



# **2026-2027 TSSAA MIDDLE SCHOOL BOYS SOCCER CHAMPIONSHIPS**

# HOST ORGANIZATION

- We are proposing Visit Johnson City, Johnson City Parks & Recreation, and Science Hill High School to host the 2026–2027 TSSAA Middle School Boys Soccer Championships
- The Johnson City Convention and Visitors Bureau (Visit Johnson City) is a non-profit 501(c)3 agency that invests in the promotion and development of the community's distinctive experiences to drive sustainable economic growth and quality of place.



*Downtown Johnson City*



# HOST ORGANIZATION CONT.

- Visit Johnson City has hosted and/or supported countless events ranging from small showcases to large tournaments with thousands of athletes
- Since its formation, Visit Johnson City has hosted:
  - USA Softball Olympic Team Exhibition Game
  - ASA/USA Softball Fastpitch National Championships for 30+ years
  - 12 NAIA Indoor Track and Field Championships
  - Big South M/W Conference Basketball Championships
  - PDGA Pro Masters Disc Golf World Championship
  - PDGA US Women's Disc Golf Championship
  - Bands of America Regional/Nat'l Championships
  - AAU National Invitational Baseball Championships
  - USSSA Baseball National Championships
  - Appalachian Athletic Conference Baseball Championships
  - ... and so much more!



*FC Alliance North – Appalachian Highlands Spring Cup*



# HOST COMMUNITY

- Named Top Adventure Town by Blue Ridge Outdoors, Johnson City is the ultimate place for world-class recreation. In Johnson City, you can hike to panoramic mountain views from Buffalo Mountain while being just minutes from the historic downtown district – home to local restaurants, breweries, retail shops, parks, public art, and 360° mountain views
- As the hub of Northeast Tennessee, you can experience everything the region and neighboring states have to offer. Waiting to greet any and all with good ol' southern hospitality, we invite TSSAA to consider Johnson City to be the home of the Middle School Boys Soccer Championships



*View Atop Buffalo Mountain – Johnson City*





# HOSTING OBJECTIVES

- Objectives for hosting the 2026–2027 TSSAA Middle School Boys Soccer Championships:
  - Create a memorable, authentic, and impactful championship experience for student athletes, staff, and fans
  - Develop student's abilities to demonstrate the concepts of teamwork, sportsmanship, discipline, and integrity through the game of soccer
  - Showcase our facilities and hospitality to TSSAA representatives, participating athletes, staff, and families
  - Create a positive impact on the economy of Johnson City, Washington County, and Northeast Tennessee as a whole
  - Develop lasting partnerships with the TSSAA, local venue operators, and other various stakeholders



*Local Club Partnership – FC Alliance North*



# PROPOSED FACILITIES



- Host Venue: Winged Deer Park – Ellis Complex
  - 277 Champions Ln, Johnson City, TN 37601
  - Dedicated Site Supervisor in addition to multiple grounds crew members during park use
  - [Winged Deer Park](#)
  - Contact: April Norris, Parks & Rec Director
    - Main Line: (423) 283-5815
  - Newly constructed in March of 2024
  - 2 Synthetic Turf Fields
    - 110 ft. x 55 ft. each
  - Includes lights
  - Concessions located adjacent to soccer fields inside softball complex
  - Player warm up area
  - Ample Parking
  - Picturesque mountainous backdrop



# PROPOSED FACILITIES CONT.



- Officials House
  - Central House located next to turf fields
  - Includes full kitchen, changing rooms, bathroom w/ shower, and screened porch
- Concessions: MaxDog's
  - Contact: Bruce Miller
  - [maxdogsice@yahoo.com](mailto:maxdogsice@yahoo.com)
  - [Full Park Menu](#)
- On-site security during competition
- Medical Coverage Plan
  - On-site Athletic Trainers stationed at complex
  - EMT on medical standby





# PROPOSED FACILITIES



- Host Venue: Civitan Park
  - 1000 N Broadway St. Johnson City, TN 37601
  - [Civitan Park](#)
  - Contact: April Norris, Parks & Rec Director
    - Main Line: (423) 283-5815
  - 33 Acre Community Park
  - 5 Full Sized Soccer Fields – Grass
  - Each Field Includes lighting and bleacher seating
  - Central building w/ restrooms and concessions
  - Also present at park:
    - Shade Structures
    - Kid Friendly Play Features
    - Centralized Parking
    - Walking Trails
    - Adjoining park w/picnic areas



