

Visioning Proposal

Presented to the Town Of Huntsville

February 13, 2008

By the Huntsville Soccer Club

Executive Summary

The Huntsville Soccer Club is currently running at capacity in terms of facilities. In order for the program to grow we need to increase our facilities. We are currently providing programs for 774 people in 2007 outdoor program and we are looking at 110 people in our indoor program. We were forced to turn people away from outdoor as a result of not having capacity. Our indoor program is operating at capacity as well. We have developed a very competitive house league system, and an All Star system has been developed. We want to continue to develop the All Star system as well as increase our ability to deliver adult and competitive programs. Our ability to expand the program to the next level in regards to competitiveness for youth is impaired by field availability. We are also limited in our ability to improve our adult program by lack of facilities. Our goal is to increase the number of participants in the game of soccer in the Huntsville community. This will be accomplished through increased competitive programs for youth. For the adults we want to add masters, competitive and recreation play.

What facilities are needed:

Irrigation and the establishment of permanent soccer fields at McCulley for field D and E
Lights and Bleachers to one field.

Club house with changing facilities and showers

2 additional permanent fields with at least one with artificial turf

Indoor facility

Background

The Huntsville Soccer Club provides soccer to all levels of individuals from age three to adult. In 2007 we had 778 individuals playing soccer. Unfortunately registration was cut off at this number due to a limitation in playing surfaces available to accommodate the 778 players. We had on record 14 youth that were on a waiting list and many others that choose not to register as they were informed we were at capacity. An indoor program for youth and adults is run in local gymnasiums during the winter. Lack of gym space limits further growth of our program. We currently are at capacity with 80 youth and 30 adults. All Star teams also practice during winter months but this too is limited as a result of lack of gym space.

Until recently The Huntsville Soccer Club has been able to meet its goals, but increasing soccer interest and participation in this community has limited our ability to meet future demand with the current facilities.

What are we asking for?:

Phase 1

1. We need D and E fields at McCulley to be developed into two permanent full sized soccer fields with irrigation.

Phase 2

1. The addition of lights and bleachers on at least one field.
2. Club house with change rooms, shower, storage space and meeting room.

Phase 3

1. 2 more permanent fields with at least one artificial turf.
2. Multi-purpose indoor facility with artificial turf to allow year round soccer.

The Benefits of Improved Soccer Facilities:

1. We could maximize the number of youth and adults currently wanting to play soccer in the community. The popularity of soccer only continues to grow in Canada. With obesity becoming a major epidemic world wide, soccer is a great sport to provide exercise and cardiovascular fitness to the residents of our community.
2. We would develop our adult program so that more adults could enjoy the game of soccer. With a future population shift in Huntsville to include more adults in the

community, recreation options that include soccer will be essential to attracting and retaining these residents.

3. Develop an adult masters level program for soccer. With our population shift we will see many active retirees looking for recreational activities. Currently in the large urban centers we see masters level soccer. Currently we are unable to offer this program as we have no available field space to run the program.
4. We would be able to host more tournaments and full-field tournaments which will contribute to sports tourism in this town. A tournament with 4 fields would allow 32 teams to participate. Teams typically field 18 players, which means we could have 576 players and their families visiting our community. We will let the town sports tourism board come up with the numbers this will bring into the town in terms of dollars. These tournaments could be easily planned to happen in spring and fall to capitalize on the shoulder seasons in our community.
5. Adequate field space and proper irrigation would prevent over-use of fields and subsequent damage to fields and would allow for proper maintenance on the fields with little to no interruption to our programs. Currently if a significant issue were to impede our access to any field for part of the season it would seriously impact the programs that we offer.
6. More facilities would allow the competitive program to flourish. Additional teams would be developed and would be able to practice at a more acceptable frequency. This will also increase the competitiveness of our teams against other teams in Ontario. The increase would benefit our High School teams as this allows the players to play continuously throughout the summer.
7. The revival of the Strikers (competitive men's and women's teams) may become a reality with field time, coaching and a good foundation from the adult program. We may also be able to get into competitive teams at the masters level as this will again continue to attract residents to our area.
8. Bleachers will allow for better fan comfort at games, and would help increase our level of attractiveness to tournaments and other events.
9. Artificial turf on the fields, although initially more costly, would allow for a longer playing season with less down time, reduced maintenance costs, and increased revenue.
10. An indoor facility would allow us to increase our youth and adult indoor programs, train competitive players and host year round tournaments. The indoor facility would be a great benefit for expanding our Adult program as our focus has been on the youth.

11. The addition of a club house brings a level of professionalism that most sports enjoy. This club house would also allow a meeting room and a showcase of the club's achievements.

