



SHERWOOD PARK DISTRICT SOCCER ASSOCIATION UPDATE

MEMBERSHIP
NEEDS & OPPORTUNITIES
OPTIONS

OCTOBER 18 2022

RECONNECTING WITH OUR MEMBERS

Membership is climbing.

Registrations are **up 37%** from last year and **17%** since 2019.

New drop-in programs estimated to impact an additional 1,000 members.

New camps, clinics, workshops, and learning opportunities will serve an additional 1,000 athletes.

With new pathways being created we estimate significant growth in adult programming, fostering a lifelong passion for soccer and wellness.

CONTINUING TO ACHIEVE

- **Player and team development** - Our Players are participating on Provincial and National Teams.
- **Developing college recruitment and scholarship pathways** - SPDSA Players continue to be recruited to collegiate programs with a growing number of scholarships opportunities.
- **Growing the sport**
 - Competitive programs- Producing provincial champions for Youth and Adult, across gender groups.
 - Referee development – Largest referee development program in Alberta and Western Canada. Pathway for personal and professional development
 - Women in Soccer- Key organizational strategy to provide among the most active leadership in Canada.
- **Building reputation** – New partnership opportunities emerging from professional clubs (FC Edmonton, Vancouver Whitecaps).



IMPROVING COMMUNICATIONS & COMMUNITY

MOVING FORWARD IN COLLABORATION

WHAT IS THE SPDSA DOING?

Committed to long term planning in collaboration with Strathcona County and increasing communication with Council and Administration.

Using our Clubhouse for the development of youth and adult programming including camps, afterschool drop in facilities and recreational soccer opportunities.

Soliciting sponsorship for facility development and program funding.

Pursuing all available grants and funding opportunities.

Continuing to build our capital development fund awaiting further facility development opportunities.

Advocating for Strathcona County soccer players across the CSA, ASA and local soccer associations.

SPDSA CLUB HOUSE

Aspiration: create the conditions where players discover and express their potential as people and athletes.

Features:

- FREE drop-in program for student athletes.
- Operating Mon.to Fri. from 3 -5:30 PM (September – June).
- Indoor artificial turf field with access to soccer equipment.
- High performance training gym.
- Classroom/ technology hub available to student athletes to study soccer, school subjects or collaborate on projects with teammates and classmates.
- Healthy snacks provided to help fuel the mind, body and spirit.
- Facilitated programs, delivered by local professionals to build capacity within each student/ athlete.
- Estimating between 4,000 to 6,000 program drop-ins annually.
- Providing new community volunteer opportunities (est, 8,000 hours annually).

SOCIAL OPPORTUNITIES

Increase Family Time - Local facilities keep travel down for families

Spaces for Community to Gather, Connect, and Spectate - enjoy the hard work and dedication of the players and volunteers.

Accessibility - Ease of access for our seniors who lack entertainment opportunities due to travel.

Social Innovation and Collaboration – opportunities to host events, integrating, business, sport, and local connection to drive community engagement and participation.

Continue to build on a proud community with home facilities.

ACKNOWLEDGEMENT OF CHANGE

FINANCIAL

SOCCER as a SPORT



CHANGES OR NOT?

- Sherwood Park families currently invest over \$500,000 annually on Edmonton indoor and turf facilities.
- This equates to more than 2,500 hours of YEG bookings, 28,125 hours of time and associated money being economically invested outside of Sherwood Park.
- Soccer is gaining global prominence on both the Women's and Men's National Teams and Sherwood Park has an opportunity to establish itself as foundational to continued success.
- Soccer is an annualized program.
- PROVEN DEMAND FROM SOCCER, FOOTBALL, LACROSSE, FRISBEE SPORTS, BASEBALL FOR MORE FIELD TURF ACCESS.
- As a Nation Youth Club License holder (1 OF 37 IN CANADA) and AYSL participant we have need for turf facilities with change rooms, spectator viewing and media accommodations.
- With no access in Strathcona County, we must look to City but County residents and organizations are among the last user groups in priority for Edmonton facilities bookings.



ECONOMIC OPPORTUNITIES

Local Facilities

- Lower travel costs for families.
- Keep facility rental revenue in our community.

Sports Tourism

- Strathcona County was previously known for hosting some of the largest and prolific soccer tournaments in Alberta
- Opportunities to host Provincials require specific facility needs
- Tournaments generate revenue for local businesses including hotels, restaurants, grocery stores and entertainment facilities.

