

Soccer Programming for the City of Jonesboro

Vision Statement

To provide a comprehensive and inclusive soccer program for the residents of Jonesboro, fostering community engagement, youth development, and a lifelong passion for the sport of soccer.

Program Overview

The City of Jonesboro Soccer Program will include three primary components:

1. **Recreational Soccer (City Stars):** A community-based program aimed at introducing soccer to players of all skill levels in a fun, inclusive environment.
2. **Development Academy:** A bridge program designed to provide players a smooth transition from recreational soccer to competitive soccer.
3. **Travel Soccer (ARFC):** A competitive program designed for players seeking advanced training and higher-level competition.

The program will be managed by a dedicated staff and overseen by an existing Board to ensure quality, transparency, and alignment with community goals.

Key Staff Roles

1. **Director:**
 - Provide overall leadership and vision for the program.
 - Serve as the primary liaison between the City, Board, staff, and community stakeholders.
 - Oversee financial planning, program growth, and partnerships.
 - Build and foster relationships between programs, local schools, and area programs.
 - Plan and coordinate events at Joe Mack Campbell including tournaments, friendlies, and showcases.
2. **Technical Director:**
 - Design and implement soccer curricula for all levels.
 - Train and mentor coaches with a focus on player and coach experience and development using the approved curriculum.
 - Ensure alignment between recreational and travel programming to create a seamless player development pathway.
3. **Registrar:**
 - Manage player registration and data.
 - Ensure compliance with league and state requirements.
 - Provide regular communication with participants and families.
 - Oversee team Manager training, communication, and support.
4. **Recreational Coordinator:**
 - Organize and manage the City Stars program.

- Schedule games, practices, and events.
 - Recruit and train volunteer coaches.
 - Engage with Director and Technical Director to manage programming and development of players from City Stars through their individual development pathway.
5. **Development Academy Coordinator:**
- Oversee transitional programming between recreational and travel soccer.
 - Identify and nurture talented players and coaches.
 - Coordinate with the Technical Director to design age-appropriate training.

Funding Structure

The program will be funded through a combination of:

1. **City Subsidies:**
 - The City of Jonesboro will allocate funds to support staff salaries, program administration, and infrastructure in the initial amount of \$500,000 annually.
 - Initial funding to be established, in part, by transfer of funds from Jonesboro City Stars Boosters Club to a new account.
 - City Subsidies will support programming, staffing, facilities, and access for participant families that cannot afford participation.
2. **Participant Dues:**
 - Recreational Soccer: Affordable registration fees to ensure accessibility for all families including scholarships for those that cannot afford registration.
 - Development Academy: A bridge program to travel soccer with lower fees affordable to all families.
 - Travel Soccer: Tiered dues to cover higher-level coaching and player development.
3. **Donors and Sponsors:**
 - Continue to engage donors for sponsorship to allow local businesses the opportunity to support youth development.
 - Host events to support staff and program expansion.
4. **Estimated Program Costs:**
 - Staff: Director, Registrar, Technical Director, City Stars Director, Development Academy Director – Total (w/ incentives) \$195,000/yr.
 - Coaches: Paid coaching at travel level \$125,000/yr.
 - Referees (city stars): \$120,000/yr.
 - Equipment: Nets, field paint, goals, jerseys (city stars), trophies (city stars) - \$60,000/yr.
 - Total Program Costs: \$500,000/yr.

Facilities

The program will utilize Joe Mack Campbell Park as its central hub. The City of Jonesboro will:

1. Allow the soccer program to provide oversight of Joe Mack Park and indoor turf facilities, now existing or constructed for soccer programming at a later date, to allow scheduling to the soccer programming.
2. Coordinate with the soccer program to allow the program to oversee the maintenance and upkeep of Joe Mack Campbell Park (soccer area only), ensuring safe and high-quality fields.
3. Soccer will coordinate with other programs and events to ensure access to facilities.