Current Field Usage:

The Huntsville Soccer Club currently utilizes the soccer fields for its house league program Monday to Thursday evenings. Friday evenings are All Star practice times, which may be preempted as a result of inclement weather for the House League games. We also run an adult soccer program on Sunday mornings and Thursday evenings. We are looking at expanding the Sunday session to include All Star adult practices.

The All Star teams, which are Huntsville's traveling teams, represent the town at tournaments. We currently have 6 youth All Star Teams consisting of 20 players per team. They are currently limited to 1 practice per week due to a lack of field space.

This past summer, we had the opportunity to run a development program through the Huronia District Soccer club, but were not able to support the program and sent our youth to Bracebridge in order to participate in the program.

We currently conclude our House League season with a "Soccer Day" where all 724 youth play soccer.

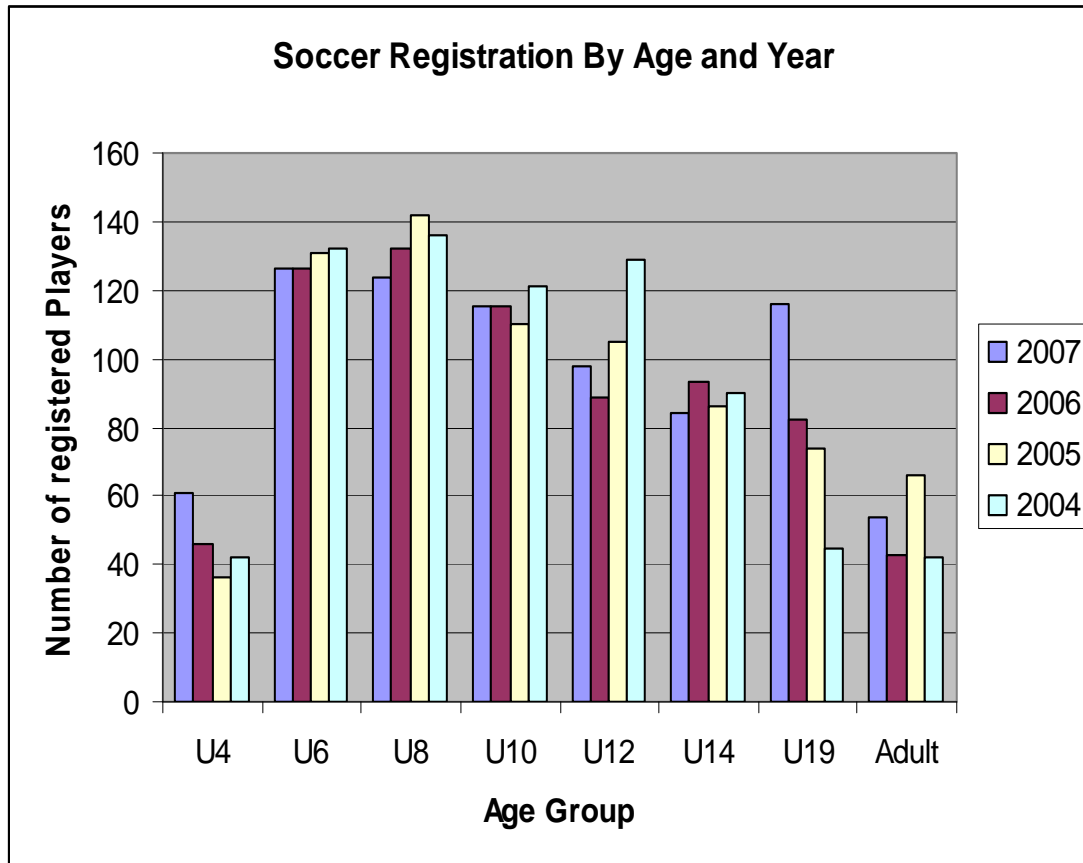
We host a 5 on 5 tournament in September. In 2007, our second year hosting the tournament, we had 30 teams participate. Unfortunately we had to turn away teams due to the limited number of fields available. We received rave reviews from all the teams that were involved for a great tournament and for promoting "excitement" of the game.

The Huntsville Soccer Club looks forward to a partnership with the town to accomplish these goals. We are prepared to offer significant financial and contributions in kind to meet these goals.