WELCOME TO SHERWOOD PARK

Economic Impact Tier 1 Provincials - Sherwood Park

Tier 1 Provincials		U-13	U-15	U-17	Totals	Average Meal (\$)	Average Hotel (\$)	Average Gas \$	Total \$
Number of Teams		16	16	16	48				
Number of Players per team		18	18	18					
Number of players	0	288	288	288	864				
Number of families		288	288	288	864				
Number of adults	0	576	576	576	1,728				
Number of siblings	0	288	288	288	864				
	Total				4,320				
Number of meals/ family	48	13,824	13,824	13,824	41,472	10			414,720
Number of Hotel Nights/ Family (Wednesday to Sunday)	4	4	4	4					
Total Nights (3.5 nights * #of families)		1,008	1,008	1,008	3,024		150		453,600
Fuel costs for travelling families								150	129,600
									997,920

Assumptions:

1. based on family of four attending the tournament.
2. nominal \$10/meal (very conservative)
3. Hotel rates of \$150/night for 4 people in a room
4. Teams all travel so expect 1 tank of gas per family

SAME HEADLINE?

IN 1997 SPDSA was on the verge of cancelling programming due to a suitable facilities

The Council of the day, voted in favour of building Millennium Place – a massive success for the Country and residents to this day

25 years later, we are still desperately short of indoor facilities to support athletics in Strathcona County

In 2015, SPDSA invested \$50,000 in the first GROUP2 Fieldhouse proposal; now are looking at 2029 before a ball is kicked – we have missed one entire generation of players.

Sherwood Park News

Sherwood Park



Thinking of Selling or Buying?
Call today 464-1333

BRAD YAKIMCHUK

Vol. 22 No. 34

The Voice of Strathcona County

Wednesday, August 30, 1997

Setting sights

Strathcona County hosted the 60th annual Canadian Archery Championships. Competitors from across the country were joined by archers from Europe and South Africa.

Photo by Scott Zerr

Indoor soccer season on for '97/98

by Terri Kemball

The ball will roll this fall when more than 1,300 indoor soccer fans kick off the 1997/98 season.

The ball had been frozen this spring when the Sherwood Park District Soccer Association announced plans to cancel the upcoming season if Strathcona County council wouldn't promise to build a multi-use recreation facility in the community.

But at a recent board of directors meeting, the members reversed their stand to cancel the 1997/98 season.

President John Hall says strong encouragement from Strathcona County and assurances from the Edmonton Soccer Association that

playing times would be as good, if not better, than last year, convinced the board to schedule the indoor program.

"There were no carrots or promises," said Hall, "but we have to hope our five-year quest to have an indoor facility may soon end."

The soccer association had hoped to receive an answer from council this spring.

But council has yet to see a study it launched last year on the need for new sports facilities in the community.

Council is expected to review the study, complete with financial package, in September.

In the meantime, the Sherwood Park District Soccer Association will book time in Edmonton to ensure the 1,300

to 1,500 young soccer players who register for the season can play their sport this winter.

Lindsay Thompson is one of the hundreds of parents who will pay \$160 to register her 10-year old daughter, Jessica, in indoor soccer.

"Seeing as Jessica has joined competitive soccer, we're looking at putting her in indoor this year to keep her skills up," said Thompson.

She's pleased the Sherwood Park soccer association has decided to go ahead with this year's season.

She also hopes council joins the team by committing to a local facility that will ward off future problems for teams vying for the overcrowded Edmonton fields.

Thompson says a local facility

would make life easier for Park parents who now have to ferry their kids across the city.

Hall is also pleased the 1997/98 season is a go.

"We had a lot of disappointed kids," he said.

But ensuring Sherwood Park children kick a soccer ball on indoor fields in future years depends on council making a commitment to build a two field facility in its next budget.

"We won't have any choice," said Hall. "We won't have any place to play next year."

Registration for the indoor soccer season takes place Thursday, Friday and Saturday at the Sherwood Park Mall.

Sherwood Park
Counselling Service

- Family Counselling
- Marriage Counselling
- Personal Counselling

Darrell Souster, Ph.D.
Chartered Psychologist
417-4600

GEM GALLERY
JEWELLERY & GEMS
"CUSTOM AND REPAIR CENTRE"

NEW LOCATION: FERRIS BLVD. (NORTH LAKES) 464-8888



THERE ARE OPTIONS

WHAT DO WE NEED?