Governance

The program will be overseen by a 5-member Board, which will:

- Help set short-term and long-term vision for the program.
- Approve budgets and major initiatives.
- Monitor program performance and community satisfaction.
- Oversee and support staff in implementing the vision and mission.
- Current ARFC Board will be asked to serve as an Advisory Committee to the Board and assist in forming committees as may be necessary to carry out the mission and purpose of the program.

Program Goals

1. **Recreational Soccer:**
 - Increase participation by 20% within three years.
 - Provide a positive and fun environment accessible to all players.
 - Host seasonal jamborees and community events.
2. **Travel Soccer:**
 - Create an environment focused on player development through competitive soccer.
 - Develop a player development pathway for players to achieve personal development goals.
 - Double participation within four years.
3. **Development Academy:**
 - Grow participation by 50% within one year.
 - Use as a tool to create positive parent/player interaction.
 - Utilize as a tool to provide players with a pathway from recreational experience to a competitive environment.
 - Prioritize experience and development over winning.

Implementation Timeline

1. Year 1:

- Hire staff and establish operational infrastructure.
- Revitalize City Stars recreational soccer program.
- Explore program rebrand to communicate cohesiveness of programming and new program direction.
- Enhance ARFC training schedules and team structures.
- Secure continued sponsorships and donors.
- Host tournaments and events to activate Joe Mack Campbell Park and bring outside teams to the community.

2. Year 2:

- Expand participant community outreach to increase enrollment.
- Expand Development Academy to surrounding communities
- Expand event offerings to further engage community and out-of-town teams.
- Evaluate program success and set 5-year program planning strategy.
- Increase the number of competitive ARFC teams.
- Solidify the program's role as a pillar of Jonesboro's community sports offerings.

3. Year 3:

- Expand tournament schedule and friendlies to fully activate Joe Mack Campbell Park to be a destination location for events.
- Coordinate with other Jonesboro experiences to maximize event turnout.

Impact: Tournaments & Events

We can expect 75 teams per tournament (15 players/team average) = 1,125 players/families

Tournament fees & Parking & Concession

- Fees - 75 Teams per tournament @ \$500/team = \$37,500
 - Parking - 1000+ cars @ \$20/car for the weekend: \$20,000
 - Concession - 1,125 families @ \$10/person/day = \$22,500
- Total: \$80,000**

Hotel Rooms:

- 70% families one night at \$150 = \$118,125
 - 40% families two nights at \$150 = \$67,500 (exclusive of the previous line)
- Total = \$185,625**

Restaurant Spend (assuming a family of four):

- 90% of families one meal per day (two-day tournament) @ \$15/person = \$60,750
 - 50% of families two meals per day (two-day tournament) @ \$15/person = \$67,500
- Total = \$128,250**

Retail: (this includes gas and shopping)

- Average spend of \$75 per family = **\$84,375** (With gas prices now, this may be fairly conservative)

Total projected economic impact per tournament: **\$479,250**

Total projected economic impact for 4 tournaments: **\$1,917,000**

Friendly events:

Teams: 35 (15 players/team average) = 525 players/families

Friendly fees & Parking & Concession:

- Fees - 35 Teams @ \$100/team = \$3,500
- Parking - 525+ cars @ \$10/car = \$5,250
- Concession - 525 families @ \$10/person = \$21,000

Hotel Rooms:

- 50% stay one night at \$150 = **\$39,375**

Restaurant Spend (assuming a family of four):

- 90% of families one meal @ \$15/person = **\$28,350**

Retail: (this includes gas and shopping)

- 75% spend \$75 = **\$29,531.25**

Total projected economic impact per event: **\$97,256.25**

Total projected economic impact for 4 events: **\$389,061**

Annual projected impact of tournaments and friendly events: **\$2,306,061**

Accounting

The City will have full visibility into the account(s) of the program, and will have the option to audit the account(s) any time. Separate account(s) will be maintained for the operation of the soccer programs.

Conclusion

The City of Jonesboro Soccer Program will enhance the lives of its residents through accessible, high-quality soccer programming. By leveraging City resources, participant contributions, and community support, the program will create a sustainable and impactful model for youth development and community engagement.