Appendix

Demographics:

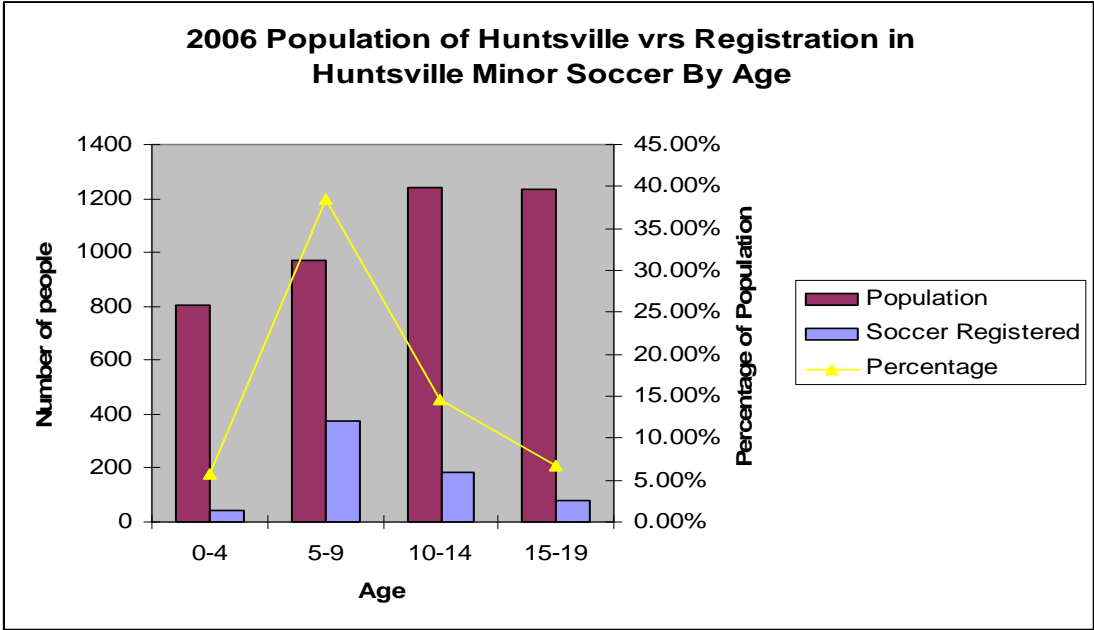
Registration by age group for the last 4 years:



(Provided by IT Sports Registration)

What you will notice is the level of participation has remained fairly consistent with some small variance in numbers. A positive note is that Under 4 and Under 19 age groups have increased. The under 19 age group has seen a three hundred percent increase in the number registered.

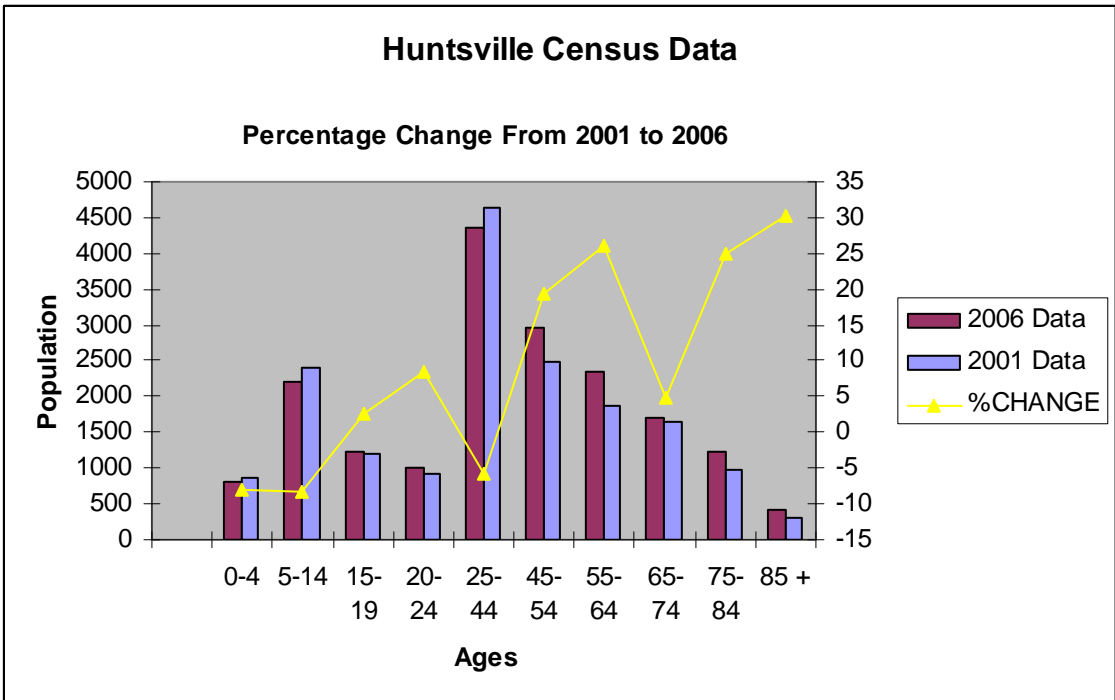
An interesting statistic in extrapolating the data from the 2006 census with our registration shows the population by age and the number of registrants in Huntsville Minor Soccer.