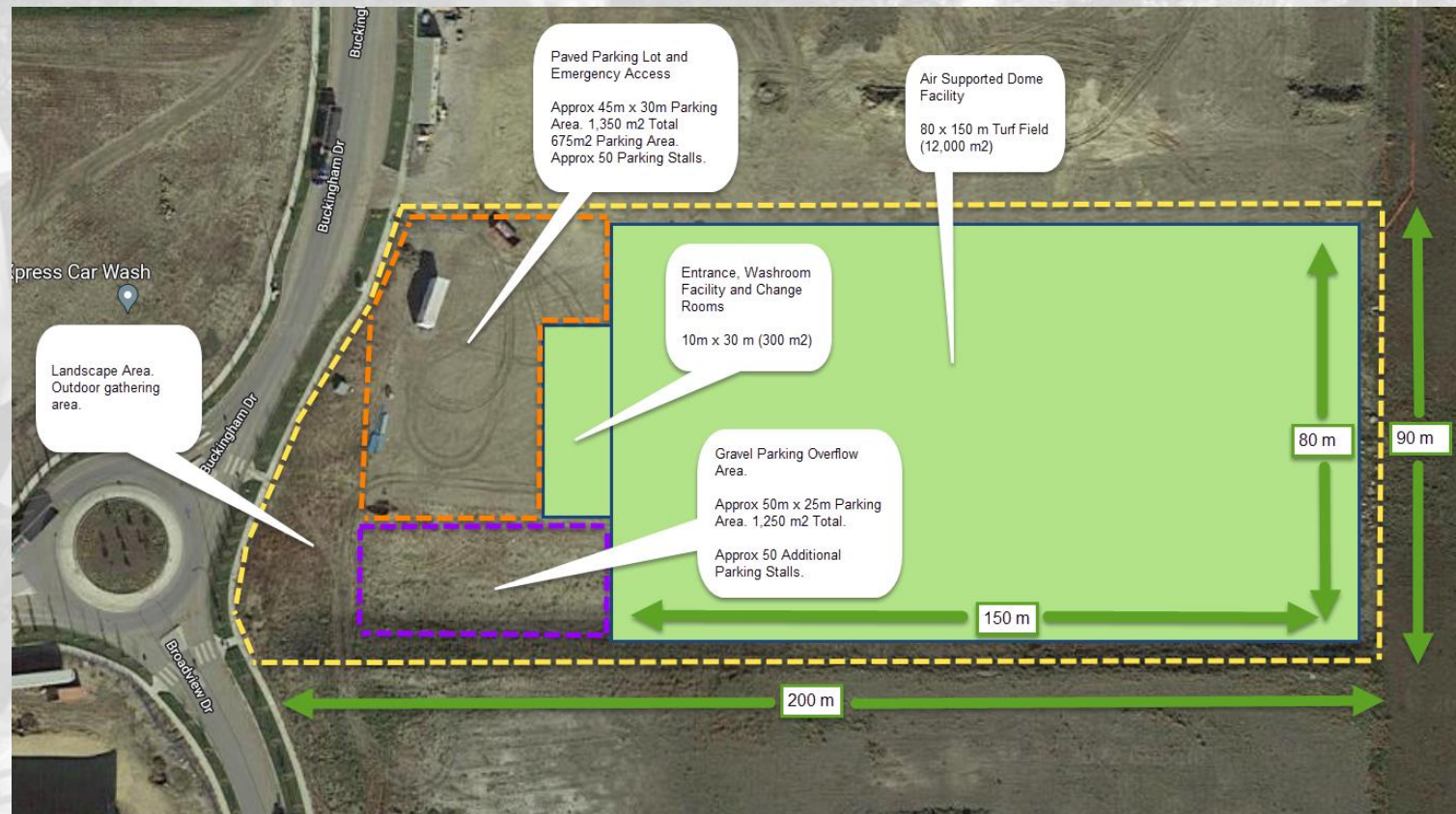
To continue developing indoor and outdoor turf facilities to support the growth of our membership, increased programming demands and ensure we have the quality of facility required to continue to be one of the premier soccer associations in Canada.