# PROPOSED FACILITIES CONT.



*Science Hill High School – Kermit Tipton Stadium*

- Championship Host Venue: Kermit Tipton Stadium at Science Hill High School
  - Located at 1509 John Exum Pkwy., Johnson City, TN 37604
  - Amenities Include:
    - 6,600-capacity multi-use stadium (artificial turf)
    - TV-quality lighting, team locker rooms, officials room, spacious concession and restroom facilities, ticket booth, press box and hospitality suites, media work space, state-of-the-art scoreboard, video board, and PA systems
    - Ample Parking
    - Walkable access to numerous practice fields
    - Located downtown adjacent; 5 minute drive to multiple hotels





# HOSPITALITY



- Hospitality to us is seen as an expectation and a requirement, as we want to showcase our gratitude to any group that chooses Johnson City as the home of their competition
- Some of the ways we embody the term hospitality include:
  - Meals/snacks consistently available for all officials/VIP/TSSAA staff
  - Unique event/group-specific signage on and off the field (with TSSAA consent)
  - Individual player/coach welcome bags
  - And more!
- No detail is too small!



# CREATIVE PARTNERSHIPS



# CREATIVE PARTNERSHIPS CONT.

- We thrive off of creative partnerships both locally and nationally to help deliver the most memorable championship experience possible for all student athletes involved
- Whether it's providing athletes/families with discounts, outfitting them with snacks/gear, or creating a unique opening ceremony... we've done it all!
- We utilize a volunteer database of 500+ individuals to assist with all events
- Visit Johnson City has great relationships with several partner media outlets (print, radio, television) for this championship including:
  - WJHL-TV (affiliate of CBS and ABC), Johnson City Press, WCYB-TV (affiliate of NBC and The CW)
  - Radio – WXBQ, WCQR, WQUT, WAEZ, etc.
  - Tennessee Department of Tourist Development (TDTD)
  - Northeast Tennessee Tourism Association
  - City of Johnson City Marketing & Communications Team
  - Sports Events and Tourism Association
  - Science Hill High School
- We'll also utilize our in house Creative Content Coordinator to construct a full marketing campaign





# LODGING OPTIONS

- **Fairfield by Marriott (Teams/Spectators)**

- 90 rooms
- 3078 Hamilton PL., Johnson City, TN 37604
- (423) 900-8640
- 4.5 miles (9 minutes) from event venue

- **Courtyard by Marriott (Teams/Spectators)**

- 90 rooms
- 4025 Hamilton PL., Johnson City, TN 37604
- (423) 262-0275
- 4.5 miles (9 minutes) from event venue

- **DoubleTree by Hilton (Teams/Spectators)**

- 184 rooms
- 211 Mockingbird Ln., Johnson City, TN 37604
- (423) 929-2000
- 4 miles (10 minutes) from event venue

- **Holiday Inn (Teams/Spectators)**

- 206 rooms (largest property in JC)
- 101 W Springbrook Dr., Johnson City, TN 37604
- (423) 282-4611
- 3 miles (7 minutes) from event venue

- **Carnegie Hotel (Staff/Officials)**

- 137 rooms
- 1216 W State of Franklin Rd., Johnson City, TN 37604
- (423) 979-6400
- 6.5 miles (16 minutes) from event venue



# FINANCIAL GUARANTEE

- We are confident in our abilities to host TSSAA's Spring Fling Middle School Boys Soccer Championships
  - In addition, Visit Johnson City is prepared to offer TSSAA a financial guarantee in the amount of \$2,500 each year
  - Visit Johnson City will provide complimentary hotel rooms/meals/snacks for TSSAA staff and officials throughout the duration of the event
    - Estimated value ~ \$3,000
  - Our relationship with our Parks and Recreation Department, Science Hill High School, and other various stakeholders allow us to confidently commit to this
  - For any additional financial-related questions or to see a more comprehensive sample budget breakdown please contact James Mauney, Sport Sales Manager at:
    - [jmauney@visitjohnsoncitytn.com](mailto:jmauney@visitjohnsoncitytn.com)
    - (423) 900-2533