(Registration data for Under 10 was used for the 5-9 category)

We see that Over 35% of the children aged 5-9 are involved in Huntsville Soccer.

Huntsville population data per the 2006 census shows the following trends:



(Numbers provided by Stats Canada 2001 and 2006 census)

Some interesting points of interest in the data:

- Huntsville's population increased at 5.5% (provincially it was 6.6%)
- A decrease in population in under 14 age group of 8%
- Significant increases in 45-64 and 75+
- A decrease of about 5% in the 25-44 year range

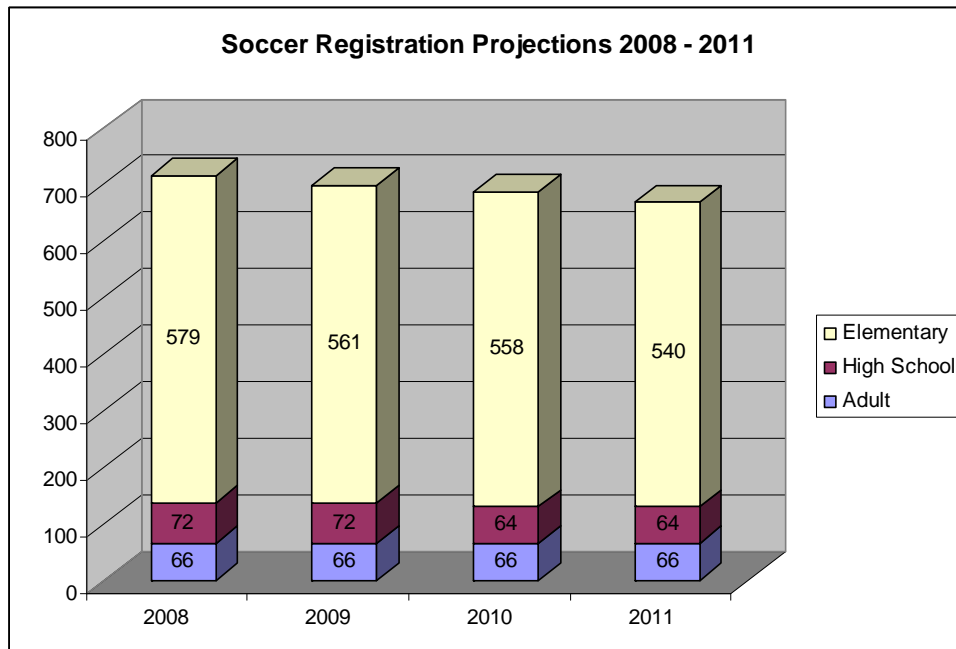
Trillium Data

The Trillium Lakelands District School Board enrollment projections presented on February 2, 2007, forecasts a decline in total school population of 17% for elementary schools overall and a decline in school population of 17% overall for high schools.

Using the TLDSB projections for the school catchments* pertaining to the Huntsville Soccer Club for the period 2006 to 2011, we find that the overall reduction for those schools is predicted to be 12.4% for elementary schools and 14.6% for high school registration

Using the soccer registrations and the corresponding school enrollments between 2002 through 2007 we have calculated the average participation ratio of soccer player to school enrollment. Applying this ratio to the declining school enrollment determines the potential impact to the soccer club as follows.

Soccer Registration Projections 2008 – 2011



The club manages 64 youth house league teams per season, therefore, applying the historical participation rate to the projected school enrollments shows that the impact is a reduction of only 1.5 players per team. ***This result means that the decline in school population will have no impact on the demand for field space.*** Given the club's development of competitive play through the All Star program and the introduction of annual tournaments, the end result is the same; we need more fields in order to offer a quality, vibrant soccer experience to youth and adult alike.

The growth in the club has primarily been focused on the youth as the availability of playing times and facilities has limited our ability to expand the adult program. As such we are projecting no growth in this area until additional facilities can be arranged in order to meet the needs of this demographic. We are anticipating growing adult participation as we have seen growing participation levels in the older age groups as a result of starting soccer early.

*School Catchments

Elementary schools	Huntsville PS Irwin Memorial Leslie Frost PS Pine Glen PS Riverside PS Spruce Glen PS V K Greer
High school	Huntsville High School

Source: TRILLIUM LAKELANDS DISTRICT SCHOOL BOARD
ADMINISTRATIVE REPORT
Schedule "C": OCTOBER 2007-2011 PROJECTED F.T.E. ENROLMENT