OPTIONS

Buckingham Interim Development

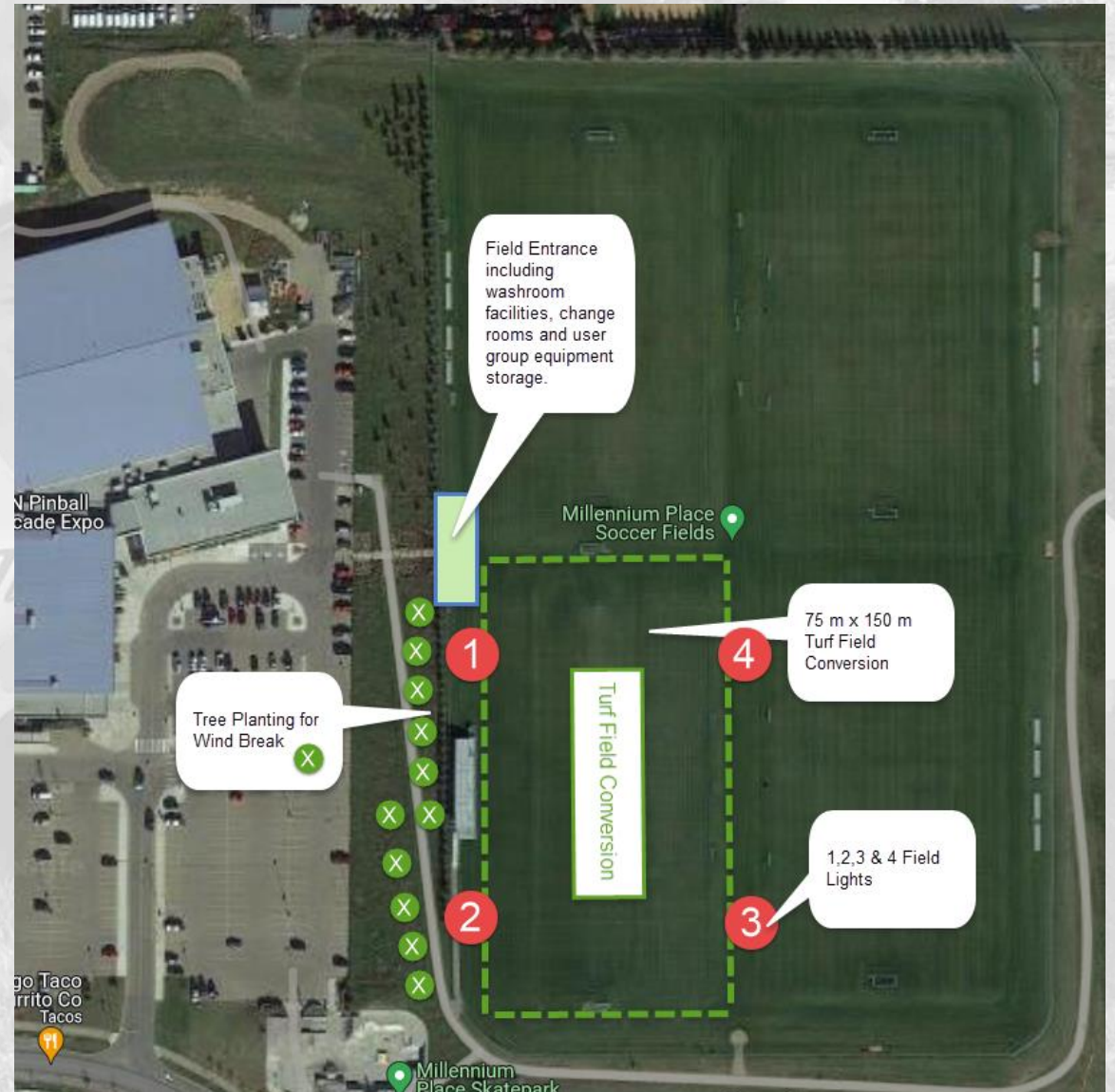
- Site grading and servicing
- Commercial crossing and paved emergency access
- Complete entrance, administration building & washrooms
- Install 150mx80m turf field
- Grade beam for air supported structure
- Install air supported structure
- Est budget \$4.5M
- Pre-Construction Saving \$500,000 for 2027 Fieldhouse



OPTIONS

Staged Millennium Upgrade Plan

- Site development 2023/24
- Install 150mx80m turf field
- Plant trees to create wind break
- 2025: Complete entrance and admin building, washrooms and change rooms
- 2026: Installation of Lights
- Est budget \$3M



OPTIONS

Strathcona Athletic Park Improvements

- 2023 Construction
- Restore public access to change rooms and washrooms
- Install 150mx80m turf field
- Est budget \$1.75M





THANK YOU!

We recognize your time is valuable
and have much gratitude for your
participation and feedback here today.