					
Women's Football Manager					
Club Licensing Manager					
Safeguarding Officer					
Finance Officer					
Marketing Officer					
Media Officer					
Security Officer					



# Administrative

## Commercial Operations

- ✓ Ticketing plan in place
- ✓ Active broadcasting contracts
- ✓ Active private/government sponsorships
- ✓ At least 2 active social media handles
- ✓ Break even operations from commercial dollars

## General Operations

- ✓ Player Registration Platform
- ✓ TMS Implementation
- ✓ Competitions Platform
- ✓ IT Manager

## Financial Operations

- ✓ Basic payables and receivables processes and procedures
- ✓ Excel-based recording of financial information
- ✓ Accounting system in place (Figs)
- ✓ Formal internal financial reporting
- ✓ Audit ready controls
- ✓ External audit process with qualified opinion

# BENCHMARKING

## REPORT 2023

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