



Date: June 13, 2002

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: MoreSports Soccer Funding Request

RECOMMENDATION

That the Board approve funding of \$40,000 from the Corporate Sponsorship Fund as a one-time expenditure to provide equipment and uniforms for MoreSports Soccer.

POLICY

The Board's policy on the approved use of Corporate Sponsorship Funds contains the following criteria:

1. To fund one-time expenditures to a limit of \$50,000 that will support revenue-generating activities and the money repaid into the Corporate Sponsorship account from the increased revenues within a period of three years.
2. To fund initiatives with one-time expenditures to a limit of \$50,000 that will result in improved efficiencies.
3. To fund one-time expenditures over and above the existing funding level in the operating budget which are beneficial to the overall Parks and Recreation system.
4. All expenditures require Board approval.

BACKGROUND

MoreSports is a recreational sport development initiative which provides minor sport opportunities to children and youth based on a set of principles which reflect the uniqueness of inner-city Vancouver neighbourhoods. Resources have been mobilized through partnerships with many community organizations, the Vancouver Agreement via Human Resources Development Canada and the Vancouver Foundation to build community resident capacity to deliver and sustain our first launch in Soccer at nine sites.

Youth have been hired as MoreSports Soccer Leaders to work from community centres in

Vancouver East. They are promoting the value of youth recreation to parents, helping to organize sporting activities, recruiting and training volunteers from the community as coaches and referees and fulfilling other tasks needed to realize the formation of a formal sustainable soccer program. This new program dovetails and enhances community programs already in existence with the aim that MoreSports will be included in the well-established Vancouver Youth Soccer Association.

DISCUSSION

Currently, the program operates in Vancouver East District at Britannia, Hastings, Kensington, Mount Pleasant, Ray-Cam, Renfrew, Strathcona, Thunderbird and Trout Lake, involving 1100 participants. The \$40,000 funding request will be used for team player development, officiating program and promotional activities, and is requested as per the criteria, *3. To fund one-time expenditures over and above the existing funding level in the operating budget which are beneficial to the overall Parks and Recreation system.*

Details as follows:

Team Development	\$12,000.00
- Supplies for 12 teams of 16 players (balls, uniforms, shin pads - to be returned at end of season, ball bags, cones, pumps, bibs)	
General Skill Development & Participation	\$18,000.00
- supplies at 9 sites for 50 youth per site to support soccer camps/fests, school noon hour soccer and outreach programs (portable goals, balls and bibs and Leaders Kit)	
Officiating	\$4,000.00
- supplies for 9 sites to train youth – grade 7 and up as officials for team play (official referee jersey, whistles, manuals and books – to be returned at end of season)	
Promotions	\$6,000.00
- supplies to facilitate exposure at special events for target population (banners, display materials)	
TOTAL	\$40,000.00

Approval of these funds will assist in demonstrating the public support of this initiative and assist the efforts to leverage additional monies from the private sector and the community at large to support the long term sustainability of the project.

CONCLUSION

The MoreSports Soccer is an important initiative of many community partners directed toward building and sustaining sport structures to ensure that young boys and girls in all neighbourhoods in Vancouver have equal opportunity to play and grow through sport. Significant funding has been secured through the Vancouver Agreement from Human Resources Development Canada and the Vancouver Foundation. The Park Board is currently contributing in many ways as mentor and in providing the facilities. Staff are recommending that the Corporate Sponsorship Fund be utilized, on a one-time basis, to fund \$40,000 for equipment and supplies to launch the first season of MoreSports Soccer.

Prepared by: Vancouver East District